

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

October 2019

PSYCHOLOGY. CREATIVITY. SOCIOLOGY

Action research : all you need to know / Jean McNiff. -- London ; Thousand Oaks, Calif. : SAGE Publications, 2017. -- 277 p. -- ISBN 9781473967472.

Custodians of the internet : platforms, content moderation, and the hidden decisions that shape social media / Tarleton Gillespie. -- New Haven, Conn. : Yale University Press, 2018. -- 288 p.-- ISBN 9780300173130.

Individual creativity in the workplace / edited by Roni Reiter-Palmon, Victoria L. Kennel, James C. Kaufman. -- London : Elsevier Academic Press, 2018. -- 397 p. -- ISBN 9780128132388.

Research design : qualitative, quantitative, and mixed method approaches / John W. Creswell, J. David Creswell. -- 5th ed. -- Los Angeles, Calif. : SAGE, 2018. -- 275 p. -- ISBN 9781506386768.

The Cambridge handbook of creativity and personality research / edited by Gregory J. Feist, Roni Reiter-Palmon, James C. Kaufman. -- Cambridge ; New York, N.Y. : Cambridge University Press, 2018. -- 427 p. -- ISBN 9781107514898

MARKETING. ADVERTISING. PUBLIC RELATIONS.

Digital marketing : strategic planning & integration / Annmarie Hanlon. -- London : SAGE, c2019. -- 395 p. -- ISBN 9781526426673.

Digital PR / by Danny Whatmough. -- Bingley : Emerald Publishing, 2019. -- 172 p. -- ISBN 9781787566224.

Global marketing & advertising : understanding cultural paradoxes / Marieke de Mooij. -- 5th ed. - - London : SAGE, 2019. -- 488 p.-- ISBN 9781544318141.

Introduction to strategic public relations : digital, global, and socially responsible communication / Janis Teruggi Page, Lawrence J. Parnell. -- Thousand Oaks, Calif. ; London : SAGE Publications, 2019. -- 464 p. -- ISBN 9781506358031.

Known : the handbook for building and unleashing your personal brand in the digital age / Mark W. Schaefer. -- [United States] : Schaefer Marketing Solutions, 2017. -- 255 p. -- ISBN 9780692816066.

Public relations campaigns : an integrated approach / Regina Luttrell, Luke W. Capizzo. -- Thousand Oaks, Calif. : SAGE, 2019. -- 276 p. -- ISBN 9781506332512.

Smarketing : how to achieve competitive advantage through blended sales and marketing / Tim Hughes, Adam Gray and Hugo Whicher. -- London ; New York, N.Y. : KoganPage, 2019. -- 229 p. -- ISBN 9780749483586.

Social media for strategic communication : creative strategies and research-based applications / Karen Freberg. -- Thousand Oaks, Calif. ; London : SAGE Publications, 2019. -- 313 p. -- ISBN 9781506387109.

The art & craft of PR : creating the mindset and skills to succeed in public relations today / Sandra Stahl. -- London ; New York, N.Y. : LID Publishing Inc., 2018. -- 185 p. -- ISBN 9780999187104.

The PR agency handbook / Regina M. Luttrell, Luke W. Capizzo. -- Los Angeles, Calif. : SAGE, 2019. -- 279 p. -- ISBN 9781506329055.

Understanding public relations : theory, culture and society / Lee Edwards. -- London ; Thousand Oaks, Calif. : SAGE Publications, 2018. -- 279 p. -- ISBN 9781473913103.

MANAGEMENT

Corporate communication : a guide to theory & practice / Joep Cornelissen. -- 5th ed. -- London : SAGE, 2017. -- 306 p. -- ISBN 9781473953703.

Fundamentals of risk management : understanding, evaluating and implementing effective risk management / Paul Hopkin. -- 5th ed. -- London ; New York, N.Y. : KoganPage, 2018. -- 453 p. -- ISBN 9780749483074.

International human resource management / B. Sebastian Reiche, Anne-Wil Harzing, Helene Tenzer. -- 5th ed. -- London ; Thousand Oaks, Calif. : SAGE Publications, 2019. -- 611 p. -- ISBN 9781526426970.

Knowledge management : value creation through organizational learning / Klaus North, Gita Kumta. -- 2nd ed. -- Cham : Springer, 2018. -- 344 p. -- ISBN 9783319599779.

BUSINESS. TRADE AND TRANSPORT ORGANIZATION

Business model innovation : concepts, analysis, and cases / Allan Afuah. -- 2nd ed. -- New York, N.Y. ; Abingdon : Routledge, 2019. -- 291 p. -- ISBN 9781138330528.

Fundamentals of risk management : understanding, evaluating and implementing effective risk management / Paul Hopkin. -- 5th ed. -- London ; New York, N.Y. : KoganPage, 2018. -- 453 p. -- ISBN 9780749483074.

The business model : how to develop new products, create market value and make the competition irrelevant / Alexander Chernev. -- Cerebellum Press, 2017. -- 162 p. -- ISBN 9781936572458.

The triple helix : university-industry-government innovation and entrepreneurship / Henry Etzkowitz and Chunyan Zhou. -- 2nd ed. -- London : Routledge, 2018. -- 328 p. -- ISBN 9781138659490.

TOURISM. HOSPITALITY.

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

Managing hospitality organizations : achieving excellence in the great experience / Robert C. Ford, Michael C. Sturman. -- 2nd ed. -- Thousand Oaks, Calif. ; London : SAGE Publications, 2020. -- 544 p. -- ISBN 9781544321509.

Managing people in the hospitality industry / Michael Riley. -- Abingdon ; New York, N.Y. : Routledge, 2019. -- 207 p. -- ISBN 9781138296886.

Marketing and managing tourism destinations / Alastair M. Morrison. -- 2nd ed. -- Abingdon : Routledge, 2019. -- 689 p. -- ISBN 9781138897298.

The Routledge handbook of destination marketing / edited by Dogan Gursoy and Christina G. Chi. - Abingdon ; New York, N.Y. : Routledge, 2018. -- 533 p. -- ISBN 9781138118836.

Tourism marketing for small businesses / Steven Pike. -- Oxford : Goodfellow Publishers Ltd, 2018. -- 242 p. -- ISBN 9781911396345.

Tourist behavior : an experiential perspective / editors Metin Kozak, Nazm Kozak. -- Cham : Springer, 2018. -- 201 p. -- ISBN 9783319785523.