

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

February 2020

Psychology. Creativity.

1. De Bono, E. (2017). *Future positive : Change your mindset for a positive future*. London: Vermilion. (VVF 3 pcs.)
2. Gannett, A. (2018). *The creative curve : How to develop the right idea, at the right time*. New York, N.Y.: Currency. (VVF 2 pcs.)
3. Hazeldine, S. (2019). *The inner winner : Performance psychology tactics that give you an unfair advantage*. [Great Yarmouth]: Bookshaker. (VVF 1 pcs.)
4. Hoffman, E. M., & Verdooren, A. (2019). *Diversity competence : Cultures don't meet, people do*. Wallingford ;; Boston, Mass.: CABI. (VVF 1 pcs.)
5. Mueller, J. (2017). *Creative change : Why we resist it ... how we can embrace it*. Boston, Mass.: Houghton Mifflin Harcourt. (VVF 2 pcs.)
6. Triumph, T. (2018). *Evolve or die : Lessons for world-class innovation & creativity*. [S.l.]: Ex Innovo Press. (VVF 2 pcs.)

Management.

1. Armstrong, S., & Mitchell, B. (2019). *The essential HR handbook : A quick and handy resource for any manager or HR professional* (10th anniversary ed. ed.). Newburyport, Mass.: Career Press. (VVF 2 pcs.)
2. Clegg, S., Kornberger, M., Pitsis, T.S. & Mount, M. (2019). *Managing & organizations : An introduction to theory and practice* (5th ed. ed.). London: SAGE. (VVF 2 pcs.)

Finance.

1. Harrison, W. T. (2018). *Financial accounting : International financial reporting standards* (11 th ed. ed.). Harlow: Pearson. (VVF 1 pcs., EKF 2 pcs.)
2. Miller-Nobles, T. L., Mattison, B. L. & Matsumura, E. M. (2019). *Horngren's financial & managerial accounting: The Managerial Accounting* (6th ed.). Harlow: Pearson. (VVF 1 pcs., EKF 1 pcs.)
3. Miller-Nobles, T. L., Mattison, B. L. & Matsumura, E. M. (2019). *Horngren's financial & managerial accounting: The Financial Accounting* (6th ed.). Harlow: Pearson. (VVF 1 pcs., EKF 1 pcs.)

Marketing. Advertising. Public relations. Public speaking.

1. Acker, M. (2019). *Speak with no fear : Go from a nervous, nauseated, and sweaty speaker to an excited, energized and passionate presenter*. [Mexico]: [s.n.]. (VVF 4 pcs.)
2. Anderson, C. (2017). *TED talks : The official TED guide to public speaking*. New York, N.Y.: Mariner Books. (VVF 1 pcs.)
3. Bernays, E. L., & Miller, M. C. (2018). *Propaganda*. Desert Books. (VVF 2 pcs.)

4. Del Hagen, J. M. (2016). *Modern propaganda*. [U.S.A.]: Techistry Inc (VVF 3 pcs.)
5. Kotler, P., Armstrong G., Harris L.C. & He H. (2020). *Principles of marketing* (8th European ed. ed.). Harlow: Pearson. (VVF 3 pcs.)
6. Loewenstein, J. (2019). *Public speaking : Speaking like a professional : How to become a better speaker, present yourself convincingly and increase your self-confidence through successful communication*. [S.l.]: JS-Jook Distribution. (VVF 5 pcs.)
7. Luton, A. (2018). *Marketing apps & selling apps : How to create, sell and market apps : App development, costs, tools, tips, planning and promoting your app*. London: Zoodoo publishing. (VVF 2 pcs.)

Business. Trade and transport organization

1. Colwell, K. (2019). *Starting a business : Quickstart guide : The simplified beginner's guide to launching a successful small business, turning your vision into reality, and achieving your entrepreneurial dream*. Albany, N.Y.: ClydeBank Business. (VVF 2 pcs.)
2. Crowther, D., & Lauesen, L. M. (2019). *Handbook of research methods in corporate social responsibility*. Cheltenham ;Northampton, Mass: Edward Elgar Publishing. (VVF 1 pcs.)
3. Edwards, A., Edwards, C., Wahl, S.T. & Myers A.S. (2020). *The communication age : Connecting and engaging* (3rd ed. ed.). Thousand Oaks, Calif.: SAGE Publications. (VVF 2 pcs.)
4. Sethna, Z. & Blythe, J. (2019). *Consumer behaviour* (4th ed. ed.). London: SAGE. (VVF 2 pcs.)
5. Shwom, B. & Snyder, L. G. (2019). *Business communication : Polishing your professional presence* (4th ed. ed.). New York, N.Y.: Pearson. (VVF 1 pcs., EKF 1 pcs.)
6. Viki, T., Toma, D., & Gons, E. (2019). *The corporate startup : How established companies can develop successful innovation ecosystems*. Deventer: Management Impact. (VVF 1 pcs.)