

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

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1.
Mothersbaugh, D.L., Hawkins, D.I., Kleiser, S.B.: Consumer behavior: building marketing strategy. McGraw-Hill, New York (2020).

 2.
Mankiw, N.G., Taylor, M.P.: Economics. Cengage, Andover (2020).

 3.
Kotler, P., Armstrong, G., Opresnik, M.O., ProQuest (Firm): Principles of marketing. Pearson, Harlow, England (2021).

 4.
Kemp, S., Andersson, J. eds: Futures. Oxford University Press, Oxford (2020).

 5.
Sanders, K., Cogin, J.A., Bainbridge, H.T.J., ProQuest (Firm): Research methods for human resource management. Routledge, New York, New York (2014).