

GAMBLE, Essentials of Strategic Management: The Quest for Competitive Advantage, 7, 1260261549

Our Commitment to Accessibility

Creating accessible products is a priority for McGraw-Hill Education. We have put in place processes to make accessibility and meeting the WCAG AA guidelines part of our day-to-day development efforts and product roadmaps. We measure and track our progress to ensure we continually make improvements to address the evolving industry standards and to meet our learners' accessibility needs. VPATS are available upon request. Our audits and VPATS are completed by a third party.

Testing Process

We are committed to testing with users with different ranges of abilities and disabilities to ensure the usability and accessibility of our products.

A series of tests are conducted to ensure our compliance with the WCAG AA guidelines. Baseline assessments are completed, using a third-party vendor, to uncover gaps and inform a remediation roadmap. As new features are developed, an accessibility-specific success criterion is defined and all new work is tested to ensure it complies with the criteria prior to release. As these products continue to grow and the accessible feature set expands, semi-regular assessments will be completed by an external vendor to ensure continued compliance with the WCAG guidelines.

Connect Platform

This report reflects the accessibility level of the content available within our Connect platform as it relates to specific title.

Content

Alternative Text Files: We provide electronic files for use by students with disabilities. In order to send a file, we require a written request from the disability services center of your school. Requests can be submitted via Access Text Network at www.accesstext.org or submitted directly to McGraw-Hill Education. To submit to McGraw-Hill, please email us at mhe-permissions@mheducation.com or fax the request to 646-766-2019.

Many of our titles have alt descriptions of images available in a separate document provided to the DSS office. To request this file, please contact us at accessibility@mheducation.com.

McGraw-Hill Education is actively working on developing more accessible assessment experiences. While some of our interactive assessment questions are not yet accessible to users of assistive technology, we continue to make improvements with each platform release.

Content Feature	Definitions	Status & Alternatives
eBook is operable without a mouse (keyboard navigable) and can be accessed using alternative output devices.	<i>Can the user navigate through the eBook and any link embedded using keyboard navigation and/or assistive technology?</i>	<p>SmartBook 2.0, an update to our Smartbook product, provides a more accessible student experience by including improved color contrast, descriptions for images, increased keyboard navigation, and enhanced screen reader support. Work is ongoing to improve the user experience for all users. A VPAT is available upon request.</p> <p>Offered alongside SmartBook as a reading option for many of our recent titles, our new eBook was built with accessibility in mind. Vision-impaired users were recruited for testing sessions for both laptop and mobile-app versions. A recent technical audit shows that the majority of the reading experience is accessible, but there are still limitations with highlighting and with some multimedia content interactions. Continued development is underway to increase accessibility.</p> <p>Our eBook was built with accessibility in mind. Vision-impaired users were recruited for testing sessions for both laptop and mobile-app versions. A recent technical audit shows that the majority of the reading experience is accessible, but there are still limitations with highlighting and with some multimedia content interactions. Continued development is underway to increase accessibility.</p>
eBook images have alternative descriptions/alternative text	<i>Are the alt descriptions embedded in the</i>	

	<i>eBook? Can a screen reader access the images?</i>	Alt descriptions are embedded within the eBook. Students using assistive technology may find it difficult to navigate to some of the content, due to the constraints of the technologies available. A file containing the alt descriptions can be supplied upon request. To request, please contact us at accessibility@mheducation.com
Videos are closed captioned and/or transcripts are available	<i>Are videos and the transcripts able to be delivered outside of Connect and provided to DSS offices?</i>	Videos offer closed captioning and transcripts are available. To request transcripts, please contact us at the information listed above.
Assessments can be accessed using alternative output devices (screen reader)	<i>Are assessments keyboard navigable? Do images have alt descriptions? Can they be accessed within the platform using assistive technology?</i>	Many of McGraw-Hill's most popular assessment questions are now more accessible to students. Color contrast, keyboard navigation and screen reader support are now available with multiple choice, true/false, check all that apply, fill in the blank, short answer and ranking questions without images.
PowerPoints can be accessed using alternative output devices (screen reader)	<i>Images contain alt descriptions and there is a logical reading order.</i>	PPT's have been prepared to be compliant with WCAG Level AA guidelines.
Other Resources		<p>The Business Strategy Game is the world's most popular strategy simulation. All student-accessible web pages, programs, and functions are written in HTML5 and JavaScript, and close attention has been paid to accessibility for the hearing and visually impaired. Instructors have built-in ability to adjust the time allowed to complete simulation assignments (for all students as well as those with learning disabilities). The author team is constantly working towards compliance with WCAG AA and Section 508 recommendations and guidelines and have added ARIA attributes to HTML content as new features are developed and existing components are updated. All videos have been captioned in synchronization with the video display.</p> <p>GLO-BUS, a somewhat simpler strategy simulation, is designed much like the Business Strategy Game. In GLO-BUS, team members operate companies that design, assemble, and market wearable video cameras and sophisticated camera-equipped copter drones.</p>

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

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