

**NEW BOOKS RECEIVED BY
THE LIBRARY OF THE FACULTY OF BUSINESS MANAGEMENT**

September-October 2022

Psychology. Creativity

1. Rothouse, M. J. (2020). *A mindful approach to team creativity and collaboration in organizations: Creating a culture of innovation*. Cham: Palgrave Macmillan. (VVF 2 pcs.)

Marketing

1. Clarke, A. (2022). *SEO 2022: Learn search engine optimization with smart internet marketing strategies*. [Publikavimo vieta nenustatyta]: Simple Effectiveness Publishing. (VVF 1 pcs.)
2. Kitchen, P. J. & Tourky, M. E. (2021). *Integrated marketing communications: A global brand-driven approach* (2nd ed.). Cham: Palgrave Macmillan. (VVF 2 pcs.)
3. Kotler, P, Keller, K. L. & Chernev, A. (2022). *Marketing management* (16th ed.). Harlow: Pearson Education. (VVF 3 pcs.)
4. Niininen, O. (ed.) (2022). *Contemporary issues in digital marketing*. Abingdon: Routledge. (VVF 1 pcs.)
5. Zimmerman, A. & Blythe, J. (2022). *Business to business marketing management: A global perspective* (4th ed.). London: Routledge. (VVF 2 pcs.)

Advertising. Public relations

1. Kang, K. (2020). *Branding pays: The five-step system to reinvent your personal brand*. Palo Alto: BrandingPays Media. (VVF 2 pcs.)
2. Kim, M. (2021). *You are the brand: The 8-step blueprint to showcase your unique expertise and build a highly profitable, personally fulfilling business*. New York: Morgan James Publishing. (VVF 2 pcs.)
3. Long, S. (2021). *LinkedIn for personal branding: The ultimate guide*. New York: Hybrid Global Publishing. (VVF 2 vnt.)
4. Marsh, C., Guth, D. W. & Short, B. P. (2021). *Strategic writing: Multimedia writing for public relations, advertising and more* (5th ed.). New York: Routledge. (VVF 3 pcs.)
5. Marshall, P., Todd, B. & Rhodes, M. (2020). *Ultimate guide to Google Ads* (6th ed.). Irvine: Entrepreneur Press. (VVF 2 pcs.)
6. Meyerson, R. (2022). *Brand naming: The complete guide to creating a name for your company, product, or service*. New York: Business Expert Press. (VVF 2 pcs.)
7. Rosenblum, J. (2022). *Exponential: Transform your brand by empowering instead of interrupting*. New York: McGraw Hill. (VVF 2 pcs.)

Management

1. Bourne, M. & Bourne, P. (2022). *Creating an effective public sector*. Abingdon: Routledge. (VVF 2 pcs.)

2. Das Gupta, A. (2021). *Strategic human resource management: Formulating and implementing HR strategies for a competitive advantage*. New York: Routledge. (VVF 2 pcs.)
3. Parsons, S. (2022). *Quality management for organization excellence*. New York: Clanrye International. (VVF 1 pcs.)
4. Sadler-Smith, E. (2022). *Human resource development: From theory into practice*. London: SAGE. (VVF 3 pcs.)

Business

1. Morabito, V. (2022). *Digital entrepreneurship: Management, systems and practice*. Cambridge: Cambridge University Press. (VVF 2 pcs.)
2. Pandiarajan, V. (2022). *Business innovation: A case study approach*. Abingdon: Routledge. (VVF 2 pcs.)
3. Sitkin, A. (2022). *International business: Attitudes and alternatives* (2nd ed.). Abingdon: Routledge. (VVF 2 pcs.)
4. Shenkar, O., Luo, Y. & Chi, T. (2022). *International business* (4th ed.). New York: Routledge. (VVF 2 pcs.)

Tourism. Hospitality

1. Fernandes, J. V. & Fernandes, F. M. (2019). *Health and wellness tourism around the world: Theory and practice*. Beau Bassin: GlobeEdit. (VVF 10 pcs.)
2. Pike, S. (2022). *Destination marketing: Essentials* (3rd ed.). Abingdon: Routledge. (VVF 1 pcs.)
3. Walker, J. R. (2021). *Introduction to hospitality* (8th ed.). Harlow: Pearson. (VVF 2 pcs.)

Art

1. Mendez Salvador, A. E. (2021). *The ultimate digital photography guide for beginners: Basic camera rules and essential settings on the art of image composition*. [Publikavimo vieta nenustatyta] : [leidėjas nenustatytas]. (VVF 3 pcs.)
2. Sartore, J. & Perry, H. (2020). *National Geographic photo basics: The ultimate beginner's guide to great photography*. Washington: National Geographic. (VVF 2 pcs.)