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The Logic of Academic Writing

Fabrizio Macagno, Chrysi Rapanta
6 × 9 · 222 text pages · appendix exercises

The Logic of Academic Writing was developed from a practical educational need, namely teaching early-year Ph.D. students some basic ideas on how they can structure their arguments in ways that may make sense for an academic paper to be written and consequently published. The authors’ research expertise is in argumentation studies: the discipline that analyzes how arguments are produced, evaluated, and addressed, considering the pragmatic, logical, and dialectical levels. Since academic writing is characterized by supporting an original idea through proofs or arguments, the book focuses on the “logic” of writing, that is, on the reasoning we use for structuring ideas, paragraphs, and papers ... the reasoning mechanisms that we use when we develop and organize our ideas, connect them with other ideas, and support them through arguments.

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(2nd edition)
Keith Ord, Robert Fildes, Nikolaos Kourentzes
8 × 10 · 588 text pages · 13 chapters · 3 appendices

Principles of Business Forecasting serves as both a textbook for students and as a reference book for experienced forecasters in a variety of fields. The authors’ motivation for writing this book, is to give users the tools and insight to make the most effective forecasts drawing on the latest research ideas, without being overly technical. The book is unique in its design, providing an introduction to both standard and advanced forecasting methods, as well as a focus on general principles to guide and simplify forecasting practice for those with little or no professional experience. One of the book’s key strengths is the emphasis on real data sets. These data sets are taken from government and business sources and are used throughout in the chapter examples and exercises. Forecasting techniques are demonstrated using a variety of software platforms beyond just “R”, and a companion website provides easy-to-use Excel® macros that users can access to conduct analyses. Another important innovation is the tutorial support for using open-source R programs, making all the methods available for use both in courses and practice.

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Robert D. Gatewood, Hubert S. Field, Murray R. Barrick

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Fundamentals of International Business
(3rd edition)
Michael R. Czinkota, Ilkka A. Ronkainen, Michael H. Moffett
8 × 10 · 428 text pages · 15 chapters
Fundamentals of International Business is an introductory international business text for use at the undergraduate level. Its comprehensive coverage of the subject also makes it appropriate for use in MBA programs. The book’s content is streamlined when compared to the array of international business texts now available, but sufficiently rigorous and demanding to satisfy the professional integrity of the instructor. This text presents a balanced coverage of the subject matter, analyzing decision-making in the context of their corporate conditions.

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Building Our Best Future: Thinking Critically About Ourselves and Our World
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Deanna Kuhn
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Deanna Kuhn

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Atsuhiro Ozaki (Preface by Noel Capon)

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On Monday morning August 6, 1945, when the Enola Gay released the first atomic bomb above Hiroshima, Atsuhiro Ozaki was working at the local radio station less than 1,000 yards from the detonation point. The Song of Hiroshima is Mr. Ozaki's first-person account of what he did and what saw on August 6 and the next few days, and his reflections four years later. Written in English, Mr. Ozaki wanted to share his experiences with the American people, yet his notebook lay undiscovered in a Port Washington, New York, attic for more than a half century. The publication of this book fulfills Atsuhiro Ozaki's wish.

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Andrew DuBrin

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Robert D. Gatewood, Hubert S. Field, Murray R. Barrick

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Based on the latest research, court findings, and best practices from the field, Human Resource Selection equips readers with the knowledge and tools to develop and implement effective selection programs within today’s organizations. It does this by fully explaining and providing detailed examples of three necessary components in the design and use of effective and legally defensible selection programs — job analysis, legal issues, selection process.

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Robyn Walker

8 × 10 · 408 text pages · 11 chapters · 2 appendices

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Noel Capon
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Supplementary Materials: Instructor Manual, Student Study Guide, Key Messages & Ideas, Testbank, PPT
Companion Text: The Virgin Marketer: Create Your Market Plan

MM21c 4e Student Study Guide
Noel Capon
8½ × 11 · 204 text pages · 26 chapters
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Noel Capon
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E-Book $14.70
Capon’s Marketing Framework (4th edition)
Noel Capon
8½ × 11 · 446 text pages · 26 chapters

Capon’s Marketing Framework (CMF) is a shortened version of Managing Marketing in the 21st Century; nonetheless, this book provides a solid framework for marketing students. CMF contains introductory chapter cases, many examples, Internet links to additional material, video/audio interviews, key ideas, marketing questions, and multiple choice and true/false questions and answers.

Supplementary Materials: Instructor Manual, Student Study Guide, Key Messages & Ideas, Testbank, PPT

Companion Text: The Virgin Marketer: Create Your Market Plan

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CMF 4e Student Study Guide
Noel Capon
8½ × 11 · 184 text pages · 26 chapters

This workbook is meant to be used in conjunction with Capon’s Marketing Framework. The Student Study Guide allows you to effectively study for tests and assignments and can give you a greater understanding of the work.

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CMF 4e Key Messages & Ideas
Noel Capon
8½ × 11 · 42 text pages · 26 chapters

This e-book shows all the key messages and key ideas that appear in Capon’s Marketing Framework by chapter.

E-Book $14.70
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Noel Capon
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Supplementary Materials: Instructor Manual, Short Cases (plus with Instructors’ Notes), Testbank, PPT

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Noel Capon + Latin American contributors
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Marketing for Latin American Managers in the 21st Century (MLAM21c) provides the essence of marketing for current and aspiring marketing professionals throughout the many countries of Latin America. MLAM21c is a book for Latin American managers written by Latin American academics steeped in the culture of Latin American business. Similar to CME, this book is easy to read, packed with examples from throughout the region, and provides a concise and excellent understanding of modern marketing. MLAM21c contains Internet links to additional material, video/audio interviews, that makes Latin America marketing come alive.

Supplementary Materials: Instructor Manual, Testbank, PPT

Companion Text: The Market Planning Workbook

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Mercadotecnia para Gerentes Latinoamericanos en el Siglo XXI
Noel Capon + Latin American contributors
7 × 10 · 294 text pages · 20 chapters


Supplementary Materials: Instructor Manual, Testbank, PPT

Companion Text: El Libro de Trabajo de Planificación del Mercado

E-Book $29.70
Marketing for China’s Managers: Current and Future (2nd edition)
Noel Capon, Willem Burgers, Yuhuang Zheng
8½ x 11 · 314 text pages · 19 chapters
Marketing for China’s Managers (MCM) is about understanding how to develop market strategy and managing the marketing process. It contains numerous examples of successful Chinese firms and will be highly beneficial to current and future Chinese managers in planning market strategy and implementation for their organizations. It will also be valuable to foreign managers seeking to do business in China.
Supplementary Materials: Instructor Manual
Softcover ISBN: 978-0-9825130-7-1 $49.70
E-Book ISBN: 9780982513071-PDF $49.70

Marketing for Middle Eastern Managers: Current and Future
Noel Capon, Omar Ramzy
8½ x 11 · 618 text pages · 23 chapters
Marketing for Middle Eastern Managers (MMEM) is about understanding how to develop market strategy, implement market offers, and manage the marketing process. Marketing for Middle Eastern Managers focuses on the manager, not just the marketer.
Companion Text: The Virgin Marketer: Create Your Market Plan
E-Book $29.70

Digital Marketing: Strategy & Tactics (2nd edition)
Jeremy Kagan
7 x 10 · 270 text pages · 12 chapters
This book approaches digital marketing in two ways: from the point of view of the strategic thinker—who might guide the vision in their organization requiring an understanding of all the options available as well as how to evaluate them; and the tactical perspective, for the roll-up-your-sleeves practitioner, who wants to dig in to the details and may even launch campaigns themselves. Each chapter is designed to present frameworks for thinking broadly and structurally about the channel being discussed, but with many examples and exercises to bring the practical deployment of digital marketing into a real-world focus.
Supplementary Materials: Instructor Lecture Guide, Testbank, PPT
Hardcover ISBN: 978-1-7329870-9-8 $99.00 (list)
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Accompanying presentations: The Market Planning Workbook; student templates to prepare a market plan
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E-Book ISBN: 978-1-7375287-1-5 $22.70
Companion Texts

The Virgin Marketer (4th edition)
Noel Capon
8½ × 11 · 126 text pages

The Virgin Marketer: Create Your Market Plan (TVM) is a companion volume to Managing Marketing in the 21st Century and Capon’s Marketing Framework. For each chapter in the text, there is a parallel chapter in TVM. Each chapter contains a set of tried-and-true experiential exercises designed to help the student prepare a strategic marketing plan.

Softcover ISBN: 978-0-9864023-2-6 $64.70 (list)
        $49.70 (website)

See the Virtual Gallery section for details on an interactive presentation of The Virgin Marketer.

The Market Planning Workbook
Noel Capon
7 × 10 · 36 text pages

The Market Planning Workbook ( TMPW) is a companion volume to Capon’s Marketing Essentials and Marketing for Latin American Managers in the 21st Century. For each chapter in the text, there is a parallel chapter in TMPW. Each chapter contains a set of tried-and-true experiential exercises designed to help the student prepare a strategic marketing plan. Available as an e-book.

Supplementary Materials: PPT

Softcover ISBN: 978-1-7375287-6-0 $24.70
E-Book ISBN: 978-1-7375287-3-9 $22.70

El Libro de Trabajo de Planificación del Mercado
Noel Capon
7 × 10 · 36 text pages

The Spanish translation of The Market Planning Workbook.

Supplementary Materials: PPT

Softcover ISBN: 978-1-7375287-7-7 $24.70
E-Book ISBN: 978-1-7375287-2-2 $22.70
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Capon's Marketing Video Book is about understanding how to develop market strategy and managing the marketing process.

Cost $99.00 to enroll (Preface and Chapter 1 FREE)

Financial Analysis for Marketing Decisions
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Financial Analysis for Marketing Decisions Video Book is about understanding financial analysis.

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The Virgin Marketer: Creating Your Marketing Plan: The Market Plan
Noel Capon
Interactive presentation

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Feature One: Our Missions provide user-friendly descriptions of all concepts while providing questions to ensure comprehension leading to the next level.

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Feature Three: Two "inside" groups gain: a) Professionals, to evaluate your company's (or unit's) strategy and keep up with industry evolution; b) Aspiring Marketers, to prepare for your career.

Feature Four: It hails from Columbia University's Dr. Noel Capon, a global leader. He is a researcher, professor, and Fortune 500 consultant.

Cost $299.00
Case Studies in Managing Key, Strategic, and Global Customers
Noel Capon, Christoph Senn
8½ × 11 · 80 text pages · 14 case studies
The perfect supplementary text for any global account management course! In recent years, many corporations large and small, based in many countries around the world, have developed key, strategic, and global account management programs. Correspondingly, business schools, consulting organizations, and the Strategic Account Management Association (SAMA) offer courses for practicing managers. Additionally, business schools provide courses for graduate and undergraduate students, often supplementing courses on sales management and personal selling. To some extent, these courses suffer from a lack of cases studies of real-life account management situations. This volume is an attempt to redress that situation. Some cases are traditional long-form cases; others are merely a single paragraph. Regardless, each case focuses on a particular account management issue. Some cases require extensive preparation; other cases can be assigned just a few minutes before class discussion. This book is available in printed form and as an e-book.

Customer Value Co-Creation: Powering the Future through Strategic Relationship Management
Bernard Quancard & the SAMA Community
7 × 10 · 132 text pages · 18 chapters + 2 additional parts
This book takes an in-depth look at the 10 most critical enablers of an effective strategic customer management initiative, offering an organizational blueprint for a successful SAM program. It then leverages decades of benchmarking data with world-class companies to address the components of an efficient and effective value creation process. The book’s third section illuminates the key traits and competencies a strategic account manager needs in order to drive this strategic co-value creation process. And the book’s final section imagines the SAM of tomorrow, forecasting the impact of digitalization on the role of the SAM, on the value-creation process, and on the entire strategic customer-centric organization.

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Hardcover ISBN: 978-0-9990649-5-5 $39.70
Softcover ISBN: 978-0-9990649-6-2 $29.70
E-Book ISBN: 978-0-9994861-3-9 $24.70
Customer-Centric Selling: Building Sales Partnerships that Grow Revenue (2nd edition)

Jeff Krawitz
8½ × 11 · 304 text pages · 16 chapters · 4 appendices

Customer-Centric Selling (CCS) examines all aspects of implementing a professional consultative sales organization. It can be read cover-to-cover for a comprehensive perspective, or chapter-by-chapter for a more topical view, based on your needs and interests. It is divided into three parts: The Worlds of Selling and Sales; Consultative Selling and the Buy Process; Consultative Selling Skills. A “Chapter Study Guide” is included at the end of each chapter, as well as links to student and instructor videos throughout the text (hotlinked in the E-book for easy accessibility).

Supplementary Materials: Instructor Manual, PPT, In-Class Student Skill Exercises

Hardcover ISBN: 978-0-9882902-5-9 $234.70
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E-Book ISBN: 978-0-9882902-8-0 $89.70

Managing Global Accounts (2nd edition)

Noel Capon, Dave Potter, Fred Schindler
6 × 9 · 279 text pages · 11 chapters

The challenge of developing an approach to dealing with the increased global complexity of customer relationships is the subject of this book. If you are not completely satisfied with your global account program, you should read this book. If your company has decided it must shift from a domestic (or multinational) focus to a global perspective, you should read this book. The book is as relevant for Swedish, Swiss, Chinese, and Brazilian executives as for those based in the U.S.

Softcover ISBN: 978-0-9797344-3-4 $28.95
E-Book ISBN: 978-0-9797344-3-4-pdf $23.95

Video book available — see the Virtual Gallery section for details.

Sales Eats First

Noel Capon, Gary Tubridy
6 × 9 · 116 text pages · 7 chapters · 2 appendices

Sales Eats First examines how B2B sales organizations in today's most admired corporations develop and deploy major intellectual capital. They courageously venture into areas of complexity and risk, and then inject their intellectual capital into the value propositions that benefit both customers and their own companies. Visit the book's website: www.saleseatsfirst.com.

Softcover ISBN: 978-1-7358772-5-9 $24.70 (list) $17.70 (website)

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Coming Soon on audible
Sales Management: Shaping Future Sales Leaders (2nd edition)
Jeff Tanner, Earl Honeycutt, Robert C. Erffmeyer
8¼ × 11 · 412 text pages · 15 chapters · 12 case studies
The second edition of Sales Management: Shaping Future Sales Leaders was updated with new academic sources and practical examples that improve you students’ understanding of the material. Each chapter features a practicing sales manager who gave advice about the chapter, and discussed how his or her firm manages its sales team. In each chapter you will find special boxed sections on ethics, technology, and/or global issues. Each chapter ends with a new section called Managing Your Career to help students better understand why the material is personally important to them. Also provided is a suggested role-play for each chapter to engage the students and help reinforce chapter content. There are two short cases (caselets) per chapter that students can read quickly, and that you can use to either introduce or summarize the chapter. These features really help make your classroom interactive!

Hardcover ISBN: 978-0-9897013-6-5 $160.00 (list)
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So, Now You’re a Sales Manager
Greg Lee
7.875 × 9.25 · 146 text pages · 6 chapters
Sales managers learn how to address their critical role. This innovative approach combines textbook and fictional story of a new manager’s first six months on the job.

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Noel Capon
8¼ × 11 · 64 text pages · 12 chapters
Strategic Account Strategy is designed to help corporations and businesses develop key/strategic and global account programs, and for individual key/strategic and global account managers to develop strategy and action programs for individual accounts. The volume comprises a set of frameworks in two books: Book 1 – The Strategic Account Program and Book 2 – Planning for Strategic Accounts. This book is available in printed form and as an e-book.

Softcover ISBN: 978-0-9833300-1-1 $29.70

Coming Soon Sales Management 3rd edition
The Dictionary of Selling Terminology
Pamela Peterson, Kent Kubie
(Foreword by Malcolm McDonald)
6 × 9 · 276 text pages
The authors’ primary intention in writing The Dictionary of Selling Terminology is to provide a definitive and comprehensive reference list of the terminology and definitions used by sellers and buyers on a global basis to address the necessity for a standardized and universal sales language to mitigate the confusion and ambiguity inherent in the selling and buying language due to definitional differences.

Hardcover ISBN: 978-1-7358772-4-2 $59.70 (list)
$39.70 (website)
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$29.70 (website)
E-Book ISBN: 978-1-7358772-6-6 $19.70

The Front-Line Sales Manager – Field General
Noel Capon, Gary Tubridy, Florin Mihoc
7 × 10 · 294 text pages · 10 chapters · 10 appendices
Many sales leaders believe their front-line sales managers (FLSMs) have the most critical yet most difficult job in the entire salesforce. For the first time, The Front-Line Sales Manager addresses this important yet unheralded role. The book provides an acumen framework for identifying key characteristics of the most successful FLSMs. The Front-Line Sales Manager helps FLSMs improve their game, and sales leaders build stronger and more successful sales organizations.

Supplementary Materials: Instructor Manual, Testbank, PPT
Hardcover ISBN: 978-1-7325469-3-6 $54.70
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audible $21.83
Transformative Selling
Adam Rapp, Joe Calamusa, Daniel Bachrach
6.69 x 9.61 • 136 text pages • 8 chapters

Salespeople are the experts in the sales process and, to be successful, must behave like experts. Sales organizations have increasingly introduced more complicated products and solutions that come with higher internal expectations. These demands require smarter sales and customer goals and team-selling approaches. Salespeople must understand how to navigate not only the customer organization, but also their own sales organization. Sales professionals must become knowledge managers, knowledge brokers, and information dealers. In Transformative Selling you will learn how to become a Resource Manager, Knowledge Manager, and Account Manager. These three sets of skills are the critical triumvirate for becoming a successful seller.

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The SMS is a practice that enables students explore better ways to recruit and select, train, assign territories, compensate, and allocate salesperson time. The Industry growth, the pricing strategies adopted across teams, and how inventory is managed will affect the results of the decisions that students make. A considerable number of market research report is made available to participants to help them make strategic choices on profit, market share, company reputation, and net promoter scores. Players, as teams, make several sequential sets of decisions. Hence, they can observe the results of their decisions on customer satisfaction, and their firm’s financial performance.

To learn more about SMS, to request a free desk copy, or to schedule a free 30-minute training session, please contact us at www.wessexlearning.com.

**Sales Management Simulation Cost** $40.00
**Introduction to Sociology (12th edition)**

Henry L. Tischler

8½ × 11 · 538 text pages · 16 chapters
(with practice tests at the end of the book for each chapter)

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**Supplementary Materials:** Instructor Manual, Testbank, PPT

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- Softcover ISBN: 978-0-9995547-2-2 $144.70 (list) $139.70 (website)
- E-Book ISBN: 978-0-9995547-3-9 $89.70

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**Sociology (12th edition)**

Jon Shepard

8½ × 11 · 660 text pages · 18 chapters

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Robyn Walker
8 × 10 · 408 text pages · 11 chapters · 2 appendices

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Noel Capon
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Feature One: Our Missions provide user-friendly descriptions of all concepts while providing questions to ensure comprehension leading to the next level.

Feature Two: Also essential for Entrepreneurs. Learn to create a Marketing Plan for Investors, who will demand it and potential users who will need to know about you.

Feature Three: Two “inside” groups gain: a) Professionals, to evaluate your company's (or unit's) strategy and keep up with industry evolution; b) Aspiring Marketers, to prepare for your career.

Feature Four: It hails from Columbia University's Dr. Noel Capon, a global leader. He is a researcher, professor, and Fortune 500 consultant.

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A sales management simulation is finally made available to incorporate into your sales management courses. Designed by experienced professors in the field of marketing and sales management, this simulation is what your course needs to better prepare your students compete in the real business world.

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To learn more about SMS, to request a free desk copy, or to schedule a free 30-minute training session, please contact us at www.wessexlearning.com.

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Paul Capon from Lunacap Ventures
6 episodes
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Deanna Kuhn

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**Cost** $99.00 to enroll (Preface FREE)

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Noel Capon

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**Financial Analysis for Marketing Decisions**
Noel Capon

Video Book

Financial Analysis for Marketing Decisions Video Book is about understanding financial analysis.

**Cost** $9.00 to enroll (Preface FREE)

**Capon’s Entrepreneurs Gallery**
Noel Capon

Interview Gallery

Capon’s Entrepreneurs Gallery is a compendium of video case studies of entrepreneurial start-ups. The purpose of this gallery is to provide marketing instructors with material to construct class sessions focused on entrepreneurial start-ups. The interview videos can be accessed by entering the four- or five-character code at www.axcessvids.com or by clicking on the code provided at the end of the description.

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Second-language learners share ideas
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*Category*: Sales & Account Management

*Supplementary Materials*: Instructor Manual, Testbank, PPT

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Noel Capon, Gus Maikish

*Category*: Sales & Account Management

**Method Validation: A Quality by Design Approach**
Larry Wilson, Carolyn Merkel

*Category*: Quality Control (Chemistry)

*Supplementary Materials*: Instructor Manual, Testbank, PPT