

TEXTBOOK LIST



Campus: PICTOU - PICTOU CAMPUS
 Semester: WIN12 - WINTER SEMESTER
 Program: BAMKT - BA(2) MARKETING

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From: Jan 3, 2012 to Apr 20, 2012

ISBN	Title	Ed	Cv	Author	Publisher	Req/ Sugg	Price
Course: MGMT2020 - MANAGEMENT PRINCIPLES							
**** <i>ELECTIVE</i> ****							
9780070918368	ESSENTIALS OF CONTEMPORARY MANAGEMENT	3	BC	JONES, GARETH R	MCGRAW-HILL	R	111.95
Course: MKTG3010 - CUSTOMER RELATIONSHIP MANA...							
9780470965108	MANAGING CUSTOMER RELATIONSHIPS CUSTOMIZED			ROGERS	WILEY	R	50.50
Course: MKTG3015 - PROFESSIONAL SALES MANAGMENT							
9780131189898	SALES MANAGEMENT IN CANADA		BC	MACKENZIE, H.F. HERB	PEARSON EDUCATION	R	131.35
Course: MKTG4001 - MARKETING MANAGEMENT							
0618785914	GUERRILLA MARKETING, 4TH EDITION	4	BC		HOUGHTON MIFFLIN...	R	14.22