Welcome to
Wade College Library
"Good marketers see consumers as complete human beings with all the dimensions real people have” - Jonah Sachs

Library & Text Books

- **PRINCIPLES OF MANAGEMENT:**
  MGMT9, 9th Edition by Williams

- **PRINCIPLES OF MARKETING**
  MKTG, 8th Edition by Lamb, Hair, and McDaniel

- **VISUAL BRANDING & STORE PLANNING**
  Visual Merchandising & Display, 6th Edition by Pegler

- **HUMAN RESOURCE MANAGEMENT**
  HR, 3rd Edition by Denisi & Griffin

- **PRODUCT DEVELOPMENT**
• TREND FORECASTING  
  Fashion Forecasting, 3rd Edition by Brannon

• BUSINESS PRINCIPLES  
  BUSN by Kelly + Williams Cengage

• BRANDING  
  Brand Aid by Van Auken & the American Marketing Association for Branding

**eBOOKS**

• Visual Merchandising : Window and In-Store Displays for Retail by Tony Morgan

• Creating a Brand Identity: A Guide for Designers by Catharine Slade-Brooking

• Introducing Management in a Global Context by Robert MacIntosh and Kevin D O'Gorman

**Periodicals & Journals**

- Academy of Management Journal
- Advertising Age
- Bloomberg Businessweek
- Boutique Design
- Brand Packaging
- California Apparel News
- Dallas Business Journal
- Entrepreneur
- Forbes
- Fortune
- Journal of Marketing
- Journal of Retailing
- Marketing News
- New York Times
- Retail Merchandiser
- Stores
- Time
- VMSD (Visual Merchandising & Store Design)
- WWD
OUR DATABASES

ENTREPRENEURSHIP

• A database of practical guides, templates, forms, sample business plans, and tips from successful entrepreneurs.

WEBINAR

• Find, download, read over 45,000 relevant eBooks.

• Search, highlight and take notes within eBooks

WGSN

• Access to over 250 trend forecasters and data scientists. They help 6,500 businesses stay relevant and find their next growth opportunities in all aspects of global creative industries.

EBRARY

• Stay on top of current news, announcements, topics, trends and events in the realm of Fashion, Beauty, Business, Runways, Accessories

WWD
Visiting the Library

Located at

1950 North Stemmons Freeway, Suite 4080, LB 562
Dallas, TX, 75207

HOURS OF OPERATION

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<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Monday</td>
<td>8:00 am - 8:00 pm</td>
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