

Goodheart-Willcox

BUSINESS, MARKETING & CAREER EDUCATION

FALL 2012

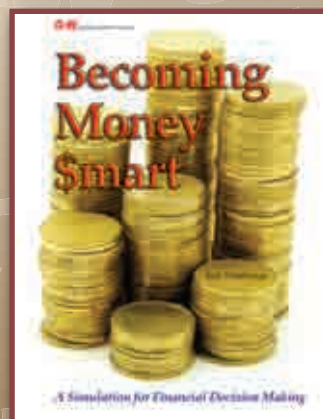
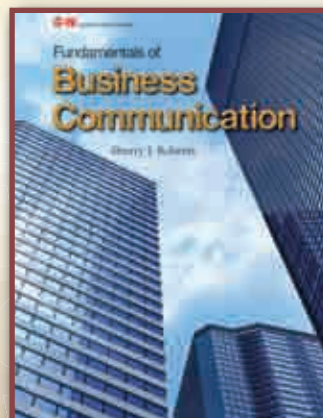
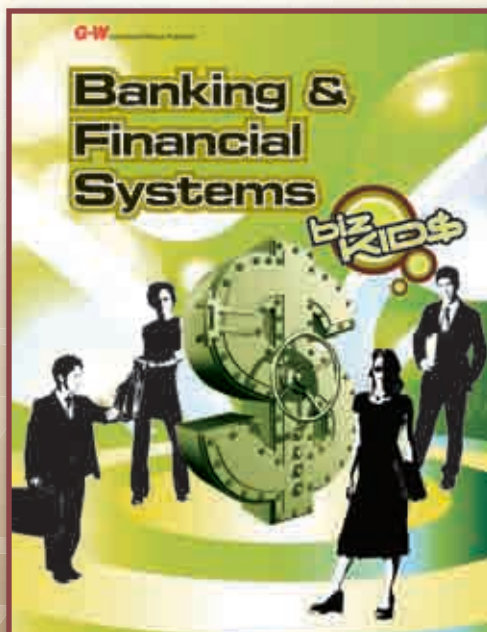
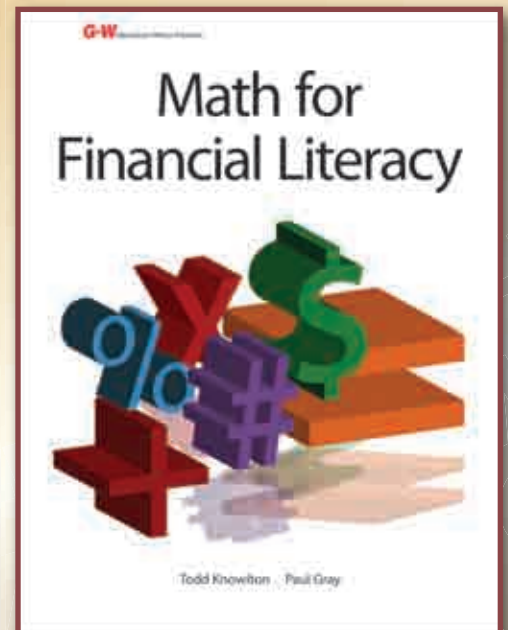
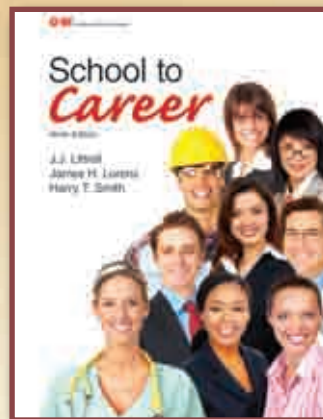
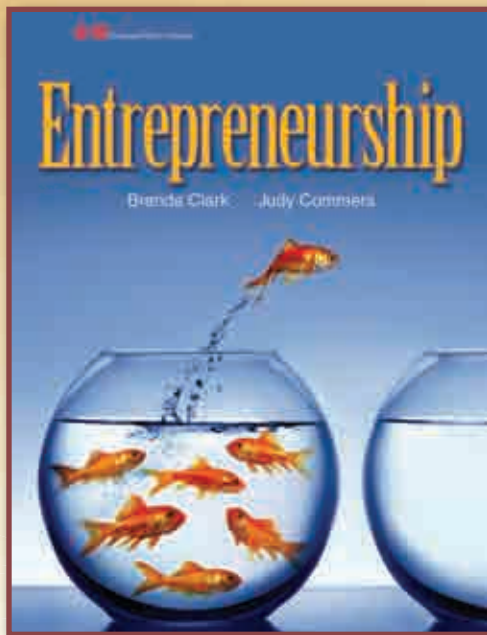


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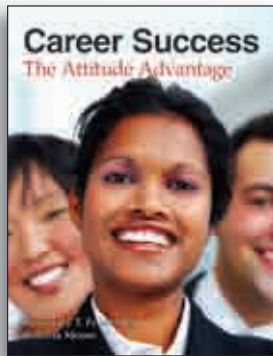
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G-W

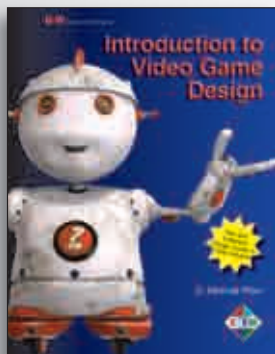
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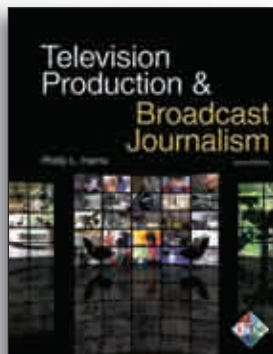
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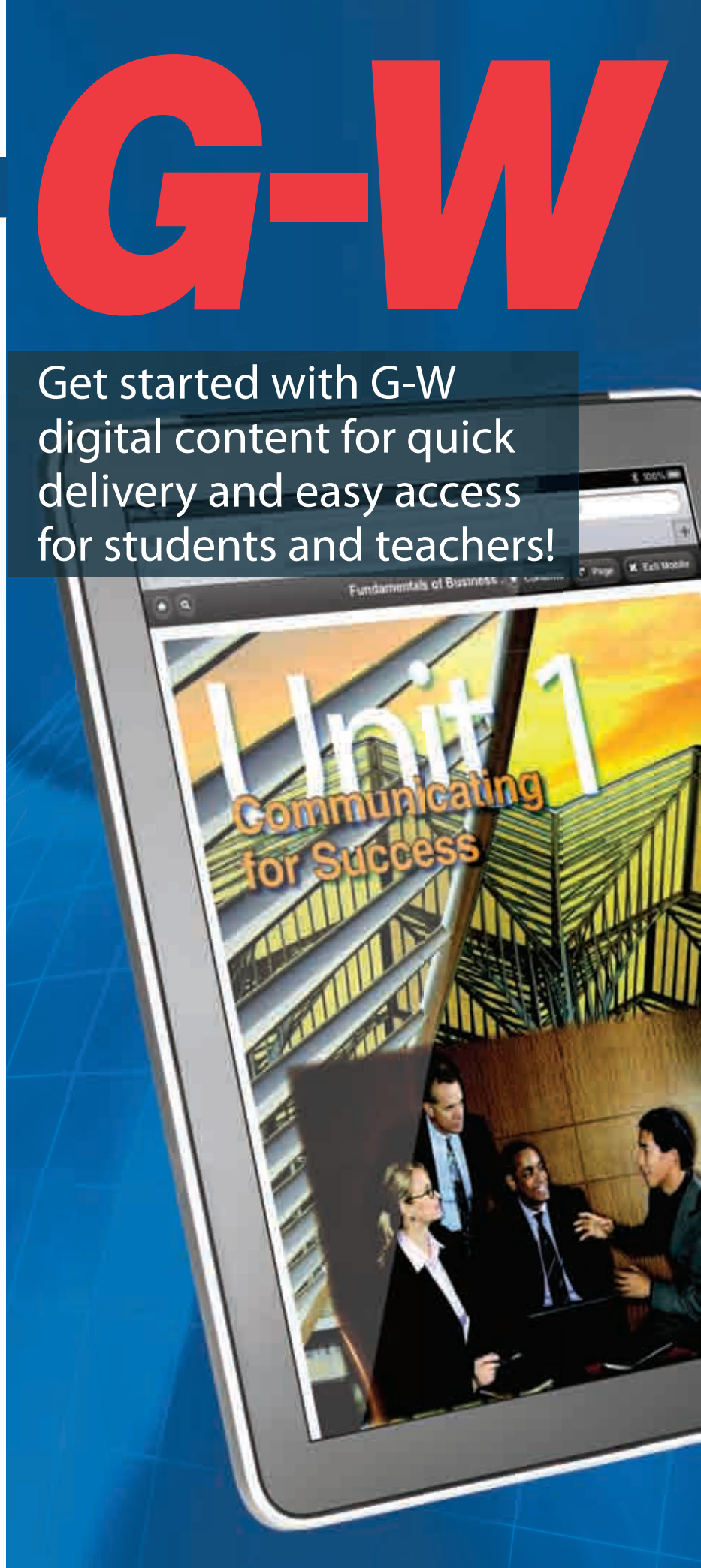
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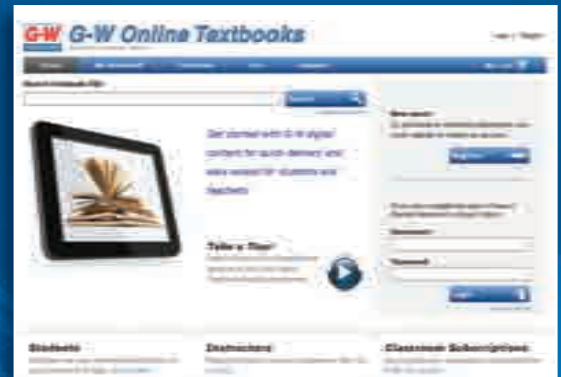
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Digital

G-W Online Textbooks

- Full-screen reading mode
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- Exact page reproduction
- Search capabilities to find specific topics
- Print for offline reading



www.g-wonlinetextbooks.com

G-W Online Courses*

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- Workbook and electronic activities
- Gradebook, assessments, and lesson plans
- Communication tools and discussion forums



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G-W Learning Companion Websites*

- e-Flash cards
- Interactive quizzes/pretests/post tests
- Crossword puzzles and matching games



www.g-wlearning.com

*Features vary by title

G-W Online Courses

Engage • Apply • Succeed



With G-W Online Courses, you can quickly set up an online course that will engage students in the learning process. G-W Online Courses are:

- **Efficient** – We set up the course for you; all you have to do is order.
- **Complete** – All the resources you need to teach your course are in one convenient location.
- **Flexible** – Customize the course as much or as little as you would like!
- **Organized** – Courses are logically arranged following the textbook chapter structure.

G-W Online Courses include a broad array of content and course materials, such as:

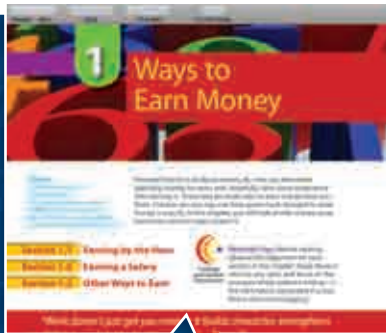
- **Interactive Online Textbooks*** – This web-based textbook format includes interactive activities with self-assessment quizzes, audio, adjustable text size, and Save My Spot feature.
- **Drill and practice activities** – e-Flash cards and matching activities help students study key terms.
- **Workbook and electronic activities** – Allow students to digitally complete workbook pages and other PDF activities.
- **Forums** – Online discussions help develop students' critical thinking skills and promote collaborative learning.
- **Assessments** – Administer pre-built tests or create your own using our question pools.

Visit www.g-w.com/tour to Experience All of the Features That Our Online Courses Offer

Product Information	ISBN	Price	Product Information	ISBN	List	Price
Foundations of Personal Finance Online Course	978-1-60525-368-8		Foundations of Personal Finance Online Instructor Center	978-1-60525-367-1		
Fundamentals of Business Communication Online Course	978-1-60525-638-2		Fundamentals of Business Communication Online Instructor Center	978-1-60525-639-9		
Video Game Design Foundations Online Course	978-1-60525-726-6		Video Game Design Foundations Online Instructor Center	978-1-60525-642-9		
Teaching Online Course	978-1-61960-073-7		Teaching Online Instructor Center	978-1-61960-074-4		

NEW

G-W Online Textbooks



G-W Online Textbooks – will give your students access anytime, anywhere to popular Goodheart-Willcox titles. Students can instantly access G-W Online Textbooks with browser-based devices, including iPads®, netbooks, PCs, and Mac computers.

With G-W Online Textbooks, students easily navigate linked table of contents, search specific topics, quickly jump to specific pages, enlarge for full-screen reading mode, and print selected pages for offline reading.

G-W Companion Websites*



G-W Learning Companion Websites – motivate and engage students beyond the classroom with online animations, crossword puzzles, matching games, e-flash cards, interactive quizzes,

and cross-curricular activities corresponding to the content presented in each chapter in popular G-W textbooks. Look for the companion website logo on your favorite titles in this catalog.

*Features vary by title.

NEW

Math for Financial Literacy



Todd Knowlton · Paul Gray Jr.

SUGGESTED GRADE LEVELS

6 7 8 9 10 11 12 C

Math for Financial Literacy

**FINANCE**

by Todd Knowlton and Paul Gray Jr., ©2013

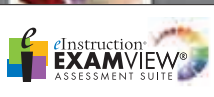
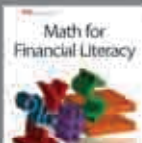
Math for Financial Literacy provides a comprehensive framework for students to apply math skills to responsible financial decision making. Math as well as financial literacy topics are presented through step-by-step examples. The ability to make responsible financial decisions is vital to a person's ability to be a smart consumer, a successful manager of his or her personal finances, and a productive member of the world of work.

Each chapter in **Math for Financial Literacy** is designed to present content in small segments for optimal comprehension. The following features also support students in the 5E instructional model.

- *Reading Prep* activities give students opportunities to apply the Common Core State Standards for English Language Arts. These activities are noted by the College and Career Readiness icon and will help students meet the College and Career Readiness (CCR) anchor standards for reading.
- For just-in-time practice of relevant skills, *Build Your Math Skills* features provide a preview of skills needed in the lesson, while *Review Your Math Skills* features reinforce those skills after the lesson.
- *See It* and *Check It* features set the structure for presenting examples of each concept. *See It* demonstrates the concept, and *Check It* gives students a chance to try it for themselves.
- *Skills Workshops* provided at the beginning of the text help students become reacquainted with the math skills they will encounter in the book. There are 15 workshops ranging from place value to bar and circle graphs.
- The final chapter of the text is dedicated to a life-stages project. Covered in this capstone activity are student years, early career years, earning years, and retirement years. This project-based learning activity provides students with real-life scenarios that require the math skills and problem-solving techniques they learned during the course.
- *Assessment* features at the end of the chapters allow students to review key terms and concepts, as well as a review of content from previous chapters.

Additional features include:

- *Financial Smarts* features offer information that applies the content to the practical matter of personal finance.
- *Money Matters* features equip students with background knowledge about the chapter topic.
- *Apply Your Technology Skills* features allow students to use technology to apply the math concepts they learned in real-life situations.
- *Career Discovery* features offer students an inside look at the math skill they will need for the career of their choice, based on the 16 Career Clusters™.
- *FYIs* provide relevant information about the chapter content and math principles.

EXAMVIEW® Assessment Suite

EXAMVIEW® Assessment Suite

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CONTENTS

Unit 1: Earning Money and Getting Paid

1. Ways to Earn Money
2. Understanding Your Paycheck
3. Income Taxes

Unit 2: Banking, Purchasing, and Budgeting

4. Banking Basics
5. Making Purchases
6. Budgeting

Unit 3: Credit, Debt, and Major Purchases

7. Credit Cards
8. Loans
9. Housing
10. Automobiles

Unit 4: Building and Protecting Wealth

11. Building Wealth
12. Insurance
13. Financial Planning

Life Stages Project

Product Information	ISBN	List	School
Text , 512 pp.	978-1-60525-786-0		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-890-4		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-069-0		
Instructor's Edition	978-1-60525-787-7		
Workbook	978-1-60525-789-1		
Instructor's Annotated Workbook	978-1-60525-902-4		
Instructor's Resource CD , (Win/Mac)	978-1-60525-788-4		
EXAMVIEW® Assessment Suite , (Win/Mac)	978-1-60525-790-7		
Companion Website	www.g-wlearning.com/finance		FREE

NEW

SUGGESTED GRADE LEVELS

6 7 8 9 10 11 12 C

Insurance Operations

by Kathy Stokes, ©2013

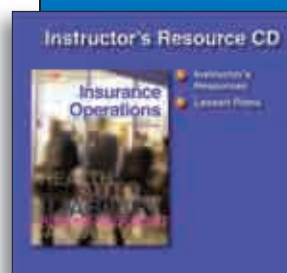
Insurance Operations prepares students for the real world of the insurance business. It is written specifically for teens and discusses how to become financially capable about insurance. Being financially capable means possessing the ability to understand basic topics related to finance, such as understanding the importance of insurance as well as buying insurance as a consumer. The need for financial capability is growing, and relevant financial instruction is more important than ever.

By studying **Insurance Operations**, students will learn about insurance operations and the laws and regulations of the industry. Consumer information about types of insurance available are covered as well as strategies to explore a career in the insurance business.

- Chapters are divided into smaller sections for better comprehension of content that is being presented.
- Checkpoint questions provide point-of-coverage assessments at the end of each section.
- Ethical Insurance Practices features present real-life information and insight on issues that arise in the insurance business.
- Go Green features share banking tips on best practices for the environment.
- Careers in Finance features highlight careers in the Insurance Services Pathway of the Finance Cluster to provide awareness of potential banking opportunities.
- College and Career Readiness activities give students an opportunity to apply the Common Core State Standards for English Language Arts. These activities are noted by the College and Career Readiness icon and will help students meet the College and Career Readiness (CCR) anchor standards for reading and writing.
- **Insurance Operations** contains QR codes, or quick response codes. These codes can be scanned with a smartphone bar code reader to access information or online features.*
- The G-W Learning mobile site is a study reference to use when students are on the go. It contains chapter pretests and post tests, expanded History of Insurance articles, and e-flash card vocabulary practices.*

Insurance Operations follows the Insurance Services Pathway in the Finance Career Cluster as established by the National Career Clusters Framework. This product also aligns with the National Standards in K–12 Personal Finance Education published by the JumpStart Coalition for Personal Financial Literacy®.

*Note: data rates may apply; features accessed by QR codes or on the mobile site can also be accessed without a smartphone via the G-W Learning companion website.



Instructor's Resource CD

A feature-packed CD that provides many instructional resources, including quiz masters, answer keys, and additional resources.

CONTENTS

Unit 1 The World of Insurance

1. Basics of Insurance
2. Property and Casualty Insurance for Homes and Businesses
3. Property and Casualty Insurance on Land, Sea, and Air
4. Health Insurance
5. Disability, Long-Term Care, and Life Insurance
6. Additional Types of Insurance

Unit 2 Social Insurance

7. Worker Protections
8. Public Health Insurance Programs
9. Social Security

Unit 3 Nature of the Industry

10. Nature of the Insurance Industry
11. How Insurance Companies Make Money
12. State Regulation of Insurance
13. Federal Insurance Industry Regulations
14. Legal Principles
15. Ethics and Social Responsibility

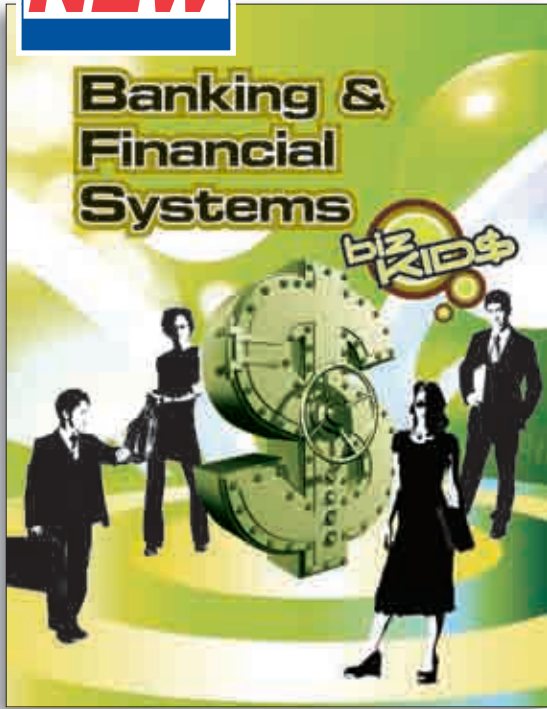
Unit 4 Careers

16. Roles and Responsibilities
17. Benefits of a Career in the Insurance Industry

Product Information	ISBN	List	School
Text , 320 pp.	978-1-60525-774-7		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-888-1		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-067-6		
Workbook	978-1-60525-776-1		
Instructor's Annotated Workbook	978-1-60525-904-8		
Instructor's Resource CD , (Win/Mac)	978-1-60525-775-4		
EXAMVIEW® Assessment Suite , (Win/Mac)	978-1-60525-777-8		
Companion Website	www.g-wlearning.com/finance		FREE
Mobile Companion Website	www.m.g-wlearning.com		FREE

NEW

SUGGESTED GRADE LEVELS



Banking & Financial Systems



by Biz Kid\$, ©2013

Banking & Financial Systems is written especially for teens to introduce them to the business of banking. Preparing students to be competent consumers and employees, concepts about banking operations, the Federal Reserve, customer services, and other relevant topics are presented to provide an understanding of how banks function within society.



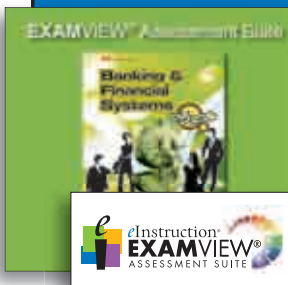
Banking & Financial Systems is written by **Biz Kid\$**, an award-winning educational television show that teaches financial education and entrepreneurship to middle and high school students. **Biz Kid\$** has been nominated for seven Emmy awards, receiving one for graphic design and animation.

- Chapters are divided into smaller sections for better comprehension of content that is being presented.
- Checkpoint questions provide point-of-coverage assessments at the end of each section.
- Banking Ethics features present real-life information and insight on issues that arise in the banking business.
- Green Banking features share banking tips on best practices for the environment.
- Careers in Banking features highlight careers in the Banking Services Pathway of the Finance Cluster to provide awareness of potential banking opportunities.
- College and Career Readiness activities give students an opportunity to apply the Common Core State Standards for English Language Arts. These activities are noted by the College and Career Readiness icon and will help students meet the College and Career Readiness (CCR) anchor standards for reading and writing.
- **Banking & Financial Systems** contains QR codes, or quick response codes. These codes can be scanned with a smartphone bar code reader to access information or online features.*
- The G-W Learning mobile site is a study reference to use when students are on the go. It contains chapter pretests and post tests, **Biz Kid\$** videos, and e-flash card vocabulary practices.*

Banking & Financial Systems follows the Banking Services Pathway in the Finance Career Cluster as established by the National Career Clusters Framework.

*Note: data rates may apply; features accessed by QR codes or on the mobile site can also be accessed without a smartphone via the G-W Learning companion website.

QR Codes Inside!



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CONTENTS

Unit 1 Introduction to Banking

1. Banking Basics
2. Financial Institutions
3. Business of Banking

Unit 2 Money and Regulation

4. Money
5. Federal Reserve System
6. Bank Regulations

Unit 3 Customer Services

7. Savings
8. Lending
9. Payments

Unit 4 Bank Management

10. Day-to-Day Activities
11. Selling the Bank
12. Banking Careers and Workplace Skills
13. Bank Performance
14. Ethics, Security, Fraud, and Workplace Safety

Unit 5 History and Future of Banking

15. Evolution of Banking
16. Financial Crises of the Early 21st Century
17. Bank of the Future

Product Information	ISBN	List	School
Text , 444 pp.	978-1-60525-778-5		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-884-3		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-060-7		
Workbook	978-1-60525-780-8		
Instructor's Annotated Workbook	978-1-60525-903-1		
Instructor's Resource CD , (Win/Mac)	978-1-60525-779-2		
EXAMVIEW® Assessment Suite , (Win/Mac)	978-1-60525-781-5		
Companion Website	www.g-wlearning.com/finance		FREE
Mobile Companion Website	www.m.g-wlearning.com		FREE

NEW**Becoming Money \$mart**

This product aligns with the National Standards in K–12 Personal Finance Education published by the Jump\$tart Coalition for Personal Financial Literacy® as well as the Financial Education Core Competencies written by the Financial Literacy and Education Commission.

SUGGESTED GRADE LEVELS

6 7 8 9 10 11 12 C

Becoming Money \$mart

A Simulation for Financial Decision Making

by Judi Deatherage, ©2012



Are you looking for a way to teach financial literacy? **Becoming Money \$mart** will give you the resources you need to teach financial education in *any* classroom situation. Written specifically for students, this text-workbook simulates real-life responsibilities such as writing checks, planning for an education, investing money, paying rent, and other financial responsibilities that each individual must learn to do wisely. Financial math is emphasized as well as tips for becoming an independent individual and planning for the future. You and your students will find this supplement a perfect solution to exploring the basics of financial education.

- Terms are emphasized to help build financial literacy vocabulary.
- Objectives, correlated to the main chapter headings, define the goals for learning the content.
- *FYIs* give finance facts to keep students interested in the content being presented.
- Math problems demonstrate financial concepts with an opportunity for students to apply learning at the point of presentation.
- *Check Your Understanding* provides self-assessment activities to enable students to assess their learning before progressing to the next topic.
- *Web Connect* encourages students to use the Internet for information to develop research skills.
- *Give It a Go* provides students an opportunity for a hands-on activity to apply what has been learned at the point of presentation.

CONTENTS

- | | |
|---|--|
| 1. Planning Your Financial Future: It Begins Here | 7. Education: A Passport to Your Future |
| 2. Paychecks: Using Your Money Wisely | 8. Loans: Cars and Housing |
| 3. Budgeting: Keeping Track of Your Money | 9. Investments: Making Your Money Work for You |
| 4. Banking: Managing Your Money | 10. Retirement Planning: Looking Toward the Future |
| 5. Credit: Buy Now, Pay Later | 11. Your Financial Future: You Make the Choice |
| 6. Insurance: Protecting Your Assets | |

Product Information

ISBN

List

School

Text , 288 pp., softcover	978-1-60525-470-8		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-844-7		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-061-4		
Teacher's Annotated Edition	978-1-60525-792-1		
Instructor's CD , (Win/Mac)	978-1-60525-471-5		

SUGGESTED GRADE LEVELS

6 7 8 9 10 11 12 C

Payday

A Personal Finance Simulation



Includes Excel® and PDF files on CD (Win/Mac).

Payday

by Christine Bond Oakes, ©2007



Payday: A Personal Finance Simulation is a hands-on, real-life simulation that gives students a chance to experience their futures in a fun and exciting way! This is a great supplement to any life skills, personal finance, or consumer education course. This classroom-tested teacher's resource product provides over 40 reproducible masters that guide students through the steps of managing their personal finances. Students begin the simulation by searching for a job, determining their salaries, and figuring their take-home pay. They will then learn how to pay bills using sample checks and registers, balance their checkbooks, rent and furnish an apartment, buy a car, and pay taxes. Students learn about preparing for major purchases, moving out on their own, and handling unexpected expenses. The simulation can be used for a semester-long course.

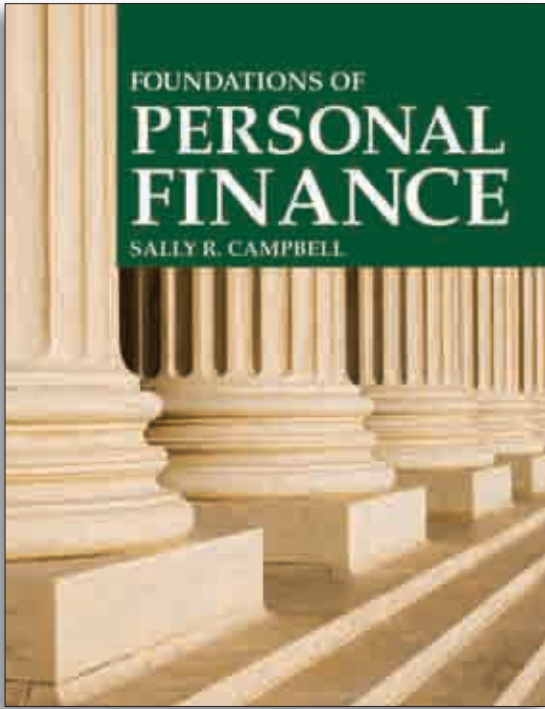
Product Information

ISBN

List

School

Text , 128 pp., softcover	978-1-59070-765-4		
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Foundations of Personal Finance

by Sally R. Campbell, ©2010, 8th Edition



Whether you teach classes in Family and Consumer Sciences or Business, **Foundations of Personal Finance** is the right text for you. It introduces students to fundamental economic concepts so they can better understand an increasingly complex world. They learn how to identify and manage resources to achieve their own economic goals. A chapter covers each personal finance area: taxes, credit, insurance, savings, investments, and financial institutions. Students also learn how to make wise decisions about items that affect many household budgets: food, clothing, transportation, housing, technology, and health. The text challenges students to plan their futures—with education, job training, and careers—and help make environmental resources available for future generations. Each chapter contains colorful photos and charts, career snapshots, and related content from other academic areas.

Real Life Connection boxed features apply chapter concepts to real-life situations. Compelling case studies and thought-provoking questions help teens relate content to their own lives. End-of-chapter activities include *Academic Connections*, *Math Challenge*, and *Tech Smart*.



ONLINE COURSE AVAILABLE; SEE PAGE 2

This product aligns with the National Standards in K-12 Personal Finance Education published by the JumpStart Coalition for Personal Financial Literacy® as well as the Financial Education Core Competencies written by the Financial Literacy and Education Commission.

CONTENTS

Unit 1: The Economic System

1. What Is Economics?
2. Government and the Economy
3. Consumers in the Economy: An Overview
4. The Global Economy

Unit 2: Managing Your Finances

5. Making Smart Decisions
6. Personal Finance: An Overview
7. Income and Taxes
8. Financial Institutions and Services
9. Credit
10. Insurance
11. Savings
12. Investing and Estate Planning

Unit 3: Managing Your Spending

13. Smart Shopping Basics
14. Consumers in the Marketplace
15. Spending for Food
16. Clothing
17. Health and Wellness
18. Housing
19. Transportation
20. Electronics and Appliances

Unit 4: Planning Your Future

21. Planning for Your Career
22. Entering the Work World
23. Your Role in the Environment

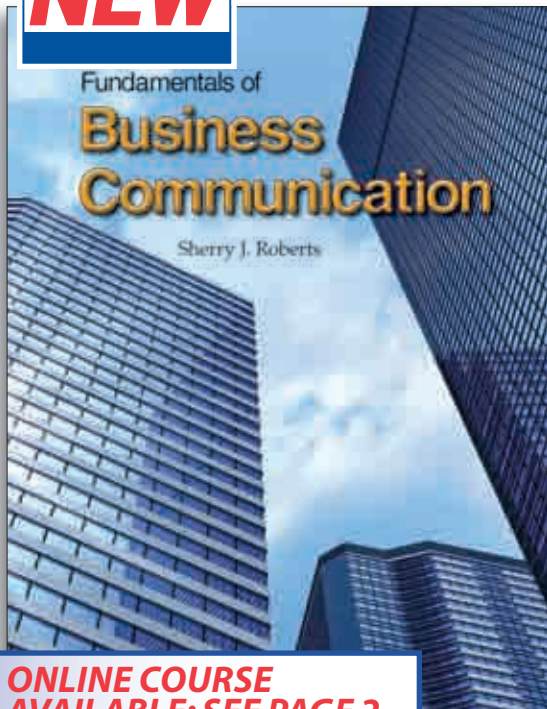
Look for the career clusters icons throughout the text to learn about occupations related to chapter content.

Linking to... features connect key topics to the academic areas of history, math, or science.

Economics in Action features discuss economic principles in evidence today.

Product Information	ISBN	List	School
Text , 635 pp.	978-1-60525-089-2		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-701-3		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-065-2		
Student Workbook , 132 pp.	978-1-60525-091-5		
Online Student Center , 360-Day license	978-1-60525-366-4		
Teacher's Edition , 667 pp.	978-1-60525-092-2		
Teacher's Annotated Workbook , 132 pp.	978-1-60525-093-9		
Teacher's Resource CD , (Win/Mac)	978-1-60525-094-6		
EXAMVIEW® Assessment Suite , (Win/Mac), 1010 test questions	978-1-60525-095-3		
Teacher's Presentations for PowerPoint , (Win/Mac), 1360 slides			
Individual License	978-1-60525-096-0		
Site License	978-1-60525-097-7		

NEW



ONLINE COURSE AVAILABLE; SEE PAGE 2

Fundamentals of Business Communication

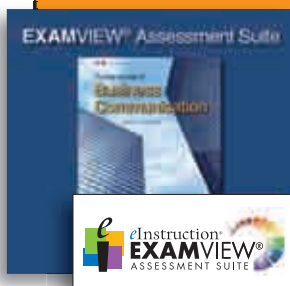
by Sherry J. Roberts, ©2012

In today's fast-paced world, communication is more important than ever. As technology continues to change the world in which we work, we must adapt our methods of communication to meet new challenges.

Fundamentals of Business Communication will help you meet those challenges. Taking an integrated approach to learning, the basics of reading, writing, listening, and speaking are carefully interwoven into the content so that each skill is applied in context as it is presented. Each communication skill also has a dedicated chapter that focuses on the finer points of the individual topic.

Fundamentals of Business Communication helps students meet college and career readiness (CCR) anchor standards for language, as outlined by the Common Core State Standards. These standards are aligned with expectations from colleges and the workforce and apply higher-order skills.

As each chapter opens with a famous quote, readers get a sense of connection to the content that follows. Followed by a reading tip, objectives, and business terms, the stage is set for reading with a purpose. To add enrichment, special features and activities highlight content and techniques to connect information to real-world situations. A companion website provides hands-on opportunities to apply skills learned and to improve workplace communication skills.



EXAMVIEW® Assessment Suite
Allows you to quickly and easily create, administer, and score tests. You can choose specific questions, add your own questions, and create different versions of a test. This CD includes 18 test banks for **Fundamentals of Business Communication**.



Business Ethics are explored to give insight to issues that arise in business.

Teamwork encourages collaborative learning and development of leadership skills.

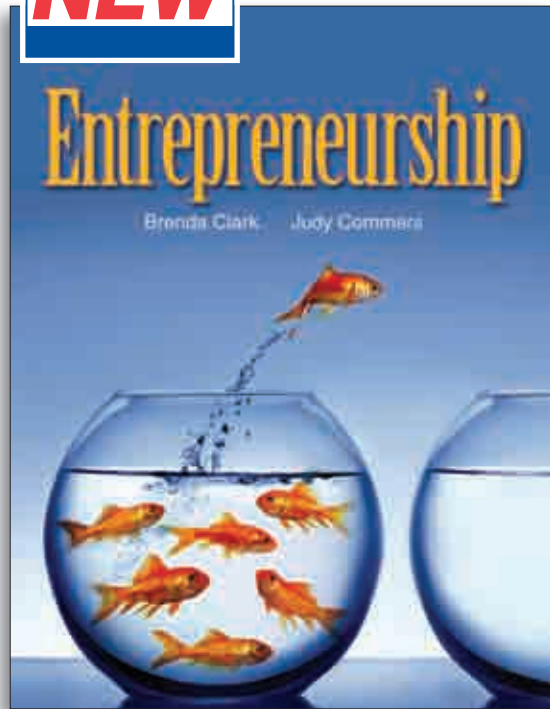
CONTENTS

Unit 1 Communicating for Success	10. Writing Effective Business Communication
1. Understanding the Communication Process	Unit 4 Speaking for Successful Communication
2. Communicating in a Global Society	11. Speaking Informally
3. Using Technology to Communicate	12. Giving Presentations
4. Communicating and Working in Teams	13. Using Digital Media
Unit 2 Grammar Basics for Successful Communication	Unit 5 Listening and Reading for Successful Communication
5. Improving Grammar Skills	14. Listening with a Purpose
6. Improving Grammar Mechanics	15. Reading with a Purpose
Unit 3 Writing for Successful Communication	Unit 6 Writing for Successful Business Purposes
7. Writing as a Process	16. Writing and Interviewing for Employment
8. Writing Style	17. Writing Reports
9. Formatting Letters, Memos, and E-Mails	18. Using Visual Aids

Product Information	ISBN	List	School
Text , hardcover, 476 pp.	978-1-60525-472-2		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-702-0		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-066-9		
Student Workbook , 144 pp.	978-1-60525-473-9		
Teacher's Annotated Workbook , 144 pp.	978-1-60525-623-8		
Teacher's Resource CD , (Win/Mac)	978-1-60525-474-6		
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NEW**SUGGESTED GRADE LEVELS**

6 7 8 9 10 11 12 C



Entrepreneurship

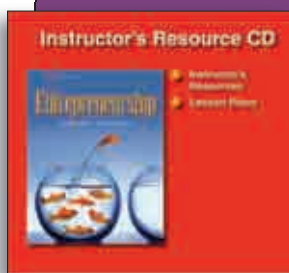
by Brenda Clark and Judy Commers, ©2013

Prepare your students to become an entrepreneur! **Entrepreneurship** is written specifically for teens, guiding them through the process of developing skills necessary to become an entrepreneur. Learning how to create a business in a free enterprise system is an experience that will help students become positive contributors in our economy.

Each chapter in **Entrepreneurship** provides students with strategies necessary to create a solid business plan. Systematically, students learn the importance of setting business and personal goals, establishing an idea for a business, and creating a viable business plan.

The entrepreneurial spirit is a driving force in our economy. Entrepreneurs create jobs and add value to the workforce. Prepare your students to be a part of an exciting future.

- Building the Business Plan features take students through the development of their own entrepreneurial business. The business plan is presented in Chapter 2, enabling students to begin the planning process early.
- Each unit opener focuses on Entrepreneurs in the New Economy.
- Chapters are divided into smaller sections for better comprehension of content that is presented.
- Checkpoint questions provide point-of-coverage assessments at the end of each section.
- Entrepreneur Ethics features present real-life information and insight on issues that confront entrepreneurs in their journey to create a business.
- Picture Yourself Here features highlight real-life successful individuals and their creation of a business.
- Green Entrepreneurs features share tips on best practices for the environment.
- Global Entrepreneurs features highlight entrepreneurs and their success in taking their business global.
- Social Entrepreneurs features share tips on best practices for running a business that makes a difference in the community or world.
- Focus on Finance features share tips on personal finance and how to finance a business.
- Event Prep features create an opportunity to prepare for competitive activities for career and technical student organization (CTSO) competitions.



Instructor's Resource CD
A feature-packed CD that provides many instructional resources, including quiz masters, answer keys, and additional resources.

CONTENTS

Unit 1 Discovering Entrepreneurship

1. Entrepreneurial Careers
2. Business Plan
3. Ethics and Social Responsibility

Unit 2 Exploring the Opportunities

4. Local and Global Opportunities
5. Market Research
6. Business Ownership

Unit 3 Building the Business

7. Site Selection
8. Legal Issues
9. Business Funding

Unit 4 Examining the Four Ps of Marketing

10. Product, Price, and Place
11. Promotion and Selling
12. Marketing Plan

Unit 5 Managing the Business

13. Management Processes
14. Human Resource Management
15. Purchases and Inventory Management
16. Risk Management
17. Financial Management

Unit 6 Expanding and Exiting

18. Business Growth
19. Exit Strategies

Product Information	ISBN	List	School
Text , approx. 450 pp.	978-1-60525-782-2		
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Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-064-5		
Workbook	978-1-60525-784-6		
Instructor's Annotated Workbook	978-1-60525-905-5		
Instructor's Resource CD , (Win/Mac)	978-1-60525-783-9		
EXAMVIEW® Assessment Suite , (Win/Mac)	978-1-60525-785-3		
Companion Website	www.g-wlearning.com/marketing		FREE



Fashion Marketing & Merchandising

by Mary Wolfe, ©2009, 3rd Edition

Fashion Marketing & Merchandising brings to life the business aspects of the fashion world. It presents the basics of market economics, textiles, design, and promotion. This edition gives an in-depth view of the entire textile/apparel/retail soft goods chain and offers a comprehensive study of retail fundamentals and strategies for retail success. Hundreds of new color photos make the world of fashion come to life for fashion marketing and merchandising students.

- Describes the latest concepts of manufacturing, mass customization and niche specialization; trends in globalization; and environmental issues.
- Explains computer technologies, such as robotic manufacturing, automatic replenishment of merchandise, and Internet retailing.
- *Fashion in Action* activities encourage students to apply many of the concepts learned in the chapter to real-life situations.
- Extensive glossary helps students learn terms related to fashion marketing and merchandising.
- Use of the complete teaching package enables you to develop an effective fashion marketing and merchandising program tailored to your students' unique needs.

CONTENTS

Part 1: Basic Fashion and Business Concepts

1. The Meaning of Clothing and Fashion
2. Fashion Movement
3. Basic Economic Concepts
4. Substance of the Fashion Industry
5. Satisfying the Fashion Market

Part 2: Textile/Apparel Building Blocks

6. Textile Fibers and Yarns
7. Textile Fabrics and Finishes

Part 3: Designing and Producing Apparel

8. Using Design in Fashion
9. The Fashion Design Segment
10. Ready-to-Wear Manufacturing
11. Wholesale Apparel Marketing and Distribution

Part 4: Retail Business Fundamentals

12. The Retail Segment
13. Retail Positioning
14. Retail Merchandise
15. Planning to Buy
16. Merchandise Buying

Part 5: Strategies for Retail Success

17. Communicating Information
18. Concepts for Successful Selling
19. Calculating for Best Results
20. Service, Safety, and Security

Part 6: Fashion Promotion

21. Fashion Promotion Through Advertising and the Press
22. Visual Merchandising
23. Special Event Fashion Shows

Part 7: Fashion Business in Today's World

24. A Global Perspective
25. The Latest Fashion Business Trends

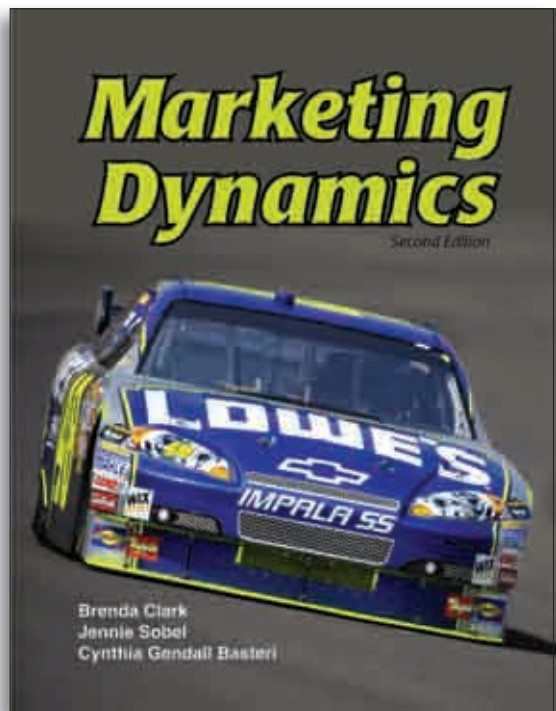
Part 8: Your Future in the Fashion Industry

26. Is a Fashion Career in Your Future?
27. Textile and Apparel Careers
28. Retail Careers
29. Promotion Careers
30. Entrepreneurship and Other Fashion-Related Careers



Pages resemble a fashion magazine.

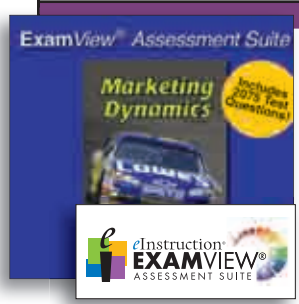
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Text , 672 pp.	978-1-59070-918-4		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-700-6		
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Student Workbook , 288 pp.	978-1-59070-920-7		
Teacher's Resource Guide , 594 pp.	978-1-59070-921-4		
Teacher's Resource CD , (Win/Mac), Includes all teacher's resources.	978-1-59070-923-8		
EXAMVIEW® Assessment Suite , (Win/Mac), over 1320 test questions	978-1-59070-973-3		
Teacher's Presentations for PowerPoint , (Win/Mac), over 500 slides			
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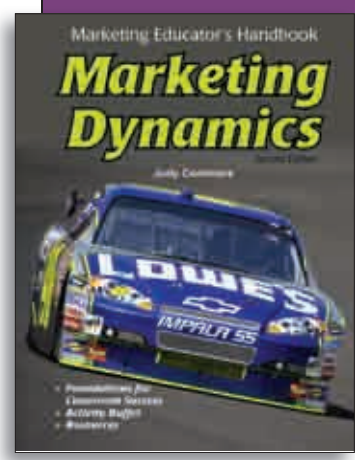
Marketing Dynamics

by Brenda Clark, Jennie Sobel, and Cynthia Gendall Basteri, ©2010, 2nd Edition
Marketing Dynamics introduces students to the principles of marketing as they learn the Four Ps—product, place, price, and promotions. As students examine marketing and economic concepts, the content transitions to understanding customers, what a product is, how to develop a new product, and the product life cycle. How do products get to the consumer? What price should you charge for a product? How do you communicate with your customers and sell your product? All of these topics and more are covered in this exciting text.

- Economic concepts are covered to give students a well-rounded background of marketing and business.
- Math and academics are presented throughout the content to strengthen cross-curricular skills.
- Profiles provide stories of actual people and businesses that connect content to reality.
- Official DECA activities (selected by DECA, Inc.) to prepare students for competitive events.
- National Marketing Education Standards are incorporated to provide a valuable resource to students as they prepare for A*S*K examinations.
- A companion website provides enrichment and extension activities for better understanding of marketing concepts.



EXAMVIEW® Assessment Suite
 Create and print tests with ease. Choose from the test questions provided or make your own. You can even print multiple versions of the same test!



Marketing Educator's Handbook
 Advice from experienced teachers on such topics as classroom management, the school store, and assessment combined with a wealth of activities make up this useful resource.

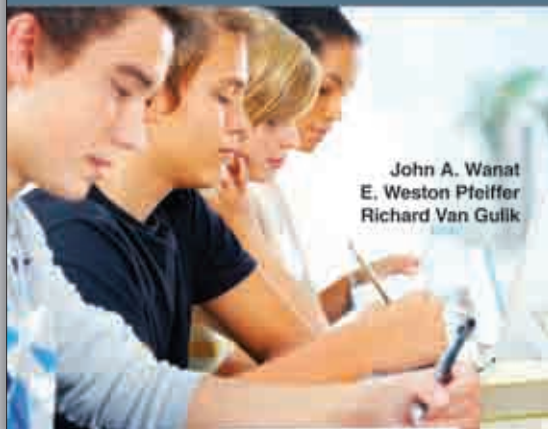
CONTENTS	
Part 1: Marketing Dynamics What is marketing?	Part 6: Price Dynamics What price should you charge?
Part 2: Dynamics of the Economy How does a market economy work?	Part 7: Promotion Dynamics How do you communicate with customers?
Part 3: Marketplace Dynamics Who are your customers?	Part 8: Selling Dynamics How can you sell products effectively?
Part 4: Product Dynamics What should you sell?	Part 9: Professional Development How can you plan for success?
Part 5: Place Dynamics How do products get to customers?	

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Teacher's Resource Guide , 736 pp.	978-1-60525-102-8		
Teacher's Annotated Workbook , 361 pp.	978-1-60525-101-1		
Teacher's Resource CD , Includes Marketing Educator's Handbook, (Win/Mac)	978-1-60525-103-5		
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NEW

Discovering Careers

Seventh Edition



John A. Wanat
E. Weston Pfeiffer
Richard Van Gulik

Companion Website
www.g-wlearning.com

Discovering Careers

by John A. Wanat, E. Weston Pfeiffer, and Richard Van Gulik, ©2012, 7th Edition

Discovering Careers is designed to introduce students to the skills they will need to succeed in school, on the job, and on their own. By studying this text, students will be able to explore personal goals, interests, and aptitudes that will influence future life decisions. The 16 career clusters, with career pathways and options, provide an opportunity to research and gain an awareness of educational and training requirements needed for various careers. *Check Your Reading* and *Key Concepts* reinforce reading skills and enhance reading comprehension. Sharing best practices for the environment, *Go Green* gives tips on ways to use our resources wisely in a business setting. To provide insight on real-life issues that may arise in the workplace, an *Ethics* feature presents helpful information that students can use.

New to This Edition:

- Learning Styles
- Appropriate Internet Use
- Portfolios
- Go Green
- Ethics



CONTENTS

Part One: Exploring the World of Careers

1. The Importance of Careers
2. The Changing Workplace
3. The Law in the Workplace

Part Two: Exploring Career Options

4. Learning About Careers
5. Types of Careers
6. A Business of Your Own

Part Three: Making Plans for Career Success

7. Learning About Yourself
8. Making Decisions
9. Options for Education and Training
10. Making a Career Plan

Part Four: Acquiring Workplace Skills

11. Job Search Skills
12. Interviewing Skills
13. Good Employee Skills
14. Being a Team Player
15. Keeping Safety First
16. Handling Changes in Job Status

Part Five: Developing Personal Skills for Job Success

17. Basic Skills for Job Success
18. Time Management and Study Skills
19. Communication Skills
20. Your Appearance
21. Good Health and Job Success
22. Developing Leadership Skills

Part Six: Managing Your Money

23. Paychecks and Taxes
24. Budgets
25. Checking Accounts
26. Savings
27. Credit
28. Insurance

Part Seven: Growing Toward Independence

29. A Place to Live
30. Transportation
31. Being a Responsible Citizen

Career Education Companion Websites

Motivate and engage students beyond the classroom with online crossword puzzles, matching games, e-flash cards, interactive quizzes, and cross-curricular activities.

www.g-wlearning.com/careereducation

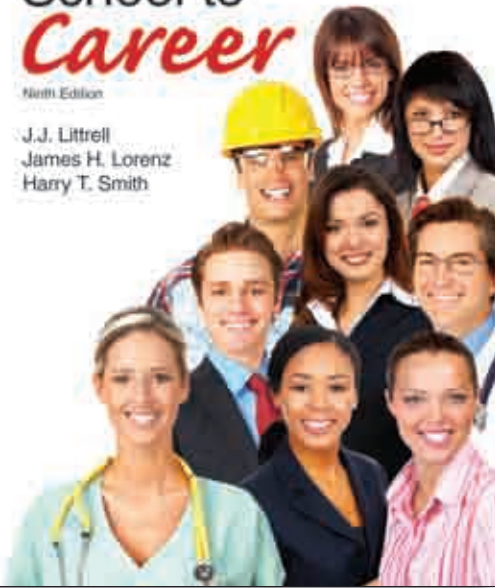
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Text , 526 pp.	978-1-60525-519-4		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-699-3		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-063-8		
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NEW**SUGGESTED GRADE LEVELS**

6 7 8 9 10 11 12 C

School to Career

Ninth Edition

J.J. Littrell
James H. Lorenz
Harry T. Smith

School to Career

by J. J. Littrell, James H. Lorenz, and Harry T. Smith,
©2012, 9th Edition

An important key to student success is preparing for the transition from high school to a first career. To help students make this transition, **School to Career** provides guidance by covering important twenty-first century life and career skills. By studying this text, students will learn personal skills, decision-making skills, and employability skills that will help create a foundation as students graduate from high school. Skills for success such as teamwork and problem solving, communicating on the job, and leadership are also covered. Opportunities to research and learn about careers using the States' Career Clusters allow students to assess skills and abilities to help make decisions about a career that works for them. Included in the exploration process are learning about college and other postsecondary programs, as well as funding an education.

New to This Edition:

- College Access
- Funding an Education
- Learning Styles
- Ethics
- Go Green

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Website
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In-depth coverage of career clusters includes a description of each cluster, along with its pathways and career options.

CONTENTS

- | | |
|--|--|
| 1. Making the Transition from School to Career | 16. Applying for Jobs |
| 2. Understanding Work-Based Learning | 17. Taking Preemployment Tests |
| 3. What Your Employer Expects | 18. Interviewing for Jobs |
| 4. Teamwork and Problem-Solving Skills | 19. Succeeding on the Job |
| 5. Communicating on the Job | 20. Diversity and Rights in the Workplace |
| 6. Math in the Workplace | 21. Succeeding in Our Economic System |
| 7. Technology and You | 22. Entrepreneurship: A Business of Your Own |
| 8. Looking Good on the Job | 23. Understanding Income and Taxes |
| 9. Safety on the Job | 24. Managing Spending |
| 10. Leadership and Group Dynamics | 25. Using Credit |
| 11. Participating in Meetings | 26. Banking, Saving, and Investing |
| 12. Learning About Yourself | 27. Insurance |
| 13. Learning About Careers | 28. Managing Family, Work, and Citizenship Roles |
| 14. Researching Careers | |
| 15. Making Career Decisions | |

Product Information

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Text, 640 pp., hardcover 978-1-60525-528-6**Online Text**, 6 yr. Classroom Subscription (minimum quantity 15) 978-1-60525-705-1**Bundle**, Text + Online 6 yr. Classroom Subscription (minimum quantity 15) 978-1-60525-995-6**Student Workbook**, 204 pp. 978-1-60525-529-3**Teacher's Edition**, 672 pp. 978-1-60525-530-9**Teacher's Annotated Workbook**, 204 pp. 978-1-60525-531-6**Teacher's Resource Guide**, 329 pp. 978-1-60525-533-0**Teacher's Resource CD**, (Win/Mac) 978-1-60525-532-3**EXAMVIEW® Assessment Suite**, (Win/Mac), 1077 test questions 978-1-60525-534-7**Teacher's Presentations for PowerPoint**,

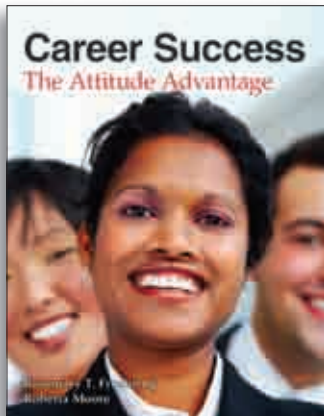
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Companion Website www.g-wlearning.com/careereducation

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Career Success

by Rosemary T. Fruehling and Roberta Moore, © 2011, 2nd Edition

Career Success: The Attitude Advantage is a unique text-workbook that presents soft skills to prepare for real-world success. Focusing on keeping a positive attitude, improving human relations skills, and exploring career issues, this text is designed to increase awareness and understanding of the challenges and responsibilities of being an employee.

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Text , 256 pp., softcover	978-1-60525-345-9		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-845-4		
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Teacher's Annotated Edition	978-1-60525-791-4		
Instructor's CD , (Win/Mac)	978-1-60525-346-6		



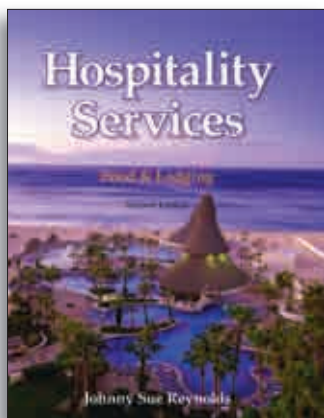
Now Hiring

by Noreen E. Messina, ©2010, 3rd Edition

Now Hiring focuses on the journey of four fictional teens trying to find part-time jobs. From résumés to interviews to on-the-job success, your students will learn along with the characters. The easy-to-read story is broken into 12 short chapters, each focusing on a different aspect of the job search. This unique book will especially appeal to reluctant readers and special-needs students.

Now Hiring can be used as a supplement to a co-op or career education course, or used as a stand-alone in any course that has a unit on job-search skills. Activity ideas and reproducible worksheets are included on the *Teacher's CD*.

Product Information	ISBN	List	School
Text , 126 pp., softcover	978-1-60525-177-6		
Teacher's CD , (Win/Mac)	978-1-60525-178-3		

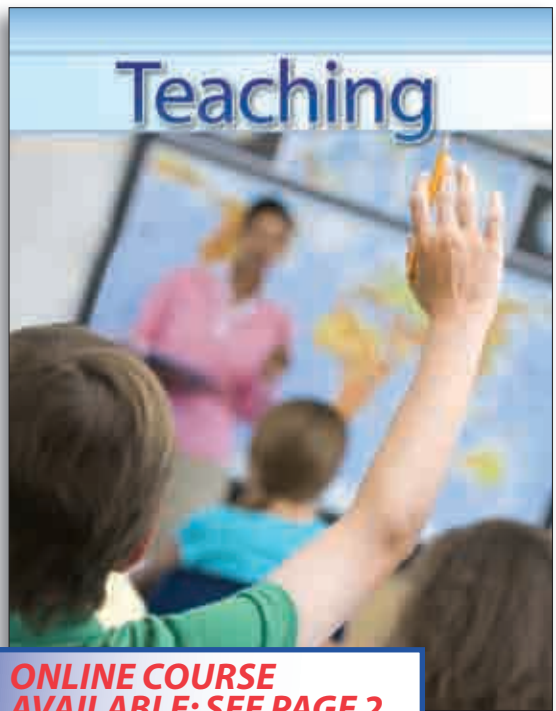


Hospitality Services

by Johnny Sue Reynolds, ©2010, 2nd Edition

Introduce your students to the world of hospitality! **Hospitality Services** presents an overview of the hospitality industry. The text concentrates on the various roles and responsibilities of workers in restaurants and hotels. The basics of management and the business side of hospitality are also covered. In addition, the text provides an overview for business support areas, such as human resources, marketing and sales, and accounting. Chapters on career assessment guide students through the steps of the job search and emphasize the skills needed for success.

Product Information	ISBN	List	School
Text , 605 pp.	978-1-60525-180-6		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-703-7		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-052-2		
Workbook , 248 pp.	978-1-60525-181-3		
Teacher's CD , (Win/Mac)	978-1-60525-182-0		
EXAMVIEW® Assessment Suite , (Win/Mac), approx. 1100 test questions	978-1-60525-183-7		



ONLINE COURSE AVAILABLE; SEE PAGE 2

Teaching

by Sharleen L. Kato, ©2010

Teaching, a great text for students considering a career in the field of education, helps teachers of tomorrow explore the world of education and discover what makes a teacher effective. Your students will learn about the history of education in the United States and how schools impact society. They will learn about all types of learners—how they change physically, intellectually, emotionally, and socially—and how that impacts the way they are taught. They will also learn how to design an instructional plan, choose teaching strategies, and create an effective learning environment for their future students.

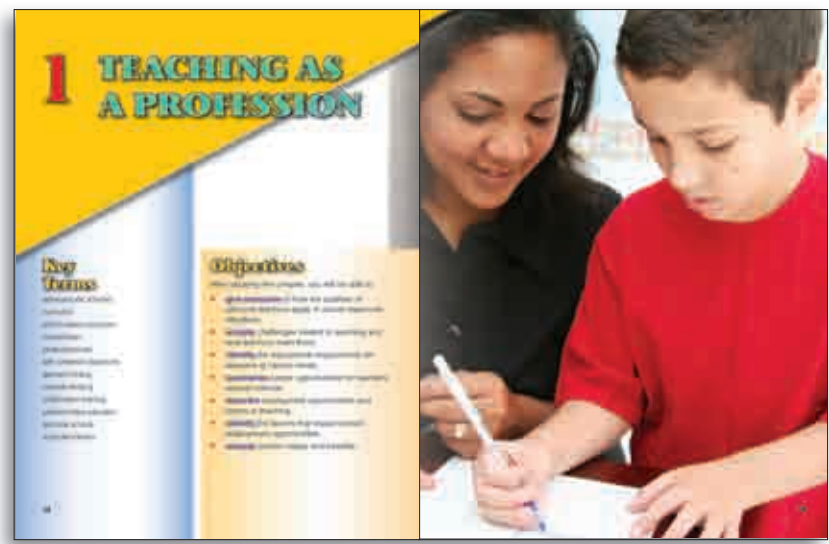
Teaching includes the following four units:

- Unit 1, *You: The Teacher of Tomorrow*, focuses on what a teacher does, the qualities of an effective teacher, and steps to becoming a teacher.
- Unit 2, *The Learner*, explores human development, various theories of development, and the various developmental stages of children through teens.
- Unit 3, *The School*, describes the early history of education in America, modern history of education, and current aspects of schools, including federal, state, and local responsibilities.
- Unit 4, *The Teacher*, covers learning diversity, what makes an effective teacher, lesson planning, instructional strategies, technology, assessment, classroom management, and the student's future as a teacher.

NEW



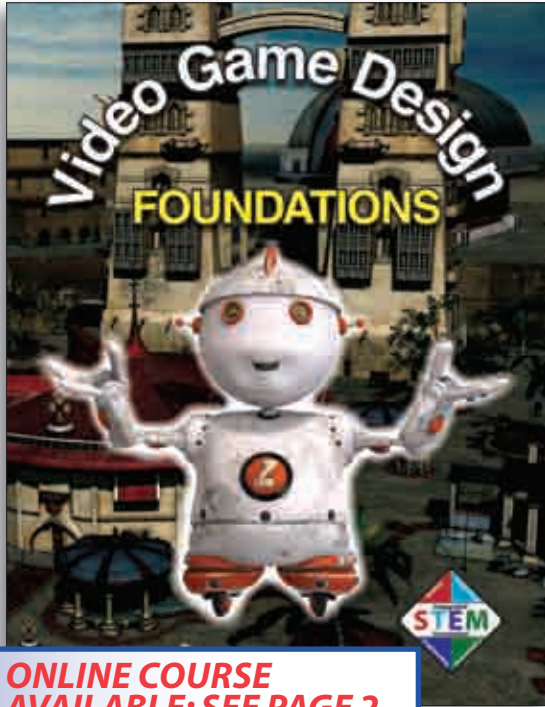
Instructor's Presentations for PowerPoint
 Presentations for each chapter include questions for discussion and reflection, review slides, and glossary definitions.



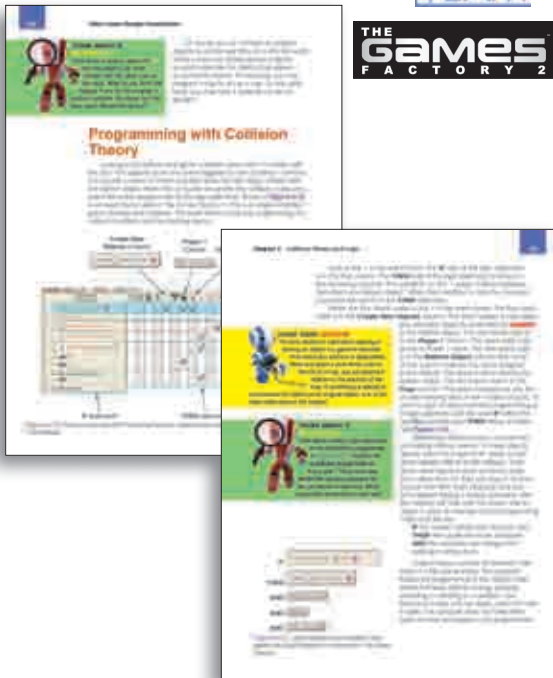
CONTENTS

Unit 1 You: The Teacher of Tomorrow	7. The Modern History of Education in America
1. Teaching as a Profession	8. Schools and Society
2. Becoming a Teacher	
Unit 2 The Learner	Unit 4 The Teacher
3. Understanding Human Development	9. Teaching Diverse Learners
4. Middle Childhood: Growth and Development	10. What Makes an Effective Teacher?
5. The Teen Years: Growth and Development	11. Planning for Instruction
	12. Instructional Methods
	13. Technology for Teaching and Learning
	14. The Role of Assessment
	15. Classroom Management
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6. The Early History of Education in America	

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Online Student Center , 360-Day License	978-1-61960-072-0		
Student Workbook , 161 pp.	978-1-60525-336-7		
Instructor's CD , (Win/Mac)	978-1-60525-292-6		
EXAMVIEW® Assessment Suite , (Win/Mac)	978-1-60525-906-2		
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ONLINE COURSE AVAILABLE; SEE PAGE 2



Video Game Design Foundations

by D. Michael Ploor, ©2011

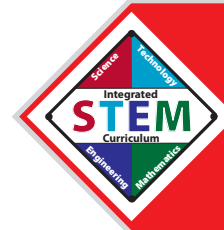
Video Game Design Foundations provides students with a complete understanding of video game design in an easy-to-follow format.

- Integrated curriculum: theory and application.
- Includes STEM activities.
- Designed specifically for high school.
- Covers student performance standards for Game and Simulation Foundations.
- Aligns with the International Game Developers Association (IGDA) recommended educational framework.
- Fully functional game engine software included in the Software Design Guide.

The **Video Game Design Foundations** teaching package provides curriculum “in a box”—all the resources needed to teach a video game design class are included. This turnkey curriculum is a complete guide to immersion in the field, from beginning each game build project through completion, integration, and marketing.

Integration of all the educational-package components—textbook, Software Design Guide, teacher’s ancillaries, and included game engine software—allows for easy instruction and comprehension of the foundations of video game design. This comprehensive curriculum includes all aspects of daily classroom management, beginning with objectives, bellwork, instructional teaching methodology, hands-on practice, and reinforcement of learned skills, and ending with the application of skill-based assessments.

The projects in the Software Design Guide require students to work in simulated design teams, giving them the opportunity to learn the important aspects of team building, including the creative, business, and technological components required to launch a new video game system. The design teams will guide each project from origination to fruition. Through the application and integration of the skills gained in core academic courses—language arts, science, mathematics, and social sciences—students become engaged in learning through doing.



Video Game Design Foundations Supports STEM

- Problem solving
- Design process
- Basic math principles
- Application of computers
- Sociological research

CONTENTS

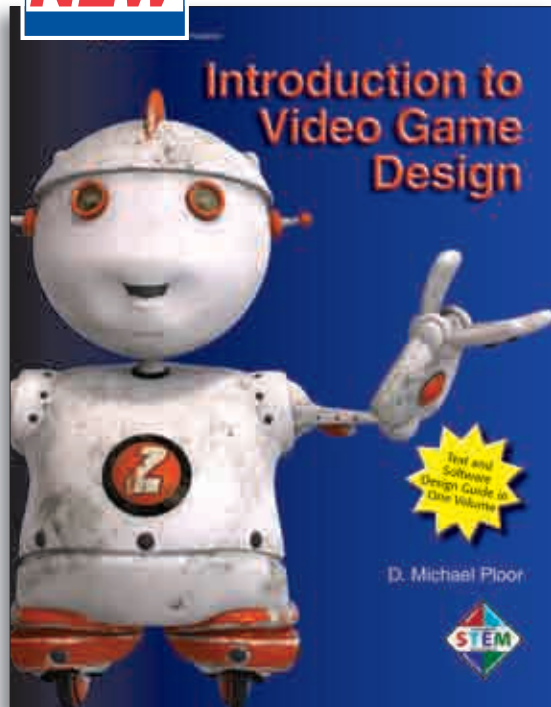
- | | |
|---|---|
| 1. My Role on the Team | 7. Play and Game Culture |
| 2. Computerized Entertainment and Classification | 8. Reverse Engineering and Professional Reviews |
| 3. Evolution of the Game | 9. Large-Scale Design Process |
| 4. Perspective, Scene Design, and Basic Animation | 10. Global Economy and Supply Chain |
| 5. Collision Theory and Logic | |
| 6. Game Systems, Personal Computers, and Hardware | |

Product Information	ISBN	List	School
Text , 288 pp., hardcover	978-1-60525-302-2		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-847-8		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-61960-071-3		
Software Design Guide with <i>The Games Factory 2</i> software , 344 pp.	978-1-60525-303-9		
Instructor’s Manual , 214 pp.	978-1-60525-624-5		
Online Student Center , 360-Day License	978-1-60525-727-3		
Bundle (Text + Software Design Guide)	978-1-60525-315-2		
Instructor’s CD , (Win/Mac)	978-1-60525-304-6		
EXAMVIEW® Assessment Suite , (Win/Mac), 689 test questions	978-1-60525-305-3		
Instructor’s Presentations for PowerPoint , (Win/Mac), 658 slides			
Individual License	978-1-60525-306-0		
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NEW

SUGGESTED GRADE LEVELS

6 7 8 9 10 11 12 C



Introduction to Video Game Design

by D. Michael Floor, ©2012

Are you ready to get in the game? **Introduction to Video Game Design** is a fun and easy text/software design guide that requires no previous knowledge of programming or game design. This text/software design guide introduces students to the fundamentals of video game design and provides hands-on experience using the freeware Game Maker game engine.

- Activity-based, integrated curriculum: game-theory reading with game-building application lessons.
- Designed to fit into existing high school or middle school CTE curriculum.
- Text and Software Design Guide in one!

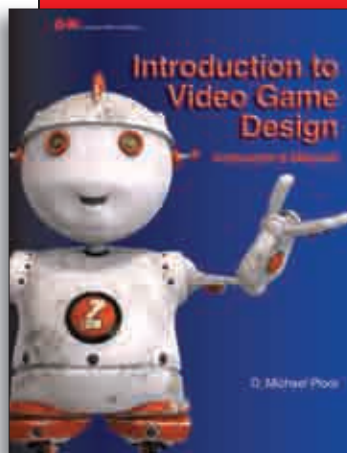
Introduction to Video Game Design integrates cross-curriculum and STEM activities. Students apply principles of advanced mathematics and science through STEM reading material applied in the game building lessons. Other concepts of language arts, social sciences, and applied technology make this one of the most ideal applications of STEM integration. This innovative and flexible product integrates STEM lessons for 15, 20, 30, 45, or 90 days/hours of instruction.

The Instructor's CD contains a detailed scope and sequence chart outlining each day's activities. These step-by-step instructions will help you get your new video game class up and running in a short time.

Introduction to Video Game Design is the ideal text for adding a game unit into existing technology courses, after-school clubs, and competitive-event preparation.

CONTENTS

Game Maker Vocabulary	Tank Simulation—Top-Down Driving Motion
Game Maker Basics	Tank Simulation—Line of Fire
Click Ball	Tank Simulation—HUD and Health
Understanding and Mapping Game Coordinates	Tank Simulation—Advanced Targeting
Launching	Top-Down Driving—Mastery
Game Physics	Elements and Principles of Art
Beta Build	Introduction to Blender Modeling with Modifiers and Boolean Operations
Game Maker Evaluations and Ratings	Rendering—Lighting and Cameras
A-Maze-ing Games	Copyrights and Backgrounds
The Key to Adventure—Beta	Bump Maps
Proof of Concept Testing—Gravity	Advanced Animation—Lip Sync
Proof of Concept Testing—Jumping and Climbing	Design Team Roles
STEM Mathematics Extension—Isometric Geometry and Trigonometry	Project Management
Platform Games Alpha—Storyboard	Concept Documents
Platform Games—Scrolling and Camera View	Construction Documents
Exhibition of Mastery—Individual	Completion Documents
Programming Game Maker Language	Capstone—Exhibition of Mastery



Instructor's Manual

Included in the Instructor's Manual are chapter objectives, test answers, and solutions to the activities in the textbook/software design guide. A detailed scope and sequence chart is provided that outlines the activities for each day in the 15, 20, 30, 45, and 90 day curricula.

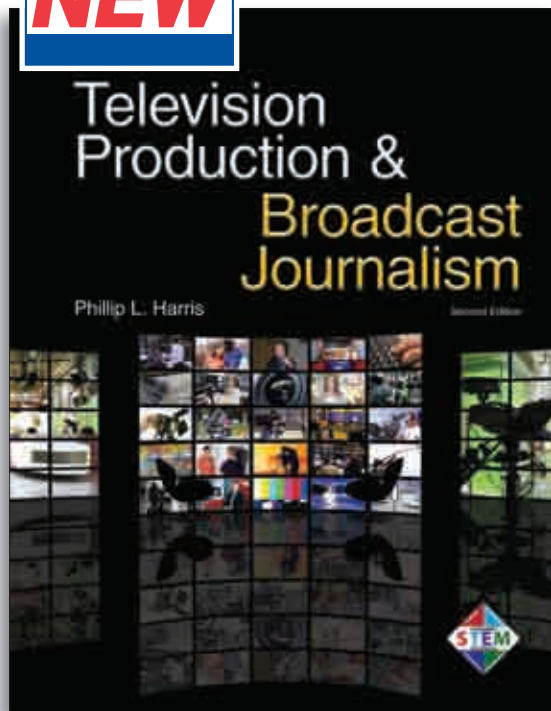


Introduction to Video Game Design Supports STEM

- Problem solving
- Design process
- Basic math principles
- Application of computers
- Sociological research

Product Information	ISBN	List	School
Text , softcover, 464 pp.	978-1-60525-468-5		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-846-1		
Bundle , Text + Online 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-999-4		
Instructor's Manual , 136 pp.	978-1-60525-469-2		

NEW



Television Production & Broadcast Journalism

by Phillip L. Harris, ©2012, 2nd Edition

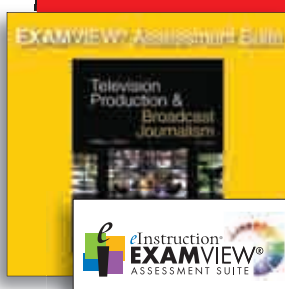
Television Production & Broadcast Journalism provides students with basic technical skills necessary to enter the television production industry as a production assistant, and introduces broadcast journalism theory. The text provides an overview of the equipment, job responsibilities, and techniques involved in both traditional studio production and remote location work. The activities and processes involved in each phase of production are presented and reinforced with realistic examples, numerous photos showing students in actual production situations, and engaging student activities.

Broadcast journalism coverage includes ethics and news judgment, types of stories, news writing, preparing news packages, and conducting interviews. The broadcast journalism concepts address skills and qualities required in the industry, but also incorporate classroom-appropriate standards and practices. The text places a strong emphasis on the importance of vocabulary and the correct use of technical terms. In addition to the glossary at the end of the textbook, a running glossary within the chapters provides an immediate formal definition of terms, as they are addressed in the text of the chapter. Talk the Talk features explain the difference in meaning between consumer and industry-specific terms, and clarify the proper use of industry terminology. Proper use of industry terms is an important factor in becoming a successful television production professional.



Instructor's Resource CD

Includes program and classroom management guide, chapter discussion items, classroom activities, quiz masters, answer keys, organizational and instructional forms, and reproducible masters.

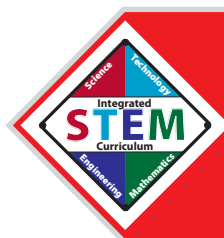


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CONTENTS

1. The Television Production Industry	13. Music
2. Working in the Television Production Industry	14. Image Display
3. The Video Camera and Support Equipment	15. Lighting
4. Video Camera Operations	16. Studio and Remote Shooting
5. Videotape, Video Media, and Video Recorders	17. Remote Shooting
6. Audio Basics	18. Props, Set Dressing, and Scenery
7. Connectors	19. Production Staging and Interacting with Talent
8. Scriptwriting	20. Directing
9. Broadcast Journalism	21. Makeup Application and Costume Considerations
10. Newswriting for Broadcast	22. Video Switchers and Special Effects Generators
11. Interviews	23. Electronic Special Effects
12. Legalities: Releases, Copyright, and Forums	24. Video Editing
	25. Getting Technical

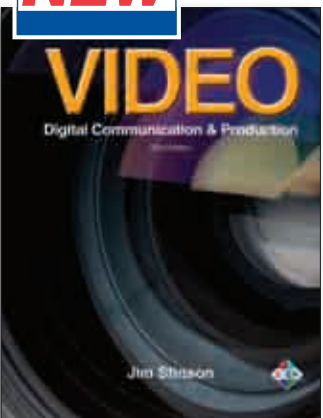


Television Production & Broadcast Journalism Supports STEM

- Properties of light and sound
- Design process
- Nonlinear editing
- Communication technologies

Product Information	ISBN	List	School
Text , 539 pp., hardcover	978-1-60525-350-3		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-698-6		
Bundle , Text + Online 6yr Classroom Subscription (minimum quantity 15)	978-1-61960-120-8		
Workbook , 136 pp.	978-1-60525-351-0		
Instructor's Resource CD , (Win/Mac)	978-1-60525-352-7		
EXAMVIEW® Assessment Suite , (Win/Mac), 1001 test questions	978-1-60525-353-4		
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SUGGESTED GRADE LEVELS

6	7	8	9	10	11	12	C
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Video Digital Communication & Production

by Jim Stinson, ©2013, 3rd Edition

Video: Digital Communication & Production is a comprehensive textbook designed as a complete introductory course in video. The third edition has been updated to include the most up-to-date digital equipment and processes prevalent in the video industry. This text addresses all major video production topics, including an overview of the video production process, video composition, program development, the operation of video camera systems, lighting equipment and techniques, audio equipment and recording, directing, editing principles, and digital software basics.

Video: Digital Communication & Production provides students with systematic, hands-on coverage of the entry-level work skills expected in the video industry.

CONTENTS

1. About Video	13. Camera Operation
2. Getting Started	14. Lighting Tools
3. Video Communication	15. Lighting Design
4. Video Space	16. Lighting Applications
5. Video Time	17. Recording Audio
6. Video Composition	18. Directing for Content
7. Video Language	19. Directing for Form
8. Video Sound	20. Editing Operations
9. Project Development	21. Editing Principles
10. Program Creation	22. Digital Editing
11. Production Planning	23. Mastering Digital Software
12. Camera Systems	

Product Information	ISBN	List	School
Text , approx. 204 pp., hardcover	978-1-60525-817-1		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-880-5		
Bundle , Text + Online 6yr Classroom Subscription (minimum quantity 15)	978-1-61960-121-5		
Workbook	978-1-60525-819-5		
Instructor's Annotated Workbook	978-1-60525-964-2		
Instructor's Resource CD , (Win/Mac)	978-1-60525-820-1		

SUGGESTED GRADE LEVELS

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Video DVDs

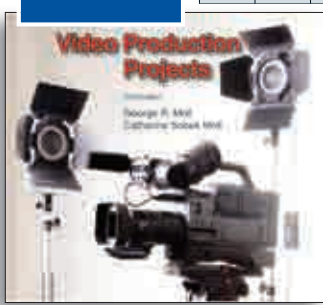
by Meridian Education and Films for the Humanities & Sciences, ©2004

Enhance student learning with these professionally produced video programs. *How to Produce a Video* (Meridian Education) is an introductory overview of the creative process, from concept to finished video. Individual aspects of the video production process are presented in the

five programs from Films for the Humanities & Sciences. These DVD titles provide visual reinforcement to the complex techniques and concepts presented in introductory video courses.

Product Information	DVD	Length	School
How to Produce a Video	10789	16 min.	
Successful Camera Work for Video	7169	30 min.	
Successful Lighting for Video	7170	32 min.	
Successful Sound for Video	7171	33 min.	
Successful Editing for Video	7172	32 min.	
Successful Nonlinear Editing for Video , ©2005	30627	36 min.	
Video DVD Series	VS6	Set of 6	

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SUGGESTED GRADE LEVELS

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Video Production Projects

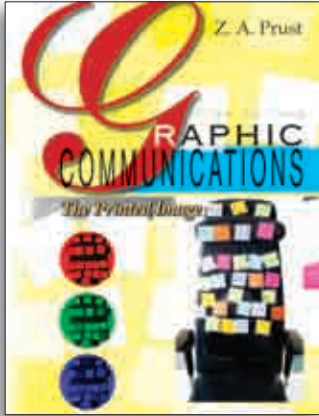
by George R. Moll and Catherine Sobek Moll, ©2013, 3rd edition

Video Production Projects is a project-based approach to teach the concepts and skills involved in video production.

The projects contained cover two semesters of instruction, and have been extensively classroom-tested and refined by the authors to be effective teaching tools that capture the interest of students. The new edition includes updated projects and suggestions for incorporating the use of personal electronic devices and tablet applications into the student projects.

The **Video Production Projects** CD contains reproducible masters for student project packets, classroom instruction materials, and examples of student video productions.

Product Information	ISBN	List	School
Video Production Projects CD, (Win/Mac)	978-1-60525-824-9		



Graphic Communications

by Z.A. Prust, ©2010, 5th Edition

Graphic Communications is a comprehensive text that reflects the changes that have taken place as digital technology has revolutionized almost every aspect of printing and its related operations. With its informative and easy-to-understand approach, the text helps students understand the processes, methods, and equipment used in the industry. This practical, versatile text covers all major aspects of graphic communications.

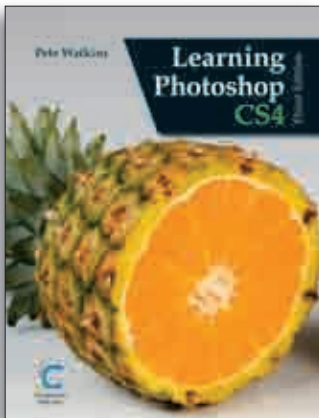
In addition to containing up-to-date content, this edition of **Graphic Communications** also includes several new features. Some of the features of this textbook include the following:

- Suggested Activities at the end of each chapter encourage students to apply concepts to real-life situations and develop skills related to chapter content.
- Career links highlight career opportunities in the graphic communications field.



CONTENTS	
1. Overview of Graphic Communications	13. Digital Printing Technology
2. Safety and Health	14. Lithographic Platemaking
3. Measurement	15. Lithographic Press Systems
4. Typography	16. Sheet-Fed Lithographic Press Operation and Troubleshooting
5. Design and Layout	17. Relief Printing
6. Traditional Text Composition	18. Flexographic Printing
7. Digital Prepress	19. Gravure Printing
8. Digital Image Capture	20. Screen Printing
9. Color Science, Vision, and Space	21. Substrates
10. Color Management	22. Ink
11. Analog Film, Equipment, and Processing Information	23. Finishing and Binding
12. Imposition and Layout	24. The Business of Printing
	25. Graphic Communications Careers

Product Information	ISBN	List	School
Text , 526 pp., hardcover	978-1-60525-061-8		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-691-7		
Bundle , Text + Online 6yr Classroom Subscription (minimum quantity 15)	978-1-61960-108-6		
Workbook , 120 pp.	978-1-60525-062-5		
Instructor's Manual , 220 pp.	978-1-60525-063-2		
Instructor's Resource CD , (Win/Mac)	978-1-60525-064-9		
EXAMVIEW® Assessment Suite , (Win/Mac), 1201 test questions	978-1-60525-065-6		
Instructor's Presentations for PowerPoint , (Win/Mac), 1408 slides			
Individual License	978-1-60525-066-3		
Site License	978-1-60525-067-0		



Learning Photoshop CS4

by Pete Watkins, ©2010, 3rd Edition

Learning Photoshop CS4 teaches students the techniques needed to restore and retouch images; composite images; color correct images; add special effects to images; create pamphlets, posters, and postcards; and much more. The book is designed to help students achieve a beginning-to-intermediate skill level with the leading image-editing software. Each chapter includes learning objectives and easy-to-understand explanations of the theory and software techniques needed to achieve those objectives. Full-color illustrations are used extensively throughout the book to guide students through software operation. End-of-chapter tutorials provide hands-on experience for students, allowing them to apply their new knowledge in real-world scenarios. Instructions in the book are compatible with both the Macintosh and Windows versions of Photoshop CS4. Where Macintosh and Windows commands or keystrokes differ, both are presented in the text.



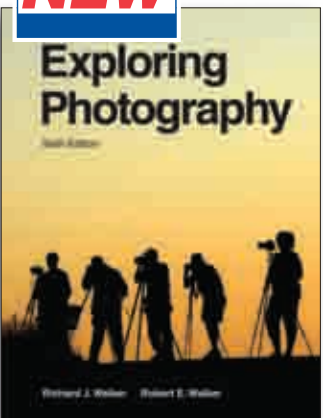
Product Information	ISBN	List	School
Text CS4 , 560 pp., hardcover	978-1-60525-168-4		
Instructor's CD CS4 , (Win/Mac)	978-1-60525-169-1		
Interactive Student Text CS3 , (Win/Mac)	978-1-60525-277-3		
Instructor's CD CS3 , (Win/Mac)	978-1-59070-874-3		
Companion Website www.g-wlearning.com/visualarts		FREE	



Also available, CS3 text on CD.



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SUGGESTED GRADE LEVELS							
6	7	8	9	10	11	12	C

Exploring Photography

by Richard J. Walker and Robert E. Walker, ©2012, 6th Edition

Exploring Photography is an easy-to-understand text designed for beginning photographers at the high school and middle school levels. It presents basic coverage of photographic fundamentals, ranging from the care of memory cards and batteries to composing and properly exposing the photograph to printing and mounting. The majority of the textbook covers digital photography, but there is enough coverage of film photography to make this a great resource for the student who enjoys traditional photography and development in the darkroom. *Careers in Photography*, *Photomacrography*, and *Displaying Photographs* chapters broaden the scope of the book.

- Teaches basic photography skills with a clear, easy-to-understand approach.
- Includes numerous photographs and line drawings to enhance content.
- Color is used extensively throughout the book.
- Includes material on digital and film photography.

CONTENTS

1. History of Photography	9. Digital Technology
2. Careers in Photography	10. Film
3. Lenses	11. Film Cameras
4. The Camera	12. Developing Black and White Film
5. Using a Camera	13. Developing Black and White Prints
6. Lighting	14. Displaying Photographs
7. Close-up and Photomacrography	
8. Camera Filters	

The Instructor's Resource CD contains time-saving materials including Lesson Plans, Web Links, Quizzes, Lesson Slides, and much more. These items are designed to help the instructor create an efficient and successful photography program.

Product Information	ISBN	List	School
Text , 234 pp., hardcover	978-1-60525-476-0		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-867-6		
Bundle , Text + Online 6yr Classroom Subscription (minimum quantity 15)	978-1-61960-107-9		
Workbook , 104 pp.	978-1-60525-477-7		
Instructor's Resource CD , (Win/Mac)	978-1-60525-478-4		

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6	7	8	9	10	11	12	C

Photography Capture to Presentation

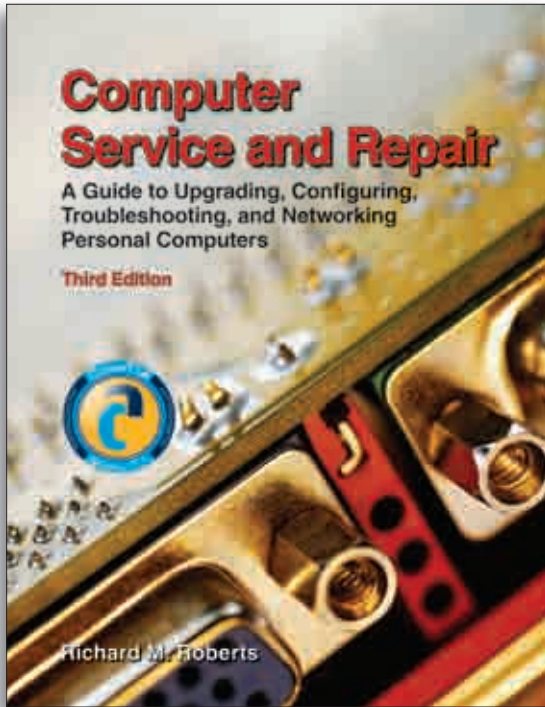
by Jack Klasey, ©2012, 2nd Edition

Photography: Capture to Presentation is designed for use as a first course in the basics of photography, focusing on the application of photographic principles to the field of digital imaging. The text provides a solid knowledge base for the student, covering the essential tools and techniques of photography. Emphasis is on color digital photography to permit concentration on basic skill development, but film cameras and developing techniques are also included. The textbook includes the use of image-editing software and the "digital darkroom", with practical examples of techniques for correcting, enhancing, and creatively manipulating images. After learning the fundamentals, the reader learns about photography situations such as action and event photography, outdoor photography, travel photography, and portrait and studio photography.

CONTENTS

The Basics	12. Portrait and Studio Photography
1. From Pitch to Pixels	13. Large Format Photography
2. The Camera System	Digital Postprocessing
3. Lenses	14. Image Input and Scanning
4. Light and Exposure	15. Digital Darkroom Basics
5. Image Capture Media	16. Advanced Digital Darkroom Techniques
Shooting	17. Image Output and Presentation
6. Camera Handling, Care, and Support	Traditional Processing
7. Making a Picture	18. Developing Film
8. Making Exposure Decisions	19. Setting up a Darkroom
9. Action and Event Photography	20. Printing Basics
10. Outdoor Photography	21. Advanced Printing
11. Travel Photography	

Product Information	ISBN	List	School
Text , 672 pp., hardcover	978-1-60525-576-7		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-871-3		
Bundle , Text + Online 6yr Classroom Subscription (minimum quantity 15)	978-1-61960-082-9		
Workbook , 125 pp.	978-1-60525-577-4		
Instructor's Resource CD , (Win/Mac)	978-1-60525-578-1		
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Computer Service and Repair

A Guide to Upgrading, Configuring, Troubleshooting, and Networking Personal Computers

by Richard M. Roberts, ©2008, 3rd Edition

Computer Service and Repair presents the most up-to-date information in the rapidly changing world of computers and their software. The text teaches the practices and principles needed to pass the CompTIA A+ Certification Exams, as well as to build, upgrade, and troubleshoot PCs. **Computer Service and Repair** is written for students with no PC technical experience as well as for PC technicians with limited formal training. Preparation for the CompTIA A+ Certification Exams is emphasized throughout the textbook. This textbook meets the requirements of the CompTIA Authorized Quality Curriculum Program, covering all objectives of the A+ Certification Exams.

Most chapters open with descriptions of A+ *Key Points*, which identify chapter content that is likely to be represented on the examination. At the end of most chapters, students take a 10-question quiz consisting of sample A+ exam items relating to the chapter content. A complete chapter of the textbook is devoted to CompTIA A+ exam preparation.

Prepares for CompTIA A+ Certification



Sample A+ Exam Questions give students an opportunity to see chapter content as it may appear on the certification exam.



Instructor's Presentations for PowerPoint
Visually reinforce the key concepts from each textbook chapter using these colorful presentations.



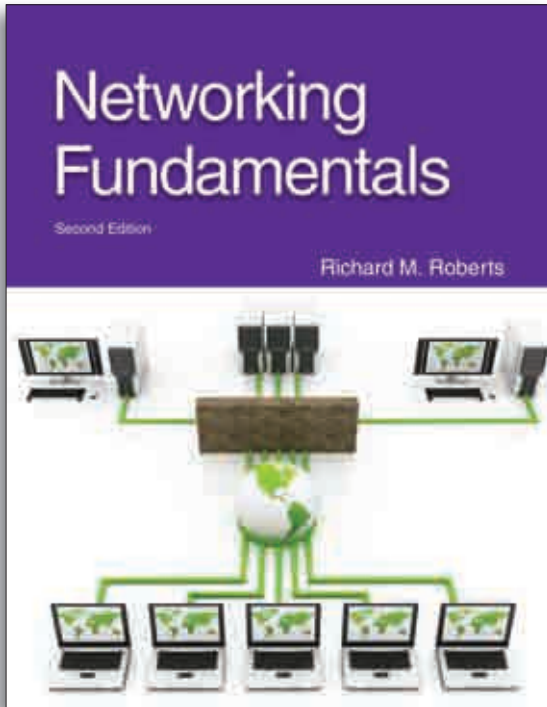
Computer Service and Repair Supports STEM

- Binary math
- Metric prefixes
- Electrical theory
- Troubleshooting

CONTENTS

1. Introduction to a Typical PC	15. PC Troubleshooting
2. Operating Systems	16. Introduction to Networking
3. Motherboards	17. Network Administration
4. CPU	18. WAN
5. Power Supplies	19. Small-Office/Home-Office (SOHO) Networking
6. Memory	20. Customer Support, Communication, and Professionalism
7. Input Devices	21. CompTIA A+ Certification Exams Preparation
8. Video Display and Audio Systems	22. Employment and Advanced Education
9. Magnetic Storage Devices	
10. CD Technology	
11. Printers	
12. Portable PCs	
13. Modems and Transceivers	
14. Viruses	

Product Information	ISBN	List	School
Text , 976 pp., hardcover	978-1-59070-857-6		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-685-6		
Bundle , Text + Online 6yr Classroom Subscription (minimum quantity 15)	978-1-61960-101-7		
Study Guide , 296 pp.	978-1-59070-863-7		
Laboratory Manual , 614 pp.	978-1-59070-858-3		
Bundle , Text + Study Guide + Lab Manual	978-1-60525-272-8		
Instructor's Manual , 368 pp.	978-1-59070-859-0		
Instructor's Resource CD	978-1-59070-860-6		
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Networking Fundamentals

by Richard M. Roberts, ©2012, 2nd Edition

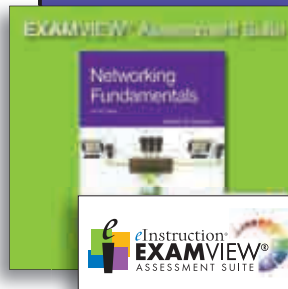
Networking Fundamentals teaches the basic concepts and terminology of networking and is designed to prepare students for the CompTIA Network+ Certification Exam. The text covers media types and standards and how data is encoded and transmitted. Students are also introduced to the terminology and basic concepts of each network operating system. The Open Systems Interconnection (OSI) model is introduced in the first chapter, revisited throughout the textbook, and then examined in detail in Chapter 16, *A Closer Look at the OSI Model*. A complete chapter is dedicated to TCP/IP and another to subnetting.

- Teaches the student how to maintain, troubleshoot, design, and install networks.
- Includes Sample Network+ Exam Questions, Network+ Key Points, Network+ Notes, and Suggested Laboratory Activities.
- Each chapter includes one laboratory activity taken from the Laboratory Manual.
- Meets requirements of the CompTIA Authorized Quality Curriculum Program, covering all objectives of the CompTIA Network+ Certification Exam.

Prepares for CompTIA Network+ Certification

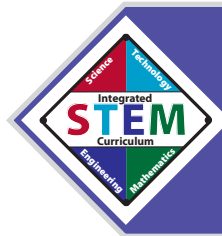


Sample Network+ Exam Questions give students an opportunity to see chapter content as it may appear on the certification exam.



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Networking Fundamentals Supports STEM

- Binary math
- Subnetting
- Digital encoding and data transmissions
- Troubleshooting
- Designing a network

CONTENTS

1. Introduction to Networking	12. Multimedia Transmission
2. Network Media—Copper Core Cable	13. Web Servers and Services
3. Fiber-Optic Cable	14. Remote Access and Long-Distance Communications
4. Wireless Technology	15. Network Security
5. Digital Encoding and Data Transmission	16. A Closer Look at the OSI Model
6. Network Operating Systems and Network Communications	17. Maintaining the Network
7. Microsoft Network Operating Systems	18. Fundamentals of Troubleshooting the Network
8. UNIX/Linux Operating Systems	19. Designing and Installing a New Network
9. Introduction to the Server	20. Network+ Certification Exam Preparation
10. TCP/IP Fundamentals	21. Employment in the Field of Networking Technology
11. Subnetting	

Product Information	ISBN	List	School
Text , 923 pp., hardcover	978-1-60525-356-5		
Online Text , 6 yr. Classroom Subscription (minimum quantity 15)	978-1-60525-695-5		
Bundle , Text + Online 6yr Classroom Subscription (minimum quantity 15)	978-1-61960-115-4		
Study Guide , 320 pp.	978-1-60525-357-2		
Laboratory Manual , 674 pp.	978-1-60525-358-9		
Bundle , Text + Study Guide + Lab Manual	978-1-60525-634-4		
Instructor's Resource CD	978-1-60525-359-6		
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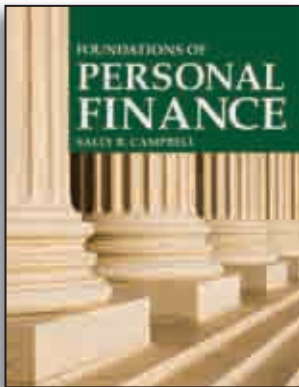
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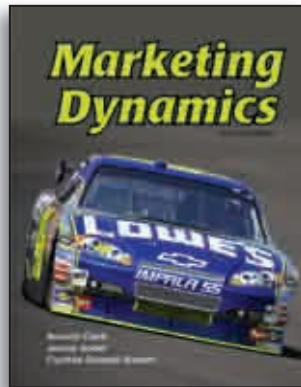
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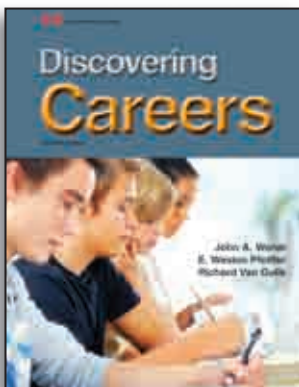
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