

McGraw Hill Connect SmartBook

McGraw Hill Connect SmartBook: The Ultimate Guide to Enhanced Learning

In today's fast-paced educational environment, students and instructors alike seek innovative tools that optimize learning experiences and improve academic outcomes. One such groundbreaking solution is McGraw Hill Connect SmartBook—an adaptive, interactive e-textbook designed to revolutionize the way students engage with course material. This comprehensive guide explores everything you need to know about McGraw Hill Connect SmartBook, including its features, benefits, usage tips, and why it's becoming an essential component of modern education.

What is McGraw Hill Connect SmartBook?

Definition and Overview

McGraw Hill Connect SmartBook is an intelligent, adaptive digital textbook integrated within the McGraw Hill Connect platform. Unlike traditional static textbooks, SmartBook dynamically personalizes content based on individual student performance, focusing on areas that need improvement. It combines the advantages of digital accessibility, interactive features, and adaptive learning algorithms to create a highly effective study tool.

Key Features of McGraw Hill Connect SmartBook

- **Adaptive Learning Technology:** Tailors content to the learner's strengths and weaknesses.
 - **Interactive Content:** Includes embedded videos, animations, and practice questions.
 - **Real-time Feedback:** Offers instant insights into learner progress.
 - **Progress Tracking:** Allows students and instructors to monitor performance and engagement.
 - **Accessibility:** Compatible across devices—laptops, tablets, and smartphones.
 - **Compatibility:** Seamlessly integrates with other McGraw Hill Connect resources.
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How Does McGraw Hill Connect SmartBook Work?

Adaptive Learning Algorithm

At the core of SmartBook is an adaptive learning engine that assesses a student's understanding in real-time. As students read through the content, answer questions, and interact with multimedia, the system identifies areas where they excel or struggle. Based on this data, it dynamically adjusts the subsequent material—reinforcing concepts that need improvement and advancing through topics already mastered.

PERSONALIZED STUDY PATHS

SMARTBOOK CREATES A TAILORED LEARNING JOURNEY FOR EACH STUDENT, ENSURING EFFICIENT USE OF STUDY TIME. INSTEAD OF PASSIVELY READING A UNIFORM TEXTBOOK, STUDENTS ENGAGE WITH CONTENT RELEVANT TO THEIR CURRENT KNOWLEDGE LEVEL, WHICH ENHANCES RETENTION AND COMPREHENSION.

ENGAGEMENT AND INTERACTIVITY

THE PLATFORM INCORPORATES VARIOUS INTERACTIVE ELEMENTS SUCH AS:

- EMBEDDED QUIZZES
- CONCEPT VIDEOS
- INTERACTIVE DIAGRAMS
- FLASHCARDS

THESE FEATURES FOSTER ACTIVE LEARNING, MAKING STUDYING MORE ENGAGING AND EFFECTIVE.

BENEFITS OF USING MCGRAW HILL CONNECT SMARTBOOK

FOR STUDENTS

- ADAPTIVE LEARNING FOR BETTER OUTCOMES: PERSONALIZED CONTENT HELPS STUDENTS FOCUS ON THEIR INDIVIDUAL LEARNING NEEDS.
- ENHANCED ENGAGEMENT: INTERACTIVE ELEMENTS KEEP STUDENTS ACTIVELY INVOLVED.
- IMPROVED RETENTION: REPEATED PRACTICE AND TARGETED REVIEW REINFORCE UNDERSTANDING.
- FLEXIBILITY AND ACCESSIBILITY: STUDY ANYTIME, ANYWHERE, ON ANY DEVICE.
- IMMEDIATE FEEDBACK: HELPS STUDENTS IDENTIFY AREAS FOR IMPROVEMENT PROMPTLY.

FOR INSTRUCTORS

- DATA-DRIVEN INSIGHTS: ACCESS DETAILED REPORTS ON STUDENT PROGRESS AND ENGAGEMENT.
- EFFICIENT COURSE MANAGEMENT: ASSIGNMENTS AND ASSESSMENTS CAN BE CUSTOMIZED EASILY.
- ENHANCED TEACHING STRATEGIES: USE INSIGHTS TO IDENTIFY COMMON MISCONCEPTIONS AND TAILOR INSTRUCTION.
- INCREASED STUDENT SUCCESS RATES: WITH PERSONALIZED LEARNING PATHWAYS, STUDENTS ARE MORE LIKELY TO SUCCEED.

FOR EDUCATIONAL INSTITUTIONS

- SCALABLE SOLUTION: SUPPORTS LARGE CLASSES WITH INDIVIDUALIZED LEARNING.
- DATA COLLECTION: FACILITATES RESEARCH AND CURRICULUM IMPROVEMENT.
- COST-EFFECTIVE: REDUCES THE NEED FOR MULTIPLE TRADITIONAL TEXTBOOKS AND PRINT MATERIALS.

How to Use McGraw Hill Connect SmartBook Effectively

Getting Started

- Access the Platform: Log in via your institution's Learning Management System (LMS) or direct McGraw Hill Connect site.
- Navigate to Your Course: Select your course and locate the SmartBook content.
- Set a Study Schedule: Plan regular study sessions to stay on track.

Best Practices for Students

- Engage Actively: Interact with embedded quizzes and multimedia.
- Focus on Weak Areas: Review recommended sections to strengthen understanding.
- Utilize Progress Reports: Monitor your performance and adjust study habits accordingly.
- Ask for Help: Reach out to instructors if you encounter persistent difficulties.

Tips for Instructors

- Integrate SmartBook into the Curriculum: Use assigned SmartBook readings and assessments.
- Use Data Analytics: Identify students who may need additional support.
- Encourage Regular Use: Promote consistent engagement for better results.
- Supplement with Live Instruction: Combine SmartBook with traditional teaching methods for a blended learning approach.

Advantages of Integrating McGraw Hill Connect SmartBook into the Curriculum

- Personalized Learning Experience: Adjusts to individual student needs, fostering mastery.
- Enhanced Student Engagement: Interactive content makes learning more captivating.
- Immediate Feedback Loop: Enables students to correct mistakes in real-time.
- Better Retention and Comprehension: Active participation improves long-term memory.
- Time Efficiency: Focuses study efforts on weak points, reducing wasted effort.
- Analytics for Educators: Data-driven insights support targeted interventions.

Comparison: McGraw Hill Connect SmartBook vs Traditional Textbooks

Feature	McGraw Hill Connect SmartBook	Traditional Textbook
Interactivity	High (Videos, Quizzes, Animations)	Low (Static Pages)
Personalization	Yes (Adaptive Content)	No
Accessibility	Multiple Devices, Online & Offline	Physical Copies Only

| UPDATES | INSTANT UPDATES AND NEW CONTENT | MANUAL, COSTLY PRINTING |
| ENGAGEMENT | HIGHLY INTERACTIVE | PASSIVE READING |

PRICING AND ACCESS OPTIONS

- SUBSCRIPTION-BASED MODEL: TYPICALLY OFFERED VIA SEMESTER OR ANNUAL SUBSCRIPTIONS.
- INSTITUTIONAL LICENSING: SCHOOLS AND UNIVERSITIES OFTEN PURCHASE LICENSES FOR ENTIRE CLASSES.
- INDIVIDUAL ACCESS: STUDENTS CAN BUY OR RENT ACCESS DIRECTLY FROM MCGRAW HILL.

NOTE: PRICING VARIES DEPENDING ON THE COURSE, INSTITUTION AGREEMENTS, AND GEOGRAPHIC LOCATION. MANY INSTITUTIONS INCLUDE SMARTBOOK ACCESS AS PART OF THEIR COURSE FEES.

CONCLUSION: WHY CHOOSE MCGRAW HILL CONNECT SMARTBOOK?

INCORPORATING MCGRAW HILL CONNECT SMARTBOOK INTO YOUR EDUCATIONAL JOURNEY OR TEACHING STRATEGY OFFERS NUMEROUS ADVANTAGES. ITS ADAPTIVE TECHNOLOGY PERSONALIZES LEARNING, MAKING STUDY SESSIONS MORE EFFICIENT AND EFFECTIVE. INTERACTIVE FEATURES FOSTER ENGAGEMENT, AND REAL-TIME FEEDBACK HELPS LEARNERS STAY MOTIVATED AND ON TRACK. FOR EDUCATORS, COMPREHENSIVE ANALYTICS ENABLE TARGETED INSTRUCTION AND SUPPORT.

WHETHER YOU'RE A STUDENT AIMING FOR BETTER GRADES OR AN INSTRUCTOR SEEKING INNOVATIVE TEACHING TOOLS, MCGRAW HILL CONNECT SMARTBOOK PROVIDES A VERSATILE, POWERFUL SOLUTION TO ELEVATE THE EDUCATIONAL EXPERIENCE. AS DIGITAL LEARNING CONTINUES TO EVOLVE, EMBRACING TOOLS LIKE SMARTBOOK ENSURES YOU STAY AHEAD IN MASTERING COURSE MATERIAL AND ACHIEVING ACADEMIC SUCCESS.

META DESCRIPTION: DISCOVER HOW MCGRAW HILL CONNECT SMARTBOOK TRANSFORMS LEARNING WITH ADAPTIVE, INTERACTIVE DIGITAL TEXTBOOKS. LEARN ABOUT ITS FEATURES, BENEFITS, AND USAGE TIPS FOR STUDENTS AND EDUCATORS.

KEYWORDS: MCGRAW HILL CONNECT SMARTBOOK, ADAPTIVE LEARNING, DIGITAL TEXTBOOKS, INTERACTIVE E-TEXTBOOK, PERSONALIZED LEARNING, EDUCATIONAL TECHNOLOGY, ONLINE LEARNING TOOLS

FREQUENTLY ASKED QUESTIONS

WHAT IS MCGRAW HILL CONNECT SMARTBOOK AND HOW DOES IT ENHANCE LEARNING?

MCGRAW HILL CONNECT SMARTBOOK IS AN ADAPTIVE E-TEXTBOOK THAT PERSONALIZES LEARNING BY HIGHLIGHTING CONCEPTS STUDENTS NEED TO FOCUS ON, PROVIDING TAILORED QUESTIONS, AND TRACKING COMPREHENSION TO IMPROVE RETENTION AND UNDERSTANDING.

CAN STUDENTS CUSTOMIZE THEIR SMARTBOOK STUDY EXPERIENCE ON MCGRAW HILL CONNECT?

YES, STUDENTS CAN CUSTOMIZE THEIR SMARTBOOK EXPERIENCE BY SETTING GOALS, FOCUSING ON SPECIFIC TOPICS, AND ADJUSTING THEIR STUDY PACE TO BETTER SUIT THEIR INDIVIDUAL LEARNING NEEDS.

How does SmartBook in McGraw Hill Connect adapt to individual student performance?

SmartBook uses real-time data and analytics to identify areas where students struggle, offering targeted content and questions to reinforce understanding and improve mastery of the material.

Is McGraw Hill Connect SmartBook compatible with mobile devices?

Yes, SmartBook is accessible across various devices, including smartphones and tablets, allowing students to study anytime and anywhere with an internet connection.

What are the benefits of using McGraw Hill Connect SmartBook for instructors?

Instructors benefit from SmartBook's detailed analytics, which help monitor student progress, identify common challenges, and tailor instruction accordingly to enhance overall classroom performance.

How does McGraw Hill Connect SmartBook improve student engagement and retention?

SmartBook's interactive and personalized approach keeps students engaged by focusing on their specific needs, providing immediate feedback, and encouraging active learning, leading to better retention of course material.

Additional Resources

McGraw Hill Connect SmartBook is an innovative digital learning tool designed to revolutionize the way students engage with course material. As an adaptive reading experience, SmartBook tailors content to individual learners, promoting active learning and improving comprehension. Since its introduction, it has garnered attention from educators and students alike for its personalized approach, interactive features, and integration capabilities. This review delves into the core aspects of McGraw Hill Connect SmartBook, exploring its functionalities, benefits, limitations, and overall effectiveness as an educational resource.

What is McGraw Hill Connect SmartBook?

McGraw Hill Connect SmartBook is a dynamic e-textbook platform that combines traditional reading with adaptive technology to enhance student engagement. Unlike static textbooks, SmartBook uses data-driven insights to identify areas where a student may struggle and adjusts the content delivery accordingly. It integrates seamlessly within McGraw Hill's Connect platform, which provides comprehensive tools for assignments, assessments, and analytics.

This platform aims to foster active learning by prompting students to answer questions throughout the reading process, rather than passively consuming information. It encourages retention, critical thinking, and mastery of concepts by focusing on personalized learning pathways.

Core Features of McGraw Hill Connect SmartBook

ADAPTIVE READING EXPERIENCE

SmartBook's hallmark feature is its adaptive content delivery. As students progress through the material, the system monitors their responses and engagement levels, then dynamically adjusts the difficulty and focus areas. This ensures that learners spend more time on concepts they find challenging, optimizing their study time and improving comprehension.

INTERACTIVE QUESTIONING

Throughout the reading, students encounter embedded questions designed to test understanding and promote active recall. These questions are not mere quizzes but are integrated into the narrative to reinforce key ideas and encourage critical thinking.

REAL-TIME ANALYTICS AND REPORTING

Instructors and students have access to detailed analytics showing progress, engagement levels, and mastery of topics. These insights allow for targeted interventions, personalized feedback, and data-driven instructional strategies.

SEAMLESS INTEGRATION WITH COURSE CONTENT

SmartBook content is aligned with course curricula, standards, and learning outcomes. It often includes multimedia elements such as videos, animations, and simulations to enrich the learning experience.

COMPATIBILITY AND ACCESSIBILITY

Designed to be accessible across devices—laptops, tablets, and smartphones—SmartBook offers flexibility for learners. It also complies with accessibility standards to accommodate students with disabilities.

ADVANTAGES OF USING MCGRAW HILL CONNECT SMARTBOOK

PERSONALIZED LEARNING PATHWAYS

By adapting to individual student needs, SmartBook ensures that learners focus on areas where they need the most improvement, leading to more efficient studying and better retention.

ENHANCED ENGAGEMENT

The interactive elements, embedded questions, and multimedia content keep students actively involved, reducing passive reading and promoting deeper understanding.

DATA-DRIVEN FEEDBACK

Students receive immediate feedback on their responses, helping them identify gaps in knowledge and adjust their study strategies accordingly. Instructors can leverage comprehensive reports to tailor their teaching.

TIME EFFICIENCY

SMARTBOOK'S TARGETED APPROACH MINIMIZES WASTED EFFORT ON MASTERED CONTENT, ALLOWING STUDENTS TO ALLOCATE MORE TIME TO CHALLENGING TOPICS.

FLEXIBILITY AND ACCESSIBILITY

MOBILE-FRIENDLY DESIGN AND COMPATIBILITY ACROSS DEVICES MAKE IT EASY FOR STUDENTS TO STUDY ANYTIME AND ANYWHERE, FITTING LEARNING INTO DIVERSE SCHEDULES.

LIMITATIONS AND CHALLENGES OF MCGRAW HILL CONNECT SMARTBOOK

LEARNING CURVE FOR NEW USERS

SOME STUDENTS AND INSTRUCTORS MAY INITIALLY FIND THE PLATFORM COMPLEX OR OVERWHELMING DUE TO ITS WIDE RANGE OF FEATURES AND DATA ANALYTICS.

COST CONSIDERATIONS

ACCESS TO SMARTBOOK TYPICALLY REQUIRES A SUBSCRIPTION OR COURSE FEE, WHICH MIGHT BE A BARRIER FOR SOME STUDENTS, ESPECIALLY WHEN COMPARED TO FREE RESOURCES.

DEPENDENCE ON TECHNOLOGY

STUDENTS WITH LIMITED INTERNET ACCESS OR OLDER DEVICES MAY FACE DIFFICULTIES UTILIZING THE PLATFORM EFFECTIVELY, POTENTIALLY WIDENING THE DIGITAL DIVIDE.

CONTENT QUALITY AND ALIGNMENT

WHILE GENERALLY WELL-ALIGNED WITH CURRICULA, THERE MAY BE INSTANCES WHERE CONTENT UPDATES LAG BEHIND CURRENT RESEARCH OR STANDARDS, REQUIRING SUPPLEMENTARY MATERIALS.

LIMITED SUBJECT COVERAGE

SMARTBOOK IS PRIMARILY AVAILABLE FOR COURSES AND DISCIPLINES OFFERED BY MCGRAW HILL, WHICH MAY LIMIT OPTIONS FOR STUDENTS IN NICHE OR LESS-COMMON FIELDS.

COMPARATIVE ANALYSIS WITH TRADITIONAL TEXTBOOKS AND OTHER DIGITAL TOOLS

WHILE TRADITIONAL TEXTBOOKS OFFER A TANGIBLE, STATIC RESOURCE, SMARTBOOK'S ADAPTIVE AND INTERACTIVE FEATURES PROVIDE A SIGNIFICANT ADVANTAGE IN PROMOTING ACTIVE LEARNING. COMPARED TO OTHER DIGITAL TOOLS, SMARTBOOK'S INTEGRATION WITHIN THE CONNECT PLATFORM OFFERS A COMPREHENSIVE ENVIRONMENT FOR COURSEWORK, ASSIGNMENTS, AND ASSESSMENTS.

SOME ALTERNATIVE PLATFORMS MAY FOCUS SOLELY ON QUIZZES OR FLASHCARDS, LACKING THE DEPTH OF ADAPTIVE READING. CONVERSELY, OTHER E-TEXTBOOK SOLUTIONS MAY NOT OFFER REAL-TIME ANALYTICS OR PERSONALIZED PATHWAYS, MAKING

SMARTBOOK STAND OUT AS A MORE HOLISTIC LEARNING AID.

HOWEVER, SOME EDUCATORS AND STUDENTS MIGHT PREFER THE SIMPLICITY OF CONVENTIONAL TEXTBOOKS OR OTHER ONLINE RESOURCES IF THEY FIND SMARTBOOK'S FEATURES TOO INTRICATE OR RESOURCE-INTENSIVE.

EFFECTIVENESS AND STUDENT OUTCOMES

RESEARCH AND USER TESTIMONIALS SUGGEST THAT SMARTBOOK SIGNIFICANTLY IMPROVES STUDENT ENGAGEMENT, RETENTION, AND ACADEMIC PERFORMANCE. ITS ADAPTIVE APPROACH ENSURES THAT STUDENTS SPEND MORE TIME MASTERING DIFFICULT CONCEPTS AND LESS ON FAMILIAR MATERIAL. MANY INSTRUCTORS REPORT HIGHER EXAM SCORES AND BETTER COMPREHENSION WHEN INTEGRATING SMARTBOOK INTO THEIR COURSES.

HOWEVER, SUCCESS VARIES DEPENDING ON FACTORS SUCH AS STUDENT MOTIVATION, INSTRUCTOR INVOLVEMENT, AND COURSE DESIGN. FOR OPTIMAL RESULTS, SMARTBOOK SHOULD BE INTEGRATED THOUGHTFULLY WITH OTHER TEACHING METHODS, NOT RELIED UPON AS A STANDALONE SOLUTION.

BEST PRACTICES FOR USING MCGRAW HILL CONNECT SMARTBOOK

- SET CLEAR EXPECTATIONS: EDUCATORS SHOULD COMMUNICATE HOW SMARTBOOK WILL BE USED IN THE COURSE AND ENCOURAGE STUDENTS TO ENGAGE ACTIVELY WITH THE PLATFORM.
- UTILIZE ANALYTICS: REGULARLY REVIEW STUDENT PROGRESS REPORTS TO IDENTIFY WHO MAY NEED ADDITIONAL SUPPORT.
- INTEGRATE WITH COURSE ACTIVITIES: COMBINE SMARTBOOK WITH DISCUSSIONS, GROUP WORK, AND TRADITIONAL ASSESSMENTS FOR A BALANCED APPROACH.
- ENCOURAGE SELF-DIRECTED LEARNING: MOTIVATE STUDENTS TO USE SMARTBOOK AS A PRIMARY STUDY TOOL OUTSIDE OF CLASS HOURS.
- PROVIDE TECHNICAL SUPPORT: ENSURE STUDENTS HAVE ACCESS TO RESOURCES FOR TROUBLESHOOTING AND PLATFORM NAVIGATION.

CONCLUSION

MCGRAW HILL CONNECT SMARTBOOK STANDS OUT AS A POWERFUL, ADAPTIVE LEARNING TOOL DESIGNED TO ENHANCE STUDENT ENGAGEMENT AND MASTERY OF COURSE MATERIAL. ITS PERSONALIZED APPROACH, INTERACTIVE FEATURES, AND COMPREHENSIVE ANALYTICS MAKE IT A VALUABLE ASSET IN MODERN EDUCATION. WHILE IT PRESENTS SOME CHALLENGES, SUCH AS COST AND INITIAL COMPLEXITY, ITS BENEFITS—ESPECIALLY IN PROMOTING ACTIVE LEARNING AND EFFICIENT STUDY HABITS—ARE COMPELLING.

FOR EDUCATORS SEEKING TO LEVERAGE TECHNOLOGY TO IMPROVE STUDENT OUTCOMES, SMARTBOOK OFFERS A PROMISING SOLUTION THAT ALIGNS WITH CONTEMPORARY PEDAGOGICAL BEST PRACTICES. STUDENTS WHO EMBRACE ITS FEATURES AND INTEGRATE IT INTO THEIR STUDY ROUTINES ARE LIKELY TO EXPERIENCE IMPROVED COMPREHENSION, RETENTION, AND ACADEMIC SUCCESS. AS DIGITAL EDUCATION CONTINUES TO EVOLVE, PLATFORMS LIKE MCGRAW HILL CONNECT SMARTBOOK WILL PLAY AN INCREASINGLY VITAL ROLE IN SHAPING EFFECTIVE, PERSONALIZED LEARNING EXPERIENCES.

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mcgraw hill connect smartbook: The Smartbook of Neurosurgery Elizabeth Ogando-Rivas, Jesus Q. Beltran, Alfredo Quiñones-Hinojosa, The Smartbook of Neurosurgery is a concise, informative, useful, and evidence-based guide for residents, young neurosurgeons, and health care professionals interested in neurosurgery. This book contains over 2,000 questions divided into 8 chapters. These chapters include basic, translational, clinical, and surgical scenarios. This pocket-sized book represents a resource for on-the-fly consults on a busy hospital day, as a refresher for boards, and to prepare medical students for their neurosurgical rotations or before getting into the residency. Introducing The Smartbook of Neurosurgery, is a concise, informative, useful, and evidence-based guide for residents, young neurosurgeons, and health care professionals interested in neurosurgery. - This book has been thought about the most common challenging situations and questions that come during the daily activities as a resident or young neurosurgeon. - This book contains over 2,000 questions divided into 8 chapters and these chapters include basic, translational, clinical, and surgical scenarios - The question and answer for the topics Neuroanatomy, Neurophysiology, neurological surgery, Neuropharmacology, Neuroradiology, cranial and brain surgery, Neuroradiology, Neuropathology, Neurology, Pediatric Neurosurgery, Spine Surgery, Peripheral Nerve, Tips and Tricks on the cranial approach, intracranial tumor neurosurgery, endoscopic neurosurgery, acromegaly, cerebrovascular surgery, and cranial trauma neurosurgery are clearly defined as The Smartbook of Neurosurgery. - This book represents a resource for on-the-fly consults on a busy hospital day, as a refresher for boards and to prepare medical students for their neurosurgical rotations or before getting into the residency.

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Malloch, Len Cairns, Karen Evans, Bridget N. O'Connor, 2021-10-13 The first two decades of the 21st century have contributed a growing body of research, theorisation and empirical studies on learning and work. This Handbook takes the consideration of this topic into a new realm, moving beyond the singular linking of identity, learning and work to embrace a more holistic appreciation of learners and their life-long learning. Across 40 chapters, learners, learning and work are situated within educational, organisational, social, economic and political contexts. Taken together, these contributions paint a picture of evolving perspectives of how scholars from around the world view developments in both theory and practice, and map the shifts in learning and work over the past two decades. Part 1: Theoretical perspectives of learning and work Part 2: Intersections of learning and work in organisations and beyond Part 3: Learning throughout working lives and beyond Part 4: Issues and challenges to learning and work

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Fundamental Accounting Principles

mcgraw hill connect smartbook: Crafting and Executing Strategy Alex Janes, Ciara Sutton, 2017-02-16 This new edition of Crafting and Executing Strategy continues to provide a valuable resource for European readers while embracing new and updated core concepts and key theories in strategy. Throughout the text you will find a range of examples that illustrate how strategy works in the real world and encourage the practical application of learning. Complementing the chapters is a section of new cases providing in-depth analysis of the challenges of strategic management at a range of companies. This edition includes:

- A new 6Ds framework, allowing readers to structure their approach to strategic management around the fundamental elements of the strategy process (Diagnosis, Direction, Decisions and Delivery) and the context within which that process is managed (Dynamism and Disorder).
- Opening cases that begin each chapter and feature real-life business scenarios from companies such as Tinder, Ikea and Victorinox, introducing strategic concepts and theories.
- Illustration Capsules, which have been updated to illustrate contemporary business concerns and demonstrate how companies have reacted strategically, increasing understanding of successful strategies. Companies featured include Burberry, TOMS, Aldi, Novo Nordisk and more.
- Key Debates that stimulate classroom discussion and encourage critical analysis.
- Emerging Themes that present contemporary strategic opportunities and issues such as ripple intelligence and technology and new organizational structures.
- A Different View encouraging readers to appreciate differing viewpoints on strategic concepts and theories.
- End of chapter cases that capture each chapter's main theories through engaging cases on companies such as Adidas and Nike, Lego and Uber.
- New recommended reading at the end of each chapter which help to further knowledge, including classic texts and advanced reading, and author notes providing context.

Connect is McGraw-Hill Education's learning and teaching environment that improves student performance and outcomes while promoting engagement and comprehension of content. New for this edition are interview-style videos, featuring author Alex Janes in discussion with business leaders, exploring how organizational strategy has developed within companies as diverse as Jeep, Levi Strauss, Novo Nordisk and a prestigious oil and gas company. The videos are provided in full-length or in segments, with questions aimed at encouraging classroom discussion or self-testing. This new edition is available with SmartBook, McGraw-Hill Education's adaptive, digital tool that tests students' knowledge of key concepts and pinpoints the topics on which they need to focus study time. Crafting

and Executing Strategy is also available with both TheBusiness Strategy Game and GLO-BUS - the world's leading business strategy simulations.

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