New books received by

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April – May 2019

**PSYCHOLOGY. SOCIOLOGY**

Access to Asia : your multicultural guide to building trust, inspiring respect, and creating long-lasting business relationships / Sharon Schweitzer, Liz Alexander. --  Hoboken, N.J. : John Wiley & Sons, Inc., 2015. --  376 p. -- ISBN  9781118919019.

Adventures in social research : data analysis using IBM SPSS statistics / Earl Babbie, William E. Wagner III, Jeanne Zaino. --  10th ed. --  Los Angeles, Calif. : SAGE, 2019. --  482 p. -- ISBN  9781506362779.

Understanding the world's cultures : 20th anniversary edition of the classic, Figuring foreigners out : a practical guide / Craig Storti. --  2nd ed. --  Boston, Mass. : Intercultural Press, 2017. --  168 p. -- ISBN  9781473670334.

**MARKETING. ADVERTISING**

Promotional marketing / Roddy Mullin. --  2nd ed. --  Abingdon ; New York, N.Y. : Routledge, 2018. --  311 p. -- ISBN  9780815359951.

Reputation management : the future of corporate communications and public relations / written and curated by Tony Langham. --  Bingley : Emerald Publishing, 2019. -- 269 p. -- ISBN  9781787566101

**MANAGEMENT**

A guide to the project management body of knowledge : (PMBOK® guide) / Project Management Institute. --  6th ed. --  Newtown Square, Pa. : Project Management Institute, 2017. --  756 p. -- ISBN  9781628251845.

Design management : the essential handbook / David Hands. --  London ; New York, N.Y. : Kogan Page, 2018. --  246 p. -- ISBN  9780749478414.

Organization design : creating strategic & agile organizations / Donald L. Anderson. --  Thousand Oaks, Calif. : SAGE, 2019. --  323 p. -- ISBN  9781506349275.

Resilient organizations : how to survive, thrive and create opportunities through crisis and change / Erica Seville. --  London : Kogan Page, 2017. -- 184 p. -- ISBN  9780749478551.

This is service design doing : applying service design thinking in the real world : a practioner's handbook / [by Marc Stickdorn ... et al.]. --  Sebastopol, Calif. : O'Reilly, 2018. --  541 p. -- ISBN  9781491927182.

**BUSINESS. TRADE AND TRANSPORT ORGANIZATION**

Business events / Rob Davidson. --  2nd ed. --  Abingdon, Oxon ; New York, N.Y. : Routledge, c2019. --  465 p. --   ISBN  9781138735767.

 E-commerce 2018 : business, technology, society / Kenneth C. Laudon, Carol Guercio Traver. --  14th ed., global ed. --  Harlow : Pearson Education, 2019. --  909 p. -- ISBN  9781292251707.

Reinvent your business model : how to seize the white space for transformative growth / Mark W. Johnson. --  Boston, Mass. : Harvard Business Review Press, 2018. --  220 p. -- ISBN  9781633696464.

**TOURISM. HOSPITALITY.**

Events management : an introduction / Charles Bladen ... [et al.]. --  2nd ed. --  Abindon, Oxon ; New York, N.Y. : Routledge, 2018. --  439 p. -- ISBN  9781138907058.

Introduction to hospitality / John R. Walker. --  7th ed., Global ed. --  Harlow : Pearson, 2017. --  653 p. -- ISBN  9781292157597.

Marketing for sustainable tourism / edited by Xavier Font and Scott McCabe. --  Abingdon ; New York, N.Y. : Routledge, 2018. --  197 p. -- ISBN  9781138560314.

Optimize your Airbnb : the definitive guide to ranking #1 in Airbnb search / Daniel V. Rusteen. --  [California?] : Optimizemybnb.com, 2018. -- 237 p. -- ISBN  9780999715505.

Research methods for tourism students / edited by Ramesh Durbarry. --  Abingdon ; New York, N.Y. : Routledge, 2018. --  293 p. -- ISBN  9780415673198.

Sustainability in the hospitality industry : principles of sustainable operations / Willy Legrand, Philip Sloan and Joseph S. Chen. --  3rd ed. --  Abingdon, Oxon ; New York, N.Y. : Routledge, 2017. --  524 p. -- ISBN  9781138915367.

The five star formula : create incredible guest experiences that lead to five star reviews and an award winning hospitality business / Joy Zarine. --  [Gorleston, United Kingdom] : Rethink Press, 2017. --  177 p. -- ISBN  9781781332597.

The Routledge handbook of hospitality marketing / edited by Dogan Gursoy. --  Abingdon ; New York, N.Y. : Routledge, 2018. --  627 p. -- ISBN  9781138214668.

**FOOD AND BEVERAGE MANAGEMENT.**

Food science and the culinary arts / Mark Gibson. --  London : Academic Press, an imprint of Elsevier, 2018. --  507 p. -- ISBN  9780128118160.

Handbook of food processing / Gboyega Orolugbagbe. --  New Delhi : Agri Horti Press, 2017. --   230 p. -- ISBN  9789383285587.

Practical cookery for the level 2 : technical certificate in professional cookery / David Foskett ... [et al.]. --  London : Hodder Education, 2017. --  329 p. -- ISBN  9781510401846.

Practical cookery for the level 3 advanced : technical diploma in professional cookery / David Foskett ... [et al.]. --  London : Hodder Education, 2017. --  643 p. -- ISBN  9781510401853.

Professional cooking / Wayne Gisslen. --  8th ed. --  Hoboken, N.J. : John Wiley & Sons, c2015. --  1056 p. -- ISBN  9781118636725.

Restaurant concepts, management, and operations / John R. Walker. --  8th ed. --  Hoboken, N.J. : Wiley, 2018. --  431 p. -- ISBN  9781119441403.

The theory of hospitality & catering / David Foskett, Patricia Paskins, Andrew Pennington ; consultant editor: Neil Rippington. --  13th ed. --  London : Hodder Education, 2016. --  393 p. -- ISBN  9781471865237.