

# Contemporary Business

Brief  
Edition



**Boone & Kurtz**

# Contemporary Business

**Brief Edition**

**Louis E. Boone**

University of South Alabama

**David L. Kurtz**

University of Arkansas

**SOUTH-WESTERN**

  
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Project Manager: Andrea Archer  
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**Asia**

Thomson Learning  
60 Albert Street, #15-01  
Albert Complex  
Singapore 189969

**Australia**

Nelson Thomson Learning  
102 Dodds Street  
South Melbourne, Victoria 3205  
Australia

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1120 Birchmount Road  
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# P R E F A C E

*“We want a shorter book.”*

Our recent marketing research studies of introduction to business faculty—both mail surveys and a series of focus-group interviews conducted at 16 different locations throughout the U.S.—convinced us of one fact. Business instructors are fed up with too-long, 700-plus-page texts.

“Why include your Web sites, your student exercises, your games when we can’t begin to cover all of the material included in the text?”

“How do you expect us to cover 20 chapters—or more—in 15 weeks or less?”

So it was back to the drawing boards for Gene Boone and Dave Kurtz. And 12 months later, they produced *Contemporary Business Brief Edition*, a 15-chapter, 567-page version of *Contemporary Business*, the world’s most popular business text.

*“We want a less expensive book.”*

One of the nicer side benefits of organizing the text using a 15-chapter model—instead of the typical 20- to 22-chapter text—is that it reduces the length of the book and it saves pages. The result: lower costs, which are passed along to the reader. *Contemporary Business Brief Edition* costs less than other competing full-color hardcover texts available anywhere.

*“The shorter, cheaper book must not be a watered-down, inferior book. Business coverage should be complete, and the text chapters should be organized along the lines of my current text.”*

The publisher and authors all agree. Too many inferior books—poorly written, with missing topics and an inadequate teaching package—are released and then quickly disappear. *Contemporary Business Brief Edition* is an entirely different animal. The huge investment in time, effort, and dollars has combined to fill a real product need and to provide instructors and students with an outstanding text and the best teaching/learning package in the industry.

*“After suffering through the mistakes, test-bank errors, and missing coverage characteristic of so many first-edition books, we want a quality product designed by quality writers who are experienced in teaching this course.”*

Each of these points is valid, and we set out to address all of them. Since the book is based on *Contemporary Business*, the industry pacesetter, it offers the most current—and complete—coverage of business concepts the instructor wants to cover. Recognizing how important quality is to a successful course and unwilling to turn the test-bank assignment over to graduate students who have never taught the course, the book’s authors developed the test bank. Both the questions and their answers match the material found in the text. Boone and Kurtz books are the benchmarks used by other authors in designing world-class quality. Both authors have taught the introduction to business course; both regularly serve as guest lecturers when they visit college campuses throughout the U.S. The Boone and Kurtz authorship represents a quality seal of approval for college texts.

*“We want a book that is not only user-friendly but also interactive. Our students don’t want an entirely lecture-based course. We want a useful Web site, Internet exercises, experiential exercises, at least two cases per chapter, and positive feedback for our students regarding their mastery of the material before they are tested.”*

You’ve come to the right place. As the Table of Contents indicates, every chapter has at least two cases, a well-tested experiential exercise, at least three “Nothing but Net” exercises, and extensive materials at the *Contemporary Business* Web site. Summaries of chapter learning goals are in a quiz-like format, with answers included later so students can check their mastery of the chapter materials. A key terms quiz is also included at the end of each chapter for student use.

*“We insist on a teaching package second to none in the industry. You can’t cut corners on teaching materials—and creation of brand-new video cases—in your efforts to reduce price.”*

Instructors who have used texts written by Boone and Kurtz in their classes know that they will receive more than a high-quality, well-written book. A hallmark of every text is the complete, flexible, well-designed teaching and learning materials. From the industry’s best Web site to the expansive—but oh so high-quality—new video cases, Boone and Kurtz texts set the standards for the industry. And, as described in the next section, *Contemporary Business Brief Edition* is the best yet.

## WELCOME TO *CONTEMPORARY BUSINESS BRIEF EDITION*!

It’s the most comprehensive introduction to business available in one brief but powerful textbook. And it’s proof that dynamite comes in small packages.

A whopping 28 percent briefer than the best-selling previous edition, *Contemporary Business Brief Edition* is packed—literally—with innovation, giving students up-close, hands-on experience with the dynamic world of business. Instead of just offering students a glimpse of the fast-paced 21<sup>st</sup> century marketplace, this entirely new book provides a firsthand, personal experience, enabling readers to feel the invigorating pulse of the now global marketplace, feel the rush of the increasingly high-speed, high-tech business environment, and feel the thrill and excitement of wrestling with real-world, real tough business issues. Right now.

Real-world business is not a spectator sport. And with *Contemporary Business Brief Edition*, neither is learning about it. What better—or more enjoyable—way to learn the intricacies of business than to put them into action?

The 21<sup>st</sup> century business marketplace is arguably the most exhilarating—and challenging—marketplace in history. Globalization. Higher and higher technology. Increasing competition. New markets. New dynamics. Old dynamics. . . . The list is endless. Business has reached a new level of energy.

And *Contemporary Business Brief Edition* doesn’t miss a beat. It integrates technology into every aspect of the text and package. Its practical approach and experiential exercises encourage students to immediately begin applying business concepts to their personal lives. Its real-world emphasis offers valuable insight into how actual businesses operate.

Today’s students are tomorrow’s business leaders. And tomorrow is closer than you might think. *Contemporary Business Brief Edition* doesn’t waste a moment but immediately immerses students into the excitement of real-world business. The lingo. Controversial issues. Emerging trends. Late-breaking research. This text equips students with all the business essentials, giving them a toolbox they’ll reach into again and again throughout their careers.

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## CALL FOR BREVITY

In planning *Contemporary Business Brief Edition* we commissioned an extensive research and review campaign. Hundreds of surveys were completed; we conducted numerous focus groups involving business instructors, course coordinators, and department heads from across the country.

Responding to the almost universal call for a shorter text that could be covered in one semester or quarter, we produced a 15-chapter cutting-edge book that is more than 28 percent shorter than any of the four most widely used introductory business texts. *Contemporary Business Brief Edition* gives instructors ultimate flexibility, allowing them enough time to make more extensive use of cases, Internet exercises and assignments, and other projects. But, instructors and students will be happy to note that all the features that have made *Contemporary Business* the world's most popular text—and the choice of more than 4 million students—are included in the new *Brief Edition*.

How did we transform *Contemporary Business* into a textbook version of “Honey, I Shrunk the Book”? Accomplishing this feat was largely a matter of combining and streamlining several chapters from the new tenth edition of *Contemporary Business*:

- Chapter 3, “Global and Economic Forces Affecting Business,” combines the tenth edition’s international and economic chapters.
- Chapter 4, “Organizing Small and Large Businesses and the Role of the Entrepreneur,” combines the business organization and entrepreneurship chapters.
- Chapter 7, “Human Resource Management, Motivation, and Labor–Management Relations,” combines the human resource management and labor–management relations chapters.
- Chapter 11, “Designing and Implementing Customer-Driven Marketing Strategies,” combines the product and pricing sections of Chapter 14 and the distribution and promotion chapters in the tenth edition.

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## KEY FEATURES

*Contemporary Business Brief Edition* is packed with innovation, scoring a perfect ten with its lively features:

- *Contemporary Business Brief Edition* offers the most complete, most accurate coverage of e-commerce and the Internet. Instead of an unabashed acceptance of the Internet as the entire future of world business, the *Brief Edition* shows its contributions, discusses the reasons for so many dot.com failures, and illustrates how traditional brick-and-mortar businesses continue to succeed by adopting the Internet as an important tool of contemporary business.
- Chapter 5, “Electronic Commerce: The Internet and Online Business,” gets students up to speed fast in the quick-paced, high-powered e-business arena.
- Introduced early and integrated throughout, the text’s underlying entrepreneurial theme encourages students to look at issues from the perspective of business owners. Part II, “Starting and Growing Your Business,” gives students practical insight into the most critical stages of business ownership and explores the high failure rate of new businesses and strategies for success.
- Chapter 12, “Using Technology to Manage Information,” focuses on internal information management issues, covering such emerging business technology

options as application service providers (ASPs), intranets, decision support systems, and protection from computer crime.

- The “Jump-Starting Your Business Career” prologue offers practical insights to help students prepare for a successful business career.
- “A Guide to Your Personal Finances,” a separate module shrink-wrapped with every new text, expands the text’s coverage of personal finance. The module includes worksheets and exercises that help students apply business concepts to plan their personal finances and gain experience in the stock market.
- A “Clicks and Mortar” box in every chapter gives insight into the practices of e-companies along with the workings of traditional brick-and-mortar firms.
- A “Business Hits and Misses” box in every chapter details the experiences of actual businesses that have hit the mark, as well as those that have dropped the ball.

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## EXPERIENTIALLY EXCEPTIONAL

*Contemporary Business Brief Edition* is the most experientially oriented business text available, giving students hands-on experience putting chapter concepts into practice and firsthand experience grappling with the complex issues of 21<sup>st</sup> century business.

- **Business Tool Kit:** These unique boxed features put chapter concepts into action—and real-world perspective—equipping readers with practical business tips they can immediately begin applying to their personal lives and careers.
- **Innovative end-of-chapter material:** Each chapter ends with a number of innovative features that further drive home chapter concepts:
  - The **Achievement Check Summary** replaces the traditional Summary of Learning Goals, with at least three objective questions for every chapter learning goal.
  - The **Key Terms Quiz** replaces the list of Key Terms, allowing students to test their knowledge of key chapter concepts.
  - **Written Cases** at the end of every chapter, in addition to one or more video cases, give students more exposure to the issues real businesses face every day.

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## CONTINUING THE BOONE AND KURTZ TRADITION OF EXCELLENCE

In addition to its many new innovations, *Contemporary Business Brief Edition* also includes popular features from its parent text—all completely revised and updated for the all-new *Brief Edition*:

- “Nothing but Net” end-of-chapter application exercises plug students into the Internet, sharpening their surfing skills and linking them to additional resources.
- Chapter-opening vignettes spotlight companies to which students can easily relate, such as Nantucket Nectars, Patagonia, and Razor scooters.
- Leading the market in its emphasis on ethics and social responsibility, *Contemporary Business Brief Edition* introduces the topics within the first few pages of

the text and then covers them in depth in Chapter 2, “Achieving Business Success by Demonstrating Ethical Behavior and Social Responsibility.”

- The “Solving an Ethical Controversy” boxes featured in each chapter will incite lively classroom debate with their candid look at controversial issues.
- International coverage begins early and is integrated throughout, giving the text a truly global perspective. Chapter 3, “Global and Economic Forces Affecting Business,” is devoted entirely to global business issues.
- An entire chapter is devoted to teams and effective communication, reflecting the increasing emphasis in the workplace. Chapter 8, “Improving Performance through Empowerment, Teamwork, and Communication,” spotlights motivation, employee empowerment, work teams, special-purpose problem-solving teams, cross-functional teams, team development, conflict resolution, oral and written communication, verbal and nonverbal communication, and communication technology.
- Quality, customer value, and relationship management discussions begin in Chapter 1 and are integrated throughout, as the text illustrates how total quality management can be applied throughout the organization, how to use quality and customer satisfaction to create added value, and the importance of employee involvement, empowerment, training, and teamwork to achieve world-class quality and—ultimately—customer satisfaction.

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## CUTTING-EDGE CONTENT

Completely current, *Contemporary Business Brief Edition* includes the most up-to-date information available on issues important to 21<sup>st</sup> century businesspeople. Every example is new. As the hundreds of footnotes reveal, the text is as up to the minute as 21<sup>st</sup> century publishing will allow—and the frequently updated Boone and Kurtz Web site picks up where printed material leaves off, bringing instructors and students late-breaking news and updates to text materials. For example, the following topics are covered in the text:

- Deregulation and the California Power Crisis
- Reducing Drug Prices to Third-World AIDS Sufferers
- Do You Have What It Takes to Be An Entrepreneur?
- How Dot.Coms Turned into Dot.Com Bombs
- Ford/Firestone Recall Crisis
- Earthquake in Seattle
- What Should Sponsors Do When Tragedy Strikes? (NASCAR and the death of Dale Earnhardt)
- AOL/Time Warner Merger
- Development of Wireless Communications
- Measuring Web Surfers
- The Growing Shortage of Workers in the United States
- Why So Many Immigrants Become Entrepreneurs
- Free Trade, the World Trade Organization, and the Seattle Riots
- Taxing Internet Transactions
- Where the Federal Budget Surplus Came From—and What to Do with It

## PEDAGOGICAL FEATURES

### Premier Pedagogy

Setting the standard for introduction to business texts, Boone and Kurtz emphasize more outcome-based and skill-oriented pedagogical features, such as the following:



- Tips on Crafting Your Electronic Résumé (Chapter 7)
- E-mail Etiquette (Chapter 8)
- Attracting Customers on a Shoestring Budget (Chapter 11)



- Under Pressure: Ford and Firestone Face Recall Crisis (Chapter 2)
- Why Do U.S. Allergy Medications Cost So Much? (Chapter 4)
- The Dispute over Cash-Balance Pension Plans (Chapter 7)



- Free Markets Bring the Gavel Down on Prices (Chapter 10)
- Steve Madden's Platform Wins Votes from Teenagers (Chapter 4)
- Harry Potter: A New Hero for Kids—and Marketers—Everywhere (Chapter 10)



- Going Global Isn't So Easy for Internet Companies (Chapter 3)
- E-tailers Learn the Value of the Question "May I Help You?" (Chapter 7)
- Internet Customers Want Personalized Communication (Chapter 8)

### Resource Package

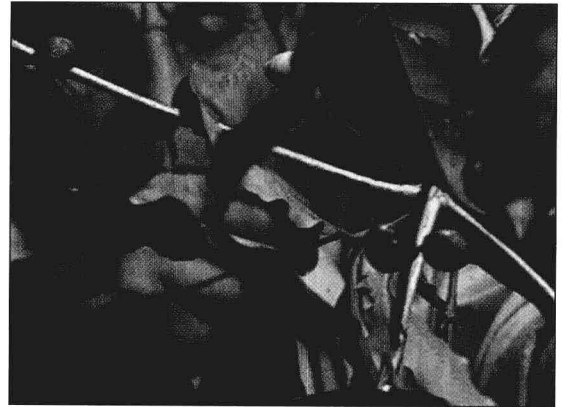
Innovations in the *Contemporary Business* resource package are unrivaled. The package gives instructors faster, easier access to a vast array of teaching tools, and it equips students with a wealth of hands-on, interactive, exciting learning resources. It truly offers something for every learning and teaching style:

#### 20 Videos

Professionally written and produced, a completely new video package was custom created especially for *Contemporary Business*. Filmed during 2000–2001, the videos provide intriguing, relevant, and current real-world insight into the modern marketplace.

Tied directly to chapter concepts, the videos highlight how real-world organizations struggle with the challenges of 21<sup>st</sup> century business. Each video is supported by a written case with application questions. The videos feature the following organizations:

- Chapter 1: The Geek Squad
- Chapter 2: Equal Exchange
- Chapter 3: Burton Snowboards  
L.A. Eyeworks
- Chapter 4: Corey and Co.  
Annie's Homegrown
- Chapter 5: Terra Lycos
- Chapter 6: SAS Institute
- Chapter 7: Merrill Lynch  
Writer's Guild of America
- Chapter 8: Dunkin' Donuts
- Chapter 9: *Vibe* Magazine
- Chapter 10: WBRU Radio
- Chapter 11: Stride Rite  
Ipswich Shellfish  
Oxygen Media
- Chapter 12: IBM
- Chapter 13: Uno Restaurant
- Chapter 14: Tweeter Home Entertainment
- Chapter 15: Morgan Stanley



Videos are available in traditional format, as well as in digital format on CD-ROMs for instructors who want to incorporate them into an online Web course.

### Four-Part Continuing Student-Oriented Video Case

A unique four-part continuing video case series featuring The Geek Squad is an excellent review of topics covered in four parts of the text as it challenges students to apply text concepts to real-world issues. The Geek Squad demonstrates the concepts of entrepreneurship, management and leadership, marketing strategy, and finance as they relate to the success of a small emergency computer repair service.

### FUBU Video

An all-new, custom-produced video gives students the inside track to entrepreneurs to whom they can relate. The video details the story of FUBU, the young African American entrepreneurs whose modest beginnings include making clothing in their homes before skyrocketing to the top of the fashion trade. The video proves that entrepreneurship is one career path where age doesn't matter—and the sky's the limit if you find the right niche, product, audience, strategy, and implement it successfully.

This high-energy segment is included with the Continuing Case Video that is available kitted with the text. In addition, the Media Instructor's Manual includes a summary of the video, as well as worksheets that instructors can assign to their students.

### Boone and Kurtz Web Site

The robust Boone and Kurtz Web site delivers sundry resources right to students' and instructors' fingertips. Many of the site features are based on suggestions

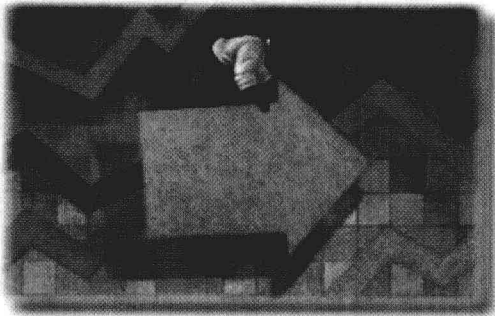
directly from students and instructors. This interactive site gives students hands-on experience applying the Internet as a business tool as well as helps them develop important life skills.

Updated regularly, the *Contemporary Business* Web site is a reservoir of information (enough that it could be used as the foundation for a distance-learning course). Just a few of the exciting features include:

- **Monthly e-newsletters** supply instructors with late-breaking examples to use with the text.
- **“Gimme-an-A” Testing Service** gives instructors and students access to a database that enables them to create quizzes/be quizzed based on the topic they choose. The database of questions is so big that students can take multiple quizzes on one topic and never take the “same” quiz.
- **Student online quizzing** feature includes multiple-choice and true/false questions that are specific to *Contemporary Business Brief Edition* chapter content, and scoring is interactive.
- **“Class Act” instructor course management system** is available for qualified adopters and incorporates several features into a single database, including Syllabus Generator, Gradebook, Class Messaging, and Quizzing functions. Instructors can select the features they want to import into their current systems or opt to use the entire class management system. For example, the quizzing feature can be manipulated and a computerized test bank imported, enabling instructors to create their own on-line quizzes and tests.
- **Instructor ancillaries** are posted on the Web site (password protected) for those who want to download any of the package in electronic form.
- The easy-to-navigate ***Business Topics*** site connects users to topic-specific publication links, trends and forecasts, data, company profiles, general articles, tools, exercises, and much more. Each topic site links instructors to teaching resources, bibliographies of articles related to text material, ideas on incorporating the Internet into the classroom, and more.



## Stock Market Game



- The informative ***Business Ethics*** site offers students tips on in-the-office etiquette as well as international conduct and ways to adapt to different customs.
- The ***Reading Room*** links users to business journals, daily newspapers, magazines, and marketing publications across the country and around the world.
- Professors are invited to visit the ***Bulletin Board*** to share ideas and suggestions about the exciting world of *Contemporary Business*.
- The **Web-based Stock Market Game** helps students develop investment skills, teaching them how to access financial resources so they can make educated financial decisions. Students compete with classmates to achieve the greatest gain in stock value.

### ***Contemporary Business Online Course***

The online course is an integrated Web-based learning environment that combines our *Contemporary Business Brief Edition* textbook and package with the limitless resources of the Internet and the convenience of anytime learning. It provides course

design tools to help instructors manage course content, communication tools to facilitate online classroom collaboration, and administrative tools for tracking and managing students' progress.

Extremely user-friendly, the powerful customization features enable instructors to customize the course to their own unique teaching styles and their students' individual needs. It is available in both Web CT and Blackboard formats.

Course features include content keyed to the *Brief Edition*, figures and graphs from the *Brief Edition*, interactive assignments that put textbook concepts into action, self-tests and online exams, Internet activities and links to related resources, a suggested course syllabus, student and instructor materials, free technical support for instructors, and much more. In addition, the text's PowerPoint Presentation Software is integrated into the course with options to include video clips from a CD-ROM.

### **Contemporary Business eBook**

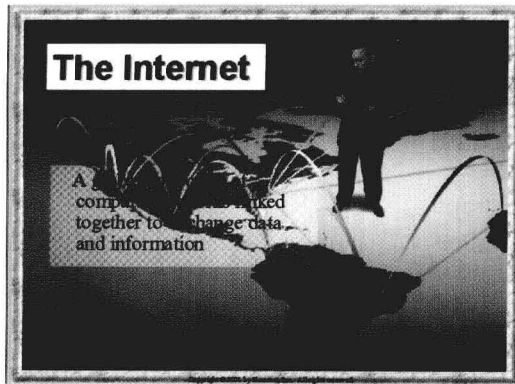
Trading printed pages for electronic ones, the eBook offers an electronic version of the entire text. With amazing clarity, the eBook allows users to view electronically in single- or double-page layouts, zoom in/zoom out, add bookmarks, highlight, annotate, search text, and more. Available in both PC and Mac versions.

### **Instructor's Resource Manual**

Offering support for first-time instructors, longtime instructors, and everyone in between, each chapter of the *Instructor's Resource Manual (IRM)* is packed with a wealth of helpful resources, including the following:

- “What to Expect in This Chapter”
- Suggested class schedules
- Annotated learning goals
- Lecture outlines
- Answers to “Clicks and Mortar” questions
- Answers to “Business Hits and Misses” questions
- Answers to “Solving an Ethical Controversy” questions
- Teaching notes to “Business Tool Kit” box
- Answers to critical thinking questions
- Answers to review questions
- “Nothing but Net” teaching notes
- Answers to written case questions
- Answers to video case questions
- Supplemental cases
- Team-building exercises
- Experiential exercises
- Projects
- Guest speaker suggestions
- Term paper suggestions
- Tips for teaching a distance-learning course

The *IRM* is available in printed and electronic formats.



### **Instructor's PowerPoint CD-ROM Presentation Software**

Created by Milton Pressley of the University of New Orleans, this powerful but easy-to-use multimedia presentation tool energizes classroom lectures—and students. It includes virtually all of the illustrations, tables, and charts from the text, along with television commercials and such supplementary material as additional print ads and experiential exercises. Organized by chapter, all the text's major definitions, topics, and concepts are outlined along with completely new material from outside sources.

Instructors can use this CD-ROM “as is,” or they can custom design their own multimedia classroom presentations by deleting (and/or altering) existing slides. Those whose presentation computers are connected to the Web can even link to specially selected Web sites by clicking on the WWW icon featured on many of the slides.

### **Student Companion CD-ROM**

Free with every textbook, a media-rich Student Companion CD-ROM is a student version of the PowerPoint Presentation. It outlines key concepts, incorporates study questions and additional Web exercises into each chapter, reinforces figures and tables from the text, provides links to Web sites and Web exercises, uses additional ads and television commercials to further illustrate text discussions, and includes the entire glossary from the text.

A unique “Technology and Teamwork Exercises in Contemporary Business” module provides practical tips and a variety of Web exercises to help students sharpen their navigation skills. The module focuses on the fast-paced advances in technology and their impact on business in the 21<sup>st</sup> century, giving students practice applying chapter concepts to real-world experiences.

### **Media Instructor's Manual**

Videos, Web materials, and our PowerPoint Presentation capabilities give instructors a plethora of options for lively, media-rich lectures and classroom presentations. And this comprehensive *Media Instructor's Manual* helps them pull it all together with ease. For example, for each of the chapter videos and continuing video case, the *Media Instructor's Manual* includes teaching objectives, lists of chapter concepts spotlighted in the videos, outlines of the videos, answers to in-text video case questions, answers to the questions included at the end of each video, experiential exercises, and multiple-choice questions. It also includes lecture notes and exercises to accompany the FUBU video.

### **Transparency Acetates with Teaching Notes**

More than 200 new full-color overhead transparency acetates illustrate key concepts discussed throughout text—including text figures, ads, and tables—along with a host of ads not included in the book. A complete set of teaching notes is integrated into the detailed lecture outlines and included for the acetates.

### **Test Bank Developed by the Authors**

We wrote the book on *Contemporary Business*—and the *Test Bank*. In our focus group studies, instructors made the case for a *Test Bank* developed by the textbook authors. We deliver with our revised and updated *Test Bank* of 3,600-plus questions, which are keyed to chapter learning goals, text page number, and type of question (knowledge or application). Questions include multiple choice, true/false, and a

short essay for each learning goal. Mini-cases with multiple-choice questions and critical thinking questions emphasize the importance of the concepts presented in each chapter. Questions vary in level of difficulty, giving instructors a wide variety from which to choose.

### **Computerized Test Bank**

This improved version of EXAMaster works with the latest version of Windows and Windows NT operating systems. The CD-ROMs include online testing capabilities, a grade book, and much more.

Available in IBM-compatible format (or Macintosh version upon request), the computerized version of the printed test bank enables instructors to preview and edit test questions, as well as add their own questions. The tests and answer keys also can be printed in “scrambled” formats.

### **RequesTest and Online Testing Service**

Test planning has never been quicker—or easier. Through this unique service, instructors can order test masters by question number and criteria via a toll-free telephone number. The test masters are mailed or faxed within 48 hours.

In addition, instructors can be provided with software to install their own online testing program, allowing tests to be administered over network or individual terminals and ultimately giving instructors the utmost flexibility and convenience in grading and scoring test results.

### **Study Guide**

An invaluable tool for helping students master business concepts, the *Study Guide* includes chapter outlines, experiential exercises, self-quizzes, cases, short-answer questions, and crossword puzzles for each chapter. Solutions appear at the end of the guide. Students can purchase the entire printed study guide.

### **For Students! Study 24-7!**

Study24-7.com offers students relevant content for their college courses. Students across the country can now log on to <http://www.study247.com/> to sharpen their knowledge skills with the interactive Gimme-An-A testing engine, access up-to-date class notes compiled by peers, utilize online course glossaries, and much more.

### **Personal Finance Module**

*A Guide to Your Personal Finances* is shrink-wrapped with each copy of the textbook, equipping students with personal finance tools they can immediately apply to their own lives. The module’s worksheets help students plan their personal finances, providing a relevant resource they can reference for years to come. Details on the Stock Market Game are also included.

### **Optional Modules**

Offering additional insight into key business topics, several short modules are available separately or packaged with the text, giving instructors additional flexibility in customizing their Intro-to-Business course:

- **Business Plan and Entrepreneurship Module:** The Internet continues to fuel the red-hot entrepreneurial sector, but promising dot.coms can quickly become dot.bombs—especially without a detailed business plan. And failed ventures are commonplace in every industry. But this insightful reference supplies aspiring entrepreneurs with a toolbox of business resources, helping them plan for success.
- **Performance Module:** In the real world, the bottom line is performance. Employees, managers, top-level executives, entire companies—everything—are evaluated on performance. This unique module takes an in-depth look at performance issues, providing insightful material to reinforce class discussions.
- **Hispanic American Module:** Reflecting the rapidly growing number of U.S. Hispanic-owned companies as well as burgeoning opportunities with Mexico-based operations, this module includes frequently used Spanish business terms, highlights contributions from Hispanic American business owners and executives, features leadership success stories, discusses the impact of NAFTA and GATT, and explores current opportunities for Hispanic American businesses, employment trends, and demographics.
- **African American Module:** Mirroring a more diverse marketplace and the increasingly powerful African American segment, this module explores opportunities for African Americans in the 21<sup>st</sup> century business environment, analyzes employment trends and demographics, features African American business role models and leaders, details entrepreneurial success stories, highlights black history, and spotlights contributions by African Americans as they relate to U.S. business. This module was extensively reviewed by leading African American academic and business leaders.
- **Quality Module:** Instead of using a narrow conception of quality as affecting only production processes, *Contemporary Business Brief Edition* illustrates how total quality management can be applied throughout the entire organization. Employee involvement, empowerment, training, and teamwork are vital to achieve world-class quality—which promotes customer satisfaction.
- **Diversity Assessment:** Future (and current) business leaders must be well-versed in cultural diversity issues. Providing additional coverage for instructors who want to further emphasize cultural diversity, this module spotlights key issues in the diverse 21<sup>st</sup> century marketplace.

### Discovering Your Business Career CD-ROM

Through the Discovering Your Business Career CD-ROM, an interactive multimedia program, students explore business career options like accounting, corporate financial management, information systems, risk management/insurance, retail bank management, sales, store operations, and many more. Full of practical insight, the CD-ROM walks students through the entire career-search process, from assessing their compatibility with different careers and determining the depth of their interest to effectively implementing a job search strategy.

The CD-ROM also includes Eric Sandburg's landmark career-planning software, which is based on the work of John Crystal, the major contributor to *What Color Is Your Parachute?* by Richard N. Bolles. This widely popular program guides students through all stages of the career-development process, from assessing professional skills to creating résumés and cover letters.

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Kenneth Anderson <i>Mott Community College</i>	Linda Durkin <i>Delaware County Community College</i>
Donald B. Armstrong <i>Mesa College</i>	Lance J. Edwards <i>Otero Junior College</i>
Nathaniel Barber <i>Winthrop University</i>	William Ewald <i>Concordia University</i>
Alan Bardwick <i>Community College of Aurora</i>	Carol Fassio <i>Jamestown Community College</i>
Keith Batman <i>Cayuga Community College</i>	Jan Feldbauer <i>Austin Community College</i>
Daniel Biddlecom <i>Erie Community College/North Campus</i>	Sandie Ferriter <i>Harford Community College</i>
Joseph Billingere <i>Oxnard College</i>	Steven H. Floyd <i>Manatee Community College</i>
Larry Blenke <i>Sacramento City College</i>	Nancy M. Fortunato <i>Bryant and Stratton</i>
Paula E. Bobrowski <i>SUNY Oswego</i>	John G. Foster Jr. <i>Montgomery College/Rockville</i>
Charlane Bomrad Held <i>Onandaga Community College</i>	William D. Foster <i>Fontbonne College</i>
Brenda Bradford <i>Missouri Baptist College</i>	Arlen Gastineau <i>Valencia Community College/ West Campus</i>
Barney Carlson <i>Yuba College</i>	Bob Googins <i>Shasta Community College</i>
Maria Carmen Guerrero-Caldero <i>Oxnard College</i>	Robert Gora <i>Catawba Valley Community College</i>
Bonnie Chavez <i>Santa Barbara City College</i>	Gary Greene <i>Manatee Community College</i>
Felipe Chia <i>Harrisburg Area Community College</i>	Blaine Greenfield <i>Bucks County Community College</i>
Marie Comstock <i>Allan Hancock College</i>	Michael Hamberger <i>Northern Virginia Area Community College/Annandale</i>
Rachna Condos <i>American River College</i>	Neal Hannon <i>Bryant College</i>
Ronald C. Cooley <i>South Suburban College</i>	Chuck Henry <i>Coastline Community College</i>
Suzanne Counte <i>Jefferson College</i>	Thomas Herbek <i>Monroe Community College</i>
Pam Crader <i>Jefferson College</i>	Joseph Ho <i>College of Alameda</i>
Dana D'Angelo <i>Drexel University</i>	Alice J. Holt <i>Benedict College</i>
Dean Danielson <i>San Joaquin College</i>	Kathy Irwin <i>Catawba Valley Community College</i>
David DeCook <i>Arapahoe Community College</i>	Ralph Jagodka <i>Mount San Antonio College</i>
Richard L. Drury <i>Northern Virginia Area Community College/Annandale</i>	Chris Jelepis <i>Drexel University</i>

Don Kelley  
*Francis Marion University*  
B.L. Koblin  
*Pasadena City College*  
Carl Kovelowski  
*Mercer Community College*  
Ken Lafave  
*Mount San Jacinto College*  
Rita Lambrecht  
*Northeastern Junior College*  
Bruce Leppine  
*Delta College*  
Jim Locke  
*Northern Virginia Area Community College/Annandale*  
Kathleen J. Lorencz  
*Oakland County Community College*  
John Mack  
*Salem State College*  
Paul Martin  
*Aims College*  
Lori Martynowicz  
*Bryant and Stratton*  
Michael Matukonis  
*SUNY Oneonta*  
Virginia Mayes  
*Montgomery College/Germantown*  
Joseph E. McAloon  
*Fitchburg State College*  
Michael McLane  
*University of Texas, San Antonio*  
Ina Midkiff  
*Austin Community College*  
Rebecca Mihelcic  
*Howard Community College*  
Richard Miller  
*Harford Community College*  
Joseph Mislivec  
*Central Michigan University*  
Kimberly K. Montney  
*Kellogg Community College*  
Gail Moran  
*Harper College*  
Kenneth R. Nail  
*Pasco-Hernando Community College*  
Joe Newton  
*Buffalo State College*  
Janet Nichols  
*Northeastern University*  
Frank Nickels  
*Pasco-Hernando Community College*  
Sharon Nickels  
*St. Petersburg Junior College*  
Nnamdi L. Osakwe  
*Livingstone College*  
Tibor Osztreicher  
*Baltimore City Community College*

George Otto  
*Truman College*  
Thomas Paczkowski  
*Cayuga Community College*  
Jack Partlow  
*Northern Virginia Area Community College/Annandale*  
Jeff Penley  
*Catawba Valley Community College*  
Robert Pollero  
*Anne Arundel Community College*  
Alton J. Purdy  
*Solano Community College*  
Surat P. Puri  
*Barber Scottia College*  
Angela Rabatin  
*Prince George's Community College*  
Linda Reynolds  
*Sacramento City College*  
Brenda Rhodes  
*Northeastern Junior College*  
Merle Rhodes  
*Morgan Community College*  
Pollis Robertson  
*Kellogg Community College*  
Robert Ross  
*Drexel University*  
Benjamin Sackmary  
*Buffalo State College*  
Nick Sarantakes  
*Austin Community College*  
Lewis Schlossinger  
*Community College of Aurora*  
Leon J. Singleton  
*Santa Monica College*  
Jeff Slater  
*North Shore Community College*  
Candy Smith  
*Folsom Lake College*  
Solomon A. Solomon  
*Community College of Rhode Island*  
R. Southall  
*Laney College*  
Bill Syversten  
*Fresno City College*  
Thomas Szezurek  
*Delaware County Community College*  
Daryl Taylor  
*Pasadena City College*  
John H. Teter  
*St. Petersburg Junior College*  
Gary Thomas  
*Anne Arundel Community College*  
Michael Thomas  
*Henry Ford Community College*  
Frank Titlow  
*St. Petersburg Junior College*