

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

January 2020

## **Psychology. Creativity. Sociology.**

1. Chambliss, W. J. & Eglitis, D. S. *Discover sociology* (4th ed.). Thousand Oaks, Calif.: SAGE. (VVF 2 pcs.)
2. Crane, A., Matten, D., Glozer, S. & Spence, L. (2019). *Business ethics : Managing corporate citizenship and sustainability in the age of globalization*. Oxford: Oxford University Press. (VVF 2 pcs.)
3. De Bono, E. (2017). *Practical thinking : Four ways to be right, five ways to be wrong*. London: Vermilion. (VVF 3 pcs.)
4. Hilton, S., Bade, S. & Bade, J. (2016). *More human : designing a world where people come first*. London: WH Allen. (VVF 1 pcs.)
5. Lewrick, M., Link, P. & Leifer, L. (2018). *The design thinking playbook : mindful digital transformation of teams, products, services, businesses and ecosystems*. Hoboken, N.J.: John Wiley & Sons. (VVF 1 pcs.)
6. Luttrell, R. (2019). *Social media : how to engage, share, and connect* (3rd ed.). Lanham, Md.: Rowman & Littlefield. (VVF 4 pcs.)
7. Roberto, M. A. (2019). *Unlocking creativity : How to solve any problem and make the best decisions by shifting creative mindsets*. Hoboken, N.J.: John Wiley & Sons. (VVF 2 pcs.)
8. Sanborn, F.W. & Harris, R. J. (2019). *A cognitive psychology of mass communication* (7th ed.). New York, N.Y.; Abingdon: Routledge. (VVF 2 pcs.)

## **Marketing. Advertising. Public relations**

1. Batat, W. (2019). *Experiential marketing : consumer behaviour, customer experience and the 7Es*. Abingdon; New York, N.Y.: Routledge. (VVF 1 pcs., EKF 1 pcs.)
2. Blakeman, R. (2018). *Integrated marketing communication : Creative strategy from idea to implementation* (3rd ed.). Lanham, Md: Rowman & Littlefield. (VVF 2 pcs.)
3. Brunner, B.R. (Eds.) (2019). *Public relations theory: Application and understanding*. Hoboken, N.J.: John Wiley & Sons. (VVF 2 pcs.)
4. Burson, H. (2017). *The business of persuasion : Harold Burson on public relations*. New York, N.Y.: Rosettabooks. (VVF 2 pcs.)
5. Connelly, M., et al. (Eds.) (2019). *Propaganda and conflict : war, media and shaping the twentieth century*. London; New York, N.Y.: Bloomsbury Academic. (VVF 1 pcs.)
6. Jethwaney, J. N. (2018). *Corporate communication : principles and practice* (2nd ed.). New Delhi: SAGE Publications India. (VVF 1 pcs.)
7. Jowett, G. S. & O'Donnell, V. (2019). *Propaganda & persuasion* (7th ed.). Thousand Oaks, Calif.: SAGE. (VVF 2 pcs.)
8. Kerpen, D. (2019). *Likeable social media : How to delight your customers, create and irresistible brand, and be amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and more* (3rd ed.). New York, N.Y.: McGraw-Hill. (VVF 2 pcs.)
9. Lucas, S. E. & Stob, P. (2020). *The art of public speaking* (13th ed). New York, N.Y.: McGraw-Hill Education. (VVF 2 pcs.)

10. Marshall, G. W. & Johnston, M. W. (2019). *Marketing management* (3rd ed.). New York, N.Y.: McGraw Hill Education. (VVF 1 pcs.)
11. McDonald, J. (2019). *Social media marketing workbook : how to use social media for business*. [San Jose, Calif.]: JM Internet Group. (VVF 2 pcs.)
12. O'Guinn, T. C., Allen, C. T., Scheinbaum, A. C. & Semenik, R. J. (2019). *Advertising and integrated brand promotion* (8th ed.). Boston, Mass.: Cengage Learning. (VVF 1 pcs.)
13. Page, J. T. & Parnell, L. J. (2019). *Introduction to strategic public relations: Digital, global, and socially responsible communication*. Thousand Oaks, Calif.; London: SAGE Publications. (VVF 3 pcs.)
14. Woolley, S.C. & Howard, P.N. (Eds.). (2019). *Computational propaganda : political parties, politicians, and political manipulation on social media*. New York, N.Y.: Oxford University Press. (VVF 1 pcs.)

### **Management**

1. Banfield, P. & Kay, R. (2018). *Introduction to human resource management* (3rd ed.). Oxford: Oxford University Press. (VVF 2 pcs.)
2. Hisrich, R. D. & Ramadani, V. (2017). *Effective entrepreneurial management : strategy, planning, risk management, and organization*. Cham: Springer. (VVF 1 pcs.)
3. Kinicki, A. & Williams, B. K. (2020). *Management : a practical introduction* (9th ed.). New York, N.Y.: McGrawHill Education. (VVF 2 pcs.)
4. Martinelli, R. J. & Milosevic, D. Z. (2016). *Project management toolbox : tools and techniques for the practicing project manager* (2nd ed.). Hoboken, N.J.: Wiley. (VVF 2 vnt.)
5. Northouse, P. G. (2019). *Leadership : theory and practice* (8th ed.). Thousand Oaks, Calif.: SAGE. (VVF 1 pcs.)
6. Rosen, K. (2018). *Sales leadership : the essential leadership framework to coach sales champions, inspire excellence, and exceed your business goals*. Hoboken, N.J.: John Wiley & Sons. (VVF 2 pcs.)
7. Wsocki, R. K. (2019). *Effective project management : traditional, agile, extreme, hybrid* (8th ed.). Indianapolis, Ind.: Wiley. (VVF 2 pcs.)

### **Business. Trade and transport organization**

1. Bell, E., Bryman, A. & Harley, B. (2019). *Business research methods*. Oxford: Oxford University Press. (VVF 1 pcs., EKF 1 pcs.)
2. Evergreen, S.D.H. (2020). *Effective data visualization : the right chart for the right data* (2nd ed.). Thousand Oaks, Calif.: SAGE. (VVF 2 pcs.)
3. Hynes, G. E. & Veltsos, J. R. (2019). *Managerial communication : strategies and applications* (7th ed.). Thousand Oaks, Calif.: Sage. (VVF 2 pcs.)
4. Pride, W. M., Hughes, R. J. & Kapoor, J. R. (2019). *Foundations of business* (6th ed.). Boston, Mass.: Cengage. (VVF 2 pcs., EKF 1 pcs.)

### **Tourism. Hospitality**

1. Blokdyk, G. (2018). *Hotel room service : complete self-assessment guide : practical tools for self-assessment*. [Milton Keynes]: The Art Of Service. (VVF 1 pcs.)
2. Cousins, J. A., Lillicrap, D. & Weekes, S. (2019). *Food and beverage service* (9th ed.). Abingdon: Hodder Education. (VVF 4 pcs.)

3. Dileep, M. R. (2019). *Tourism, transport and travel management*. Abingdon ; New York, N.Y.: Routledge. (VVF 1 pcs.)
4. Fyall, A., Legohérel, P., Frochot, I. & Wang, Y. (2019). *Marketing for tourism and hospitality : collaboration, technology and experiences*. Abingdon ; New York, N.Y.: Routledge. (VVF 2 pcs.)
5. Page, S. J. (2019). *Tourism management* (6th ed.). Abingdon ; New York, N.Y.: Routledge. (VVF 2 pcs.)
6. Shoff, D. (2019). *Professional hotel organisation and front office management*. Delhi: Amiga Press Inc. (VVF 2 pcs.)

### **Languages**

1. Hermoso, A. G. & Dueñas, C. R. (2019) *ECO 1 : curso modular de español lengua extranjera : Libro del Alumno: A1+A2*. Madrid: Edelsa, 2019. (VVF 3 pcs.)
2. Hermoso, A. G. & Dueñas, C. R. (2019) *ECO 1 : curso modular de español lengua extranjera : Cuaderno de Refuerzo: A1+A2*. Madrid: Edelsa, 2019. (VVF 10 pcs.)
3. Strutt, P. (2017). *English for international tourism : Intermediate coursebook*. Harlow: Pearson Education Ltd. (VVF 10 pcs..)
4. Strutt, P. (2018). *English for international tourism : Upper intermediate coursebook*. Harlow: Pearson Education Limited. (VVF 10 pcs.)