

**BOOK LIST - COURSE ORDER**

STORE 1133: LIM COLLEGE FOR THE BUSINESS OF FASHION  
 TERM: GRAD ONLINE SEM 2 MOD 2  
 CAMPUS: LIM COLLEGE FOR THE BUSINESS OF FASHION

COURSE FROM: ANY - ANY  
 PRINT ISBN: YES  
 PRINT RETAIL INFO: YES

INCLUDE ONLY NON-RETURNABLE TITLES: NO  
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COURSE		INSTRUCTOR		CLASS START DATE				CTN	NON-	RETAIL PRICE		RENTAL FEE		
AUTHOR	TITLE	EDITION NOTE	ED	CY	ISBN	PUB	USE	PER	RTN	NEW	USED	NEW	USED	
<b>GRAD MPSPM 600 21</b>				03/05/2018										
KELLER	MARKETING MANAGEMENT		15TH	2016	9780133856606	PH	REQ		NO			\$ 72.00		
KOTLER	MARKETING MGMT (W/OUT CD OR MML ACCESS)		15TH	2016	9780133856460	PH	REQ		NO	\$ 321.50	\$ 241.25	\$ 257.20	\$ 128.60	
<b>GRAD MPSPM 601 21</b>				03/05/2018										
SOLOMON	CONSUMER BEHAVIOR (W/OUT MYMARKETINGL AB ACCESS)		12TH	2017	9780134129938	PH	REQ		NO	\$ 301.50	\$ 226.25	\$ 165.83	\$ 120.60	
SOLOMON	CONSUMER BEHAVIOR		12TH	2017	9780134130262	PH	REQ		NO			\$ 74.50		
<b>GRAD MPSPM 602 21</b>				03/05/2018										
VALARIE	SERVICES MARKETING		6TH		9780077470401	MCG	REQ		NO			\$ 185.83		
ZEITHAML	SERVICES MARKETING	(OE-03/17)	6TH	2013	9780078112058	MCG	REQ		NO	\$ 303.00	\$ 227.25	\$ 242.40	\$ 121.20	
<b>GRAD MPSPM 603 21</b>				03/05/2018										
KOTLER	GOOD WORKS! MARKETING & CORPORATE INITIATIVES ETC.			2012	9781118206683	WILEY	REQ		NO	\$ 27.95	\$ 21.00			
<b>GRAD MPSPM 604 21</b>				03/05/2018										
RATH	MARKETING FASHION			2012	9781609010782	FRCHD	REQ		NO	\$ 136.00	\$ 102.00	\$ 102.00	\$ 54.40	
<b>GRAD MPSPM 605 21</b>				03/05/2018										

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AUTHOR	TITLE	EDITION NOTE	ED	CY	ISBN	PUB	USE	PER	RTN	NEW	USED	NEW	USED
KAPFERER	KAPFERER ON LUXURY: HOW LUXURY BRANDS CAN GROW YET REMAIN RARE		1ST		9780749474379	KOGA	REQ		NO	\$ 39.95			
KAPFERER	KAPFERER ON LUXURY			2015	9780749474362	KOGA	REQ		NO	\$ 43.50	\$ 32.75	\$ 32.63	\$ 17.40
<b>GRAD MPSM 606 21</b>				03/05/2018									
KAWASAKI	ART OF SOCIAL MEDIA			2014	9781591848073	PENGU	REQ		NO	\$ 25.95	\$ 19.50	\$ 16.87	\$ 10.38
SCOTT	NEW RULES OF MARKETING & PR	(OE-07/17)	5TH	2015	9781119070481	WILEY	REQ		NO	\$ 24.00	\$ 18.00		\$ 9.60
SCOTT	THE NEW RULES OF MARKETING & PR: HOW TO USE SOCIAL MEDIA, ONLINE VIDEO, MOBILE APPLICATIONS, BLOGS, NEWS RELEASES, AND VIRAL MARKETING TO REACH BUYERS DIRECTLY		5TH	2015	9781119070665	WILEY	REQ		NO	\$ 24.00			
<b>GRAD MPSM 607 21</b>				03/05/2018									
WILCOX	PUBLIC RELATIONS: STRATEGIES (W/OUT ACCESS CODE)		11TH	2015	9780205960644	PRSON	REQ		NO	\$ 241.25	\$ 181.00	\$ 193.00	\$ 96.50
<b>GRAD MPSM 609 21</b>				03/05/2018									
D'ARIENZO	BRAND MANAGEMENT STRATEGIES			2016	9781501306679	FRCHD	REQ		NO	\$ 98.00	\$ 73.50	\$ 73.50	\$ 39.20

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AUTHOR	TITLE	EDITION NOTE	ED	CY	ISBN	PUB	USE	PER	RTN	NEW	USED	NEW	USED	
<b>GRAD MPSR 651</b>				03/05/2018										
21														
STONE	DYNAMICS OF FASHION		4TH	2013	9781609015008	FRCHD	REQ		NO	\$ 136.00	\$ 102.00	\$ 108.80	\$ 54.40	
<b>GRAD MPSR 652</b>				03/05/2018										
21														
SCHIFFMAN	CONSUMER BEHAVIOR		11TH	2015	9780132544368	PH	REQ		NO	\$ 301.50	\$ 226.25	\$ 165.83	\$ 120.60	
SCHIFFMAN	CONSUMER BEHAVIOR		11TH	2014	9780133401585	PH	REQ		NO			\$ 67.25		
<b>GRAD MPSR 653</b>				03/05/2018										
21														
DIAMOND	FASHION RETAILING		3RD	2015	9781609019006	FRCHD	REQ		NO	\$ 128.25	\$ 96.25	\$ 96.19	\$ 51.30	
<b>GRAD MPSR 654</b>				03/05/2018										
21														
HAMEIDE	FASHION BRANDING UNRAVELED			2011	9781563678745	FRCHD	REQ		NO	\$ 40.25	\$ 30.25	\$ 30.19	\$ 16.10	
KAPFERER	LUXURY STRATEGY		2ND	2012	9780749464912	KOGA	REQ		NO	\$ 49.95	\$ 37.50			
KAPFERER	THE LUXURY STRATEGY		2ND	2012	9780749464929	KOGA	REQ		NO	\$ 49.95				
<b>GRAD MPSR 655</b>				03/05/2018										
21														
BAILEY	VISUAL MERCHANDISING FOR FASHION			2014	9782940496129	BLMAC	REQ		NO	\$ 32.95	\$ 24.75	\$ 24.71	\$ 13.18	
<b>GRAD MPSR 656</b>				03/05/2018										
21														
TEPPER	MATHEMATICS FOR RETAIL BUYING		8TH	2016	9781501315657	FRCHD	REQ		NO	\$ 130.50	\$ 98.00	\$ 117.45	\$ 78.30	

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AUTHOR	TITLE	EDITION NOTE	ED	CY	ISBN	PUB	USE	NEW			USED	NEW	USED	
<b>GRAD MPSR 657</b>						03/05/2018								
<b>21</b>														
NIEMEIER	RESHAPING RETAIL		2ND	2013	9781118656662	WILEY	REQ		NO	\$ 44.00	\$ 33.00	\$ 33.00	\$ 17.60	
<b>GRAD MPSR 658</b>						03/05/2018								
<b>21</b>														
BRIDGES	MANAGING TRANSITIONS		3RD	2009	9780738213804	PERS	REQ		NO	\$ 16.95	\$ 12.75	\$ 13.56	\$ 6.78	
<b>GRAD MPSR 660</b>						03/05/2018								
<b>21</b>														
KOUMBIS	FASHION RETAILING			2014	9782940496235	BLMAC	REQ		NO	\$ 32.95	\$ 24.75	\$ 24.71	\$ 13.18	

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