

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

September - October 2020

## **Psychology.**

1. Chevallier, A. (2016). *Strategic thinking in complex problem solving*. New York: Oxford University Press. (VVF 1 pcs.)

## **Marketing. Advertising. Public relations.**

1. Scott, D. M. (2020). *The new rules of marketing & PR: how to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly*. Hoboken, New Jersey : John Wiley & Sons. (VVF 3 pcs)
2. Smith, P. & Zook, Z. (2020). *Marketing communications: integrating online and offline, customer engagement and digital technologies*. London; New York, NY: KoganPage. (VVF 1 pcs.)
3. Brennan, R., Canning, L. & McDowell, R. (2020). *Business-to-business marketing*. London: SAGE. (VVF 1 pcs.)
4. Baines, P., O'Shaughnessy, N. & Snow, N. (Eds.) (2020). *The Sage handbook of propaganda*. (VVF 1 pcs.)
5. Daffy, C. (2019). *Creating customer loyalty: build lasting loyalty using customer experience management*. London: KoganPage. (VVF 2 pcs.)

## **Logistics. Tourism**

1. Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2020). *Supply chain logistics management*. New York: McGraw-Hill. (VVF 1 pcs.)
2. Rudd, J. (2019). *A practical guide to logistics: an introduction to transport, warehousing, trade and distribution*. London: KoganPage. (VVF 1 pcs.)
3. Robinson, P., Lück, M. & Smith, S. (2020). *Tourism*. Wallingford; Boston: CABI. (VVF 2 pcs.)

## **Language**

1. Hoffmann, H. G., Hoffmann, M., & Hoffmann, P. (2018). *Deutsch - so gelingt's!: a German Course for Beginner*. München: Hueber Verlag. (VVF 2 pcs.)
2. Niebisch, D., Penning-Hiemstra, S., Specht, F., Bovermann, M., Pude, A. & Reimann, M. (2016). *Schritte international Neu 1: Niveau A1/1: Deutsch als Fremdsprach: Kursbuch und Arbeitsbuch*. München: Hueber Verlag. (VVF 25 pcs.)
3. Niebisch, D., Penning-Hiemstra, S., Specht, F., Bovermann, M., Pude, A. & Reimann, M. (2020). *Schritte international Neu 2: Niveau A1/2: Deutsch als Fremdsprach: Kursbuch und Arbeitsbuch*. München: Hueber Verlag. (VVF 10 pcs.)
4. Cotton, D., Falvey, D., & Kent, S. (2016). *Market leader: intermediate: business english course book*. (3rd edition extra). Harlow : Pearson Education Limited. (VVF 20 pcs.)

5. Cotton, D., Falvey, D., & Kent, S. (2016). Market leader: intermediate: business english course book: audio CDs 1-3 (3rd edition extra). Harlow: Pearson Education Limited. (VVF 2 pcs.)
6. Cotton, D., Falvey, D., & Kent, S. (2016). Market leader: intermediate: business english active teach (3rd edition extra). Harlow : Pearson Education Limited. (VVF 2 pcs.)