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The 17th edition of Contemporary Business is dedicated to my wife, Diane. She is the best thing that ever happened to me.

—Dave Kurtz

To my personal Board of Directors: my son Samuel, as you embark upon your own college journey, please know that you are my dream come true; and to my mom and dad—I love you both so much.

—Susan Berston
During **DAVE KURTZ’S** high school days, no one in Salisbury, Maryland, would have mistaken him for a scholar. In fact, he was a mediocre student, so bad that his father steered him toward higher education by finding him a succession of back-breaking summer jobs. Thankfully, most of them have been erased from his memory, but a few linger, including picking peaches, loading watermelons on trucks headed for market, and working as a pipefitter’s helper. Unfortunately, these jobs had zero impact on his academic standing. Worse yet for Dave’s ego, he was no better than average as a high school athlete in football and track.

But four years at Davis & Elkins College in Elkins, West Virginia, turned him around. Excellent instructors helped get Dave on sound academic footing. His grade-point average soared—enough to get him accepted by the graduate business school at the University of Arkansas, where he met Gene Boone. Gene and Dave became longtime co-authors; together they produced more than 50 books. In addition to writing, Dave and Gene were involved in various entrepreneurial ventures.

This decades-long partnership ended with Gene’s death in 2005, but *Contemporary Business* will always be the result of the diligent efforts of Boone and Kurtz.

During **SUSAN BERSTON’S** college years as a campus tour guide at the University of California, Berkeley, despite enduring hundreds of crammed elevator rides with visitors eager to reach the Campanile’s observation deck 200 feet above, the excitement of being immersed in an academic environment never waned.

After completing an MBA at the University of San Francisco, Susan worked in the corporate banking division of a Japanese bank. Soon bit by the sales bug, she joined the sales force of printer R.R. Donnelley & Sons Company, which is where she realized her passion for satisfying customers, outsmarting competitors, providing creative solutions and building relationships.

She returned to academia and campus life to eventually become a full-time professor at City College of San Francisco in 2005, where she teaches courses in introduction to business, management, and entrepreneurship—and where her father, also a textbook author, taught business for 45 years. Here Susan feels incredibly lucky mentoring her students, whether as a faculty advisor to Alpha Beta Gamma Business Honors Society, Net Impact, Kiva Microfinance Club, or as a member of the Academic Senate Executive Council and Board of Directors of the bookstore. For Susan, bringing ideas to life inside and outside of the classroom and creating a personalized and collaborative student experience with WileyPLUS Learning Space is simply the icing on the cake.

Proud to continue the legacy of two of the industry’s most prolific textbook authors—David L. Kurtz and the late Louis (Gene) Boone, Susan welcomes the opportunity to hear from you with questions, comments, or feedback about the 17th edition of *Contemporary Business* at sberston@ccsf.edu.
Driverless cars, mobile commerce, the Internet of Things, cloud computing, crowdsourcing—with such revolutionary innovations, the business environment continues to transform as information explodes and physical, virtual, and electronic environments blend. As traditional companies and start-ups continue to innovate, ongoing change is causing a radical transformation in today’s business environment, where new industries, business models, and technologies are continually being discovered. The result is exciting new opportunities and growth-oriented career prospects for business students. Now more than ever, business moves at an unimaginable pace. With this edition of Contemporary Business, we hope to take you on a journey filled with prospects for your own exciting growth and change.

The first edition of Contemporary Business, published in 1976, states, “Contemporary Business is a student’s textbook. It is designed to enlighten and enchant the reader as he or she is introduced to the fascinating world of business.” We remain committed to enlightening the reader; thus the 17th edition of Contemporary Business contains cutting-edge and timely business topics. You’ll find this newly revised edition provides context for what the global business environment holds in store for today’s students.

A wide variety of global issues, ideas, industries, technologies, and career insights are presented in a straightforward, application-based format. The goal of Contemporary Business is to improve a student’s ability to evaluate and provide solutions to today’s global business challenges and ultimately to thrive in today’s fast-paced business environment.

Pedagogical Features

The 17th edition is filled with new pedagogy in each chapter, along with updates and revisions to key features:

- Each chapter begins with Learning Objectives that provide students with an overview of the major concepts covered in the chapter. Key terms are highlighted and defined in chapter margins.
- Industry Insider, a new opening vignette for each chapter, highlights business leaders within growth industries. Each opener lays the groundwork for discussing chapter topics, with the goal of drawing the student’s attention to a professional within a company or organization while highlighting an industry ripe with career opportunities for business majors. Examples include Sundar Pichai of Google; Charles Best of Donorschoose.org; Apple’s Angela Ahrendts; Pharrell Williams, producer, musician, philanthropist, and entrepreneur; Chicago Cubs manager Joe Maddon; and Deloitte CEO Cathy Engelbert.
- The Business Model feature provides students with success stories that focus on traditional and start-up companies, business leaders, and entrepreneurs. Specific topics include the growth and popularity of Shake Shack restaurants; the rise of “athleisure” apparel; the use of advertising on NBA jerseys; how start-up Casper Mattress keeps the mattress industry awake; Under Armour’s resilient stock price, Disney’s first female CFO; and Dollar Shave Club’s e-commerce success.
- The EcoBiz feature highlights new and insightful ways companies are conducting business in a sustainable and socially responsible manner in an effort to protect the environment. Specific topics include Cheerio’s “No GMO” policy, transforming trash into fashion, and how Starbucks uses crowdsourcing for energy-saving ideas.
- New to this edition, the Business & Information Technology feature highlights the intersection between business and technology for companies across many industries. Topics include Nordstrom’s technology overhaul, the ALS Social Media Ice Bucket Challenge, United Airlines’ use of iPhones to mobilize agents, how technology helps UPS deliver, and L’Oréal’s virtual cosmetic counter.
- Judgment Call provides various business scenarios and ethical dilemmas where students are asked to decide what is appropriate. Examples include VW’s failed emissions test, soaring drug prices despite falling demand, the rise of activist investors, and the ethics of surge pricing for car sharing services. Each Judgment Call feature includes questions for individual or group discussion.
- New to this edition is the Job DNA feature that describes the responsibilities, requirements (including soft skills), and outlook for certain careers for business majors. Examples include fundraiser/development director, economic analyst, corporate communication specialist, marketing research analyst, accountant and auditor business operations associate, and investment banker.
- End-of-Chapter Cases, the majority of which are new, enhance learning and fine-tune decision-making skills. Companies and topics discussed include Shinola, Yelp, SoFi (Social Finance), the Heinz–Kraft merger, and tax implications for the Internet of Things.
- To help understand introductory business concepts, Video Cases in 17 of the chapters highlight a range of companies and industries. Examples include Necco, Zipcar, Timberland, and TripAdvisor.

Also New to the 17th Edition

This edition of Contemporary Business has been thoroughly revised to reflect the major trends influencing business today. In recent years, nothing has had a greater impact on business
than technology, and in some shape or form every business is a technology business. Throughout the textbook, new material, updates, and overviews of new, global business trends have been added. Some of these include:

- Understanding the knowledge economy to compete in global markets
- Career readiness, soft skills, and career opportunities throughout sectors
- Best industries for starting a new business
- B corporations as a force for good
- Impact of activist shareholders on business strategies
- Employee collaboration and increased engagement via the cloud
- Workplace diversity and inclusion efforts
- Nonprofits combining goods and services with a cause
- Environmental scanning as part of marketing research
- Managing big data for business decisions
- Information technology trends, mobility, and the Internet of Things ecosystem
- How investment goals and strategies change over a lifetime

The interactive **Learning Styles Survey**, an especially useful tool, helps students identify how they learn best and provides useful study tips for each type of learner. Resources throughout the learning program have been mapped for learning styles as well.

**For Instructors** A robust set of resources helps instructors easily navigate a traditional or online classroom learning environment. Designed to provide a “turnkey” solution for instructors working within diverse learning environments, materials engage students who possess different learning styles, and they are designed to aid in comprehension, critical thinking, and application of text concepts. All major teaching materials are contained within WileyPLUS Learning Space and include the Instructor's Manual, PowerPoint Presentations, a comprehensive Test Bank, Weekly Updates, and the Wiley Business Video Series. Most resources also can be found on the book’s companion site at www.wiley.com/college/boone.

**WileyPLUS Learning Space with ORION**

WileyPLUS Learning Space is an innovative, research-based, online environment for effective teaching and learning. It’s a place where students can learn, collaborate, and grow. WileyPLUS Learning Space transforms any Introduction to Business course into a vibrant, collaborative online learning community. Through a personalized experience, students create their own study guide while interacting with course content and learning activities.

WileyPLUS Learning Space combines adaptive learning with a dynamic e-textbook for your introduction to business course—ready-to-use tools for instructors to effectively and quickly organize learning activities, manage and encourage student collaboration, and customize your course to include any and all of your own content.

**Instructor benefits and capabilities:**

- Assign activities
- Add your own customized materials and handouts in a single go-to location
- Create collaborative learning groups
- Evaluate and encourage student engagement
- Gain an edge from sophisticated reporting and diagnostic tools that provide greater detail and immediate insight into student learning earlier in the course

Within WileyPLUS Learning Space is ORION, an interactive learning module, provided for each chapter. Based on the latest findings in cognitive science, ORION provides students with a personal and adaptive learning experience, whereby the material is adapted to specific learning needs. The feedback is immediate and the learning program is individualized, so that with immediate feedback students can build upon areas of strength and improve and overcome areas of weaknesses. This allows today’s busy students to maximize their study time most effectively and efficiently.
ORION can be used as:

- A pre-lecture assessment tool to evaluate conceptual knowledge so that students can arrive to class better prepared.
- A personalized study guide that helps students evaluate strengths and weaknesses as well as areas where more time should be invested. This is particularly helpful when it comes to preparing for quizzes and exams.

Additional Instructor Resources available with WileyPLUS Learning Space

WileyPLUS Learning Space provides students with a 24/7 customizable online platform with multiple resources that reinforces goals both inside and outside the classroom. Students have instant access to adaptive learning and feedback on their individual progress, while instructors can quickly analyze class results to assess areas of weakness in which students might need further assistance. The following resources are included and can be used for classroom presentations.

Ready-to-go teaching materials and assessments to help instructors maximize their time:

- Instructor’s Manual with teaching suggestions, lecture starters, ideas for classroom exercises, discussions, and questions by chapter.
- Lecture PowerPoint presentations
- Test bank
- Gradebook through WileyPLUS
- Wiley Contemporary Business Weekly Updates

Additional Student Resources available within WileyPLUS Learning Space:

- Digital version of the complete textbook
- Interactive flash cards
- Practice exams
- Career-focused student case videos
- Interactive case studies
- Business hot topics (ethics, project management, sustainability, business plan, financial crisis)
- End-of-chapter videos
- Learning styles survey
- Crossword puzzles
- Study guide
- PowerPoint presentations
- Virtual Career Center, including career coaching videos, CareerShift, InsideTrack, and ePortfolio assistance

Acknowledgments

Contemporary Business has long benefited from the instructors who have offered their time as reviewers. Feedback for the 17th edition and ancillary materials was provided by the following colleagues: Richard Jaeckel, Metropolitan Community College; Paul Londrigan, Mott Community College; Christopher Osuanah, Reynolds Community College; Kevin Raiford, College of Southern Nevada; Thomas Rankin, Anne Arundel Community College; Alexander Sepulveda, Monroe College; and Stephen Sutterlein, Northern Virginia Community College.

Contemporary Business has clearly evolved since the first edition was published in 1976—the same year Steve Jobs and Steve Wozniak created a company called Apple, to sell small, easy-to-use computers. The 17th edition would not have been possible without the dedicated team of editorial, production, and marketing professionals from John Wiley and Sons. Many thanks to Jennifer Manias, Sponsoring Editor, who not only possesses a calm, no-nonsense approach to executing effectively, efficiently, and on time but is also a pleasure to work with; Lisé Johnson, Executive Editor, who makes herself available on an almost 24/7 basis with the positivity, technical knowledge, and can-do attitude that is an anomaly and unsurpassed in the publishing industry; Christopher DeJohn, Executive Marketing Manager, who brings top-notch marketing creativity, energy, and insight; Rebecca Costantini, Product Design Associate, who has great vision, an A+ attitude, and lightning-fast follow-through; George Hoffman, Vice President and Director; Emma Townsend-Merino, Assistant Development Editor; Valerie Vargas, Senior Production Editor; Harry Nolan, Creative Director; Wendy Lai, Senior Designer; Mary Ann Price, Senior Photo Editor; and Jackie Henry, Project Manager at Aptara.

In addition, we have been very fortunate to work with Cate Rzasa, a knowledgeable problem solver with impeccable attention to detail, insight, and foresight. Her editorial and production efforts, perseverance, humor, and ability to execute seamlessly are immensely appreciated.

The publishing representatives of John Wiley and Sons deserve our utmost respect and gratitude for their tireless efforts when it comes to traversing the country to differentiate Contemporary Business with professors in a competitive marketplace.
Personal Appreciation from Susan Berston: Much gratitude to a special friend, Ken Hershbell, who also happens to be one of the most knowledgeable and steadfast publishing representatives in the business. John Wiley and Sons is truly lucky to have you, and it's always such a nice surprise when I see you waiting outside my classroom door. Thank you for bringing me to John Wiley and Sons. And to Dave Kurtz—from the first time I met you, Diane, and the canine kids—Lucy, Molly, and Daisy—I knew right away that I would be humbled and honored to have the opportunity to continue the lasting legacy created by you and Gene. Thank you.
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