



The Future of Business: The Essentials (Available Titles CengageNOW)

By Lawrence J. Gitman, Carl McDaniel

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THE FUTURE OF BUSINESS: THE ESSENTIALS, 3e prepares students for a successful career in business by equipping them with the knowledge, skills, and competencies they need to prepare for tomorrow's competitive workplace. Each chapter offers a thorough presentation of business principles and also highlights emerging business trends in fields such as management, leadership, production, marketing and finance. Trends include shifts in economic policies in Europe, the global marketplace, the boom in the service sector, managing workforce diversity, new technology, and more. The text also helps students envision themselves in a business career, revealing possibilities that exist when they select business as a major through new "Exploring Business Careers" opening vignettes and videos. Advanced learning tools such as online learning resources (CengageNOW) and the Integrated Learning System help build business competencies. To help students develop high-performance workplace skills, the Secretary's Commission on Achieving Necessary Skills (SCANS) recommends students develop five workplace competencies: using and allocating resources, working with others, acquiring and using information, understanding systems, and working with technology. The "Preparing for Tomorrow's Workplace" activities are designed to develop these workplace skills in students. SCANS competencies and workplace skill-building are key features included in the homework section of each chapter.

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Editorial Review

Review

The title of this text, *The Future of Business*, sets the tone for my class. I encourage my students to look ahead, identify trends, and stay one step ahead of "current." This text has a very up-to-date look and a forward-looking perspective.

I chose this textbook because of its conceptual approach and dynamic nature. This is an immediate message that "business" is a constantly evolving and open-ended system, reliant upon human creativity, sensitivity, and ambition. The chapter summaries at the end of each chapter are so effective that I advise students to begin with these. The format and organization are the best I have seen.

Chapter 18, *Using the Internet for Business Success*, adds a nice touch. It is much more appropriate over the boxes and panels of Web address and the typical *Surfing the Net* exercises found in most introduction to business textbooks.

This text has clear writing that is at the student level of abstraction, good chapter organization, and great graphics that catch and keep young student interest.

About the Author

Dr. Lawrence J. Gitman is an emeritus professor of finance at San Diego State University. He received his BA from Purdue University, MBA from the University of Dayton, and PhD from the University of Cincinnati. Dr. Gitman is a prolific author who has more than 50 articles appearing in *Financial Management*, the *Financial Review*, the *Journal of Financial Planning*, the *Journal of Risk and Insurance*, the *Financial Services Review*, the *Journal of Financial Research*, *Financial Practice and Education*, the *Journal of Financial Education*, and other scholarly publications. He has authored and coauthored numerous best-selling textbooks on various finance and business topics as well as investing. Authors Gitman and Joehnk's *INVESTMENT FUNDAMENTALS: A GUIDE TO BECOMING A KNOWLEDGEABLE INVESTOR* was selected as one of 1988's ten best personal finance books by *Money* magazine. An active member of numerous professional organizations, Dr. Gitman is past president of the Academy of Financial Services, the San Diego Chapter of the Financial Executives Institute, the Midwest Finance Association, and the FMA National Honor Society. In addition, he is a Certified Financial Planner (CFP). Dr. Gitman formerly served as a director on the CFP Board of Governors, as Vice President--Financial Education for the Financial Management Association, and as director of the San Diego MIT Enterprise Forum. He has two grown children and lives with his wife in La Jolla, California, where he is an avid cyclist.

Carl McDaniel is professor emeritus in service at the University of Texas-Arlington. He currently holds courses for the executive MBA program on the Fort Worth campus and in China. He was the chairman of the marketing department at UTA for 32 years. McDaniel's career spanned more than 40 years, during which he was the recipient of several awards for outstanding teaching. McDaniel has also been a district sales manager for Southwestern Bell Telephone Company and served as a board member of the North Texas Higher Education Authority, a billion-dollar financial institution. In addition to MKTG, McDaniel has written and co-authored over 50 textbooks in marketing and business. McDaniel's research has appeared in such publications as the *Journal of Marketing*, *Journal of Business Research*, *Journal of the Academy of Marketing Science*, and *California Management Review*. McDaniel is a member of the American Marketing Association. In addition to his academic experience, McDaniel has business experience as the co-owner of a

marketing research firm. McDaniel has also served as senior consultant to the International Trade Centre (ITC), Geneva, Switzerland. The ITC's mission is to help developing nations increase their exports. He has a bachelor's degree from the University of Arkansas and his master's degree and doctorate from Arizona State University.

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