Exploring Management, 6th Edition
John R. Schermerhorn Jr., Daniel G. Bachrach

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E-Book 978-1-119-39586-7 October 2017 $108.00
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Loose-leaf 978-1-119-39577-5 October 2017 $115.95

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DESCRIPTION

Exploring Management supports teaching and learning of core management concepts by presenting material in a straightforward, conversational style with a strong emphasis on application. With a focus on currency, high-interest examples and pedagogy that encourages critical thinking and personal reflection, Exploring Management is the perfect balance between what students need and what instructors want.

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NEW TO EDITION

• Updates: All features in the course, including Ethics Check, Facts to Consider, Hot Topics, and Quick Cases, have been updated, providing students with fresh examples for learning.

• Updated Cases: The casebook includes new cases on Uber, Snapchat, and crowdfunding.

• Career Success Resources: Integrated resources are housed in an easy to find Career Center for students and include videos authored by a career coach, a step-by step guide, tools that enable students to create their own e-portfolio, and a Job/Internship search resources. The career center now includes Universum - a global leader in employer branding. Users participate in a survey with college students across the country to gain data that is shared with employers, to help employers attract the right talent that fits their company culture/goals. After students complete the survey, they get a free personal report that tells them more about their strengths/skill-sets/interests.

FEATURES

• Student-Centered Design: Organized by study objectives and broken up into more manageable sections of material, the design of the narration supports student comprehension and mastery of concepts.

• Integrated Study Guide: Throughout the narrative, one-page checkpoints at the end of each section provide a quick review and opportunity for self-assessment. This includes a one-page Test Prep at the end of each section which covers material from the entire section.

• Applied Pedagogy: Features like skill builders, active learning activities and team projects give students frequent opportunities to apply management concepts.

• Experiential Exercises: Class activities offered throughout the narrative provide opportunities for discussion and debate.

• Skill-Building Portfolio: The Skill-Building Portfolio includes self-assessments, class exercises and team projects corresponding with every section of the course (and with teaching notes in the Instructor’s Manual).

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