

# Tun Dr Lim Chong Eu Library

## New Books List (March – April 2018)

No	Title	Author / Publisher	Publication Year	Subject	Call Number (Shelf Location)
1	An introduction to health psychology (4 <sup>th</sup> ed.)	Val Morrison	2016	Clinical health psychology	R726.7 M882 2016
2	Essentials of services marketing (3 <sup>rd</sup> ed.)	Jochen Wirtz Christopher Lovelock	2018	Service industries marketing	HF5415.3 W799 2018
3	Health psychology : biopsychosocial interactions (9 <sup>th</sup> ed.)	Edward P Sarafino	2017	Clinical health psychology	R726.7 S243 2017
4	Innovation management and new product development (6 <sup>th</sup> ed.)	Paul Trott	2017	Technological innovations	HD45 T858 2017
5	International business (2 <sup>nd</sup> ed.)	Charles W L Hill Chow-Hou Wee Krishna Udayasankar	2016	International business enterprises	HD2755.5 H645 2016
6	Logistics and supply chain management (5 <sup>th</sup> ed.)	Martin Christopher	2016	Business logistics	HD38.5 C556 2016
7	Principles of marketing : an Asian perspective (4 <sup>th</sup> ed.)	Philip Kotler	2017	Marketing	HF5415 K874 2017
8	Purchasing and supply chain management (3 <sup>rd</sup> ed.)	W C Benton	2014	Business logistics	HD38.5 B478 2014
9	Purchasing and supply chain management (6 <sup>th</sup> ed.)	Robert M Monczka	2016	Purchasing	HF5437 M739 2016

10	Retail management : a strategic approach (13 <sup>th</sup> ed.)	Barry Berman Joel R Evans Patrali Chatterjee	2018	Retail trade management	HF5429 B516 2018
11	Small business : an entrepreneur's business plan (9 <sup>th</sup> ed.)	Gail P Hiduke and J D Ryan	2014	Small business management	HD62.7 H632 2014