

Diploma in Marketing 2017 Reading List

Author	Title	Year/Edition	Publisher	Book No. & DDC No.
Campbell, D. & Craig, T.	Organisations and the Business Environment	2008/2 nd ed.	Butterworth-Heinemann	B 09669 658 CAM
Sangster, A.	Frank Wood's Business Accounting 1	2016/13 th ed.	Pearson	B 12 513 657 SAN
Taylor, S.	Shirley Taylor's Essential Communication Skills: the ultimate guide to successful business communication	2000	Pearson Longman	B 09155 808.06 TAY
Trappe, T. & Tullis, G.	Intelligent business coursebook: upper intermediate business English	2006	Pearson	B 12 543 428.2 TRA
Robbins, S. T. & Coulter, M.	Management	2016/13 th Global ed.	Pearson	B 12 463 658 ROB
Sloman, J.	Economics	2015/9 th ed.	Pearson	B 12 466 330 SLO
Armstrong, G. & Kotler, P.	Marketing: An Introduction	2013/11 th ed.	Pearson	B 11 926 658.8 ARM
Stair, R. M. & Reynolds, G. W.	Fundamentals of Information Systems	2015/8 th ed.	Course Technology	To purchase
Guddey, M. E. & Seefer, A. M.	Business English	2014/11 th ed.	Cengage Learning	B 11 812 808.06 GUF
Vohrah, B. & Wu, Min Aun	The Commercial Law of Malaysia	2000/Updated 2 nd ed.	Pearson	B 09153 346.59507 VOH
Slack, N., Stuart, C. & Johnston, R.	Operations Management	2013/7 th ed.	Pearson	B 12 143 658.5 SLA
Schiffman, L. G., Kanuk, L. L. & Hansen, H.	Consumer Behavior: a European outlook	2008	Pearson	B 10 784 658.8342 SCH
Schiffman, L. G. & Wisenblit, J.	Consumer Behavior	2015/11 th Global ed.	Pearson	B 12 481 658.8342 SCH
Belch, G. E. & Belch, M. A.	Introduction to Advertising & Promotion: An Integrated Marketing Communication Perspective	2015/10 th Global ed.	McGraw-Hill	B 12 121 659.1 BEL
Smith, P. R. & Taylor, J.	Marketing Communications: An integrated Approach	2004/4 th ed.	Kogan Page	B 08509 658.8 SMI
Shaw, W. H. & Barry, V.	Moral Issues in Business	2004/9 th ed.	Thomson Wadsworth	B 07701 174.4 SHA

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Shaw, W. H. et al.	Moral Issues in Business	2013/2 nd Asia Pacific ed.	Cengage Learning	B 12 160 174.4 MOR
Palmer, A.	Principle of Services Marketing	2008/5 th ed.	McGraw-Hill	B 09680 658.802 PAL
Malhotra, N. K.	Basic Marketing Research: a decision making approach	2009/3 rd ed.	Pearson	B 09122 658.83 MAL
Kotler, P. & Armstrong, G.	Principles of Marketing	2016/16 th Global ed.	Pearson	B 12 461 658.8 KOT
Cateora, P. R. & Graham, J. L.	International Marketing	2008/13 th ed.	McGraw-Hill	B 08369 658.8 CAT
Laudon, K. C.	Essentials of Management Information Systems	2017/12 th ed.	Pearson	B 12 555 658.4038 LAU
Broom, G. M. & Sha, B.	Cutlip and Center's Effective Public Relations	2013/11 th ed.	Pearson	B 12 124 659.2 BRO
Nazaruddin Mohd Jali et al.	Malaysian Studies: Nationhood and Citizenship	2008	Pearson (M)	B 08999 959.5 NAZ
Ab. Rahman Ab. Rashid	Bahasa Kebangsaan	2002/2 nd ed.	Pearson (M)	B 05155 499.2307 AB
Eow, B. H. et al.	Moral Education	2008/Rev. ed.	Prentice Hall (M)	B 09664 370.114 MOR
Roziyah Sidik, Zulkarnain Mohamed & Nasrudin Yunos	Pengajian Islam	2011/2 nd ed.	Oxford Fajar	B 12 456 297.071 ROZ