

Bachelor of Science  
In  
Applied Organizational Management

**GREENEVILLE BS 568**  
Textbook List  
THIRD SEMESTER

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**MGMT 431 Principles of Marketing**  
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Perrault, Basic Marketing 18<sup>th</sup> New: \$222.50  
Used: \$160.00

**MGMT 340 Accounting Concepts**  
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Fields, The Essentials of Finance & Accounting  
For Nonfinancial Managers, 2nd New: \$ 19.95

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