

Bové and Thill's *Real-Time Updates* Free Content Service

A Proven Resource for Students and Instructors,
Already with More Than **1.6 Million** Pageviews

Google Analytics Shows the Value of Real-Time Updates

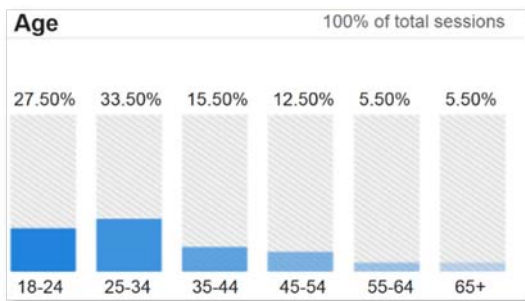
Since its launch in 2009, Bové and Thill's Real-Time Updates has tallied more than 1.6 million pageviews in a quarter of a million user sessions. With access to more than 6,500 hand-picked media items, students and instructors continue to find new and insightful content.

Seasonal surges in traffic, corresponding with the September and January terms, show how these free resources are being integrated into course experiences at hundreds of colleges and universities.



Source: Google Analytics

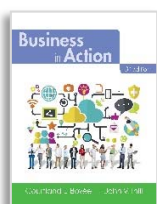
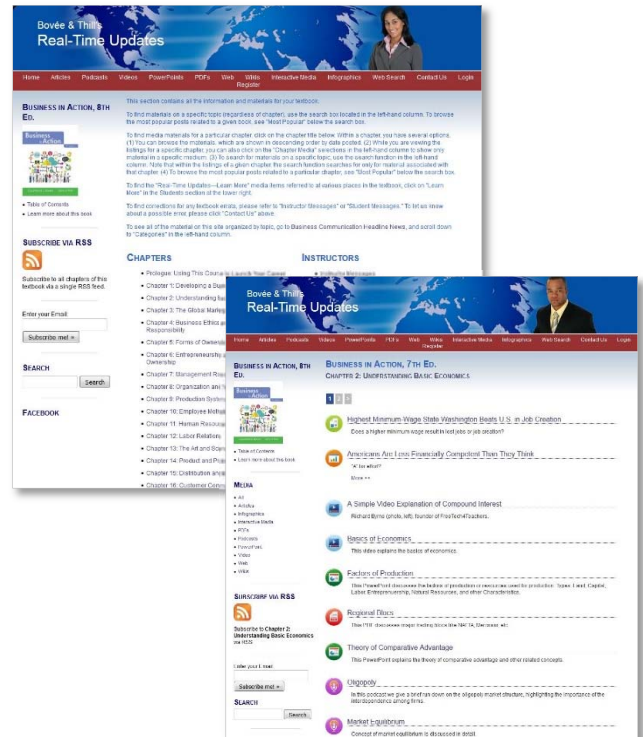
The age distribution of Real-Time Updates users suggests that large numbers of students are using the service to enhance the value of their Bové and Thill textbooks.



Source: Google Analytics

Put Real-Time Updates to Work in Your Courses

This simple-to-use system automatically provides weekly content updates, including interactive websites, infographics, podcasts, PowerPoint presentations, online videos, PDF files, and articles. You can browse by chapter or media type or subscribe to updates chapter by chapter to get only the material that applies to your current chapter. Visit <http://real-timeupdates.com/bia8> to subscribe.



Business in Action, 8e
High-efficiency learning without compromises

- Full topic coverage while being 20 percent shorter than other leading texts
- Visual learning for a new generation of students, with more than 150 *Exhibit That Teach*
- Vignettes and case studies that bring business concepts to life
- Objective-driven design with interim checkpoints to help students process and remember key points

Learn more at <http://real-timeupdates.com/bia8>