

New books received by the Library of the Faculty of Business Management

January – March 2019

PSYCHOLOGY. ETHICS

An introduction to work and organizational psychology : an international perspective / edited by Nik Chmiel, Franco Fraccaroli and Magnus Sverke. -- 3rd ed. -- Hoboken, N.J. : John Wiley & Sons Inc., 2017. -- 536 p. -- ISBN 9781119168027.

Business ethics : decision making for personal integrity and social responsibility / Laura P. Hartman, Joe DesJardins, Chris MacDonald. -- 4th ed. -- New York, NY : McGraw-Hill Education, 2018. - - 559 p. -- ISBN 9781259417856.

Ethics and values in industrial-organizational psychology / Joel Lefkowitz. -- 2nd ed. -- New York, N.Y. ; London : Routledge, 2017. -- 603 p. -- ISBN 9781138189935.

ECONOMICS. FINANCE

The cryptocurrency investing bible : the ultimate guide about blockchain, mining, trading, ICO, Ethereum Platform, excganges, top cryptocurrencies for investing and perfect strategies to make money / Alan T. Norman. -- [North Charleston, S.C.] : [Createspace Independent Publishing], 2017. -- 161 p. -- ISBN 9781979688369.

MARKETING. ADVERTISING

Customer relationship management : the foundation of contemporary marketing strategy / Roger J. Baran and Robert J. Galka. -- 2nd ed. -- New York, N.Y. : Routledge, 2017. -- 449 p. -- ISBN 9781138919525.

Digital branding : a complete step-by-step guide to strategy, tactics and measurement / Daniel Rowles. -- 2nd ed. -- New York, N.Y. : Kogan Page, 2018. -- 213 p. -- ISBN 9780749481698.

Digital marketing : a practical approach / Alan Charlesworth. -- 3rd ed. -- Abingdon : Routledge, 2018. -- 326 p. -- ISBN 9781138039568.

Digital marketing excellence : planning, optimizing and integrating online marketing / Dave Chaffey and P.R. Smith. -- 5th ed. -- London : Routledge, 2017. -- 660 p. -- ISBN 9781138191686.

Do you CRM me? : an analytical guide to customer relationship management / Omer Lizotte. -- North Charleston, S.C. : Createspace Independent Publishing Platform, 2017. -- 129 p. -- ISBN 9781545079102.

Experiential marketing : a practical guide to interactive brand experiences / Shaz Smilansky. -- 2nd ed. -- London ; New York, N.Y. : KoganPage, 2018. -- 304 p. -- ISBN 9780749480967.

Fundamentals of marketing / Paul Baines ... [et al.]. -- Oxford : Oxford University Press, 2017. - - 376 p. -- ISBN 9780198748571.

Integrated marketing communication : advertising and promotion in a digital world / Jerome M. Juska. -- New York, N.Y. ; London : Routledge, 2018. -- 230 p. -- ISBN 9781138695443.

Marketing communications : a European perspective / Patrick de Pelsmacker, Maggie Geuens, Joeri van den Bergh. -- 6th ed. -- Harlow : Pearson Education, 2018. -- 625 p. -- ISBN 9781292135762.

Marketing research : planning, process, practice / Riccardo Benzo, Marwa G. Mohsen, Chahid Fourali. -- London : SAGE Publications, 2018. -- 410 p. -- ISBN 9781446294369.

The complete guide to Facebook advertising / Brian Meert. -- [Los Angeles, Calif.] : Advertisemint, 2018. -- 369 p. -- ISBN 9780999308400.

The digital marketing handbook : a step-by-step guide to creating websites that sell / Robert W. Bly. -- Irvine, Calif. : Entrepreneur Press, 2018. -- 321 p. -- ISBN 9781599186214.

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.

MANAGEMENT

A project manager's book of tools and techniques : a companion to the PMBOK Guide / Cynthia Snyder. -- 6th ed. -- Hoboken, N.J. : John Wiley & Sons, 2018. -- 208 p. -- ISBN 9781119423966.

Communicating project management : a participatory rhetoric for development teams / Benjamin Lauren. -- New York, N.Y. : Routledge, 2018. -- 180 p. -- ISBN 9781138046429.

Corporate social responsibility : strategy, communication, governance / edited by Andreas Rasche, Mette Morsing, Jeremy Moon. -- Cambridge : Cambridge University Press, 2017. -- 529 p. -- ISBN 9781107535398.

Essentials of organizational behavior / Stephen P. Robbins, Timothy A. Judge. -- 14th ed. -- Harlow : Pearson, 2018. -- 400 p. -- ISBN 9781292221410.

Evaluating organization development : how to ensure and sustain the successful transformation / edited by Maureen Connelly Jones, William J. Rothwell. -- Boca Raton, Fla. : CRC Press, 2018. - - 203 p. -- ISBN 9781138196452.

Fundamentals of management / Ricky W. Griffin. -- 8th ed. -- Boston, Mass. : Cengage Learning, 2016. -- 518 p. -- ISBN 9781285849041.

How to manage people / Michael Armstrong. -- 3rd ed. -- London : Kogan Page, 2016. -- 179 p. -- ISBN 9780749475673.

Human resource management for MBA and Business Masters / Iain Henderson. -- 3rd ed. -- London : Chartered Institute of Personnel and Development, 2017. -- 65 p. -- ISBN 9781843984429.

Leadership team coaching : developing collective transformational leadership / Peter Hawkins. -- 3rd ed. -- London : KoganPage, 2017. -- 382 p. -- ISBN 9780749478490.

Porter's five forces : [stay ahead of the competition] / Stéphanie Michaux ; in collaboration with Anne-Christine Cadiat ; translation by Carly Probert. -- Namur : 50MINUTES.com, 2015. -- 26 p. - ISBN 9782806270627.

Smart teams : communicate, congregate, collaborate : how to work better together / Dermot Crowley. -- Milton, Qld. : Wiley, 2018. -- 184 p. -- ISBN 9780730350033.

The change catalyst : secrets to successful and sustainable business change / Campbell Macpherson. -- Chichester : John Wiley & Sons, 2017. -- 401 p. -- ISBN 9781119386261.

The power of a positive team : proven principles and practices that make great teams great / Jon Gordon. -- Hoboken, N.J. : John Wiley & Sons, 2018. -- 159 p. -- ISBN 9781119430247.

The shape of change : a guide to planning, implementing and embedding organisational change / Nicola Busby. -- London ; New York, N.Y. : Routledge, 2017. -- 131 p.-- ISBN 9781138210349.

BUSINESS. TRADE AND TRANSPORT ORGANIZATION

Business communication today / Courtland L. Bovée, John V. Thill. -- 14th ed. -- Harlow : Pearson Education Limited, 2018. -- 702 p. -- ISBN 1292215348.

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

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

E-commerce website optimization : why 95 per cent of your website visitors don't buy and what you can do about it / Dan Croxen-John and Johann van Tonder. -- London ; New York, N.Y. : Kogan Page, 2017. -- 233 p. -- ISBN 9780749475383.

Essentials of supply chain management / Michael Hugos. -- 4th ed. -- Hoboken, N.J. : John Wiley & Sons, 2018. -- 355 p. -- ISBN 9781119461104.

How to be the startup hero : a guide and textbook for entrepreneurs and aspiring entrepreneurs / Tim Draper. -- [Columbia, S.C.] : Timothy Cook Draper, 2018. -- 363 p. -- ISBN 9781973585343.

Michael Porter's value chain : unlock your company's competitive advantage / written by Xavier Robben ; in collaboration with Amicie de Quatrebarbes. -- Namur : 50Minutes.com, 2016. -- 28 p. -- ISBN 9782806270061.

Never lose a customer again : turn any sale into lifelong loyalty in 100 days / Joey Coleman. -- New York, N.Y. : Portfolio/Penguin, 2018. -- 353 p. -- ISBN 9780735220034.

Startup evolution curve : from idea to profitable and scalable business : startup marketing manual / Donatas Jonikas. -- [San Bernadino, Calif.] : Donatas Jonikas, 2017. -- 326 p. -- ISBN 9781544809182.

The business plan workbook : a step-by-step guide to creating and developing a successful business / Colin Barrow, Paul Barrow, and Robert Brown. -- 9th ed. -- London ; New York, N.Y. : KoganPage, 2018. -- 350 p. -- ISBN 9780749481797.

TOURISM. HOSPITALITY.

Customer service for hospitality and tourism / Simon Hudson, Louise Hudson. -- 2nd ed. -- Oxford : Goodfellow Publishers, 2017. -- 296 p. -- ISBN 9781911396468.

Hotel accommodation management / edited by Roy C. Wood. -- London ; New York : Routledge, 2018. -- 209 p. -- ISBN 9781138048799.

How to be a tour guide : the essential training manual for tour managers and tour guides / by Nick Manning. -- 2016. -- 270 p. -- ISBN 9781500971649.

Managing service excellence : the ultimate guide to building and maintaining a customer-centric organization / C. William Crutcher. -- [London] : Diamin Publishing, 2017. -- 162 p. -- ISBN 9780692985717.

Marketing research for the tourism, hospitality and events industries / Bonita Kolb. -- Abingdon : Routledge, 2018. -- 224 p. -- ISBN 9781138042148.

Modern hotel operations management / Michael N. Chibili (ed.). -- Groningen : Noordhoff Uitgevers, 2016. -- 656 p. -- ISBN 978900187890.

Professional tour guide / written by: Eckhard Block. -- Hamburg : BLOCK INTERNATIONAL, 2014. -- 120 p. -- ISBN 9783927145399.

Special interest tourism : concepts, contexts and cases / edited by Sheela Agarwal, Graham Busby and Rong Huang. -- Wallingford, Oxfordshire : CABI, 2018. -- 221 p. -- ISBN 9781780645667.

Special interest tourism : concepts, contexts and cases / edited by Sheela Agarwal, Graham Busby and Rong Huang. -- Wallingford, Oxfordshire : CABI, c2018. -- 221 p. -- ISBN 9781780645667.

The Cathedral Basilica of St Stanislaus and St Ladislaus in Vilnius : a guide / compiled by Alina Pavasarytė. -- Vilnius : Bažnytinio paveldo muziejus, 2017. -- 93 p. -- ISBN 9786098151084.

The international hospitality business : management and operations / Larry Yu. -- New York, N.Y. ; London : Routledge, 2016. -- 404 p. -- ISBN 9781138997929.

The Routledge handbook of hospitality management / edited by Ioannis S. Pantelidis. -- Abingdon ; New York, N.Y. : Routledge, 2017. -- 343 p. -- ISBN 9781138071469.

Tour guiding : a training manual & professional approach of guiding in tourism / Chiranjib Kumar. -
- [Scotts Valley, Calif.] : [CreateSpace Independent Publishing Platform], 2016. -- 123 p. --
ISBN 9781533143808.

Tour operators and operations : development, management and responsibility / Jacqueline Holland,
David Leslie. -- Wallingford, Oxfordshire : CABI, 2018. -- 282 p. -- ISBN 9781780648231.
Užkeikto keliautojo užrašai / Robertas Pogorelis. -- Kaunas : Obuolys [i.e. MEDIA INCOGNITO],
2018. -- 302 p. -- ISBN 9786090404331.

FOOD AND BEVERAGE MANAGEMENT.

Bar & restaurant success / Nick Fosberg. -- [Scotts Valley, Calif.] : [CreateSpace Independent
Publishing Platform], 2017. -- 166 p. -- ISBN 9781546618577.

Food & beverage service training manual with 225 SOP : practical food & beverage service guide for
hoteliers, restaurateurs & hospitality students / Hotelier Tanji. -- [S.l.] : Hotelier Tanji, 2016. -- 290
p. -- ISBN 9781495972140.

Food and beverage management / Bernard Davis ... [et al.]. -- 6th ed. -- Abingdon : Routledge, 2018.
-- 379 p. -- ISBN 9781138679313.

Food and beverage service / John A. Cousins, Dennis Lillicrap, Suzanne Weekes. -- 9th ed. -
- Abingdon : Hodder Education, 2019 -- 466 p. -- ISBN 9781471807954.

How to start, run & grow a successful restaurant business : a lean startup guide / by Tim Hoffman. -
- Semmes, Ala. : Valley of Joy Publishing Press, 2017. -- 269 p. -- ISBN 9781977806161.

Selling at the table : seven steps to transforming your restaurant's profits and your life! / Howard
Tinker. -- Pasadena, Calif. : Best Seller Publishing, 2016. -- 122 p. -- ISBN 9781537172286.

LANGUAGES.

Business vocabulary in use : intermediate : self-study and classroom use / Bill Mascull. -- 3rd ed. -
- Cambridge : Cambridge University Press, 2017. -- 176 p. -- ISBN 9781316629987.

How to write effective business English : excel at e-mail, social media and all your professional
communications / Fiona Talbot. -- 2nd ed. -- London : Kogan Page, 2016. -- 150 p. --
ISBN 9780749475550.

Keynote : intermediate: Student's book / Paul Dummett, Helen Stephenson, Lewis Lansford. -
- Andover : National Geographic Learning, 2016. --181 p. - ISBN 9781305399099.

Keynote : intermediate: Teacher's book / Daniel Barber with communicative activities by Karen
Richardson. -- Andover : National Geographic Learning, 2016. -- 247 p. - ISBN 9781305578418.

Keynote : intermediate: Workbook / Lewis Lansford. -- Andover : National Geographic Learning,
2016. --144 p. - ISBN 9781305578326.

Keynote : upper intermediate: Student's book / Stephenson, Lewis Lansford, Paul Dummett. -
- Andover : National Geographic Learning, 2016. 183 p. -- ISBN 9781305399136.

Keynote : upper intermediate: Teacher's book / Claire Hart with communicative activities by Karen
Richardson -- Andover : National Geographic Learning, 2016. -- 248 p. -- ISBN 9781305579590.

Keynote : upper intermediate: Workbook / Eunice Yeates with Sandy Milin, Mike Harrison, Rhiannon
Ball, Fran Watkins -- Andover : National Geographic Learning, 2016. -- 151 p. -
ISBN 9781305579590.