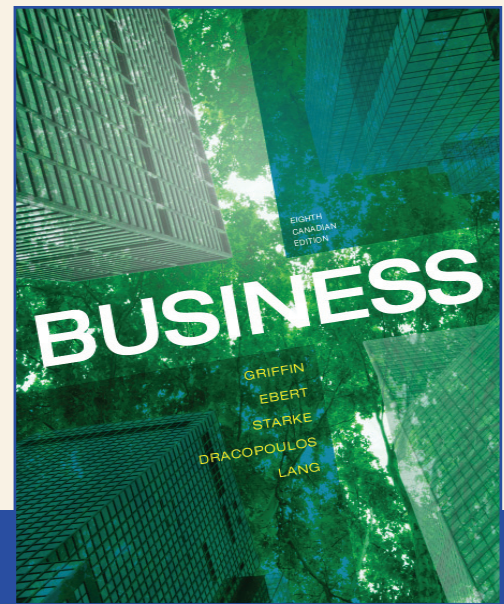


PEARSON CANADA PROUDLY PRESENTS

# Business, Eighth Canadian Edition with MyBusinessLab

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Coming soon in its 8th Canadian edition, *Business* remains the gold standard in introduction to business resources. Covering all of the essential concepts of business with cutting-edge themes of business evolution, international business, ethics and social responsibility, and entrepreneurship, Griffin is recognized as the most comprehensive, yet accessible, introductory book in Canada.

An expanded author team highlighted by two young, engaging, and dynamic teachers builds on the success of this franchise and ensures that the 8th edition will be the most integrated, innovative teaching and learning resource that will engage students and give faculty the optimum in choices for flexible course delivery.

*Business 8ce* is fully integrated with [MyBusinessLab](#), a fully customizable online and homework platform that delivers highly personalized study paths, responsive learning tools, and real-time evaluation and diagnostics.

MyLab products give educators the ability to move each student toward the moment that matters most—the moment of true understanding and learning.

The success of Griffin is built on the dedication to keeping this hallmark resource on the cutting edge and in tune with learning styles of today's students. The 8th Canadian edition will feature an assessment program improved by further integration with [MyBusinessLab](#).

## New to the Twelfth Canadian Edition

New examples of business practice have been included in each of the chapters, specially designed to help students to better understand business practice. For example, in Chapter 9, several important labour-relations concepts such as mediation and arbitration are explained by describing their use in the recent labour dispute between Air Canada and its unions. In Chapter 3, the problem of counterfeit goods is described, and examples are provided to show how these goods have had a negative impact on both businesses and consumers.

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In Chapter 1, the debate about Canadian content in the media is noted, as well as the difficulty the CRTC has had in dealing with the regulation of internet broadcasting. These are just a few of the hundreds of examples that are included in the text.

The impact of the aftermath of one of the most significant economic events of the past 80 years—the financial crisis of 2008—is examined in several different chapters of the text. For example, in Chapter 20, the ongoing sovereign debt crisis in Europe is examined, including worldwide impact it is having on consumer expectations and on business activity. Concluding case 19-2 describes the ups and downs of the world's stock markets during the last decade, and explains how this volatility has created low returns and investment dilemmas for investors. The impact of the financial crisis on business firms is also analyzed in many other places in the text.

### New boxes and applications:

- **NEW!** “Managing in Turbulent Times”—describes how Canadian business firms are coping in the often volatile and uncertain economic environment that has developed during the last few years. For example, the insert in Chapter 12 describes how global supply chains were disrupted as a result of the Japanese earthquake in 2011.
- **NEW!** “E-Commerce and Social Media”—describes how rapidly changing technology has provided business firms with many new ways to connect with customers, and how new technologies have given customers a level of control over businesses that they did not previously have.
- Two other boxed insert series that appeared in the seventh edition—“The Greening of Business” and “Entrepreneurship and New Ventures”—have been retained, but the material in all of these boxes is either new or updated.
- Approximately 90% of the opening cases, boxed inserts, end-of-chapter cases, and video cases are either new or updated. Much of this new material focuses on how the business environment is changing, and the challenges and opportunities that such change presents.
- **New** integration with Pearson Study-On-the-Go. QR codes at the end of each chapter brings material from the textbook to student smartphones. Students can listen to audio summaries, quiz themselves or learn the language of marketing with glossary flashcards on the go.

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