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Marketing

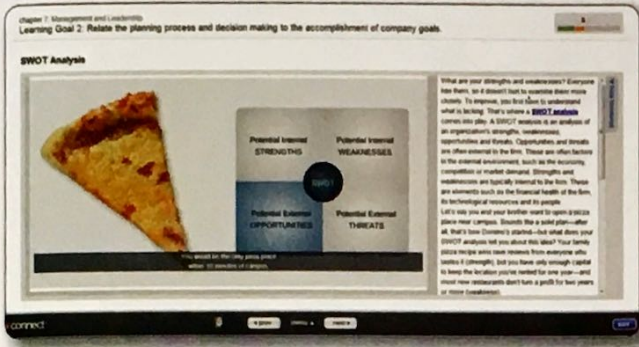
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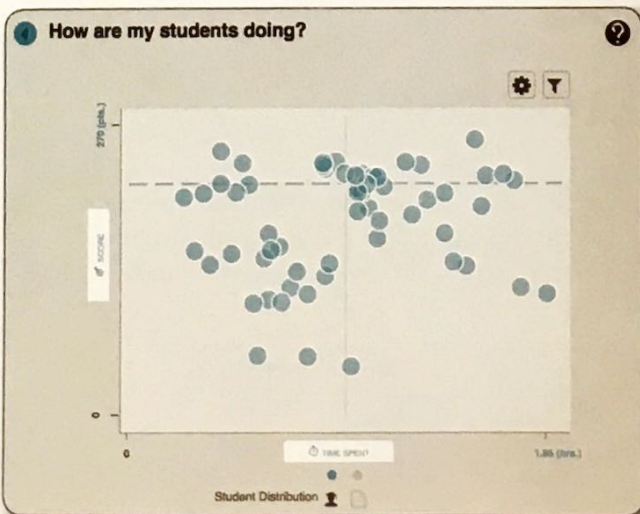
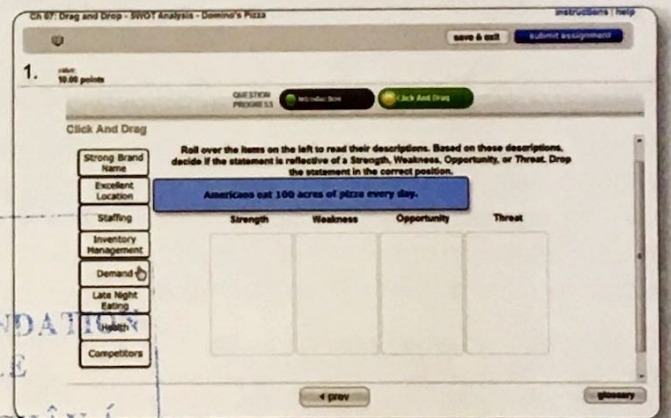


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Interactive Presentations cover each chapter's core learning objectives with narrated, animated presentations that pause frequently to check for comprehension. Interactive Presentations harness the full power of technology to appeal to all learning styles. Interactive Presentations are a great way to improve online or hybrid sections, but also extend the learning opportunity for traditional classes, such as in facilitating a "flipped classroom."

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Interactive Applications offer a variety of automatically graded exercises that require students to **apply** key concepts. Whether the assignment includes a *click and drag*, *video case*, or *decision generator*, these applications provide instant feedback and progress tracking for students and detailed results for the instructor.



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The first and only analytics tool of its kind, Connect Insight is a series of visual data displays, each of which is framed by an intuitive question and provides at-a-glance information regarding how an instructor's class is performing. Connect Insight is available through Connect titles.

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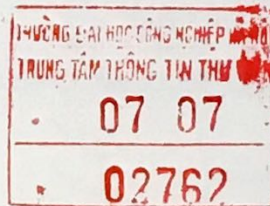
Fifth Edition

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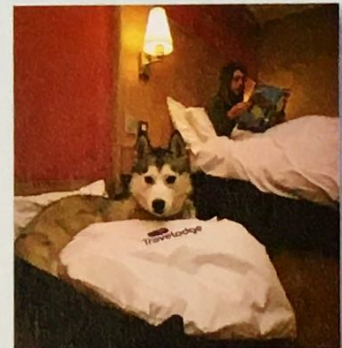
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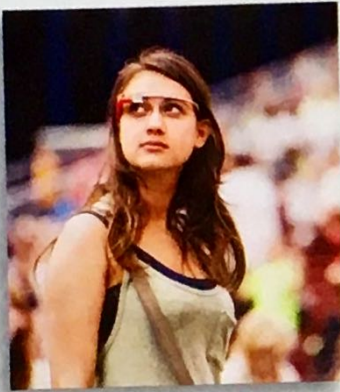
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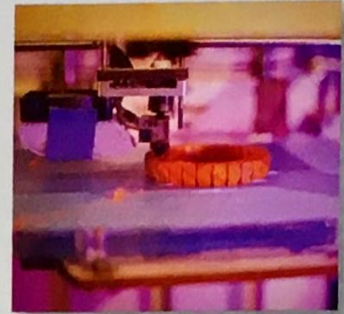
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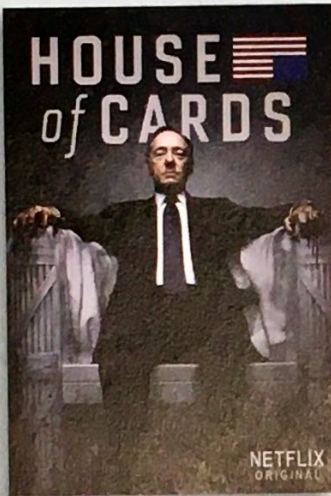
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