

Sacred Heart Canossian College of Commerce

TEXTBOOK LIST FOR THE SCHOOL YEAR

2009 - 2010

2-YEAR ADVANCED DIPLOMA IN MARKETING AND MANAGEMENT

兩年制市場及管理學高級文憑課程

(COURSE CODE: ADMM)

3-YEAR PROFESSIONAL DIPLOMA IN MARKETING AND MANAGEMENT

三年制市場及管理學專業文憑課程

(COURSE CODE: PDMM)

全部課本特價九折優待

All textbooks are subject to a 10% discount

學生可在下列書局選購課本

Textbooks are available at:

<p>辰衝圖書有限公司 SWINDON BOOK CO LTD 13-15 Lock Road, Kowloon Hong Kong</p> <p>Tel: 2366 8001 九龍尖沙咀樂道十三至十五號 尖沙咀地鐵站 C 出口舊凱悅酒店後面</p>	<p>香港圖書文具有限公司 HONG KONG BOOK CENTRE LTD On Lok Yuen Building, 25 Des Voeux Road, Central, Hong Kong Tel: 2522 7064 香港德輔道中廿五號安樂園大廈地下 中環地鐵站 B 出口德輔道中環球大廈</p>
<p>Note:</p> <ol style="list-style-type: none">1. All prices quoted on the book-list are subject to alteration in accordance with the publishers' final confirmation.2. Students are at liberty to purchase their textbooks wherever they wish.	<p>注意：</p> <ol style="list-style-type: none">一、本書單所列各書價目如有更改時，應以各出版社之最新訂價為標準。二、學生可以自由選購所需課本。

IMPORTANT: Book Titles highlighted in grey are LCCIEB publications. You can purchase these when the new school year begins at good discounts through school. Order will be processed by Class Teachers.

TEXTBOOK LIST 2009 – 2010

2-YEAR ADVANCED DIPLOMA IN MARKETING AND MANAGEMENT

兩年制市場及管理學高級文憑課程 (第一年課程)

(COURSE CODE: ADMM) – YEAR 1

**Price
(HK\$)**

1. Office Procedures (4 th Ed) – John Harrison	Longman Hong Kong Education	287.00
2. Business Writing for Hong Kong (3 rd Ed) – Grahame T. Bilbow PhD	Longman Hong Kong Education	256.00
3. Marketing: An Introduction (9th Edition) – Armstrong & Kotler	Prentice Hall	308.00
4. Economics (9th Edition) – Parkin, Michael	Pearson	333.00
5. 商貿普通話(上、下冊) – 香港理工大學中國語文教學中心	中華書局(香港)有限公司	<u>上冊</u> 95.00 <u>下冊</u> 95.00
6. How to Pass English for Business (Second Level) (3rd Ed)	LCCI Examination Board	Order through school
<i>Books No 7-9: for students studying IELTS only (to be confirmed)</i>		
7. New Insight into IELTS – Vanessa Jakeman & Clare McDowell	Cambridge University Press	245.00
8. Focus on IELTS – Sue O’Connell	Longman Hong Kong Education	286.00
9. Grammar for IELTS with answers – Diana Hopkins with Pauline Cullen	Cambridge University Press	195.00
<i>Book No 10: for students studying English for the Workplace only (to be confirmed)</i>		
10. Business Benchmark Pre-Intermediate to Intermediate (with test section from Cambridge ESOL) – Norman Whitby	Cambridge University Press	255.00
<i>Book No 11: for New Students of DBA 2009-2010</i>		
11. Level 1 Book-Keeping – Passport to Success – LCCI International Qualifications from EDI (2009)	London: Hodder Education	Order through school
<i>Book No 12: for Students promoted from CBA of 2008-2009</i>		
12. Level 2 Book-Keeping and Accounts – Passport to Success (2009) – LCCI International Qualifications from EDI	London: Hodder Education	Order through school

2-YEAR ADVANCED DIPLOMA IN MARKETING AND MANAGEMENT
兩年制市場及管理學高級文憑課程 (第一年課程)
(COURSE CODE: ADMM) – YEAR 1

**Price
(HK\$)**

References:

1.	<i>Microsoft Office XP: Brief Concepts and Techniques (2003)</i> – Gary B. Shelly, Thomas J. Cashman, Misty E. Vermaat	<i>Course Technology</i>	940.00
2.	<i>Microsoft Office XP: Essential Concepts and Techniques (2003)</i> – Gary B. Shelly, Thomas J. Cashman, Misty E. Vermaat	<i>Course Technology</i>	665.00
3.	<i>Mastering and Using Microsoft Office XP: Introductory Course (2003)</i> – Napier, Judd, McLaren, Rand, Sourek, Lehner	<i>Course Technology</i>	988.00
4.	<i>Performing with Microsoft Office XP: Introductory Course (2003)</i> – Iris Blanc, Cathy Vento	<i>Course Technology</i>	921.00
5.	<i>Principles of Marketing, (13th Edition)</i> – Kotler, P. and Armstrong, G.	<i>Prentice-Hall</i>	329.00
6.	<i>Marketing Made Simple (2002)</i> – Lancaster, G. and Reynolds, P.	<i>Elsevier Science</i>	336.00
7.	<i>Marketing: The Basics(2006)</i> – Moore, K, and Pareek, N	<i>Routledge</i>	192.00
8.	<i>Introduction to Marketing Theory & Practice (2nd Edition)</i> – Palmer, A	<i>Oxford Unuiversity Press</i>	405.00
9.	<i>Basic Marketing, (17th Edition)</i> – Perreault Jr., W.D. and McCarthy, E. Jerome	<i>Irwin McGraw-Hill</i>	351.00
10.	<i>Frank Wood’s Principles of Accounts for Hong Kong Vol 1 & 2 (Latest Edition)</i> – Wood, F., Pak, C.K., Lo, E.C.C. & Yau, L	<i>Longman Hong Kong Education</i>	<u>Vol.1</u> 290.00 <u>Vol. 2</u> 290.00
11.	<i>Frank Wood’s Business Accounting – Hong Kong, Vol 1&2 (Hong Kong Edition) (Latest Edition)</i> – Wood, F., Sangster, A., Yau, L., Yau, R. & Yau, J	<i>Longman Hong Kong Education</i>	<u>Vol. 1</u> 295.00 <u>Vol. 2</u> 295.00
12.	<i>Model Business Letters, E-mails & other Business Documents (6th Ed)</i> – Shirley Taylor	<i>Prentice Hall</i>	220.00
13.	<i>How to Pass English for Business (EFB) Level 2 – Preparation and Exercises Book (4th Ed)</i> – R.G.Mellor, V.G. Davison	<i>Logophon Verlag GMBH</i>	To be confirmed
14.	<i>Business Reports in English (2006)</i> – Jeremy Comfort, Rod Revell, Chris Scott	<i>Cambridge University Press</i>	235.00
15.	<i>Telephoning in English (2004)</i> – Naterop & Revell	<i>Cambridge University Press</i>	188.00

2-YEAR ADVANCED DIPLOMA IN MARKETING AND MANAGEMENT
兩年制市場及管理學高級文憑課程 (第一年課程)
(COURSE CODE: ADMM) – YEAR 1

**Price
(HK\$)**

References (Continued):

16.	<i>Cambridge English for Job-hunting (2008)</i> – Colm Downes	<i>Cambridge University Press</i>	238.00
17.	<i>Business Start-up 1 & 2 (2006) – Ibbotson & Stephens</i>	<i>Cambridge University Press</i>	<u>Book 1</u> 188.00 <u>Book 2</u> 188.00
18.	<i>How to Pass Business Administration (Second Level) (1999) – Jane Pegram MA (Ed)</i>	<i>LCCI Examinations Board</i>	To be confirmed
19.	<i>Favorite Ways to Learn Economics (2nd Ed.)(2006)</i> – Anderson, David	<i>Thomson South-Western</i>	674.00
20.	<i>How to Think Like an Economist (2005)</i> – Arnold, Roger A	<i>Thomson South-Western</i>	209.00
21.	<i>Economics (2006)</i> – Hubbard, R. Glenn and O'Brien, Anthony Patrick	<i>Pearson</i>	312.00
22.	<i>Economics (Latest Edition)</i> – Krugman, Paul R., Wells, Robin, Graddy, Kathryn	<i>Worth Publishers Inc.</i>	To be confirmed
23.	<i>Schaum's Outline of Macroeconomics (3rd Ed)</i> – Salvatore, Dominick	<i>McGraw Hill</i>	114.00
24.	<i>Schaum's Outline of Microeconomics (4th Ed)</i> – Salvatore, Dominick	<i>McGraw Hill</i>	180.00
25.	<i>Professional English in Use Marketing</i> – Cate Farrall, Marianne Lindsley (2008)	<i>Cambridge University Press</i>	207.00
26.	<i>Vocabulary for IELTS with answers – Pauline Cullen</i>	<i>Cambridge University Press</i>	197.00
27.	<i>IELTS Preparation and Practice: Listening and Speaking</i> – Wendy Sahanaya and Jeremy Lindeck	<i>O.U.P.</i>	264.00
28.	<i>IELTS Preparation and Practice: Reading and Writing</i> – Wendy Sahanaya and Jeremy Lindeck	<i>O.U.P.</i>	264.00
29.	<i>商業普通話應用大全 (2008)</i>	<i>商務印書館 編輯部</i>	78.00

2-YEAR ADVANCED DIPLOMA IN MARKETING AND MANAGEMENT
兩年制市場及管理學高級文憑課程 (第二年課程)
(COURSE CODE: ADMM) – YEAR 2

		Price (HK\$)
1. Marketing The Core (2007) – Roger A. Kerin, Steven W. Harley and William Rudzslius	McGraw-Hill	294.00
2. Best Practice Guide for Customer Service Professionals – Stephanie Edwards	Customer 1st International	To be confirmed
3. 商貿普通話下冊 – 香港理工大學中國語文教學中心	中華書局(香港) 有限公司	95.00
4. Management (10 th Edition) – Stephen P. Robbins and Mary Coulter	Prentice Hall	311.00
5. Consumer Behaviour (5th Edition) – Wayne Hoyer & Deborah MacInnis	South-Western	399.00
Books No 6-8: For students studying IELTS only (to be confirmed)		
6. Focus on IELTS – Sue O’Connell	Longman	286.00
7. Grammar for IELTS with answers – Diana Hopkins with Pauline Cullen	Cambridge University Press	195.00
8. New Insight into IELTS – Vanessa Jakeman & Clare McDowell	Cambridge University Press	245.00
Book No 9: For students studying English for the Workplace only (to be confirmed)		
9. New International Business English Updated Edition Student's Book (2 ND Edition) (2003) – Leo Jones & Richard Alexander	Cambridge University Press	233.00
<u>References:</u>		
1. 商業普通話應用大全 (2008)	商務印書館 編輯部	78.00
2. Management: A Practical Introduction (4 th Edition) – Angelo Kinicki and Brian K. Williams	McGraw-Hill	313.00
3. Kellogg on Marketing – Dawn, I. (2000)	Wiley Gary A. and Philip K.	351.00
4. Marketing: An Introduction (9 th Ed) – Gary Armstrong & Phillip Kotler	Pearson Education	308.00
5. Magic Numbers for Consumer Marketing: Key Measures to Evaluate Marketing Success (2005) – John Davis	Wiley	332.00
6. Customer Service Skills for Success (4 th Ed) – Robert W Lucas	McGraw-Hill	237.00
7. Customer Service A Practical Approach (Latest Edition) – Elaine K. Harris	Pearson Prentice Hall	To be confirmed

2-YEAR ADVANCED DIPLOMA IN MARKETING AND MANAGEMENT

兩年制市場及管理學高級文憑課程 (第二年課程)

(COURSE CODE: ADMM) – YEAR 2**Price
(HK\$)****References (Continued):**

8.	<i>Performing With Microsoft Office XP: Advanced Course(2003) – Iris Blanc, Cathy Vento, Thompson Steele</i>	Course Technology	940.00
9.	<i>Certification Circle: Microsoft Office Specialist Office XP Master Certification (2003) – Rachel Biheller Bunin, Barbara Clemens, Lisa Friedrichsen, Marjorie Hunt, Katherine Pinard</i>	Course Technology	402.00
10.	<i>Microsoft Office XP: Advanced Concepts and Techniques (2003) – Gary B. Shelly, Thomas J. Cashman, Misty E. Vermaat</i>	Course Technology	1,282.00
11.	<i>Microsoft Office XP: Post Advanced Concepts and Techniques (2003) – Gary B. Shelly, Thomas J. Cashman, Misty E. Vermaat</i>	Course Technology	1,197.00
12.	<i>Mastering and Using Microsoft Office XP: Advanced Course – H. Albert Napier, Philip J. Judd, Bruce McLaren, Ben Rand, Linda Sourek, Susan Lehne (2003)</i>	Course Technology	988.00
13.	<i>Consumer Behavior: A Strategic Approach – Henry Assael (2004)</i>	South Western	350.00
14.	<i>Consumer Behaviour: Building Marketing Strategy (11th Edition) – Del I. Hawkins, David L. Mothersbaug &, Roger J. Best</i>	McGraw Hill / Irwin	294.00
15.	<i>Consumer Behaviour (9th Ed) – Leon G. Schiffman & Leslie Lazar Kanuk</i>	New Jersey: Pearson-Prentice Hall	321.00
16.	<i>Consumer Behaviour and Marketing Strategy (8th Ed) – Peter, J. Paul, and Jerry C. Olson</i>	McGraw Hill	313.00
Books No 17-19: For students studying IELTS only (to be confirmed)			
17.	<i>IELTS Preparation and Practice: Listening and Speaking – Wendy Sahanaya and Jeremy Lindeck</i>	O.U.P.	264.00
18.	<i>IELTS Preparation and Practice: Reading and Writing – Wendy Sahanaya and Jeremy Lindeck</i>	O.U.P.	264.00
19.	<i>Vocabulary for IELTS with answers – Pauline Cullen</i>	Cambridge University Press	197.00
Books No 20-23: For students studying English for the Workplace only (to be confirmed)			
20.	<i>Business Benchmark Upper-Intermediate with test section from Cambridge ESOL – Guy Brook-Hart</i>	Cambridge University Press	255.00
21.	<i>Business Reports in English – Jeremy Comfort, Rod Revell, Chris Scott</i>	Cambridge University Press	235.00
22.	<i>Telephoning in English (3rd Edition) (2007) – B. Jean Naterop, Rod Revell</i>	Cambridge University Press	188.00
23.	<i>Cambridge English for Job-hunting (2008) – Colm Downes</i>	Cambridge University Press	238.00

3-YEAR PROFESSIONAL DIPLOMA IN MARKETING AND MANAGEMENT
三年制市場及管理學專業文憑課程 (第三年課程)
(COURSE CODE: PDMM) – YEAR 3

		Price (HK\$)
1.	International Marketing (14 th Edition) – Philip R. Cateora and John Granham	McGraw Hill 323.00
2.	Marketing Management (13 th Edition) – Philip K. and Kevin, L.K.	Pearson International 330.00
3.	Selling and Sales Management (7 th Edition) – David Jobber, Geoff Lancaster	Prentice Hall 428.00
4.	Corporate Communication (5th Edition) – Paul A. Argenti	McGraw Hill 294.00
5.	Essentials of Management Information Systems (8 th Ed) – Jane Laudon & Kenneth Laudon	Prentice Hall 315.00
6	A First Course in Statistics (10 th Edition) – James T. McClave, & Terry Sincich	Prentice Hall 320.00
7.	How to Pass English for Business (Level 3) Official Guide	LCCI International Qualifications Order through school
8.	IELTS Preparation and Practice: Practice Tests with Annotated Answer Key – Wendy Sahanaya and Terri Hughes	O.U.P. 264.00
9.	Basic Marketing Research (7th Edition) – Churchill, Gilbert A. Jr. and Tom J. Brown	South-Western 371.00

References:

1.	<i>Marketing Management: Knowledge and Skills (9th Edition)</i> – J. Paul Peter, Jr, James H Donnelly, and Jr, James Donnelly	McGraw Hill 304.00
2.	<i>Differentiate or Die: Survival in Our Era of Killer Competition</i> (2000) – Jack, T.	Wiley 237.00
3.	<i>New Brand World: Eight Principles for Achieving Brand Leadership in the 21st Century (1st Ed)</i> – Scott B. and Stephen F.	Viking Penguin, Inc. 152.00
4.	<i>Global Marketing Management (4th Edition)</i> – Kotabe, M. and Helsen, K	John Wiley & Sons, Inc. 475.00
5..	<i>Global Marketing: Foreign Entry, Local Marketing & Global Management (5th Edition) (2009) – Johny K. and Joansson</i>	McGraw Hill 313.00
6.	<i>Business Information Systems: Technology, Development and Management for the E-business (4th Edition)</i> – Paul Bocij, Dave Chaffey, Andrew Greasley, Simon Hickie	Prentice Hall 506.00

3-YEAR PROFESSIONAL DIPLOMA IN MARKETING AND MANAGEMENT
三年制市場及管理學專業文憑課程 (第三年課程)
(COURSE CODE: PDMM) – YEAR 3

**Price
(HK\$)**

References (Continued):

- | | | |
|--|---------------------------------------|--------|
| 7. <i>Statistics for Business and Economics (10th Edition)</i>
– James T. McClave, P. George Benson, Terry Sincich | <i>Prentice Hall</i> | 328.00 |
| 8. <i>Relationship Selling (3rd Edition)</i>
– Johnson, & Marshall | <i>McGraw Hill</i> | 294.00 |
| 9. <i>Exploring Public Relations – Ralph Tench, & Liz Yeomans</i> | <i>Prentice Hall</i> | 371.00 |
| 10. <i>IELTS Preparation and Practice: Listening and Speaking</i>
– Wendy Sahanaya and Jeremy Lindeck | <i>O.U.P.</i> | 264.00 |
| 11. <i>IELTS Preparation and Practice: Reading and Writing</i>
– Wendy Sahanaya and Jeremy Lindeck | <i>O.U.P.</i> | 264.00 |
| 12. <i>Vocabulary for IELTS with Answers – Pauline Cullen</i> | <i>Cambridge
University Press</i> | 197.00 |