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November 2022

Psychology. Intercultural communication

1. Holtbrügge, D. (2022). *Intercultural management: Concepts, practice, critical reflection*. London: SAGE. (VVF 3 pcs.)
2. Rothmann, S. & Cooper, C. L. (2022). *Work and organizational psychology* (3rd ed.). Abingdon: Routledge. (VVF 2 pcs.)
3. Spector, P. E. (2021). *Industrial and organizational psychology: Research and practice* (8th ed.). Hoboken: Wiley. (VVF 2 pcs.)
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Marketing

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2. Brown, D. M. & Thompson, A. (2023). *Essentials of marketing: Theory and practice for a marketing career*. Abingdon: Routledge. (VVF 2 pcs.)
3. Chaffey, D. & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Harlow: Pearson Education Limited. (VVF 2 pcs.)
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8. Perkin, N. (2022). *Agile marketing: Unlock adaptive and data-driven marketing for long-term success*. London: KoganPage. (VVF 2 pcs.)
9. Roetzer, P. & Kaput, M. (2022). *Marketing artificial intelligence: AI, marketing, and the future of business*. Dallas: Matt Holt Books. (VVF 1 pcs.)
10. Solomon, M. R., Marshall, G. W. & Stuart, E. W. (2023). *Marketing: Real people, real choices* (11th ed.). Harlow: Pearson. (VVF 1 pcs.)
11. Szmigin, I. & Piacentini, M. (2022). *Consumer behaviour* (3rd ed.). Oxford: Oxford University Press. (VVF 2 pcs.)
12. West, D., Ford, J., Ibrahim, E., Montecchi, M. (2022). *Strategic marketing: Creating competitive advantage* (4th ed.). Oxford: Oxford University Press. (VVF 2 pcs.)

Advertising. Public relations.

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3. Hanson, R. E. (2022). *Mass communication: Living in a media world* (8th ed.). Thousand Oaks: SAGE. (VVF 2 pcs.)
4. Sipos, D. (2021). *Digital personal branding: The essential guide to online personal branding in the digital age*. [Publikavimo vieta nenustatyta]: Amazon Digital Services. (VVF 1 pcs., MTF 1 pcs.)

Management

1. Ackroyd, S. & Thompson, P. (2022). *Organisational misbehaviour* (2nd ed.). London: SAGE. (VVF 2 pcs.)
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4. Kolb, B. M. (2022). *Event management for the tourism and hospitality industries*. Abingdon: Routledge. (VVF 2 pcs.)
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6. „Shawn“ Lee, S. & Goldblatt, J. (2020). *Special events: The brave new world for bolder and better live events* (8th ed.). Hoboken: Wiley. (VVF 1 pcs.)
7. Szende, P., Bagnera, S. M. & Cole, D. C. (2020). *Human resource management in hospitality cases*. Abingdon: Routledge. (VVF 2 pcs.)
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