

**NEW BOOKS RECEIVED BY  
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**April 2022**

**Psychology. Sociology. Business ethics**

1. Ferrel, O.C., Fraedrich, J. & Ferrell, L. (2022). *Business ethics: Ethical decision making and cases* (13th ed.). Boston: Cengage. (VVF 1 pcs.)
2. Giddens, A. & Sutton, P. W. (2021). *Essential concepts in sociology* (3rd ed.). Cambridge: Polity Press. (VVF 3 pcs.)
3. Treviño, L. K. & Nelson, K. A. (2021.). *Managing business ethics: Straight talk about how to do it right* (8th ed.). Hoboken: Wiley. (VVF 2 pcs.)
4. Wernaart, B. (2021). *Ethics and business:A global introduction*. Utrecht: Noordhoff Uitgevers Groningen. (VVF 2 pcs., EKF 1 pcs.)

**Intercultural communication**

1. Conrad, R. (2019). *Culture hacks: Deciphering differences in American, Chinese, and Japanese thinking*. London: Lioncrest Publishing. (VVF 1 pcs.)
2. Gilardoni, D. (2017). *Decoding China: Cross-cultural strategies for successful business with the Chinese*. Helsinki: Itim International. (VVF 2 pcs.)
3. Lewis, R. D. (2018). *When cultures collide: Leading across cultures* (4th ed.). London: Nicholas Brealey Publishing. (VVF 2 pcs.)
4. Lewis, R. D. (2020). *Close encounters of a cultural kind: Lessons for business, negotiation and friendship*. London: Nicholas Brealey Publishing. (VVF 4 pcs.)
5. Ngyuen-Phuong-Mai, M. (2020). *Cross-cultural management: With insights from brain science*. New York: Routledge. (VVF 1 pcs.)

**Marketing. Advertising. Public relations**

1. Clow, K. & Baack, D. (2022). *Integrated advertising, promotion, and marketing communications* (9th ed.). Harlow: Pearson Education Limited. (VVF 2 pcs.)
2. Dahl, S. (2021). *Social media marketing: Theories & applications* (3rd ed.). London: SAGE Publications. (VVF 2 pcs.).
3. Dawes, J. (2021). *Marketing planning & strategy: A practical introduction*. London: SAGE. (VVF 2 pcs.)
4. Freberg, K. (2022). *Social media for strategic communication: Creative strategies and research-based applications* (2nd ed.). California: SAGE Publications. (VVF 2 pcs.)
5. Glenister, G. (2021). *Influencer marketing strategy: How to create successful influencer marketing*. London: Kogan Page. (VVF 1 pcs.)
6. Juska, J. M. (2022). *Integrated marketing communication: Advertising and promotion in a digital world* (2nd ed.). New York: Routledge. (VVF 1 pcs.)
7. Kingsnorth, S. (2022). *The digital marketing handbook: Deliver powerful digital campaigns*. London: Kogan Page. (VVF 2 pcs.)
8. Luttrell, R. (2022). *Social media: How to engage, share, and connect* (4th ed.). Lanham: Rowman & Littlefield. (VVF 2 pcs., MTF 1 pcs.)

9. Luttrell, R. M. & Capizzo, L. W. (2022). *Public relations campaigns: An integrated approach* (2nd ed.). Thousand Oaks: SAGE. (VVF 1 pcs.)
10. Mooij, M. (2022). *Global marketing & advertising: Understanding cultural paradoxes* (6th ed.). London: SAGE. (VVF 1 pcs.)
11. Jakob, F. (2022). *Paid attention: Innovative advertising for a digital world* (2nd ed.). London: Kogan Page. (VVF 1 pcs.)
12. Zahay, D., Roberts, M.L., Parker, J. M., Barker, M. S. & Barker, D. I. (2023). *Social media marketing: A strategic approach* (3rd ed.). Boston: Cengage. (VVF 1 pcs.)

### **Management**

1. Clegg, S. R., Pitsis, T.S. & Mount, M. (2022). *Managing and organizations: An introduction to theory and practice* (6th ed.). London: SAGE. (VVF 2 pcs.)
2. Dess, G. G., McNamara, G., Eisner, A. & Lee, S-H. (2021). *Strategic management: Text et cases* (10th ed.). New York: McGraw-Hill. (VVF 1 pcs.)
3. Ferinand, N. & Kirchin, P.J. (2022). *Events management: An international approach* (3rd ed.). London: SAGE. (VVF 2 pcs.)
4. Griffin, R. W. (2022). *Management* (13th ed.). Boston: Cengage. (VVF 2 pcs.)
5. Martin, M. & Whiting, F. (2021). *Human resource practice* (8th ed.). London, United Kingdom: Kogan Page Limited. (VVF 2 pcs.)
6. Perkin, N. & Abraham, P. (2021). *Building the agile business through digital transformation* (2nd ed.). London: Kogan Page Limited. (VVF 4 pcs.)
7. Rayman-Bacchus, L. & Walsh, P.R. (2021). *Corporate responsibility and sustainable development: An integrative perspective*. Abingdon: Routledge. (VVF 1 pcs.)

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

1. Clegg, S. R., Skyttermoen, T. & Vaagaasar, A. L. (2021). *Project management: A value creation approach*. London: SAGE Publications. (VVF 2 pcs.)
2. Crawford, M. & Di Benedetto, A. (2021). *New products management* (12th ed.). New York: McGraw-Hill Education. (VVF 1 pcs.)
3. DeLisi, R. & Michaeli, D. (2021). *Digital customer service: Transforming customer experience for anon-screen world*. Hoboken: Wiley. (VVF 2 pcs.)
4. East, R., Singh, J., Wright, M., Vanhuele, M. (2022). *Consumer behaviour: Applications in marketing* (4th ed.). London: SAGE. (VVF 2 pcs.)
5. Johnston, R., Shulver, M., Slack, N. & Clark, G. (2021). *Service operations management* (5th ed.). Harlow: Pearson. (VVF 2 pcs.)
6. Meredith, J. R. & Shafer, S. M.(2022). *Project management: A strategic managerial approach* (11th ed.). Hoboken: Wiley. (VVF 2 pcs.)
7. Nieto-Rodrigues, A. (2021). *Harvard business review project management handbook: How to launch, lead, and sponsor successful projects*. Boston: Harvard Business Review Press. (VVF 3 pcs.)
8. Project Management Institute. (2021). *The standard for project management and a guide to the project management body of knowledge (PMBOK guide)* (7th ed.). Newtown Square: Project Management Institute. (VVF 2 pcs.)
9. Richards, G. (2022). *Warehouse management: The definitive guide to improving efficiency and minimizing costs in the modern warehouse* (4th ed.). London: Kogan Page . (VVF 2 pcs.)
10. Rushton, A., Croucher, P. & Baker, P. (2022). *The handbook of logistics and distribution management: Understanding the supply chain*. London: Kogan Page. (VVF 2 pcs.)

11. Spiller, L. (2022). *Selling & sales management: Developing skills for success*. London: SAGE. (VVF 2 pcs.)

### **Tourism**

1. Chen, Y. (2021). *Economics of tourism and hospitality: A micro approach*. Abingdon: Routledge. (VVF 1 pcs.)
2. Dileep, M. R. & Kurien, A. (2022). *Air transport and tourism: Interrelationship, operations and strategies*. Abingdon: Routledge. (VVF 1 pcs.)
3. Kolb, B. M. (2022). *Event management for the tourism and hospitality industries*. Abingdon: Routledge. (VVF 1 pcs.)
4. Lohmann, G. & Netto, A. P. (2022). *Tourism theory: Concepts, models and systems*. Wallingford: CAB International. (VVF 1 pcs.)
5. Magius Møgelhøj, H. (2021). *Overtourism: The role of effective destination management*. New York: Business Expert Press. (VVF 1 pcs.)