

BOOK LIST - COURSE ORDER

STORE 1133: LIM COLLEGE FOR THE BUSINESS OF FASHION

TERM: GRAD SEM 2 SP2018

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	
GRAD MPSM 600 01				01/16/2018										
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	
GRAD MPSM 600 02				01/16/2018										
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	
GRAD MPSM 601 01				01/16/2018										
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		
GRAD MPSM 601 02				01/16/2018										
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		

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COURSE		INSTRUCTOR				CLASS START DATE			CTN PER	NON-RTN	RETAIL PRICE		RENTAL FEE	
AUTHOR	TITLE	EDITION	NOTE	ED	CY	ISBN	PUB	USE			NEW	USED	NEW	USED
GRAD MPSM 602 01						01/16/2018								
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	
GRAD MPSM 602 02						01/16/2018								
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	
GRAD MPSM 603 01						01/16/2018								
KOTLER	GOOD WORKS! MARKETING & CORPORATE INITIATIVES ETC.				2012	9781118206683	WILEY	REQ		NO	\$ 27.95	\$ 21.00		
GRAD MPSM 603 02						01/16/2018								
KOTLER	GOOD WORKS! MARKETING & CORPORATE INITIATIVES ETC.				2012	9781118206683	WILEY	REQ		NO	\$ 27.95	\$ 21.00		
GRAD MPSM 604 01						01/16/2018								
RATH	MARKETING FASHION				2012	9781609010782	FRCHD	REQ		NO	\$ 136.00	\$ 102.00	\$ 102.00 \$ 54.40	
GRAD MPSM 604 02						01/16/2018								
RATH	MARKETING FASHION				2012	9781609010782	FRCHD	REQ		NO	\$ 136.00	\$ 102.00	\$ 102.00 \$ 54.40	
GRAD MPSM 604 03						01/16/2018								
RATH	MARKETING FASHION				2012	9781609010782	FRCHD	REQ		NO	\$ 136.00	\$ 102.00	\$ 102.00 \$ 54.40	

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AUTHOR	TITLE	EDITION	NOTE	ED	CY	ISBN	PUB	USE	PER	RTN	NEW	USED	NEW	USED
GRAD MPSM 604 04						01/16/2018								
RATH	MARKETING FASHION				2012	9781609010782	FRCHD	REQ		NO	\$ 136.00	\$ 102.00	\$ 102.00	\$ 54.40
GRAD MPSM 605 01						01/16/2018								
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
GRAD MPSM 605 02						01/16/2018								
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
GRAD MPSM 605 03						01/16/2018								
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
GRAD MPSM 605 04						01/16/2018								

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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
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
GRAD MPSPM 606 01				01/16/2018									
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			
GRAD MPSPM 606 02				01/16/2018									
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			

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AUTHOR	TITLE	EDITION NOTE	ED	CY	ISBN	PUB	USE	PER	RTN	NEW	USED	NEW	USED		
GRAD MPSPM 606 03				01/16/2018											
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					
GRAD MPSPM 606 04				01/16/2018											
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					
GRAD MPSPM 607 01				01/16/2018											
WILCOX	PUBLIC RELATIONS: STRATEGIES (W/OUT ACCESS CODE)		11TH	2015	9780205960644	PRSON	REQ		NO	\$ 241.25	\$ 181.00	\$ 193.00	\$ 96.50		

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AUTHOR	TITLE	EDITION	NOTE	ED	CY	ISBN	PUB	USE	PER	RTN	NEW	USED	NEW	USED
GRAD MPSM 607 02						01/16/2018								
WILCOX	PUBLIC RELATIONS: STRATEGIES (W/OUT ACCESS CODE)	11TH		2015		9780205960644	PRSON	REQ		NO	\$ 241.25	\$ 181.00	\$ 193.00	\$ 96.50
GRAD MPSM 607 03						01/16/2018								
WILCOX	PUBLIC RELATIONS: STRATEGIES (W/OUT ACCESS CODE)	11TH		2015		9780205960644	PRSON	REQ		NO	\$ 241.25	\$ 181.00	\$ 193.00	\$ 96.50
GRAD MPSM 607 04						01/16/2018								
WILCOX	PUBLIC RELATIONS: STRATEGIES (W/OUT ACCESS CODE)	11TH		2015		9780205960644	PRSON	REQ		NO	\$ 241.25	\$ 181.00	\$ 193.00	\$ 96.50
GRAD MPSR 651 01						01/16/2018								
STONE	DYNAMICS OF FASHION	4TH		2013		9781609015008	FRCHD	REQ		NO	\$ 136.00	\$ 102.00	\$ 108.80	\$ 54.40
GRAD MPSR 652 01						01/16/2018								
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	
GRAD MPSR 653 01						01/16/2018								
DIAMOND	FASHION RETAILING	3RD		2015		9781609019006	FRCHD	REQ		NO	\$ 128.25	\$ 96.25	\$ 96.19	\$ 51.30
GRAD MPSR 654 01						01/16/2018								

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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
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			
GRAD MPSR 655 01				01/16/2018									
BAILEY	VISUAL MERCHANDISIN G FOR FASHION			2014	9782940496129	BLMAC	REQ		NO	\$ 32.95	\$ 24.75	\$ 24.71	\$ 13.18
GRAD MPSR 655 02				01/16/2018									
BAILEY	VISUAL MERCHANDISIN G FOR FASHION			2014	9782940496129	BLMAC	REQ		NO	\$ 32.95	\$ 24.75	\$ 24.71	\$ 13.18
GRAD MPSR 655 03				01/16/2018									
BAILEY	VISUAL MERCHANDISIN G FOR FASHION			2014	9782940496129	BLMAC	REQ		NO	\$ 32.95	\$ 24.75	\$ 24.71	\$ 13.18
GRAD MPSR 656 01				01/16/2018									
TEPPER	MATHEMATICS FOR RETAIL BUYING		8TH	2016	9781501315657	FRCHD	REQ		NO	\$ 130.50	\$ 98.00	\$ 117.45	\$ 78.30
GRAD MPSR 656 02				01/16/2018									
TEPPER	MATHEMATICS FOR RETAIL BUYING		8TH	2016	9781501315657	FRCHD	REQ		NO	\$ 130.50	\$ 98.00	\$ 117.45	\$ 78.30
GRAD MPSR 656 03				01/16/2018									
TEPPER	MATHEMATICS FOR RETAIL BUYING		8TH	2016	9781501315657	FRCHD	REQ		NO	\$ 130.50	\$ 98.00	\$ 117.45	\$ 78.30

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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	
GRAD MPSR 657 01				01/16/2018										
NIEMEIER	RESHAPING RETAIL		2ND	2013	9781118656662	WILEY	REQ		NO	\$ 44.00	\$ 33.00	\$ 33.00	\$ 17.60	
GRAD MPSR 657 02				01/16/2018										
NIEMEIER	RESHAPING RETAIL		2ND	2013	9781118656662	WILEY	REQ		NO	\$ 44.00	\$ 33.00	\$ 33.00	\$ 17.60	
GRAD MPSR 657 03				01/16/2018										
NIEMEIER	RESHAPING RETAIL		2ND	2013	9781118656662	WILEY	REQ		NO	\$ 44.00	\$ 33.00	\$ 33.00	\$ 17.60	
GRAD MPSR 658 01				01/16/2018										
BURNS	BUSINESS OF FASHION		5TH	2016	9781501315213	FRCHD	REQ		NO	\$ 105.00	\$ 78.75	\$ 68.25	\$ 42.00	
GRAD MPSR 658 02				01/16/2018										
BURNS	BUSINESS OF FASHION		5TH	2016	9781501315213	FRCHD	REQ		NO	\$ 105.00	\$ 78.75	\$ 68.25	\$ 42.00	
GRAD MPSR 658 03				01/16/2018										
BURNS	BUSINESS OF FASHION		5TH	2016	9781501315213	FRCHD	REQ		NO	\$ 105.00	\$ 78.75	\$ 68.25	\$ 42.00	
GRAD MPSS 604 01				01/16/2018										
BURNS	BUSINESS OF FASHION		5TH	2016	9781501315213	FRCHD	REQ		NO	\$ 105.00	\$ 78.75	\$ 68.25	\$ 42.00	
SOLLISH	STRATEGIC GLOBAL SOURCING BEST PRACTICES			2011	9780470494400	WILEY	REQ		NO	\$ 65.00	\$ 48.75			
GRAD MPSS 605 01				01/16/2018										

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AUTHOR	TITLE	EDITION NOTE	ED	CY	ISBN	PUB	USE			NEW	USED	NEW	USED
KOTTER	OUR ICEBERG IS MELTING			2016	9780399563911	PENGU	REQ		NO	\$ 25.00	\$ 18.75	\$ 18.75	\$ 10.00
MOORE	DEALING WITH DARWIN			2008	9781591842149	VP	REQ		NO	\$ 17.00	\$ 12.75		
SHANE	HANDBOOK OF TECHNOLOGY & INNOVATION MANAGEMENT			2009	9781405127912	WILEY	REQ		NO	\$ 153.50	\$ 115.25		
GRAD MPSS 606 01						01/16/2018							
*** No text required									NO	\$ 0.00	\$ 0.00		
GRAD MPSS 607 01						01/16/2018							
HEIZER	OPERATIONS MANAGEMENT (TEXT ONLY)		11TH	2014	9780132921145	PH	REQ		NO	\$ 337.50	\$ 253.25		\$ 135.00
IYER	MANAGING SUPPLY CHAINS			2013	9781939297013	HERCH	REQ		NO	\$ 126.00	\$ 94.50	\$ 94.50	\$ 50.40

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