

**NEW BOOKS RECEIVED BY
THE LIBRARY OF THE FACULTY OF BUSINESS MANAGEMENT**

November - December 2021

Psychology. Sociology.

1. Bulger, C.A., Schultz, D. P. & Schultz, S.E. (2021). *Psychology and work today* (11th ed.). New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
2. Giddens, A. & Sutton, P.W. (2021). *Essential concepts in sociology*. Medford, MA: Polity Press. (VVF 2 pcs.)
3. Giddens, A. & Sutton, P.W. (2021). *Sociology* (9th ed.). Medford, MA: Polity Press. (VVF 4 pcs.)

Marketing. Advertising. Public relations.

1. Herman, J., Butow, E. & Walker, C. (2021). *Instagram for business* (2nd ed.). Hoboken, NJ: John Wiley and Sons. (VVF 3 pcs.)
2. Holtzhausen, D., Fullerton, J.A., Lewis, B.K. & Shipka, D. (2021). *Principles of strategic communication*. New York, NY; Abingdon, OX: Routledge. (VVF 1 pcs.)
3. Kotler, P., Armstrong, G. & Opresnik, M.O. (2021). *Principles of marketing* (18th ed.). Harlow, United Kingdom: Pearson. (VVF 2 pcs.)
4. Li, Q. (2021). *Immersive communication: The communication paradigm of the third media age*. Abingdon, Oxon: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
5. Marsh, C., Guth, D.W. & Short B. P. (2021). *Strategic writing: Multimedia writing for public relations, advertising and more* (5th ed.). New York, NY: Routledge, Taylor & Francis Group. (VVF 2 pcs.)
6. Myers, C. (2021). *Public relations history: Theory, practice and profession*. New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
7. Smith, R.D. (2020). *Becoming a public relations writer: Strategic writing for emerging and established media* (6th ed.). New York, NY: Routledge. (VVF 1 pcs.)
8. Tiffany, J. (2021). *Marketing strategy: Overcome common pitfalls and create effective marketing*. London: Kogan Page. (VVF 2 pcs.)
9. Wimberly, C. (2021). *How propaganda became public relations: Foucault and the corporate government of the public*. New York, NY; Abingdon, Oxo: Routledge. (VVF 1 pcs.)

Management

1. Dahlman, S. & Heide, M. (2021). *Strategic internal communication: A practitioner's guide to implementing cutting-edge methods for improved workplace culture*. Abingdon, Oxon: Routledge, Taylor & Francis Group. (VVF 2 pcs.)
2. Heide, M. & Simonsson, C. (2019). *Internal crisis communication: Crisis awareness, leadership and coworkership*. Abingdon, Oxon: Routledge, Taylor & Francis Group. (VVF 1 pcs.)
3. Kahn, K. B. & Mohan, M. (2021). *Innovation and new product planning*. New York, NY: Routledge, Taylor & Francis Group. (VVF 2 pcs.)
4. Scandura, T.A. (2022). *Essentials of organizational behavior: An evidence-based approach* (3rd ed.) Thousand Oaks, California: SAGE Publications. (VVF 2 pcs.)

Business. Trade. Logistics.

1. Amlin, JP. (2016). *B2B professional sales: Theory, process, application, tools*. Tabanan: Independently published. (VVF 2 pcs.)
2. Bowersox, D. J., Closs, D. J., Cooper, M.B. & Bowersox, J. C. (2020). *Supply chain logistics management* (5th ed.). New York, NY: McGraw-Hill. (VVF 3 pcs.)
3. Czinkota, M. R., Ronkainen, I. A. & Gupta, S. (2021). *International business* (9th ed.). Cambridge, United Kingdom: Cambridge University Press. (VVF 2 pcs.)
4. Hill, C. W. L. (2021). *International business: Competing in the global marketplace* (13th ed.). New York, NY: McGraw-Hill. (VVF 2 pcs.)
5. Langley, C. J., Novack, R. A., Gibson B. J. & Coyle, J. J. (2021). *Supply chain management: A logistics perspective*. Boston, MA: Cengage. (VVF 2 pcs.)
6. Laudo, K.C. & Traver, C.G. (2021). *E-commerce 2020-2021: Business, technology and society* (16th ed.). Harlow, United Kingdom: Pearson. (VVF 3 pcs.)
7. Stokes, D. & Wilson, N. (2021). *Small business management and entrepreneurship*. Andover: Cengage. (VVF 1 pcs.)
8. Seyoum, B. (2022). *Export-import theory, practices, and procedures* (4th ed.). New York, NY: Routledge, Taylor & Francis Group. (VVF 1 pcs.)

Tourism. Hospitality

1. 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.)
2. Cooper, C. (2021). *Essentials of tourism* (3rd ed.). London: SAGE. (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. Reynolds, D., Rahman, I. & Barrows, C. (2021). *Introduction to hospitality management*. Hoboken, NJ: John Wiley & Sons, Inc. (VVF 1 pcs.)
12. Rogova, A. (2021). *Tourism economics: Book for students and businessmen*. Beau Bassin, Mauritius: LAP LAMBERT Academic Publishing. (VVF 1 pcs.)
13. Sharma, S. (2021). *Introduction to tourism*. New Delhi: SAGE Publications. (VVF 2 pcs.)
14. Slocum, S.L. & McMahon, K. (2020). *The business of sustainable tourism development and management*. New York, NY: Routledge. (VVF 2 pcs.)
15. Szende, P., Dalton, A.N. & Yoo, M. (2021). *Operations management in the hospitality industry*. Wagon Lane, Bingley, UK: Emerald Publishing. (VVF 1 pcs.)

16. Tajeddini, K., Ratten, V. & Merkle, T. (ed.). (2020). *Tourism, hospitality and digital transformation: Strategic management aspects*. Abingdon, Oxon; New York, NY: Routledge. (VVF 2 pcs.).

Accounting. Economics

1. Chishti, S. & Barberis, J. (ed.). (2016). *The FinTech book: The financial technology handbook for investors, entrepreneurs and visionaries*. Chichester, West Sussex: Wiley. (VVF 1 pvc.)