



## BOOK LIST

2018-2019 School Year

BFA

### Fall 2018 – First Semester

<i>Course</i>	<i>Book</i>	<i>ISBN</i>
Advertising 401	<u>The Advertising Concept Book, 3e</u>	978-0500292679
Business Communication 301	<u>The Etiquette Advantage in Business, 3e</u>	978-0062270467
Consumer Behavior 301	<u>Decoding the New Consumer Mind: How and Why We Shop and Buy, 1e</u>	978-1118647684
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, 8e</u>	978-1138202290
Mngmnt Across Cultures 401	<u>Say Anything to Anyone, Anywhere</u>	978-1118420423

### Spring 2019 – Second Semester

<i>Course</i>	<i>Book</i>	<i>ISBN</i>
Campaign Management 401	<u>Dealing with People You Can't Stand, Revised and Expanded Third Edition: How to Bring Out the Best in People at Their Worst</u>	978-0071785723
Campaign Management 401	<u>E.M.: Project Management (2015)</u>	978-1465435446
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>Essential Managers: Presenting (2015)</u>	978-0756637064*
Campaign Management 401	<u>Essential Managers: Manage Your Time</u>	978-0789424464*
Ecology 301	<u>Environmental Science, 16e</u>	978-1337569613
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, 10e</u>	978-0134112107
Web Design 401	<u>Don't Make Me Think, Revisited, 3e</u>	978-0321965516

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

## CREATIVE CENTER

COLLEGE OF ART & DESIGN

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

©Creative Center. It is unlawful to copy or reproduce this information without the written permission of the Creative Center.