

UWSP BUSINESS

Course	Title/Textbook	Author	Publisher	ISBN	Online Bookstore Links	Estimated Cost
BUS 320 Principles of Management	<u>Management, A Practical Introduction</u> (4th edition, 2008)	Kinicki and Williams	McGraw-Hill	978-0073381480	Amazon B&N CheapestTextbooks.com CampusBooks.com	New: \$116 Used: prices start around \$85
BUS 330 Principles of Marketing	<u>Marketing</u> (14 th edition, 2008)	Pride	South-Western College Pub	978-0618962297	Amazon CheapestTextbooks.com CampusBooks.com	New: \$157 Used: prices start around \$36
BUS 350 Principles of Finance	Fundamentals of Financial Management, Concise Edition (6 th Edition, 2008)	Brigham and Houston	South-Western College Pub	978-0324664553	Amazon B&N CheapestTextbooks.com CampusBooks.com	New: \$115 Used: prices start around \$88

UWSP ECONOMICS

Course	Title/Textbook	Author	Publisher	ISBN	Online Bookstore Links	Estimated Cost
ECON 330 Evolution of American Enterprise	History of the American Economy (11th edition, 2009)	Walton and Rockoff	South-Western	978-0324786620	Amazon B&N CheapestTextbooks.com CampusBooks.com	New: \$150 Used: prices start around \$39
	Financial Shock: Global Panic and Government Bailouts – How We Got Here and What Must Be Done to Fix It (Updated Edition, April 25, 2009) (paperback)	Zandi	FT Press	978-0137016631	Amazon B&N CheapestTextbooks.com CampusBooks.com	New: \$14 Used: prices start around \$11
ECON 360 Money and Financial Markets	Money, Banking and Financial Markets (2 nd edition, August 2007)	Cecchetti	McGraw-Hill / Irwin	978-0073523095	Amazon B&N CheapestTextbooks.com CampusBooks.com	New: \$116 Used: prices start around \$55