

Compare the Leading-Edge Coverage in *Business in Action*, Ninth Edition

- Explains the topic and helps students understand it in the context of contemporary business practices
- ◐ Mentions the topic or offers markedly less coverage than *Business in Action*

(Based on a search of each book's index for the terms listed and for likely synonyms or related coverage)

	Bovée/Thill <i>Business in Action</i> 9e	Ebert/Griffin <i>Business Essentials</i> 12e	Pride/Hughes/Kapoor <i>Foundations of Business</i> 6e	Nickels/McHugh/McHugh <i>Understanding Business</i> 12e	Solomon/Poatsy/Martin <i>Better Business</i> 5e	Ferrell/Hirt/Ferrell <i>Business Foundations</i> 11e
Strategic planning, management, and business intelligence						
Artificial intelligence	●					
Big data, data analytics	●	◐	◐	◐	◐	◐
Cognitive automation	●					
Digital transformation	●					
Disruptive innovation	●					
Machine learning and deep learning	●					
Pivoting	●					
Marketing and customer relationships						
Customer experience (CX) design	●					
Marketing analytics	●	◐	●	◐		◐
Pricing innovations:						
Algorithmic/dynamic	●	●	●		●	
Auction pricing	●	●			●	
Device-as-a-service	●					
Freemium pricing	●					
Subscription pricing	●					
Yield management	●					
Social commerce	●	◐	●	●	◐	●
Social customer care	●		●			
Voice of the customer (VoC)	●					
Finance and accounting						
Cryptocurrency	●			●		◐
Fintech	●			◐		◐
Business and society						
Purpose-driven business, purpose-driven companies	●	◐	◐	◐	●	◐
Sustainability	●	◐	●	●	●	●
Human resources						
The gig economy	●			●		
Workforce analytics	●	◐	◐			
Operations and information systems						
Blockchain, smart contracts	●					
Industry 4.0 and the smart factory	●					
Robotic process automation of office work	●					
Virtual and augmented reality	●			●		