

Order Form 2010/2011
Saxion Hogeschool Enschede
Marketing & International Management
International Business and Management
Studies

Planeta
Boekhandel-Kantoorvakhandel
Postbus 6080
7503 GB Enschede
The Netherlands

Dear student,

With this order form you can order your books for 2010/2011 from bookstore Planeta, a bookstore situated inside the Saxion Hogeschool Enschede. We strive to offer the best possible prices to students. Prices stated are including VAT and mostly below the publisher's list price. If you have any questions about pricing or delivery you can contact us at +31 (0)53 4342667 (between 10:00 – 15:00).

The information on this list is provided by the Institute for Marketing & International Management, for information on the content please contact them.

- Buy/Order the books for the year to which you are admitted (the books to be ordered for your next year may be different from those mentioned on this list) or at least for the semester in which you start your studies.
- Dutch/Spanish/German/French: order the books for the lessons that correspond to your level; if you do not know your level yet, refrain from ordering. Students normally take either Dutch or Spanish. If you are a Dutch student, you can join lessons in French and German of the degree course *International Business & Languages* (instruction language: Dutch). German and French and Spanish mentioned in this reading list correspond to a beginners-level.
- Readers should be bought at the university outlet at the Hogeschool.

Mark the square in the "Order" column to make your order known.

To have the books delivered on time, please return this form before the **9th of august 2010** to:

Books Planeta / MIM
Postbus 6080
7503 GB Enschede
The Netherlands

The books you order will be available from the end of august at the Hogeschool Enschede. If you already have an address in the Netherlands you will receive a letter in advance with information about where and when you can pick up the books (or an e-mail if you give out your mail address).

Internet ordering is also possible: www.planeta.nl.

(find your booklist under: 'boeken' -> 'boekenlijst' -> 'Saxion Hogeschool Enschede' -> 'Academie Marketing & International Management').

Name : _____

Address : _____

Postal code : _____ **City** : _____

Telephone : _____ **E-mail** : _____

Country : _____

Date : _____

First year

Order	Title	Author	ISBN	Price €	1	2	3	4
<input type="checkbox"/>	Cultures and Organizations, software of the mind	Hofstede/ McGraw-Hill	9780071664189	29,95	X			
<input type="checkbox"/>	Economics and business environment	Marijs	9789001713799	67,95	X	X		
<input type="checkbox"/>	How English works (with answers)	Swan	9780194314565	22,95	X	X		
<input type="checkbox"/>	Basic Business statistics	Berenson	9780135009369	61,95	X	X		
<input type="checkbox"/>	Oxford advanced learner's dictionary	Hornby	9780194799003	33,95	X	X	X	X
<input type="checkbox"/>	Principles of marketing	Kotler	9781408259153	85,95	X	X	X	X
<input type="checkbox"/>	Accounting, an introduction	McLaney	9780273733652	54,95	X	X	X	X
<input type="checkbox"/>	Developing essential study skills	Payne	9781405840873	44,95	X	X	X	X
<input type="checkbox"/>	Español en marcha, libro del alumno, A1+A2	Castro	9788497782043	25,30			X	X
<input type="checkbox"/>	Español en marcha, cuaderno de ejercicios A1+A2	Castro	9788497782050	12,65			X	X
<input type="checkbox"/>	Van Dale pocketdictionary NL-Spaans (1)		9789066488526	14,95			X	X
<input type="checkbox"/>	Van Dale pocketdictionary Spaans-NL (1)		9789066488533	14,95			X	X
<input type="checkbox"/>	Francais.com débutant (3)	Penformis	9782090354249	23,35			X	X
<input type="checkbox"/>	Francais.com débutant, cahier d'exercices (3)	Penformis	9782090354256	12,25			X	X
<input type="checkbox"/>	Taal vitaal textbook	Schneider	9789054512653	36,25			X	X
<input type="checkbox"/>	Taal vitaal workbook	Wynands	9789054512660	29,00			X	X
<input type="checkbox"/>	Management	Robbins / Coulter	9780733992940	68,50				X
<input type="checkbox"/>	Van Dale Pocket Dictionary NL - Duits		9789066488502	10,95	X	X	X	X
<input type="checkbox"/>	Van Dale Pocket Dictionary Duits - NL		9789066488519	10,95	X	X	X	X

(1) Non Dutch speaking students should buy a dictionary in their own language if possible; ask your teacher.
 (2) This book is recommended for the course management skills
 (3) Only for students who take French as an elective

Second year

Order	Title	Author	ISBN	Price €	1	2	3	4
<input type="checkbox"/>	Oxford Advanced Learner's Dictionary	Hornby	9780194799003	33,95	X	X	X	X
<input type="checkbox"/>	Pearson Business Reference and Writer's Handbook (ships from USA)	Moore/Fruehling	9780135140536	47,95	X	X		
<input type="checkbox"/>	Accounting, an introduction *	McLaney	9780273733652	54,95	X	X		
<input type="checkbox"/>	Operations Management	Heizer	9781408261361	85,55	X	X		
<input type="checkbox"/>	Accounting Information Systems	Romney	9780135009376	72,95	X	X		
<input type="checkbox"/>	Francais.com débutant (3)	Penformis	9782090354249	23,35	X	X	X	X
<input type="checkbox"/>	Francais.com débutant, cahier d'exercices (3)	Penformis	9782090354256	12,25	X	X	X	X
<input type="checkbox"/>	Van Dale pocketdictionary NL-Spaans (1)		9789066488526	14,95	X	X	X	X
<input type="checkbox"/>	Van Dale pocketdictionary Spaans-NL (1)		9789066488533	14,95	X	X	X	X
<input type="checkbox"/>	Español en marcha, libro del alumno, A1+A2	Castro	9788497782043	25,30	X	X	X	X
<input type="checkbox"/>	Español en marcha, cuaderno de ejercicios A1+A2	Castro	9788497782050	12,65	X	X	X	X
<input type="checkbox"/>	Taal vitaal textbook	Schneider	9789054512653	36,25	X	X	X	X
<input type="checkbox"/>	Taal vitaal workbook	Wynands	9789054512660	29,00	X	X	X	X
	Total Quality Management Reader will be distributed digitally							X
<input type="checkbox"/>	Van Dale Pocket Dictionary NL - Duits		9789066488502	10,95	X	X	X	X
<input type="checkbox"/>	Van Dale Pocket Dictionary Duits - NL		9789066488519	10,95	X	X	X	X
<input type="checkbox"/>	Business to business marketing management, a global perspective	Blyth/Zimmerman	9781844800018	61,95	X	X	X	X

* 4th edition can be used as well.

Prices can differ due to changes made by the publisher(s)

Third year

Order	Title	Author	ISBN	Price €	1	2	3	4
<input type="checkbox"/>	Oxford advanced learner's dictionary	Hornby	9780194799003	33,95	X	X	X	X
<input type="checkbox"/>	Strategic management	David	9781408259214	63,95	X	X	X	X
<input type="checkbox"/>	Principles of managerial finance	Gitman	9780321601124	84,50	X	X	X	X
<input type="checkbox"/>	Management	Robbins / Coulter	9780733992940	68,50		X		X
<input type="checkbox"/>	Personnel practice	Martin/Jackson	9781843981022	55,95		X		X
<input type="checkbox"/>	Essentials of Global Marketing	Svend Hollensen	9780273717843	51,95	X	X	X	X
<input type="checkbox"/>	A basic guide to international business law	Wevers/Keizer	9789001779948	37,95	X	X	X	X

Prices can differ due to changes made by the publisher(s).