

**NEW BOOKS RECEIVED BY
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November 2024

Psychology. Sociology.

1. Browaeys, M.-J., & Price, R.. (2024). *Understanding cross-cultural management* (5th ed.). Pearson. (VVF 2 pcs.)
2. Goleman, D., & Cherniss, C. (2024). *Optimal: how to sustain excellence every day*. Penguin Business. (VVF 1 pcs.)
3. Goller, I., & Bessant, J. R. (2024). *Creativity for innovation management: tools and techniques for creative thinking in practice* (2nd ed.). Routledge, Taylor & Francis Group. (VVF 2 pcs.)
4. Jacoby, A. (2024). *Born to create: how creativity sparks connection, innovation, and belonging in our new world of work*. Fast Company Press. (VVF 1 pcs.)

Management

1. Clark, D. (2024). *Artificial intelligence for learning: using AI and generative AI to support learner development* (2nd ed.). Kogan Page. (VVF 1 pcs.)
2. Dessler, G. (2024). *Human resource management* (17th ed.). Pearson. (VVF 2 pcs.)
3. Franklin, A. L., & Raadschelders, J. C.N. (2023). *Introduction to governance, government and public administration*. Palgrave Macmillan. (VVF 1 pcs.)
4. Miller, R. (2024). *Internal communication strategy: design, develop and transform your organizational communication*. Kogan Page. (VVF 3 pcs.)
5. Zytynik, M. (2024). *Internal communication in the age of artificial intelligence*. Business Expert Press. (VVF 2 pcs.)

Marketing

1. Hooley, G. J., Nicoulaud, B., Rudd, J. M., & Lee, N. (2024). *Marketing strategy and competitive positioning* (8th ed.). Pearson. (VVF 2 pcs.)
2. Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2024). *Marketing management* (5th ed.). Pearson. (VVF 4 pcs.)
3. Minsky, L., Westwater, S., Westwater S., & Fahey, C. (2024). *Voice marketing: harnessing the power of conversational AI to drive customer engagement*. Rowman & Littlefield Publishing Group, Inc. (VVF 2 pcs.)
4. Quesenberry, K. A. (2025). *Social media strategy: marketing, advertising, and public relations in the consumer revolution* (4th ed.). Rowman & Littlefield Publishing Group, Inc. (VVF 2 pcs.)
5. Solomon, M. R., & Russell, C. A. (2024). *Consumer behavior: buying, having, and being* (14th ed.). Pearson. (VVF 2 pcs.)

Business

1. Chaffey, D., Arturi, T., & Edmundson-Bird, D. (2024). *Digital business and e-commerce management* (8th ed.). Pearson. (VVF 2 pcs.)
2. Hanlon, A. (2024). *Digital business: strategy, management & transformation*. Sage. (VVF pcs.)
3. Hugos, M. H. (2024). *Essentials of supply chain management* (5th ed.). John Wiley & Sons Inc. (VVF 3 pcs.)
4. Mawson, S., & Casulli, L. (2024). *Entrepreneurial thinking: mindset in action*. Sage. (VVF 1 pcs.)
5. Rasche, A., Morsing, M., Moon, J., & Kourula, A. (2024). *Corporate sustainability: managing responsible business in a globalised world* (2nd ed.). Cambridge University Press. (VVF 2 pcs.)
6. Rogers, T., & Wynn-Moylan, P. (2023). *Conferences and conventions: a global industry* (4th ed.). Routledge, Taylor & Francis Group. (VVF 3 pcs.)
7. Tse, T. C. M. (2024). *Corporate finance: the basics* (2nd ed.). Routledge, Taylor & Francis Group. (VVF 2 pcs.)
8. Velu, C. (2024). *Business model innovation: a blueprint for strategic change*. Cambridge University Press. (VVF 2 pcs.)
9. Wild, J. J., & Wild, K. L. (2024). *International business: the challenges of globalization* (10th ed.). Pearson. (VVF 1 pcs., EKF 1 pcs.)
10. Wild, J. J., & Wild, K. L. (2024). *International business: the challenges of globalization* (10th ed.). Pearson. (VVF 1 pcs., EKF 1 pcs.)

Advertising. Public relations.

1. Bernays, E. L. (2024). *Propaganda*. The Lost Book Project. (VVF 2 pcs.)
2. Beverland, M., & Cankurtaran, P. (2024). *Brand management: co-creating meaningful brands* (3rd ed.). Sage. (VVF 4 pcs.)
3. Goncalves G., & Oliveira, E. (Eds.). (2023). *The Routledge handbook of nonprofit communication*. Routledge, Taylor & Francis Group. (VVF 2 pcs.)
4. Yesiloglu, S., & Costello, J. (2023). *Advertising in the digital age: theories & practices*. Sage. (VVF 2 pcs.)
5. Laskin, A. V. (2024). *Organizational reputation management: a strategic public relations perspective*. Wiley Blackwell. (VVF 2 pcs.)
6. Singh, J., & Shukla, P. (2024). *Brand management: principles and applications for effective branding*. Kogan Page. (VVF 2 pcs.)

Tourism

1. Nicholson, B. (2024). *Taste Lithuania*. Beatos virtuvė. (VVF 1 pcs., ATF 1 pcs.)