



TEXAS

# Texas Proclamation 2017

BUSINESS EDUCATION



[NGL.Cengage.com/Texas](http://NGL.Cengage.com/Texas)

# Elevate classroom learning with our career and technical education solutions!

National Geographic Learning, part of Cengage Learning, provides a portfolio of quality materials for K–12 education. Our trusted and respected programs from our imprints, such as Delmar and South-Western, have been supporting you and your students for over 100 years. Our digital and textbook resources fully support 21st Century skills development and college and career readiness. Our solutions, driven by innovative technology and authoritative content, engage and empower your learners to achieve success in the classroom and beyond.

## OUR PROGRAMS HELP STUDENTS AND TEACHERS SUCCEED WITH:

- College & Career Readiness
- 21st Century Skill Development
- Industry Certification
- Career Cluster Pathways
- Correlated TEKS Content

## DIGITAL SOLUTIONS

### Engage, Prepare, Succeed

To enhance our amazing content, we offer an array of digital solutions and services that improve student engagement and results through eBooks and complete, online programs. Our dedicated Digital Course Support professionals will provide hands-on assistance from start to finish!

#### MindTap

*This personal learning environment combines the eBook and resources into a singular Learning Path*

#### Online Keyboarding in SAM

*A complete online keyboarding learning solution with keying warm-ups, skill building, timed writings, and Microsoft Office trainings.*

#### Instructor Resources

*Our online Instructor Resources are filled with tools to help plan effective and engaging lessons. Instructor Resources may include test banks and engines, presentations, teacher manuals, figure files, and more!*

## OUR COMMITMENT TO YOU

National Geographic Learning is committed to teacher excellence. Hundreds of content experts and consultants have been trained and are ready to provide you with seamless implementation of our programs, share best practices, and customize training to your school and district needs.



# MindTap

## Tap into the **personalized** teaching experience

MindTap is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing you to measure skills and outcomes with ease.



### Elevate Thinking

Relevant readings, multimedia, and activities are designed to take students up the levels of learning, from basic knowledge to analysis and application.

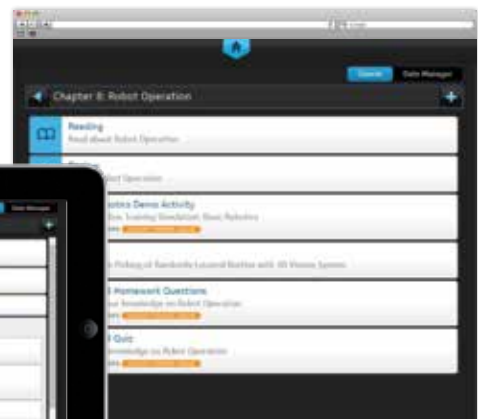


### Promote Better Outcomes

Analytics and reports provide a snapshot of class progress, time in course, engagement and completion rates.

### Personalize Your Course

Personalized teaching becomes yours through a Learning Path built with key student objectives and your syllabus in mind. Control what students see and when they see it.



*“MindTap has been extremely easy to use. You can use it just to access your textbook or use it to the fullest and assign readings and assignments. Its flexibility is very valuable and can be adapted to your comfort level with technology.”*

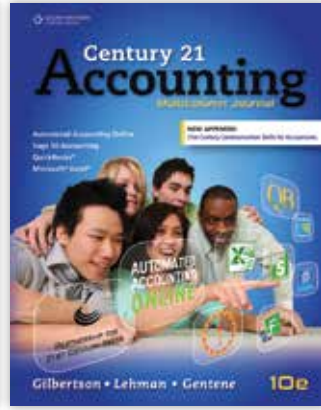
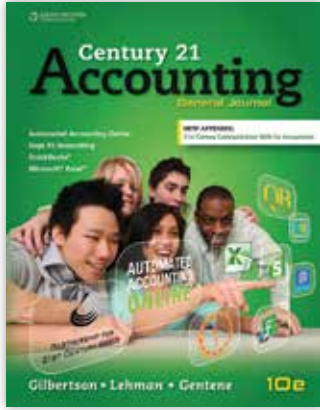
— Jennifer Blair, Katy High School

Tap into more info at:  
**NGL.Cengage.com/MindTap**

Request FREE trial access  
**NGL.Cengage.com/highschoolreview**

National Geographic Learning is proud to bid the following Business Education titles for the Texas Proc 2017. All of these titles will provide ample instructor resources and digital offerings.


Accounting I



**Century 21 Accounting: General Journal**

Copyright Update ©2017

- Updated edition transforms your high school accounting course to give students even more learning options—and equips them for Microsoft Excel®, Peachtree/Sage 50, QuickBooks®, and Automated Accounting Online
- Includes new critical-thinking activities, real-world applications, and updated accounting instruction
- Provides enhanced online learning solutions such as Online Working Papers, Automated Accounting Online computerized accounting software, and MindTap™ with Aplia

**MindTap**  with Aplia™ Online Working Papers

*This personal learning environment combines the eBook and resources into a singular Learning Path*

**Century 21 Accounting: General Journal Adoption Packages**

|                                    |               |          |
|------------------------------------|---------------|----------|
| Student Edition + MindTap (8 year) | 9781337459921 | \$185.00 |
| Digital Only—MindTap (8 year)      | 9781337460767 | \$165.00 |

**Instructor Package** 9781305992948

- Wraparound Instructor's Edition
- Online Companion Site
- Instructor's Resource Kit (simulation keys, chapter and part tests, teacher edition working papers)
- ExamView® for Gilbertson/Lehman/ Gentene's Century 21 Accounting: General Journal 9780840065544

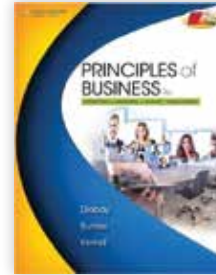
**Century 21 Accounting: Multicolumn Journal Adoption Packages**

|                                    |               |          |
|------------------------------------|---------------|----------|
| Student Edition + MindTap (8 year) | 9781337459914 | \$185.00 |
| Digital Only—MindTap (8 year)      | 9781337460750 | \$165.00 |

**Instructor Package** 9781305993006

- Wraparound Instructor's Edition
- Online Companion Site
- Instructor's Resource Kit (simulation keys, chapter and part tests, teacher edition working papers)
- ExamView® for Gilbertson/Lehman/ Gentene's Century 21 Accounting: Multicolumn Journal 9781133963240

Principles of Business, Marketing and Finance



**Principles of Business**

9th Edition © 2017

- A market-leading text that provides an abundance of practical applications connecting students to the business world
- Serves as the foundations course for Business Management and Administration Career Cluster Pathway
- Addresses vital “soft skills,” such as making effective presentations, resolving conflict, teamwork, interviewing, and problem solving
- Provides preparation support for success in competitive events such as DECA, FBLA and BPA

**MindTap** 

*This personal learning environment combines the eBook and resources into a singular Learning Path*

**Adoption Packages**

|                                    |               |          |
|------------------------------------|---------------|----------|
| Student Edition + MindTap (8 year) | 9781337459815 | \$107.00 |
| Digital Only—MindTap (8 year)      | 9781337460651 | \$87.00  |

**Instructor Package** 9781305993051

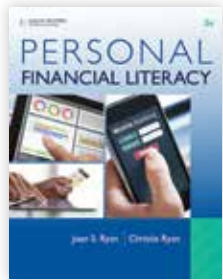
- Wraparound Instructor's Edition
- Online Companion Site with Cengage Learning Testing, powered by Cognero®
- Instructor's Resource CD
- Chapter and Unit Tests



*“MindTap has been a great tool to use in my accounting classroom. The website provides an easy to understand calendar that helps students stay organized and keep track of their progress. It alleviates the burden of having to grade problems for teachers. It allows students to have instant and specific feedback. It combines many tools the students and teacher will need into one convenient package...”*

— Brandon Bier, El Paso ISD

Money Matters and Dollars & Sense



**Personal Financial Literacy**

3rd Edition © 2017

- Ideal introductory resource for students taking a business elective or personal financial literacy course as part of the general curriculum
- Designed to help students learn and apply valuable life skills in money management, career planning, saving and investing, credit management, and retirement planning
- Aligned with the Jump\$tart Coalition's National Standards for Personal Financial Literacy



*This personal learning environment combines the eBook and resources into a singular Learning Path*

**Money Matters Adoption Packages**

|                                    |               |         |
|------------------------------------|---------------|---------|
| Student Edition + MindTap (8-Year) | 9781337459839 | \$98.00 |
| Digital Only—MindTap (8-Year)      | 9781337460675 | \$78.00 |
| <b>Instructor Package</b>          | 9781305992955 |         |

|  |  |
|--|--|
| Annotated Instructor's Edition   |  |
| Instructor's Resource CD   |  |
| Online Companion Site with Cengage Learning Testing, powered by Cognero® |  |

**Dollars and Sense Adoption Packages**

|                                    |               |         |
|------------------------------------|---------------|---------|
| Student Edition + MindTap (8-Year) | 9781337459846 | \$98.00 |
| Digital Only—MindTap (8-Year)      | 9781337460682 | \$78.00 |
| <b>Instructor Package</b>          | 9781305992993 |         |

|  |  |
|--|--|
| Annotated Instructor's Edition   |  |
| Instructor's Resource CD   |  |
| Online Companion Site with Cengage Learning Testing, powered by Cognero® |  |

Sports and Entertainment Marketing



**Sports and Entertainment Marketing**

4th Edition © 2016

- Updated edition incorporates feedback from instructors across the country, offering expanded coverage, updated content, and exciting new features
- Continues to cover popular sports and entertainment topics as the foundation for teaching marketing concepts
- Includes Case Studies and Winning Edge activities for BPA, DECA, and FBLA to prepare students for success in competitive events
- New "Social Media Marketing" feature in every chapter
- Includes new features: Math in Marketing and Communication Connections



*This personal learning environment combines the eBook and resources into a singular Learning Path*

**Adoption Packages**

|                                    |               |         |
|------------------------------------|---------------|---------|
| Student Edition + MindTap (8-Year) | 9781337459884 | \$75.00 |
| Digital Only—MindTap (8-Year)      | 9781337460729 | \$55.00 |
| <b>Instructor Package</b>          | 9781305993211 |         |

|  |  |
|--|--|
| Annotated Instructor's Edition   |  |
| Instructor's Resource CD   |  |
| Online Companion Site with Cengage Learning Testing, powered by Cognero® |  |

Entrepreneurship



**Entrepreneurship: Ideas in Action**

6th Edition © 2017

- Encourages students to examine all the major steps involved in starting a business: ownership, strategy, finance, and marketing
- Prepares students for employment as entrepreneurs, and features profiles of successful young entrepreneurs
- Includes information on online research and online business planning
- Offers abundant real-life examples that put the content in a format students can relate to, and incorporates the framework for 21st Century Learning to help prepare students for the real world



*This personal learning environment combines the eBook and resources into a singular Learning Path*

**Adoption Packages**

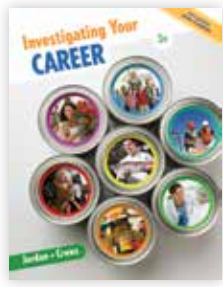
|                                    |               |         |
|------------------------------------|---------------|---------|
| Student Edition + MindTap (8-Year) | 9781337459822 | \$98.00 |
| Digital Only—MindTap (8-Year)      | 9781337460668 | \$78.00 |
| <b>Instructor Package</b>          | 9781305993136 |         |

|  |  |
|--|--|
| Annotated Instructor's Edition   |  |
| Instructor's Resource CD   |  |
| Online Companion Site with Cengage Learning Testing, powered by Cognero® |  |

**1-year and 3-year bundle pricing also available**

**BUSINESS EDUCATION**

Exploring Careers



**Investigating Your Career**

3rd Edition ©2013

- Students explore each of the U.S. Dept. of Education's 16 Career Clusters while also identifying high school and college course offerings related to their career choices
- Encourages exploration of careers by focusing on Passions, Attitude, Talents, and Heart to identify life-long interests

**Adoption Packages**

Student Edition + VitalSource eBook (8-Year) **9781337459891 \$92.00**

Digital Only—VitalSource eBook (8-Year) **9781337460736 \$62.00**

**Instructor Package**

9781305993129

---

Wraparound Instructor's Edition

---

Online Companion Site

---

Examview

---

Instructor's Resource CD

Career Preparation I



**Working**

5th Edition ©2013

- Provides a solid grasp of how to prepare for work and life through career planning, money management, and independent-living techniques
- Expands academic connections and adds 21st Century™ Skills coverage to match the needs of industry and education
- Highlights transferable skills to prepare students for continually changing workplaces

**Adoption Packages**

Student Edition + VitalSource eBook (8-Year) **9781337459907 \$85.00**

Digital Only—VitalSource eBook (8-Year) **9781337460743 \$55.00**

**Instructor Package**

9781305993013

---

Wraparound Instructor's Edition

---

Online Companion Site

---

Examview

---

Instructor's Resource CD

Touch System Data Entry



**Century 21® Computer Skills and Applications, Lessons 1–90**

10th Edition ©2015

- Enables students tap into the latest keyboarding technology, learn to master computer applications using Microsoft Office® 2013, and increase their communication skills
- Features stronger pre- and post-assessment tools that allow accurate monitoring of student progress
- Covers the latest keyboarding technology: speech recognition, Internet, e-mail, database, electronic presentations, spreadsheets, and advanced word processing

**Adoption Packages**

Student Edition + Online Keyboarding in SAM(8-Year) **9781337433037 \$144.00**

Digital Only—Online Keyboarding in SAM(8-Year) **9781337460552 \$64.00**

**Instructor Package**

9781305993075

---

Wraparound Instructor's Edition

---

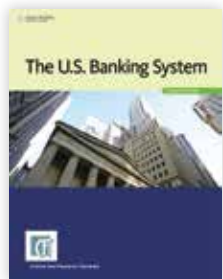
Instructor's Resource CD

---

Online Companion Site with Cengage Learning Testing, powered by Cognero®

**1-year and 3-year bundle pricing also available**

OFF-LIST TITLES



**The U.S. Banking System**

3rd Edition © 2017  
9781285090894

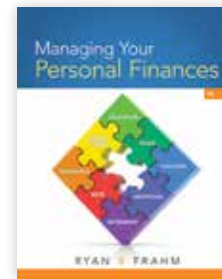
*Guides students through an overview of United States financial services, including information on human resources, marketing, and ethics.*



**Business Management**

14th Edition © 2017  
9781305661813

*Provides business management concepts and principles in a realistic, investigative, and enriching manner.*



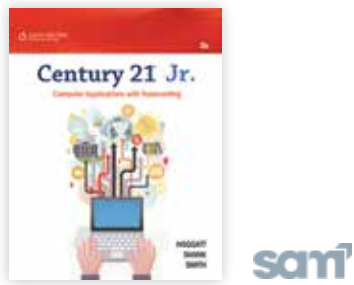
**Managing Your Personal Finances**

7th Edition © 2016  
9781305076815

*Students discover new ways to maximize their earning potential, develop strategies for managing their resources, and gain insight into the different ways of investing money.*



## Touch System Data Entry



### Century 21® Jr. Computer Applications

3rd Edition ©2016

- This introductory text is the perfect companion for navigation of computer basics, file management, the Internet, keyboarding, word processing, desktop publishing, spreadsheets, presentations, and databases.
- Provides step-by-step guidance, with engaging activities
- Units are divided into easy-to-manage chapters and projects will help students learn the features of Microsoft Office 2013 and 365.

#### Adoption Packages

|  |               |          |
|--|---------------|----------|
| Student Edition + Online Keyboarding in SAM (8 year) | 9781337433044 | \$128.00 |
| Digital Only—Online Keyboarding in SAM (8 year)      | 9781337460569 | \$64.00  |

#### Instructor Package

|  |               |
|--|---------------|
| Wraparound Instructor's Edition  | 9781305993068 |
| Instructor's Resource CD   |               |
| Online Companion Site with Cengage Learning Testing, powered by Cognero® |               |

## Touch Systems Data Entry



### Online Keyboarding in SAM™

- A complete online keyboarding learning solution with keying warm-ups, skill building, timed writings, and more
- Accompanies our Century 21® Computer Skills and Applications and Century 21® Jr. Computer Applications programs including an eBook
- Automatic grading and immediate feedback for students
- SAM™ Office 2013 Simulations for application of skills in Word®, PowerPoint® and Excel®
- An intuitive design easy for high school students to navigate
- Detailed reports to monitor student progress

## Digital and Interactive Media



### Digital Media

4th Edition © 2017

- Prepares students for the multimedia-rich workplace by teaching them multimedia concepts as well as business-standard software applications to complete projects and solve problems
- Gives students a strong foundation in the concepts and practices of digital multimedia and allows the text to focus on the more creative end of business technology
- Updated for Microsoft Office 2013 and Adobe Creative Cloud, Windows 8.1, among other software



*This personal learning environment combines the eBook and resources into a singular Learning Path*

#### Adoption Packages

|                                    |               |         |
|------------------------------------|---------------|---------|
| Student Edition + MindTap (8-Year) | 9781337433075 | \$96.00 |
| Digital Only—MindTap (8-Year)      | 9781337460590 | \$76.00 |

#### Instructor Package

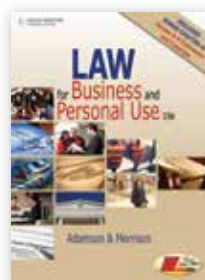
|  |               |
|--|---------------|
| Instructor's Resource CD   | 9781305993082 |
| Online Companion Site with Cengage Learning Testing, powered by Cognero® |               |



### Marketing

4th Edition © 2016  
9781133962489

*Presents marketing as a set of skills and knowledge combined with economics, finance, and career planning to create strategic plans.*



### Law for Business and Personal Use

19th Edition © 2017  
9781305653009

*Explore the foundations of business law as well as the application of legal concepts to everyday life.*



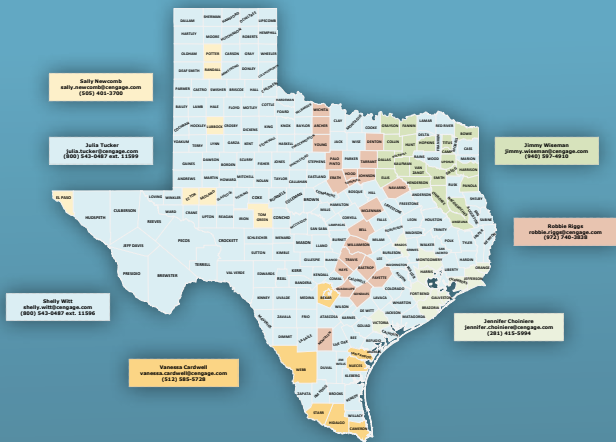
### The Office: Procedures and Technology

6th Edition © 2013  
9781111574352

*Prepares students for entry-level positions in an office setting, focusing on office technology and soft skills*

**Request your FREE samples today!**

**Contact your Sales Consultant located on the back of this brochure**



For more information,  
contact your  
National Geographic Learning  
Sales Consultant:

**Vanessa Cardwell**  
512-585-5728  
vanessa.cardwell@cengage.com

**San Antonio/South Texas Area**

Bexar  
Cameron  
Hidalgo  
Nueces  
San Patricio  
Starr  
Webb

**Jennifer Choiniere**

281-415-5994  
jennifer.choiniere@cengage.com

**Houston Area**

Brazoria  
Brazos  
Chambers  
Fort Bend  
Galveston  
Harris  
Jefferson  
Montgomery  
Orange  
Victoria

**Robbie Riggs**

972-740-3838  
robbie.riggs@cengage.com

**Fort Worth/Central Texas Area**

Archer  
Bastrop  
Bell  
Denton  
Erath  
Fayette  
Gonzales  
Guadalupe  
Hays  
Hood  
Johnson  
McLennan  
Navarro  
Palo Pinto  
Parker  
Tarrant  
Travis  
Wichita  
Williamson  
Young

**Sally Newcomb**

505-401-3700  
sally.newcomb@cengage.com

**West Texas Area**

Ector  
El Paso  
Lubbock  
Midland  
Potter  
Randall  
Tom Green

**Jerene Boronow**

817-528-1878  
jerene.boronow@cengage.com

**Dallas Area**

Angelina  
Bowie  
Camp  
Cherokee  
Collin  
Dallas  
Ellis  
Fannin  
Grayson  
Gregg  
Harrison  
Henderson  
Hopkins  
Hunt  
Kaufman  
Nacogdoches  
Panola  
Rockwall  
Smith  
Titus  
Upshur  
Van Zandt

**Shelly Witt (Inside)**

(o) 1-800-543-0487 ext.11596  
shelly.witt@cengage.com

**Texas Counties**

|          |           |           |              |
|----------|-----------|-----------|--------------|
| Andrews  | Falls     | King      | Polk         |
| Aransas  | Fisher    | Kinney    | Real         |
| Atascosa | Floyd     | Kleberg   | Red River    |
| Austin   | Foard     | Knox      | Robertson    |
| Bailey   | Franklin  | La Salle  | San Jacinto  |
| Bandera  | Freestone | Lamar     | Scurry       |
| Baylor   | Frio,     | Lamb      | Shackelford  |
| Bee      | Gaines    | Lampasas  | Somervell    |
| Borden   | Garza     | Leon      | Stephens     |
| Bosque   | Grimes    | Liberty   | Stonewall    |
| Brooks   | Hale      | Limestone | Taylor       |
| Burleson | Hamilton  | Live Oak  | Terry        |
| Callahan | Hardeman  | Lynn      | Throckmorton |
| Cass     | Hardin    | Madison   | Trinity      |
| Clay     | Haskell   | Marion    | Tyler        |
| Cochran  | Hill      | Martin    | Uvalde       |
| Comanche | Hockley   | Maverick  | Walker       |
| Cooke    | Houston   | McMullen  | Waller       |
| Coryell  | Howard    | Medina    | Washington   |
| Cottle   | Jack      | Milam     | Wilbarger    |
| Crosby   | Jasper    | Mills     | Willacy      |
| Dawson   | Jim Hogg  | Mitchell  | Wilson       |
| Delta    | Jim Wells | Montague  | Wise         |
| Dickens  | Jones     | Morris    | Yoakum       |
| Dimmit   | Kenedy    | Motley    | Zapata       |
| Duval    | Kent      | Newton    | Zavala       |
| Eastland | Kerr      | Nolan     |              |

**Julia Tucker (Inside)**

(o) 1-800-543-0487 ext.11599  
julia.tucker@cengage.com

**Texas Counties**

|               |            |               |         |
|---------------|------------|---------------|---------|
| Anderson      | Gillespie  | Ochiltree     | Wheeler |
| Armstrong     | Glasscock  | Oldham        | Winkler |
| Blanco        | Goliad     | Parmer        | Wood    |
| Brewster      | Gray       | Pecos         |         |
| Briscoe       | Hall       | Presidio      |         |
| Brown         | Hansford   | Rains         |         |
| Burnet        | Hartley    | Reagan        |         |
| Caldwell      | Hemphill   | Reeves        |         |
| Calhoun       | Hudspeth   | Refugio       |         |
| Carson        | Hutchinson | Roberts       |         |
| Castro        | Irion      | Runnels       |         |
| Childress     | Jackson    | Rusk          |         |
| Coke          | Jeff Davis | Sabine        |         |
| Coleman       | Karnes     | San Augustine |         |
| Collingsworth | Kendall    | San Saba      |         |
| Colorado      | Kimble     | Schleicher    |         |
| Comal         | Lavaca     | Shelby        |         |
| Concho        | Lee        | Sherman       |         |
| Crane         | Lipscomb   | Sterling      |         |
| Crockett      | Llano      | Sutton        |         |
| Culberson     | Loving     | Swisher       |         |
| Dallam        | Mason      | Terrell       |         |
| De Witt       | Matagorda  | Upton         |         |
| Deaf Smith    | McCulloch  | Val Verde     |         |
| Donley        | Menard     | Ward          |         |
| Edwards       | Moore      | Wharton       |         |