



ENRICH YOUR STUDENTS' COURSEPACK EXPERIENCE

# Business Content Enhancements

## Wall Street Journal



Businesses around the globe turn to *The Wall Street Journal* for comprehensive, up-to-the-minute information. Now students in business schools can easily benefit from this same information when you include a subscription to the WSJ as part of your CoursePack order.

It's convenient and economical – XanEdu simply includes a per student subscription (print and online!) as part of your next CoursePack order. Subscriptions are available for \$24.95/student for 10 weeks, \$34.95/student for 15 weeks, or \$119/student for a full year. This easy access to the award-winning business reporting, timely editorial coverage, and classic business cases of *The Wall Street Journal* offers a unique additional supplement to your CoursePack content that students will truly value.

## ExperiencePoint



Professors understand how important simulations can be. Practice does make perfect, after all. What if your students could engage in a meaningful form of "practice," and take advantage of simulations before tackling projects out in the real business world? Now they can when you add ExperiencePoint simulations to your CoursePacks.

Using sophisticated techniques borrowed from gaming technology, ExperiencePoint simulations immerse students in scenarios that complement course work and reflect real-life business challenges. Simulations underscore fundamental business principles while at the same time remaining dynamic, since results vary from class to class. Students absorb data, make choices, and then see – and understand – the consequences of their decisions.

## Executive Book Summaries



Dozens of business books published each year have the potential of enhancing your course curriculum. But your students have neither the time – nor the money – to take advantage of these titles. But now you can solve this challenge by including Executive Book Summaries from Soundview in your next XanEdu CoursePack.

Soundview works directly with authors to craft high-quality abridged versions of the top titles in finance, marketing, technology, and other business fields. The resulting Executive Book Summaries are available in two easy formats – text-based PDF or audio files. Once downloaded, students have convenient access via their laptops (or MP3 players if the professor chooses audio) to the main points and themes of the title, all for a small percentage price of the originally printed, full-length version.