

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

June - August 2022

Psychology

1. American Psychological Association (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.). Washington: American Psychological Association. (VVF 1 pcs., EIF 1 pcs., EKF 3 pcs., MTF 1 pcs., SPF 1 pcs.)
2. Borthwick, D. (2021). *Body language: How to read any body: The secret to nonverbal communication to understand and influence in, business, sales, online, presenting and public speaking, healthcare, attraction and seduction*. Derek Borthwick. (VVF 2 pcs.)

Intercultural communication

1. Nahavandi, A. (2022). *The cultural mindset: managing people across cultures*. California: SAGE. (VVF 1 pcs.)
2. Ting-Toomey, S. & Chung, L. C. (2022). *Understanding intercultural communication* (3rd ed.). New York: Oxford University Press. (VVF 1 pcs.)
3. Wursten, H. (2019). *The 7 mental images of national culture: leading and managing in a globalized world*. Helsinki: Hofstede Insights. (VVF 1 pcs.)

Marketing. Advertising.

1. Czinkota, M. R., Ronkainen, I. A. & Cui, A. P. (2023). *International marketing* (11th ed.). Boston: Cengage. (VVF 1 pcs.)
2. Jenkins, A. (2022). *Social media marketing for business: Scaling an integrated social media strategy across your organization*. New York: KoganPage. (VVF 2 pcs.)
3. Lawes, R. (2020). *Using semiotics in marketing: How to achieve consumer insight for brand growth and profits*. London: Kogan Page Inc. (VVF 3 pcs.)
4. Wirtz, J. & Lovelock, C. (2022). *Services marketing: People, technology, strategy* (9th ed.). New Jersey: World Scientific Publishing. (VVF 3 pcs.)
5. Zahay, D., Roberts, M.L., Parker, J. M., Barker, M. S. & Barker, D. I. (2023). *Social media marketing: A strategic approach* (3rd ed.). Boston: Cengage. (VVF 2 pcs.)

Management

1. Dewhurst, S. & FitzPatrick, L. (2022). *Successful employee communications: Practitioner's guide to tools, models and best practice for internal communication*: 2nd ed. New York: Kogan Page. (VVF 4 pcs.)
2. Taylor, S. (2022). *Resourcing and talent management: The theory and practice of recruiting and developing a workforce*: 8th ed. New York: Kogan Page Limited. (VVF 2 pcs.)

Business

1. Coene, J. P. & Jacobs, M. (2017). *Negotiate like a local: 7 mindsets to increase your success rate in international business*. Helsinki: Hofstede insights. (VVF 1 pcs.)
2. Pride, W. M. (2023). *Foundations of business* (7th ed.). Boston: Cengage. (VVF 1 pcs.)
3. Richter, N. F., Strandskov, J., Hauff, S. & Taras, V. (2022). *International business strategy and cross-cultural management: An applied approach*. Northampton: Edward Elgar Publishing. (VVF 1 pcs.)

Tourism

1. Bauer, M. & Hoddinott, R. (2021). *The art of landscape photography*. Lewes: Ammonite Press. (VVF 1 pcs.)
2. Porter, L. (2021). *Food truck: Business guide for beginners: With strategic plans, marketing rules and tips on how to keep it running, even in uncertain times*. Leroy Porter. (VVF 1 pcs.)
3. Vučetić, A. Š. (2021). *Selective tourism management*. Aleksa Š. Vučetić. (VVF 2 pcs.)

Public speaking

1. Goossen, R. J. (2022). *Public speaking laws of success: For everyone and every occasion*. New York: Morgan James Publishing. (VVF 2 pcs.)
2. Hansen, H. (2022). *Unmuted: how to show up, speak up, and inspire action*. London: Bloomsbury business. (VVF 2 pcs.)