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October - November 2023

Research methods

1. Clark, T., Foster, L., Sloan, L. & Bryman, A. (2021). *Bryman's social research methods* (6th ed.). Oxford: Oxford University Press. (VVF 1 pcs.)
2. Denscombe, M. (2021). *The good research guide: For small scale social research projects* (17th ed.). London: Open University Press. (VVF 1 pcs.)
3. Pajo, B. (2023). *Introduction to research methods: A hands-on approach* (2nd ed.). California: Sage. (VVF 1 pcs.)
4. Walliman, N. (2022). *Research methods: The basics* (3rd ed.). Abingdon: Routledge. (VVF 2 pcs.)

Marketing

1. Chakravorti, S. (2023). *Customer relationship management: A global approach*. London: SAGE. (VVF 2 pcs.)
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3. Falkheimer, J. & Heide, M. (2023). *Strategic communication: An introduction to theory and global practice* (2nd ed.). Abingdon: Routledge. (VVF 2 pcs., EKF 1 pcs.)
4. Fotiadis, T., Lingreen, A., Siomkos, G. J., Öberg, C. & Folinias, D. (2023). *Industrial marketing*. London: SAGE. (VVF 1 pcs.)
5. Kotler, P., Armstrong, G. & Balasubramanian, S. (2024). *Principles of marketing* (19th ed.). Harlow: Pearson. (VVF 2 pcs.)
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3. Skees, S. (2023). *Purposeful brands: How purpose and sustainability drive brand value and positive change*. London: Kogan Page. (VVF 2 vnt.)

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6. Nerstad, C. G. L., Seljeseth, I. M., Richardsen, A. M., Cooper, C. L., Dewe, P. J. & O'Driscoll, M. (2023). *Organizational stress: A review and critique of theory, research, and applications* (2nd ed.). London: SAGE. (VVF 2 pcs.)
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