

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

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

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

Mankiw, N.G. and Taylor, M.P. (2020) Economics. Fifth edition. Andover: Cengage.

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

Sanders, K., Cugin, J.A., Bainbridge, H.T.J., and ProQuest (Firm) (2014) Research methods for human resource management. Vol. 58. New York, New York: Routledge.