

# CAREER & TECHNICAL EDUCATION

2023 Catalog

# TABLE OF CONTENTS

# **Business**

**Business Foundations** 

**College Accounting** 

Entrepreneurship

**Essentials of Marketing** 

**Practical Business Math Procedures** 

**Dynamic Business Law** 

# Family and Consumer Sciences

Child

**Early Childhood Education** 

**Nutrition Essentials** 

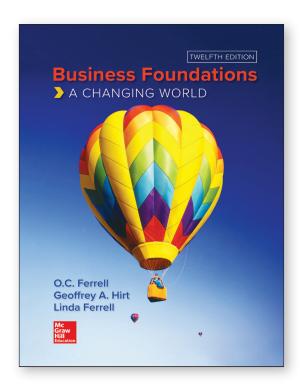
# **Criminal Justice**

**Criminal Justice** 



# **Business Foundations: A Changing World**

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# **Guides Students Through the Technological World of Business Today**

The introduction to business course is an opportunity for students to investigate the breadth of business functions, and the positive impact that business has on our society and economic system. **Business Foundations: A Changing World** delivers a focused presentation of the essential material needed to teach introduction to business, while offering students an appreciation for the role of business in our economy and society.

The 12th edition reflects the latest developments in the business world: technologies such as artificial intelligence, blockchain, cryptocurrency, the sharing economy, transportation, and manufacturing technology. It also presents the transformational impact on global trade, relationships, and career opportunities that technology has on the business world.

Business Foundations: A Changing World is an unrivaled compilation of exciting application-focused content, activities, and examples that guides students through the technology-saturated world of business today.

## **Business Foundations: A Changing World**

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#### **Table of Contents**

#### Part 1: Business in a Changing World

- 1. The Dynamics of Business and Economics
- 2. Business Ethics and Social Responsibility
- 3. Business in a Borderless World

#### Part 2: Starting and Growing a Business

- 4. Options for Organizing Business
- 5. Small Business, Entrepreneurship, and Franchising

#### Part 3: Managing for Quality and Competitiveness

- 6. The Nature of Management
- 7. Organization, Teamwork, and Communication
- 8. Managing Operations and Supply Chain

#### Part 4: Creating the Human Resource Advantage

- 9. Motivating the Workforce
- 10. Managing Human Resources

#### Part 5: Marketing: Developing Relationships

- 11. Customer-Driven Marketing
- 12. Dimensions of Marketing Strategy
- 13. Digital Marketing and Social Networking

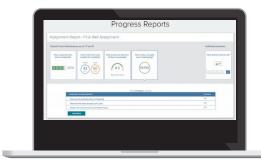
#### Part 6: Financing the Enterprise

- 14. Accounting and Financial Statements
- 15. Money and the Financial System
- 16. Financial Management and Securities Markets

#### **Bonus Chapters**

- A. The Legal and Regulatory Environment
- B. Personal Financial Planning

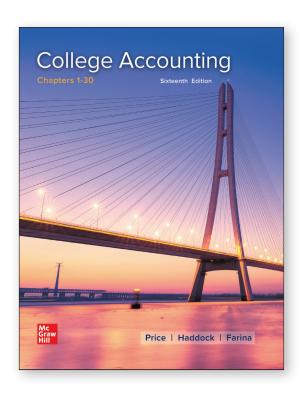
### More Personalized. More Productive. More Prepared.



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#### **ISBN List**

Student Edition with Connect® Online Student Edition	6 year: 978-1-26-478288-8   1 year: 978-1-26-478421-9
Connect® Online Student Edition Subscription	<b>6</b> year: 978-1-26-433585-5   <b>1</b> year: 978-1-26-433579-4
Student Edition Sample Only	978-1-26-619807-6



# A Straightforward Approach to the Basics of Accounting

Through proven pedagogy and a straightforward approach, *College Accounting* offers first-time accounting students a path to understanding and mastery. The authors represent the breadth of educational environments ensuring that the text is appropriate for all student populations. Throughout, they have adhered to a common philosophy about textbooks: they should be readable, contain many opportunities for practice, and be able to make accounting relevant for all.

#### The sixteenth edition includes:

- Certified Bookkeeper Designation: Many bookkeepers aspire to become Certified Bookkeepers
  (CB), a designation that assures an individual possesses the level of knowledge and skills needed
  to carry out all key accounting functions through the adjusted trial balance, including payroll.
  Throughout the text, end-of-chapter materials include questions that will help aspiring bookkeepers
  to achieve the Certified Bookkeeper Designation.
- Internal Control & Fraud Prevention: Throughout the text, internal control and fraud prevention techniques are discussed for different classes of assets including cash, payroll, inventories, and property, plant, and equipment. Internal Control and Fraud Prevention problems are included in every chapter.
- Mini-Practice Sets: Four Mini-Practices Sets are interspersed throughout the text. These practice sets are now assignable in Connect for completion online. Additionally, there are two full-length practice sets available as additional resources to complete offline.
- Revised Chapter Openers: Chapter openers have been revised, featuring companies such as Apple, Boeing, Costco, Deloitte, Dr Pepper, Facebook, Ford, Southwest, Starbucks, Uber, and UPS, and the Financial Accounting Standards Board.

## **College Accounting**

©2021, 16e, Price

#### **Table of Contents**

**Chapter 1:** Accounting: The Language of Business

Chapter 2: Analyzing Business Transactions

**Chapter 3:** Analyzing Business Transactions Using T Accounts

Chapter 4: The General Journal and the General Ledger

Chapter 5: Adjustments and the Worksheet

Chapter 6: Closing Entries and the Postclosing Trial Balance

Chapter 7: Accounting for Sales and Accounts Receivable

Chapter 8: Accounting for Purchases and Accounts Payable

Chapter 9: Cash Receipts, Cash Payments, and

Banking Procedures

**Chapter 10:** Payroll Computations, Records, and Payment

Chapter 11: Payroll Taxes, Deposits, and Reports

Chapter 12: Accruals, Deferrals, and the Worksheet

Chapter 13: Financial Statements and Closing Procedure

**Chapter 14:** Accounting Principles and Reporting Standards

**Chapter 15:** Accounts Receivable and Uncollectible Accounts

Chapter 16: Notes Payable and Notes Receivable

Chapter 17: Merchandise Inventory

Chapter 18: Property, Plant, and Equipment

Chapter 19: Accounting for Partnerships

Chapter 20: Corporations: Formation and Capital

Stock Transactions

Chapter 21: Corporate Earnings and Capital Transactions

Chapter 22: Long-Term Bonds

Chapter 23: Financial Statement Analysis

Chapter 24: The Statement of Cash Flows

Chapter 25: Departmentalized Profit and Cost Centers

Chapter 26: Accounting for Manufacturing Activities

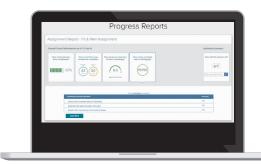
Chapter 27: Job Order Cost Accounting

Chapter 28: Process Cost Accounting

Chapter 29: Controlling Manufacturing Costs: Standard Costs

Chapter 30: Cost-Revenue Analysis for Decision Making

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Connect® Online Student Edition Subscription	<b>6</b> year: 978-1-26-433598-5   <b>1</b> year: 978-1-26-433593-0
Student Edition Sample Only	978-1-26-465044-6





# Clearly Instructs Students on the Process of Beginning a New Venture

In *Entrepreneruship*, students are exposed to detailed descriptions of how to embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts, helping to reinforce key topics.

The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peters' background as both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

#### The eleventh edition includes:

- Each chapter begins with learning objectives and a profile
  of an entrepreneur whose career is especially relevant to
  the chapter material.
- Numerous business examples occur throughout each chapter along with important websites to assist the reader in getting started.
- Boxed summaries of articles in the news (As Seen in Business News) illustrate the chapter discussions and Ethics boxes discussing issues are found in all the chapters.
- Each chapter concludes with research tasks, class discussion questions, and selected readings for further research and study.
- Cases: A selection found at the end of the text can be used along with any chapter of other appropriate cases on a chapter-by-chapter basis.
- Application-Based Activities: These activities provide students with valuable practice using problem-solving skills to apply their knowledge to realistic scenarios. Students see the implications of their decisions and are provided with feedback.

## **Entrepreneurship**

©2020, 11e, Hisrich

#### **Table of Contents**

#### **PART 1: The Entrepreneurial Perspective**

- 1. The Entrepreneurial Mind-Set
- 2. Corporate Entrepreneurship
- 3. Generating and Exploring New Entries

#### PART 2: From Idea to the Opportunity

- 4. Creativity and the Business Idea
- 5. Identifying and Analyzing Domestic and International Opportunities
- 6. Protecting the Idea and Other Legal Issues for the Entrepreneur

#### PART 3: From the Opportunity to the Business Plan

- 7. The Business Plan: Creating and Starting the Venture
- 8. The Marketing Plan
- 9. The Organizational Plan
- 10. The Financial Plan

#### PART 4: From the Business Plan to Funding the Venture

- 11. Sources of Capital
- 12. Informal Risk Capital, Venture Capital, and Going Public

# PART 5: From Funding the Venture to Launching, Growing, and Ending the New Venture

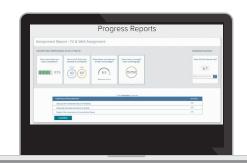
- 13. Strategies for Growth and Managing Implications of Growth
- 14. Accessing Resources for Growth from External Sources
- Succession Planning and Strategies for Harvesting and Ending the Venture

#### PART 6: Cases

- 1. Turner Test Prep Co.
- 2. Jim Boothe, The Inventor
- 3. A. Monroe Lock and Security Systems
- 4. Beijing Sammies
- 5. Intelligent Leisure Solutions
- 6. The Beach Carrier
- 7. Gourmet To Go
- 8. The Grill Kleen Corporation
- 9. Masi Technology
- 10. NeoMed Technologies

- 11. Mayu LLC
- 12. Nature Bros LTD
- 13. Amy's Bread
- 14. Supply Dynamics
- 15. Datavantage Corporation
- 16. Tire Valet: A Mobile Tire Company

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Connect® Online Student Edition Subscription	6 year: 978-1-26-433534-3   1 year: 978-1-26-433532-9
Student Edition Sample Only	



# **Essentials of Marketing**

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# A Practical, Research-Based Approach to Marketing

**Essentials of Marketing** looks at the best of marketing, where marketing practices meet target customer needs and strive to make the world a better place. This practical, research-based program emphasizes a marketing strategy planning approach to the introductory marketing course.

#### New features in the 17th edition include:

- "Marketing for a Better World" incorporated into boxed readings and in various locations throughout every chapter.
- Growing coverage of big data and marketing analytics.
- References to current examples, companies, and brands with which students are familiar.
- Dynamic digital resources including SmartBook 2.0, the ReadAnywhere mobile app, application-based activities and exercises, EZTest, and Writing Assignment Plus.

## **Essentials of Marketing**

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#### **Table of Contents**

- 1. Marketing's Value to Consumers, Firms, and Society
- 2. Marketing Strategy Planning
- Evaluating Opportunities in the Changing Market Environment
- 4. Focusing Marketing Strategy with Segmentation and Positioning
- 5. Final Consumers and Their Buying Behavior
- 6. Business and Organizational Customers and Their Buying Behavior
- 7. Improving Decisions with Marketing Information
- 8. Elements of Product Planning for Goods and Services
- 9. Product Management and New-Product Development
- 10. Place and Development of Channel Systems

- 11. Distribution Customer Service and Logistics
- 12. Retailers, Wholesalers, and Their Strategy Planning
- 13. Promotion Introduction to Integrated Marketing Communications
- 14. Personal Selling and Customer Service
- 15. Advertising and Sales Promotion
- Publicity: Promotion Using Earned Media, Owned Media, and Social Media
- 17. Pricing Objectives and Policies
- 18. Price Setting in the Business World
- Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges

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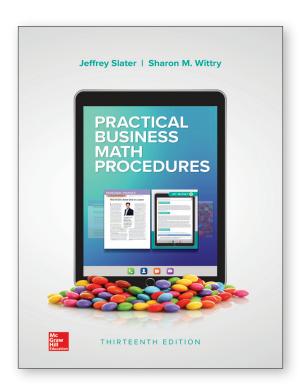
#### **ISBN List**

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Online Student Edition Subscription	
Online Teacher Edition Subscription	6 year: 978-1-26-6226267   1 year: 978-1-26-6228018
Student Edition Sample Only	



## **Practical Business Math Procedures**

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# Reinforces the Real-World Application of Business Math

The Thirteenth Edition of *Practical Business Math Procedures* provides students with an engaging and personalized way to learn, leading to success in the classroom and beyond. Respected authors Jeffrey Slater and Sharon Wittry incorporate examples from The *Wall Street Journal* and *Kiplinger* throughout the entirety of the text to reinforce real-world application of business math. Every chapter concludes with "My Money" exercises, which encourage students to apply the chapter material to their personal finances while utilizing the Internet's many resources.

#### The 13th edition of Practical Business Math Procedures includes:

- Updated *Wall Street Journal* clips in each Chapter Opener and Learning Unit.
- "My Money" icons focus attention on personal finance applications, and "My Money" pages apply content to personal finances.
- Kiplinger articles and real-world problems added to the end of each chapter.
- A guide to successfully completing each chapter and an interactive video worksheet.
- Updated technology and trends, including a new tax law effective in 2018, integrated into the chapters.

#### **Practical Business Math Procedures**

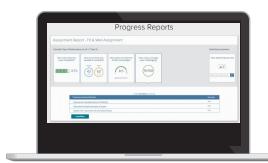
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#### **Table of Contents**

- Whole Numbers: How to Dissect and Solve Word Problems
- 2. Fractions
- 3. Decimals
- 4. Banking
- 5. Solving for the Unknown: A How-to Approach for Solving Equations
- 6. Percents and Their Applications
- 7. Discounts: Trade and Cash
- 8. Markups and Markdowns: Perishables and Breakeven Analysis
- 9. Payroll
- 10. Simple Interest
- **11.** Promissory Notes, Simple Discount Notes, and the Discount Process

- 12. Compound Interest and Present Value
- 13. Annuities and Sinking Funds
- 14. Installment Buying
- 15. The Cost of Home Ownership
- 16. How to Read, Analyze, and Interpret Financial Reports
- 17. Depreciation
- 18. Inventory and Overhead
- 19. Sales, Excise, and Property Taxes
- 20. Life, Fire, and Auto Insurance
- 21. Stocks, Bonds, and Mutual Funds
- 22. Business Statistics

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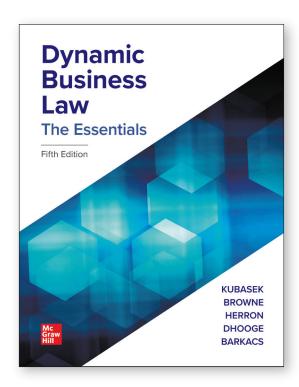
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Connect® Online Student Edition Subscription	<b>6 year:</b> 978-1-26-433503-9	1 year: 978-1-26-433501-5
Student Edition Sample Only		978-1-26-619947-9



# **Dynamic Business Law: The Essentials**

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# Student-Focused Approach to Business Law

**Dynamic Business Law: The Essentials** emphasizes how law applies in the context of business through comprehensive, yet concise, coverage. Kubasek's notable student-focused approach enhances students' critical thinking skills, sparks engagement, and focuses on business relevance. The program features assignable real-world simulations, an interactive reading experience, and analytical assets to enhance the learning experience.

#### Additional features include:

- Application-Based Activities that provide students
  with valuable practice using problem-solving skills by
  applying their knowledge to realistic scenarios. Students
  progress from understanding basic concepts to using
  their knowledge to analyze complex scenarios and solve
  problems. Application-Based Activities are organized by
  topic and are assignable and gradable through Connect.
- Practical Tips for Business Managers emphasize that this book is a Business Law book, full of helpful ideas for modern business leaders. These are the practical takeaways highlighting the usefulness of what was learned in the chapter.
- The Case Opener feature provides a vivid, practical introduction to the kinds of legal issues that arise in the chapter. The Case Opener Wrap-ups conclude the chapters, explaining how courts resolve fact patterns such as those in the Case Openers.

# **Dynamic Business Law: The Essentials**

©2021, 5e, Kubasek

#### **Table of Contents**

#### **PART 1: The Legal Environment of Business**

- 1. An Introduction to the Fundamentals of Dynamic Business Law
- 2. Business Ethics and Social Responsibility
- 3. The U.S. Legal System and Alternative Dispute Resolution
- 4. Administrative Law
- 5. Constitutional Law
- 6. Criminal Law and Business
- 7. Tort Law
- 8. Real, Personal, and Intellectual Property

#### **PART 2: Contract Law**

- 9. Introduction to Contracts and Agreement
- 10. Consideration
- 11. Capacity and Legality
- 12. Reality of Assent
- 13. Contracts in Writing and Third-Party Contracts
- 14. Discharge and Remedies

#### **PART 3: Domestic and International Sales Law**

- 15. Formation and Performance of Sales and Lease Contracts
- 16. Sales and Lease Contracts: Performance, Warranties, and Remedies

#### PART 4: Negotiable Instruments and Banking

- 17. Negotiable Instruments: Negotiability and Transferability
- 18. Holder in Due Course, Liability, and Defenses

#### PART 5: Creditors' Rights and Bankruptcy

19. Secured Transactions and Bankruptcy

#### **PART 6: Agency**

20. Agency and Liability to Third Parties

#### **PART 7: Business Organizations**

- 21. Forms of Business Organization
- 22. Corporations: Formation and Organization
- 23. Securities Regulation

#### **PART 8: Government Regulation**

- 24. Employment and Discrimination Law
- 25. Consumer Law

#### **Appendices**

Appendix A: The Constitution of the United States of America Appendix B: Sarbanes-Oxley Act of 2002

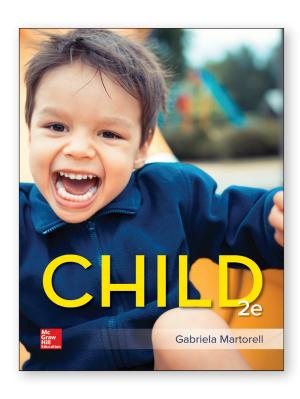
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Connect® Online Student Edition Subscription	<b>6 year:</b> 978-1-26-433623-4	1 year: 978-1-26-433617-3
Student Edition Sample Only		978-1-26-464740-8



# An Engaging and Dynamic Account of Human Development

**Child,** Second Edition, is designed to be a brief but thorough account of human development from conception through adolescence, exposing students to culture and diversity and immersing them in practical application. Child combines a commitment to scholarly content, critical thinking, and real-life application of theory with a visually engaging and dynamic interactive format. Written from a developmental framework and borrowing from multiple traditions and theoretical perspectives, Child also addresses the major periods of development and focuses on the important biological, psychological, and social forces driving change, highlighting theoretical distinctions, research findings, and new directions in the field.

#### New features of the second edition include:

- Substantial space has been devoted to addressing issues of diversity.
- Includes current United States statistics drawn from census data and national governmental databases, featuring not just major population trends but also demographic and statistical information on ethnic and racial minorities.
- Information on global statistics, trends and cultural differences has been added.
- Expanded and updated coverage of key areas such as brain development, gender differences and gender typing, aggression and bullying, and the influences of media on development.
- Topical areas that have arisen in the public consciousness in recent years have also been included.

#### Child

©2020, 2e, Martorell

#### **Table of Contents**

**Chapter 1:** Introduction to Child Development

**Chapter 2:** Conception, Heredity, and Environment

**Chapter 3:** Pregnancy and Prenatal Development

Chapter 4: Birth and the Newborn

**Chapter 5:** Physical Development, 0 to 3

**Chapter 6:** Cognitive Development, 0 to 3

Chapter 7: Psychosocial Development, 0 to 3

Chapter 8: Physical Development and Health in Early Childhood

Chapter 9: Cognitive Development in Early Childhood

Chapter 10: Psychosocial Development in Early Childhood

Chapter 11: Physical Development and Health in Middle Childhood

Chapter 12: Cognitive Development in Middle Childhood

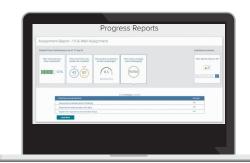
**Chapter 13:** Psychosocial Development in Middle Childhood

Chapter 14: Physical Development and Health in Adolescence

**Chapter 15:** Cognitive Development in Adolescence

Chapter 16: Psychosocial Development in Adolescence

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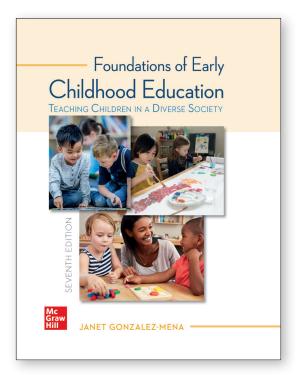
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Connect® Online Student Edition Subscription	6 year: 978-1-26-433507-7   1 year: 978-1-26-433505-3
Student Edition Sample Only	978-1-26-475485-4



# Foundations of Early Childhood Education: Teaching Children in a Diverse Society

©2020, 7e, Gonzalez-Mena



# Designed to Help Improve the Quality of Early Childhood Care & Education

Foundations of Early Childhood Education is designed to help improve the quality in early care and education programs through training teachers. It features skill building with a solid theoretical base, and provides students with an overview of early childhood programs through the use of examples, anecdotes, and scenarios. Readers will come away with an understanding of what makes a quality program, where children gain the foundations they need for school success and beyond.

#### New features of the seventh edition include:

- New coverage of recognizing the impact of the Environment and Culture on Learning in Chapters 8 and 9.
- Discussion of how we perceive the capabilities of infants and toddlers and the impacts on how we teach.
- "For Further Readings" expanded in select chapters to include additional reading suggestions.

# Foundations of Early Childhood Education: Teaching Children in a Diverse Society

©2020, 7e, Gonzalez-Mena

#### **Table of Contents**

PART 1: Foundation of the Teaching-Learning Process: The Role of the Early Childhood Educator

- 1. Early Childhood Education as a Career
- First Things First: Health and Safety Through Observation and Supervision
- 3. Communicating with Young Children
- 4. Facilitating Young Children's Work and Play
- 5. Guiding Young Children's Behavior
- 6. The Teacher as Model
- Modeling Adult Relationships in Early Childhood Settings

#### PART 2: Foundations in Supporting Development and Learning

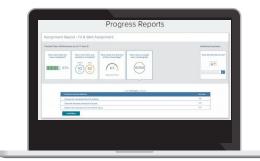
- 8. Setting Up the Physical Environment
- 9. Creating a Social-Emotional Environment
- 10. Routines

- 11. Developmental Tasks as the Curriculum: How to Support Children at Each Stage
- 12. Observing, Recording, and Assessing

#### PART 3: Planning for Learning and Development by Enhancing Children's Curiosity, Joy, and Sense of Wonder

- 13. Enhancing Children's Learning and Development Through Language and Emergent Literacy
- 14. Fostering Joy in Developmentally Appropriate Experiences in Math and Science
- Integrating Art, Music, and Social Studies into a Holistic Curriculum

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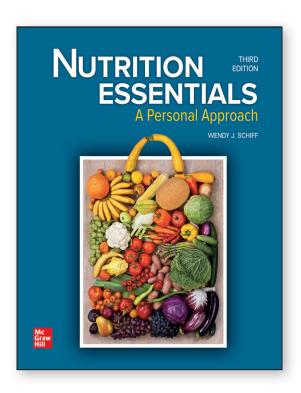
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Connect® Online Studen	t Edition Subscription	<b>6 year:</b> 978-1-26-433511-4	1 year: 978-1-26-433509-1
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# Nutrition Essentials: A Personal Approach

©2021, 3e, Schiff



# An Engaging, Student-Focused Approach to Nutrition

Nutrition Essentials features a consumer-oriented focus and engaging content in a highly visual format that empowers students to be nutrition-savvy consumers who know how to prepare foods in safer and healthier ways. This textbook is known for its visually stimulating and creative page layouts, and beautifully rendered, pedagogically based illustrations that are designed to engage students' interest in the narrative's topics and facilitate learning. The third edition maintains this energetic, colorful, and appealing design and has been extensively updated with new information and sources. Digital features include SmartBook 2.0, LearnSmart Prep, and NutritionCalc Plus—a powerful dietary analysis tool with a robust selection of intuitive reports.

- Each unit has a Culture & Cuisine feature that discusses traditional foods or dietary practices from around the world.
- **Test Yourself** end-of-unit quiz and **Consider This** questions are incorporated into most of the units.
- Food composition tables contain information about amounts of nutrients in commonly eaten foods.
- Three of the unit openers feature students who share personal reflections about their dietary choices. These openers help draw readers into the unit's content

# **Nutrition Essentials:**A Personal Approach

©2021, 3e, Schiff

#### **Table of Contents**

Food Is More Than Something to Eat	Chapter 8	Vitamins: Nutrients That Multitask
Nutrition Information: Fact or Fiction?	Chapter 9	Key Minerals, Water, and the
Making More Nutritious Choices		Non-nutrient Alcohol
How Food Becomes You	Chapter 10	Nutrition for a Healthy Weight and Fit Body
Carbohydrates: Fuel and Fiber	Chapter 11	Nutrition for Your Life, Environment,
Lipids: Focusing on Fats and Cholesterol		and World
	Nutrition Information: Fact or Fiction?  Making More Nutritious Choices  How Food Becomes You  Carbohydrates: Fuel and Fiber	Nutrition Information: Fact or Fiction? Chapter 9  Making More Nutritious Choices  How Food Becomes You Chapter 10  Carbohydrates: Fuel and Fiber Chapter 11

## More Personalized. More Productive. More Prepared.



Chapter 7 Proteins: Life's Building Blocks

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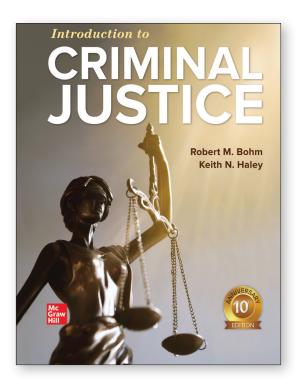
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# **Introduction to Criminal Justice**

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# A Comprehensive Study of the Criminal Justice System

Introduction to Criminal Justice is the ideal text for students who are interested in learning the complexities of the criminal justice system. With nearly 100 years of combined experience in teaching and working in the field, the authors of this comprehensive program empower students to think critically about the U.S. criminal justice system. In the 10th edition, there are new topics to reflect current criminal justice issues, allowing students to benefit from the most up-to-date information and become more engaged in the classroom. Students will also benefit from updated statistics, figures/tables, text, and references/notes. These provide students and teachers with relevant data to analyze and promote critical thinking.

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#### **Table of Contents**

#### **PART 1: The Foundations of Criminal Justice**

- 1. Crime and Justice in the United States
- 2. Crime and Its Consequences
- 3. Explaining Crime
- 4. The Rule of Law

#### **PART 2: Law Enforcement**

- 5. History and Structure of American Law Enforcement
- 6. Policing: Roles, Styles, and Functions
- 7. Policing America: Issues and Ethics

#### **PART 3: The Courts**

- 8. The Administration of Justice
- 9. Sentencing, Appeals, and the Death Penalty

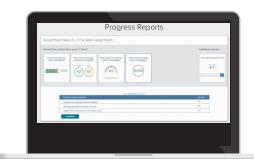
#### **PART 4: Corrections**

- 10. Institutional Corrections
- **11.** Prison Life, Inmate Rights, Release, Reentry, and Recidivism
- 12. Community Corrections

#### PART 5: Additional Issues in Criminal Justice

- 13. Juvenile Justice
- 14. The Future of Criminal Justice in the United States

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