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She received her PhD and Masters of Accounting from The University of Oklahoma and her Bachelors in Business Administration from Texas Tech University. Stacey teaches managerial accounting and has received numerous awards for outstanding teaching at the undergraduate and graduate level.

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Tag line: Teaching Managerial Accounting in the Context of Business Whitecotton 1e addresses the reality of students taking the managerial accounting course: the majority of them will not become accounting majors and accountants; instead they will use accounting information in their professional lives to make business decisions. Therefore, the greatest challenges instructors have are to engage ...

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Stacey Whitecotton is an associate professor of accounting in the W. P. Carey School of Business at Arizona State University. She received her PhD and Masters of Accounting from The University of Oklahoma and her Bachelors in Business Administration from Texas Tech University.

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Builds Student Interest by engaging and motivating students by presenting accounting in the context of recognizable companies such as Starbucks, Toyota, HGTV, California Pizza Kitchen, Levi Strauss & Co., and others including Apple; Whitecotton then integrates those companies throughout the chapter discussions. Fosters Decision Making and Analytical Skills by showing students how managers use accounting information to make business decisions in companies they know from their everyday lives. This approach helps students develop the analytical and critical thinking skills they will need to succeed in their future careers. Helps Students Become Better Problem Solvers by putting their skills to the test through robust end of chapter content, as well as Demonstration Cases and Skills Development Cases to practice their comprehension and understanding of the material. Uses Technology to Enhance Student Learning through McGraw-Hill Connect, including adaptive and interactive study features such as SmartBook, Interactive Presentations, Auto-Graded Excel Simulations, and Guided Examples, tied directly to Managerial Accounting, will improve students' engagement in and out of class, help them maximize their study time, and make their learning experience more enjoyable.

The Essential How-To Guide for Social Media Marketing by Leading Expert Shama Hyder, Named "Social media's zen master of marketing" by Entrepreneur magazine and One of LinkedIn's "Top Voices" in Marketing & Social in 2015 In 2001, at the dawn of the millennium—and the digital marketing age—the first edition of The Zen of Social Media Marketing became a global hit. In the ensuing years, updated editions helped even more marketers, entrepreneurs, students, and professionals of all types navigate the sometimes-stressful world of social media. Now, this new, fully updated edition offers timely insight to the ways social media marketing has changed and specific steps to show you exactly how to thrive and profit with ease and efficiency. Whether you're a novice, struggler, or mastery-seeker, you already know that engaging in social media is no longer optional. People are talking about your company online and you need to be part of those conversations. However, social media marketing isn't like traditional marketing—and treating it that way only leads to frustration and failure. In The Zen of Social Media Marketing, Shama Hyder, social media expert and president of The Marketing Zen Group, teaches you the "Zen" of using social media tools to find your own marketing nirvana. The newest edition of The Zen of Social Media Marketing gives you: - A comprehensive overview of why social media works and how to use it to drive traffic to your website and fan page - A proven process to attract followers and fans and convert them into customers and clients - The latest social media trends and step-by-step guidelines for sites and apps such as Instagram, Pinterest, Snapchat, and more - Innovative tips for mobile design - Essential advice on content marketing, email marketing, video, and targeted tactics to enhance your SEO - All-new information on why, when, and how to use online advertising - Why self-expression is the true driver of social media use and how to leverage it for your business - Insights from dozens of leading online marketers and entrepreneurs, with strategies for success

Contending that today's high-quality marketplace has created an era of impossible competition, an award-winning Harvard Business School professor makes recommendations for how companies can retain market shares without losing status to copycat competitors.

GERONTOLOGICAL NURSING, 3/e is a comprehensive, research-based, and up-to-date guide to nursing care for older adults in all settings. It brings together essential information about normal and pathological changes associated with aging; healthy aging; common diseases of aging; and key psychosocial, cultural, and public health issues. Reflecting today's emphasis on evidence-based practice and appropriate delivery of scarce healthcare resources, this text presents new best practices and QSEN standards throughout, promoting more effective assessment, diagnosis, planning, and outcome evaluation. The text's multidisciplinary approaches help nurses "add life to years," not just extend life. Its coverage of acute and chronic diseases includes nursing implications, atypical presentation, functional implications, pharmacology, evaluation, etiology, risk factors, and complications; the text also includes a full chapter on multisystem diseases. This book supports safe, effective, and appropriate practice in the home, hospitals, long-term care, and hospice settings.

The text is current, concise, and clearly written, with cases at the end of each chapter to illustrate the material.* An interactive CD lets students test and expand their understanding with multiple-choice questions, key term matching exercises, demonstrations of various concepts and techniques, critical thinking exercise, interactive cases, and videos.* A dynamic Web site provides test study guides, exercises, games, web testing, relevant articles, from The Wall Street Journal and other sources linked to the text, links to relevant web sites, additional cases, and other materials.

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