

Cengage Advantage Books Building A Speech

Focus on the basics of business law principles with BUSINESS LAW: TEXT AND EXERCISES, 9E. Written in user-friendly language, each chapter concentrates on one important topic, allowing readers to easily explore specific points of law and concepts. The authors have taken special care to provide straightforward descriptions, everyday examples, and varied exercises to help readers apply what they are reading and learning to real-life situations. Developed to provide a business law overview, this edition's short, concise chapters are punctuated with illustrative and timely features, including Highlighting the Point and real case summaries. Each chapter's learning tools clarify contemporary legal principles in a practical presentation that ensures readers gain a solid understanding of business law. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

CENGAGE ADVANTAGE BOOKS: THE SPEAKER'S COMPACT HANDBOOK, Fourth Edition, equips you with the essential information, tips, and tools you need to be an effective public speaker. Its spiral-bound, quick-reference format makes the handbook easy to use. And because each of its succinct chapters can stand alone, you can jump exactly to the topic you need to help you create a great speech. Four simple features--Key Points, Quick Tips, Checklists, and Critical Thinking Questions--help you stay on track throughout the speech-building process. In addition to the material within the handbook, online interactive tools like Speech Builder Express™ 3.0 and InfoTrac College Edition help further develop your public speaking skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

LAW FOR BUSINESS, 19E from Cengage Advantage Books provides a practical approach to law that emphasizes the current, relevant topics current and future professionals need to succeed in business today. Compelling cases throughout this edition highlight recent business challenges, such as trademark infringement, capacity to contract, agency, and employment-at-will. In addition, timely coverage of business ethics and the law provides new insights into recent corporate scandals and indictments. Popular legal authors Ashcroft, Ashcroft, and Patterson combine short chapters and a full-color design with real-world examples, meaningful applications and Learning Objectives to make business law approachable and applicable for reader's future success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Cengage Advantage Books: Making America, Volume 1: To 1877

Cengage Advantage Books: Introduction to Sociology Introductory Econometrics: A Modern Approach

Packeful of Essays

Using an innovative storytelling style to bring cases and legal concepts to life, INTRODUCTION TO BUSINESS LAW, 5E presents a full range of business law topics in a series of brief, quick-reading chapters. The text delivers succinct coverage of core business law topics, emphasizes the business applications of chapter concepts, and includes summarized cases to illustrate the point of law. The Fifth Edition includes all-new chapters on LLCs and employment discrimination, new Case Questions, and a new emphasis on social media issues throughout. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Discover how empirical researchers today actually think about and apply econometric methods with the practical, professional approach in Wooldridge's INTRODUCTORY ECONOMETRICS: A MODERN APPROACH, 6E. Unlike traditional books, this unique presentation demonstrates how econometrics has moved beyond just a set of abstract tools to become genuinely useful for answering questions in business, policy evaluation, and forecasting environments. INTRODUCTORY ECONOMETRICS is organized around the type of data being analyzed with a systematic approach that only introduces assumptions as they are needed. This makes the material easier to understand and, ultimately, leads to better econometric practices. Packed with timely, relevant applications, the book introduces the latest emerging developments in the field. Gain a full understanding of the impact of econometrics in real practice today with the insights and applications found only in INTRODUCTORY ECONOMETRICS: A MODERN APPROACH, 6E. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Now with SAGE Publishing! Culture Counts is a concise introduction to anthropology that illustrates why culture matters in our understanding of humanity and the world around us. Serena Nanda and Richard L. Warns draw students in with engaging ethnographic stories and a conversational writing style that encourages them to interact cross-culturally, solve problems, and effect positive change. The brief format gives majors and non-majors the essentials they need and frees up the instructor to teach the course the way they want to teach it. The Fifth Edition includes new examples and vignettes that are important to the study of cultural anthropology. Issues of gender, identity, globalization, intersectionality, inequality, and public health have been incorporated throughout the book, as well as a new chapter on race and ethnicity that brings the book in step with recent conversations about power, race, and history. This title is accompanied by a complete teaching and learning package. Contact your SAGE representative to request a demo. Digital Option / Courseware SAGE Vantage is an intuitive digital platform that delivers this text's content and course materials in a learning experience that offers auto-graded assignments and interactive multimedia tools, all carefully designed to ignite student engagement and drive critical thinking. Built with you and your students in mind, it offers simple course set-up and enables students to better prepare for class. Assignable Video with Assessment Assignable video (available with SAGE Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample video now. LMS Cartridge: Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site.

Cengage Advantage Books: Looking Out, Looking In

Cengage Advantage Books: Becoming a Helper

The College Handbook of Creative Writing

Cengage Advantage Books: Analyzing Polls

THE COLLEGE HANDBOOK OF CREATIVE WRITING is a best-selling textbook designed for all creative writing courses. Covering fiction, poetry, and drama, it explores such across-the-genres subjects as theme, setting, characters, plot, point of view, tone, style, description, dialogue, thoughts, time, images, and sounds. There are also useful chapters on The Performance Factor, Fundamentals of Writing, and Writing as a Career, which includes sample listings of jobs for writers. Contemporary and classic selections serve to illustrate discussions and act as models to promote the writing process, and are followed by exercises and writing suggestions at the end of each chapter. A glossary of literary terms and a bibliography complete this concise textbook, resulting in a design that allows for a maximum of information in a portable little book.

SUSTAINING THE EARTH provides the basic scientific tools for understanding and thinking critically about the environmental problems we face. About half the price of other environmental science text, this 14-chapter, one-color core book offers an integrated approach that emphasizes how environmental and resource problems and solutions are related. The new edition of SUSTAINING THE EARTH is fully updated with the latest statistics and reports of important scientific studies. New Connections boxes show surprising but important connections between environmental problems and aspects of daily life. In addition, new Thinking About boxes help students apply the concepts of the book to their own lives. Sustainability is the integrating theme of this current and thought-provoking book. The concept-centered approach transforms complex environmental topics and issues into key concepts that students will understand and remember. By framing the concepts with goals for more sustainable lifestyles and human communities, students see how promising the future can be. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Addressing ages 3 to 8 years, A GUIDANCE APPROACH FOR THE ENCOURAGING CLASSROOM, 6th Edition, functions as a primary reference for professionals or as a resource for classes that address group management, the learning environment, child guidance, child behavior, challenging behavior, conflict management, and peace education topics. Part 1 explores the foundation of guidance in early childhood education. Part 2 focuses on building and organizing an encouraging classroom, and discusses such topics as daily schedules, routines, use of thematic instruction, and the importance of working with parents. Part 3 addresses problem solving and challenging behavior, including a practical illustration of how to use and teach conflict management and information about the five-finger-formula. Highlights of the new edition include standards and video integration, expanded coverage of diversity, and information on current brain research. Throughout, this experience-based resource includes real-life anecdotes that allow professionals to make the shift from conventional classroom to developmentally appropriate guidance. Available with InfoTrac Student Collections http://goengage.com/infotrac. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Cengage Advantage Books: Law for Business

Consumer Behavior

Cengage Advantage Books: The Speaker's Compact Handbook

A longtime favorite with millions of students, LOOKING OUT, LOOKING IN, 15th Edition equips you with practical communication concepts and skills you can immediately start applying in your personal relationships as well as on the job. Extremely reader friendly, the text connects the latest theories and research to real-world practice. The Fifteenth Edition includes an all-new Chapter 2 devoted to interpersonal communication and social media, while coverage of mediated communication is also integrated throughout. In addition, diverse examples, engaging readings, compelling cartoons, vibrant photos, and popular culture references bring chapter concepts to life.

With 19 chapters organized into five units, BUILDING A SPEECH, 8th EDITION guides students through the step-by-step process of developing public speaking skills through observation, peer criticism, personal experience and instructor guidance. Readings and exercises help students draft informative and persuasive speeches and improves their research and speechwriting skills. Topics such as apprehension and listening help students realize that they are not alone in their struggle to find the confidence to speak in public. BUILDING A SPEECH is grounded in the philosophy that students can master the steps of speech construction when provided with a caring environment, clear direction, and creative examples. Plus, this new Eighth Edition of BUILDING A SPEECH -- A Cengage Advantage Book -- continues the tradition of providing proven texts at lower prices. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

This current, engaging, and practice-oriented text is your complete resource for mastering the many facets of family therapy. In this eighth edition, the authors provide practice-oriented content that will help you become an empathic and effective family therapist. The new edition includes the latest references and contemporary thinking on central issues such as family resiliency, alternative forms of family life today, gender, culture, and ethnic considerations. A new feature, Thinking like a Clinician, helps students to reflect on practice issues related to each chapter. This edition also contains the American Association for Marriage and Family Therapy Code of Ethics--a great reference that will help you understand the importance of ethical practices. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Building Better Grammar

The Speaker's Compact Handbook

A Guidance Approach for the Encouraging Classroom

Cengage Advantage Books: Making America: A History of the United States

Developed to meet the demand for a low-cost, high-quality history book, this economically priced version of WORLD HISTORY, 8th Edition, offers readers the complete narrative with only the most essential features, photos, and maps. All volumes feature a paperback, two-color format that appeals to those seeking a comprehensive, trade-sized history text. Noted teachers and scholars William J. Duiker and Jackson J. Spielvogel present a balanced, highly readable overview of world history that explores common challenges and experiences of the human past, and identifies key patterns over time. Thorough coverage of political, economic, social, religious, intellectual, cultural, and military history is integrated into a chronological framework to help students gain an appreciation and understanding of the distinctive character and development of individual cultures in society. This approach helps students link events together in a broad comparative and global framework, and consequently see the contemporary world in a more meaningful historical context. CENGAGE ADVANTAGE BOOKS: WORLD HISTORY includes over 180 maps and excerpts of over 180 primary sources that enliven the past while introducing students to the source material of historical scholarship. Available in the following split options: CENGAGE ADVANTAGE BOOKS: WORLD HISTORY, 8th Edition (Chapters 1-30); Volume I: To 1800 (Chapters 1-18); Volume II: Since 1500 (Chapters 14-30). **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Packing a wealth of information into a succinct resource, CENGAGE ADVANTAGE BOOKS: THE SPEAKER'S COMPACT HANDBOOK, 5th Edition, provides a comprehensive yet concise reference for the introductory public speaking course. An excellent value and useful to students in any major, this brief handbook grounded in academic research and practical experience features speech excerpts and full-speech examples, illustrations, and critical thinking questions that students can use on their journey to becoming effective public speakers. The spiral-bound format and flexible standalone chapters allow students to access the topics they need to create great speeches easily, while Key Points, Quick Tips, and Checklists help them stay on track. New Web Links features point students to additional information on related topics. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Cengage Advantage Books: Building a Speechengage Advantage Books: World History

A Concise Introduction to Cultural Anthropology

I. E. Advantage Books-Building a Speech

Essentials of Business Law

Culture Counts

No other text conveys such a passion for this profoundly important discipline. Delivering the material in their signature engaging style, the authors pepper their writing with a focus on human conflict that illustrates legal issues from the business manager's perspective. While more brief than traditional business law texts, ESSENTIALS OF BUSINESS LAW, 5TH Edition provides solid coverage of the core topics, especially contracts. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

This wide-ranging yet focused text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. CONSUMER BEHAVIOR, Second Edition, devotes ample attention to classic consumer behavior topics, including consumer information processing, consumer decision making, persuasion, social media and the role of culture and society on consumer behavior. In addition, this innovative text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies. This versatile text strikes an ideal balance among theoretical concepts, cutting-edge research findings, and applied real-world examples that illustrate how successful businesses apply consumer behavior to develop better products and services, market them more effectively, and achieve a sustainable competitive advantage. With its strong consumer-focused, strategy-oriented approach, CONSUMER BEHAVIOR, Second Edition, will serve you well in the classroom and help you develop the knowledge and skills to succeed in the dynamic world of modern business. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Ideal for anyone embarking on or considering a career in the helping professions, BECOMING A HELPER, Seventh Edition, provides an overview of the stages of the helping process while teaching readers the skills and knowledge they need to become successful helping professionals. Drawing on their years of experience, Corey and Corey focus on the struggles, anxieties, and uncertainties often encountered on the road to becoming effective helpers. They also emphasize self-reflection on a number of professional issues. Finally, the authors help readers decide if a career in the helping professions is right for them by asking them to take a candid look at the demands and strains they'll face in the field.

Cengage Advantage Books: Building a Speech

Cengage Advantage Books: The Speaker's Compact Handbook, Spiral bound Version

Cengage Advantage Books: World History, Complete

Building a Speech

A longtime favorite with millions of readers, LOOKING OUT, LOOKING IN, 15th Edition maintains its market-leading tradition of linking the latest research and theory to learners' everyday lives. Its accessible approach motivates readers to learn and apply communication principles in both personal relationships and on the job. Expanded emphasis on social media includes an all-new chapter devoted to the role of mediated communication in interpersonal relationships as well as integrated coverage throughout the book. In addition, diverse examples, new readings, compelling cartoons, lively photos, and popular culture references bring principles to life. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

CENGAGE ADVANTAGE BOOKS: THE SPEAKER'S COMPACT HANDBOOK, Second Edition, equips you with the essential information, tips, and tools you need to be an effective public speaker. Its spiral-bound, quick-reference format makes the handbook easy to use. And because each of its succinct chapters can stand alone, you can jump exactly to the topic you need to help you create a great speech. Two simple features--Key Points and Checklists--help you stay on track throughout the speech-building process. In addition to the material within the handbook, online interactive tools like Speech Builder Express™(m) 3.0 and InfoTrac College Edition help further develop your public speaking skills.

Packed with current examples you can easily relate to, Tischer's INTRODUCTION TO SOCIOLOGY, 11E delivers comprehensive, up-to-date coverage in a succinct and affordable format. The author begins by equipping you with tools for success, including tips for how to read, study, and take tests more effectively. A built-in study guide and practice tests ensure thorough understanding. The text threads two basic ideas throughout: sociology is a rigorous, scientific discipline, and basic knowledge of sociology is essential for understanding social interaction in many work and social settings. With its streamlined 16 chapters, INTRODUCTION TO SOCIOLOGY, 11E delivers cutting-edge coverage that is concise yet thorough--and makes sociology completely accessible. Available with InfoTrac Student Collections http://goengage.com/infotrac. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Building Teachers: A Constructivist Approach to Introducing Education

Cengage Advantage Books: Making America

Cengage Advantage Books: Making America, Volume 1 To 1877: A History of the United States

Cengage Advantage Books: Business Law Today, The Essentials: Text and Summarized Cases

Interesting, clear, and applied, BUSINESS LAW TODAY, THE ESSENTIALS: TEXT AND SUMMARIZED CASES, 11E is a concise guide to the law and what it means in the business world -- from contracts and secured transactions to warranties and government regulations. Easy to understand with an engaging writing style that is matched by vibrant visuals, BUSINESS LAW TODAY, THE ESSENTIALS includes coverage of contemporary topics that impact not only the business world, but also the reader's personal life. The book examines timely issues, such as the financial crisis and its impact on business law, identity theft, immigration law, and diversity issues. Fascinating features and intriguing cases highlight the practicality of the concepts highlighted in the book. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Packed with 2013 and 2014 cases, FUNDAMENTALS OF BUSINESS LAW TODAY: SUMMARIZED CASES, 10e covers core business law topics like contracts and sales in a concise paperback. Summarized cases integrated throughout the text illustrate key points of law without unnecessary detail. Intended for the one-term course focused primarily on contracts and sales, the text condenses the latest legal topics--including cyberlaw, health-care, financial reform, and more--for quick comprehension. An entire chapter is devoted to Internet Law, Social Media, and Privacy. Current, abbreviated, and affordable, FUNDAMENTALS OF BUSINESS LAW TODAY: SUMMARIZED CASES, 10e provides an easy-to-understand alternative to traditional Business Law texts. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Practical and accessible, LAW FOR BUSINESS provides a concise yet complete overview of all key topics in business law, allowing for maximum breadth of coverage for courses with tight time constraints. This popular and trusted text is known for its straightforward approach as well as an objective-based chapter organization that helps students easily comprehend the full range of topics in business law. Basic business law concepts are covered without extensive theory, thus making the law more approachable and giving students the foundation they need to successfully conduct business in today's workplace. Ashcroft and Ashcroft use short chapters, a four-color design, real-world examples and applications, and integrated learning objectives to make business law approachable and engaging for all students. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Rhetorically Arranged

Family Therapy: An Overview

Looking Out, Looking In

Provide a description about the book that does not include any references to package elements. This description will provide a description where the core, text-only product or an eBook is sold. Please remember to fill out the variations section on the PMI with the book only information. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Developed to meet the demand for a low-cost, high-quality history book, this economically priced version of MAKING AMERICA, Seventh Edition offers readers the complete narrative while limiting the number of features, photos, and maps. All volumes feature a two-color paperback format that appeals to those seeking a comprehensive, trade-sized history text. Shaped with a clear political chronology, MAKING AMERICA reflects the variety of individual experiences and cultures that comprise American society. For instructors whose classrooms mirror the diversity of today's college students, the clear narrative, together with an integrated program of learning and teaching aids, makes the historical content vivid and comprehensible to students at all levels of preparedness. MAKING AMERICA is available in the following options: CENGAGE ADVANTAGE BOOKS: MAKING AMERICA, Seventh Edition (Chapters 1-29); Volume 1: To 1877 (Chapters 1-15); Volume 2: Since 1865 (Chapters 15-29). **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Developed to meet the demand for a low-cost, high-quality history book, this economically priced version of MAKING AMERICA, Sixth Edition offers readers the complete narrative while limiting the number of features, photos, and maps. All volumes feature a paperback, two-color format that appeals to those seeking a comprehensive, trade-sized history text. Shaped with a clear political chronology, MAKING AMERICA reflects the variety of individual experiences and cultures that comprise American society. MAKING AMERICA provides a clear, helpful text that meets students where they are. For instructors whose classrooms mirror the diversity of today's college students, the strongly chronological narrative, together with an integrated program of learning and teaching aids, makes the historical content vivid and comprehensible to students at all levels of preparedness. Available in the following options: CENGAGE ADVANTAGE BOOKS: MAKING AMERICA, Sixth Edition (Chapters 1-29); Volume 1: To 1877 (Chapters 1-15); Volume 2: Since 1865 (Chapters 15-29). **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Cengage Advantage Books: Fundamentals of Business Law Today: Summarized Cases

Cengage Advantage Books: Introduction to Business Law

Sustaining the Earth

Cengage Advantage Books: Essentials of Business Law

Designed from the ground up with a constructivist framework, BUILDING TEACHERS: A CONSTRUCTIVIST APPROACH TO INTRODUCING EDUCATION, 2nd Edition helps future teachers create their own understanding of education. As the authors address the key topics generally covered in an introductory book, they encourage readers to develop their own understandings by connecting their prior knowledge, experiences, and biases with new experiences to which they will be exposed during the course. Highlights of the new edition include stronger standards integration and expanded material on diversity and technology. By interacting with the materials presented, rather than merely memorizing the book's content, readers learn what teaching is all about in an exploratory, inquiring, constructivist-based manner. In turn, they can help the children in their classrooms learn meaningfully. Available with InfoTrac Student Collections http://goengage.com/infotrac. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Discover the business law book you'll actually enjoy reading. Time after time, readers like you have commented that this is the most interesting introduction to law they've ever read. Beatty/Samuelson/Abrii's ESSENTIALS OF BUSINESS LAW, 7E is packed with current examples and real scenarios that bring law to life, whether you are a business learner or practicing professional. This reader-friendly presentation uses conversational writing to explain complex topics in easy-to-understand language. The authors draw from their law practices to offer memorable real stories that illustrate how legal concepts apply to everyday business practice. This edition also emphasizes today's digital landscape with new information on privacy and intellectual property. An updated ethics chapter offers a practical approach, using the latest research to explain why people make unethical decisions. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Teaching grammar in blocks as part of a building activity provides students with an easy to remember image that helps them understand and apply good sentence construction. This building process helps students see how each grammar concept or building block sets the foundation for the next concept or building block; as a result, their confidence in writing grows the more they learn and practice. As the first book of the Building Better series, Building Better Grammar builds students' knowledge of effective sentence construction to get them to the next step of putting sentences together successfully for coherent paragraphs and essays. The Building Better series developed out of a need to help more students succeed in learning to write effectively. This technique of building writing makes the writing process a manageable one because it allows students to practice each concept or block separately, to see how it shapes subsequent blocks, and to increase their understanding and confidence along the way. Many writing books present grammar content too complexly without enough opportunities for practice, or present so many topics that simply overwhelm the student. The Building Better series evolved with developmental students in mind; the textbooks are designed to be flexible enough that all college students or writing instructors can use them as a quick reference guide. Instructors looking for a rich focus on sentence construction, simple and brief explanations that are easy to remember, and variety of practice exercises will find it in Building Better Grammar. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

Business Law: Text & Exercises

A Primer for Management (Book Only)

Cengage Advantage Books: Making America, Volume 2 Since 1865: A History of the United States