

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 [Internet]. Fourteenth edition. New York: McGraw-Hill; 2020. Available from:
<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 [Internet]. Fifth edition. Andover: Cengage; 2020. Available from:
<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, ProQuest (Firm). Principles of marketing [Internet]. Eighteenth edition, Global edition. Harlow, England: Pearson; 2021. Available from:
<https://proxy.library.lincoln.ac.uk/login?url=https%3A%2F%2Febookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D6127827>
4.

Kemp S, Andersson J, editors. Futures [Internet]. Oxford: Oxford University Press; 2020. Available from:
<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>

5.

Sanders K, Cugin JA, Bainbridge HTJ, ProQuest (Firm). Research methods for human resource management [Internet]. New York, New York: Routledge; 2014. Available from: <https://proxy.library.lincoln.ac.uk/login?url=https%3A%2F%2Fbookcentral.proquest.com%2Flib%2Fulinc%2Fdetail.action%3FdocID%3D1576035>