

Tun Dr Lim Chong Eu Library

New Books List (March – April 2017)

No	Title	Author	Publication Year	Subject	Call Number (Shelf Location)
1	Bolsa-Escola history, theory and Utopia	Cristovam Buarque	2013	Education	LB 2822.84.B6 B917
2	Business ethics now	Andrew W. Ghillyer	2018	Business ethics	HF5387 G424
3	Computers in English language teaching	Marshael Al-Hamly Peter Davidson	2010	Language	PE 1066 C738
4	Consumer behavior	Wayner D. Hoyer and Deborah J. MacInnis	2013	Consumer behavior	HF5415.32 H868
5	Consumer behavior	Leon G. Schiffman and Joseph L. Wisenblit	2015	Consumer behavior	HF5415.3 S333
6	Essentials of marketing research	Joseph F. Hair and Mary Wolfenbarger Celsi	2017	Marketing research	HF5415.2 H153
7	Fundamentals of selling	Charles M. Futrell	2014	Selling	HF5438.25 F996
8	Global marketing	Warren J. Keegan and Mark C. Green	2017	Marketing	HF1416 K26
9	Human resource management: strategic and international perspectives	Jonathan R. Crawshaw, Pawan Budhwar and Ann Davis.	2017	Human resource	HF5549 H918
10	Innovation in English language teaching :a reader	David R. Hall Ann Hewings	2001	Language	PE1128.A2 I58
11	International marketing	Michael R. Czinkota	2013	International marketing	HF1416 C998
12	Learning languages through technology	Elizabeth Hanson-Smith Sarah Rilling	2006	Language	P53.855 L438
13	Marketing management	Philip Kotler, and Kevin Lane Keller	2016	Marketing	HF5412.13 K87
14	Marketing plans : how to prepare them, how to profit from them	Malcolm McDonald and Hugh Wilson	2016	Marketing	HF5415.13 M135
15	Marketing research	Alvin C. Burns, Ann Veck and Ronald F. Bush	2017	Marketing research	HF5415.2 B967
16	Marketing strategy : a decision-focused approach	Orville C. Walker and John W. Mullins	2014	Marketing	HF5415.13 W182

17	Materials development in language teaching	Brian Tomlinson	1998	Language	P53.15 M425
18	Network-based language teaching : concepts and practice	Mark Warschauer Richard Kern	2000	Language	P53.285 N476
19	Retail management : a strategic approach	Barry Berman and Joel R. Evans	2013	Retailing	HF5429 B516
20	Retailing	Patrick M. Dunne, Robert F. Lusch	2014	Retailing	HF5429 D923
21	Retailing management	Michael Levy, Barton A. Weitz	2014	Retailing	HF5429 L668
22	Scale construction and psychometrics : for social and personality psychology	R. Michael Furr	2011	Psychology	BF39 F989
23	Scale development : theory and applications	Robert F. Devellis	2017	Psychology	H61.27 D489
24	Self-efficacy : thought control of action	Ralf Schwarzer	1992	Psychology	BF611 S645
25	Selling and sales management	David Jobber and Geoff Lancaster	2015	Selling	HF5438.25 J627
26	Social media marketing : a strategic approach	Melissa S. Barker and Donald I. Barkr	2013	Marketing	HF5415.1265 B25
27	Structural equation modeling : for social and personality psychology	Rick H. Hoyle	2011	Psychology	BF39.2.S77 H868
28	Teachers as course developers	Kathleen Graves	1996	Language	PE1128 G776 1996
29	The internet and the language classroom	Gavin Dudeney	2000	Language	PE3285 D844