

Summer Session 2012 DERE Undergraduate Textbook List

COURSE	COURSE TITLE	TITLE	AUTHOR	PUBLISHER	ISBN
AF2020	MATHEMATICS OF FINANCE	THE MATHEMATICS OF MONEY	Timothy J. BIEHLER	McGraw	9780071101295
AF3105	PRINCIPLES OF FINANCE	CORPORATE FINANCE FOUNDATIONS, 14/E	BLOCK STANLEY	McGraw	9780071220644
AF3116	MANAGERIAL ACCOUNTING	Managerial Accounting: Tools for Business Decision Making	WEYGANDT/KIMMEL/KIESO	Wiley	9781118092286
AF3223	FINANC STATEMENTS ANALYSIS	Financial Statement Analysis 10/e	K.R. SUBRAMANYAM	McGraw	9780071263924
ATX 3050	SP.TP.: ATHENS AND ITS ROLE IN CLASSICAL ANTIQUITY	ARCHAEOLOGY OF ATHENS	J.M. CAMP	YALE UP	9780300101515
BI1002	INTRO MOLECULAR BIOLOGY	Fundamental Molecular Biology 2/ed	Allison	Blackwell	9781118059814
BU2002	BUSINESS LEGAL ISSUES	LAW FOR BUSINESS STUDENTS 7/e	ALIX ADAMS	Pearson	9781408287071
CN2201	CONTEMPORARY MASS COMMUNICATION	The Dynamics of Mass Communication 12/E	Dominick	McGraw	9780071318266
CN2221	COMMUNICATION THEORIES	COMMUNICATION THEORIES: ORIGINS, METHODS AND USES IN T	WERNER SEVERIN	Pearson	9780205727261
CN2405	MULTIMEDIA LAB	RESONATE	N. DUARTE	WILEY	9780470632017
CN3210	COMMUNICATION IN ADVERTISING	Guerilla Marketing	Levinson	Houghton	9780618785919
CN3322	TV PRODUCING	TELEVISION PRODUCTION HANDBOOK 11/e	ZETTL HERBERT	Cengage	9781111347888
CN3327	INTRO TO FILM & TV STUDIES	An Introduction to Television Studies (Routledge Key Guides)	J. Bignell	Routledge	9780415419185
CN3334	CLIENT SERVICES IN ADVERTISING	ART OF CLIENT SERVICE REVISED ED.	SOLOMON	KAPLAN	9781427796714

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COURSE	COURSE TITLE	TITLE	AUTHOR	PUBLISHER	ISBN
CN3636	INTERNATIONAL PUBLIC RELATIONS	Global Public Relations	Freitag	Routledge	9780415448154
CN4313	BRAND BUILDING	MARKETING AESTHETICS-MANAGEMENT OF BRANDS	SCHMITT	FREE PRESS	9781439172926
CS2133	BUSINESS WEBSITE FUNDAMENTALS	Adobe Dreamweaver CS5 Digital Classroom	Osborn J., Heald G., AGI Creative Team	WILEY	9780470607749
CS2179	BUSINESS INFORMATION SYSTEMS	MANAGEMENT INFORMATION SYSTEMS 10/E	O'BRIEN	McGraw	9780071221092
CS2240	ELECTRONIC COMMERCE	INTRODUCTION TO ELECTRONIC COMMERCE, 2/E	TURBAN	Pearson	9780138010140
CS3330	HUMAN COMPUTER INTERACTION	Human-Computer Interaction	Dix, Finley, Abowd, Beale,	PEARSON	9780130461094
CS3397	OBJECT ORIENTED PROGRAMMING W/T C++	Thinking in C++	Bruce Eckel	PRENTICE	9780130353139
CS3425	WEB APPLICATIONS DEVELOPMENT	Web Based Application Development	Ralph F. Grove	Jones and Bartlett Publishers	9780763759407
DA1000	BALLET I	Basic Principles of Classical Ballet	Vaganova Agrippina	DOVER	9780486220369
DA2218	BODY AWARENESS & MOVEMENT	A Sense of Dance 2/E	Schroder	HK	9780736051897
DR1037	ACTING TECHNIQUES	Actor Training	Hodge, Alison, ed.	ROUTLEDGE	9780415471688
EC1000	PRINCIPLES OF MICROECONOMICS	ECONOMICS 19/E	MCCONNELL	McGraw	9780071221030
EC1101	PRINCIPLES OF MACROECONOMICS	ECONOMICS 19/E	MCCONNELL	McGraw	9780071221030

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COURSE	COURSE TITLE	TITLE	AUTHOR	PUBLISHER	ISBN
EN1001	ENGLISH FOR ACADEMIC PURPOSES I	Academic Encounters: Life in Society 2 Book Set (Reading - St)	Brown/Hood&Sanabria	CUP	9780521546706
EN1001	ENGLISH FOR ACADEMIC PURPOSES I	Understanding and Using English Grammar (Student's Book)	AZAR	PEARSON	9780132464482
EN1001	ENGLISH FOR ACADEMIC PURPOSES I	Weaving It Together Lvl 3: Connecting Reading and Writing	Broukal	Cengage	9781426632921
EN1002	ENGLISH FOR ACADEMIC PURPOSES II	Understanding and Using English Grammar (Student's Book)	AZAR	PEARSON	9780132464482
EN1002	ENGLISH FOR ACADEMIC PURPOSES II	Writing Academic English (level 4)	Oshima/Hogue	PEARSON	9780131523593
EN1002	ENGLISH FOR ACADEMIC PURPOSES II	Academic Encounters: Human Behavior 2 Book Set (Reading - Student's Listening)	Seal	CUP	9780521891653
EN1111	ACADEMIC WRITING	THE SCOTT FORESMAN HANDBOOK FOR WRITERS 9/e	J.RUSZKIEWICZ/C. FRIEND	Pearson	9780205751983
EN1111	ACADEMIC WRITING	They Say I Say: The Moves That Matter in Academic Writing	Graff/Birkenstein	Norton	9780393933611
EN1111	ACADEMIC WRITING	THE NORTON READER: AN ANTHOLOGY OF NONFICTION, 12/e (Shorter Edition)	L.H.PETERSON/J.C.BRERETON	NORTON	9780393931730
EN2271	CREATIVE WRITING	Creative Writing: A Workbook with Readings	Anderson, L., ed.	Routledge	9780415372435
EN2342	PROFESSIONAL COMMUNICATION	Business Communication: Process and Product (Custom Ed.)	Guffey, Mary	Cengage	9781408044278
ES1000	ENVIRONMENTAL SCIENCE:ECOSYST+BIODIVERSITY	Living in the Environment: Principles, Connections, and Solutions 17/e	Miller/Spoolman	Cengage	9780538735353
ES1010	ENVIRONMENTAL SCIENCE:ENERGY RSRCS+PLLTN	Living in the Environment: Principles, Connections, and Solutions 17/e	Miller/Spoolman	Cengage	9780538735353
FR1000	FRENCH I	Latitudes 1, Cahier d'exercices	Mérieux	Didier	9782278062638
FR1000	FRENCH I	Latitudes 1, Méthode de Français	Mérieux	Didier	9782278062492

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COURSE	COURSE TITLE	TITLE	AUTHOR	PUBLISHER	ISBN
GR1000	MODERN GREEK I	Επικοινωνήστε Ελληνικά 1 ΒΙΒΛ. ΑΣΚΗΣΕΩΝ 1Α	Αρβανιτάκης	ΔΕΛΤΟΣ	9789608464117
GR1000	MODERN GREEK I	Επικοινωνήστε Ελληνικά 1 ΒΙΒΛ. ΑΣΚΗΣΕΩΝ 1Β	Αρβανιτάκης,	ΔΕΛΤΟΣ	9789608464124
GR1000	MODERN GREEK I	Επικοινωνήστε Ελληνικά 1	Αρβανιτάκης	ΔΕΛΤΟΣ	9789608464087
GR1101	MODERN GREEK II	Επικοινωνήστε Ελληνικά 2 ΒΙΒΛ. ΑΣΚΗΣΕΩΝ 2Α	Αρβανιτάκης	ΔΕΛΤΟΣ	9789607914231
GR1101	MODERN GREEK II	Επικοινωνήστε Ελληνικά 2 ΒΙΒΛ. ΑΣΚΗΣΕΩΝ 2Β	Αρβανιτάκης,	ΔΕΛΤΟΣ	9789607914248
GR1101	MODERN GREEK II	Επικοινωνήστε Ελληνικά 2	Αρβανιτάκης	ΔΕΛΤΟΣ	9789607914217
HT1001	INTRO TO TOURISM & HOSPITALITY IND	The Business of Tourism 8/e	Holloway,	Pearson	9780273717102
HY1001	SURVEY OF WESTERN CIVILIZATION II	WESTERN CIVILIZATION VOL II 6/E	NOBLE	HOUGHTON	9780495897934
HY2060	GREECE: THE BIRTH OF A MODERN NATION	A Concise History of Modern Greece	Clogg, Richard,	CAMBRIDGE UP	9780521004794
HY2061	Modern Greece: A Troubled History	A Concise History of Modern Greece	Clogg, Richard,	CAMBRIDGE UP	9780521004794
IB2006	INTERNATIONAL BUSINESS	INTERNATIONAL BUSINESS 14 IE	DANIELS	Pearson	9780273766957
IB3299	CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS	The Politics of International Economic Relations	Spero/Hart	Cengage	9780495797395
IB3367	INNOVATION & TECHNOLOGY MGMT IN IB	STRATEGIC MANAGEMENT OF TECHNOLOGICAL INNOVATION 3/E	M. SCHILLING	MCGRAW HILL	9780071289573

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COURSE	COURSE TITLE	TITLE	AUTHOR	PUBLISHER	ISBN
IT1000	ITALIAN I	Italiano:Pronti, Via! 1 (A1/A2)	M.Mezzadri/P.E. Balboni	Guerra	9788855701167
MA1001	FINITE MATHEMATICS	FINITE MATHEMATICS WITH APPLICATIONS	ZITARELLI DAVID	Cengage	9780030558641
MA1105	APPLIED CALCULUS	CALCULUS FOR BUSINESS, ECONOMICS AND THE SOCIAL 10/E	HOFFMAN/BRADL	McGraw	9780071317979
MA2118	STATISTICS FOR BUSINESS+ECONOMICS I	BUSINESS STATISTICS FOR MANAGEMENT AND ECONOMICS 7/E	DANIEL/TERRELL	HOUGHTON	9780395712313
MA2219	STATISTICS FOR BUSINESS+ECONOMICS II	BUSINESS STATISTICS FOR MANAGEMENT AND ECONOMICS 7/E	DANIEL/TERRELL	HOUGHTON	9780395712313
MG2003	MANAGEMENT PRINCIPLES	MANAGEMENT 11/E	GRIFFIN, RICKY	Houghton	9781111969721
MG2034	ORGANIZATIONAL BEHAVIOR & HR MANAGEMENT	Human Resourse Management: Essential Perspectives	Mathis/Jackson	Cengage	9780538481700
MG2034	ORGANIZATIONAL BEHAVIOR & HR MANAGEMENT	ORGANIZATIONAL BEHAVIOR 5/E	McShane/Von Glinow	McGraw	9780071078665
MG2333	NEW VENTURES CREATION	NEW VENTURE CREATION 6/E	KATHLEEN ALLEN	Houghton	9780538481977
MG3343	OPERATIONS MANAGEMENT	OPERATIONS MANAGEMENT FOR COMPETITIVE ADVANTAGE 13/E	CHASE/AQUILAN	McGraw	9780071220903
MK2050	PRINCIPLES OF MARKETING	MARKETING CONCEPTS AND STRATEGIES 16/E	PRIDE/FERRELL	HOUGHTON	9780538480567
MK3156	RETAILING	RETAILING MANAGEMENT 8/E	LEVY & WEITZ	McGraw	9780071220989
MK3157	INT'L MARKETING	INTERNATIONAL MARKETING 14/E	CATEORA	McGraw	9780071084215
MK3159	CONSUMER BEHAVIOR	CONSUMER BEHAVIOR: IMPLICATIONS FOR MARKETING 11/E	HAWKINS, D.	McGraw	9780071315128
MK3251	ADVERTISING	Contemporary Advertising 13/E	Arens	McGraw	9780071220606

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MU1000	MUSIC I	Music an Appreciation Brief Edition 7/E	KAMIEN	McGraw	9780078025099
MU1001	MUSIC II	Music an Appreciation Brief Edition 7/E	KAMIEN	McGraw	9780078025099
PH2005	BUSINESS ETHICS	ETHICS AND THE CONDUCT OF BUSINESS 7/E	BOATRIGHT	Pearson	9780205207985
PH2010	ETHICS	ELEMENTS OF MORAL PHILOSOPHY 7/E	RACHELS J.	McGraw	9781259007880
PS1000	PSYCHOLOGY AS A NATURAL SCIENCE	Psychology: An Introduction 11/E	Lahey	McGraw	9780071315753
PS1001	PSYCHOLOGY AS A SOCIAL SCIENCE	Psychology: An Introduction 11/E	Lahey	McGraw	9780071315753
PS2236	HUMAN LEARNING AND MEMORY	Learning and Memory: Basic Principles, Processes	TERRY, W.S.	PEARSON	9780205658626
PY1000	INTRODUCTION TO PHYSICS I	COLLEGE PHYSICS 9/E	SERWAY/FAUGHN	Cengage	9781111427450
SC1000	SCIENCE AND EVERYDAY LIFE	The Sciences: An Integrated Approach 6/E	Trefil J	WILEY	9780470505816
SLX1007	FR.SEM.: SEXUAL ISSUES & CONTROVERSIES	Our Sexuality	R. Crooks/K.G. Baur	CENGAGE	9780538452816
SO1000	INTRODUCTION TO SOCIOLOGY	SOCIOLOGY	MACIONIS J.J.	Pearson	9780205196036

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SO1001	SOCIOLOGY OF MODERN LIFE	SOCIOLOGY	MACIONIS J.J.	Pearson	9780205196036
SP2200	PRESENTATION SKILLS	The Art of Public Speaking 11/E	Lucas	McGraw	9780071314671