

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

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Kemp, Sandra, and Jenny Andersson, eds. 2020. Futures. Oxford: 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, Philip, Gary Armstrong, Marc Oliver Opresnik, and ProQuest (Firm). 2021. Principles of Marketing. Eighteenth edition, Global edition. Harlow, England: Pearson.
<https://proxy.library.lincoln.ac.uk/login?url=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D6127827>.

Mankiw, N. Gregory, and Mark P. Taylor. 2020. Economics. Fifth edition. Andover: Cengage.
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Mothersbaugh, David L., Del I. Hawkins, and Susan Bardi Kleiser. 2020. Consumer Behavior: Building Marketing Strategy. Fourteenth edition. New York: 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>.

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