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### Product Description

Created through a student-tested, faculty-approved review process with input from students and faculty, MGMT6 is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners at a value-based price. This innovative approach unites today's latest management research with author Chuck Williams's unique storytelling approach in a visually rich, yet professional, design that reads like a business periodical. MGMT6 provides a streamlined, concepts-driven format with optional exercises, new cases, and new practical applications that you can choose to use depending on your students' needs. The complete suite of fresh learning aids includes downloadable flashcards, videos, MP3 review podcasts, and quick quizzes that allow students to study wherever they are and whenever they have time. In addition, Aplia's premium student engagement tool for management will help your students think like managers. This tool allows you to easily manage the subtle dynamics of teaching Principles of Management, with problem sets that guide students through a combination of lower and higher order thinking skills exercises, video cases, interactive charts/graphs, self assessments, and vivid examples. Holding students accountable for their own engagement becomes easy with Aplia's assessment analytics that track student participation, progress, and performance. Also available with MGMT6 is Cengage Learning's Write Experience, helping students write effectively without adding to your workload! Designed to reach today's students, MGMT6 says it all in four letters, reflecting how this unique solution speaks in the language of today's learner.