

## **Catalog Copy for Multiple Audiences**

Client: Cengage Learning

Audience: Professors and students

Cengage Learning, a college textbook publisher, needed promotional copy developed for upcoming frontlist titles. Each title required two versions of copy: one for faculty and one for students.

Because faculty dictate texts for their courses, copy needed to showcase the value of the newest edition. Students, on the other hand, needed to be convinced that the new edition was worth the investment. Editors provided basic background information which I crafted into benefit-oriented copy for Cengage's site and other online booksellers like Amazon.

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### ***Faculty focus***

#### *One-Liner*

The most unique approach to organizational behavior today, Hellriegel & Slocum's ORGANIZATIONAL BEHAVIOR, 12<sup>th</sup> edition teaches the mastery of seven core managerial competencies, preparing students with the fundamentals to become tomorrow's high performance managers.

#### *Full Description*

Bring organizational behavior to life with the most unique approach available today: Hellriegel & Slocum's ORGANIZATIONAL BEHAVIOR. In the updated 12<sup>th</sup> edition, students master seven core competencies to gain a holistic understanding of management in today's business world. A combination of classic theory, contemporary research and emerging trends, the seven managerial competencies—managing self, communication, diversity, ethics, across cultures, teams and change—focus on developing fundamental OB concepts. Each competency is further examined with real-world cases and interactive critical thinking exercises that show students how today's organizations use these concepts to lead more effectively and successfully. Students complete the course with the foundation necessary to become the high performance managers of tomorrow.

## ***Student focus***

### *One-Liner*

Build the foundation you need to become a successful manager with Hellriegel & Slocum's ORGANIZATIONAL BEHAVIOR 12<sup>th</sup> edition. Master the seven core competencies of highly effective business leaders through real-world examples and current OB trends.

### *Full Description*

Tired of theory? Ready for the real world? Learn what it takes to be a high performance manager in business today with the 12<sup>th</sup> edition of Hellriegel & Slocum's ORGANIZATIONAL BEHAVIOR. Master seven core competencies—managing self, communication, diversity, ethics, across cultures, teams and change—through real-world case studies and interactive exercises. Create a useful connection between theory and practice with the most current managerial thinking in today's business world, building the foundation you need to become a successful business leader.