

Tun Dr Lim Chong Eu Library

New Books List (May – June 2018)

No	Title	Author(s)	Publication Year	Subject	Call Number (Shelf Location)
1	Advertising & IMC : principles & practice (10 th ed)	Sandra Moriarty, Nancy Mitchell and William Wells	2015	Advertising	HF5823 M854 2015
2	Analysing qualitative data in psychology	Evanthia Lyons and Adrian Coyle	2018	Qualitative research	BF76.5 L991 2016
3	Digital marketing	Dave Chaffey and Fiona Ellis-Chadwick	2016	Internet marketing	HF5548.32 C433 2016
4	Health psychology (10 th ed)	Shelley E Taylor	2018	Clinical health psychology	R726.7 T246 2018
5	Introduction to quantitative data analysis in the behavioral and social sciences	Michael J Albers	2017	Social sciences	HA29 A332 2017
6	Qualitative psychology : a practical guide to research methods	Jonathan A. Smith (ed)	2015	Psychology	BF76.5 Q14 2015
7	Selecting the right analyses for your data : quantitative, qualitative and mixed methods	W Paul Vogt et al	2014	Quantitative research	H62 V887 2014
8	Social media : strategies to mastering your brand facebook, instagram, twitter and snapchat	David Kelly	2016	Internet marketing	HF5415.1265 K296 2016

9	Strategic human resource management : an international perspective (2 nd ed)	Gary Rees and Paul E Smith (eds)	2017	Personnel management	HF5549 S898 2017
10	Understanding research the digital age	Sarah Quinton and Nina Reynolds	2018	Social sciences	Q180.55.E4 Q79 2018