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 of 85.90 CHF

Authors: Johnson, G. et. al.
Textbook: mandatory
Course: Business Management
Price: 52 CHF instead of 64.10 CHF

Authors: Jones, G. R.
Textbook: mandatory
Course: Organization
Price: 73 CHF instead of 91.80

Authors: Ernest Haeussler, Richard Paul, Richard Wood
Textbook: mandatory
Course: Mathematics 1 & Mathematics 2
Price: 69 CHF instead of 85.90 CHF

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. 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.