What separates simple memorization from true understanding? **ENGAGEMENT.**

Built on principles of learning design and created hand-in-hand with educators, Cengage Learning solutions focus on engagement, taking students through the levels of application, analysis, and critical thinking with depth and context unmatched in the market.

**MindTap**

Through personalized paths of dynamic assignments and applications, MindTap is a digital learning solution that turns cookie cutter into cutting edge, apathy into engagement, and memorizers into higher-level thinkers.

**CengageNOW**

CengageNOW elevates thinking by providing superior content designed with the entire student workflow in mind, from motivation to mastery. Students learn more efficiently with the variety of engaging assessment & learning tools. For instructors, CengageNOW provides ultimate control and customization and a clear view into student performance that allows for the opportunity to tailor the learning experience to improve outcomes.

**Aplia**

Aplia significantly improves outcomes and elevates thinking by increasing student effort and engagement. Developed by teachers and used by more than 1,000,000 students, Aplia assignments connect concepts to the real world and focus on the unique course challenges facing students.

Digital Solutions are available for your course! Look for logo(s) accompanying the cover image of your selected product(s).

### Business Analytics

- **Essentials of Business Analytics**
  - Camm / Cochran / Fry / Ohlmann / Anderson / Sweeney / Williams
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- **Business Analytics: Data Analysis & Decision Making, 5e**
  - Albright / Winston
  - ©2015
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- **Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics, 7e**
  - Ragsdale
  - ©2015
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### Business Statistics

- **Statistics for Business and Economics, Revised, 12e**
  - Anderson/Sweeney/Williams/Camm / Cochran
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- **Essentials of Statistics for Business and Economics, 7e**
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- **Modern Business Statistics with Microsoft® Excel®, 5e**
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### Operations Management

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