

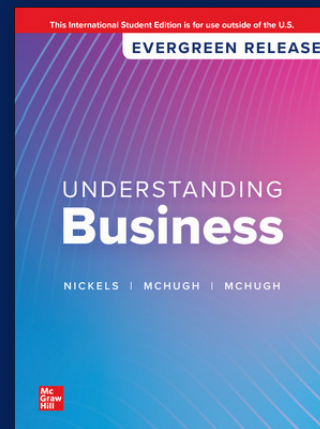


# Understanding Business

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1266813012 • 9781266813016

2024 Release



## Overview

Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases 2024 Release has along-standing reputation of being the most teachable text. It is regarded as the benchmark by which all others are measured. It is engaging, clearly articulated and conceptually balanced mainstream treatment of the latest developments in theory and practice include the clearest presentation of the value-price-cost framework. Our co-author, Margaret Peteraf, a highly regarded researcher, helped integrate both the resource-based view of the firm from the perspective of both single-business and multi-business strategies. Chapter content is tightly linked to the 27 high-interest cases, most of which are written by the text authors, and receive high acclaim for student appeal, teachability and suitability.

## What You Need to Know

### The Gold Standard








Unmatched depth and relevancy, presented in a student-friendly format.

### Real-World Case Studies

A spectrum of industries, ensuring students stay informed about current business challenges.

### Results-Driven Features

Connect with SmartBook 2.0, Video Cases, and Application-Based Activities boost engagement and enhance learning outcomes.

-  **Depth of Topic Coverage**  
Low      High
-  **Writing Style**  
Conversational, student-focused

## Table of Contents

1. Taking Risks and Making Profits within the Dynamic Business Environment
  2. Understanding Economics and How It Affects Business
  3. Doing Business in Global Markets
  4. Demanding Ethical and Socially Responsible Behavior
  5. How to Form a Business
  6. Entrepreneurship and Starting a Small Business
  7. Management and Leadership
  8. Structuring Organizations for Today's Challenges
  9. Production and Operations Management
  10. Motivating Employees
  11. Human Resource Management: Finding and Keeping the Best Employees
  12. Dealing with Employee–Management Issues
  13. Marketing: Helping Buyers Buy
  14. Developing and Pricing Goods and Services
  15. Distributing Products
  16. Using Effective Promotions
  17. Understanding Accounting and Financial Information
  18. Financial Management
  19. Using Securities Markets for Financing and Investing Opportunities
  20. Money, Financial Institutions, and the Federal Reserve
- Bonus A: Working within the Legal Environment
- Bonus B: Using Technology to Manage Information
- Bonus C: Managing Risk
- Bonus D: Managing Personal Finances and Investing



## This Title has Gone Evergreen

This title is transitioning to an Evergreen delivery model. This means you will have the most relevant and up-to-date content, tools, and accessibility delivered directly to your existing McGraw Hill Connect® course, all without switching editions or building a new course from scratch. If you use the McGraw Hill eBook, your content will be updated automatically. Please talk to your representative about your options if you require a print component. A complete list of Release Notes for this title is available within your Connect course at [connect.mheducation.com](https://connect.mheducation.com)

## Big Changes in this Release

### Incorporation of Timely Topics

Comprehensive coverage includes the global impact of COVID-19 and the economic effects, along with insights into the economic implications of the war in Ukraine and global responses like sanctions on Russia.

### Technological and Industry-Specific Insights

Exploration of contemporary issues such as the FTX collapse, the RADAR test, and the rise of the Metaverse. Recognition of digital out-of-home advertising trends and the evolving landscape in response to technological advancements, illustrated by examples like ChatGPT

### Application-Based Activities

Highly interactive, assignable exercises boost engagement and allow students to apply concepts learned to real-world scenarios. Each ABA involves the application of multiple topics providing the ability to synthesize information and use critical-thinking skills. Topics include Supply and Demand Economics, Management, Accounting and Finance, Debt and Equity Stocks and Bonds.

### Concept Overview Videos

New series of short, animated, concept-based videos tied directly to the Learning Objectives, potentially serving as lecture videos or additional support for student comprehension. These videos will be tied to auto-graded assessment with three accompanying questions in Connect.