



SUGGESTED READING MATERIAL



The PCM™ exam will test your knowledge of core marketing concepts with both multiple-choice and short-answer questions. The exam is designed to test concepts that you have acquired through both education and work experience.

To assist you in reviewing for the examination, we have compiled a list of suggested reading materials that may be helpful. These texts cover the topics listed on the *PCM Test Specifications* document included in the application packet.

Bearden, Ingram & LaForge, *Marketing: Principles and Perspectives*, 2nd Edition, Irwin/McGraw-Hill, 1998. * #

Berkowitz, Kerin, Hartley & Rudelius, *Marketing*, 6th Edition, Irwin/McGraw-Hill, 2000. * #

Czinkota, Dickson, Dunne, Griffin, Hoffman, Hutt, Lindgren, Lusch, Ronkainen, Rosenbloom, Sheth, Shimp, Siguaw, Simpson, Speh & Urbany, *Marketing: Best Practices*, The Dryden Press, 2000. * #

Etzel, Walker & Stanton, *Marketing*, 11th Edition, Irwin/McGraw-Hill, 1997. *

Kotler, *Marketing Management: Analysis, Planning, Implementation, and Control*, Millenium Edition, Prentice Hall, 2000. *

Perreault & McCarthy, *Basic Marketing: A Global-Managerial Approach*, 13th Edition, Irwin/McGraw-Hill, 1999. * #

Pride & Ferrell, *Marketing: Concepts and Strategies*, 2000 Edition, Houghton Mifflin, 2000. * #

* - Available through Amazon.com (<http://www.amazon.com>) as of December 2000.

- Available through Barnes and Noble (<http://www.bn.com>) as of December 2000

In addition, any similar marketing textbooks that cover any or all of the marketing topics on the *PCM Test Specifications Document* would be appropriate.

The AMA does not endorse any of the publications listed. The AMA makes no representation or warranty with respect to the accuracy or completeness of the contents of any such publications. Further more, the AMA makes no guarantee concerning the success of persons using any of such publications in order to prepare for a Certification examination.