

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

View Online



Kemp, S., & Andersson, J. (Eds.). (2020). *Futures*. Oxford University Press.
<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>

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

Mankiw, N. G., & Taylor, M. P. (2020). *Economics* (Fifth edition). Cengage.
<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>

Mothersbaugh, D. L., Hawkins, D. I., & Kleiser, S. B. (2020). *Consumer behavior: building marketing strategy* (Fourteenth edition). McGraw-Hill.
<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>

Sanders, K., Cogan, J. A., Bainbridge, H. T. J., & ProQuest (Firm). (2014). *Research methods for human resource management* (Vol. 58). Routledge.
<https://proxy.library.lincoln.ac.uk/login?url=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D1576035>