

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

January - February 2021

Psychology. Creativity.

1. Coleman, F. (2019). *A human algorithm: how artificial intelligence is redefining who we are*. Berkeley, California: Counterpoint. (VVF 1 pcs.)
2. Haber, J. (2020). *Critical thinking*. Cambridge, Massachusetts: The MIT-press. (VVF 4 pcs.)
3. Jandt, F. E. (2021). *An introduction to intercultural communication: identities in a global communit*. (10th ed.). Thousand Oaks, California: SAGE. (VVF 2 pcs.)
4. Lewis, R. D. (2020). *Close encounters of a cultural kind: lessons for business, negotiation and friendship*. London: Nicholas Brealey Publishing. (VVF 2 pcs.)
5. Lewrick, M., Link, P. & Leifer, L. (2020). *The design thinking toolbo : a guide to mastering the most popular and valuable innovation methods*. Hoboken, New Jersey: John Wiley & Sons, Inc. (VVF 2 pcs.)
6. McKenna, E. (2020). *Business psychology and organizational behaviour*. (6th ed.). Abingdon, Oxon; New York, NY: Routledge. (VVF 2 pcs.)
7. Neuliep, J. W. (2021). *Intercultural communication: a contextual approach*. (8th ed.). Thousand Oaks, California: SAGE. (VVF 2 pcs.)
8. Vaughn, L. (2019). *The power of critical thinking: effective reasoning about ordinary and extraordinary claims*. (6th ed.). New York, NY: Oxford University Press. (VVF 2 pcs.)

Marketing. Advertising. Public relations.

1. Balliett, A. (2020). *Killer visual strategies: engage any audience, improve comprehension, and get amazing results using visual communication*. Hoboken, New Jersey: John Wiley & Sons, Inc. (VVF 2 pcs.)
2. Butow, E., Allton, M., Herman, J., Liu, S. & Robinson, A. (2020). *Ultimate guide to social media marketing*. Irvine, CA: Entrepreneur Press. (VVF 2 pcs.)
3. Chaffey, D. & Ellis-Chadwick, F. (2019). *Digital marketing: strategy, implementation and practice*. (7th ed.). Harlow: Pearson. (VVF 2 pcs.)
4. Doorley, J. & Garcia, H. F. (2021) *Reputation management: the key to successful public relations and corporate communication*. (4th. ed.) New York, NY; Abingdon, Oxon: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
5. Hollensen, S., Kotler, P. & Opresnik, M. O. (2020). *Social media marketing: a practitioner guide*. (4th ed.). United States: Opresnik Management Consulting. (VVF 2 pcs.)
6. Lipschultz, J. H. (2021). *Social media communication: concepts, practices, data, law and ethics* (3rd. ed.). New York, NY; Abingdon, Oxon: Routledge, Taylor & Francis Group. (VVF 2 pcs., MTF 1 pcs.)
7. Luttrell, R. & Capizzo, L. W. (2019). *Public relations campaigns: an integrated approach*. Thousand Oaks, Calif.: SAGE. (VVF 3 pcs.)
8. Ravitch, S. M. & Carl, N. M. (2021). *Qualitative research: bridging the conceptual, theoretical, and methodological*. Thousand Oaks, California: SAGE Publications, Inc. (VVF 1 pcs.)
9. Tuten, T. L. (2020). *Principles of marketing for a digital age*. London: SAGE. (VVF 2 pcs.)

10. Wilson, L. J., Ogden, J. D. & Wilson, C. E. (2019). *Strategic communication: for pr, social media and marketing*. (7th ed.). Dubuque, IA : Kendall Hunt. (VVF 1 pcs.)

Management

1. Adler, R. B., Rodman, G. & Pré, A. D. (2020). *Understanding human communication*. (14th ed.). New York, NY: Oxford University Press. (VVF 1 pcs.)
2. Brown, J. (2019). *How to be an inclusive leader: your role in creating cultures of belonging where everyone can thrive*. Oakland, CA: Berrett-Koehler Publishers. (VVF 1 pcs.)
3. Brown, T. & Katz, B. (2019). *Change by design: how design thinking transforms organizations and inspires innovation*. (2nd ed.). New York, NY : HarperBusiness, an imprint of HarperCollinsPublishers. (VVF 1 pcs.)
4. Dessler, G. (2020). *Human resource management*. (16th ed., global ed.). Harlow, United Kingdom: Pearson. (VVF 1 pcs.)
5. Lewicki, R. J., Barry, B. & Saunders, D. M. (2020). *Negotiation*. (8th ed.). New York, NY : McGraw-Hill Education. (VVF 1 pcs.)
6. Lussier, R. N. & Hendon, J. R. (2019). *Human resource management: functions, applications, and skill development*. (3rd ed.). Thousand Oaks, Calif.; London: SAGE. (VVF 2 pcs.)
7. Morgan, D. L. (2019). *Basic and advanced focus groups*. Thousand Oaks, California: SAGE Publications, Inc. (VVF 1 pcs.)
8. Rienecker, L. & Jørgensen, P. S. (2018). *The good paper international edition: a handbook for writing papers in higher education*. Frederiksberg, Denmark: Samfundslitteratur. (VVF 2 pcs.)
9. Stevens, G. (2020). *Teaching in the post covid classroom: mindsets and strategies to cultivate connection, manage behavior and reduce overwhelm in classroom, distance and blended learning*. Mountain House, CA: Red Lotus Books. (VVF 2 pcs.)

Business

1. Blount, J. (2020). *Virtual selling: a quick-start guide to leveraging video, technology, and virtual communication channels to engage remote buyers and close deals fast*. Hoboken, New Jersey: John Wiley & Sons. (VVF 2 pcs.)
2. Blowfield, M. & Murray, A. (2019). *Corporate social responsibility*. (4th ed.). Oxford: Oxford University Press. (VVF 1 pcs.)
3. Cain, G. (2020). *Samsung rising: the inside story of the South Korean Giant that set out to beat Apple and conquer tech*. New York : Currency. (VVF 1 pcs.)
4. Chandler, D. (2020). *Strategic corporate social responsibility: sustainable value creation*. (5th ed.). Thousand Oaks, Calif.: Sage Publications, Inc. (VVF 1 pcs.)
5. Chowdhury, N. (2020). *Inside blockchain, bitcoin, and cryptocurrencies*. Boca Raton, FL: CRC Press, Taylor & Francis Group. (VVF 2 pcs., EKF 2 pcs.)
6. Coleman, A. (2020). *Crisis communication strategies: how to prepare in advance, respond effectively and recover in full*. London, United Kingdom; New York, NY: Kogan Page (VVF 2 pcs.)
7. Ebert, R. J. & Griffin, R. W. (2020). *Business essentials*. (12th ed., global ed.). Harlow: Pearson. (VVF 3 pcs.)
8. Hastings, R. & Meyer, E. (2020). *No rules rules: Netflix and the culture of reinvention*. London: WH Allen (VVF 1 pcs.)

9. Jean-Baptiste, A. (2020). *Building for everyone: expand your market with design practices from GOOGLE'S product Inclusion team*. Hoboken, New Jersey: Wiley. (VVF 1 pcs.)
10. Livermore, S. (2021). *Average Joe: be the Silicon valley tech genius*. Indianapolis, IN: Wiley. (VVF 1 pcs.)
11. Nofsinger, J. R. (2018). *The psychology of investing*. (6th ed.). New York, NY; Abingdon, Oxon : Routledge, Taylor & Francis Group. (VVF 1 pcs.)
12. Rigby, D., Elk, S. & Berez, S. (2020). *Doing agile right: transformation without chaos*. Boston, Massachusetts: Harvard Business Review Press. (VVF 1 pcs.)
13. Schultz, M., Shaby, D. & Springer, A. (2020). *Virtual selling: how to build relationships, differentiate, and win sales remotely*. Boston, MA : Thirty-Five Group Press. (VVF 2 pcs.)
14. Žižek, S. (2020). *Pandemic!: covid-19 shakes the world*. New York: Polity press. (VVF 1 pcs.)

Tourism

1. Antchak, V. & Ramsbottom, O. (2020). *The fundamentals of event design*. Abingdon, Oxon; New York, NY: Routledge. (VVF 1 pcs.)
2. Baggio, J. A. & Baggio, R. (2020). *Modelling and simulations for tourism and hospitality: an introduction*. Bristol, UK ; Blue Ridge Summit, PA: Channel View Publications. (VVF 1 pcs.)
3. Kolb, B. (2018). *Marketing research for the tourism, hospitality and events industries*. Abingdon: Routledge. (VVF 4 pcs.)
4. Nunkoo, R. (Ed.). (2020). *Handbook of research methods for tourism and hospitality management*. Cheltenham, UK: Edward Elgar Publishing. (VVF 1 pcs.)
5. Page, S. Jc Connell, J. (2020). *Tourism: a modern synthesis*. (5th ed.). Abingdon, Oxon; New York, NY : Routledge. (VVF 1 pcs.)
6. Quick, L. (2020). *Managing events: real challenges, real outcomes*. London: SAGE. (VVF 2 pcs.)
7. Ruiz-Real, J. L., Gázquez-Abad, J. C & Mondéjar-Jiménez, J.A. (Eds.) (2020). *Tourism, economy and environment: challenges and research trends*. Oxford: Chartridge. (VVF 1 pcs.)
8. Tajeddini, K., Ratten, V. & Merkle, T. (Eds.) (2020). *Tourism, hospitality and digital transformation: strategic management aspects*. Abingdon, Oxon; New York, NY: Routledge. (VVF 1 pcs.)

Language. Public speaking

1. Anderson, C. (2018). *TED talks: the official TED guide to public speaking*. London; Boston, MA: Nicolas Brealey Publishing. (VVF 1 pcs.)
2. Cocton, M.N., Pommier, E., Ripaud, D. & Rabin, M. (2019). *L'atelier: méthode de français: A1*. Paris: Didier. (VVF 20 pcs.)