

North Carolina Textbook Adoption School Price List 2013 - CTE

TEXTBOOK CODE			CATEGORY	TITLE	Publisher	CR/ED	ISBN	GRADE LEVEL	SCHOOL PRICE
				MARKETING AND ENTREPRENEURSHIP 9-12					
				A. Entrepreneurship I					
9	63	401	TEXT	ENTREPRENEURSHIP: IDEAS IN ACTION, SE	Cengage Learning, Inc.	2012/5	9780538496896	9	68.34
			INST	ENTREPRENEURSHIP: IDEAS IN ACTION, AIE	Cengage Learning, Inc.	2012/5	9780840065247	9	125.20
			ETXT	ENTREPRENEURSHIP: IDEAS IN ACTION, INTERACTIVE EBOOK (6-1 YEAR ACCESS)	Cengage Learning, Inc.	2012/5	9781285353043	9	68.34
			ETXT	ENTREPRENEURSHIP: IDEAS IN ACTION, VS Mobile/Downloaded eBook (6 – 1 year access code)	Cengage Learning, Inc.	2012/5	9781285350523	9	73.02
			RSCE	ENTREPRENEURSHIP: IDEAS IN ACTION, WORKBOOK	Cengage Learning, Inc.	2012/5	9780840064868	9	20.13
9	63	402	TEXT	Entrepreneurship Student Learning Bundle includes:	Goodheart-Willcox	2013	9781619605107	9-12	93.14
				Textbook	Goodheart-Willcox		9781605257822		63.19
				Online Textbook - 6yr Classroom Subscription	Goodheart-Willcox		9781605258867		63.19
				Workbook-1 per student first year of adoption	Goodheart-Willcox		9781605257846		15.45
			INST	Teacher Performance Package includes:	Goodheart-Willcox		9781619605114		No charge
				Textbook (Desk Copy)	Goodheart-Willcox		9781605257822		
				Instructor's Annotated Workbook	Goodheart-Willcox		9781605259055		
				Instructor's Resource CD	Goodheart-Willcox		9781605257839		
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781605257853		
9	63	404	TEXT	Entrepreneurship: Owning Your Future Student Edition with eText (6-year)	Pearson Education Inc., publishing as Prentice Hall	2010	9781256519669	9	80.47
			INST	Teacher's Wraparound Edition	Pearson Education Inc., publishing as Prentice Hall	2010	9780135149997	9	70.18
			RSCE	Student Activity Workbook	Pearson Education Inc., publishing as Prentice Hall	2010	9780135150009	9	15.88
				B. Entrepreneurship II					
9	63	402	TEXT	Entrepreneurship Student Learning Bundle includes:	Goodheart-Willcox	2013	9781619605107	9-12	93.14
				Textbook	Goodheart-Willcox		9781605257822		63.19
				Online Textbook - 6yr Classroom Subscription	Goodheart-Willcox		9781605258867		63.19

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				Workbook-1 per student first year of adoption	Goodheart-Willcox		9781605257846		15.45
			INST	Teacher Performance Package includes:	Goodheart-Willcox		9781619605114		No charge
				Textbook (Desk Copy)	Goodheart-Willcox		9781605257822		
				Instructor's Annotated Workbook	Goodheart-Willcox		9781605259055		
				Instructor's Resource CD	Goodheart-Willcox		9781605257839		
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781605257853		
				C. Fashion Merchandising					
9	63	405	TEXT	Fashion Marketing & Merchandising Student Learning Bundle includes:	Goodheart-Willcox	2014	9781619605244	9-12	90.33
				Textbook	Goodheart-Willcox		9781619604926		56.17
				Online Textbook - 6yr Classroom Subscription	Goodheart-Willcox		9781619604957		56.17
				Workbook-1 per student first year of adoption	Goodheart-Willcox		9781619604971		14.04
			INST	Teacher Performance Package includes:	Goodheart-Willcox		9781619605251		No charge
				Textbook (Desk Copy)	Goodheart-Willcox		9781619604926		
				Workbook (Desk Copy)	Goodheart-Willcox		9781619604971		
				Instructor's Resource CD	Goodheart-Willcox		9781619604988		
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781619604995		
				Instructor's Presentations for PowerPoint (Individual License)	Goodheart-Willcox		9781619605008		
				D. Hospitality and Tourism					
9	63	406	TEXT	HOSPITALITY & TRAVEL MARKETING, SE	Cengage Learning, Inc.	2010/4	9781418016555	9	134.33
			INST	HOSPITALITY & TRAVEL MARKETING, ONLINE INSTRUCTOR'S RESOURCES	Cengage Learning, Inc.	2010/4	9781435486843	9	No charge
			ETXT	HOSPITALITY & TRAVEL MARKETING, VS MOBLE Mobile/Downloaded eBook (6 – 1 year access code)	Cengage Learning, Inc.	2010/4	9781285350837	9	139.01
9	63	407	TEXT	Hospitality Services Student Learning Bundle includes:	Goodheart-Willcox	2014	9781619605282	9-12	93.14
				Textbook	Goodheart-Willcox		9781619602670		63.19
				Online Textbook - 6yr Classroom Subscription	Goodheart-Willcox		9781619602700		63.19
				Workbook-1 per student first year of adoption	Goodheart-Willcox		9781619602717		14.04
			INST	Teacher Performance Package includes:	Goodheart-Willcox		9781619605299		No charge

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				Textbook (Desk Copy)	Goodheart-Willcox		9781619602670		
				Teacher's Annotated Workbook	Goodheart-Willcox		9781619602724		
				Instructor's Resource CD	Goodheart-Willcox		9781619602748		
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781619602755		
				Instructor's Presentations for PowerPoint (Individual License)	Goodheart-Willcox		9781619602762		
				E. Marketing					
9	63	408	TEXT	MARKETING, 3e	Cengage Learning, Inc.	2012/3	9781133108146	9	79.10
			INST	MARKETING, IRCD	Cengage Learning, Inc.	2009/3	9780538446716	9	185.35
			ETXT	MARKETING, INTERACTIVE EBOOK (6-1 YEAR ACCESS)	Cengage Learning, Inc.	2009/3	9781285353333	9	79.10
			ETXT	MARKETING, VS Mobile/Downloaded eBook (6 – 1 year access code)	Cengage Learning, Inc.	2009/3	9781285351124	9	83.78
			RSCE	MARKETING, DVD	Cengage Learning, Inc.	2009/3	9780538446686	9	266.09
			RSCE	MARKETING, ACTIVITIES & STUDY GUIDE	Cengage Learning, Inc.	2009/3	9780538446655	9	17.79
9	63	409	TEXT	Marketing Dynamics Student Learning Bundle includes:	Goodheart-Willcox	2014	9781619605145	9-12	93.14
				Textbook	Goodheart-Willcox		9781619603431		66.44
				Online Textbook - 6yr Classroom Subscription	Goodheart-Willcox		9781619603462		66.44
				Workbook-1 per student first year of adoption	Goodheart-Willcox		9781619603486		15.45
			INST	Teacher Performance Package includes:	Goodheart-Willcox		9781619605152		No charge
				Instructor's Edition	Goodheart-Willcox		9781619603479		
				Instructor's Annotated Workbook	Goodheart-Willcox		9781619603493		
				Instructor's Resource CD	Goodheart-Willcox		9781619603523		
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781619603530		
				Instructor's Presentations for PowerPoint (Individual License)	Goodheart-Willcox		9781619603547		
				F. Marketing Management					
9	63	411	TEXT	BUSINESS MANAGEMENT, 13e	Cengage Learning, Inc.	2013/13	9781111571726	9	79.80
			INST	BUSINESS MANAGEMENT, AIE	Cengage Learning, Inc.	2013/13	9781133110019	9	130.12
			ETXT	BUSINESS MANAGEMENT, INTERACTIVE EBOOK (6-1 YEAR ACCESS)	Cengage Learning, Inc.	2013/13	9781285352732	9	79.80
			ETXT	BUSINESS MANAGEMENT, VS Mobile/Downloaded eBook (6 – 1 year access code)	Cengage Learning, Inc.	2013/13	9781285475387	9	84.48

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			RSCE	BUSINESS MANAGEMENT, ACTIVITY and STUDY GUIDE	Cengage Learning, Inc.	2013/13	9781111573034	9	26.44