

## International Business Management – Academic Year 2016-2017 List of textbooks for first-year students (semester 1 and semester 2)

**Title: Principles of Marketing (16th Global Edition)**

Authors: Philip Kotler & Gary Armstrong

Textbook: mandatory

Course: Marketing Principles I & Marketing Principles II

Price: 69 CHF instead 85.90 CHF

**Title: Fundamentals of Strategy 3rd ed (2015)**

Authors: Johnson, G. et. al.

Textbook: mandatory

Course: Business Management

Price: 52 CHF instead of 64.10 CHF

**Title: Organizational Theory, design, and Change: Global Edition, 7<sup>th</sup> ed (2013)**

Authors: Jones, G. R.

Textbook: mandatory

Course: Organization

Price: 73 CHF instead of 91.80

**Title: Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences: Pearson New International Edition, 13<sup>th</sup> ed (2013)**

Authors: Ernest Haeussler, Richard Paul, Richard Wood

Textbook: mandatory

Course: Mathematics 1 & Mathematics 2

Price: 69 CHF instead of 85.90 CHF

**Title: Business Statistics: Pearson New International Edition 9<sup>th</sup> ed (2013)**

Authors: David F. Groebner, Patrick W. Shannon, Phillip C. Fry

Textbook: optional

Course: Statistics 1

Price: 76 CHF instead of 94.70 CHF

Principles of Marketing helps students master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relationships, Kotler and Armstrong present fundamental marketing information within an innovative customer-value framework. Senior Manufacturing Controller, Global Edition: Trudy Kimber Manager, Media Authorized adaptation from the United States edition, entitled Principles of Marketing, 16/e, ISBN 978-0-133-79502-8, by Philip Kotler and Gary Armstrong, published by Pearson Education © 2016. All rights reserved. This title is out of print. Principles of Marketing, 16th Edition. Philip T. Kotler. Philip Kotler, Northwestern University. UPDATED: Demonstrate the growth of global marketing with new discussions and examples of the challenges and opportunities marketers face in fast-growing emerging markets. Help students learn, link, and apply major concepts with an innovative learning design. Enhance learning with the text's active and integrative presentation, including annotated chapter-opening stories, chapter-opening objective outlines, author comments on major chapter sections, and end-of-chapter features that help to summarize important concepts and highlight important themes.