

Tun Dr Lim Chong Eu Library

New Books List (Sep – Oct 2020)

| No | Title | Author(s) | Publication Year | Subject | Call Number (Shelf Location) |
|----|--|---|------------------|----------------------------|-------------------------------|
| 1 | ABC's of relationship selling through service (13 th edition) | Charles M Futrell Raj Agnihotri Michael T Krush | 2019 | Selling | HF5438.25 F996 2019 |
| 2 | Advertising and promotion : An integrated marketing communications perspective (12 th edition) | George E Belch Michael A Belch | 2021 | Advertising | HF5823 B427 2021 |
| 3 | Advertising, promotion and other aspects of integrated marketing communications (10 th edition) | J Craig Andrews Terence A Shimp | 2018 | Communication in marketing | HF5415.123 A567 2018 |
| 4 | An introduction to the sociology of religion : Classical and contemporary perspectives | Inger Furseth Pal Repstad | 2017 | Religion and sociology | BL60 F991 2017 |
| 5 | Analytics, data science, & artificial intelligence systems for decision support (11 th edition) | Ramesh Sharda Dursun Delen Efraim Turban | 2021 | Management | HD30.2 S531 2021 |
| 6 | Consumer behavior (12 th edition) | Leon G Schiffman Joe Wisenblit | 2019 | Consumer behavior | HF5415.32 S333 2019 |
| 7 | Consumer behavior : Building marketing strategy (14 th edition) | David L Mothersbaugh Del I Hawkins Susan Bardi Kleiser | 2020 | Consumer behavior | HF5415.33. U6 M918 2020 |
| 8 | Essentials of integrating the language arts (5 th edition) | David Yellin Beverly A DeVries | 2015 | Language arts | LB1576 Y437 2015 |
| 9 | Hubungan etnik di Malaysia (4 th edition) | Zaid Ahmad | 2017 | Ethnicity | DS595 H881 2017 |
| 10 | Inclusive education for the 21st century theory, policy and practice | Linda J Graham | 2020 | Inclusive education | LC1200 I373 2020 |

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|----|---|---|------------------|--------------------|-------------------------------|
| 11 | Longman academic writing series level 4 : Essays (5 th edition) | Alice Oshima Ann Hogue Lara Ravitch | 2017 | English language | PE1408 O825 2017 |
| 12 | Marketing : An introduction (14 th edition) | Gary Armstrong Philip Kotler Marc Oliver Opresnik | 2020 | Marketing | HF5415 A735 2020 |
| 13 | New products management (12 th edition) | C Merle Crawford C Anthony Di Benedetto | 2021 | Management | HF5415.153 C899 2021 |
| 14 | Pricing strategy implementation translating pricing strategy into results | Andreas Hinterhuber Stephan M Liozu | 2020 | Pricing | HF5416.5 P947 2020 |
| 15 | Publication manual of the American Psychological Association: the official guide to APA style (7 th edition) | American Psychological Association | 2020 | Psychology | BF76.7 P976 2020 |
| 16 | Recruitment and selection strategies for workforce planning and assessment | Carrie A Picardi | 2020 | Employees | HF5549.5. R44 P586 2020 |
| 17 | Services marketing: concepts strategies & cases (5 th edition) | Douglas Hoffman John E G Bateson | 2017 | Service industries | HD9980.5 H699 2017 |
| 18 | Teaching students with special needs in inclusive classroom (2 nd edition) | Diane P Bryant Brian R Bryant Deborah D Smith | 2020 | Special education | LB1201 B915 2020 |
| 19 | Thermodynamics an engineering approach SI Units (9 th edition) | Yunus A Cengel Michael A Boles Mehmet Kanoglu | 2020 | Thermodynamics | TJ265 C395 2020 |
| 20 | The Routledge handbook of English language teacher education | Steve Walsh Steve Mann | 2019 | English language | PE1128.A2 R869 2019 |