International Business Management – Academic Year 2016-2017
List of textbooks for first-year students (semester 1 and semester 2)

**Title: Principles of Marketing (16th Global Edition)**
Authors: Philip Kotler & Gary Armstrong
Textbook: mandatory
Course: Marketing Principles I & Marketing Principles II
Price: 69 CHF instead of 85.90 CHF

Authors: Johnson, G. et. al.
Textbook: mandatory
Course: Business Management
Price: 52 CHF instead of 64.10 CHF

Authors: Jones, G. R.
Textbook: mandatory
Course: Organization
Price: 73 CHF instead of 91.80

Authors: Ernest Haeussler, Richard Paul, Richard Wood
Textbook: mandatory
Course: Mathematics 1 & Mathematics 2
Price: 69 CHF instead of 85.90 CHF

Authors: David F. Groebner, Patrick W. Shannon, Phillip C. Fry
Textbook: optional
Course: Statistics 1
Price: 76 CHF instead of 94.70 CHF
Principles of Marketing (15th Edition). Philip T. Kotler. 4.0 out of 5 stars 174. He has traveled and lectured extensively throughout Europe, Asia, and South America, advising companies and governments about global marketing practices and opportunities. 

Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. 17th. ed. Global Edition. " Pearson, 2017. 736 p. ISBN 978-1292220178. Help students learn how to create value through customer connections and engagement. In a fast-changing, increasingly digital and social marketplace, itâ€™s more vital than ever for marketers to develop meaningful connections with their customers. Principles of Marketing helps students master todayâ€™s key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives. To help students understand how to create value and build customer relations For Principles of Marketing courses that require a comprehensive textâ€¦ Read more ». 