

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

June - August 2021

## **Psychology. Creativity.**

1. *NLP self mastery: 12 book mega bundle: re-program your habits, persuade & influence others, increase.* (2019). Modern Psychology Publishing. (VVF 2 pcs.)
2. Travis, B. (2019). *Influence the psychology of persuasion: how to use psychology to positively influence human behavior. Proven strategies to make your pitch, get others to do what you want with Power of persuasion.* Brandon Travis. (VVF 2 pcs.)
3. Vaughn, L. (2nd ed.). (2021). *Concise guide to critical thinking.* New York, NY: Oxford University Press. (VVF 2 pcs.)

## **Marketing. Advertising.**

1. Baines, P., Whitehouse, S., Rosengren, S., & Antonetti, P. (2nd ed.). (2021). *Fundamentals of marketing.* Oxford, United Kingdom: Oxford University Press. (VVF 1 pcs.)
2. Beverland, M. (2nd ed.). (2021). *Brand management: co-creating meaningful brands.* London: SAGE Publications. (VVF 2 pcs.)
3. Burgess, C. & Burgess, M. (2020). *The new marketing: how to win in the digital age.* London: SAGE Publications. (VVF 2 pcs.)
4. Ewel, J. (2021). *The 6 disciplines of agile marketing: proven practices for more effective marketing and better business results.* Hoboken, New Jersey: John Wiley & Sons. (VVF 1 pcs.)
5. Falls, J. (2021). *Winfluence: reframing influencer marketing to ignite your brand.* Irvine, CA: Entrepreneur Press. (VVF 2 pcs.)
6. Goodson, S. & Walker, C. (2021). *Activate brand purpose: how to harness the power of movements to transform your company.* London; New York, NY: Kogan Page Limited. (VVF 2 pcs.)
7. Grau, S. L. (2nd ed.). (2021). *Marketing for nonprofit organizations: insights and innovations.* New York, NY: Oxford University Press. (VVF 2 pcs.)
8. Hackley, C. & Hackley, R. A. (5th ed.). (2021). *Advertising and promotion.* London: SAGE Publications. (VVF 2 pcs.)
9. Kotler, P., Kartajaya, H. & Setiawan, I. (2021). *Marketing 5.0: technology for humanity.* Hoboken, New Jersey: John Wiley & Sons. (VVF 1 pcs.)
10. Lalaounis, S. T. (2021). *Strategic brand management and development: creating and marketing successful brands.* Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
11. Masterson, R., Phillips, N. & Pickton, D. (5th ed.). (2021). *Marketing: an introduction.* London: SAGE Publications. (VVF 2 pcs.)
12. Percy, L. & Rosenbaum-Elliott, R. (6th ed.). (2021). *Strategic advertising management.* Oxford, United Kingdom: Oxford University Press. (VVF 2 pcs.)
13. Perreault, W. D., Cannon, J. P. & McCarthy, E. J. (17th ed.). (2021). *Essentials of marketing: a marketing strategy planning approach.* New York, NY: McGraw-Hill Education. (VVF 2 pcs.)

14. Rajamannar, R. (2021). *Quantum marketing: mastering the new marketing mindset for tomorrow's consumers*. Nashville: HarperCollins Leadership. (VVF 1 pcs.)
15. Rodriguez, M. (2020). *Brand storytelling: put customers at the heart of your brand story*. London: KoganPage. (VVF 2 pcs.)
16. Smith, P. & Zook, Z. (7th ed.). (2020). *Marketing communications: integrating online and offline, customer engagement and digital technologies*. London; New York, NY: KoganPage. (VVF 2 pcs.)
17. Spiller, L. (5th ed.). (2020). *Direct, digital & data-driven marketing*. London: SAGE Publications. (VVF 1 pcs.)

## **Management**

1. Adler, R. B., Rodman, G. & Du Pré, A. (14th ed.). (2020). *Understanding human communication*. New York, NY: Oxford University Press. (VVF 2 pcs.)
2. Chen, J. (2021). *Engaging virtual meetings: openers, games, and activities for communication, morale, and trust*. Hoboken, New Jersey: John Wiley & Sons. (VVF 1 pcs.)
3. Ruck, K. (Ed.). (4th ed.). (2020). *Exploring internal communication: towards informed employee voice*. Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs., EKF 1 pcs.)

## **Business.**

1. Hair, J., Anderson, R., Mehta, R. & Babin, B. (2nd ed.). (2020). *Sales force management*. Hoboken, New Jersey: Wiley. (VVF 1 pcs.)
2. Rudd, J. (2020). *Health and safety in logistics: assessing and avoiding risk in warehousing and transportation*. London: KoganPage. (VVF 1 pcs.)
3. Sarder, M. (2021). *Logistics transportation systems*. Amsterdam, Netherlands: Elsevier. (VVF 2 pcs.)
4. Wallace, D. P. (2020). *The sales executive handbook: 8 essential elements of sales management*. Wallace Management Group LLC. (VVF 1 pcs.)

## **Tourism**

1. Antchak, V. & Ramsbottom, O. (2020). *The fundamentals of event design*. Abingdon, Oxon; New York, NY: Routledge. (VVF 2 pcs.)
2. Bryson, J. R., Sundbo, J., Fuglsang, L. & Daniels, P. (2020). *Service management : theory and practice*. Cham, Switzerland: Palgrave Macmillan. (VVF 2 pcs.)
3. 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*. Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
4. Chodor, B. & Cyranski, G. (2021). *Transitioning to virtual and hybrid events: how to create, adapt, and market an engaging online experience*. Hoboken, New Jersey: John Wiley & Sons. (VVF 2 pcs.)
5. Edgell, D. L. (3th ed.). (2020). *Managing sustainable tourism: a legacy for the future*. Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
6. Evans, N. (3th ed.). (2020). *Strategic management for tourism, hospitality and events*. Abingdon, Oxon; New York, NY: Routledge. (VVF 2 pcs.)

7. Ivanova, M., Ivanov, S. & Magnini, V. P. (2020). *The Routledge handbook of hotel chain management*. Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
8. Yadav, M. K. (2020). *Food and beverage services & operations*. New Delhi, India: I.K. International Pvt. Ltd.. (VVF 1 pcs.)
9. Koc, E. (2021). *Cross-cultural aspects of tourism and hospitality: a services marketing and management perspective*. Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
10. Salama, M. (2021). *Event project management: principles, technology and innovation*. Wolvercote, Oxford: Goodfellow Publishers Ltd. (VVF 1 pcs.)
11. Slocum, S. L., Aidoo, A. & McMahon, K. (2020). *The business of sustainable tourism development and management*. Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)