

CONTACT NORTH BOOKLIST
BUSINESS MARKETING - (B208) Year 2 - SEMESTER 3
FALL 2018

Course Code	Course Description	Textbook Title. -- Edition. (Date)	Author (s) / Editor (s)	ISBN	Price
AC3044	Managerial Accounting I (BCA209)	Managerial Accounting (w/Connect Access Code) 11th Canadian Edition, 2018	Garrison, Libby, and Webb	9781260193770	\$ 187.50
BU3044	Operations Management (BCG205)	OM6 With Nelson Access Card, Operations + Supply Chain Management, 6th Edition, Cengage Learning (Nelson)	Collier	9781305664791	\$ 114.75
BU3103	Macroeconomics (BCO207)	Principles of Macroeconomics (with Connect),	Sayre, Morris - Publisher McGraw-Hill	9781259075742	\$ 119.95
MR3023	Consumer Behaviour (BCM205)	Consumer Behaviour: Buying and Being (7th Canadian Ed)	Dahl, Solomon M. & White, K.	9780133958096	\$ 164.00
MR3033	Market Research (BCM204)	Essentials of Marketing Research: A Hands-On Orientation, 2015, Pearson	Malhotra, N.k.	9780137066735	\$ 145.00
MR3063	Professional Selling (BCM203)	ABC's of Relationship Selling Through Service (6th Canadian Ed), 2015	Futrell, C. & Valvasori	9781259030789	\$ 117.25
PH2103	Critical Thinking/Problem Solving	Becoming a Critical Thinker: A User Friendly Manual, 1st Canadian Edition,	Diestler, S., Mahy, C., - Pearson Canada	9780132061360	\$ 138.75

NOTE:

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