

# Las Vegas

## COLLEGE

### Website Published Book List Business Digital Marketing

The following books (including any textbook supplemental materials) are required to successfully complete this program. All books listed below are standard course resources available for opt-out and purchase from other parties, unless marked with an asterisk (\*). Any books that are marked with an asterisk (\*) are custom course resources not available for opt-out or purchase outside the School.

Title or Item	ISBN or Type	Publisher or Vendor	LVC Student Price	Retail Price**
Advertising and Promotion: An Integrated Marketing Communications Perspective, 11 <sup>th</sup> Edition	9781259900266	McGraw-Hill	\$55.95	\$79.76
Business and Professional Communication, 2020 Edition	9781260244977	McGraw-Hill	\$55.56	\$69.05
Career Achievement: Growing Your Goals, 3 <sup>rd</sup> Edition	9781260231632	McGraw-Hill	\$54.95	\$69.05
Customer Service: A Practical Approach, 6 <sup>th</sup> Edition	9780133002737	Pearson	\$64.35	\$79.99
E-Commerce 2019: Business, Technology and Society, 15 <sup>th</sup> Edition	9780135116227	Pearson	\$60.69	\$74.99
Environmental Science Toward a Sustainable Future, 13 <sup>th</sup> Edition	9780134325293	Pearson	\$45.62	\$59.99
Essentials of Marketing Research, 4 <sup>th</sup> Edition	9781259894459	McGraw-Hill	\$120.91	\$147.06
Essentials of Social Media Marketing, plus Mimic Social Simulation	Bundle	Stukent	\$454.98	\$578.89
Digital Marking Essentials (text & Videos), plus Mimic Pro Simulation	Simulation – Included with Bundle Above	Stukent	\$0.00	\$0.00
Marketing Analytics Digital Text and Simulation	Simulation – Included with Bundle Above	Stukent	\$0.00	\$0.00
Essentials of Strategic Management: The Quest for Competitive Advantage, 6 <sup>th</sup> Edition	9781260139501	McGraw-Hill	\$65.88	\$79.76
Essentials of Understanding Psychology, 13 <sup>th</sup> Edition	9781260194500	McGraw-Hill	\$59.67	\$79.76
GEN COMBO LL M: MARKETING; CONNECT AC, PRACTICE MARKETING SIMULATION AC, 5 <sup>th</sup> Edition	9781260478877	McGraw-Hill	\$85.95	\$111.76
GO! WITH MICROSOFT EXCEL 2016 COMPREHENSIVE, Plus MyITLab, 2017	9780134497914	Pearson	\$126.99	\$174.98
GO! With Microsoft Office 2019 Getting Started, 1 <sup>st</sup> Edition	9780135651346	Pearson	\$99.99	\$152.86
GoVenture Job Interview Simulation	Simulation	GoVenture	\$29.00	\$29.00
History of Nevada, 2 <sup>nd</sup> Edition	9780803276888	University of Nebraska Press (Long Leaf Services)	\$28.00	\$30.00

\*\*Retail Price is based on the current retail price listed through the publisher as of the effective date of this document.

\*\*\* For any printed books and materials, total price includes tax and shipping.

Intermediate Algebra for College Students, 10 <sup>th</sup> Edition	9780134794969	Pearson	\$52.00	\$64.99
Internet Marketing Start to Finish: Drive measurable, repeatable online sales with search marketing, usability, CRM, and analytics, 2012	9780132674539	Pearson	\$15.99	\$15.99
Manager's Guide to Online Marketing, 1 <sup>st</sup> Edition	9780071801881	McGraw-Hill	\$17.07	\$17.07
Practical Business Math Procedures, 13 <sup>th</sup> Edition	9781260681543	McGraw-Hill	\$55.56	\$79.76
Selling: Building Partnerships, 10 <sup>th</sup> Edition	9781260141610	McGraw-Hill	\$61.44	\$89.29
Student's Book of College English, 14 <sup>th</sup> Edition	9780321998712	Pearson	\$39.79	\$49.99
The Art of Public Speaking, 13 <sup>th</sup> Edition	9781260412970	McGraw-Hill	\$58.67	\$79.76
Understanding Business: The Core, 2 <sup>nd</sup> Edition	9781264125975	McGraw-Hill	\$58.67	\$79.76
Web Design: A Beginner's Guide, 2 <sup>nd</sup> Edition	9780071701358	McGraw-Hill	\$27.32	\$27.32

**Total Price: \$1,795.00\*\*\* \$2,320.83**

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