**DIVINE WORD COLLEGE OF LAOAG**

**Laoag City**

**LEARNING RESOURCE CENTER**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

**Major in Marketing Management**

**CMO# 17, series of 2017**

**List of References**

**I. COMMON BUSINESS COURSES**

**Operations Management and Total Quality Management**

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**III. PROFESSIONAL SUBJECTS**

**Product Management (MM 1)**

Martin, Matt. (2021). *Product management*. Manila : Unlimited Books Library Services and Publishing Inc. (FIL 658.5 M816 2021) 24928 24929 24930

Trott, Paul. (2021). *Innovation management and new product development.* 7th ed. Harlow, England: Pearson. (658.5 T843 2021) 24818

Fuchs, Christoph, Franziska J. Golenhofen. (2019). *Mastering disruption and innovation in product management connecting the dots*. Switzerland: Springer. (658.5 F951 2019) 24797

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**Pricing Strategy (MM 2)**

Yang, Jan Y. (2020). *The pricing puzzle: How to understand and create impactful pricing for your products*. Switzerland: Springer. (658.8 Y21 2020) 24787

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Beute, Ethan; Stephen Pacinelli. (2019). *Rehumanize your business how personal videos accelerate sales and improve customer experience*. New Jersey: John Wiley & Sons. (658.8 B569 2019)

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**IV. PROFESSIONAL ELECTIVES**

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Tyson, Eric. (2021). *Personal finance in your 20s & 30s for dummies*. Hoboken, New Jersey: John Wiley & Sons, Inc.(332.024 T994 2021) 24760

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Barringer, Bruce R., R. Duane Ireland. (2022). *Entrepreneurship successfully launching new ventures*. 6th ed. Harlow, England: Pearson. (658.421 B276 2022) 24752

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**New Product Development (PROF ELEC 3M)**

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