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June 2025

Sociology

1. Giddens, A. (2024). *Introduction to sociology* (13th ed.). W. W. Norton & Company, Inc. (VVF 1 pcs.)

Management

1. Clegg, S. R., Pitsis, T., & Mount, M. (2025). *Managing and organizations: An introduction to theory and practice* (7th ed.). Sage. (VVF 2 pcs.)
2. Jensen, K. (2025). *The elements of negotiation: 103 tactics for everyone to win in each deal*. Wiley. (VVF 1 pcs.)
3. Seemiller, C., & Grace, M. (2025). *Generations in the world of work*. Routledge. (VVF 1 pcs.)
4. Walsh, D. (2025). *Making lean and continuous improvement work: A leaders guide to increasing consistency and getting significantly more done in less time*. Routledge. (VVF 2 pcs.)

Marketing. Public relations

1. Bivins, T. H. (2023). *Mixed media: Moral distinctions in advertising, public relations, and journalism*. (4th edition.). Routledge. (VVF 1 pcs.)
2. Geoghegan, A. (2025). *Effective brand building: Unlock growth with strategy, insights, and measurement*. Kogan Page. (VVF 1 pcs.)
3. Gunkel, D. J. (2025). *AI for communication*. CRC Press. (VVF 1 pcs.)
4. Kasparas, A. (2025). *Transforming PR: Public relations to people relations*. Routledge. (VVF 1 pcs.)
5. Lipschultz, J. H. (2025). *Social media communication: Concepts, practices, data, law and ethics*. (4th ed.). Routledge. (VVF 2 pcs.)
6. Pearson, E. (2024). *Public relations for small businesses and startups: Building media relations and strengthening your brand*. Elena Pearson. (VVF 1 pcs.)
7. Phillips, D. (2025). *Augmenting public relations: An introduction to AI and other technologies for PR*. CRC Press. (VVF 2 pcs.)
8. Smudde, P. M. (2025). *Teaching public relations: Principles and practices for effective learning*. Routledge. (VVF 1 pcs.)
9. Tarnanidis, T. (2024). *Reshaping marketing science in wholesaling and retailing*. IGI Global. (VVF 1 pcs.)

Business

1. Hope, A. (2025). *Responsible business: Foundations of ethical and sustainable management* (3rd ed.). Routledge. (VVF 2 pcs.)
2. Mawson, S., & Casulli, L. (2024). *Entrepreneurial thinking: Mindset in action*. Sage. (VVF 2 pcs.)
3. Richards, G. (2025). *Warehouse management: The definitive guide to improving efficiency and minimizing costs in the modern warehouse* (5th ed.). KoganPage. (VVF 2 pcs.)
4. Sinha, P., Shastri, A., & Lorimer, S. E. (2024). *The Harvard Business Review sales management handbook: How to lead high-performing sales teams*. Harvard Business Review Press. (VVF 2 pcs.)

Tourism

1. Evans, N. (2024). *Strategic management for tourism, hospitality and events* (4th ed.). Routledge. (VVF 1 pcs.)
2. Hinson, R., Mensah, I., Amoako, G. K., Mensah, E. A., Coffie, I., & Khosa, E. (2024). *Hospitality and tourism marketing: Building customer driven hospitality and tourism organizations*. Routledge. (VVF 1 pcs.)
3. Hudson, S. (2025). *Hospitality management: International introduction*. Routledge. (VVF 1 pcs.)
4. Page, S. J. (2025). *Tourism management* (7th ed.). Routledge. (VVF 2 pcs.)
5. Todd, M. K. (2024). *Medical tourism facilitator's handbook*. CRC Press. (VVF 2 pcs.)
6. Žemaitis, A., & Žemaitienė, A. (2024). *Gabalėliai Lietuvos: Amerika = Lithuanian landmarks in the USA*. Žinių triumfas. (VVF 1 pcs.)