

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

November 2019

Psychology. Sociology. Research

1. 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.)
2. Kumar, R. (2019). *Research methodology : a step-by-step guide for beginners*. London ; Thousand Oaks, Calif. : Sage Publications. (VVF 2 pcs.)
3. Mcadams, D. P., Shiner, R. L. & Tackett, J. L. (2019). *Handbook of personality development*. New York, N.Y. : The Guilford Press. (VVF 1 pcs.)
4. Oliver, M. B., Raney, A. A. & Bryant, J. (2020). *Media effects : advances in theory and research*. New York, N.Y. : Routledge. (VVF 1 pcs.)
5. Polonsky, M. J. & Waller, D. S. (2019). *Designing and managing a research project : a business student's guide*. Los Angeles, Calif. : SAGE. (VVF 1 pcs.)
6. Tracy, S. J. (2020). *Qualitative research methods : collecting evidence, crafting analysis, communicating impact*. Hoboken, N.J. : Wiley Blackwell. (VVF 1 pcs.)
7. Wright, B. & Wallis, S. E. (2020). *Practical mapping for applied research and program evaluation*. Los Angeles, Calif. : SAGE. (VVF 1 pcs.)

Economy. Statistics

1. Goodwin, N. R., Harris, J. M., Nelson, J. A., Rajkarnikar, P. J., Roach, B. & Torras, M. (2019). *Macroeconomics in context*. New York, N.Y. ; Abingdon : Routledge. (VVF 1 pcs., EKF 1 pcs.)
2. Hirschey, M., Bentzen, E. & Scheibye, C. (2019). *Managerial economics*. Andover, Mass. : Cengage Learning. (VVF 1 pcs.)
3. Spiegelhalter, D. (2019). *The art of statistics : learning from data*. [London] : Pelican. (VVF 1 pcs.)

Marketing. Advertising. Public relations

1. Hartley, K. (2019). *Communicate in a crisis : understand, engage and influence consumer behaviour to maximize brand trust*. London : Kogan Page. (VVF 1 pcs.)
2. Maison, D. (2019). *Qualitative marketing research: understanding consumer behaviour*. Abingdon ; New York, N.Y. : Routledge. (VVF 2 pcs.)
3. Moriarty, S., Mitchell, N., Wood, C. & Wells, W. (2019). *Advertising & IMC : principles & practice*. Harlow : Pearson. (VVF 1 pcs.)
4. Palmatier R. W. & Steinhoff, L. (2019). *Relationship marketing in the digital age*. New York, N.Y. ; London : Routledge. (VVF 2 pcs.)
5. Swann, P. (2020). *Cases in public relations management : the rise of social media and activism*. New York, N.Y. : Routledge, Taylor & Francis Group. (VVF 1 pcs.)
6. Wheeler, A. (2019). *Crisis communications management*. Bingley : Emerald Publishing. (VVF 2 pcs.)

Management

1. Alinezhad, A. & Khalili, J. (2019). *New methods and applications in Multiple Attribute Decision Making (MADM)*. Cham : Springer. (VVF 1 pcs.)
2. Banfield, P., Kay, R. & Royles, D. (2018). *Introduction to human resource management*. Oxford : Oxford University Press. (VVF 1 pcs.)
3. Hynes, G. E. & Veltsos, J. R. (2019). *Managerial communication : strategies and applications*. Thousand Oaks, Calif. : Sage. (VVF 1 pcs.)
4. Joslin, R. (2019). *Project management methodologies, governance and success : insight from traditional and transformative research*. Boca Raton, Fla. : CRC Press. (VVF 1 pcs., EKF 1 pcs.)
5. Leatherbarrow, C. & Fletcher, J. (2019). *Introduction to human resource management : a guide to HR in practice*. London ; New York, N.Y. : KoganPage. (VVF 1 pcs.)
6. Lussier, R. N. & Hendon, J. R. (2019). *Human resource management : functions, applications, & skill development*. Thousand Oaks, Calif. ; London : SAGE. (VVF 1 pcs.)
7. Madsen, S. (2019). *The power of project leadership : 7 keys to help you transform from project manager to project leader*. London : Kogan Page. (VVF 1 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. Daly, P. (2019). *International supply chain relationships : creating competitive advantage in a globalized economy*. London : KoganPage. (VVF 1 pcs.)
3. Easterby-Smith, M., Thorpe, R., Jackson, P. R. & Jaspersen, L. J. (2018). *Management and business research*. London ; Thousand Oaks, Calif. : Sage Publications. (VVF 1 pcs.)
4. Grosse, R. & Meyer, K. E. (2019). *The Oxford handbook of management in emerging markets*. New York, N.Y. : Oxford University Press. (VVF 1 pcs.)
5. Laudon, K. C. & Traver, C. G. (2020). *E-commerce : business, technology, society*. Harlow : Pearson, 2020. (VVF 1 pcs.)
6. Manners-Bell, J. & Lyon, K. (2019). *The logistics and supply chain innovation handbook : disruptive technologies and new business models*. New York, N.Y. : Kogan Page, 2019. (VVF 1 pcs.)
7. Pride, W. P., Hughes, R. J. & Kappor, J. R. (2019). *Foundations of business*. Boston, Mass.: Cengage. (VVF 1 pcs., EKF 1 pcs.)
8. Smith, A. (2020). *Consumer behaviour and analytics*. London ; New York, N.Y. : Routledge. (VVF 2 pcs.)
9. Trott, P. (2017). *Innovation management and new product development*. Harlow : Pearson. (VVF 1 pcs., EKF 1 pcs.)

Tourism. Hospitality

1. Boella, M. J. & Goss-Turner, S. (2020). *Human resource management in the hospitality industry : a guide to best practice*. Abingdon ; New York, N.Y. : Routledge. (VVF 1 pcs.)
2. Durbarry, R. (2018). *Research methods for tourism students*. Abingdon ; New York, N.Y. : Routledge. (VVF 2 pcs.)
3. Evans, N. (2020). *Strategic management for tourism, hospitality and events*. 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 1 pcs.)
5. Ford, R.C. & Sturman, M.C. (2020). *Managing hospitality organizations : achieving excellence in the great experience*. Thousand Oaks, Calif. ; London : SAGE Publications. (VVF 2 pcs.)
6. Gursoy, D. & Nunkoo, R. (2019). *The Routledge handbook of tourism impacts : theoretical and applied perspectives*. Abingdon ; New York, N.Y. : Routledge. (VVF 1 pcs.)
7. Gursoy, D. (2018). *The Routledge handbook of hospitality marketing*. Abingdon ; New York, N.Y. : Routledge. (VVF 2 pcs.)
8. Hillman, W. & Radel, K. (2018). *Qualitative methods in tourism research : theory and practice*. Bristol : Channel View Publications. (VVF 1 pcs.)
9. Ineson, E., Hong tai Yap, M. & Niță, V. (2018). *International case studies for hospitality, tourism and event management students and trainees*. IAȘI : Editura Tehnopress. (VVF 1 pcs.)
10. Ratten, V., Braga, V., Álvarez Garcia, J. & Rio-Rama, M. (2020). *Tourism innovation : technology, sustainability and creativity*. London : Routledge. (VVF 1 pcs.)
11. Sanders, E., & Giannasio, M. (2018). *The professional server*. Hoboken, N.J. : Pearson. (VVF 2 pcs.)
12. Wearing, S. & Schweinsberg, S. (2019). *Ecotourism : transitioning to the 22nd century*. Abingdon ; New York, N.Y. : Routledge. (VVF 1 pcs.)

Education

1. Silvia, J.P. (2019). *How to write a lot : a practical guide to productive academic writing*. Washington, Wash. : American Psychological Association. (VVF 2 pcs.)