

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

View Online



1.

Mothersbaugh, D. L., Hawkins, D. I. & Kleiser, S. B. Consumer behavior: building marketing strategy. (McGraw-Hill, 2020).

2.

Mankiw, N. G. & Taylor, M. P. Economics. (Cengage, 2020).

3.

Kotler, P., Armstrong, G., Opresnik, M. O., & ProQuest (Firm). Principles of marketing. (Pearson, 2021).

4.

Futures. (Oxford University Press, 2020).

5.

Sanders, K., Cogin, J. A., Bainbridge, H. T. J., & ProQuest (Firm). Research methods for human resource management. vol. 58 (Routledge, 2014).