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**BOOKS SPRING 2020**

- **Western Civilization:**

**-Western Civilization 10/E** by Jackson J. Spielvogel. Cengage 2018 ISBN: 978-1285436401

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- **Social Media**

**Social Media Marketing: A Strategic Approach 2/e**

Melissa Barker, Donald I. Barker, Nicholas F. Borman, Krista E. Neher. Cengage Learning. 2016. ISBN-10: 978-1305502758

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- **Introduction to Management:**

**-Strategic Management: Concepts and Cases, 15/E.** Fred R. David, Francis Marion University, Pearson 2015, ISBN-10: 0133444791 ISBN-13: 978-0133444797

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- **Self-Empowerment:**

**What makes a leader: why emotional intelligence matters.** Daniel Goldman. 2014. ISBN 978-1-934441-75-6

**Leadership: The Power of Emotional Intelligence** Daniel Goldman First Edition 2011

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**Public Relations Writing: Strategies & Structures | 11th Edition.** By Doug Newsom/Jim Haynes. Copyright 2017. ISBN-13: 978-1305500006

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**MyLab Writing with Pearson eText -- Instant Access --** for The Longman Reader, Brief, Edition, 11th Edition | ISBN-13: 978-0-13-386396-3

- **Business Planning:**

**Entrepreneurship, 4th Edition** William D. Bygrave (Babson College), Andrew Zacharakis (Babson College) Wiley, 2017 ISBN 978-1-119-29880-9

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- **Film History and Criticism:**

**The Art of Watching Films 9th Edition.** By Dennis Petrie and Joe Boggs. Copyright: 2018. ISBN-13: 978-0073514284.

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- **Consumer Behavior:**

**Consumer Behavior, 12/E** Leon G. Schiffman Joseph L. Wisenblit ISBN-10: 0132544369  
• ISBN-13: 9780134734828 ©2019

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- **Logistics Management:**

**International Logistics: Management of International Trade Operations, 5/e.** Pierre A. David, Ph.D, Cicero Books LLC (2017) ISBN-13: 978-0-9894906-4-1

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**Writing: A Guide for College and Beyond (4th Ed.).** Faigley, L. (2016). Boston, MA: Pearson. ISBN-13:9780321993809

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- **College Algebra:**

**College Algebra 6th/E**, Mark Dugopolski, Southeastern Louisiana University, 2015  
Pearson. ISBN-10: 0321919742, ISBN-13: 9780321919748

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- **The Cruise Market:**

**Cruise Operations Management: Hospitality Perspectives 3d Edition** by Philip Gibson., Taylor & Francis (2019), ISBN-13: 9780415699532

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- **Introduction to Business Ethics:**

**Business Ethics: Ethical Decision Making & Cases** By O. C. Ferrell, John Fraedrich, Ferrell | ISBN-13: 978-1285423715 | Publication Date: January 1, 2017 | Edition: 11

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- **Business in Europe:**

**European Business, 3rd Edition.** By Debra Johnson & Collin Turner. 2016 Routledge  
ISBN: 978-0415-61716-1.

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