

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

**January 2026**

**Psychology**

1. Arnold, J., Coyne, I., Randall, R., & Patterson, F. (2025). *Work psychology: Understanding human behaviour in the workplace* (8th ed.). Pearson.
2. Chandler, D. (2025). *Semiotics: The basics* (5th ed.). Routledge.
3. Cherniss, C., & Goleman, D. (2025). *Optimal: How to sustain excellence every day*. Penguin Books.
4. Holt, K. (2026). *Hybrid intelligence: Merging collective and artificial intelligence to solve complex problems*. Routledge.
5. Sonowal, G. (2025). *Design thinking: Innovative solutions for a better world*. CRC Press, Taylor & Francis Group.

**Management**

1. Dale, G. (2025). *Employee relations explained*. Kogan Page, Limited.
2. Eubanks, B. (2025). *Artificial intelligence for HR: Use AI to support and develop a successful workforce* (3rd ed.). Kogan Page Ltd.
3. Harrin, E. (2025). *Managing multiple projects: How project managers can balance priorities, manage expectations and increase productivity* (2nd ed.). Kogan Page.
4. Haski-Leventhal, D. (2025). *Strategic corporate social responsibility: A holistic approach to responsible & sustainable business* (3rd ed.). Sage.
5. Hodges, J. (2025). *Managing and leading people through organizational change: The theory and practice of sustaining change through people* (3rd ed.). Kogan Page.

**Marketing. Advertising**

1. Alexander, N. M. (2025). *Ethical AI in marketing: Aligning growth, responsibility, and customer trust*. Kogan Page Ltd.
2. Block, M., Mulhern, F., DeGaris, L., & Schultz, D. E. (2025). *Rethinking retail: A marketer's guide to decoding consumer preference through data analytics* (2nd ed.). Springer Nature Switzerland AG.
3. Bramhall, D. (2026). *B2B content marketing strategy: A media-first framework that accelerates growth*. Kogan Page.
4. Chan, E. (2024). *Consumer behavior in practice: Strategic insights for the modern marketer*. Palgrave Macmillan.
5. Garnett, C. (2025). *Transforming customer-brand relationships: Use emotional connection to build loyalty*. Kogan Page.
6. Miner, T. (2025). *Social first brands: How modern brands create community, loyalty, and growth*. Kogan Page.

7. Ollerton, T. (2025). *Using creativity and data in marketing: Unlocking creative value with insight and imagination*. Kogan Page.
8. Perlmutter, K. (2025). *Brand desire: Spark customer interest using emotional insights*. Kogan Page.

### **Public Relations**

1. Badham, M., & Luoma-aho, V. (2026). *Digital communication management: Theories and practices for a global and volatile world*. Routledge, Taylor & Francis Group.
2. Kim, C. M., & Prince, M. (2026). *Social media campaigns: Strategies for public relations and marketing* (3rd ed.). Routledge.
3. Theaker, A. (2026). *The public relations handbook* (7th ed.). Routledge, Taylor and Francis.

### **Business**

1. Feekery, A., Condon, S. M., & Witsel, M. (2025). *Communication skills for business professionals* (3rd ed.). Cambridge University Press.
2. Johnston, R. B., Shulver, M., Slack, N., & Betts, A. (2026). *Service operations management: Improving service delivery* (6th ed.). Pearson.
3. O'Brien, J. (2025). *Negotiation for procurement and supply chain professionals: A proven approach for negotiations with suppliers* (4th ed.). Kogan Page.
4. Satkutė, D. (2025). *Business process management: From chaos to harmony: Methodology book*. Klaipėdos universiteto leidykla.