

McGraw-Hill Higher Education Accessibility Policy

At McGraw-Hill Higher Education, we are committed to making the education experience more efficient and effective by combining digital content with software that harnesses the science of learning. To achieve this goal, we are making efforts to create universally accessible products available to any and all learners, including individuals with disabilities.

Our commitment

We are committed to creating a culture that consciously considers those with disabilities throughout the development of our products. This effort includes an extensive blend of planning, research, training and product development activities with both McGraw-Hill employees and third-party content partners. Specific initiatives include:

- **Creation of Accessible Products** – McGraw-Hill Higher Education will strive to have all new content and software follow the WCAG version 2.0 AA guidelines and best practices. To achieve this – and continuously improve the accessibility of our products – we will utilize the efforts of our internal product teams, the assistance of external experts, and user feedback.
- **Employee Training** – Accessibility is central to our design and development efforts. Employees and resource providers in these key roles will be educated and trained on accessibility guidelines to support compliance with WCAG 2.0 AA development guidelines.
- **Community Inclusion** – In addition to developing experiences that meet the recommended guidelines, we will engage accessibility advocacy organizations, forums, and user groups to provide feedback and validate that the software and content we produce is not only compliant but, more importantly, usable for learners.
- **Alternative Content** – We are committed to working with all of our education partners as we progress with our accessibility efforts. In the event that alternative content formats are required, we will evaluate the options and, when possible, provide as needed.

Creating accessible products is a priority for McGraw-Hill Higher Education. We have put in place processes to make accessibility and meeting the WCAG 2.0 AA guidelines part of our day-to-day development efforts and product roadmaps. We will measure and track our progress to ensure we continually make improvements to address the evolving industry standards, and to meet our learners' accessibility needs.

The above statements describe the accessibility status of the products as of today's date and are subject to change.

These are provided for informational purposes only and do not represent a warranty of any kind.

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Management Strategy: Achieving Sustained Competitive Advantage, 3, 2017
MARCUS, 1259345483

TEXT FILES

To request **alternative text files** (PDF/Word) for this text, please contact your institution's disability services center. Requests can be submitted via AccessText Network at www.accesstext.org or submitted directly to McGraw-Hill Higher Education (MHHE). To submit to MHHE, we require a written request from the disability services center. The request must state that there is a student with a certified disability who is registered for a course in which he/she is required to use this text and has proof of purchase. The written request should be emailed to mhe-permissions@mheducation.com or faxed to 646-766-2019.

To request **text descriptions for images or alternative files for digital products**, please submit the request to accessibility@mheducation.com.

DIGITAL PRODUCTS AND MEDIA FILES

McGraw-Hill Education provides digital learning solutions and instructional support tools. Some elements of our digital offerings are keyboard navigable and include alt descriptions. Efforts to increase the accessibility of our products will continue in 2017 toward our goal of WCAG 2.0 AA guidelines. For known work-arounds and best practices, please contact us at accessibility@mheducation.com.

- **Connect:** No Online Solution
- **SmartBook:** A VitalSource version of the text is available. To learn more, contact your McGraw-Hill Learning Technology Representative. Accessibility information can be found at: <https://support.vitalsource.com/hc/en-us/categories/200184597-Accessibility>
- **eBook:** A VitalSource version of the text is available. To learn more, contact your McGraw-Hill Learning Technology Representative. Accessibility information can be found at: <https://support.vitalsource.com/hc/en-us/categories/200184597-Accessibility>
- **Alt-descriptions:** No
- **PowerPoint Presentations:** PPTs are not currently accessible. Efforts will be made to offer alt descriptions for future editions.
- **Videos:** None

We are committed to working with our education partners as we progress in our accessibility efforts. If alternative content formats are required, we will evaluate the options and, when possible, provide as needed.

For further information on McGraw-Hill and Accessibility, please contact us at accessibility@MHEducation.com

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