

These textbooks are currently on Course Reserve

Laboratory Institute of Merchandising Spring 2005 Textbook List

Course # & Title	Title, Date	Author	Publisher
	College Accounting, Chapters 1-13, 8th ed. © 2005	Bille, Patricia A. and Douglas J. Mcquaig	Houghton Mifflin
MFTC309 Accounting	College Accounting: Working Papers with Study Guide 1-13, 8th ed. © 2005	Bille, Patricia A. and Douglas J. Mcquaig	Houghton Mifflin
MRKT203 Advertising	Advertising and Promotion: An Integrated Marketing Communication Perspective, 6th ed., © 2004	Belch, George and Michael	Mc-Graw – Hill
ACOM235 American Experience	The Great Depression : America 1929-1941, Rep ed., © 1993	McElvaine, Robert	Crown Publishing Group, Three Rivers Press
MNGT307 Business Law	Business Law: Principles and Practices, 6th ed., © 2004	Goldman, Arnold J. and William D. Sigismund	Houghton Mifflin
MNGT107 Buying	Retail Buying, 7th ed., © 2005	Diamond, Jay and Gerald Pintel	Pearson Education- Prentice Hall
ACOM098 College Success	How to Study in College, 8th ed.	Park & Owens	Houghton Mifflin
ACOM210 Contemporary Art (Since 1945)	History of Modern Art: Painting, Sculpture, Architecture, Photography, 5th ed., © 2004	Arnason, H.H.	Pearson Education- Prentice Hall
ACOM250 Contemporary Literature	The Scribner Anthology of Contemporary Short Fiction: Fifty North American Stories Since 1970, © 1999	Martone, Michael, ed. and Lex Williford ed.	Simon and Schuster Picador, USA
MRKT303 Consumer Behavior	The Hours: A Novel Consumer Behavior, 8th ed., © 2004	Cunningham, Michael Kanuk, Leslie and Leon Schiffman	Pearson Education- Prentice Hall

MFTC114 College Algebra	College Algebra in Context with Applications for the Managerial, Life and Social Sciences, © 2004	Harshbarger, Ronald H. and Lisa S. Yocco	Pearson Education-Addison Wesley
VMER110 Color and Design	Art Fundamentals with Core Concepts, 9 th ed. © 2001	Ocvirk, Otto G., et al.	Mcgraw-Hill
MFTC119 Computer Applications	EXPL MS EXCEL 2002 V1, EXPL MS WORD 2002 VI, EXPL PPT02 & PPT CHP3&4 PK, GET STARTED W/ OFC XP PROJ, EXPL PUBLISHER 2002 GET STARTED TEXT	Barber, Maryann and Robert T. Grauer & Stephens, Cindy P.	Pearson Education-Prentice Hall
ACOM099 Developmental English	Merriam-Webster's Guide to Punctuation and Style, 2nd ed., © 2002	Merriam-Webster	Merriam-Webster
MFTC098 Developmental Math	Basic Mathematics Through Applications, 3rd ed. © 2003	Akst, Geoffrey and Sadie Bragg	Pearson Education-Addison Wesley
MRKT403 Direct Marketing	Successful Direct Marketing Methods, 7th ed., © 2001	Jacobs, Ron and Bob Stone	McGraw - Hill
VERM120 Display Graphics	Architectural Graphics, 4 th ed. © 2003	Ching, Francis D. K.	Wiley Higher Education
MRKT213 E-Commerce	E-Business: Strategic Thinking and Practice, © 2003	Canzer, Brahm	Houghton Mifflin
MFTC204 Economics	Survey of Economics: Principles and Tools, 2nd ed. © 2005	O'Sullivan Arthur and Steven Sherffin	Pearson Education-Prentice Hall
ACOM111 English Comp I	The College Writer: A Guide to Thinking, Writing, and Researching, © 2004	VanderMey, Randall, et.al.	Houghton Mifflin
ACOM112 English Comp II	Improving Business Communication Skills, 3rd ed., © 2001	Roebuck, Deborah Britt	Pearson Education-Prentice Hall
ACOM301 Ethics	The Moral Life: An Introductory Reader in Ethics and Literature, 2nd ed., © 2004	Pojman, Louis P.	Oxford University Press
MFTC304 Excel	Exploring Microsoft Excel 2003, Comprehensive, © 2004	Barber, Maryann and Robert T. Grauer	Pearson Education-Prentice Hall

FASH105 Fashion Fundamentals	Fashion: From Concept to Consumer, 8th ed., © 2005	Stephens Frings, Gini	Pearson Education-Prentice Hall
FASH310 FASHION MFG	Ready to Wear Apparel Analysis, 3rd ed. © 2001	Brown, Patty and Janett Rice	Pearson Education-Prentice Hall
FASH235 Fashion Show Production	Guide to Producing a Fashion Show, © 2003	Everett, Judith C. and Kristen K. Swanson	Fairchild Publications
FASH245 Fashion Writing	Writing and Reporting News: A Coaching Method, 4th ed., © 2003	Rich, Carole	Thomson-Wadsworth
FASH228 Fashion in the 20th Century: 1950-2000	Icons of the Fashion in the 20th Century, © 1999 Decades of Beauty: The Changing Image of Women 1980's - 1990's, © 1998	Buxbaum, Greda, ed. Mulvey, Kate and Melissa Richards	Prestel Publishing Facts on File
MFTC314 Finance	Foundations of Finance: The Logic and Practice of Financial Management	Keown, Arthur J., et al.	Pearson Education-Prentice Hall
MRKT408 Global Markets	International Marketing, 12th ed., © 2005	Cateora, Phillip R. and John L. Graham	McGraw - Hill - Irwin
ACOM221 History of Art	History of Art: The Western Tradition, Revised & ArtNotes Vol. I & Vol. II, Package, 6th ed., © 2004	Janson, H. W. and Anthony F. Janson	Pearson Education-Prentice Hall
MNGT222 History of Retailing	Land of Desire: Merchants, Power, and the Rise of a New American Culture, © 1994	Leach, William	Random House-Vintage Books
MNGT402 Human Resources	Human Resource Management, 12th ed., © 2005	Dessler, Gary	Pearson Education-Prentice Hall
MFTC099 Introduction to Algebra	An Introductory to Algebra: An Applied Approach, 6th ed. © 2003	Aufmann, Richard N., Vernon C. Barker and Joanne S. Lockwood	Houghton Mifflin
ACOM281 Intro. to Theatre	The Theatre Experience w/ CD Rom and Theatre Goers Guide, 9th ed., © 2004	Wilson, Edwin	McGraw Hill
FASH 305 Jr. Fashion Fund	Fashion: From Concept to Consumer, 8th ed., © 2005	Stephens Frings, Gini	Pearson Education-Prentice Hall
MRKT223 Licensing	The Licensing Business Handbook, 5th ed., © 2004	Raugust, Karen	EPM Publications
MNGT207 Management	Management, 8th ed., © 2004	Schermerhorn, John R.	Wiley Higher Education

MRKT103 Marketing	Marketing, 12th ed., © 2003	Ferrell, O.C., William M. Pride	Houghton Mifflin
MRKT413 Market Research	Exploring Marketing Research, 8th ed., © 2003	Zikmund, William G.	Thomson-Southwestern
FASH265 Menswear	Menswear: Suiting the Customer, © 1993	Boswell, Suzanne	Pearson Education-Prentice Hall
MNGT202 Merchandise Planning and Control	Mathematics for Retailing Buying, 5th ed., © 2000	Tepper, Bette K.	Fairchild Publications, Inc.
ACOM286 Modern Poetry	How to Read a Poem and Fall in Love with Poetry, © 2000	Hirsch, Edward	Harcourt Trade Publishers
MNGT302 Problems in Management	Strategic Management in Action, 3rd ed., © 2005	Coulter, Mary	Pearson Education, Prentice Hall
FASH 315 Product development	Apparel Product Development, 2nd ed., © 2001	Johnson, Maurice J. and Evelyn C. Moore	Pearson Education-Prentice Hall
ACOM266 Psychology	Essentials of Psychology, 3rd ed., © 2005	Bernstein, Douglas	Houghton Mifflin
MRKT308 Public Relations	Public Relations Writing: Form and Style, 7th ed., © 2005	Carrell, Bob and Doug Newsom	Wadsworth
MNGT102 Retailing	Retail Management: A Strategic Approach, 9th ed., © 2004	Berman, Barry and Joel R. Evans	Pearson Education-Prentice Hall
MNGT217 Small Business Management	Small Business Management: An Entrepreneurial Emphasis, 12 ed., © 2003	Longenecker, Moore & Petty	Thomson South-Western Publishing
ACOM121 Speech I	The Art of Public Speaking, 8th ed., © 2004	Lucas, Stephen E.	McGraw - Hill
ACOM122 Speech II	The Art of Public Speaking, 8th ed., © 2004	Lucas, Stephen E.	McGraw - Hill
MFTC404 Statistics	Elementary Statistics: Picturing the World, 2nd ed., © 2003	Farber, Betsy and Ron Larson	Pearson Education-Prentice Hall
	Fabric Science, 7th ed., © 2002	Pizzuto, J.J.	Fairchild Publications, Inc.
	Fabric Science Swatch Kit, 7th ed., © 2001	Pizzuto, J.J.	Fairchild Publications, Inc.
FASH270 Textiles I	Linen Tester, NO. 1584		Compass Industries 104 East 25th Street NY, NY 10010

**ACOM241 Women's
Studies**

Women: Images &
Realities, A Multicultural
Anthology, 3rd ed., © 2003

Kesselman, Amy

Mcgraw-Hill

Please Note: * = New Edition

Classes Without Textbooks

Current Events	Visual Technology
Creative Writing	Display Tech I
Cosmetics II	Fashion Magazine
Research & Analysis	Intro. To Visual Merch.
Fashion Photography	Product Pres. I
Product Presentation	VM: History and Theory Practice
Fashion Styling II	Visual Presentation
Specialized Markets	International Retail
Fashion Survey II	
Field Trip (all classes)	