

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

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@book{Kotler\_Armstrong\_Opresnik\_ProQuest (Firm)\_2021, address={Harlow, England}, edition={Eighteenth edition, Global edition}, title={Principles of marketing}, url={https://proxy.library.lincoln.ac.uk/login?qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D6127827}, publisher={Pearson}, author={Kotler, Philip and Armstrong, Gary and Opresnik, Marc Oliver and ProQuest (Firm)}, year={2021} }

@book{Mankiw\_Taylor\_2020, address={Andover}, edition={Fifth edition}, title={Economics}, url={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}, publisher={Cengage}, author={Mankiw, N. Gregory and Taylor, Mark P.}, year={2020} }

@book{Mothersbaugh\_Hawkins\_Kleiser\_2020, address={New York}, edition={Fourteenth edition}, title={Consumer behavior: building marketing strategy}, url={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}, publisher={McGraw-Hill}, author={Mothersbaugh, David L. and Hawkins, Del I. and Kleiser, Susan Bardi}, year={2020} }

@book{Sanders\_Cogin\_Bainbridge\_ProQuest (Firm)\_2014, address={New York, New York}, title={Research methods for human resource management}, volume={58}, url={https://proxy.library.lincoln.ac.uk/login?qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D1576035}, publisher={Routledge}, author={Sanders, Karin and Cogin, Julie A. and Bainbridge, Hugh T. J. and ProQuest (Firm)}, year={2014} }

@book{Kemp\_Andersson\_2020, address={Oxford}, title={Futures}, url={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}, publisher={Oxford University Press}, year={2020} }