

**NEW BOOKS RECEIVED BY  
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**January - February 2024**

**Marketing**

1. Armstrong, G. M., Kotler, P., & Opresnik, M. O. (2023). *Marketing: An introduction* (15th ed., Global ed.). Harlow: Pearson. (VVF 3 pcs.)
2. Fill, C., & Turnbull, S. (2023). *Marketing communications: Fame, influencers and agility* (9th ed.). Harlow: Pearson. (VVF 2 pcs.)
3. Yildirim, G., & Kübler R. (2023). *Applied marketing analytics using R*. London: SAGE. (VVF 1 pcs.)
4. Martin, J., & Blythe, J. (2023). *Essentials of marketing* (8th ed.). Harlow: Pearson. (VVF 2 pcs.)
5. Rose, R. (2023). *Content marketing strategy: How to harness the power of your brand's voice*. London: Kogan Page. (VVF 2 pcs.)

**Public relations. Brand**

1. Cushion, S. (2024). *Beyond mainstream media: Alternative media and the future of journalism*. Abingdon: Routledge. (VVF 1 pcs.)
2. Melewar, T.C., Dennis C., & Foroudi. P. (Eds.). (2022). *Building corporate identity, image and reputation in the digital era*. Abingdon: Routledge. (VVF 2 pcs.)
3. Michael, L. (2023). *Brand love: Building strong consumer-brand connections*. London: KoganPage. (VVF 3 pcs.)
4. Tombleson, B., & Wolf, K. (2023). *Digital storytelling for brands*. London: SAGE. (VVF 2 pcs.)
5. Wade, A. (2023). *Transforming the B2B buyer journey: Maximize brand value, improve conversion rates and build loyalty*. London: Kogan Page.(VVF 2 pcs.)
6. Wheeler, J. (2023). *The digital-first customer experience: Seven design strategies from the world's leading brands*. London: KoganPage. (VVF 2 pcs.)

**Management**

1. Bates, P., & Patel, A. (2023). *Building a culture of inclusivity: Effective internal communication for diversity, equity and inclusion*. London: KoganPage. (VVF 2 pcs.)
2. Edwards, A., Edwards, C. C., Wahl, S. T., & Myers, S. A. (2024). *The communication age: Connecting and engaging* (4th ed.). Thousand Oaks: SAGE Publications. (VVF 1 pcs.)
3. Kaim, P. (2024). *Internal audit leadership: Elevating the internal audit function to accelerate value*. New York: Routledge. (VVF 1 pcs.)
4. Mullarkey, N. (2023). *In the moment: Build your confidence, communication and creativity at work*. London: Kogan Page. (VVF 2 pcs.)

5. Whitter, B. (2023). *Employee experience strategy: Design an effective EX strategy to improve employee performance and drive business results*. London: Kogan Page Limited. (VVF 2 pcs.)

### **Business.**

1. Campbell, K. (2023). *E-commerce growth strategy: A brand-driven approach to attract shoppers, build community and retain customers*. London: Kogan Page. (VVF 1 pcs.)
2. Chandler, D. (2023). *Strategic corporate social responsibility: Sustainable value creation* (6th ed.). Thousand Oaks: SAGE Publications. (VVF 1 pcs.)
3. Evans, V. (2022). *The Financial Times essential guide to writing a business plan: How to win backing to start up or grow your business* (3rd ed.). Harlow: Pearson. (VVF 5 pcs.)
4. Laudon, K. C., & Traver, C. G. (2024). *E-commerce 2023-2024: Business, technology, society* (18th ed., global ed.). Harlow: Pearson. (VVF 3 pcs., EKF 1 pcs.)
5. O'Brien, J. (2022). *Supplier relationship management: Unlocking the value in your supply base* (3rd ed.). London: KoganPage. (VVF 4 pcs.)
6. Warren, C. T. (2024). *Selling services: The ABC of professional selling*. New York: Routledge. (VVF 1 pcs.)

### **Economics.**

1. Burda, Michael C., & Wyplosz, Charles. (2022). *Macroeconomics: A European text* (8th ed.). Oxford: Oxford University Press. (VVF 1 pcs.)
2. Dadakhanovna Akhrorova, A., Berdieva, N., Bičkauskė, D., Jumaboevich Boboev, F., Borblik, K., Burak, P., Filipishyna, K., Filipishyna, L., Garibmamadov, D., Gonchar, V., Gorokhova, T., Havrylenko, N., Hryshyna, L., Iefimova, G., Yusupova, G., Kalinin, O., Khadzhyanova, O., Kodirov, F., Komilova, M., ... Žemeckė, A. (2022). *Digital technologies in the contemporary economy: Collective monograph*. Vilnius: Mykolas Romeris University. (VVF 1 pcs., EKF 1 pcs.)
3. Stevenson, B., & Wolfers, J. (2023). *Principles of macroeconomics* (2nd ed.). New York: Worth Publishers. (VVF 2 pcs.)
4. Stevenson, B., & Wolfers, J. (2023). *Principles of microeconomics* (2nd ed.). New York: Worth Publishers. (VVF 2 pcs.)

### **Tourism.**

1. Bowdin, G. A.J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2024). *Events management* (4th ed.). Abingdon: Routledge. (VVF 2 pcs.)
2. Morriso, A. M. (2024). *Marketing and managing tourism destinations* (3rd ed.). Abingdon: Routledge. (VVF 2 pcs.)