

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. New York: : 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. Andover: : 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, et al. Principles of marketing. Eighteenth edition, Global edition. Harlow, England: : 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, editors. Futures. Oxford: : 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>

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Sanders K, Cogin JA, Bainbridge HTJ, et al. Research methods for human resource management. New York, New York: : Routledge 2014.
<https://proxy.library.lincoln.ac.uk/login?url=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D1576035>