

**NEW BOOKS RECEIVED BY
THE LIBRARY OF THE FACULTY OF BUSINESS MANAGEMENT**

November 2025

Psychology. Sociology

1. Britton, M. (2025). *Generation AI: why Generation Alpha and the age of AI will change everything*. Wiley.
2. Haber, E., Jemielniak, D., Kurasiński, A., & Przegalińska-Skierkowska, A. (2025). *Using AI in academic writing and research: A complete guide to effective and ethical academic AI*. Palgrave Macmillan.
3. Lilley, R. C. (2025). *How to deal with difficult people: Fast, effective strategies for handling problem people* (6th ed.). Kogan Page.
4. Rennie, B. (2025). *Lessons in creativity: Stories and strategies to cultivate your creative confidence*. Wiley.
5. Vaughn, L. (2025). *Concise guide to critical thinking* (3rd ed.). Oxford University Press.

Marketing

1. Costello, J., & Yesiloglu, S. (2025). *Influencer marketing: Building brand communities and engagement* (2nd ed.). Routledge.
2. Faus, A., & Schwedelson, J. (2025). *Human-centered marketing: How to connect with audiences in the age of AI*. Kogan Page.
3. Onkvisit, S., Merz, M. A., & Shaw, J. J. (2025). *International marketing: Strategy and theory* (6th ed.). Routledge, Taylor & Francis Group.
4. Palmatier, R. W., & Crecelius, A. T. (2025). *Marketing: Based on first principles*. Bloomsbury Academic.
5. Walters, H. D., & Hammond, R. M. (2025). *AI in marketing: Applications, insights, and analysis*. Routledge, Taylor & Francis Group.
6. Ziliani, C., & Ieva, M. (2025). *Loyalty management: Driving engagement with loyalty programs and customer experience* (2nd ed.). Routledge, Taylor & Francis Group.

Advertising. Public relations

1. Belch, G. E., & Belch, M. A. (2024). *Advertising and promotion: An integrated marketing communications perspective* (13th ed.). McGraw-Hill.
2. Chernev, A. (2025). *Strategic brand management* (4th ed.). Cerebellum Press.
3. Fennis, B. M., & Stroebe, W. (2025). *The psychology of advertising* (4th ed.). Routledge, Taylor & Francis Group.
4. Luttrell, R. M., & Capizzo, L. W. (2026). *Public relations campaigns: An integrated approach* (3rd ed.). Sage.

Sales. Logistics

1. Hardcastle, K. (2025). *The science of shopping: How psychology and innovation create a winning retail strategy*. Kogan Page.
2. Mangan, J., Calatayud, A., & Lalwani, C. (2025). *Global logistics and supply chain management* (5th ed.). John Wiley & Sons.
3. Rich, G. A., & Epler, R. (2025). *Sales force management* (2nd ed.). Sage.
4. Sandberg, E. (2025). *Strategic logistics management: Contemporary principles and practice*. Kogan Page.
5. Sheridan, M. (2025). *Endless customers: A proven system to build trust, drive sales, and become the market leader: They ask, you answer 3.0*. John Wiley & Sons, Inc.

Business

1. Ackerman, A. (2025). *The entrepreneur's odyssey: A novel approach to startup success*. Routledge.
2. Burns, P. (2025). *Corporate entrepreneurship and innovation: Effective strategy and implementation* (5th ed.). Bloomsbury Academic.
3. Finch, B. (2025). *How to write a business plan: Win backing and support for your ideas and ventures* (8th ed.). Kogan Page.
4. Goffin, K., & Mitchell, R. (2025). *Innovation management: Effective strategy and implementation* (4th ed.). Bloomsbury Academic.
5. Marr, B. (2025). *AI strategy: Unleash the power of artificial intelligence in your business*. Kogan Page Limited.
6. Sarasvathy, S. D., & Wheatley, G. B. (2025). *Effectual entrepreneurship* (3rd ed.). Routledge.
7. Zacharakis, A., Corbett, A. C., & Bygrave, W. D. (2025). *Entrepreneurship* (6th ed.). Wiley.

Tourism. Hospitality

1. Altinay, L., Farmaki, A., & Alrawadieh, Z. (2025). *Entrepreneurship in hospitality and tourism: A global perspective* (2nd ed.). Goodfellow Publishers, Limited.
2. Gillingham, J. (2025). *Tech-enabled hospitality: Strategies to elevate guest experience and operational efficiency*. Kogan Page.
3. Walmsley, A. (2025). *Entrepreneurship in tourism*. (2nd ed.). Routledge, Taylor & Francis Group.