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September 2025

Psychology

1. Gallo, A. (2022). *Getting along: how to work with anyone (even difficult people)*. Harvard Business Review Press. (VVF 1 pcs., EKF 1 pcs.)
2. Magee, H. (2024). *Stop people pleasing: and find your power*. Simon & Schuster. (VVF 1 pcs., EKF 1 pcs.)

Management

1. Ferdous, S. (2025). *Advanced human resource management: strategies, theories and concepts for HR practice*. Kogan Page Ltd. (VVF 2 pcs.)
2. Schermerhorn, J. R., & Bachrach, D. G. (2024). *Management*. (15th ed.). Wiley. (VVF 1 pcs., EKF 1 pcs.)
3. Wilton, N. (2025). *An introduction to human resource management*. (6th ed.). SAGE. (VVF 1 pcs., EKF 1 pcs.)

Marketing. Advertising

1. Hanlon, A. (2025). *Digital marketing: strategy, planning & disruption*. (3rd ed.). Sage. (VVF 2 pcs.)
2. Hill, N., & Alexander, J. (2024). *The handbook of customer satisfaction and loyalty measurement*. (3rd ed.). Routledge, Taylor & Francis Group. (VVF 1 pcs.)
3. Kahn, B. E., & Johnson, E. N. (2025). *Visual marketing: a practical guide to the science of branding and retailing*. Routledge, Taylor & Francis Group. (VVF 1 pcs.)
4. Ltifi, M. (2025). *Advances in digital marketing in the era of artificial intelligence : case studies and data analysis for business problem solving*. CRC Press, Taylor & Francis Group. (VVF 1 pcs.)
5. McDonald, M. H. B., Wilson, H., & Chaffey, D. (2024). *Marketing plans: profitable strategies in the digital age*. (9th ed.). Wiley. (VVF 1 pcs.)
6. Pelet, J.-É. (2025). *Consumer behaviour: understanding consumers in a digital landscape*. Kogan Page Limited. (VVF 2 pcs.)
7. Rowles, D. (2025). *Digital branding: how to successfully build and measure a brand online*. (4th ed.). KoganPage. (VVF 1 pcs.)
8. Zaki, M. (2025). *Data-driven customer experience transformation: optimize your omnichannel approach*. Kogan Page Ltd. (VVF 2 pcs.)

Public relations

1. Coleman, A. (2025). *Strategic reputation management: identify strengths, manage performance and protect your brand*. Kogan Page. (VVF 2 pcs.)

2. Doorley, J., & Garcia, H. F. (2025). *Reputation management: the key to successful public relations, corporate communication and sustainable organizations*. (5th ed.). Routledge. (VVF 1 pcs.)
3. Fuchs, C. (2024). *Social media: a critical introduction*. (4th ed.). Sage. (VVF 2 pcs.)
4. Luttrell, R., & Wallace, A. A. (2025). *Public relations and the rise of AI*. Routledge, Taylor & Francis Group. (VVF 1 pcs.)
5. Mills, A. (2024). *From media shy to media savvy: 14 simple strategies to nail your next media interview: media training guide*. Amanda Mills. (VVF 1 pcs.)

Business. Sales

1. Aulet, B. (2024). *Disciplined entrepreneurship: 24 steps to a successful startup*. Wiley. (VVF 1 pcs.)
2. Bessant, J. R., & Tidd, J. (2024). *Innovation and entrepreneurship*. (4th ed.). Wiley. (VVF 2 pcs.)
3. Cheek, P. (2024). *Disciplined entrepreneurship startup tactics: 15 tactics to turn your business plan into a business*. John Wiley & Sons, Inc. (VVF 1 pcs.)
4. Chinn, M. D., & Irwin, D. A. (2025). *International trade*. Cambridge University Press. (VVF 1 pcs., EKF 1 pcs.)
5. Dawson, P., Andriopoulos, C., & Pattinson, S. (2025). *Managing change, creativity & innovation*. (5th ed.). Sage. (VVF 1 pcs.)
6. Gupta, A. (2024). *Retail revolution: the ultimate guide to starting your wholesale and retail business*. (VVF 1 pcs.)
7. Lardi, K. (2025). *Artificial Intelligence for business: harness AI for value, growth and innovation*. Kogan Page Limited. (VVF 1 pcs.)
8. Marr, B. (2025). *AI strategy: unleash the power of artificial intelligence in your business*. Kogan Page Limited. (VVF 1 pcs.)
9. Quick, L. (2025). *Managing events: real challenges, real outcomes*. (2nd ed.). Sage. (VVF 1 pcs.)
10. Sarkar, A. (2024). *How to sell anything online: the ultimate marketing playbook to grow your online business*. John Wiley & Sons. (VVF 1 pcs.)
11. Tidd, J., & Bessant, J. R. (2024). *Managing innovation: integrating technological, market and organizational change*. (8th ed.). Wiley. (VVF 2 pcs., EKF 1 pcs.)