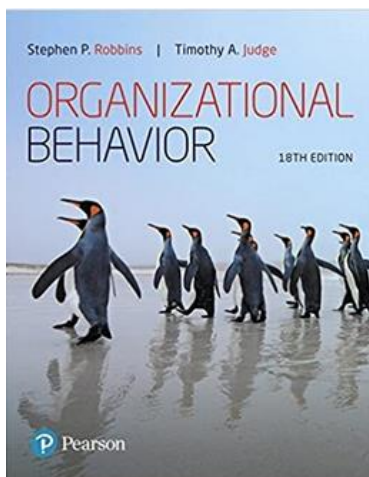


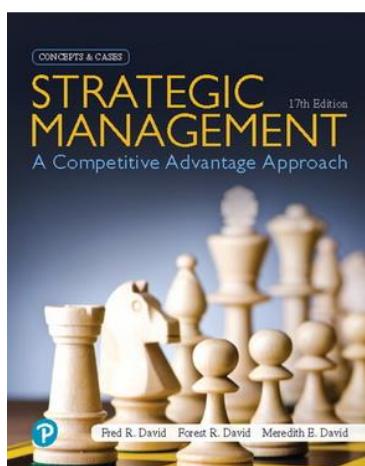
LIBRARY BOOK SUGGESTIONS VOL.6/2020



TITLE : ORGANIZATIONAL BEHAVIOR
EDITION : 18th EDITION
AUTHOR : Stephen P. Robbins, Stephen Robbins, San Diego State University, Timothy A. Judge and Timothy A. Judge, University of Notre Dame
ISBN : 9780134729329
PUBLISHER : PEARSON

SYNOPSIS:

The world's most successful *Organizational Behavior* textbook provides the research you want, in the language your students understand. This text makes current, relevant research come alive for readers. The **18th Edition** reflects the most recent research and business events within the field of organizational behavior, while maintaining its hallmark features -- a clear writing style, cutting-edge content, and intuitive pedagogy. There's a reason why Robbins's textbooks have educated millions of students and have been translated into 20 languages -- and it's because of a commitment to provide engaging, cutting-edge material that helps students understand and connect with organizational behavior.

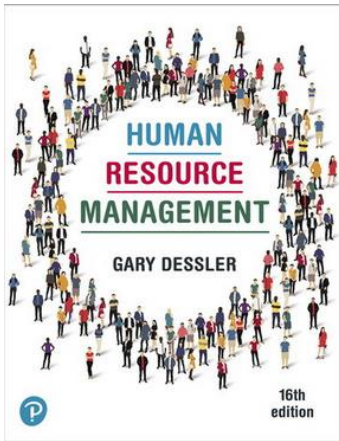


TITLE : STRATEGIC MANAGEMENT: A COMPETITIVE ADVANTAGE APPROACH, CONCEPTS AND CASES
EDITION : 17th EDITION
AUTHOR : Fred R. David, Forest R. David, Francis Marion University and Meredith E. David, Baylor University
ISBN : 9780135173947
PUBLISHER : PEARSON

SYNOPSIS:

A practical, skills-oriented approach to strategic management

In today's economy, gaining and sustaining a competitive advantage is harder than ever. *Strategic Management* captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. It offers more coverage than any other textbook on important issues related to business ethics, social responsibility, global operations, and sustainability -- one of the reasons it is adopted at more than 500 colleges and universities worldwide. Thoroughly updated and revised with current research and examples, the **17th Edition** helps students and managers effectively formulate and implement a strategic plan that can lead to a sustainable competitive advantage for any type of business.

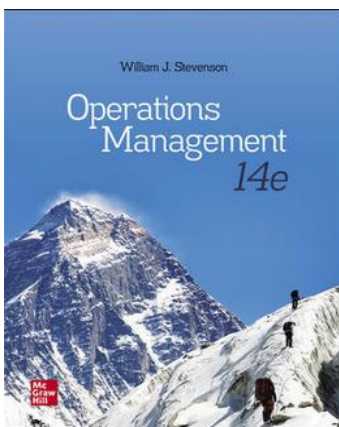


TITLE : HUMAN RESOURCE MANAGEMENT
EDITION : 16th EDITION
AUTHOR : Gary Dessler
ISBN : 9780135174470 (e-Book)
PUBLISHER : PEARSON

SYNOPSIS:

Modern human resources: technology, social media, and management

Human Resource Management provides students with an introduction to the daily tools and skills they'll need to function as successful managers -- in both human resources and business in general. With a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms. The **16th Edition** focuses on the positive impacts technology has had on the HR field. The ability to vet potential employees on the internet shifts more HR responsibilities to managers, leaving HR departments with more time to carry out strategic, long-term endeavors for boosting employee performance and engagement. With a heavy focus on emerging industry trends, the text prepares students with everything they need to be successful managers and HR personnel in the 21st century.



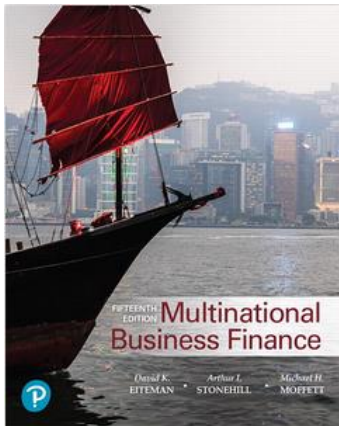
TITLE : OPERATIONS MANAGEMENT
EDITION : 14th EDITION
AUTHOR : William J Stevenson
ISBN : 9781260238891
PUBLISHER : McGraw Hill

SYNOPSIS:

This beloved and market-leading **Operations Management** book has been completely updated in the 14th edition and provides a clear presentation of the field of **Operations Management** with current real-world examples and thoughtful student pedagogy. The comprehensive breadth of content is presented :

- Revised OM topics are presented in a flexible sequence that include current real-world cases to engage students.
- Vignettes, photos, graphic illustrations, screencam icons, operations strategies sections, real world applications, critical thinking exercises, operations tours, cases, and Excel templates motivate student learning.

Connect: An easy-to-use homework and learning management solution that uses the award-winning SmartBook 2.0 to improve student results.

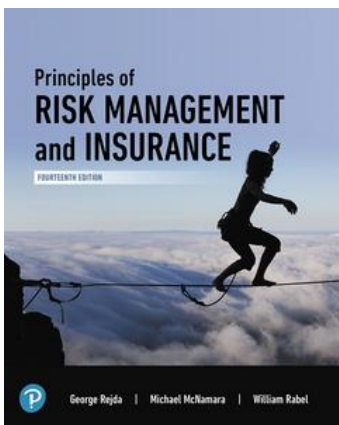


TITLE : MULTINATIONAL BUSINESS FINANCE
 EDITION : 15th EDITION
 AUTHOR : David K. Eiteman, Retired; UCLA Anderson, Arthur I. Stonehill, Retired; Oregon State University and Michael H. Moffett, Thunderbird School of Global son
 ISBN : 9780134796550
 PUBLISHER : PEARSON

SYNOPSIS:

Authoritative, comprehensive coverage of contemporary international finance

Renowned for its authoritative, comprehensive coverage of contemporary international finance, *Multinational Business Finance* trains the leaders of tomorrow’s multinational enterprises to recognize and capitalize on the unique characteristics of global markets. Because the job of a manager is to make financial decisions that increase a firm’s value, the authors have embedded real-world mini-cases throughout to apply chapter concepts to the types of situations managers of multinational firms face. The **15th Edition** attempts to capture the rapid evolution of our global marketplace, taking a closer look at the types of organizations that permeate the widespread arena, competition and opportunities in emerging markets, and how financial leadership can integrate the strategic and financial challenges that global businesses face today.

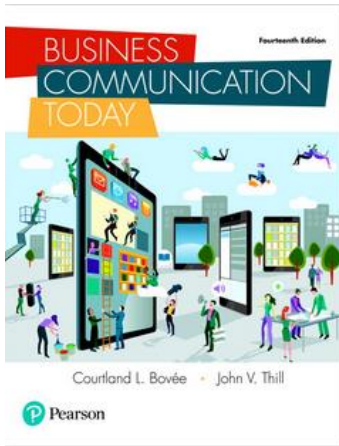


TITLE : PRINCIPLES OF RISK MANAGEMENT AND INSURANCE
 EDITION : 14th EDITION
 AUTHOR : George E. Rejda, Emeritus; University of Nebraska and Michael McNamara, Washington State University
 ISBN : 9780135185773
 PUBLISHER : PEARSON

SYNOPSIS:

Principles and practices: Managing risk with consumer considerations

Redja’s *Principles of Risk Management and Insurance* provides an in-depth examination of major risk themes. Using rich and up-to-date content on the basic concepts of risk and insurance, and introductory and advanced topics in traditional and enterprise risk management, the text is relevant to a wide number of disciplines in the business realm. Fully updated and revised, the **14th Edition** covers global topics ranging from natural disasters and terrorism, to domestic issues like the ever-evolving *Affordable Care Act* and healthcare reform. *Principles* sets itself apart by placing primary emphasis on insurance consumers and blends basic risk management and insurance principles with consumer considerations, allowing students to apply basic concepts to their own personal risk management and insurance programs.



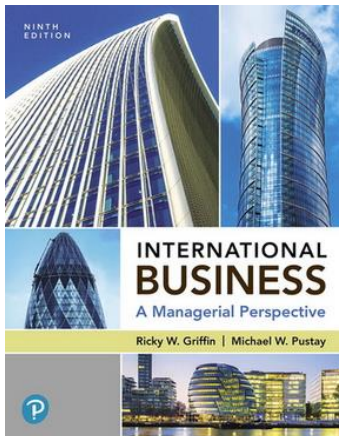
TITLE : BUSINESS COMMUNICATION TODAY
EDITION : 14th EDITION
AUTHOR : Courtland L. Bovee, Grossmont College and John V. Thill, Global Communication Strategies
ISBN : 9780134562186
PUBLISHER : PEARSON

SYNOPSIS:

Technology and communication intersect to prepare students for the workplace

Business Communication Today continually demonstrates the inherent connection between recent technological developments and modern business practices. Each new edition addresses the most essential changes in technology and how they impact the business world, while still covering timeless business skills such as listening, presenting, and writing.

With a strong focus on mobile integration, the **14th Edition** blends current topics, such as social media in business, with more traditional entrepreneurial concepts. The text is flexible and suitable for all students, instilling crucial business skills needed to thrive in an office environment. With a clear, fluid chapter organization, *Business Communication Today* introduces, develops, and reviews major concepts to maximize understanding.

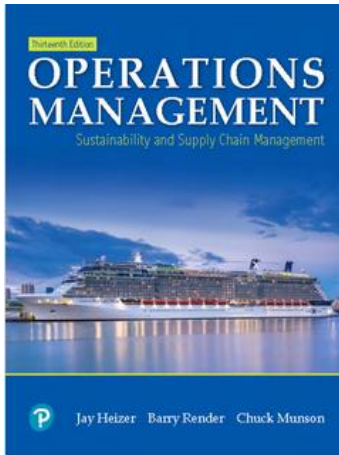


TITLE : MARKETING RESEARCH : AN APPLIED ORIENTATION
EDITION : 9th EDITION
AUTHOR : Ricky W. Griffin and Mike W. Pustay
ISBN : 9780134898919 (e-Book)
PUBLISHER : PEARSON

SYNOPSIS:

Successfully prepare students for the international marketplace

International Business illustrates how successful managers must function in a competitive world. Packed with current examples that reflect the vibrancy of the international business field, this student-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets, and geographical literacy. It also greatly emphasizes cultural literacy and gives students the tools to effectively communicate with foreign business representatives. The **9th Edition** features new cases, boxes, and analyses reflecting the latest challenges and opportunities confronting international businesses, so students are prepared to successfully conduct business with organizations world wide.



TITLE : OPERATIONS MANAGEMENT: SUSTAINABILITY AND SUPPLY CHAIN MANAGEMENT
EDITION : 13th EDITION
AUTHOR : Jay Heizer, Texas Lutheran University, Barry Render, Graduate School of Business, Rollins College and Chuck Munson, Carson College of Business, Washington State University
ISBN : 9780135173626
PUBLISHER : PEARSON

SYNOPSIS:

A broad introduction to operations, reinforced with extensive practice problems

Operations Management: Sustainability and Supply Chain Management presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market. Solved problems and worked examples found in the **13th Edition** provide ample support -- to help readers better understand concepts important to today's operations management professionals.

This text is available in two versions: *Operations Management*, 13th Edition, a hardcover, and *Principles of Operations Management*, 11th Edition, a paperback. Both books include the identical core Chapters 1–17. However, *Operations Management*, 13th Edition also includes a Part IV with seven business analytics modules.



TITLE : THE OFFICE PROCEDURES AND TECHNOLOGY
EDITION : 7th EDITION
AUTHOR : Mary Ellen Oliverio, William R. Pasewark, Bonnie R. White
ISBN : 9789814834650
PUBLISHER : Cengage Learning

SYNOPSIS:

THE OFFICE: PROCEDURES AND TECHNOLOGY, Seventh Edition, is a comprehensive text designed for the high school office technology curriculum, including courses on office procedures, administrative procedures, business and computer technology, and more. The text helps high school students prepare for entry-level positions in an office setting, focusing on the technical skills they need to succeed, including use of email and the Internet, integrated applications and office suites, and the latest technology tools. The authors also reinforce valuable soft skills such as customer satisfaction, ethics, and telephone manners, as well as information systems and the global marketplace.

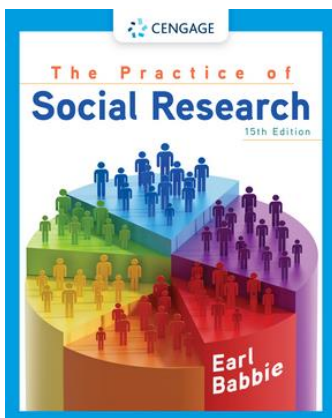


TITLE : RESEARCH METHODS FOR BUSINESS: A SKILL BUILDING APPROACH
EDITION : 8th EDITION
AUTHOR : Uma Sekaran, Roger Bougie
ISBN : 9781119561248
PUBLISHER : John Wiley & Sons, Inc.

SYNOPSIS:

Research Methods For Business, 8th Edition explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations. Designed to help students view research from the perspective of management, this popular textbook guides students through the entire business research process. Organized into six main themes—Introduction, Defining the Management and the Research Problem, Theory, Collecting Information, Drawing Conclusions, and Writing and Presenting the Research Report—the text enables students to develop the skills and knowledge required to successfully create, conduct, and analyze a research project.

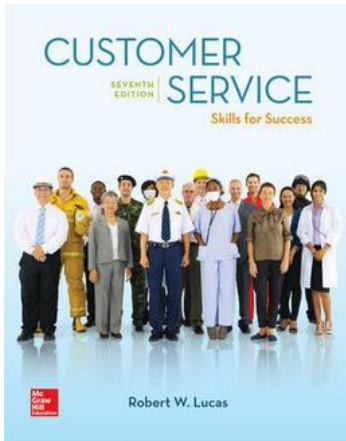
Now in its eighth edition, this popular textbook has been thoroughly updated to incorporate substantial new and expanded content, and reflect current research methods and practices. The text uses a unique blended learning approach, allowing instructors the flexibility to custom-tailor their courses to fit their specific needs. This innovative approach combines the face-to-face classroom methods of the instructor with internet-based activities that enable students to study what they want, when they want, at their own pace.



TITLE : THE PRACTICE OF SOCIAL RESEARCH
EDITION : 15th EDITION
AUTHOR : Earl R. Babbie
ISBN : 9780357360767
PUBLISHER : Cengage Learning

SYNOPSIS:

Known as the gold standard for research methods, Babbie's THE PRACTICE OF SOCIAL RESEARCH gives you a definitive guide to research as practiced by social scientists. Combining a straightforward approach with the author's renowned sense of humor, this student-friendly text equips you with the tools and knowledge to apply research concepts as both researcher and consumer. The author emphasizes the process by showing you how to design and construct projects, introducing today's various observation modes and answering critical questions about research methods, such as how to conduct online surveys and analyze both qualitative and quantitative data. The 15th Edition includes the latest General Social Survey findings along with new coverage of the global use of social research, the emerging role of big data, demographic analysis and more. Also available: MindTap digital learning solution.



TITLE : Customer Service Skills for Success

EDITION : 7th EDITION

AUTHOR : Robert Lucas

ISBN : 9781259954078

PUBLISHER : McGraw Hill

SYNOPSIS:

Recipient of the 217 Textbook & Academic Authors Association's Textbook Excellence Award Customer Service Skills for Success by Robert W. Lucas is the top-selling customer service textbook in the United States. The 7th edition addresses real-world customer service issues and provides a variety of updated resources activities examples and tips from the author and active professionals in the industry to gain and hold readers' interest while providing insights into the concepts and skills related to customer service. The text begins with a macro view of what customer service involves today and provides projections for the future then focuses on specific skills and related topics. The 7th edition of Customer Service Skills for Success contains 10 chapters divided into four parts plus the Appendix Glossary and Bibliography. These parts focus on different aspects of customer service: The Profession Skills for Success Building and Maintaining Relationships and Retaining Customers. Along with valuable ideas guidance and perspectives readers will also encounter interviews of real-world service providers case study scenarios and activities to help apply concepts learned to real-world situations. This allows the student to think critically on the issues presented.



TITLE : CONTEMPORARY LABOR ECONOMICS

EDITION : 12th EDITION

AUTHOR : Campbell McConnell and Stanley Brue and David Macpherson

ISBN : 9781260243055

PUBLISHER : McGraw Hill

SYNOPSIS:

"One benefit of authoring a text that has met the test of the market is the opportunity to revise. Revision provides for improvement-to delete the archaic and install the novel, to rectify errors of omission or commission, to rewrite misleading or obscure statements, to introduce more relevant illustrations, to bring more recent data to bear, to upgrade organizational structure, and to enhance pedagogical aids-in short, to build on an accepted framework of ideas. We feel that those who examine this new twelfth edition of Contemporary Labor Economics will agree that we have fully exploited this opportunity"