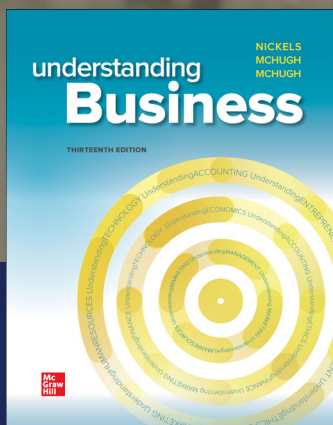


UNDERSTANDING BUSINESS, 13TH EDITION  
**DOES MORE THAN TEACH.**  
 IT CREATES STUDENTS PREPARED TO IMPACT  
 THE WORLD.



*Understanding Business* has long been the **Gold Standard** and the preeminent teaching and learning experience for Introduction to Business.

The experienced author team, alongside the long-tenured McGraw Hill product team have created a market-leading product that meets the needs of nearly all classrooms, no matter the size, teaching modality or learning objectives. The content is *unmatched in depth, breadth, currency, and relevancy*, and is presented in an *extremely readable format* for students with all learning styles. A wealth of *technology solutions* engages students, enriches learning, furthers understanding, and simplifies instructors' assessment processes. *Course supplements* tightly align with chapter concepts to enhance retention, making instructors of all experience levels Grade-A rock stars. And *unparalleled support* from our Digital Faculty Consultants (peer mentors) helps ensure you and your students benefit from the full experience of what is now the **Gold Standard** in Introduction to Business classes.



EXPERIENCED AUTHORS  
 AND LONG-TENURED  
 PRODUCT TEAM



UNMATCHED CONTENT AND  
 A WEALTH OF TECHNOLOGY  
 SOLUTIONS

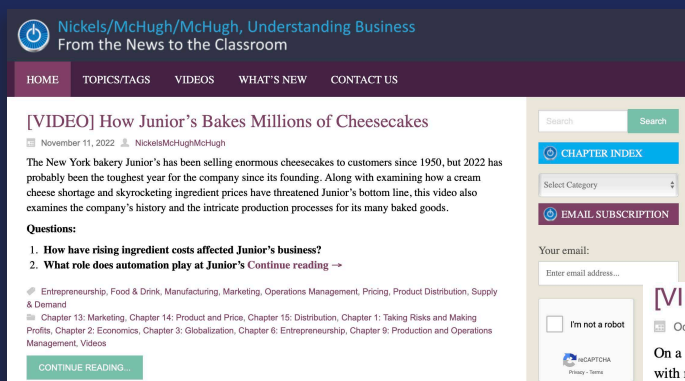


UNPARALLELED  
 FACULTY AND  
 TECHNICAL SUPPORT

# BRING THE BUSINESS WORLD TO YOUR CLASSROOM

**Real-world case studies**—across nearly all industries and company sizes—ensure your students are apprised of the most current challenges businesspeople face today.

From COVID-19 and unemployment to USMCA and artificial intelligence, you have access to numerous relevant samples that tie directly into chapter lessons. Plus, with the option to take advantage of **From the News to the Classroom** (updated multiple times per week), you can enrich the learning experience with content that is updated *multiple times each week* and includes abstracts of relevant news stories, videos tied to chapter topics, and critical-thinking questions that streamline your prep time and help create an ultra-current course.



## MAKE YOUR CLASSROOM THE NEW C-SUITE.

Bring relevant, real-world, current and engaging examples from the news to the classroom through a variety of our digital tools.

### Adidas Cuts Ties with Kanye West

October 26, 2022 NickelsMcHughMcHugh

A few weeks ago, we looked at the sprawling global sneaker industry and how companies like Adidas earn billions annually thanks in large part to their unique brand partnerships. The German sneaker giant's most profitable celebrity connection over the years has been with Kanye West (now known as Ye), with whom Adidas has collaborated on the Yeezy line of shoes and clothing for nearly a decade. This partnership has been hugely profitable: one data research firm estimates that Yeezy is Continue reading →



Branding, Celebrities, Clothing, Entertainment, Ethics, Footwear, Marketing, Music, Partnerships, Product Development, Promotions, Social Media  
Bonus Chapter 8: Technology and New Media, Chapter 13: Marketing, Chapter 14: Product and Price, Chapter 15: Distribution, Chapter 16: Place and Promotion, Chapter 1: Taking Risks and Making Profits, Chapter 4: Ethics and Social Responsibility, Chapter 5: Forms of Business Ownership, Chapter 6: Entrepreneurship

CONTINUE READING...

### [VIDEO] Why Arizona Is Becoming a Logistics Hub

October 19, 2022 NickelsMcHughMcHugh

On a stretch of highway near Phoenix, property developers have constructed dozens of industrial warehouses with millions of square feet in storage. These enormous Arizona facilities are attracting big companies like Amazon, UPS, Walmart, and many more tenants that are looking to avoid California supply chain bottlenecks. This video looks at the reasons why some businesses are starting to center their logistical operations in the American Southwest.



Questions:

1. What are the benefits and drawbacks for companies that use storage facilities located in Arizona rather than California?
2. Do you think companies should place their warehouses closer to ports or closer to consumers? Which option has more potential advantages?

# Asset Alignment with Bloom's Taxonomy

## Connect Introduction to Business

### We Take Students Higher

As a learning science company, we create content that supports higher order thinking skills. Within McGraw Hill Connect, we tag content according to Blooms, difficulty, AACSB, learning objective and more! This allows you to filter, search, assign and report on the assessments you want to assign.

The chart below shows a few of the key assignable, digital assets available for Connect Introduction to Business aligned with Bloom's Taxonomy. Take your students higher by assigning a variety of application exercises, moving them from simple memorization to concept application.

	SmartBook® 2.0	iSeeit! Videos	Click and Drags	Video Cases/ Case Analyses	Manager's Hot Seat Videos	ABAs/ Role-Playing Sims	Business Plan Prep Activities	Writing Assignment Premium
Higher Order Thinking Skills								
CREATE							✓	✓
EVALUATE						✓	✓	✓
ANALYZE				✓	✓	✓	✓	✓
APPLY			✓	✓	✓	✓	✓	✓
UNDERSTAND	✓	✓	✓	✓	✓	✓	✓	✓
Lower Order Thinking Skills								
REMEMBER	✓	✓	✓	✓	✓	✓	✓	✓

## GET TO KNOW YOUR EXTENSIVE TOOL CHEST

Whether it's your 1<sup>st</sup> or 40<sup>th</sup> year teaching, you can benefit from a wealth of assessments and class-tested resources that simplify your evaluation process and enrich the learning experience.

### ASSESSMENT TOOLS:

- » **SmartBook 2.0** helps students study more efficiently by highlighting where in the chapter to focus, asking review questions, and pointing them to resources until they understand.
- » **Chapter quizzes** are pre-built to cover all chapter learning objectives.
- » **Test bank** is by far the largest and most accurate collection of questions on the market, with over 300 questions per chapter.
- » **Application exercises** reinforce concepts and facilitate comprehension.
- » **Video assignments** help exemplify difficult concepts.
- » **Application-Based Activities** allow students to immerse themselves in realistic business situations and develop their critical thinking and problem-solving skills.
- » **Business Plan Prep** assignments help students see the interconnectedness of business functions through creating a basic business plan.
- » **Writing Assignment Premium** evaluates, scores, and gives feedback on student responses to provided prompts.

### ADDITIONAL RESOURCES:

- » **Instructor's Manual** includes icebreaker activities, lecture, critical thinking exercises, and bonus cases to improve retention and engagement while helping save preparation time.
- » **PowerPoint presentations** include integrated polling questions and additional examples that improve student engagement and help make you a rock star instructor.
- » **Video library** with teaching guides includes:
  - **Company case videos** produced specifically to expound on chapter learning objectives via real-world business situations across a broad range of industries, sizes, and geographic locations, allowing students to contextualize the chapter's content.
  - **Manager's Hot Seat videos** offer short cases that show real business professionals confronting a variety of workplace challenges.
  - **iSeelt! animated videos** clarify the most commonly confused topics and can be accessed within the e-book and are also assignable within Connect.

## YOU'RE FULLY BACKED BY OUR TEAM



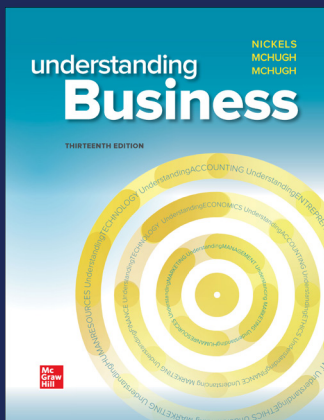
We want you to get the most of our Introduction to Business products and we do everything possible to help provide your students an exceptional learning experience.

### FROM THE FIRST TO THE LAST DAY OF THE SEMESTER, WE SUPPORT YOU WITH:

(Click on the links to learn more)

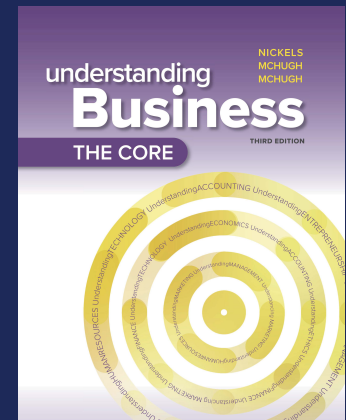
- » [Local Sales Representatives](#)
- » [Faculty Development Opportunities](#)
- » [Digital Faculty Consultants \(Peer Mentors\)](#)
- » [Student Ambassador Support, where available](#)
- » [Dedicated Implementation Team](#)
- » [Technical Support](#)
- » [Integration with your Learning Management System](#)
- » [Robust Reporting](#)
- » [Lecture Capture](#)
- » [Proctorio for Testing Integrity](#)
- » [Support At Every Step On-Demand Support](#)
- » [Affordability & Outcomes](#)
- » [And More](#)

Our dedicated author team, experienced product team, stellar sales team, and implementation consultants all paired with an extensive toolbox of support programs ensure you receive the Gold Standard training and support you deserve.



### THE BOTTOM LINE

The business world is constantly changing, and your classroom needs to keep up. With Nickels/McHugh/McHugh, ***Understanding Business, 13e***, and ***Understanding Business: The Core, 3e***, both you and your students can experience the *Gold Standard* in Introduction to Business.



To request a desk or examination copy of either *Understanding Business 13e* or *Understanding Business: The Core 3e*, please contact your Local McGraw Hill Learning Technology Consultant. [mheducation.link/rep](https://mheducation.link/rep)