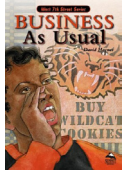
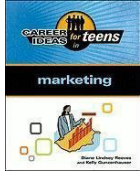




| Book Title | Cover Image | Author | Description | Published |
|--|--|----------------------|--|-----------|
| Marketing, Sales & Service | | | | |
| <i>Business as Usual</i> |  | David Haynes | The West 7th Wildcats are a racially mixed group of boys who live on the same street. Bobby Samson is the Wildcat who narrates this tale of their sixth-grade teacher's spring economics unit. Mr. Harrison makes the subject come alive for the children by having them form their own companies and compete to see who can make the most profits at the annual "Marketplace Day." | |
| <i>Career Ideas for Teens in Marketing</i> |  | Diane Lindsey Reeves | Discusses many career opportunities in the field of marketing. | 2012 |
| <i>The Big Push: How Popular Culture Is Always Selling</i> |  | Erika Wittekind | In the context of popular culture, consumerism is rampant. Memorable characters from various ads end up on TV shows, celebs wear designer freebies on red carpets, and musicians name-check brands in their songs. Whether or not it's intentional (usually it is), teens are affected, and some don't even realize they're being targeted. With laser focus, Wittekind covers the bases, parsing out the history, impact, strategies, and ethics of pushing products in the modern world. | 2012 |
| <i>The Young Entrepreneur's Guide to Starting and Running a Business</i> |  | Steve Mariotti | This completely updated edition is filled with real, inspirational stories of young people finding success in the business world -- from superstars like Microsoft's Bill Gates and Motown Records founder Berry Gordy to young people who are just starting out. More important, though, it provides a practical, step-by-step pathway, including everything you need to know to start your own business, from creating financial statements to developing marketing techniques. | 2000 |