

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

September - October 2021

## **Psychology. Creativity. Sociology.**

1. Buchholz, C. & Aerssen, B. (ed.). (2020). *The innovator's dictionary: 555 methods and instruments for more creativity and innovation in your company*. Berlin/Boston: Walter De Gruyter. (VVF 2 pcs.)
2. Giddens, A. & Sutton, P.W. (2021). *Essential concepts in sociology*. Medford, MA: Polity Press. (VVF 2 pcs.)
3. Miettinen, S. & Sarantou, M. (2021). *Managing complexity and creating innovation through design*. New York, NY: Routledge, Taylor & Francis Group. (VVF 2 pcs.)
4. Proctor, T. (2021). *Absolute essentials of creative thinking and problem solving*. New York, NY: Routledge. (VVF 1 pcs., EKF 1 pcs.)

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

1. Ang, L. (2021). *Principles of integrated marketing communications: An evidence-based approach* (2nd ed.). Cambridge: Cambridge University Press. (VVF 2 pcs., EKF 1 pcs.)
2. Beverland, M. (2021). *Brand management: Co-creating meaningful brands*. London: SAGE Publications. (VVF 4 pcs., EKF 2 pcs.)
3. Dahl, S. (2021). *Social media marketing: Theories & applications* (3rd ed.). London: SAGE Publications. (VVF 1 pcs.)
4. Dawson, P. & Andriopoulos, C. (2021). *Managing change, creativity & innovation* (4th ed.). London : SAGE Publications. (VVF 2 pcs.)
5. Grau, S.L. (2021). *Marketing for nonprofit organizations: Insights and innovations* (2nd ed.). New York, NY: Oxford University Press. (VVF 4 pcs.)
6. Kotler, P., Armstrong, G. & Opresnik, M.O. (2021). *Principles of marketing* (18th ed.). Harlow, United Kingdom: Pearson. (VVF 2 pcs.)
7. Pelsmacker, P., Geuens, M. & Bergh, J. (2021). *Marketing communications: A European perspective* (7th ed.). Harlow, United Kingdom: Pearson. (VVF 2 pcs.)
8. Ryan, D. (2021). *Understanding digital marketing: A complete guide to engaging customers and implementing successful digital campaigns* (5th ed.). London: KoganPage. (VVF 2 pcs.)
9. Tiffany, J. (2021). *Marketing strategy: Overcome common pitfalls and create effective marketing*. London: Kogan Page. (VVF 2 pcs.)
10. Tuten, T.L. (2021). *Social media marketing* (4th ed.). London: SAGE Publications. (VVF 1 pcs.)
11. Visser, M., Sikkenga, B. & Berry, M. (2022). *Digital marketing fundamentals: From strategy to ROI* (2nd ed.). Groningen/Utrecht, The Netherlands: Noordhoff Uitgevers. (VVF 1 pcs.)

## **Management**

1. Clegg, S. R., Skyttermoen, T. & Vaagaasar, A.L. (2021). *Project management: A value creation approach*. London: SAGE Publications. (VVF 1 pcs.)

2. Kurnoff, J. & Lazarus, L. (2021). *Everyday business storytelling: Create, simplify, and adapt a visual narrative for any audience*. Hoboken, New Jersey: Wiley, 2021. (VVF 4 pcs.)
3. Martin, M. & Whiting, F. (2021). *Human resource practice*. London, United Kingdom: Kogan Page Limited. (VVF 1 pcs.)

### **Business. Trade. Logistics.**

1. Amit, R. & Zott, C. (2021). *Business model innovation strategy: Transformational concepts and tools for entrepreneurial leaders*. Hoboken, New Jersey: Wiley. (VVF 2 pcs.)
2. Anheier, H.K., Krlev, G. & Mildenberg, G. (ed.). (2020). *Social innovation: Comparative perspectives*. Abingdon, Oxon: Routledge. (VVF 2 pcs.)
3. Cespedes, F.V. (2021). *Sales management that works: How to sell in a world that never stops changing*. Boston, Massachusetts: Harvard Business Review Press. (VVF 2 pcs.)
4. Collinson, S., Narula, R. & Rugman, A. M. (2020). *International business* (8th ed.). Harlow: Pearson Education Limited. (VVF 1 pcs.)
5. Hair, J.F, Anderson, R.E., Mehta, R. & Babin, B.J. (2020). *Sales force management* (2nd ed.). Hoboken, NJ: Wiley. (VVF 2 pcs.)
6. Haski-Leventhal, D., Roza, L. & Bramme, S. (ed.). (2020). *Employee engagement in corporate social responsibility*. London: SAGE Publications. (VVF 1 pcs.)
7. Kvedare, M. & Nymand, C. M. (2021). *The virtual sales handbook: A hands-on approach to engaging customers*. Chichester, West Sussex: Wiley. (VVF 1 pcs.)
8. Mangan, J., Lalwani, C. & Calatayud, A. (2021). *Global logistics and supply chain management* (4th ed.). Chichester, West Sussex: Wiley. (VVF 2 vnt.)
9. Pijl, P., Wijnen, R. & Lokitz, J. (2021). *Business model shifts: Six ways to create new value for customers*. Hoboken, New Jersey: John Wiley & Sons. (VVF 1 pcs.)
10. Portales, L. (2019). *Social innovation and social entrepreneurship: Fundamentals, concepts, and tools*. Cham, Switzerland : Palgrave Macmillan. (VVF 2 pcs.)
11. Robertson, M. (2021). *Sustainability principles and practice* (3rd ed). New York, NY: Routledge. (VVF 1 pcs., ATF 1 pcs.)
12. Tidd, J. & Bessant, J. (2021). *Managing innovation: Integrating technological, market and organizational change* (7th ed.). Hoboken, NJ: Wiley. (VVF 1 pcs.)
13. Trott, P. (2021). *Innovation management and new product development* (7th ed.). Harlow, United Kingdom: Pearson. (VVF 2 pcs.)
14. Wallace, D. P. (2020). *The sales executive handbook: 8 essential elements of sales management*. Wallace Management Group LLC. (VVF 2 pcs.)

### **Tourism. Hospitality.**

1. Boniface, B., Cooper, R. & Cooper, C. (2021). *Worldwide destinations: The geography of travel and tourism* (8th ed.). New York, NY: Routledge. (VVF 1 pcs.)
2. Busulwa, R., Evans, N., Oh, A. & Kang, M. (2021). *Hospitality management and digital transformation: Balancing efficiency, agility and guest experience in the era of disruption*. New York, NY: Routledge. (VVF 2 pcs.)
3. Edgell, D.L. (2020). *Managing sustainable tourism: A legacy for the future* (3rd ed.). New York, NY : Routledge. (VVF 2 pcs.)
4. Fennel, D.A. (2020). *Ecotourism* (5th ed.). New York, NY: Routledge. (VVF 1 pcs.)
5. George, R. (2021). *Marketing tourism and hospitality: Concepts and cases*. Switzerland: Palgrave Macmillan. (VVF 2 pcs.)

6. Gerritsen, D. & Olderen, R. (2020). *Events as a strategic marketing tool* (2nd ed.). Boston, MA, USA: CABI International. (VVF 1 pcs.)
7. Horner, S. & Swarbrooke, J. (2021). *Consumer behaviour in tourism* (4th ed.). New York, NY: Routledge. (VVF 1 pcs.)
8. Johnston, R., Shulver, M., Slack, N. & Clark, G. (2021). *Service operations management* (5th ed.). Harlow, United Kingdom: Pearson, 2021. (VVF 1 pcs.)
9. Mason, P. (2021). *Tourism impacts, planning and management* (4th ed.). New York, NY: Routledge. (VVF 2 pcs.)
10. Ratten, V., Braga, V., Alvarez-Garcia, J. & Rio-Rama, M. (2020). *Tourism innovation: Technology, sustainability and creativity*. Abingdon, Oxon: Routledge. (VVF 2 pcs.)
11. Slocum, S.L. & McMahon, K. (2020). *The business of sustainable tourism development and management*. New York, NY : Routledge. (VVF 2 pcs.)
12. Szende, P., Dalton, A.N. & Yoo, M. (2021). *Operations management in the hospitality industry*. Wagon Lane, Bingley, UK: Emerald Publishing. (VVF 1 pcs.)
13. Ratten, V. & Merkle, T. (ed.). (2020). *Tourism, hospitality and digital transformation: Strategic management aspects*. Abingdon, Oxon; New York, NY: Routledge. (VVF 2 pcs.).