

**New Fairfield Public Schools  
Textbook Selection Information**

**Course:** Intro to Business

**Grade(s):** 9-12

**Title:** *Better Business, 5th Edition*

**Author(s):** Michael R. Solomon, Mary Anne Poatsy, Kendall Martin

**Publisher:** Pearson

**Date:** 2018

**Readability:** This book is listed with Pearson for high school business courses.

*The following criteria were adopted and/or adapted from the American Library Association Workbook for Selection Policy Writing.*

- 1. Learning resources shall support and be consistent with the general educational goals of the state and the district and the aims and objectives of individual schools and specific courses.**

This textbook was chosen because it provides the depth of information that students need to be successful in an Intro to Business course at NFHS. In regards to the current text that students are using, the text is severely outdated and this new text will assist with updating the program to meet current needs in business areas of exploration. This textbook provides a focus on the practical skills and important developments in business today.

- 2. Learning resources shall be chosen to enrich and support the curriculum and the personal needs of users.**

This textbook is symmetrical with the Intro to Business curriculum and will support students in their organization, application, and mastery of the curriculum.

The proposed text The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for businesses and a need for change in introduction to business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on companies today. The 13th Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts they're learning about, and making this text the most current and relevant one available. This allows students to contextualize their learning, and provide relevant ways to connect the content to students' lives.

- 3. Learning resources shall meet high standards of quality in format, visual**

**quality and presentation:**

This textbook was chosen for its excellence in organization, format, visual and learning supports, and overall presentation while providing a real-world business practices approach. It covers timely and current events. It also comes with or without online resources.

- 4. Learning resources shall be appropriate for the subject area and for the age, emotional development, ability level, learning styles, and social development of the students for whom the materials are selected.**

This textbook was designed for the high school Business student, and is appropriate and excellent in the manner in which it addresses the items in this question.

- 5. Learning resources shall promote an appreciation of cultural diversity.**

This textbook provides varied and eclectic perspectives and will support an enriched, diverse curriculum.

- 6. The publisher provides appropriate support materials**

This textbook is the 2018 update and includes an array of electronic supports as an option.

- 7. Price per book and the number needed:**

**45 books - for 2 sections of Introduction to Business**

**Student Edition (Softcover) 9780134522746 89.99 with MyLab Student access**