

# New Library books for the Lincoln International Business School 2020-21

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[1]

Kemp, S. and Andersson, J. eds. 2020. Futures. Oxford University Press.

[2]

Kotler, P. et al. 2021. Principles of marketing. Pearson.

[3]

Mankiw, N.G. and Taylor, M.P. 2020. Economics. Cengage.

[4]

Mothersbaugh, D.L. et al. 2020. Consumer behavior: building marketing strategy. McGraw-Hill.

[5]

Sanders, K. et al. 2014. Research methods for human resource management. Routledge.