

Textbooks for subject CMS.356 (Spring 2019)**Required Textbooks**

Author	Title	Edition/Publisher	ISBN Number	Publisher Price
Brooks, David	Bobos in Paradise: The New Upper Class and How They Got There	Simon & Schuster	9780684853789	\$17.00
Doctoroff, Tom	What Chinese Want: Culture, Communism, and China's Modern Consumer	St. Martin's Press	9781137278357	\$18.99
Ries, Al; Trout, Jack	Positioning: The Battle for Your Mind	(2nd ed.) McGraw-Hill Education	9780071373586	\$20.00

Unspecified Textbooks

Author	Title	Edition/Publisher	ISBN Number	Publisher Price
Trout	Ebk Positioning: The Battle For Your Mi	Yuzu	9780071705875	

Prices may vary by format/retailer