

Competitive Events by Cluster



*All titles below are suggestions from the Cengage library of textbooks are are not endorsed by DECA.

SUBJECT	CENGAGE RECOMMENDED RESOURCES	ISBN
Business Management & Administration		
Business Law and Ethics Team Decision Making	<i>Adamson, Law for Business and Personal Use</i>	9781305653009
Business Solutions Project	<i>Butterfield, MindTap for Soft Skills Online Access</i>	9781337909792
Career Development Project	<i>Butterfield, MindTap for Soft Skills Online Access</i>	9781337909792
Financial Literacy Project	<i>Ryan, Personal Financial Literacy</i>	9781337904070
Human Resources Management Series	<i>DeNisi/Griffin, HR</i>	9780357048184
Principles of Business Management and Administration	<i>Dlabay, Principles of Business</i>	9781337904179
Sales Project	<i>Ingram, SELL</i>	9781337408004
Finance		
Accounting Applications Series	<i>Gilbertson, Century 21 Accounting General Journal Resource, Gilbertson, Century 21 Accounting Multicolumn Journal</i>	9781337623124 9781337565424
Business Finance	<i>Besley/Broigham, CFIN</i>	9781337407342
Finance Operations Research	<i>Besley/Broigham, CFIN</i>	9781337407342
Financial Services Team Decision Making	<i>Besley/Broigham, CFIN</i>	9781337407342
Principles of Finance	<i>Besley/Broigham, CFIN</i>	9781337407342
Virtual Business Challenge– Accounting	<i>Gilbertson, Century 21 Accounting General Journal Resource, Gilbertson, Century 21 Accounting Multicolumn Journal</i>	9781337623124 9781337565424
Marketing		
Apparel and Accessories Marketing Series	<i>Burrow, Marketing Dunne, Retailing</i>	9780357135747 9781133953807
Automotive Services Marketing	<i>Burrow, Marketing Hoffman/Bateson, Services Marketing: Concepts, Strategies, & Cases</i>	9780357135747 9781285429786
Business Services Marketing Series	<i>Burrow, Marketing Hoffman/Bateson, Services Marketing: Concepts, Strategies, & Cases</i>	9780357135747 9781285429786
Buying and Merchandising Operations Research	<i>Burrow, Marketing Brown, Basic Marketing Research</i>	9780357135747 9781337100298
Buying and Merchandising Team Decision Making	<i>Burrow, Marketing</i>	9780357135747
Food Marketing Series	<i>Burrow, Marketing</i>	9780357135747
Integrated Marketing Campaign-Event	<i>Burrow, Marketing O’Guinn, Advertising and Integrated Brand Promotion</i>	9780357135747 9781337110211

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SUBJECT	RECOMMENDED RESOURCES	ISBN
Integrated Marketing Campaign-Product	<i>Burrow, Marketing</i>	9780357135747
	<i>O'Guinn, Advertising and Integrated Brand Promotion</i>	9781337110211
Integrated Marketing Campaign-Service	<i>Burrow, Marketing</i>	9780357135747
	<i>O'Guinn, Advertising and Integrated Brand Promotion or</i>	9781337110211
	<i>Hoffman/Bateson, Services Marketing : Concepts, Strategies, & Cases</i>	9781285429786
Marketing Communications Series	<i>Burrow, Marketing</i>	9780357135747
Marketing Management Team Decision Making	<i>Burrow, Marketing</i>	9780357135747
Principles of Marketing	<i>Burrow, Marketing</i>	9780357135747
Professional Selling	<i>Ingram, SELL</i>	9781337408004
Retail Merchandising Series	<i>Burrow, Marketing</i>	9780357135747
	<i>Dunne, Retailing</i>	9781133953807
Sports and Entertainment Marketing Operations Research	<i>Kaser, Sports and Entertainment Marketing or</i>	9781337904025
	<i>Brown, Basic Marketing Research</i>	9781337100298
Sports and Entertainment Marketing Series	<i>Kaser, Sports and Entertainment Marketing</i>	9781337904025
Sports and Entertainment Marketing Team Decision Making	<i>Kaser, Sports and Entertainment Marketing</i>	9781337904025
Entrepreneurship		
Business Growth Plan	<i>Dlabay, Principles of Business or</i>	9781337904179
	<i>Greene, Entrepreneurship: Ideas in Action</i>	9781337904698
Entrepreneurship Series	<i>Greene, Entrepreneurship: Ideas in Action</i>	9781337904698
Entrepreneurship Team Decision Making	<i>Greene, Entrepreneurship: Ideas in Action</i>	9781337904698
Franchise Business Plan	<i>Greene, Entrepreneurship: Ideas in Action</i>	9781337904698
Independent Business Plan	<i>Greene, Entrepreneurship: Ideas in Action</i>	9781337904698
	<i>Longenecker, Small Business Management: Launching & Growing Entrepreneurial Ventures</i>	9780357039410
Innovation Plan	<i>Greene, Entrepreneurship: Ideas in Action</i>	9781337904698
	<i>Longenecker, Small Business Management: Launching & Growing Entrepreneurial Ventures</i>	9780357039410
International Business Plan	<i>Peng, GLOBAL</i>	9781337406826
Start-up Business Plan	<i>Greene, Entrepreneurship: Ideas in Action</i>	9781337904698
	<i>Longenecker, Small Business Management: Launching & Growing Entrepreneurial Ventures</i>	9780357039410
Personal Financial Literacy		
Personal Financial Literacy	<i>Ryan, Personal Financial Literacy</i>	9781337904070
Virtual Business Challenge	<i>Ryan, Personal Financial Literacy</i>	9781337904070
	<i>Ryan, Managing Your Personal Finances</i>	9781305076815

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Other Helpful Resources

- *Smith*, **Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures** 9780538480888
- *Barker*, **Social Media Marketing: A Strategic Approach** 9780538480888
- *Babin/Harris*, **CB (Consumer Behavior)** 9781305577244
- *Iacobucci*, **Marketing Management** 9781337271127
- *Lamb*, **MKTG** 9781337407588
- *Longenecker*, **Small Business Management: Launching & Growing Entrepreneurial Ventures** 9780357039410