

No	Title	Author(s)	Publication Year	Subject	Call Number (Shelf Location)
1	Principles of marketing (18 <sup>th</sup> edition)	Philip Kotler Gary Armstrong	2021	Marketing	HF5415 K874 2021
2	Marketing 5.0 technology for humanity	Philip Kotler Hermawan Kartajaya Iwan Setiawan	2021	Marketing	HF5415 K874 2021
3	Marketing management (3 <sup>rd</sup> edition)	Greg W Marshall Mark W Johnston	2019	Marketing	HF5415 M298 2019