

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

**September 2023**

**Psychology.**

1. Clear, J. (2022). *Atomic habits: An easy and proven way to build good habits and break old ones: Tiny changes, remarkable results*. London: Cornerstone Press. (VVF 1 pcs.)
2. Duckworth, A. (2018). *Grit: The power of passion and perseverance*. New York: Scribner. (VVF 2 pcs.)
3. Dweck, C. S. (2017). *Mindset: Changing the way you think to fulfil your potential*. London: Robinson. (VVF 1 pcs.)
4. Griffiths, C., Costi, M. & Medlicott, C. (2022). *The creative thinking handbook: Your step-by-step guide to problem solving in business* (2nd ed.). London: Kogan Page. (VVF 2 pcs.)

**Management**

1. Dionisio, C. S. (2023). *Hybrid project management*. Hoboken: Wiley. (VVF 2 pcs.)
2. Farque, P. (2023). *The successful hybrid team: What the best hybrid teams know about culture that others don't (but wish they did)*. Chichester: Wiley. (VVF 2 pcs.)
3. Gates, S. (2023). *The negotiation book: Your definitive guide to successful negotiating* (3rd ed.). Hoboken: Wiley. (VVF 2 pcs.)
4. Nicholls, T. (2023). *Managing change in organizations: Develop your employees for business transformation*. London: KoganPage. (VVF 2 pcs.)

**Marketing. Media.**

1. Alfonso, D. (2022). *The Martech handbook: Build a technology stack to attract and retain customers*. London: Kogan Page. (VVF 2 pcs.)
2. Cattaneo, E. (Eds.).(2023). *Managing luxury brands: A complete guide to contemporary luxury brand strategies*. London: Kogan Page. (VVF 1 pcs.)
3. Coleman, A. (2023). *Everyday communication strategies: Manage common issues to prevent a crisis and protect your brand*. London: KoganPage. (VVF 2 pcs.)
4. Daykin, J. (2022). *Inclusive marketing: Why representation matters to your customers and your brand*. London: Kogan Page. (VVF 2 pcs.)
5. Egan, J. (2023). *Marketing communications* (4th ed.). London: SAGE. (VVF 2 pcs.)
6. Knight, H. & Vorster, L. (2023). *Digital marketing in practice: Design, implement and measure effective campaigns*. London: Kogan Page. (VVF 1 pcs.)
7. Kotabe, M. & Helsen, K. (2023). *Global marketing management* (9th ed.). Hoboken: Wiley. (VVF 1 pcs.)
8. Lindgren, S. (2022). *Digital media & society* (2nd ed.). London: Sage. (VVF 2 pcs., MTF 1 pcs.)
9. Tuten, T. L. (2024). *Principles of marketing for a digital age* (2nd ed.). London: SAGE. (VVF 2 pcs.)
10. Turow, J. (2023). *Media today: Mass communication in a converging world* (8th ed.). New York: Routledge. (VVF 2 pcs.)

## **Business**

1. Bladen, C., Kennell, J. Abson, E. & Wilde, N. (2023). *Events management: An introduction* (3rd ed.). Abingdon: Routledge. (VVF 2 pcs.)
2. Buckley, P. J., Enderwick, P. & Voss, H. (Eds.). (2022). *International business* (2nd ed.). Oxford: Oxford University Press. (VVF 2 pcs., EKF 1 pcs.)
3. Dowson, R., Albert, B. & Lomax, D. (2023). *Event planning and management: Principles, planning and practice* (3rd ed.). London: Kogan Page. (VVF 3 pcs.)
4. George, D. & Mallery, P. (2022). *IBM SPSS statistics 27 step by step: A simple guide and reference* (17th ed.). New York: Routledge. (VVF 2 pcs.)
5. Hughes, T. (2022). *Social selling: Techniques to influence buyers and changemakers*. London: Kogan Page. (VVF 2 pcs.)
6. Lee, S. & Goldblatt, J. (2020). *Special events: The brave new world for bolder and better live events* (8th ed.). Hoboken: Wiley. (VVF 4 pcs.)
7. Manner-Bell, J. & Lyon, K. (2023). *Logistics and supply chain innovation: A practical guide to disruptive technologies and new business models* (2nd ed.). London: Kogan Page. (VVF 2 pcs.)
8. Michael, J. & Nimchinski, J. (2023). *Reinventing virtual events: How to turn ghost webinars into hybrid go-to-market simulations that drive explosive attendance*. Hoboken: Wiley. (VVF 2 pcs.)

## **Tourism. Hospitality**

1. Berners, P. & Martin, A. (2023). *The practical guide to achieving customer satisfaction in events and hotels*. Abingdon: Routledge. (VVF 2 pcs.)
2. Cooper, C. (2022). *Essentials of tourism* (4th ed.). London: Sage. (VVF 2 pcs.)
3. Holloway, J. C. & Humphreys, C. (2022). *The business of tourism* (12th ed.). London: SAGE. (VVF 2 pcs.)
4. Inkson, C. & Minnaert, L. (2022). *Tourism management: An introduction* (3rd ed.). London: SAGE. (VVF 3 pcs.)
5. Roberts, D. (2022). *Hotel revenue management: The post-pandemic evolution to revenue strategy*. New York: Business Expert Press. (VVF 2 pcs.)
6. Smith, M. K. & Puczkó, L. (Eds.). (2022). *The Routledge handbook of health tourism*. Abingdon: Routledge. (VVF 2 pcs.)
7. Vorobjovas, M. (2023). *The art of Vilnius: Photographs by Jan Bulhak and contemporary photographers*. Vilnius: R. Paknio leidykla. (VVF 1 pcs.)

## **Higher Education. Public speaking**

1. Bowden, M. (2023). *How to present: The ultimate guide to presenting live and online* (2nd ed.). Richmond: Wiley. (VVF 3 pcs.)
2. Kriauciūnienė, R. & Arcimavičienė, L. (2023). *English for academic purposes and research (C1)*. Vilnius: Vilnius University Press. (VVF 2 pcs., EIF 2 pcs., PDF 2 pcs., SPF 2 pcs.)