



**Mc  
Graw  
Hill**

## **Career and Technical Education**

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Entrepreneurship

Dynamic Business Law: The Essentials

College Accounting



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Holes Human Anatomy and Physiology

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## Information Technology

Exploring Digital and Information Technology *New*

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Focus on Personal Financial Literacy, High School Edition

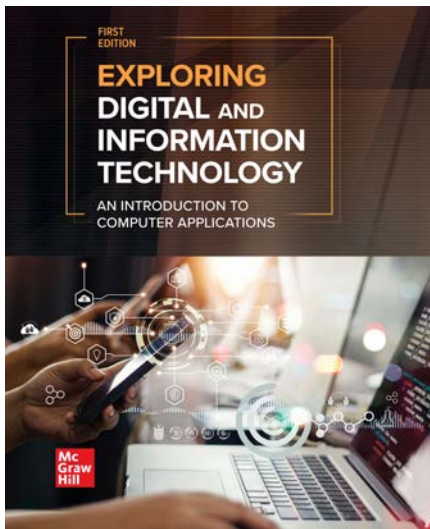
Introduction to Criminal Justice

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

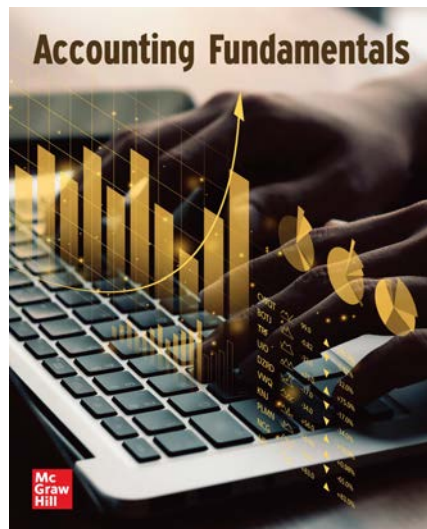




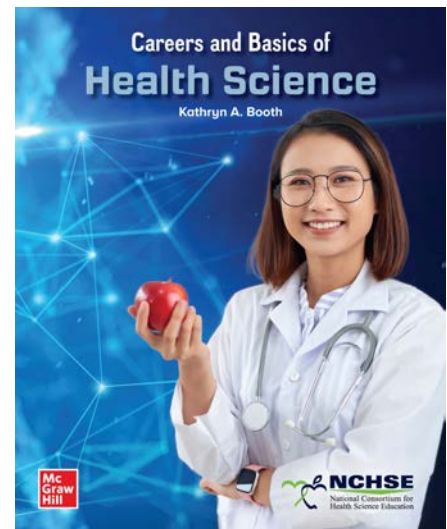
## *New for 2024 - 2025*



Exploratory  
Grades 7 - 10



Foundational  
Grades 9-12



Foundational  
Grades 9-12





## ***Course Levels***

### **Exploratory**

Designed to provide a broad overview of multiple clusters including available occupations, salaries, education requirements, and duties. Expects no prior knowledge or experience with career learning.

### **Foundational**

Designed to provide functional skill, knowledge, and application building. Assumes minimal or no prerequisite knowledge or experience.

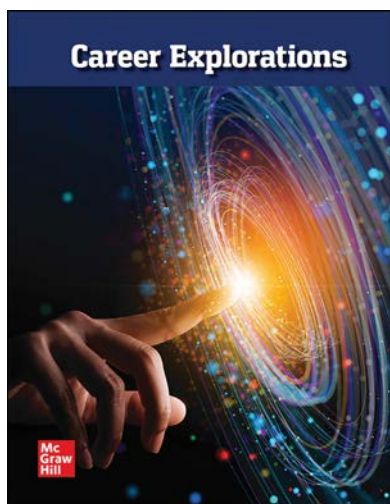
### **Intermediate**

Designed for students who have expressed an interest in the topic. Typically, the second or third courses in a sequence where content assumes some prerequisite knowledge, skill, and/or ability. Content may qualify for college credit.

### **Advanced | College Credit**

Designed for students who have shown interest and aptitude in the topic and occupation to prepare them for real-world experiences such as internships, apprenticeships, employment. Content likely would qualify for college credit.





## Discover a World of Opportunity

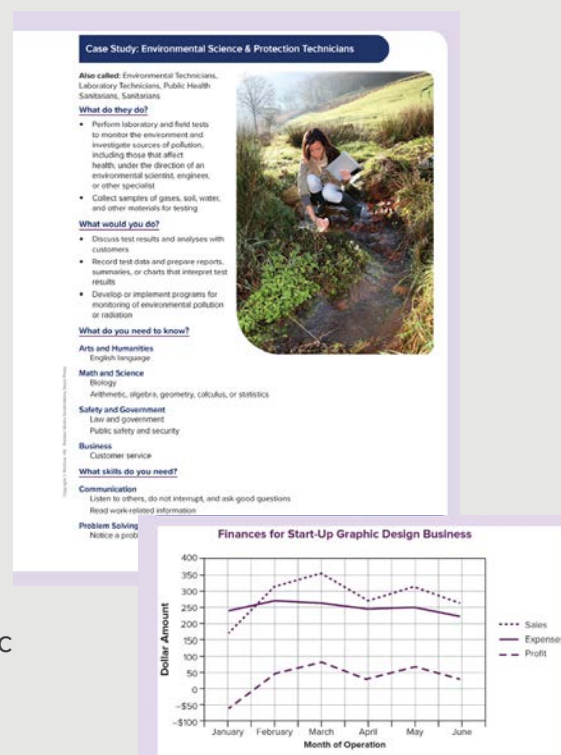
*Career Explorations* introduces students to hundreds of diverse careers and critical soft skills needed to set them on a purposeful path through their academic journey through high school and beyond.

*Career Explorations* blends occupation and industry content with case studies and real-world, application-based questions and activities to engage students from the first page. Students will immerse themselves in each of the 16 career clusters, one chapter at a time, exploring hundreds of jobs, salaries, required education, and the steps necessary to build an occupation in that career field.

## Key Features

Designed with the content and support tools to assist both new and seasoned teachers bring career opportunities to life in their classroom.

- Hundreds of modern careers and occupations from all 79 CTE pathways
- Case studies in each chapter explore an emerging career in detail
- Fundamental industry data including salaries, job growth, and education level updated and sourced from O\*NET
- Real-world, industry-specific practice questions throughout each chapter expose students to soft skills, applied math, graphics literacy, and reading comprehension
- Digital teaching resources from presentations to career-specific PBL activities support both experienced and new teachers
- Print and robust digital experience that can be implemented effectively in both low-tech and high-tech environments





<b>Chapter 1</b>	Explore, Introduction
<b>Chapter 2</b>	Science, Technology, Engineering, and Math (STEM): Case Study: Environmental Science & Protection Techs
<b>Chapter 3</b>	Manufacturing Case Study: CNC Programmers
<b>Chapter 4</b>	Information Technology (IT) Case Study: Information Security Analysts
<b>Chapter 5</b>	Arts and Media Case Study - Sound Engineering Technicians
<b>Chapter 6</b>	Architecture and Construction Case Study: Solar Photovoltaic Installers
<b>Chapter 7</b>	Agriculture, Food, and Natural Resources Case Study: Veterinary Technologist & Technicians
<b>Chapter 8</b>	Government and Public Administration Case Study: Advocates
<b>Chapter 9</b>	Business Administration and Management Case Study: Tax Preparers
<b>Chapter 10</b>	Finance Case Study: Personal Financial Advisors
<b>Chapter 11</b>	Marketing Case Study: Research Analysts & Marketing Specialists
<b>Chapter 12</b>	Transportation, Distribution, and Logistics Case Study: Heavy & Tractor-Trailer Truck Drivers
<b>Chapter 13</b>	Hospitality and Tourism Case Study: Meeting, Convention, & Event Planners
<b>Chapter 14</b>	Health Science Case Study: Home Health Workers
<b>Chapter 15</b>	Human Services Case Study: Neuropsychologists
<b>Chapter 16</b>	Education and Training Case Study School & Career Counselors
<b>Chapter 17</b>	Law, Public Safety, Security, and Corrections Case Study: Forensic Science Technicians

## Dynamic Digital Resources

*Career Explorations* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Interactive eBook
- Extensive question bank with over 1,000 questions
- Three types of soft skill practice questions
- Presentation materials with charts, tables, and practice questions
- Engaging videos take students inside a day-in-the-life of interesting occupations
- *ReadAnywhere* app provides off-line access to ebook anytime
- eBook available in 120 languages with the Google Translate plug-in
- Integrates into Canvas, Google Classroom, and Schoology

**Available in print and 1 to 8 year digital and bundle subscriptions**

Student Edition ISBN: 978-1-26-543976-7





## Explore the World of Technology

Hardware - Software. Windows - Mac OS. Apps - AI. Today's students are digital natives but to succeed in our ever-advancing world, they need to understand how to harness and apply technology.

*Exploring Digital and Information Technology* sets students up for success by providing them a framework to navigate the Information Technology landscape. Each chapter builds a foundation of knowledge and reason by engaging students in topics ranging from computer hardware and software to digital citizenship and artificial intelligence. Teachers will love the digital wrap-around teachers edition complete with student page view and teaching instructions as well as the selection of rich multimedia that helps simplify the complex language of the digital world.

## Key Features

Designed with the content and support tools to assist both new and seasoned teachers energize our next generation of digital leaders.

- Each chapter is introduced with an engaging narrative addressing the essential elements of the chapter
- Features real companies and actual events creating an approachable and relevant student experience
- Ethics question in each chapter spurs students to move beyond the subject and contemplate technology's role in society
- Content is scaffolded, organized in a logical progression, and modular to provide teachers with the greatest flexibility
- Fixed-page digital Teacher's Edition including presentation materials, discussion prompts, and implementation instructions
- Print and robust digital experience that can be implemented in both low-tech and high-tech environments





<b>Chapter 1</b>	Computer Hardware
<b>Chapter 2</b>	Computer Software
<b>Chapter 3</b>	Computer Input
<b>Chapter 4</b>	Computer Output
<b>Chapter 5</b>	Computer Storage
<b>Chapter 6</b>	Windows 10
<b>Chapter 7</b>	Windows 11
<b>Chapter 8</b>	Mac OS
<b>Chapter 9</b>	Networking and Connecting to the Internet
<b>Chapter 10</b>	Internet Research
<b>Chapter 11</b>	Digital Citizenship
<b>Chapter 12</b>	Computer Security
<b>Chapter 13</b>	Computers in Business
<b>Chapter 14</b>	File Management
<b>Chapter 15</b>	Databases
<b>Chapter 16</b>	Spreadsheets
<b>Chapter 17</b>	Programming
<b>Chapter 18</b>	Web Design and Development
<b>Chapter 19</b>	Emerging Technologies
<b>Chapter 20</b>	Artificial Intelligence

## Dynamic Digital Resources

*Exploring Digital and Information Technology* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- eBook available in 120 languages with Google Translate plug-in
- Digital notebook summarizes key facts, definitions, notes, and more
- Authentic simulations provide instant feedback on core concepts
- Rich, interactive multi-media reinforce learning objectives
- Robust summative assessments available in both print and digital
- SmartBook 2.0 delivers personalized, adaptive learning
- ReadAnywhere app provides off-line access to ebook anywhere
- Integrates into Canvas, Google Classroom, Schoology

**Available in print and 1 to 8 year digital and bundle subscriptions**

Student Edition ISBN: 978-1-26-631861-0



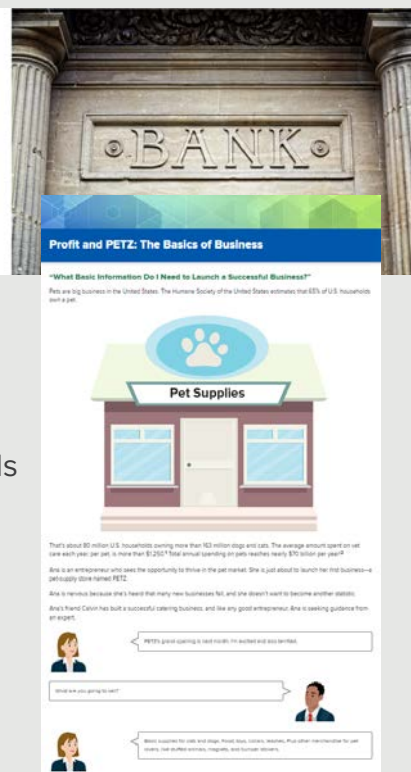
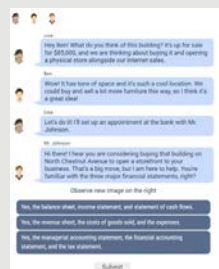
## Guide Students through the World of Business!

*Careers and Basics of Business, Marketing, and Finance* is the high school student's guide to exploring how businesses operate and the key occupations that lead organizations. Nearly every student will go on to work for or run a business at some point, and a basic understanding of how businesses and functional groups within companies operate will help them succeed.

Designed with student engagement in mind, students will gain a broad, foundational introduction to critical business functions. What are the important principles that guide companies and industries each day? How does interdepartmental collaboration impact performance? Students experience these questions and more first-hand as they experiencing real-life business scenarios and authentic decision simulations.

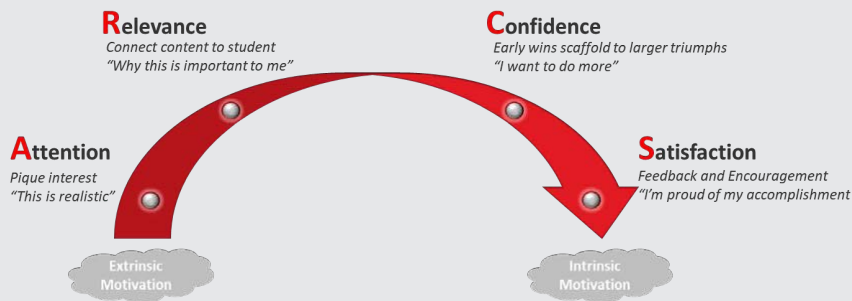
## Key Features

- High quality digital simulations provide instant feedback as students apply the concepts they've learned to solve the realistic business scenario
- Digital teaching resources including presentation materials for each chapter, discussion prompts, extensive question and assessment bank
- Detailed Instructor Manual including "Module-at-a-Glance" and "how-to" use questions to engage students to discover the "why" behind discussion prompts
- Over 900 business-related questions and exercises to build critical soft skills
- Built using Blooms Taxonomy and motivational strategies based on the Keller's ARCS model
- Print and robust digital experience that can be implemented effectively in both low-tech and high-tech environments
- eBook available in 120 languages with the Google Translate plug-in
- Integrates into Canvas, Google Classroom, and Schoology



## Optimized for Teachers

- Built using Blooms Taxonomy to easily integrate into any teaching plan
- Comprehensive instructor's manual aids both new and experienced business teachers deliver engaging, pedagogically sound lessons
- Saves time and helps teachers assess both soft skill and technical skill gaps with hundreds of available problems and questions using authentic business situations
- Print and digital LMS formats available with enough content for two semesters



## Designed for High School Students

- Structured using Keller's ARCS Model to motivate students by showing relevance to the learning objective
- Builds retention, expertise, confidence, and problem-solving skills
- Uses real-life scenarios start-up businesses encounter and dialog to inform and teach students how to seek solutions to business problems
- Provides instant feedback with high-quality simulations in the digital version

## Table of Contents

### Chapter 1:

Fundamentals of the Business World

### Chapter 2:

Ethical and Social Responsibility in Business

### Chapter 3:

Essentials of Leadership and Management

### Chapter 4:

Operations Management

### Chapter 5:

Human Resource Management and Labor Relations

### Chapter 6:

Organizational Behavior

### Chapter 7:

Introduction to Marketing

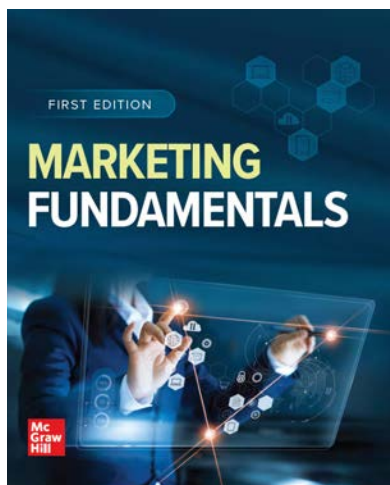
### Chapter 8:

Accounting and Financial Statements

**Available in print and 1 to 8 year digital and bundle subscriptions**

Student Edition ISBN: 978-1-26-660595-6

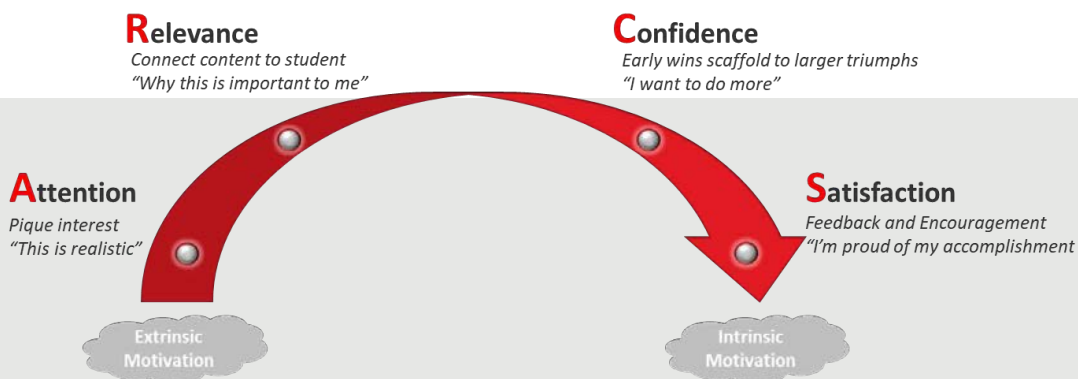




## Discover the World of Marketing

*Marketing Fundamentals* is the high school student's guide to understanding the dynamic world of marketing. Marketing is no longer just for business majors. Anyone that wants to build awareness and influence others should understand the basic principles of marketing.

Students begin each chapter in a real-life business setting and experience first-hand what it is like to understand buyer behavior, build impactful messaging, make data-driven decisions, and create winning marketing strategies.



## Key Features

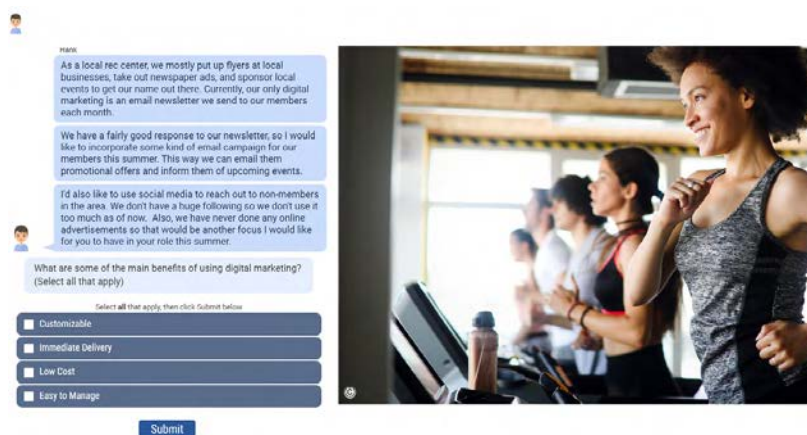
- Built using Blooms Taxonomy and motivational strategies based on the Keller's ARCS model
- High-quality digital simulations provide instant feedback as students solve real business scenarios
- Digital teaching resources including presentation materials for each chapter, discussion prompts, extensive question and assessment bank
- Detailed Instructor Manual including "Module-at-a-Glance" and "how-to" use questions to engage students to discover the "why" behind discussion prompts
- Business-related questions and exercises to practice critical soft skills
- Print and robust digital experience that can be implemented effectively in both low-tech and high-tech environments



<b>Chapter 1</b>	Marketing Overview
<b>Chapter 2</b>	Marketing Strategy
<b>Chapter 3</b>	Today's Marketplace
<b>Chapter 4</b>	Understanding Your Customer
<b>Chapter 5</b>	Segmentation, Targeting , and Positioning
<b>Chapter 6</b>	Creating Value
<b>Chapter 7</b>	Capturing Value
<b>Chapter 8</b>	Delivering Value
<b>Chapter 9</b>	Communicating Value

## Real-Life Digital Simulation

A high-quality simulation follows the student as they progress through each chapter providing instant feedback as they apply the marketing concepts they've learned to solve the realistic business scenario.



**HELEN**

As a local rec center, we mostly put up flyers at local businesses, take out newspaper ads, and sponsor local events to get our name out there. Currently, our only digital marketing is an email newsletter we send to our members each month.

We have a fairly good response to our newsletter, so I would like to incorporate some kind of email campaign for our members this summer. This way we can email them promotional offers and inform them of upcoming events.

I'd also like to use social media to reach out to non-members in the area. We don't have a huge following so we don't use it too much as of now. Also, we have never done any online advertisements so that would be another focus I would like for you to have in your role this summer.

What are some of the main benefits of using digital marketing? (Select all that apply)

Select all that apply, then click Submit below

- ☐ Customizable
- ☐ Immediate Delivery
- ☐ Low Cost
- ☐ Easy to Manage

**Submit**

## Dynamic Digital Resources

*Marketing Fundamentals* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

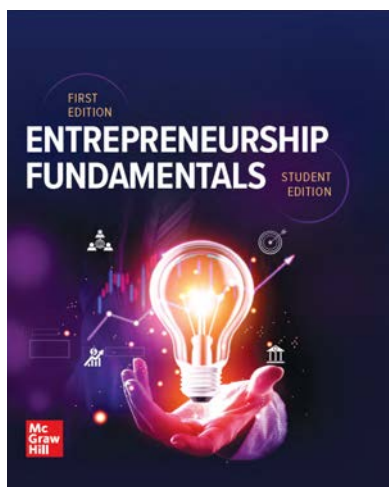
- Authentic, high quality simulations
- Short animated videos summarizing some of the most challenging concepts
- Interactive eBook available in 120 languages with the Google Translate plug-in
- More than 1,000 question and assessment banks including soft skill practice
- Pre-built exercises in each chapter to allow students to apply what they've learned
- ReadAnywhere app provides off-line access to ebook anywhere
- Integrates into Canvas, Google Classroom, and Schoology

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**Student Edition: 978-1-26-660641-0**







## Discover the World of the Entrepreneur

*Entrepreneurship Fundamentals* is the high school student's guide to understanding what it takes to bring ideas to life. The digital world has leveled the playing field and every student can follow their dreams be a successful entrepreneur, if they are prepared with some basic principles.

Students begin each chapter with an introduction to a real-life entrepreneurial scenario and experience dialog as they learn how to think and solve problems like an entrepreneur. Authentic simulations immerse the student in engaging scenarios and help students understand how to obtain and evaluate data and make informed decisions.

## Key Features

Designed with the content and support tools to help new and seasoned teachers bring entrepreneurship to life in their classroom.



- High-quality simulations that allow students to observe and react to authentic experiences and receive instant feedback.
- Short, contemporary, and engaging animated videos summarizing some of the most challenging marketing concepts.
- Updated content and real-world business scenarios.
- Digital teaching resources including instructors manual, presentation materials, discussion prompts, and more
- Built using Blooms Taxonomy and motivational strategies based on the Keller's ARCS Model
- Over 900 business-related questions and exercises to build critical soft skills



<b>Chapter 1</b>	Entrepreneurship: Going from an Idea to a Business
<b>Chapter 2</b>	Products
<b>Chapter 3</b>	Pricing and Distribution
<b>Chapter 4</b>	Promotion Mix: Tools, Goals, and Strategies
<b>Chapter 5</b>	Introduction to Marketing
<b>Chapter 6</b>	Understanding your Customer
<b>Chapter 7</b>	Accounting and Financial Statements

## Real-life Digital Simulation

A high-quality simulation follows the student as they progress through each chapter providing instant feedback as they apply the concepts they've learned to solve the realistic business scenario.

**Local Business Report**

**Business Saturation**

Small Business Type	Number of Similar Businesses in Local Area	Number of Similar Businesses in Similar Areas	Percent Saturation	Degree of Saturation
Web Designer	20	16	175%	Over
Cleaning Services	114	110	104%	Over
Life Coach	10	21	86%	Under
Electrician	11	16	69%	Under
Accountant, CPA	22	22	100%	Equal
Teacher (K-12)	36	48	75%	Under
Plumber	9	9	100%	Equal
Landscaper	85	91	93%	Under
Taxi Driver	5	4	150%	Over
App Developer	14	11	127%	Over
Restaurant Owner	41	35	117%	Over
Baker	16	12	133%	Over

## Dynamic Digital Resources

### *Entrepreneurship Fundamentals*

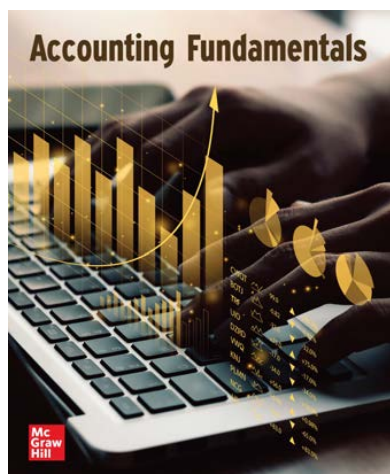
Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Authentic, high quality simulations
- Short animated videos summarizing some of the most challenging concepts
- Interactive eBook available in 120 languages with the Google Translate plug-in
- More than 1,000 question and assessment banks including soft skill practice
- Pre-built exercises in each chapter to allow students to apply what they've learned
- ReadAnywhere app provides off-line access to ebook anywhere
- Integrates into Canvas, Google Classroom, and Schoology

**Available in print and 1 to 8 year digital and bundle subscriptions**

Student Edition ISBN: 978-1-26-660679-3





## Explore the World of Accounting

Fresh, updated foundational Accounting program created specifically for high school students. Based on the highly-regarded **Glencoe Accounting series**, *Accounting Fundamentals* takes students on an immersive journey from the basic accounting principles to an in-depth review of the accounting cycle for sole proprietorships, merchandising companies, and publicly held corporations. Students will solve real-world business problems and financial transactions and gain critical experience crafting and deciphering key financial documents that shape strategic business decisions.

This program is ideal for any student interested in business - from the budding entrepreneur, future financial analyst, or prospective CPA.

## Key Features

Designed with the content and support tools to assist both new and seasoned teachers energize our next generation of financial leaders.

- Features real companies and real-world transactions creating an approachable and relevant student experience
- "Math for Accounting" vignettes in each chapter reinforces relevancy and real-life application of mathematics
- Chapter summary provides useful synopsis of vocabulary and concepts complete with a practice test
- Case studies challenge students to apply key concepts and problem solving skills in an authentic situation
- Print and robust digital experience that can be implemented effectively in both low-tech and high-tech environments

### Chapter Objectives

Concepts	Analysis	Procedures
<b>C1</b> Explain methods used to write off uncollectible accounts. <b>C2</b> Determine uncollectible accounts receivable. <b>C3</b> Use the direct write-off method for uncollectible accounts.	<b>A1</b> Calculate bad debts expense. <b>A2</b> Make an adjusting entry for uncollectible accounts. <b>A3</b> Use the allowance method to record uncollectible accounts.	<b>P1</b> Record the collection of an account previously written off. <b>P2</b> Describe two methods to estimate uncollectible accounts expense.

### Math for Accounting

A review of the accounting records for Mary Sawyer's business, Secret Garden, revealed a disturbing trend. Her uncollectible accounts continue to increase. You suspect that Mary is far too nice about extending "in store" credit. You strongly recommend that she change her credit policies and collect on the outstanding accounts for this year. However Mary does not seem to understand the big picture, and she requested an illustration. Use a line graph to chart the uncollectibles for the past five years using the following figures.

Year 1 \$1,500	Year 3 \$2,300	Year 5 \$2,800
Year 2 \$1,875	Year 4 \$2,422	



## **Unit 1: Introduction to Accounting**

### **Chapter 1**

You and the World of Accounting

### **Chapter 2**

The World of Business and Accounting

## **Unit 2: The Basic Accounting Cycle**

### **Chapter 3**

Business Transactions and the Accounting Equation

### **Chapter 4**

Transactions that Affect Assets, Liabilities, and Owner's Capital

### **Chapter 5**

Transactions that Affect Revenue, Expenses, and Withdrawals

### **Chapter 6**

Recording Transactions in a General Journal

### **Chapter 7**

Posting Journal Entries to General Ledger Accounts

### **Chapter 8**

The Six-column Work Sheet

### **Chapter 9**

Financial Statements for a Sole Proprietorship

### **Chapter 10**

Completing the Accounting Cycle for a Sole Proprietorship

### **Chapter 11**

Cash Controls and Banking Activities

## **Unit 3: Accounting for a Payroll System**

### **Chapter 12**

Payroll Accounting

### **Chapter 13**

Payroll Liabilities and Tax Records

## **Unit 4: The Accounting Cycle for a Merchandising Corporation**

### **Chapter 14:**

Accounting for Sales and Cash Receipts

### **Chapter 15:**

Accounting for Purchases and Cash Payments

### **Chapter 16:**

Special Journals: Sales and Cash Receipts

### **Chapter 17:**

Special Journals: Purchases and Cash Payments

### **Chapter 18:**

Adjustments and the Ten-Column Work Sheet

### **Chapter 19:**

Financial Statements for a Corporation

### **Chapter 20:**

Completing the Accounting Cycle for a Merchandising Corporation

### **Chapter 21:**

Accounting for Publicly Held Corporations

### **Chapter 22:**

Cash Funds

### **Chapter 23:**

Plant Assets and Depreciation

### **Chapter 24:**

Uncollectible Accounts Receivable

### **Chapter 25:**

Inventories

### **Chapter 26:**

Notes Payable and Receivable

## **Unit 6: Additional Accounting Topics**

### **Chapter 27:**

Introduction to Partnerships

### **Chapter 28:**

Financial Statements and Liquidation of a Partnership

### **Chapter 29:**

Ethics in Accounting

## **Dynamic Digital Resources**

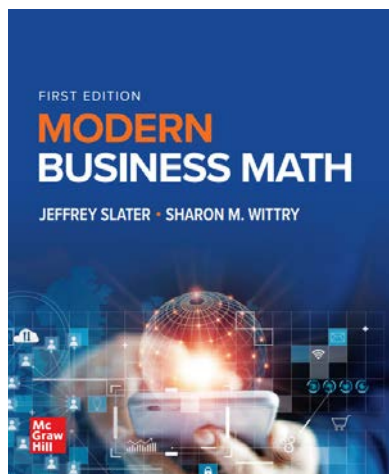
Accounting Fundamentals, Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Integrated QuickBooks® activities
- Authentic, real-life simulations
- Rich interactive multi-media
- Robust summative assessments available in both print and digital
- SmartBook 2.0 delivers personalized, adaptive learning
- eBook available in 120 languages with Google Translate plug-in
- ReadAnywhere app provides off-line access to eBook anywhere
- Integrates into Canvas, Google Classroom, Schoology

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Student Edition ISBN: 978-1-26-500369-2





## Engaging Content, Proven Techniques

*Modern Business Math* helps students grasp everyday math concepts needed to succeed in the business world and life after high school. From budgeting and financial analysis to taxes and problem solving, students experience real-life situations, apply critical thinking skills, and learn how to solve problems that students can apply immediately in their personal or entrepreneurial pursuits.

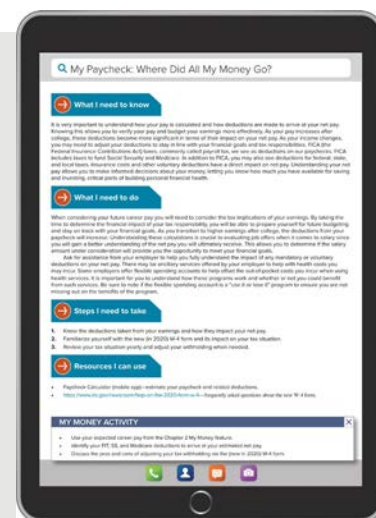
Chapters feature current events from the Wall Street Journal and Kiplinger, and real-world practice problems. “My Money” exercises allow students to apply the concept they have just learned to a personal situation, such as calculating the monthly payment for a new car loan.

*Modern Business Math* is a great alternative for students not pursuing a major or career requiring calculus.

## Key Features

Designed with the content and support features to assist both new and seasoned teachers make math relevant to students.

- “My Money” segment brings mathematical concepts to life by showing students how to use what they have learned to understand complicated topics, like payroll deductions
- Critical thinking discussion questions help students think about the bigger picture and apply math concepts learned in the chapter in a creative, thought-provoking, and realistic setting
- Money Tips provide tips students can use in their everyday personal decisions to improve their financial position
- Builds student knowledge and confidence with relevant, real-world problems and blueprints that simplify complex calculations into step-by-step instructions
- Excel templates help students understand how managers use Excel to solve problems and inform business decisions



**Chapter 2 Review**

Topic	Concepts	Key to 10
<b>Real-World Problems</b>	Identify the type of problem.	Identify the type of problem.
<b>Types of Fractions</b>	Proper: Numerator less than denominator. Improper: Numerator greater than or equal to denominator. Mixed: Sum of a whole number and a proper fraction.	Convert to mixed number. Convert to improper fraction.
<b>Fraction Operations</b>	Proper: Numerator less than denominator. Improper: Numerator greater than or equal to denominator. Mixed: Sum of a whole number and a proper fraction.	Convert to mixed number. Convert to improper fraction.
<b>Reducing Fractions to Lowest Terms</b>	Divide numerator and denominator by the greatest common divisor (GCD) until the fraction is in lowest terms.	Reduce to lowest terms.
<b>Step Approach for Finding Greatest Common Divisor</b>	Divide numerator and denominator by the greatest common divisor (GCD) until the fraction is in lowest terms.	Reduce to lowest terms.





<b>Chapter 1</b>	Whole Numbers: How to Dissect and Solve Word Problems
<b>Chapter 2</b>	Fractions
<b>Chapter 3</b>	Decimals
<b>Chapter 4</b>	Banking
<b>Chapter 5</b>	Solving for the Unknown: A How-to Approach for Solving Equations
<b>Chapter 6</b>	Percents and Their Applications
<b>Chapter 7</b>	Discounts: Trade and Cash
<b>Chapter 8</b>	Markups, and Markdowns: Perishables and Break-even Analysis
<b>Chapter 9</b>	Payroll
<b>Chapter 10</b>	Simple Interest
<b>Chapter 11</b>	Promissory Notes, Simple Discount Notes, and the Discount Process
<b>Chapter 12</b>	Compound Interest and Present Value
<b>Chapter 13</b>	Annuities and Sinking Funds
<b>Chapter 14</b>	Installment Buying
<b>Chapter 15</b>	The Cost of Home Ownership
<b>Chapter 16</b>	How to Read, Analyze, and Interpret Financial Reports
<b>Chapter 17</b>	Depreciation
<b>Chapter 18</b>	Inventory and Overhead
<b>Chapter 19</b>	Sales, Excise, and Property Tax
<b>Chapter 20</b>	Life, Fire, and Auto Insurance
<b>Chapter 21</b>	Stocks, Bonds, and Mutual Funds
<b>Chapter 22</b>	Business Statistics

## Dynamic Digital Resources

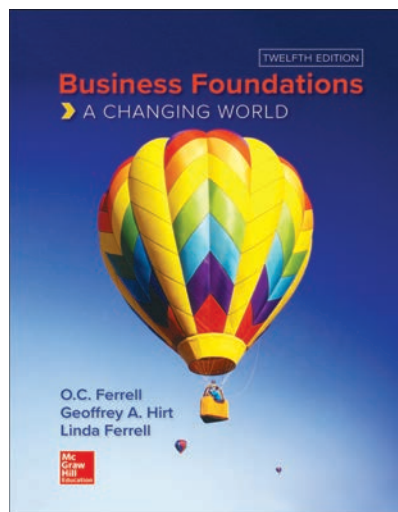
*Modern Business Math* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Interactive eBook and prebuilt Excel templates
- 2,000+ practice question and assessment bank with hundreds of soft skills exercises
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- Integrates into Canvas, Google Classroom, Schoology

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## Master the Skills Necessary to Succeed in the World of Business and Management

Designed for advanced high school students, *Business Foundations: A Changing World* takes students on an in-depth review of business, strategy, and management.

The 12<sup>th</sup> 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.

## Key Features

Strategically designed with rigorous content and exercises to captivate the advanced student's interest in business management and strategy.

- Engaging business cases challenge students to apply learning to solve real-life management problems
- Role-plan activities at the end of each chapter immerse students in a business situation calling for teamwork to solve
- Ideal for students who have completed a foundational entrepreneurship program or are seeking college-level course
- Available on the McGraw Hill Connect platform

### Solve the Dilemma

#### Global Expansion or Business as Usual?

##### LO 3-6

Assess the opportunities and problems facing a small business that is considering expanding into international markets.



Audiotech Electronics, founded in 1959 by a father and son, currently operates a 35,000-square-foot factory with 75 employees. The company produces control consoles for television and radio stations and recording studios. It is involved in every facet of production—designing the systems, installing the circuits in its computer boards, and even manufacturing and painting the metal cases housing the consoles. The company's products are used by all the major broadcast and cable networks. The firm's newest products allow television correspondents to simultaneously hear and communicate with their counterparts in different geographic locations. Audiotech has been very successful meeting its customers' needs efficiently.

Audiotech sales have historically been strong in the United States, but recently, growth is stagnating. Even though Audiotech is a small, family-owned firm, it believes it should evaluate and consider global expansion.

#### Critical Thinking Questions

1. What are the key issues that need to be considered in determining global expansion?
2. What are some of the unique problems that a small business might face in global expansion that larger firms would not?
3. Should Audiotech consider a joint venture? Should it hire a sales force of people native to the countries it enters?



<b>Chapter 1</b>	The Dynamics of Business and Economics
<b>Chapter 2</b>	Business Ethics and Social Responsibility
<b>Chapter 3</b>	Business in a Borderless World
<b>Chapter 4</b>	Options for Organizing a Business
<b>Chapter 5</b>	Small Business, Entrepreneurship, and Franchising
<b>Chapter 6</b>	The Nature of Management
<b>Chapter 7</b>	Organization, Teamwork, and Communication
<b>Chapter 8</b>	Managing Operations and Supply Chain
<b>Chapter 9</b>	Motivating the Workforce
<b>Chapter 10</b>	Managing Human Resources
<b>Chapter 11</b>	Customer-Driven Marketing
<b>Chapter 12</b>	Dimensions of Marketing Strategy
<b>Chapter 13</b>	Digital Marketing and Social Networking
<b>Chapter 14</b>	Accounting and Financial Statements
<b>Chapter 15</b>	Money and the Financial System
<b>Chapter 16</b>	Financial Management and Securities Markets
<b>Bonus Chapters</b>	A: The Legal and Regulatory Environment B: Personal Financial Planning

## Dynamic Digital Resources

*Business Foundations* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- eBook available in 120 languages with Google Translate plug-in
- Authentic simulations provide instant feedback on core concepts
- Rich, interactive multi-media reinforce learning objectives
- Ability to record, view, and manage class lectures
- Robust summative assessments available in both print and digital
- SmartBook 2.0 delivers personalized, adaptive learning
- ReadAnywhere app provides off-line access to ebook anywhere
- Integrates into Canvas, Google Classroom, Schoology

For a Foundational program, please see *Careers and Basics of Business, Marketing, and Finance* ©2024

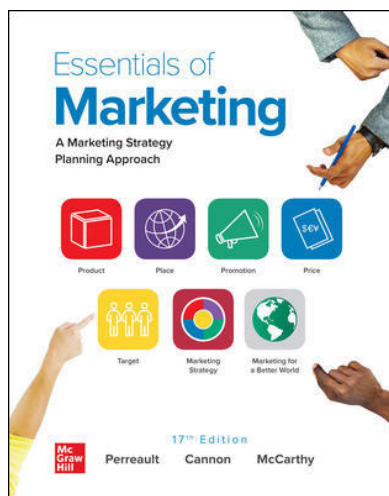
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## Build an Advantage in Marketing Strategy

Designed for advanced high school business students, *Essentials of Marketing* is ideal for students destined for a career in 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 intermediate marketing course.

## Key Features

Strategically designed with rigorous content and exercises captivate the advanced student's interest in marketing.

- Each chapter begins with a real case featuring iconic brands to introduce the learning
- "Marketing for a Better World" incorporated into boxed readings throughout the chapter
- Focus on big data and the importance of marketing analytics
- Chapter-ending research tasks, class discussion questions, and selected readings for further research and study
- Ideal for students who have completed a foundational marketing program or are seeking college-level course
- Available on the McGraw Hill Connect platform

### LEARNING OBJECTIVES

As the LEGO case illustrates, a manager who develops an understanding of the needs and characteristics of specific groups of target customers within the broader market may see new, breakthrough opportunities. But it's not always obvious how to identify the real needs of a target market—or the marketing mix that those customers will see as different from, and better than, what is available from a competitor. This chapter covers concepts and approaches that will help you succeed in the search for those opportunities.

*When you finish this chapter, you should be able to*

1. **define and describe generic markets and product-markets.**
2. **know what market segmentation is and how to segment product-markets into submarkets.**
3. **know three approaches to market-oriented strategy planning.**
4. **know dimensions that may be useful for segmenting markets.**
5. **recognize how some computer-aided methods are used in segmenting.**
6. **know what positioning is and why it is useful.**
7. **understand the important new terms (shown in bold).**

### iSeeIt Consumer Decision Process



### **Chapter 1**

Marketing's Value to Consumers, Firms, and Society

### **Chapter 2**

Marketing Strategy Planning

### **Chapter 3**

Evaluating Opportunities in the Changing Market Environment

### **Chapter 4**

Focusing Marketing Strategy with Segmentation and Positioning

### **Chapter 5**

Final Consumers and their Buying Behavior

### **Chapter 6**

Business and Organizational Customers and their Buying Behavior

### **Chapter 7**

Improving Decisions with Marketing Information

### **Chapter 8**

Elements of Product Planning for Goods and Services

### **Chapter 9**

Product Management and New Product Development

### **Chapter 10**

Place and Development of Channel Systems

### **Chapter 11**

Distribution, Customer Service, and Logistics

### **Chapter 12**

Retailers, Wholesalers, and their Strategy Planning

### **Chapter 13**

Promotion Introduction to Integrated Marketing Communications

### **Chapter 14**

Personal Selling and Customer Service

### **Chapter 15**

Advertising and Sales Promotion

### **Chapter 16**

Publicity: Promotion Using Earned Media, Owned Media, and Social Media

### **Chapter 17**

Pricing Objectives and Policies

### **Chapter 18**

Price Setting in the Business World

### **Chapter 19**

Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges

## **Dynamic Digital Resources**

*Essentials of Marketing* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools to deliver engaging lessons and activities in-person or on-line.

- Robust digital teaching resources including instructor manual and presentations
- Study Guide for students lists key points and terms to review from each chapter
- Interactive eBook available in 120 languages with the Google Translate plug-in
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- ReadAnywhere app provides off-line access to ebook anytime

For a Foundational program, please see  
*Marketing Fundamentals* ©2024

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## Prepare Students to Begin their New Venture

Designed for advanced high school business students, *Entrepreneurship* takes students deep inside the planning, process, and decision making necessary to launch a new venture.

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 while balancing the crucial line between modern theory and practice.

## Key Features

Strategically designed with rigorous content and exercises to captivate the advanced student's interest in entrepreneurship.

- Each chapter begins with and a profile of an entrepreneur especially relevant to the chapter material
- Authentic simulations provide students with opportunities to apply their knowledge and problem solving skills to realistic scenarios
- 16 real-life cases engage students and bring entrepreneurial challenges to life
- Chapter-ending research tasks, class discussion questions, and selected readings for further research and study
- Ideal for students who have completed a foundational entrepreneurship program or are a seeking college-level course
- Available on the McGraw Hill Connect platform

### OPENING PROFILE

<https://twitter.com/elonmusk>

#### ELON MUSK—THE IRON MAN ENTREPRENEUR

Close observers of the Marvel Comics character Tony Stark will recognize a number of traits that are common with successful entrepreneurs: determination to overcome personal failure, intense conviction, and a desire to solve big problems. Stark is the alter ego for *Iron Man*, a character developed by Marvel Comics in 1963.<sup>1</sup> In 2008, producer Jon Favreau developed the character into a successful movie franchise starring Robert Downey, Jr., which has grossed over \$1 billion in box office ticket sales.<sup>2</sup>



### ETHICS

#### DO THE RIGHT THING

##### SMART ENTREPRENEURS ARE DOING WELL BY DOING GOOD

Is there trade-off between doing good for others and doing well for yourself?

Not according to at least one entrepreneur. Charlie Wilson is an entrepreneur running a salvage company that has \$1.6 million in turnover per annum. He has set his goals on running an ethical business. Indeed, rather than focus exclusively on profits, his goal is to achieve (or at least move toward) self-actualization. That is, he is more interested in finding and developing a positive identity of himself and, as a result, gain great satisfaction from running the business in an ethical way.

However, he does not see ethical decision making as the opposite of success; rather he sees that they are intertwined. He believes that ethics is what is driving his success. For example, he notes that:

It [ethics] creates an element of trust, familiarity and predictability in the business. We're in an industry where a lot of people cut corners. I just don't think that's good for business. You don't get a good reputation doing things that way. And eventually, customers don't want to do business with you.



<b>Chapter 1</b>	The Entrepreneurial Mindset
<b>Chapter 2</b>	Corporate Entrepreneurship
<b>Chapter 3</b>	Generating and Exploring new Entries
<b>Chapter 4</b>	Creativity and the Business Idea
<b>Chapter 5</b>	Identifying and Analyzing Domestic and Internal Opportunities
<b>Chapter 6</b>	Protecting the Idea and Other Legal Issues for the Entrepreneur
<b>Chapter 7</b>	The Business Plan: Creating and Starting the Venture
<b>Chapter 8</b>	The Marketing Plan
<b>Chapter 9</b>	The Organizational Plan
<b>Chapter 10</b>	The Financial Plan
<b>Chapter 11</b>	Sources of Capital
<b>Chapter 12</b>	Informational Risk Capital, Venture Capital and Going Public
<b>Chapter 13</b>	Strategies for Growth and Managing Implications of Growth
<b>Chapter 14</b>	Assessing Resources for Growth from External Sources
<b>Chapter 15</b>	Succession Planning and strategies for Harvesting and Ending the Venture
<b>Cases</b>	16 engaging, hand-selected cases that can be used with any chapter to reinforce key concepts

For a Foundational program, please see  
*Entrepreneurship Fundamentals* ©2024

## Dynamic Digital Resources

*Entrepreneurship* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools to deliver engaging lessons and activities in-person or on-line.

- Authentic, high quality simulations
- Interactive eBook available in 120 languages with the Google Translate plug-in
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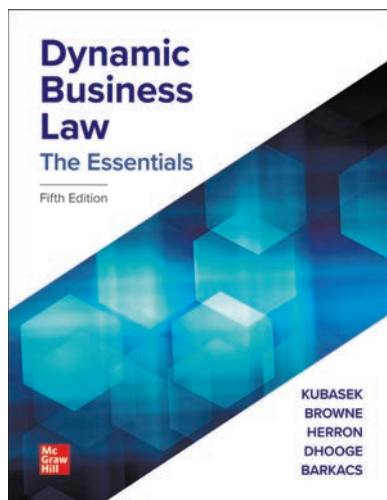
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## Student-Focused Approach to Business Law

Designed for advanced high school students, *Dynamic Business Law: The Essentials* emphasizes how law applies in the context of business through comprehensive, 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.

## Key Features

Designed with rigorous content and exercises to engage the advanced student's interest in business law.

- Application-Based Activities that provide students with valuable practice using problem-solving skills by applying their knowledge to realistic scenarios
- Practical Tips for Business Managers emphasize that this book is a Business Law book, full of helpful ideas for modern business leaders
- The Case Opener feature provides a vivid, practical introduction to the kinds of legal issues that arise in the chapter
- Available on the McGraw Hill Connect Platform



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

### **Chapter 1**

An Introduction to the Fundamentals of Dynamic Business Law

### **Chapter 2**

Business Ethics and Social Responsibility

### **Chapter 3**

The US Legal System and Alternative Dispute Resolution

### **Chapter 4**

Administrative Law

### **Chapter 5**

Constitutional Law

### **Chapter 6**

Criminal Law and Business

### **Chapter 7**

Tort Law

### **Chapter 8**

Real, Personal, and Intellectual Property

## **Part 2: Contract Law**

### **Chapter 9**

Introduction to Contracts and Agreement

### **Chapter 10**

Consideration

### **Chapter 11**

Capacity and Legality

### **Chapter 12**

Reality of Assent

### **Chapter 13**

Contracts in Writing and Third-Party Contracts

### **Chapter 14**

Discharge and Remedies

## **Part 3: Domestic and Internal Sales Law**

### **Chapter 15**

Formation and Performance of Sales and Lease Contracts

### **Chapter 16**

Sales and Lease Contracts: Performance, Warranties, and Remedies

## **Part 4: Negotiable Instruments and Banking**

### **Chapter 17**

Negotiable Instruments: Negotiability and Transferability

### **Chapter 18**

Holder in Due Course, Liability, and Defenses

## **Part 5: Creditors' Rights and Bankruptcy**

### **Chapter 19:**

Secured Transactions and Bankruptcy

## **Part 6: Agency**

### **Chapter 20**

Agency and Liability to Third Parties

## **Part 7: Business Organizations**

### **Chapter 21:**

Forms of Business Organization

### **Chapter 22:**

Corporations: Formation and Organization

### **Chapter 23:**

Securities Regulation

## **Part 8: Government Regulation**

### **Chapter 24:**

Employment and Discrimination Law

### **Chapter 25:**

Consumer Law

## **Appendices**

### **Appendix A:**

The Constitution of the United States of America

### **Appendix B:**

Sarbanes-Oxley Act of 2002

## **Dynamic Digital Resources**

*Dynamic Business Law* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

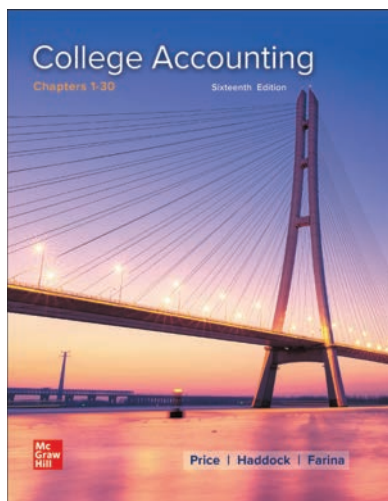
- Authentic, real-life simulations
- Rich interactive multi-media
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- Integrates into Canvas, Google Classroom, Schoology

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## A Straightforward Approach to Accounting

*College Accounting* is designed specifically for the advanced student seeking a college-level accounting experience.

Through proven pedagogy and a straightforward approach, *College Accounting* offers advanced accounting students a path to understanding and mastery. Throughout the text, the authors 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.

### Key Features

Intentionally designed with rigorous content and exercises to engage the advanced student's interest in pursuing a career in finance or accounting.

- End-of-chapter materials include questions that will help aspiring bookkeepers to achieve the Certified Bookkeeper Designation (CBD)
- Internal Control & Fraud Prevention are discussed throughout the text for different classes of assets including cash, payroll, inventories, and property, plant, and equipment
- Four Mini-Practices are interspersed throughout the text as well as two full-length practice sets
- Chapter Openers feature real business situations featuring iconic brands such as Apple, Costco, Dr Pepper, Facebook, Starbucks, and Uber
- Available on the McGraw Hill Connect Platform

#### Internal Control for Accounts Receivable

##### Internal Control and FRAUD PREVENTION



A good system of internal control requires business entities to have well-documented (written) policies and procedures on accounts receivables. These policies and procedures should cover segregation of duties of staff, credit and collection policies, and the review and reconciliation of accounting records. Segregation of duties of staff should require different employees to perform invoicing, accounts receivable collection, and review and reconciliation of accounting records. Credit and collection policies should establish guidelines covering to whom credit will be granted, the terms of the credit, maximum credit limits, and collection guidelines for any past due accounts. The review and reconciliation of accounting records should establish policies for ensuring that the amount that appears on the balance sheet for accounts receivable agrees with the totals for individual credit customers. Additionally, individual customer accounts should be periodically classified based on the aging of accounts receivable (days from inception of receivable to the reconciliation date). Under each of these internal control policies (segregation of duties, credit and collection policies, and reconciliation of accounting records), describe five accounting controls that you believe would ensure a good system of internal control for accounts receivable.





**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 Uncollectable 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

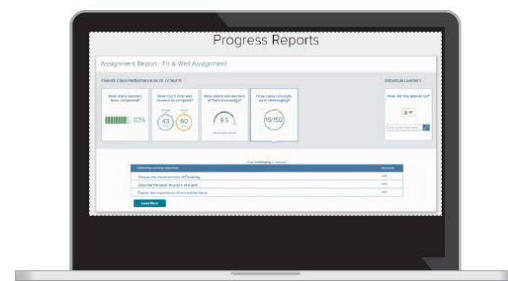
## Dynamic Digital Resources

*College Accounting* Digital edition features SmartBook 2.0.

SmartBook® delivers personalized, adaptive learning tailored to each student's individual needs by:

- pinpointing knowledge gaps
- focusing instruction on the concepts that require additional study

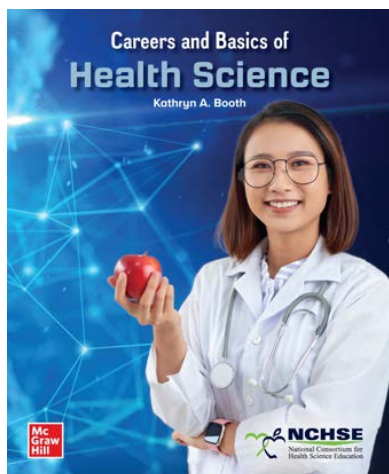
Teachers can assign a specific chapter, topic, or concept and access advanced reporting features that track individual and class progress with actionable insights to inform instruction.



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## Take the First Step into Health Science

There are 250+ healthcare occupations. Requirements vary widely from a certification to eight years or more post-secondary education and training. *Careers and Basics of Health Science* is your student's gateway to the exciting world of healthcare and the many career opportunities available.

Renowned expert Kathryn Booth breaks the program into two complementary sections. The first half of the program introduces the student to the healthcare field and builds strong foundational knowledge of health care. The second half explores the careers themselves. Each chapter is written by an expert in the field, providing students with a front-row seat to careers in therapeutic services, diagnostic services, health informatics, support services, and biotech.

## Key Features

Designed with the content and support tools to assist both new and seasoned teachers energize our next generation of healthcare leaders.

- Updated with real-world health care challenges and realistic situations
- Reading checks, reviews, and authentic activities in each section check for understanding and provide opportunity for students to apply newly-learned skills
- Healthcare occupation profiles include daily responsibilities, education requirements, certifications, and job outlook
- Robust digital teaching resources including Teaching Notes embedded in the student ebook provide guidance, answers, teaching tips, class discussion prompts, and more
- Print and robust digital experience that can be implemented in both low-tech and high-tech environments

Occupation	Education Requirement	Certification or Licensing Agency	Job Outlook**
Emergency Medical Responder (EMR)	Basic Training in an approved training program (40–60 hours)	State EMS Department or NREMT*	Stable: Entry-level role in EMS
Emergency Medical Technician (EMT)	Basic EMT approved training program (120–150 hours)	State EMS Department or NREMT*	Growing: High demand in urban and rural areas
Advanced Emergency Medical Technician (AEMT)	Advanced EMT approved program (200–500 hours)	State EMS Department or NREMT*	Growing: Advanced care roles in both ambulance and hospital settings
Paramedic	Approved paramedic program (1,200–1,800 hours, often culminating in an associate degree)	State EMS Department or NREMT*	Growing: Advanced care roles in both ambulance and hospital settings

### 14.1 Careers in Emergency Medical Services Review

See Answer Key for Chapter 14, Section 14.1 Review

**After You Read**

1. Explain what an EMR does.
2. Recall where EMRs are employed.
3. Analyze the differences between the roles and responsibilities of an EMT and those of a paramedic.
4. Identify the educational requirements needed to become a paramedic.
5. List five skills that every emergency medical professional should know.

**Online Explorations**

**Emergency Response**

Research the Internet for information related to emergency services response to chemical or biological terrorism events. Review EMS personnel training requirements, preparations to respond, identification of and response to an incident, and other essential information. Prepare a written report, poster, or slide presentation of your findings to present to the class.

396 Unit 2 • Careers in Therapeutic Services



## Unit 1: Healthcare Foundations

### Chapter 1

Healthcare Career Clusters

### Chapter 2

Healthcare Systems

### Chapter 3

Safety and Infection Control Practices

### Chapter 4

Emergency Preparedness

### Chapter 5

Medical Terminology

### Chapter 6

Human Structure and Function

### Chapter 7

Diseases and Disorders

### Chapter 8

Human Growth and

Development

### Chapter 9

Nutrition

### Chapter 10

Vital Signs

### Chapter 11

Pharmacology and Medical

Mathematics

### Chapter 12

Legal and Ethical

Responsibilities

### Chapter 13

Communication and

Employability Skills

## Unit 2: Careers in Therapeutic Services

**Chapter 14:** Emergency Medical Services

**Chapter 15:** Nursing

**Chapter 16:** The Clinical Office

**Chapter 17:** Mental Health

**Chapter 18:** Pharmacy

**Chapter 19:** Respiratory Care

**Chapter 20:** Rehabilitation

**Chapter 21:** Sports Medicine

**Chapter 22:** Complementary and Alternative Medicine

**Chapter 23:** Dental Care

**Chapter 24:** Animal Healthcare

## Unit 3: Careers in Diagnostic Services

**Chapter 25:** Medical

Laboratory

**Chapter 26:** Medical Testing

**Chapter 27:** Radiology

**Chapter 28:** Ophthalmic Care

## Unit 4: Careers in Health Informatics

**Chapter 29:** Administrative

Office

**Chapter 30:** Health Information

## Unit 5: Careers in Support Services

**Chapter 31:** Central Supply &

Processing

**Chapter 32:** Dietetics

## Unit 6: Careers in Biotech Research and Development

**Chapter 33:** Biomedical

Technology

**Chapter 34:** Biomedical Science

## Dynamic Digital Resources

*Careers and Basics of Health*

*Science* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

- Authentic procedures/simulations provide instant feedback
- Rich multi-media and interactive videos
- Interactive ebook with "reading checks" throughout to assess understanding  
Robust summative assessments available in both print and digital
- SmartBook 2.0 delivers personalized, adaptive learning
- eBook available in 120 languages with the Google Translate Plug-in
- ReadAnywhere app provides off-line access to ebook anywhere
- Integrates into Canvas, Google Classroom, and Schoology

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Student Edition ISBN: 978-1-26-631933-4





## Discover the World of Medicine

*Essentials of Medical Language* is designed to help students master the complex language of modern health care.

Organized by body system in an outside-to-inside sequence, students experience the terminology in the same differentiated diagnosis method a physician would use in an examination. Authentic patient cases are used to place the student in the shoes of a healthcare professional. This causes more effective retention of terms and how terms relate to each other.

## Key Features

*Essentials of Medical Language* incorporates motivation to learn, retention of material, and opportunities for application and practice to create an engaging learning experience. Designed with the content and support materials to assist both new and seasoned teachers bring the language of medicine to life in their classroom.

- Contextual approach promotes active learning
- Students experience each real-life case from different allied health and LPN-level nursing roles
- Over 2,000 medical terms with their pronunciation, elements, and definition
- Audible pronunciation glossary [digital edition]
- Color coded prefixes, suffixes, and combining forms
- Over 100 questions and exercises to build critical soft skills

### CASE REPORT 3.1

#### You are . . .

. . . a **dermatology** **technologist** working with **dermatologist** Laura Echols, MD, a member of the Fulwood Medical Group.

#### You are communicating with . . .

. . . Mr. Rod Andrews, a 60-year-old man, who shows you three skin lesions—two on his left forearm and one on the back of his left hand. You learn that he has been living in Arizona for the past 10 years but has recently returned to this area in order to live near his daughter and young grandchildren. You find no other skin lesions on his body.

#### Keynotes

- Throughout this book, look for the following patterns:

**Roots, combining forms, and combining vowels will be colored red.**

**Prefixes will be colored green.**

**Suffixes will be colored blue.**

- Different **roots** can have the same meaning. *Pulmon-* and *pneumon-* both mean *lung, air*.

#### Word Analysis and Definition

WORD	PRONUNCIATION	ELEMENTS	DEFINITION
bronchitis	brong-KI-tis	S/ R/ S/ S/	itis inflammation branch- bronchus Inflammation of the bronchi
pneumonia	new-MOH-nee-ah	S/ R/ S/	-is condition pneumon- lung, air Inflammation of the lung parenchyma (tissue)
pneumonitis (same as pneumonia)	new-moh-NI-tis	S/ R/ S/	-itis inflammation
pulmonary	PULL-moh-NAR-ee	S/ R/	-ary pertaining to pulmon- lung
pulmonology	PULL-moh-NOL-oh-jee	S/ R/CF	-logy study of pulmon/o- lung
pulmonologist	PULL-moh-NOL-oh-jist	S/ R/	-logist one who studies, specialist
respiration	RES-pih-RAY-shun	S/ R/	-ation process respi- to breathe
respiratory (adj)	RES-pih-rab-oh-ee	S/	-atory pertaining to Pertaining to respiration

S = Suffix P = Prefix R = Root R/CF = Combining Form





<b>Chapter 1</b>	The Anatomy of Medical Terms: The Essential Elements of the Language of Medicine
<b>Chapter 2</b>	The Body as a Whole, Cells, and Genes: The Essentials of the Language of Anatomy & Genetics
<b>Chapter 3</b>	The Integumentary System: The Essentials of the Language of Dermatology
<b>Chapter 4</b>	The Skeletal System: The Essentials of the Language of Orthopedics
<b>Chapter 5</b>	Muscles and Tendons: The Essentials of the Language of Orthopedics & Rehabilitation
<b>Chapter 6</b>	The Cardiovascular and Circulatory System: The Essentials of the Language of Cardiology
<b>Chapter 7</b>	The Blood, Lymphatic, and Immune System: The Essentials of the Language of Hematology & Immunology
<b>Chapter 8</b>	The Respiratory System: The Essentials of the Language of Pulmonology
<b>Chapter 9</b>	The Digestive System: The Essentials of the Language of Gastroenterology
<b>Chapter 10</b>	The Nervous System and Mental Health: The Essentials of the Language of Neurology & Psychiatry
<b>Chapter 11</b>	Special Senses of the Eye and Ear: The Essentials of the Language of Ophthalmology and Otology
<b>Chapter 12</b>	The Endocrine System: The Essentials of the Language of Endocrinology
<b>Chapter 13</b>	The Urinary System: The Essentials of the Language of Urology
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<b>Chapter 15</b>	The Female Reproductive System: The Essentials of the Language of Gynecology and Obstetrics
<b>Chapter 16</b>	Infancy to Old Age: The Essentials of the Language of Pediatrics and Geriatrics

## Dynamic Digital Resources

*Essentials of Medical Language* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools to deliver engaging lessons and activities in-person or on-line.

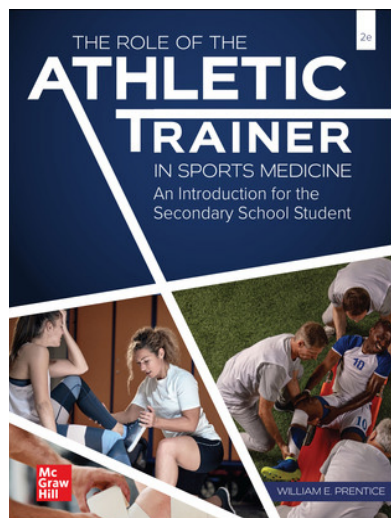
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## Discover the World of Athletic Training!

*The Role of the Athletic Trainer in Sports Medicine* introduces secondary school students who may be interested in pursuing a career in health care to the profession of athletic training and the field of sports medicine. It provides basic information for students of a variety of topics, all of which relate to health care for the athletic or physically active patient populations.

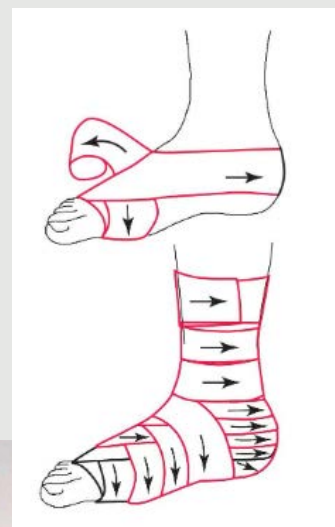
## Updated Content - NATA National Standards

This updated 2nd edition is based on the Secondary School Sports Medicine Course Outline developed by the National Athletic Trainers Association (NATA). It maps to the 15 units identified in the NATA outline and incorporates the suggested key terms, objectives, and student applications and activities for each unit.

## Key Features

Designed with the content and support features to assist both new and seasoned teachers to bring athletic training to life in the classroom:

- Updated content designed specifically for high school students
- Based on NATA standards
- Hands-on, interactive activities
- Extensive reference guide with source information in every unit
- Critical thinking exercises in each chapter engage students to solve real-life scenarios
- Over 150 questions and class activities for students to apply learned skills and techniques
- Vivid photos and illustrations with detailed procedures



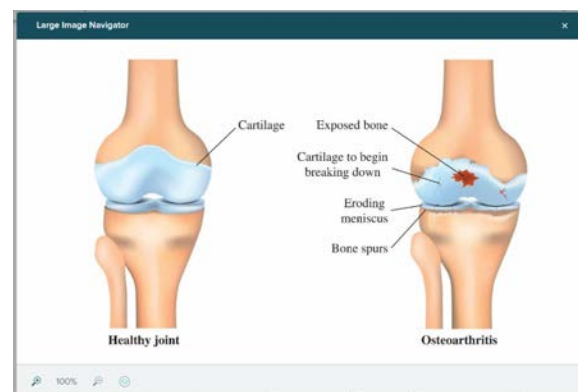
<b>Chapter 1</b>	Investigating the Field of Sports Medicine
<b>Chapter 2</b>	Understanding the Concepts of Athletic Health Care Administration
<b>Chapter 3</b>	Analyzing Legal, Ethical, and Insurance Considerations in Sports Medicine
<b>Chapter 4</b>	Understanding the Basics of Training and Conditioning Techniques for Preventing Injuries
<b>Chapter 5</b>	Assessing Environmental Factors that Lead to Injury
<b>Chapter 6</b>	Understanding Sports Nutrition and Dietary Supplements
<b>Chapter 7</b>	Understanding Basic Taping, Wrapping, and Bracing for Injuries
<b>Chapter 8</b>	Determining Appropriate Emergency Injury Management
<b>Chapter 9</b>	Recognizing and Preventing the Spread of Blood Borne Pathogens and Wound Care
<b>Chapter 10</b>	Investigating the Psychological Aspects of Injury
<b>Chapter 11</b>	Introduction to Rehabilitation and Modalities
<b>Chapter 12</b>	Basic Pharmacology and Substance Abuse
<b>Chapter 13</b>	Fundamental Concepts of Evaluation
<b>Chapter 14</b>	Identifying Basic Tissue Responses and Common Injuries
<b>Chapter 15</b>	Anatomy of the Human Body

### Focus Box 4-2

#### Guidelines and precautions for stretching

The following guidelines and precautions should be incorporated into a sound stretching program:

- Warm up using a slow jog or fast walk before stretching vigorously.
- To increase flexibility, the muscle must be overloaded or stretched beyond its normal range but not to the point of pain.
- Stretch only to the point at which tightness or resistance to stretch or perhaps some discomfort is felt. Stretching should not be painful.
- Increases in range of motion will be specific to whatever joint is being stretched.
- Exercise caution when stretching muscles that surround painful joints. Pain is an indication that something is wrong; it should not be ignored.
- Avoid overstretching the ligaments and capsules that surround joints.
- Exercise caution when stretching the low back and neck. Exercises that compress the vertebrae and their disks may cause damage.
- Stretching from a seated position rather than a standing position takes stress off the low back and decreases the chances of back injury.
- Stretch those muscles that are tight and inflexible.
- Strengthen those muscles that are weak.
- Always stretch slowly and with control.
- Be sure to continue normal breathing during a stretch.
- Static and proprioceptive neuromuscular facilitation (PNF) techniques are most often recommended for individuals who want to improve their range of motion.
- Dynamic stretching should be done by those who are already flexible and/or are accustomed to stretching and should be done only after static stretching.
- Stretching should be done both before and after activity, at least three times per week to see minimal improvement, and five or six times per week to see maximum results.



### Athletic Trainer's Checklist

The following is a checklist for those components that should be addressed in designing an injury rehabilitation program by an athletic trainer.

- |   |   |
|---|---|
| <input type="checkbox"/> Provide correct immediate first aid and management following injury, to limit or control swelling. | <input type="checkbox"/> Restore or increase muscular strength, endurance, and power.         |
| <input type="checkbox"/> Reduce or minimize pain.   | <input type="checkbox"/> Regain balance.  |
| <input type="checkbox"/> Restore full range of motion.  | <input type="checkbox"/> Maintain cardiorespiratory fitness.                                  |
| <input type="checkbox"/> Reestablish neuromuscular control.   | <input type="checkbox"/> Incorporate appropriate functional progressions.                     |
| <input type="checkbox"/> Improve core stability   | <input type="checkbox"/> Use functional testing to assist in making return to play decisions. |

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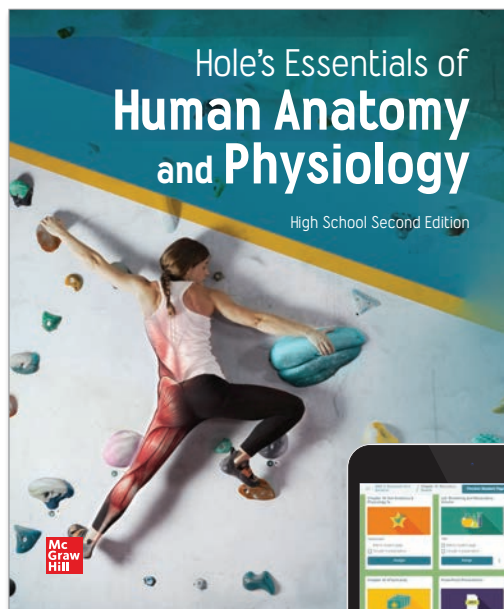
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# Hole's Essentials of Human Anatomy & Physiology

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**NEW EDITION**



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## Best Selling A&P High School Program

*Hole's Essentials of Anatomy & Physiology 2e* introduces a new author, Dr. Charles Welsh, who brings over 30 years of classroom experience and a fresh perspective to this well-respected text. The new edition retains its high quality content and dynamic features plus delivers enhanced NGSS integration and ELL/ELA support. The high school friendly presentation masterfully blends text and imagery to engage students with approachable content as they learn to apply concepts to various fields of study making this an ideal selection for an introductory course.

- A new High School Teacher Manual, available in print and online, includes teaching strategies and pacing, group projects, classroom activities, and ELL and ELA support activities.
- Unit projects and thematic, chapter-level case studies bring relevance and real-world application to instruction.
- Expanded Chapter Reviews include new multiple-choice, short-answer, and critical thinking and clinical application questions.
- Lab Data Analysis, Case Study Wrap-up and a Chapter Project are designed to help students enhance their engagement with, and proficiency in, the science and engineering practices.
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**Anatomy & Physiology REVEALED®, (APR)** is the ultimate dissection experience that visually enriches your lectures and labs with 3D Interactive Models, engaging animations, and real-life images. This interactive tool dynamically reinforces key concepts to help your student develop a deeper insight into the study of human anatomy and physiology.

The **High School Laboratory Manual** for Human Anatomy & Physiology by Terry R. Martin is a streamlined lab manual ideal for the high school classroom. It contains 34 hands-on laboratory activities to complement any anatomy and physiology course.



# Hole's Essentials of Human Anatomy & Physiology

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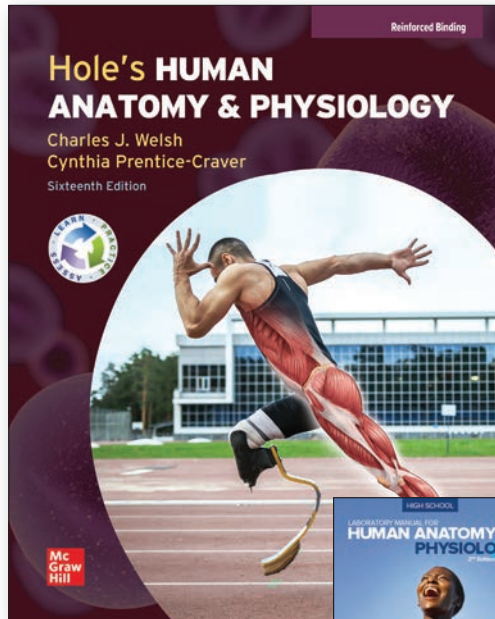
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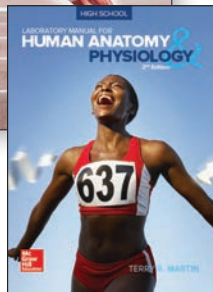


# Hole's Human Anatomy and Physiology

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**Advanced**



## The Gold Standard Approach to Anatomy & Physiology

A market leader for over 40 years, *Hole's Human Anatomy & Physiology* delivers a comprehensive, in-depth exploration of anatomy and physiology while placing emphasis on the fundamentals for students who have little-to-no prior science knowledge. The proven Learn, Practice, Assess learning system ensures student understanding, application, and mastery of complex concepts while the Understanding Words feature builds a solid anatomy and physiology vocabulary.

**With this new edition of *Hole's Human Anatomy & Physiology* we introduce Charles Welsh as the primary author to provide a cohesive narrative with a single voice.** With over 30 years of experience in anatomy and physiology classrooms instructing future nurses and other allied health professions, Dr. Welsh brings a fresh perspective to this well-respected text. Students will connect with the accessible, engaging, and relevant coverage that integrates real-world issues, clinical applications, and the latest in scientific advances. Additional teaching and learning features include:

- An enhanced dynamic art program to help clarify key principles, increase visual impact, and ensure accuracy to reinforce important concepts.
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# Hole's Human Anatomy and Physiology

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- Chapter 16 Lymphatic System and Immunity

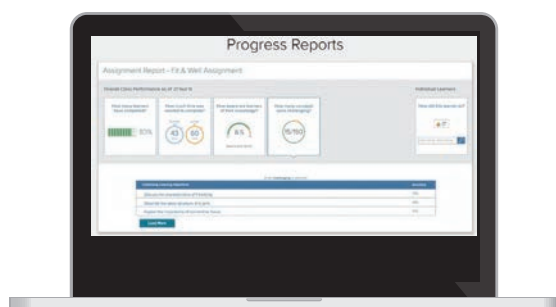
### UNIT 5: ABSORPTION AND EXCRETION

- Chapter 17 Digestive System
- Chapter 18 Nutrition and Metabolism
- Chapter 19 Respiratory System
- Chapter 20 Urinary System
- Chapter 21 Water, Electrolyte, and Acid-Base Balance

### UNIT 6: THE HUMAN LIFE CYCLE

- Chapter 22 Reproductive Systems
- Chapter 23 Pregnancy, Growth, and Development
- Chapter 24 Genetics and Genomics

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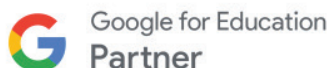


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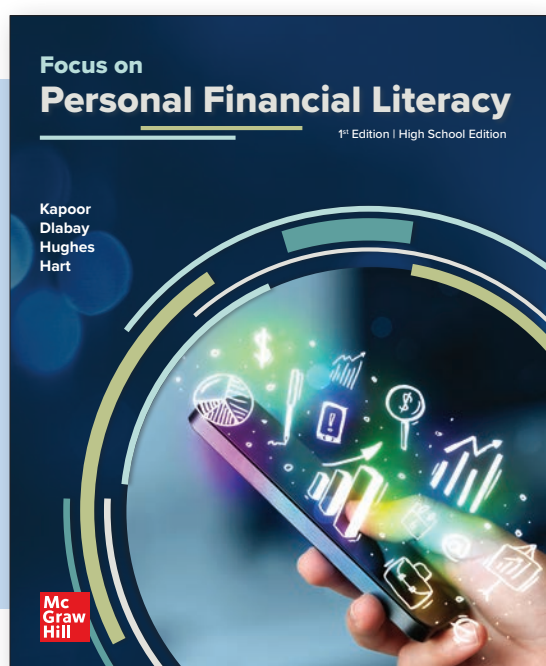
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- Extension activities in the companion workbook that offer an abundance of additional resources correlated to the textbook.
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*Focus on Personal Financial Literacy* is enriched with multimedia content that enhances the teaching and learning experience, including:

- application-based activities,
- interactive eBook,
- adaptive, assignable *SmartBook*®,
- video series with questions to reinforce key concepts,
- Finance Prep Courses covering Calculator, Mathematics, Excel, and more.

*For integrated Economics coverage, this modular course supports student mastery of foundational concepts through adaptive learning with just-in-time resources paired with practical assessments covering over 260 topics.*



# Focus on Personal Financial Literacy

High School Edition | ©2024, 1e, Kapoor

## Table of Contents

1. Personal Financial Literacy: An Introduction
2. Earning Income: Career Planning
3. Planning: Money Management and Budgeting
4. Planning: Taxes
5. Saving: Banking and Financial Services
6. Managing Credit: Sources and Uses
7. Spending: Wise Buying of Motor Vehicles
8. Spending: Planning Your Housing
9. Managing Risk: Home and Auto Insurance
10. Managing Risk: Health and Disability Insurance
11. Managing Risk: Life Insurance
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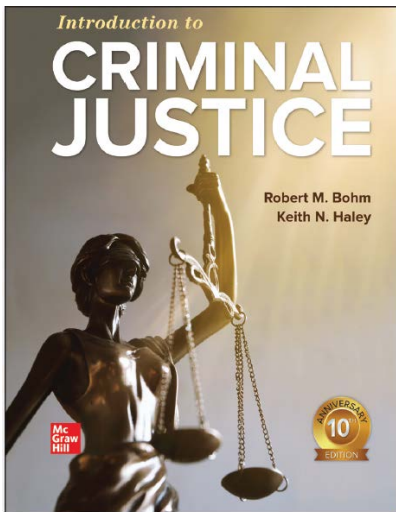
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## A Comprehensive Study of the Criminal Justice System

*Introduction to Criminal Justice* is the ideal text for students 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, references, and notes.

## Key Features

Designed with the content and support features to assist both new and seasoned teachers to bring Criminal Justice to life in the classroom:

- *Myth vs. Fact* inserts debunk common misconceptions about the system and alert students to the need to question what they see in the media
- *Thinking Critically* sections challenge students to think about and apply chapter concepts
- *Careers in Criminal Justice* mini biographies highlight some of the most exciting career options
- Chapter-opening *Crime Stories* vignettes motivate students to delve into the chapter
- Available on the McGraw Hill Connect Platform

### **FYI** Criminal Justice System Needs Improvement

A 2018 national survey found that 76% of registered voters believe the U.S. criminal justice system needs significant improvements, while only 21% believe "it's working pretty well as it is." Sixty-eight percent of Republicans, 76% of independents, 80% of Democrats, and 80% of women believe the system needs significant improvements.

Source: Robert Blizard, "National Poll Results," Public Opinion Strategies, January 25, 2018, accessed June 3, 2019, <https://www.politico.com/f?i=00000001012ccc-da2c-a963-e0ff52ba0001>

### THINKING CRITICALLY

1. What do you think are some of the positive aspects of having a criminal justice nonsystem?
2. What do you think are some of the disadvantages of having a criminal justice nonsystem?

### Criminal Justice: The Nonsystem

As noted earlier, the many police, court, and corrections agencies of the federal, state, and local governments, taken together, are commonly referred to as the criminal justice system. However, the depiction of criminal justice—or, more specifically, of the interrelationships and inner workings of its various components—as a "system" may be inappropriate and misleading for at least two reasons.

First, there is no single "criminal justice system" in the United States. Rather, as noted earlier, there is a loose confederation of many independent criminal justice agencies at all levels of government. This loose confederation is spread throughout the country with different, sometimes overlapping, jurisdictions. Although there are some similarities among many of those agencies, there are also significant differences. The only requirement they all share, a requirement that is the basis for their similarities, is that they follow procedures permitted by the U.S. Constitution.

Second, if a *system* is thought of as a smoothly operating set of arrangements and institutions directed toward the achievement of common goals, one is handicapped to call the operation of criminal justice in the United States a system. Instead, because there is considerable conflict and confusion among different agencies of criminal justice, a more accurate representation may be that of a criminal justice "nonsystem."

#### myth

The agencies that administer criminal justice in the United States form a unified system: the criminal justice system.

#### fact

There is no single "criminal justice system" in the United States. Instead, there is a loose confederation of many independent criminal justice agencies at all levels of government. Moreover, instead of operating together as a system, agencies of criminal justice in the United States interact but generally operate independently of one another, each agency often causing problems for the others.



<b>Chapter 1</b>	Crime and Justice in the United States
<b>Chapter 2</b>	Crime and Its Consequences
<b>Chapter 3</b>	Explaining Crime
<b>Chapter 4</b>	The Rule of Law
<b>Chapter 5</b>	History and Structure of American Law Enforcement
<b>Chapter 6</b>	Policing: Roles, Styles, and Functions
<b>Chapter 7</b>	Policing America: Issues and Ethics
<b>Chapter 8</b>	The Administration of Justice
<b>Chapter 9</b>	Sentencing, Appeals, and the Death Penalty
<b>Chapter 10</b>	Institutional Corrections
<b>Chapter 11</b>	Prison Life, Inmate Rights, Release, Reentry, and Recidivism
<b>Chapter 12</b>	Community Corrections
<b>Chapter 13</b>	Juvenile Justice
<b>Chapter 14</b>	The Future of Criminal Justice in the United States

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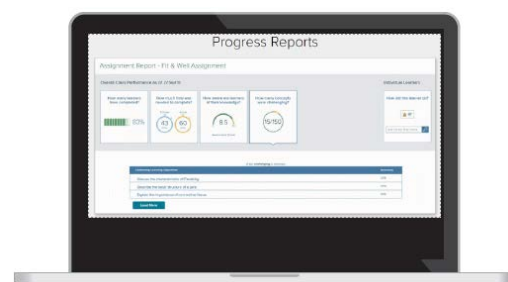
### *Introduction to Criminal Justice*

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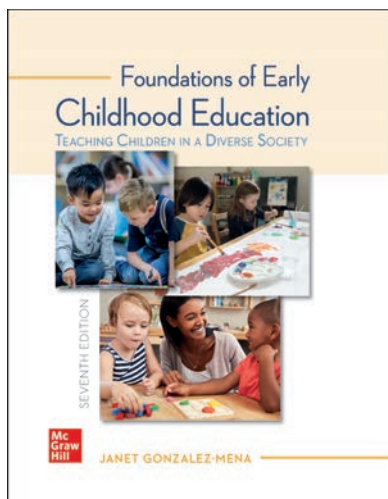
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## Explore the Exciting World of Education

*Foundations of Early Childhood Education* is designed to help improve the quality in early care and education programs by training the next generation of teachers.

The program features skill building with a solid theoretical base, and provides students with an overview of early childhood programs using 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.

## Key Features

Designed with the content and support tools to assist both new and seasoned teachers energize our next generation of educators.

- New coverage of recognizing the impact of the Environment and Culture on Learning
- 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
- SmartBook® delivers personalized, adaptive learning tailored to each student’s individual needs by pinpointing knowledge gaps and focusing instruction on the concepts that require additional study
- Print and robust digital experience that can be implemented in both low-tech and high-tech environments

### THE THEORY BEHIND THE PRACTICE

#### Piaget on Play

Jean Piaget saw play as vitally related to cognitive development and an important way for children to learn. When children imitate what they see, such as driving a car or cooking dinner on a play stove, they show that they are beginning to understand how such things work. Engaging in what is called symbolic play like using a block for a cell phone helps them construct knowledge and make sense of the world. It is said that Piaget was fond of the expression “construction is superior to instruction.” Any program that stresses play as a major way of learning owes a debt to Piaget’s work.

Carol Garhart Mooney, *Theories of Childhood* (St. Paul, MN: Redleaf, 2000).



<b>Part I</b>	<b>Foundation of the Teaching-Learning Process: The Role of the Early Childhood Educator</b>
<b>Chapter 1</b>	Early Childhood Education as a Career
<b>Chapter 2</b>	First Things First: Health and Safety Through Observation and Supervision
<b>Chapter 3</b>	Communicating with Young Children
<b>Chapter 4</b>	Facilitating Young Children's Work and Play
<b>Chapter 5</b>	Guiding Young Children's Behavior
<b>Chapter 6</b>	The Teacher as Model
<b>Chapter 7</b>	Modeling Adult Relationships in Early Childhood Settings
<b>Part II</b>	<b>Foundations in Supporting Development and Learning</b>
<b>Chapter 8</b>	Setting Up the Physical Environment
<b>Chapter 9</b>	Creating a Social Emotional Environment
<b>Chapter 10</b>	Routines
<b>Chapter 11</b>	Developmental Tasks as the Curriculum: How to Support Children at Each Stage
<b>Chapter 12</b>	Observing, Recording, and Assessing
<b>Part III</b>	<b>Planning for Learning and development by Enhancing Children's Curiosity, Joy, and Sense of Wonder</b>
<b>Chapter 13</b>	Enhancing Children's Learning and Development Through Language and Emergent Literacy
<b>Chapter 14</b>	Fostering Joy in Developmentally Appropriate Experiences in Math and Science
<b>Chapter 15</b>	Integrating Art, Music, and Social Studies into a Holistic Curriculum

## Dynamic Digital Resources

*Foundations of Early Childhood Education* Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools and resources to deliver engaging lessons and activities.

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