

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					0.00
				A. Entrepreneurship I					0.00
									0.00
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
									0.00
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		0.00
				Instructor's Annotated Workbook	Goodheart-Willcox		9781605259055		0.00
				Instructor's Resource CD	Goodheart-Willcox		9781605257839		0.00
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781605257853		0.00
									0.00
9	63	403	TEXT	ENTREPRENEURSHIP: BUILDING A BUSINESS STUDENT EDITION	McGraw-Hill Education	2011	9780078897665	9-12	68.47
			INST	ENTREPRENEURSHIP TEACHER ANNOTATED EDITION	McGraw-Hill Education	2011	9780078943263	9-12	76.95
			TEXT	ENTREPRENEURSHIP PRINT STUDENT EDITION W/ STUDENTWORKS ONLINE, 6 YR SUBSCRIPTION	McGraw-Hill Education	2011	9780078957147	9-12	72.34
			TEXT	ENTREPRENEURSHIP PRINT STUDENT EDITION W/ STUDENTWORKS ONLINE, 1 YR SUBSCRIPTION	McGraw-Hill Education	2011	9780078957130	9-12	66.75

North Carolina Textbook Adoption School Price List 2013 - CTE

TEXTBOOK CODE			CATEGORY	TITLE	PUBLISHER	CR/ED	ISBN	GRADE LEVEL	SCHOOL PRICE
			RSCE	ENTREPRENEURSHIP STUDENTWORKS ONLINE, 6 YR SUBSCRIPTION	McGraw-Hill Education	2011	9780078957123	9-12	67.01
			RSCE	ENTREPRENEURSHIP STUDENTWORKS ONLINE, 1 YR SUBSCRIPTION	McGraw-Hill Education	2011	9780078943249	9-12	16.77
			RSCE	ENTREPRENEURSHIP STUDENT ACTIVITY WORKBOOK	McGraw-Hill Education	2011	9780078943256	9-12	20.58
			RSCE	ENTREPRENEURSHIP BUILDING BUSINESS STUDENT ACTIVITY WBK ACADEMIC INTEGRATION TAE	McGraw-Hill Education	2011	9780078925818	9-12	28.20
			RSCE	ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT BUSINESS PLAN PROJECT WRKBK SE 06	McGraw-Hill Education	2006	9780078677625	9-12	16.88
			RSCE	ENTREPRENEURSHIP BUILDING A BUSINESS TEACHERWORKS + CD	McGraw-Hill Education	2011	9780078925856	9-12	148.84
			RSCE	ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT BUSINESS PLAN PROJECT WRKBK TM 06	McGraw-Hill Education	2006	9780078677632	9-12	27.32
			RSCE	ENTREPRENEURSHIP BUILDING BUSINESS EXAMVIEW ASSESSMENT SUITE CD	McGraw-Hill Education	2011	9780078925863	9-12	121.68
			RSCE	ENTREPRENEURSHIP BUILDING A BUSINESS PRESENTATION PLUS CD	McGraw-Hill Education	2011	9780078933127	9-12	92.67
									0.00
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
									0.00
									0.00

North Carolina Textbook Adoption School Price List 2013 - CTE

TEXTBOOK CODE			CATEGORY	TITLE	PUBLISHER	CR/ED	ISBN	GRADE LEVEL	SCHOOL PRICE
				B. Entrepreneurship II					0.00
									0.00
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		0.00
				Instructor's Annotated Workbook	Goodheart-Willcox		9781605259055		0.00
				Instructor's Resource CD	Goodheart-Willcox		9781605257839		0.00
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781605257853		0.00
									0.00
9	63	403	TEXT	ENTREPRENEURSHIP: BUILDING A BUSINESS STUDENT EDITION	McGraw-Hill Education	2011	9780078897665	9-12	68.47
			INST	ENTREPRENEURSHIP TEACHER ANNOTATED EDITION	McGraw-Hill Education	2011	9780078943263	9-12	76.95
			TEXT	ENTREPRENEURSHIP PRINT STUDENT EDITION W/ STUDENTWORKS ONLINE, 1 YR SUBSCRIPTION	McGraw-Hill Education	2011	9780078957130	9-12	66.75
			RSCE	ENTREPRENEURSHIP STUDENTWORKS ONLINE, 6 YR SUBSCRIPTION	McGraw-Hill Education	2011	9780078957123	9-12	67.01
			RSCE	ENTREPRENEURSHIP STUDENTWORKS ONLINE, 1 YR SUBSCRIPTION	McGraw-Hill Education	2011	9780078943249	9-12	16.77
			RSCE	ENTREPRENEURSHIP STUDENT ACTIVITY WORKBOOK	McGraw-Hill Education	2011	9780078943256	9-12	20.58
			RSCE	ENTREPRENEURSHIP BUILDING BUSINESS STUDENT ACTIVITY WBK ACADEMIC INTEGRATION TAE	McGraw-Hill Education	2011	9780078925818	9-12	28.20
			RSCE	ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT BUSINESS PLAN PROJECT WRKKB SE 06	McGraw-Hill Education	2006	9780078677625	9-12	16.88
			INST	ENTREPRENEURSHIP BUILDING A BUSINESS TEACHERWORKS + CD	McGraw-Hill Education	2011	9780078925856	9-12	148.84

North Carolina Textbook Adoption School Price List 2013 - CTE

TEXTBOOK CODE			CATEGORY	TITLE	PUBLISHER	CR/ED	ISBN	GRADE LEVEL	SCHOOL PRICE
			RSCE	ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT BUSINESS PLAN PROJECT WRKKBK TM 06	McGraw-Hill Education	2006	9780078677632	9-12	27.32
			RSCE	ENTREPRENEURSHIP BUILDING BUSINESS EXAMVIEW ASSESSMENT SUITE CD	McGraw-Hill Education	2011	9780078925863	9-12	121.68
			RSCE	ENTREPRENEURSHIP BUILDING A BUSINESS PRESENTATION PLUS CD	McGraw-Hill Education	2011	9780078933127	9-12	92.67
									0.00
				C. Fashion Merchandising					0.00
									0.00
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		0.00
				Workbook (Desk Copy)	Goodheart-Willcox		9781619604971		0.00
				Instructor's Resource CD	Goodheart-Willcox		9781619604988		0.00
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781619604995		0.00
				Instructor's Presentations for PowerPoint (Individual)	Goodheart-Willcox		9781619605008		0.00
									0.00
				D. Hospitality and Tourism					0.00
									0.00
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
									0.00

North Carolina Textbook Adoption School Price List 2013 - CTE

TEXTBOOK CODE			CATEGORY	TITLE	PUBLISHER	CR/ED	ISBN	GRADE LEVEL	SCHOOL PRICE
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
				Textbook (Desk Copy)	Goodheart-Willcox		9781619602670		0.00
				Teacher's Annotated Workbook	Goodheart-Willcox		9781619602724		0.00
				Instructor's Resource CD	Goodheart-Willcox		9781619602748		0.00
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781619602755		0.00
				Instructor's Presentations for PowerPoint (Individual)	Goodheart-Willcox		9781619602762		0.00
									0.00
									0.00
				E. Marketing					0.00
									0.00
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
									0.00
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

North Carolina Textbook Adoption School Price List 2013 - CTE

TEXTBOOK CODE			CATEGORY	TITLE	PUBLISHER	CR/ED	ISBN	GRADE LEVEL	SCHOOL PRICE
				Instructor's Edition	Goodheart-Willcox		9781619603479		0.00
				Instructor's Annotated Workbook	Goodheart-Willcox		9781619603493		0.00
				Instructor's Resource CD	Goodheart-Willcox		9781619603523		0.00
				EXAMVIEW Assessment Suite	Goodheart-Willcox		9781619603530		0.00
				Instructor's Presentations for PowerPoint (Individual)	Goodheart-Willcox		9781619603547		0.00
									0.00
9	63	410	TEXT	MARKETING ESSENTIALS STUDENT EDITION	McGraw-Hill Education	2012	9780078953125	9-12	72.34
			RSCE	MARKETING ESSENTIALS MATHEMATICS FOR MARKETING WORKBOOK SE	McGraw-Hill Education	2012	9780078953101	9-12	11.82
			RSCE	MARKETING ESSENTIALS STUDENT ACTIVITY WORKBOOK	McGraw-Hill Education	2012	9780078953149	9-12	16.29
			TEXT	MARKETING ESSENTIALS PRINT STUDENT EDITION WITH CONNECT PLUS (1) USER 6YR SUBSC	McGraw-Hill Education	2012	9780076632374	9-12	156.23
			TEXT	MARKETING ESSENTIALS PRINT STUDENT EDITION WITH CONNECT PLUS (1) USER 1YR SUBSC	McGraw-Hill Education	2012	9780076632459	9-12	113.90
			RSCE	MARKETING ESSENTIALS CONNECT PLUS SINGLE USER 6 YEAR SUBSCRIPTION	McGraw-Hill Education	2012	9780076602438	9-12	103.23
			RSCE	MARKETING ESSENTIALS CONNECT PLUS SINGLE USER 1 YEAR SUBSCRIPTION	McGraw-Hill Education	2012	9780076602445	9-12	54.23
			RSCE	MARKETING ESSENTIALS CONNECT PLUS UP TO 25 USERS/YR/SCHOOL 6YRSUBSCR	McGraw-Hill Education	2012	9780076632428	9-12	2,278.15
			RSCE	MARKETING ESSENTIALS CONNECT PLUS UP TO 50 USERS/YR/SCHOOL 6YRSUBSCR	McGraw-Hill Education	2012	9780076632435	9-12	4,050.05
			RSCE	MARKETING ESSENTIALS CONNECT PLUS UP TO 100 USERS/YR/SCHOOL 6YRSUBSCR	McGraw-Hill Education	2012	9780076632442	9-12	7,087.56
			RSCE	MARKETING ESSENTIALS CONNECT PLUS UP TO 25 USERS/YR/SCHOOL 1YRSUBSCR	McGraw-Hill Education	2012	9780076632398	9-12	1,220.49
			RSCE	MARKETING ESSENTIALS CONNECT PLUS UP TO 50 USERS/YR/SCHOOL 1YRSUBSCR	McGraw-Hill Education	2012	9780076632404	9-12	2,169.69
			RSCE	MARKETING ESSENTIALS CONNECT PLUS UP TO 100 USERS/YR/SCHOOL 1YRSUBSCR	McGraw-Hill Education	2012	9780076632411	9-12	3,796.91
			RSCE	MARKETING ESSENTIALS PRINT SE CLASS SET (25) W/CNCT PLUS (UP TO 25 USERS) 6YRSUB	McGraw-Hill Education	2012	9780076632381	9-12	3,905.39

North Carolina Textbook Adoption School Price List 2013 - CTE

TEXTBOOK CODE			CATEGORY	TITLE	PUBLISHER	CR/ED	ISBN	GRADE LEVEL	SCHOOL PRICE
			RSCE	MARKETING ESSENTIALS SE CLASS SET(25) W/CONNECT PLUS UP TO 50 USER/YR/SCH 6YRSUB	McGraw-Hill Education	2012	9780076632480	9-12	5,677.29
			RSCE	MARKETING ESSENTIALS SE CLASS SET(25) W/CONNECT PLUS UP TO 100 USER/YR/SCH 6YRSU	McGraw-Hill Education	2012	9780076632497	9-12	8,714.77
			INST	MARKETING ESSENTIALS TEACHER EDITION	McGraw-Hill Education	2012	9780078953132	9-12	87.03
			RSCE	MARKETING ESSENTIALS EXAMVIEW ASSESSMENT SUITE CD	McGraw-Hill Education	2012	9780078953064	9-12	121.68
									0.00
				F. Marketing Management					0.00
									0.00
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
			RSCE	BUSINESS MANAGEMENT, ACTIVITY and STUDY GUIDE	Cengage Learning, Inc.	2013/13	9781111573034	9	26.44