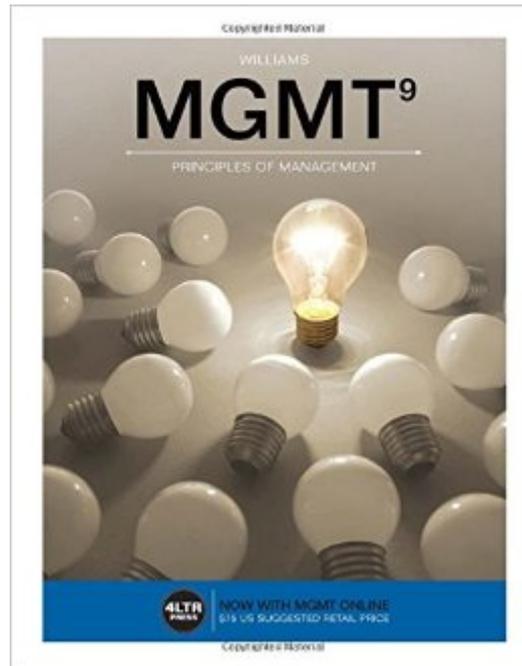# MGMT (with MGMT Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)

Synopsis

Through ongoing research into students' workflows and preferences, MGMT9 from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore MGMT9 anywhere, anytime, and on most devices with MGMT9 Online! With the intuitive StudyBitsâ„¢ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, MGMT9 with MGMT9 Online engages students of all generations and learning styles, and integrates seamlessly into your Management course. MGMT9 features Highlight boxes that are a part of Online experience. These boxes introduce students to key concepts and topics in each chapter and include a link that will take them directly to the section pertaining to the topic featured/discussed in the highlight box content. The print text has updated box features throughout the text that discuss how companies and individuals make management decisions each day. This keeps with the theme of providing students relevant examples.

Book Information

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Customer Reviews

Get Ahead with WilliamsÃ¢Â Â™ MGMT   View larger   View larger   View larger   View larger   Anytime, Anywhere with 4LTR Press Online   New 4ltr Press Online: Created through a deep investigation of students' challenges and workflows both broadly and in Management, MGMT9 Online enables students to study how and when they

want—'including on their devices! Highlight boxes located at the beginning of each chapter provide students with interactive introductions into key concepts and topics that will be discussed in the chapter. With the unique StudyBits functionality, students easily collect notes and create StudyBits from interactive content to collect what's important. With intuitive tagging and filtering options, they maximize their study efforts as they make and review flashcards, take practice quizzes, view related content and track their progress all in one place! Coupled with straightforward course management, assessment, and analytics for instructors, MGMT9 with MGMT9 Online engages students of all generations and learning styles, integrates seamlessly into your course and sets the stage for thinking critically.   Shorter Chapters   In a design that¢ ™s easy to reference, 4LTR Press presents marketing content in a more convenient and accessible style, complete with visuals to help you better recall the content.   Tear-Out Review Cards   At the back of the textbook, Tear-Out Review Cards provide a portable study tool containing all of the pertinent information for class and test preparation.   Interactive Learning   Students will have several new assets available to them as they move about within MGMT9 Online. Within the highlight boxes located at the beginning of each chapter there will be CEO Profiles, What Would You Do Case Studies, and Key Exhibits from the text. In addition, students will have the ability to view a video that highlights key concepts in management.

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