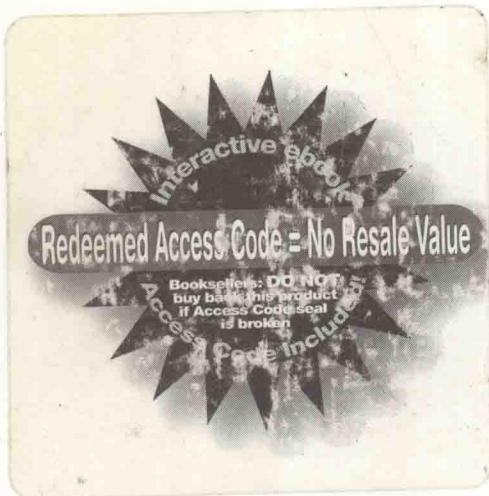


Operations Management

MARK D. HANNA
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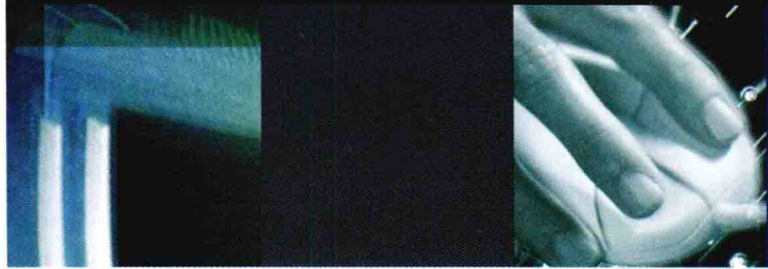
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> What Is the activebook™ Experience?

The activebook experience is a new kind of textbook that combines the best elements of print and electronic media. In addition to this print version, you'll have access to an online version of your book that is enhanced by a variety of multimedia elements. These include active exercises, interactive quizzes, and poll questions. These elements give you a chance to explore the text's issues in more depth.

> How to Redeem Your Access Code

Redeeming your access code is fast and easy. To complete this one-time registration process, go to www.prenhall.com/myactivebook. Follow the new user link to register and redeem your access code. Enter the access code bound inside your book, and complete the simple registration form. When you are done, click **submit**. It will take a few minutes to redeem your access code, and then you will be taken to your homepage.

> The activebook Experience Homepage

In this section you'll become acquainted with the features of the activebook experience. Once you're familiar with them, you'll be on your way.

The screenshot shows the activebook experience homepage in a web browser. The browser's address bar displays "activebook™ experience: User Guide". The page features a navigation toolbar with icons for Back, Forward, Stop, Refresh, Home, AutoFill, Print, and Mail. Below the toolbar, the page title is "activebook™ experience". A secondary navigation bar includes links for Add Book, View Favorites, Add Notes, View Notes, Profile, Password, Help, and Log Out. The main content area is titled "Welcome Jen" and includes a calendar for September, a "What's New" section for "Business (activebook version 1.0)" by Ricky W. Griffin and Ronald J. Ebert, and a "ContentSelect" section with a list of disciplines: Marketing & Management, Finance & Economics, and Computer & Information Science. A "tips" section at the bottom right says "Don't forget to LOG OUT of your account if...".

The Toolbar (points to the browser toolbar)

The Smart Calendar and Other Resources (points to the calendar and general resources section)

Additional Resources (points to the ContentSelect section)

1. The Toolbar

Let's begin with the commands in the toolbar near the top of the homepage. This bar features eight commands: **add book**, **view favorites**, **add notes**, **view notes**, **profile**, **password**, **help**, and **log out**.



Add Book

Register an additional Prentice Hall textbook.

View Favorites

Access your personal list of resources.

Add Notes

Create and save your notes. Your notes are available to you whenever you are on the Internet.

View Notes

View, edit, and delete your notes.

Profile

View and edit your profile.

Password

Change your activebook experience password.

Help

Explains the features of your activebook experience.

Log Out

Always log out when you are done.

Now let's take a look at the features presented in the navigation bar on the left side of the screen.



2. The Smart Calendar and Other Resources

The Smart Calendar

Instantly view all the activities for the month by clicking on a date.

Research Links

Provides a selection of annotated links to additional resources and search sites.

Student Success

Links to Prentice Hall's Student Success Web site. You will find numerous features designed to help you through your educational journey (for example, career paths, money matters, and employment opportunities).

Contact Us

Contact Prentice Hall either via telephone or e-mail to share your ideas about your activebook experience or to ask questions.

FAQ

Find answers to frequently asked questions about your activebook experience.

3. Additional Resources

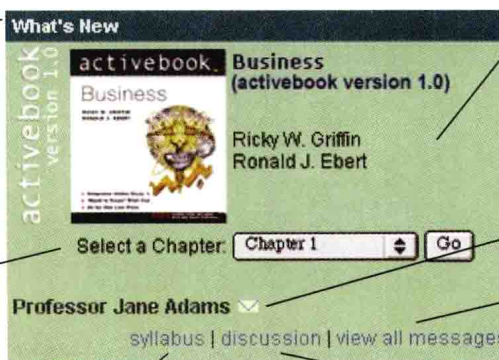
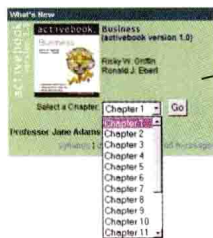
After redeeming your access code, you can make use of the following resources.

What's New

Shows the resources that have been recently added.

Chapter Pop Up Menu

Selects a chapter.



Book Homepage

Allows you to view the entire table of contents.

E-mail Professor

Send e-mail to your professor.

View All Messages

See the messages posted by your professor.

Syllabus

Find out all you need to know about your class and assignments.

Discussion

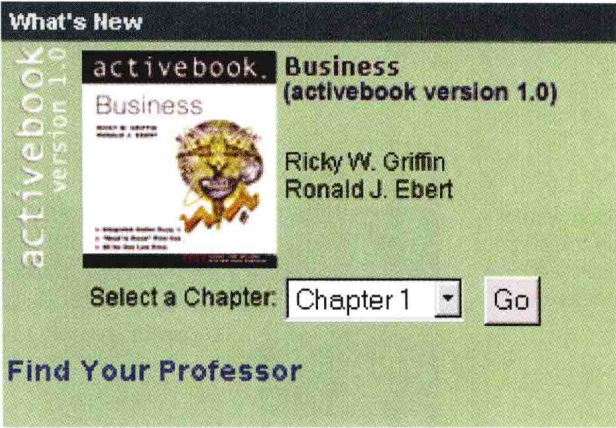
Express your opinions and view those of your classmates.

> Finding Your Professor

If your professor has posted course material, you can create a link to him or her on your homepage. Once connected to your professor, you can access the **syllabus**, **view messages** from him or her, and **e-mail** him or her.

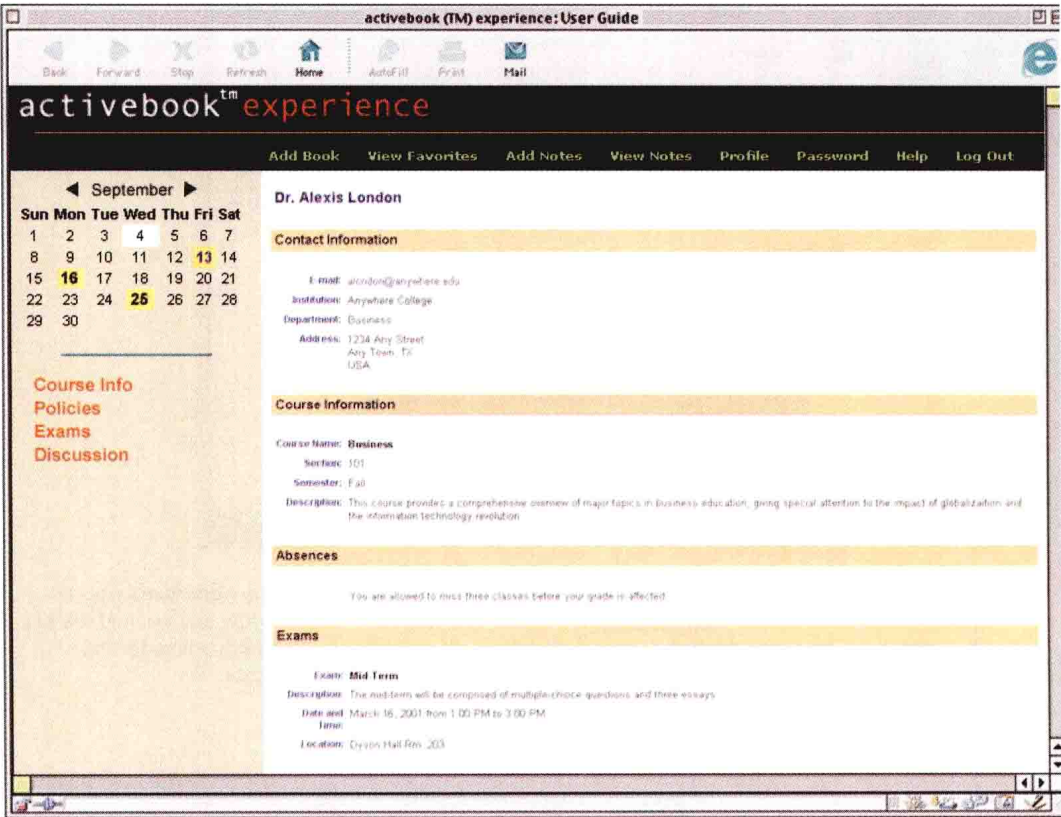
To Find Your Professor

- Click on **find your professor**.
- Search for your professor's name (using his or her last name or your school's name). Then select it.
- Click **submit** and you will return to your homepage.



> Viewing Your Professor's Syllabus

If your professor is using the **syllabus** feature, click the **syllabus** link to check assignments and course announcements.



> Exploring the activebook Experience

When you're ready to begin, select a chapter. In every chapter you will find: the **what's ahead** section, **objectives**, **active concept checks**, **key terms**, and a **chapter wrap-up**. Each chapter may also include a **gearing-up quiz**, **video examples** or **exercises**, **audio examples** or **exercises**, **active polls**, and **active figures**, **maps**, and **graphs**.

Let's take a look at these elements. Every chapter begins with **what's ahead**. This section tells you what material the chapter will cover.

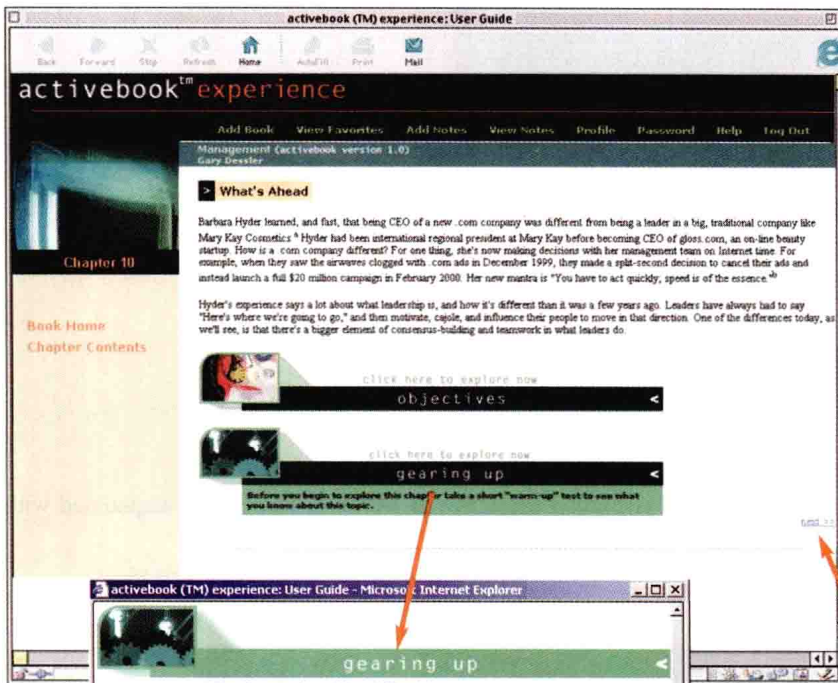
Clicking on any link in the chapter outline takes you to the core text.

The **Book Home** link takes you to the table of contents for the entire book, where the full chapter titles are provided.

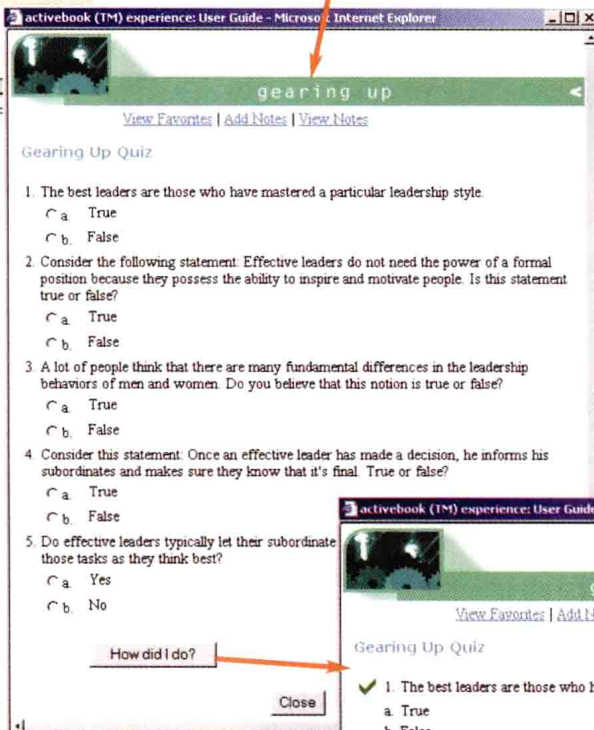
The screenshots illustrate the user interface for the activebook experience. The top screenshot shows the 'Chapter 10: Being a Leader' page with a 'What's Ahead' section. The middle screenshot shows the 'What's Ahead' section expanded with a paragraph about Barbara Hyder and interactive buttons for 'objectives' and 'gearing up'. The bottom screenshot shows the 'objectives' pop-up window with a 'click to play' button and a 'Close' button.

In the **objectives** pop-up window you will find the key learning points for the chapter.

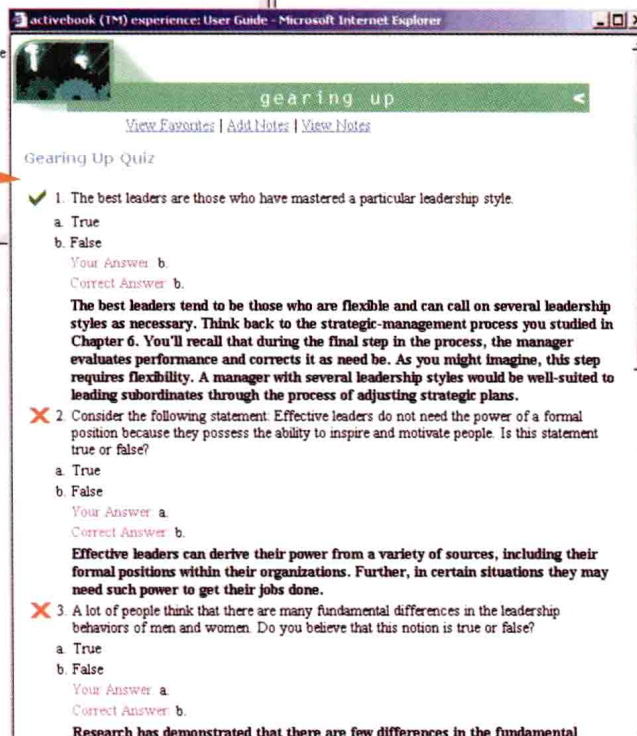
Another element that can appear in the **what's ahead** section is the **gearing up quiz**. This quiz is designed to get you thinking about important topics in the chapter.



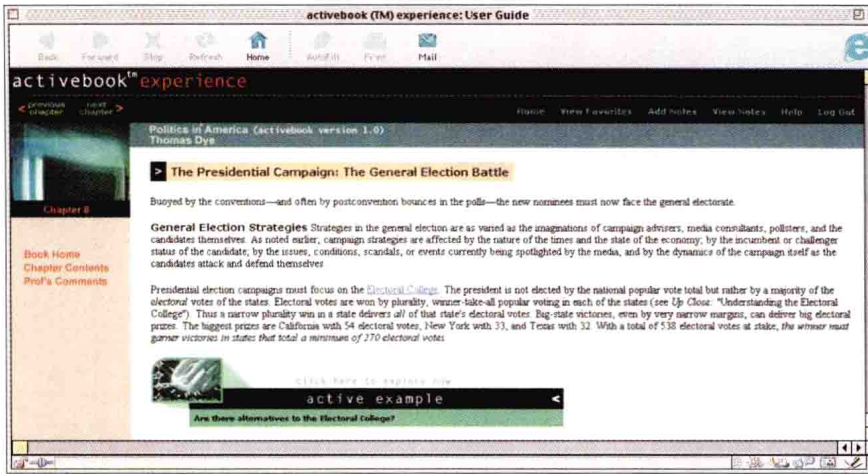
Click the **next** button at the end of every section to go on to the next page.



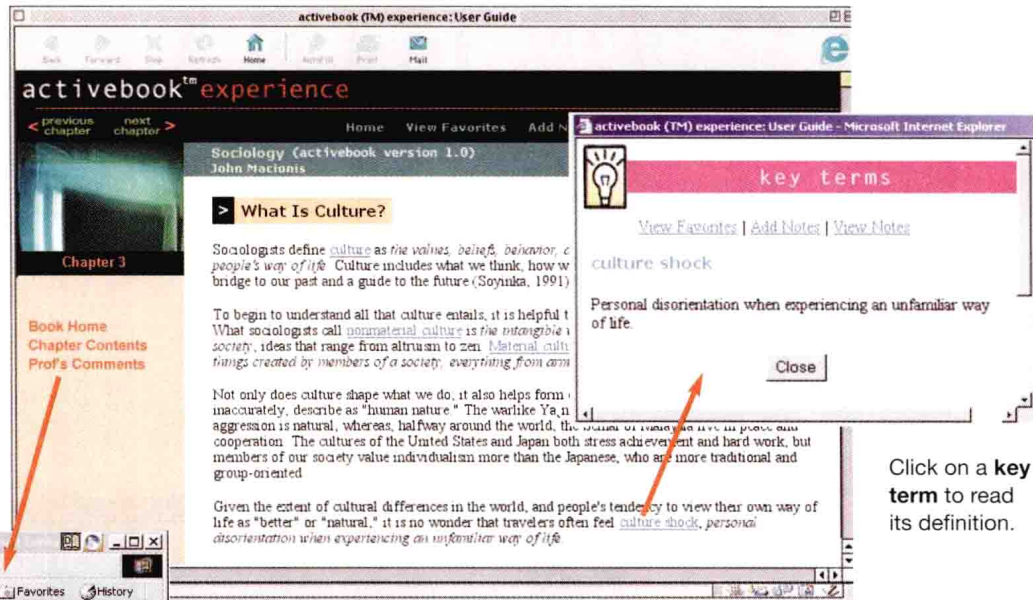
Clicking the **How did I do?** button corrects your quiz and provides you with instant feedback.



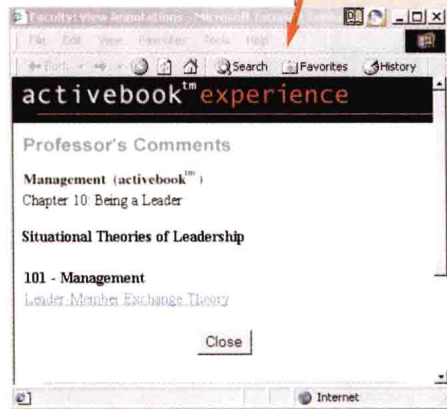
After **gearing up**, you're ready to start reading the chapter. Chapters are divided into major sections.



As you read each section, you will encounter the active elements. Let's become acquainted with some of them.

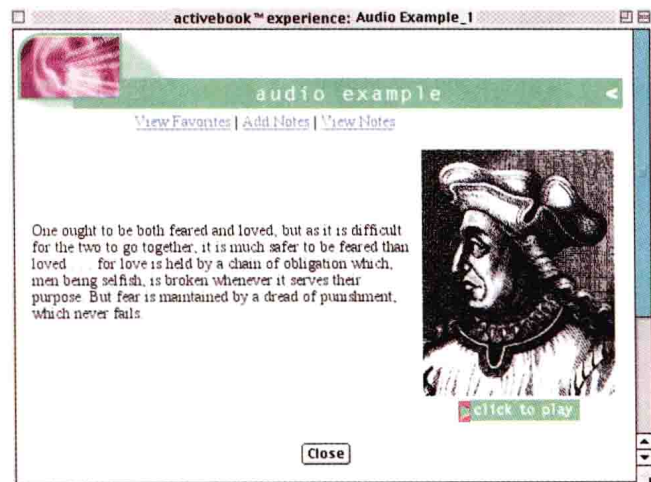


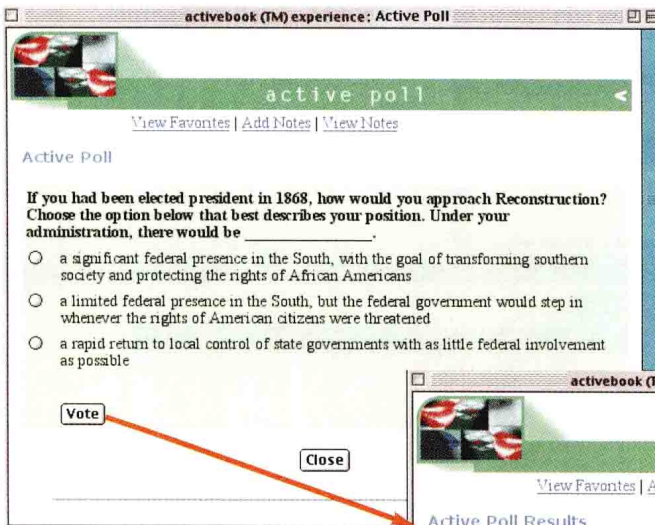
Professor's Comments is where you can find your professor's thoughts on a particular topic.



Click on a **key term** to read its definition.

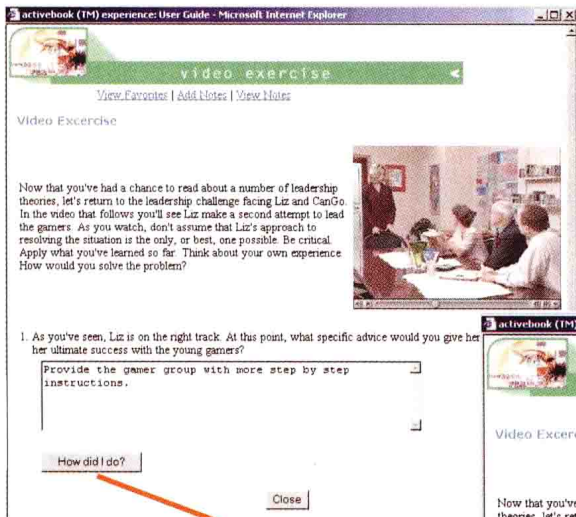
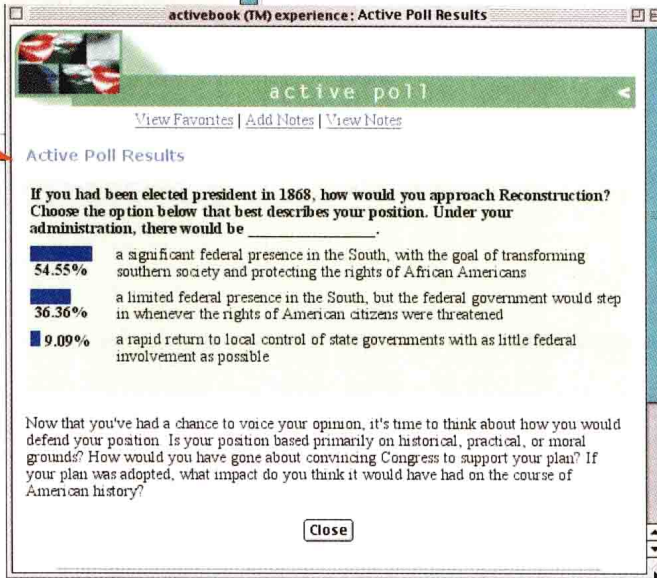
Listen to quotes from key figures by clicking on the **audio example**.





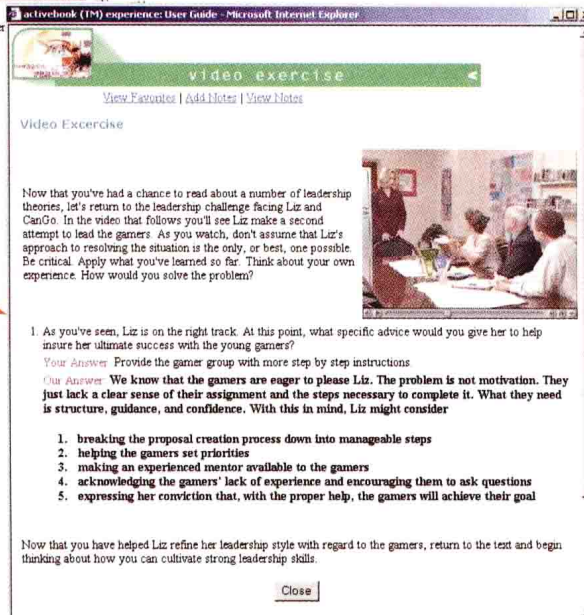
An **active poll** asks you to respond to an interesting question or to voice your opinion on an important issue.

After you vote in the poll, you are shown the results. These results reflect the votes of all the students who are using this activebook experience.

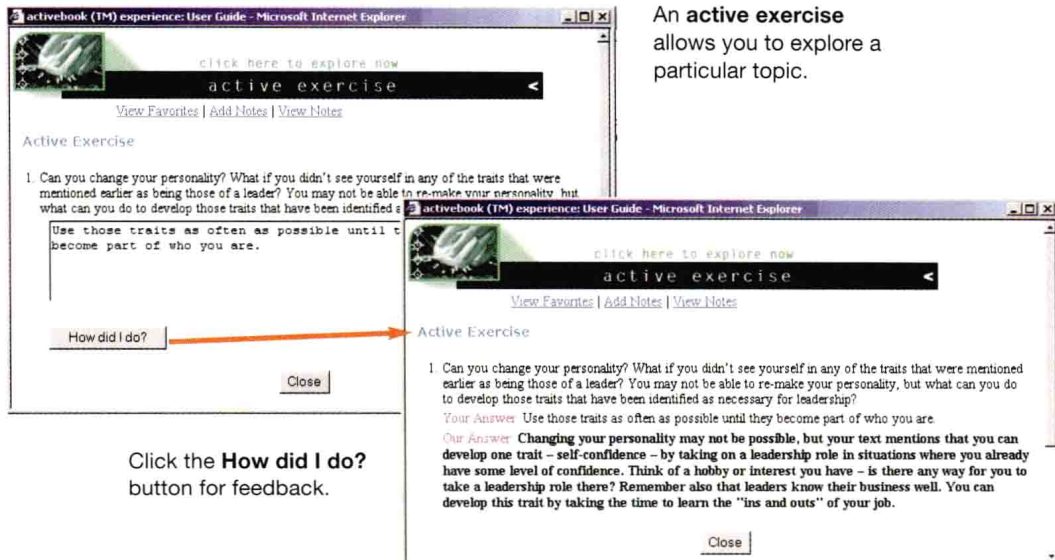


In a **video exercise**, you watch a video and then respond to questions.

Feedback is provided by clicking the **How did I do?** button.



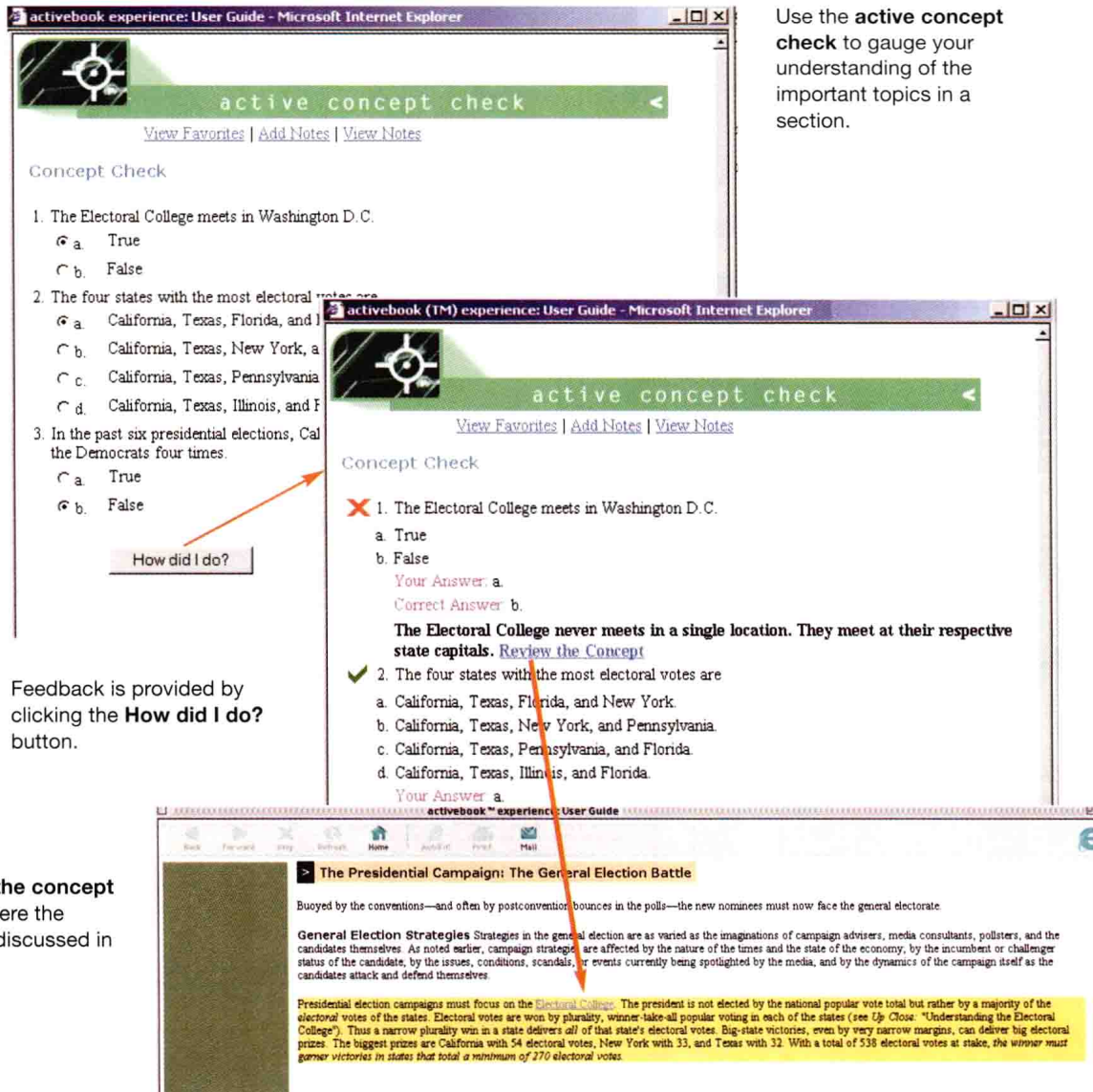
In addition to **video exercises** you might also find an **active exercise** or an **active example**.



An **active exercise** allows you to explore a particular topic.

Click the **How did I do?** button for feedback.

Active concept checks occur at the end of every major section.

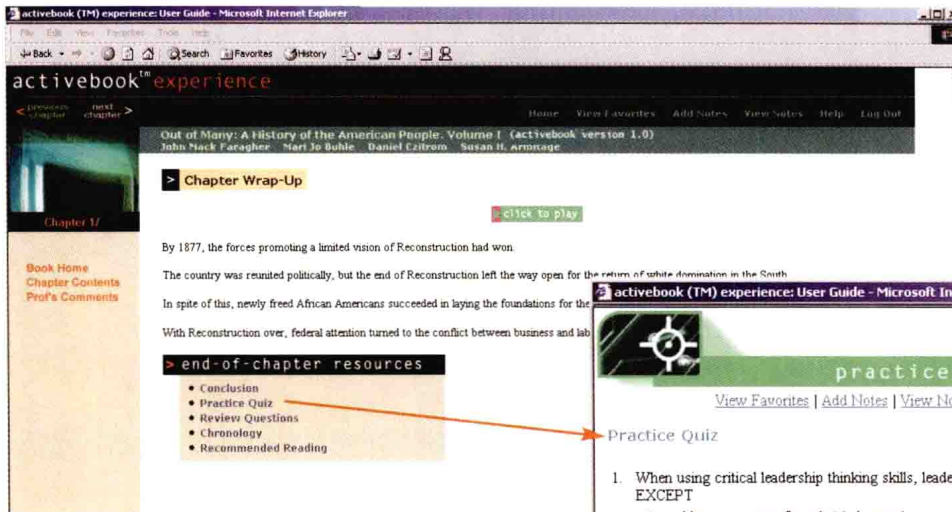


Use the **active concept check** to gauge your understanding of the important topics in a section.

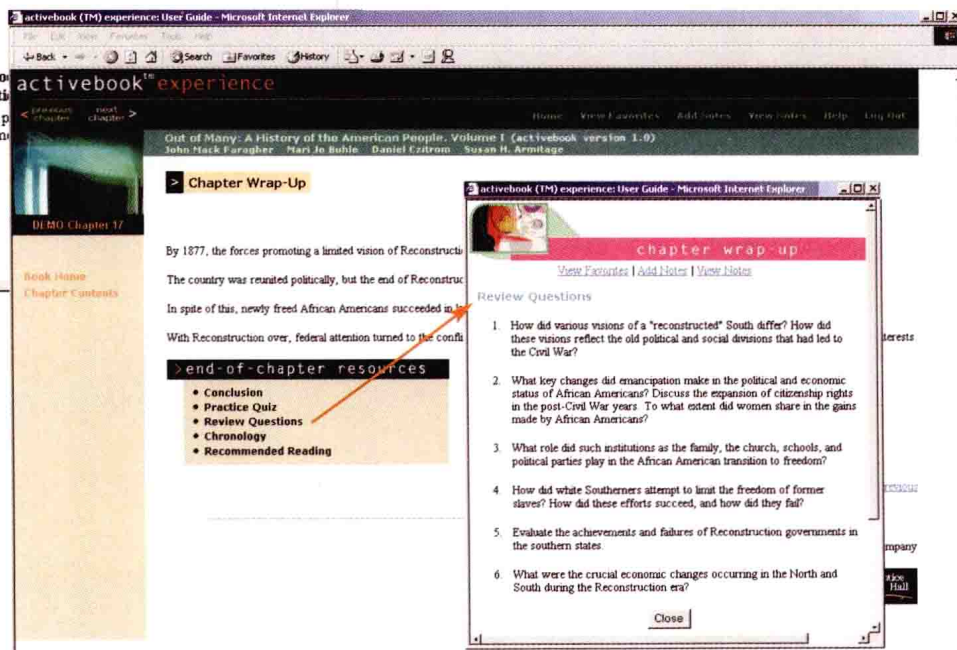
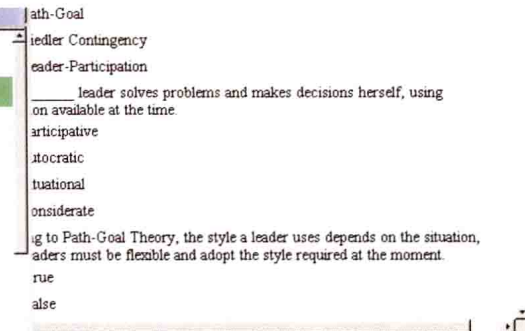
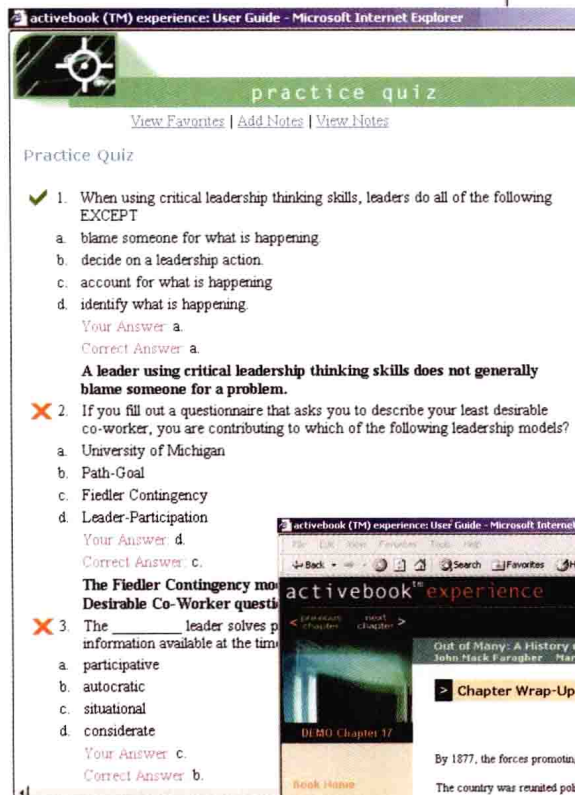
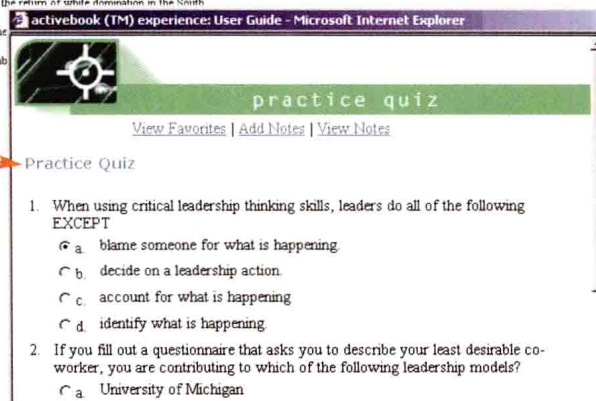
Feedback is provided by clicking the **How did I do?** button.

Click **review the concept** to jump to where the material was discussed in the chapter.

All of your end-of-chapter resources and a practice quiz can be found in the **chapter wrap-up** section.



The **chapter wrap-up** contains a **practice quiz**, which tests your knowledge of the information presented in the chapter. Again, you are provided with instant feedback.



Some other resources you might find in the **chapter wrap-up** section are **review questions** and **recommended readings**.

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