

Bachelor of Science  
In  
Applied Organizational Management

**KNOXVILLE BS 569**  
Textbook List  
THIRD SEMESTER

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**MGMT 431 Principles of Marketing**  
**(02/01/12-03/07/12)**

Perrault, Basic Marketing 18<sup>th</sup> New: \$222.50  
Used: \$160.00

**MGMT 340 Accounting Concepts**  
**(03/14/12-04/18/12)**

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

Droms, Finance & Accounting for Nonfinancial New: \$ 22.00  
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