

Does Your Introduction to Business Textbook Deliver the Skills and Insights Needed for a Vastly Changed Business Environment?

The Three Essential Topics That Today's Introduction to Business Course Must Address

Society's Evolving Expectations for Business

From the world-changing impact of the pandemic to the prospect of conducting business in the metaverse to a spark of hope in the union movement, the past several years have been momentous for business. Now in its 10th edition, *Business in Action* has been comprehensively revised to reflect all these changes and to help students prepare for the complexities and expectations of today's workplace.

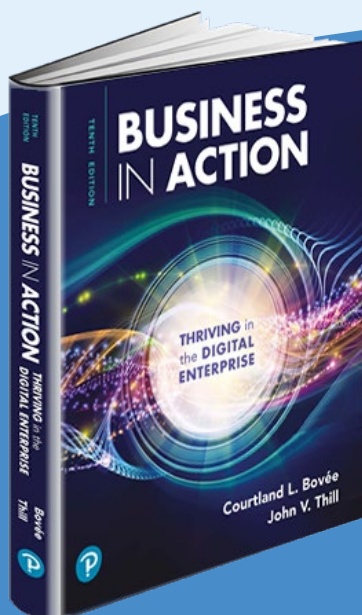
The past few years have also witnessed a long-overdue reckoning with bias in the workplace, and responsive businesses are rethinking everything from recruiting strategies to executive mentoring programs. In addition to addressing these changes through updated chapter content, the special features and visual presentation of the 10th edition were reimagined so that students can see their cultures and lived experiences reflected in the material.

Contemporary Leadership Practices

By touching virtually every aspect of business, the COVID-19 pandemic presented a variety of ways to show students how external forces affect business management. The 10th edition explores these learning opportunities in such areas as new strategies for employee motivation, evolving leadership styles, adaptable organizational models, and the design trade-offs that made global supply chains so vulnerable to disruption.

The AI Revolution in Business

The ChatGPT writing tool that is causing a stir in business and academia is more evidence of the pervasive role of smart technology in modern business. These tools have profound ethical, legal, and practical implications for business professionals. *Business in Action* has been tracking the rise of AI and other digital advances for years and continues to lead the market with coverage of these innovative and often disruptive technologies.



Business in Action 10e

More than half the Behind the Scenes features were replaced to highlight a more diverse range of entrepreneurs and executives.

More than 750 new and updated citations reflect the depth of research that went into preparing this new edition

More than 150 new assessment and critical thinking questions help you and your students evaluate learning achievement

The unique Thriving in the Digital Enterprise sections were updated to show the latest advances in the digital transformation of business

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