

Cengage Advantage Books The College Handbook Of Creative Writing

Ideal for the beginning student or the experienced public relations practitioner, THIS IS PR: THE REALITIES OF PUBLIC RELATIONS, Eleventh Edition, covers the world of public relations with a strong emphasis on fundamentals such as history and research, as well as emerging issues such as technology, ethics, and the international aspects. With numerous examples, strategies, tactics, and case studies, your students will have resources they can take away from the classroom. 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 text is an economically priced version of WESTERN CIVILIZATION: BEYOND BOUNDARIES, 7e. The Advantage Edition offers the high level of scholarship and engaging narrative of the full text, while limiting the number of features, images, and maps. Each volume is packaged in a paperback, two-color format that appeals to those seeking a comprehensive, trade-sized history text. Like its full-length counterpart, the Advantage Edition of WESTERN CIVILIZATION encompasses the full social and political story of Western Civilization within a wider definition of Europe that includes Eastern Europe, Scandinavia, and European frontiers. The text emphasizes Europe's interaction with the world and encourages readers to question why and how history unfolded as it did. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The College Handbook of Creative WritingWadsworth Publishing Company

Essentials of the Legal Environment Today

Beginnings & Beyond: Foundations in Early Childhood Education

The College Handbook of Creative Writing

The primary strength of BEGINNINGS AND BEYOND: FOUNDATIONS IN EARLY CHILDHOOD EDUCATION, 10th Edition, is its blend of simplicity and depth. In a clear and easy-to-understand style, the book lays out basic questions any student of early childhood education would want answered -- and presents key concepts, the latest research, an answered. Coverage of the current Developmentally Appropriate Practices (DAP) is woven throughout the text, as is material on diversity and development, which enables readers to understand that issues of age, gender, race/ethnicity, ability, and family are part of every aspect of teaching and learning. Every chapter has a feature focused another that highlights intentional teaching. Through its tone, visuals, and pedagogy, the book is accessible to and respectful of readers with a range of abilities and learning styles. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

With more than 200 real-world cases and critical-thinking exercises, FOUNDATIONS OF THE LEGAL ENVIRONMENT OF BUSINESS, 3E helps readers define their ethical compass within the business world. Authored by a renowned scholar of business ethics, it uses an integrated approach to thoroughly explore the intersection of law, business s covers all core topics and features intriguing examples of legal and ethical issues pulled straight from the news and pop culture. 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 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 within the product description or the product text may not be available in the ebook version.

Criminology

Building a Speech

Cengage Advantage Books: World History

An Introduction to Informal Logic

This sixth edition of THE POCKET WADSWORTH HANDBOOK provides up-to-date, realistic advice for today's digital-age students. You will find it clearly written, thorough, easy to navigate, and indispensable for use in college courses and beyond. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. LEARNING AND BEHAVIOR, Seventh Edition, is stimulating and filled with high-interest queries and examples. Based on the theme that learning is a biological mechanism that aids survival, this book embraces a scientific approach to behavior but is written in clear, engaging, and easy-to-understand language. 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.

The most thoroughly revised edition yet! Featuring extensive revisions to the Learning chapters and a new chapter on memory, YOUR COLLEGE EXPERIENCE, 7e continues its 20-year tradition of providing straightforward, intelligent coverage of the skills students need to succeed in college today. New co-author Betsy Barefoot has updated and added new research materials throughout, and work to streamline the text. Now only 16 chapters, the book presents more current information in fewer chapters than ever before. Also new to this edition: iLrn College Success! Available with new copies of the book, this innovative teaching tool lets instructors create assignments that students can use to assess their mastery of topics covered in the book. Assignments are automatically graded, providing instructors and students with immediate feedback on student performance. iLrn gives students the power to prioritize and strategically use their study time, while it gives instructors the power to tailor their in-class time to meet their students' most pressing needs. Author John Gardner is a well-known proponent of the first-year seminar and was instrumental in creating the National Resource Center for the First-Year Experience and Students in Transition at the University of South Carolina. He and co-authors Jewler and Barefoot continue to write, research, and travel to support the First-Year Experience.

Ideas and Details

Learning and Behavior

This is PR

Cengage Advantage Books: Law for Business

Developed to meet the demand for a low-cost, high-quality history book, CENGAGE ADVANTAGE BOOKS: THE EARTH AND ITS PEOPLES, Sixth Edition, is an economically priced, two-color version of the THE EARTH AND ITS PEOPLES, Sixth Edition. It includes the complete core narrative, but has fewer maps, photos, and boxed features for a manageable length in a smaller trim size for easy portability. Written for the world history survey course, the text presents the subject matter in a balanced, global framework, shifting the focus away from political centers of power. The authors employ fundamental themes of “environment and technology” and “diversity and dominance” to explore patterns of humans’ interactions with their surroundings and with each other. This approach reveals how humanity continues to shape and be shaped by the environment and how dominant structures and traditions are balanced and challenged by alternate beliefs. Special emphasis is given to technological development and how it underlies all human activity. Available in the following split options: CENGAGE ADVANTAGE BOOKS: THE EARTH AND ITS PEOPLES, Sixth Edition (Chapters 1-33), ISBN: 978-1-285-44563-2; Volume I: To 1550, Sixth Edition (Chapters 1-16), ISBN: 978-1-285-44567-0; Volume II: Since 1500, Sixth Edition (Chapters 16-33), ISBN: 978-1-285-44570-0. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

IDEAS & DETAILS: A GUIDE TO COLLEGE WRITING, Eighth Edition, offers a simple and straightforward approach to the essentials of writing papers--from research and style to grammar and mechanics--to show students how detailed writing strategies can help them succeed in any course. In this brief writing guide, students will also discover timely professional essays, a balance of short and long assignments, and over one hundred brain teasers that provide students with invention strategies to stimulate creativity. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A highly respected, balanced, and thoroughly modern approach to US History, LIBERTY, EQUALITY, POWER, uses these three themes to show how the United States was transformed from hunter-gatherer and agricultural Native American societies into the most powerful industrial nation on earth. This approach helps students understand the impact of the notions of liberty and equality, which are often associated with the American story, and also how dominant and subordinate groups have affected and been affected by the ever-shifting balance of power. The text integrates the best of recent social and cultural scholarship -- including fun material on music and movies -- into a political story, offering students the most comprehensive and complete understanding of American history available. Available in the following split options: LIBERTY, EQUALITY, POWER, Sixth Edition (Chapters 1-32), ISBN: 978-0-495-90499-1; Volume 1: To 1877 (Chapters 1-17), ISBN: 978-0-495-91587-4; Volume 2: Since 1863 (Chapters 17-32), ISBN: 978-0-495-91588-1. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Liberty, Equality, Power: A History of the American People, Volume 1: To 1877

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

Cengage Advantage Books: This is PR: The Realities of Public Relations

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

Developed to meet the demand for a low-cost, high-quality history book, CENGAGE ADVANTAGE BOOKS: THE EARTH AND ITS PEOPLES, Sixth Edition, is an economically priced, two-color version of the THE EARTH AND ITS PEOPLES, Sixth Edition. It includes the complete core narrative, but has fewer maps, photos, and boxed features for a manageable length in a smaller trim size for easy portability. Written for the world history survey course, the text presents the subject matter in a balanced, global framework, shifting the focus away from political centers of power. The authors employ fundamental themes of “environment and technology” and “diversity and dominance” to explore patterns of humans’ interactions with their surroundings and with each other. This approach reveals how humanity continues to shape and be shaped by the environment and how dominant structures and traditions are balanced and challenged by alternate beliefs. Special emphasis is given to technological development and how it underlies all human activity. Available in the following split options: CENGAGE ADVANTAGE BOOKS: THE EARTH AND ITS PEOPLES, Sixth Edition (Chapters 1-33), ISBN: 978-1-285-44563-2; Volume I: To 1550, Sixth Edition (Chapters 1-16), ISBN: 978-1-285-44567-0; Volume II: Since 1500, Sixth Edition (Chapters 16-33), ISBN: 978-1-285-44570-0. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Now in its 9th Edition, RESEARCH METHODS provides psychology students with a scientific approach to understanding their field of study and the world in general. The text's logical, step-by-step coverage is the result of decades of author experience. It includes all of the stages of the research process, from selecting the project and searching for literature, to choosing a protocol and getting published. RESEARCH METHODS also presents students with problems from selected psychological literature to demonstrate some of the creative ways psychology professionals design and conduct effective research.

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.

Cengage Advantage Books: Research Methods

Cengage Advantage Books: Introduction to Sociology

Cengage Advantage Books: Ideas & Details

The Realities of Public Relations

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.

DRAWING: A CONTEMPORARY APPROACH takes you beyond conventional approaches, emphasizing the emotional, intellectual, spiritual, and social significance of art. The authors trace the evolution of today's art from that of the past, showing drawing's meaning and continuity. DRAWING: A CONTEMPORARY APPROACH offers a combination of effective pedagogy, good exercises, and high-quality, contemporary drawings as models, focusing on contemporary artists who draw in a multicultural world. 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 best texts at a better price! Designed with price-conscious students like you in mind, Cengage Advantage Books offer high-quality, up-to-date content and learning tools to help you master your course---at a much lower price.

Cengage Advantage Books: Introduction to Business Law

Cengage Advantage Books: The Earth and Its Peoples, Volume II: Since 1500: A Global History

Sustaining the Earth

Cengage Advantage Books: Western Civilization: Beyond Boundaries, Volume I

Hone your creative writing skills with this best-selling, portable little handbook! Ideal for all levels of writing from introductory to advanced, THE COLLEGE HANDBOOK OF CREATIVE WRITING, Fourth Edition, covers all the necessary fundamentals for creative writing in the genres of fiction, poetry, and drama. Exploring theme, setting, characters, plot, point of view, tone, style, description, dialogue, thoughts, time, images, and sounds, the handbook includes contemporary and classic selections that serve as writing models, as well as end-of-chapter exercises and writing suggestions that help you practice fundamental writing skills. A glossary of literary terms and a bibliography complete this concise book. This edition includes updated selections, more examples, revised exercises, and a revised Chapter 14, "Writing as a Career."

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 current examples you can easily relate to, Tischler'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.

Drawing: A Contemporary Approach

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

Cengage Advantage Books: Your College Experience: Strategies for Success (with CengageNOW Printed Access Card)

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.

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.

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.

Cengage Advantage Books: Looking Out, Looking In

Cengage Advantage Books: Essentials of Business Law

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

Cengage Advantage Books: The Pocket Wadsworth Handbook

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 texts, 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.

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 100 maps and excerpts of over 100 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.

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.

Cengage Advantage Books: World History, Volume II

Understanding Arguments

Cengage Advantage Books: Foundations of the Legal Environment of Business

A Guide to College Writing