

**Book List-EMBA Hybrid
Autumn 2009**

09/04/09

Course # and Name	Instructor	Book Title	Edition or Year	Publishing Company	ISBN #
GMAN 503.01 Economic Analysis	Kris Chase	Economics: Private & Public Choice Gwartney, Stoup, Sobel & Macpherson & Aplia	12 Ed.	South-Western (Cengage)	
GMAN 504.01 Data Analysis in Business	Linda Herkenhoff	Statistics Freedman, Pisan, Purves	4 Ed. 2007	Norton	0-393-92972-8
		A Microsoft Excel Companion for Business Statistics	2005	Eldredge	0-324-22553-9
		<u>MICROSOFT OFFICE 2007 / VISTA USERS NEED:</u> Microsoft Office Excel 2007 Data Analysis and Business Modeling	2007	Microsoft Press	13-978-0-7356-2396-5
GMAN 507.01 Managerial Finance	Phil Perry	Financial Management Brighand Ehrhardt	12 Ed.	Thomson Southwestern	
GMAN 508.01 Marketing	Andrew Wilson	A Framework for Marketing Management Kotler & Keller	4 Ed.		136026605
GMAN 512.01 Business Strategy	Jyoti Bachani	Contemporary Strategy Analysis & Accompanying Casebook	6 Ed.	Wiley-Blackwell	ISBN- 13 978-1405163095
GMAN 513.01 Managing Global Competition	Berna Polat	Global Business Today Hill	6 Ed.		978-0-07-338139-8