

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

View Online



Kemp, Sandra, and Jenny Andersson, eds. *Futures*. Oxford: Oxford University Press, 2020. Web.

<<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 et al. *Principles of Marketing*. Eighteenth edition, Global edition. Harlow, England: Pearson, 2021. Web.

<<https://proxy.library.lincoln.ac.uk/login?qurl=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D6127827>>.

Mankiw, N. Gregory, and Mark P. Taylor. *Economics*. Fifth edition. Andover: Cengage, 2020. Web.

<<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, David L., Del I. Hawkins, and Susan Bardi Kleiser. *Consumer Behavior: Building Marketing Strategy*. Fourteenth edition. New York: McGraw-Hill, 2020. Web.

<<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, Karin et al. *Research Methods for Human Resource Management*. Vol. 58. New York, New York: Routledge, 2014. Web.

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