Understanding Business has long been the Gold Standard and the preeminent teaching and learning experience ever created for Introduction to Business.

The experience, diverse authorship, and long-tenured editorial team have created a product that meets the needs of nearly all classrooms, no matter the size, teaching modality, or learning objectives. The content is unmatched in depth, breadth, currency, and relevancy, and is presented in an extremely readable format for students with all learning styles. A wealth of technology solutions engages students, enriches learning, furthers understanding, and simplifies instructors’ assessment processes. Course supplements tightly align with chapter concepts and enhance retention, making instructors of all experience levels Grade-A rock stars. And unparalleled support from our digital faculty consultants helps ensure you and your students benefit from the full experience of what is now the Gold Standard in Introduction to Business classes.
Real-world case studies—across nearly all industries and company sizes—ensure your students are apprised of the most current challenges business people face today. From Brexit and ransomware to 3D printing and robo-advisors, you have access to numerous relevant samples that tie directly into chapter lessons. Plus, with the option to take advantage of From the News to the Classroom, you can enrich the learning experience with content that is updated multiple times each week and includes abstracts of relevant news stories, video tied to chapter topics, and critical-thinking questions that streamline your prep time and help create an ultra-current course.
As a learning science company, McGraw-Hill creates content that amplifies higher-order thinking skills. Interactive learning tools within McGraw-Hill Connect are tagged accordingly, so you can filter your search, assign it, and receive reports on your students’ level of learning.

The result—increased teaching effectiveness and learning efficiency by facilitating a stronger connection between the course material and the student.

*Assets listed are available for Introduction to Business.*
Whether it’s your first or fortieth year teaching, you can benefit from a wealth of assessments and class-tested resources that simplify your evaluation process and enrich the learning experience.

**ASSESSMENT TOOLS:**
- **SmartBook** helps students study more efficiently by highlighting where in the chapter to focus, asking review questions, and pointing them to resources until they understand.
- **Chapter quizzes** are pre-built to cover all chapter learning objectives.
- **Test bank** is by far the largest and most accurate collection of questions on the market, with over 300 questions per chapter.
- **Application exercises** reinforce concepts and facilitate comprehension.
- **Video assignments** help exemplify difficult concepts.
- **Mini-simulations** allow students to immerse themselves in the critical-thinking and problem-solving opportunities of realistic business scenarios.
- **Business plan prep assignments** support students to see the interconnectedness of business functions and the building of their semester projects.

**ADDITIONAL RESOURCES:**
- **New teacher’s resource manual** includes tools to improve retention and engagement, while helping save the instructor’s time.
- **From the News to the Classroom** is updated multiple times each week and features abstracts of relevant news stories, video tied to chapter topics, and critical-thinking questions that streamline your prep time and help create an ultra-current course.
- **PowerPoint presentations** include integrated polling questions and additional examples that improve student engagement and help make you a rock-star instructor.
- **Video library** with Video Teaching Guide includes:
  - **Company case videos** produced specifically to expound on chapter learning objectives via real-world business situations across a broad range of industries, sizes, and geographic locations, allowing students to contextualize the chapter’s content.
  - **Hot seat videos** offer short cases that show real business professionals confronting a variety of workplace challenges.
  - **iSeeIt!** animated video explanations clarify the most commonly confused topics and can be accessed within the e-book.
We want you to get the most out of Understanding Business, and we do everything possible to help provide your students an exceptional learning experience.

FROM THE FIRST TO THE LAST DAY OF THE SEMESTER, WE SUPPORT YOU WITH:
- Local Learning Technology Representatives
- Digital faculty consultants
- Student ambassadors
- Implementation consultants
- Technical support
- Integration with your learning-management system
- Content your way: A robust library of cross-disciplinary content
- Student-progress tracking
- Accreditation and assurance of learning readiness
- Fully automated lecture capture via Tegrity®

Our team of accessible authors, digital faculty consultants, and extensive toolbox of support programs ensure you receive the full value of all this product has to offer.

THE BOTTOM LINE
The business world is constantly changing, and your classroom needs to keep up. With Nickels/McHugh/McHugh, Understanding Business, 12th Edition, both you and your students can experience the Gold Standard in Introduction to Business classes.