



## BOOK LIST

2016-2017 School Year

BFA

### Fall 2016 – First Semester

<i>Course</i> .....	<i>Book</i> .....	<i>ISBN</i>
Advertising 401 .....	<u>The Advertising Concept Book, 2e</u> .....	978-0500290316
Business Communication 301.....	<u>The Etiquette Advantage in Business, 3e</u> .....	978-0062270467
Consumer Behavior 301.....	<u>CB, 7e</u> .....	978-1305403222
Design & Layout 401 .....	<u>How to Think Like a Great Graphic Designer</u> .....	978-1581154962
Mngmnt Across Cultures 401 ....	<u>Cultural Dimension of Global Business, 7e</u> .....	978-0205835591
Mngmnt Across Cultures 401 ....	<u>Say Anything to Anyone, Anywhere</u> .....	978-1118420423

### Spring 2017 – Second Semester

<i>Course</i> .....	<i>Book</i> .....	<i>ISBN</i>
Campaign Management 401 .....	<u>E.M.: Working with Difficult People</u> .....	978-0756652531
Campaign Management 401 .....	<u>E.M.: Project Management (2015)</u> .....	978-1465435446
Campaign Management 401 .....	<u>E.M.: Strategic Thinking</u> .....	978-0789459725
Campaign Management 401 .....	<u>E.M.: Managing Teams</u> .....	978-0789428950
Campaign Management 401 .....	<u>E.M.: Leadership (2015)</u> .....	978-1465435422
Campaign Management 401 .....	<u>E.M.: Achieving High Performance (2015)</u> .....	978-1465435408
<i>Campaign Management 401 .....</i>	<i><u>Essential Managers: Presenting</u></i> .....	<i>978-0756637064*</i>
<i>Campaign Management 401 .....</i>	<i><u>Essential Managers: Manage Your Time</u></i> .....	<i>978-0789424464*</i>
Ecology 301 .....	<u>Environmental Science, 14e</u> .....	978-0073532554
Web Design 401 .....	<u>Don't Make Me Think, Revisited, 3e</u> .....	978-0321965516
Portfolio Development 401 .....	<u>How to Be a Graphic Designer Without Losing Your Soul (2010)</u>	978-1568989839
Survey of Mathematics 101 .....	<u>Survey of Mathematics with Applications, 9e</u> .....	978-0321759665

\* *These books were used in a previous course and should not need to be repurchased.*

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10850 Emmet Street • Omaha, NE 68164 • 402.898.1000 • 1.888.898.1789 • [www.creativecenter.edu](http://www.creativecenter.edu)

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