

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

View Online



1.
Mothersbaugh DL, Hawkins DI, Kleiser SB. Consumer Behavior: Building Marketing Strategy . Fourteenth edition. McGraw-Hill; 2020.
<https://library.lincoln.ac.uk/items/222753?query=9781260566482&resultsUri=items%3Fquery%3D9781260566482%26target%3Dcatalogue%26facet%255B0%255D%3Dfulltext%253Ayes&facet%5B0%5D=fulltext%3Ayes&target=catalogue>

2.
Mankiw NG, Taylor MP. Economics. Fifth edition. Cengage; 2020.
<https://library.lincoln.ac.uk/items/223234?query=9781473768543&resultsUri=items%3Fquery%3D9781473768543%26target%3Dcatalogue%26facet%255B0%255D%3Dfulltext%253Ayes&facet%5B0%5D=fulltext%3Ayes&target=catalogue>

3.
Kotler P, Armstrong G, Opresnik MO, ProQuest (Firm). Principles of Marketing. Eighteenth edition, Global edition. Pearson; 2021.
<https://proxy.library.lincoln.ac.uk/login?url=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D6127827>

4.
Kemp S, Andersson J, eds. Futures. Oxford University Press; 2020.
<https://library.lincoln.ac.uk/items/223524?query=9780198806820&resultsUri=items%3Fquery%3D9780198806820%26target%3Dcatalogue%26facet%255B0%255D%3Dfulltext%253Ayes&facet%5B0%5D=fulltext%3Ayes&target=catalogue>

- 5.

Sanders K, Cugin JA, Bainbridge HTJ, ProQuest (Firm). Research Methods for Human Resource Management. Vol 58. Routledge; 2014.

<https://proxy.library.lincoln.ac.uk/login?url=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D1576035>