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COMPLETE BUSINESS AND ECONOMICS PACKAGE



11	2398	11	2398
12	2013	12	2013
13	1930	13	1930
14	1834	14	1834
15	1726	15	1726
16	1646	16	1646
17	1520	17	1520
18	1323	18	1323
19	1202	19	1202
20	1074	20	1074
21	953	21	953
22	838	22	838
23	729	23	729
24	626	24	626
25	529	25	529
26	438	26	438
27	353	27	353
28	274	28	274
29	201	29	201
30	134	30	134
31	73	31	73
32	18	32	18



Business resources from Alexander Street combine applied learning content from market-leading partners and expert contributors to meet the emerging educational needs of business students and instructors across the globe.

Our resources are curated by subject matter experts and designed for a range of learners, from students in community college studying business for the first time through those attending MBA and executive education programs. Our business division is celebrated for its wide-ranging expertise, and excels in disciplines including leadership, business communication, marketing, sustainable business, and human resource management.

Students and faculty turn to Alexander Street for:

- **Exclusive Content:** We offer a unique mix of resources, including videos, interviews, documentaries, books, articles, cases, and corporate training modules, backed with real sample business documents you can't find anywhere else.
- **Exceptional Partners:** Our content comes from quality partners known for their insights into business management and education, such as Bloomberg, PBS, BBC, Atma Global, CRM Learning, CARMA, Seven Dimensions, and more.
- **World-class Authors:** We bring together perspectives from a wide variety of industry leaders such as Michael Pratt (University of Illinois), Katherine Klein (University of Pennsylvania), Edgar Schein (MIT Emeritus), Kim Cameron (University of Michigan), Michael Hitt (Texas A&M University), Herman Aguinis (Indiana University), and many more.

- **Syllabus Alignment:** Business resources are linked to popular course topics in a range of business programs and include short-form materials designed for fast, in-depth learning.
- **Flexible Usage:** Enjoy unrestricted access to downloads and broad streaming rights to applicable content, including our user-friendly export feature, performance rights, and the right to download printed material student by student.
- **Powerful Platform and Learning Tools:** See the back cover for more details

The *Complete Business and Economics Package* is a comprehensive multimedia resource comprised of four in-depth learning modules. These modules work together with the deluxe features on Alexander Street's cross-searchable interface to provide a holistic, streamlined learning experience for students in all areas of business.

Business Education in Video

The Best Blend of Video Content for Business Programs

Business Education in Video provides video in a range of formats, including corporate training, case studies, executive interviews, expert lectures, instructional films, and documentaries. The 500 hours of applied video in this online streaming collection complement the business classroom by illustrating practical, real-life applications for relevant topic and skills. And with videos filmed as recently as 2013, educators

can rely on the accuracy and the relevance of the content to even the most contemporary of courses.

The films in the collection come from many of the content partners you already know and trust to bring high-quality business content to your program. Students can explore titles from CRM Learning, CARMA, Seven Dimensions, Learning Seed, Atma, and others. Plus, *Business Education in Video* is the first-ever collection to offer access to archival video content from Bloomberg TV.

Business E-books Online

500 Top Business Textbooks Together for the First Time on the Web

Business E-books Online gathers 500 of the best-known textbooks and reference materials in business education together for the first time in convenient digital format with unrestricted access for unlimited numbers of users. All of the texts in the collection are curated by expert editors to ensure their relevance to the full spectrum of business programs, including those at community colleges, four-year schools, and in MBA and executive education programs.

Included e-books come from the most recognized names in business education—including David Cooperrider, Edgar Schein, Charles Manz, and Kim Cameron—and the majority of works were published in 2011 or later, so you can rely on their quality and relevance to today's ever-changing business landscape.

The format of *Business E-books Online* makes the content business programs rely on even more convenient and accessible to students and faculty. By collating hundreds of full-text resources onto one central interface, *Business E-books Online* has benefits for everyone:

- Students are spared the growing costs of acquiring multiple hard-copy books
- Faculty get unprecedented flexibility to pick and choose the materials and excerpts most relevant to their courses
- Librarians can review in-depth usage metrics and statistics for every title
- Unlimited users can access 100,000+ pages of content anytime, anywhere

Plus, the collection comes with unrestricted access and liberal usage policies, making it the best way to provide the most users with the greatest range of content, no strings attached.

Human Resource Management Online

Applied HR Content for Business Programs Worldwide

Human Resource Management Online brings together for the first time online a mix of the top applied content for HR academic programs. It is growing to include a mix of more than 4,000 expert-selected primary source documents, including corporate training videos, instructional films, case studies, text book chapters, research reports, sample business documents, and self-assessments.

Materials are from the best-known names in human resource management and business education, including the Society of Human Resource Management, The Kellogg School of Management, and Seven Dimensions, and much of the content has never before been available to those without a society membership. Content is among the newest available, with a majority published 2009 or later,



ensuring users have access to the documents that best support the needs of contemporary HR professionals.

Content is built around a representative syllabus and carefully arranged to provide a clear learning path through key topics. Focal areas in *Human Resource Management Online* include:

- Compensation and benefits
- Employee rights and relations
- Equal opportunity
- Ethical, legal, and social considerations
- Global human resource management
- Health, safety, and security
- Job analysis and design
- Organizational planning and strategy
- Organizational review
- Performance management
- Recruitment, selection, and placement
- Separation and retention
- Training and development
- Unions and collective bargaining

International Business Online

Applied Multimedia Content for International Business Studies

International Business Online synthesizes for the first time online the world's highest quality applied multimedia content for the study of international business. This online collection is curated by business experts and closely aligned to the syllabi of today's international business courses.



Collectively, it will grow to include a mix of more than 4,000 expert-selected primary source documents, including corporate training videos, instructional films, case studies, text book chapters, research reports, sample business documents, and self-assessments.

Content providers are among the best-known names in international business education, and materials include case studies from the Thunderbird School of Management and instructional video from Atma Global. Materials are among the newest available, with 80 percent published 2009 or later, ensuring users have access to the documents that best support today's rapidly changing international business environment.

Key topics in *International Business Online* include:

- Assessing and analyzing foreign markets
- Cultural forces
- Economic and socioeconomic forces
- Ethics, sustainability, and social responsibility
- Foreign direct investment and international trade theories
- Global human resource management
- Global marketing
- Global operations management
- Global strategy and management
- Globalization
- International finance and accounting
- International monetary system
- Political and legal forces

ABOUT OUR STREAMING PLATFORM

Explore on computer or mobile device:

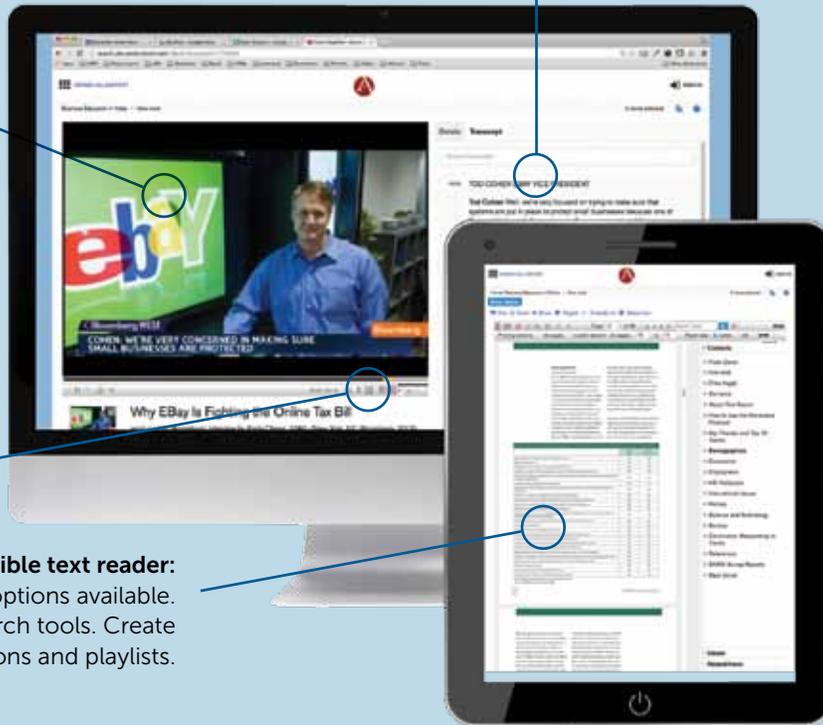
Audio, video, and text players work on a variety of hardware.

Synchronous, scrolling transcripts

High-speed streaming video automatically adjusts to your bandwidth.

Intuitive video editor: Create, annotate, and share clips and playlists, then easily slide them into a syllabus or LMS.

Flexible text reader: Many viewing options available. Powerful search tools. Create citations and playlists.



PLUS

Powerful browsing facets:

Discover new content while you search and explore

Hyper-targeted search:

Zoom straight to the results you're looking for

Unparalleled support:

Connect with a dedicated Account Manager, video tutorials, and more

Citation generator:

Export instantly in APA, Chicago, and MLA

Sophisticated admin portal:

Track title and subject statistics with 24-hour currency

Outbound discovery:

Access relevant web content within the interface



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