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September 2024

Psychology.

1. Babbie, E., Wagner III, W. E. & Zaino, J. (2023). *Adventures in social research: Data analysis using IBM® SPSS® statistics* (11th ed.). SAGE. (VVF 1 pcs.)
2. Dean, L. & Cousans, F. (2024). *Work psychology: The basics*. Routledge, Taylor & Francis Group. (VVF 2 pcs.)
3. Huang, H. (2023). *Consumer psychology: Theories & applications*. SAGE. (VVF 1 pcs.)
4. Peeters, M., de Jonge, J. & Taris, T. (Eds.). (2024). *An introduction to contemporary work psychology* (2nd ed.). Wiley Blackwell. (VVF 1 pcs.)
5. Sawyer, R. K. & Henriksen, D. (2024). *Explaining creativity: The science of human innovation* (3rd ed.). Oxford University Press. (VVF 1 pcs.)
6. Smith, A. (2023). *Practical appreciative inquiry: How to use this leading-edge coaching method confidently with teams and small groups*. Coaching Leaders. (VVF 1 pcs.)
7. Wolpert, J. (2024). *The two but rule: Turning negative thinking into positive solutions*. Wiley. (VVF 1 pcs.)

Marketing. Public relations.

1. Brennan, R., Canning, L. & McGrath, H. (2024). *Business-to-business marketing*. Sage. (VVF 2 pcs.)
2. Cornelissen, J. (2023). *Corporate communication: A guide to theory and practice* (7th ed.). Sage. (VVF 2 pcs., EKF 1 pcs.)
3. Gbadamosi, A. (2024). *Consumer behaviour and digital transformation*. Routledge, Taylor & Francis Group. (VVF 2 pcs.)
4. Kotler, P., Kartajaya, H. & Setiawan, I. (2024). *Marketing 6.0: the future is immersive*. John Wiley & Sons. (VVF 2 pcs.)
5. Prior, D. D., Buttle, F. & Maklan, S. (2024). *Customer relationship management: Concepts, applications, and technologies* (5th ed.). Routledge, Taylor & Francis Group. (VVF 2 pcs.)
6. Smith, PER & Zook, Z. (2024). *Marketing communications: Integrating online and offline, customer engagement and digital technologies* (8th ed.). KoganPage. (VVF 3 pcs.)
7. Smudde, P. M. (2023). *Managing public relations: Business principles and tools for strategic communication* (2nd ed.). Routledge, Taylor & Francis Group. (VVF 2 pcs.)
8. Tuten, T. L. (2024). *Social media marketing* (5th ed.). Sage. (VVF 3 pcs.)

Management.

9. Anderson, D. L. (2024). *Organization development: The process of leading organizational change* (6th ed.). Sage. (VVF 1 pcs.)
10. Sveningsson, S. & Sörgärde, N. (2023). *Managing change in organizations* (2nd ed.). Sage. (VVF 2 pcs.)

Business.

1. Becker, C. U. (2024). *Business ethics: Methods, theories, and application*. Routledge, Taylor & Francis Group. (VVF 2 pcs.)
2. Sali, R. & Schwerdt, B. (2024). *How to build a billion dollar business: On purpose, for profit, with passion*. John Wiley & Sons. (VVF 1 pcs.)
3. Savur, S. G. (2024). *Business ethics: The sustainable & responsible way*. Sage. (VVF 2 pcs., EKF 1 pcs.)
4. Žilienė, R., Skarbalė, J. ir Šneiderienė, A. (2023). *Sustainable green growth: Essentials for youth: textbook-educational information pack*. Klaipėdos universiteto leidykla. (VVF 2 pcs.)
5. Žilienė, R., Skarbalė, J. ir Šneiderienė, A. (2023). *Sustainable blue growth: Essentials for youth: textbook-educational information pack*. Klaipėdos universiteto leidykla. (VVF 1 pcs.)