

North Carolina Textbook Adoption School Price List 2007

Textbook Code			Category	Title	Publisher	CR/Ed	ISBN	Grade Level	School Price
				MARKETING EDUCATION					
				Principles of Business & Personal Finance					
			RSCE	Principles of Business, Management & Communications Pathway	CEV Multimedia	2007	9781603333375	9-12	3299.75
9	62	840	TEXT	Intro To Business	Cengage Learning (Thomson)	2006/6th	9780538440639	9-12	54.53
			INST	Teacher's Item NC Intro To Business Teacher Materials, (incl. IWE, IRCD, Exam View)	Cengage Learning (Thomson)	2006/6th	9780324682656	9-12	353.38
				Marketing					
			RSCE	Principles of Marketing Pathway	CEV Multimedia	2007	9781603333382	9-12	2075.70
9	63	802	TEXT	Marketing Dynamics - Student Textbook	Goodheart-Willcox	2006/1st	9781590705865	9-12	44.93
			RSCE	Marketing Dynamics - Workbook	Goodheart-Willcox	2006/1st	9781590705889	9-12	9.32
9	63	800	TEXT	Marketing	Cengage Learning (Thomson)	2006/2nd	9780538440967	9-12	52.42
			INST	Teacher's Item NC Marketing Teacher Materials, (incl. IWE, IRCD, Exam View)	Cengage Learning (Thomson)	2006/2nd	9780324682687	9-12	353.38
				Marketing Management					
			RSCE	Principles of Marketing Pathway	CEV Multimedia	2007	9781603333382	9-12	2075.70
9	63	803	TEXT	Marketing Essentials	Glencoe/McGraw Hill	2006/4th	9780078612572	9-12	56.61
			INST	Marketing Essentials Teacher Wraparound Edition	Glencoe/McGraw Hill	2006/4th	9780078689147	9-12	70.18
9	62	810	TEXT	Business Principles & Management	Cengage Learning (Thomson)	2008/2nd	9780538444682	9-12	57.10
			INST	NC Business Principles & Management Teacher Materials, (incl. AIE, Exam View, IRCD)	Cengage Learning (Thomson)	2008/12th	9780324575866	9-12	353.38
				Strategic Marketing					
9	63	804	TEXT	Marketing	Cengage Learning (Thomson)	2008/9th	9780324362084	9-12	112.57
			INST	Teacher's Item NC Marketing Teacher Materials, (incl. IM w/Videoguide, IRCD)	Cengage Learning (Thomson)	2008/9th	9780324682717	9-12	173.88
				Fashion Merchandising					
			RSCE	Fashion Merchandising Pathway	CEV Multimedia	2007	9781603333368	9-12	2309.73

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				Sports & Entertainment Marketing I					
9	63	806	TEXT	Sports & Entertainment Marketing	Cengage Learning (Thomson)	2008/3rd	9780538445146	9-12	42.59
			INST	Teacher's Item NC Sports & Entertainment Marketing Teacher Materials, (incl. AIE, IRCD, ExamView)	Cengage Learning (Thomson)	2008/3rd	9780324682694	9-12	316.64
				Travel, Tourism, and Recreation Marketing					
9	63	807	TEXT	Travel And Tourism Marketing	Cengage Learning (Thomson)	2007/1st	9780538442855	9-12	29.25
			INST	Teacher's Item NC Travel And Tourism Marketing Teacher Materials, (incl. AIE, IRCD, ExamView)	Cengage Learning (Thomson)	2007/1st	9780324682625	9-12	316.64
				Small Business Entrepreneurship					
9	62	842	TEXT	Entrepreneurship and Small Business Management	Glencoe/McGraw Hill	2006/3rd	9780078613036	9-12	58.02
			INST	Entrepreneurship and Small Business Management Teacher Annotated Edition	Glencoe/McGraw Hill	2006/3rd	9780078677595	9-12	64.11
9	63	808	TEXT	Entrepreneurship: Ideas In Action	Cengage Learning (Thomson)	2006/3rd	9780538441223	9-12	51.25
			INST	Teacher's Item NC Entrepreneurship: Ideas In Action Teacher Materials, (incl. AIE, IRCD, ExamView)	Cengage Learning (Thomson)	2006/3rd	9780324682724	9-12	353.38