MANILA BOOKLIST

QUARTER 1, 2006

MGMT8550 MARKETING PRINCIPLES – MR MIKE BROPHY


MGMT8504 DATA ANALYSIS & DECISION MAKING – MR PATRICK SOLOSA


MGMT8700 STRATEGIC MANAGEMENT – MR RONALD REGAN

5th Edition, Blackwell Publishing


MGMT8540 MANAGING PERFORMANCE THROUGH PEOPLE – MR ENRIQUE ABADESCO