

STT	BÌA SÁCH	NHAN	V TRÍ
1		<p>Chi n l c marketing nh cao : The ultimate marketing plan Author: Dan S. Kennedy; Nguy n Phúc Quang Ng c d ch Publisher: TP.HCM : T ng h p TP.HCM, 2018 Description: 335 tr. ; cm. Edition: ISBN:</p>	<p>Ký hi u: 658.802 K351 - D167 Th vi n BP S l ng: 2</p>
2		<p>Marketing i m bán : Tì p th bán l trong th i i 4.0 Author: Doug Stephens; Ph ng Linh d ch Publisher: Hà N i : i h c Kinh t Qu c dân, 2019 Description: 426 tr. ; 21 cm. Edition: ISBN: 9786049465864</p>	<p>Ký hi u: 381.1 S832 - D731 Th vi n BP S l ng: 3</p>
3		<p>Ngh thu t ki n t o t r i nghi m ng i dùng trong m i t ch c : User first Author: Paul Boag; L i H ng Vân, Leo Dinh d ch gi Publisher: Hà N i : H ng c, 2020 Description: 183 tr. ; 21 cm. Edition: ISBN: 9786049970122</p>	<p>Ký hi u: 658.812 B662 - P324 Th vi n BP S l ng: 3</p>
4		<p>Digital marketing - T chi n l c n th c thi : N n t ng thành công cho chi n d ch marketing th i i s Author: Hà Tu n Anh, Nguy n Minh Tâm, Lê Thanh Sang... Publisher: Hà N i : Dân Trí, 2022 Description: 247 tr. ; cm. Edition: ISBN: 9786043449419</p>	<p>Ký hi u: 381.142 D574 - M345 Th vi n BP S l ng: 3</p>
5		<p>u t tài chính : Investments Author: Zvi Bodie, Alex Kane, Alan J. Marcus ; Biên d ch: Tr n Th H i Lý... Publisher: TP.HCM : Kinh t Tp. H Chí Minh, 2019 Description: 1183 tr. ; cm. Edition: ISBN: 9786049226939</p>	<p>Ký hi u: 332.6 B667 - Z969 Th vi n BP S l ng: 1</p>

6		<p>Nh p môn kinh t l ng T.2 : Cách ti p c n hi n i Author: Jeffrey M. Wooldridge ; Biên d ch: Tr n Th Tu n Anh (ch.b.) Publisher: TP.HCM : Kinh t TP.HCM, 2017 Description: 331 tr. ; cm Edition: ISBN: 9786049227943</p>	<p>Ký hi u: 330.015195 W913 - J46 Th vi n BP S l ng: 3</p>
7		<p>Nh p môn kinh t l ng T.1 : Cách ti p c n hi n i Author: Jeffrey M. Wooldridge ; Biên d ch: Tr n Th Tu n Anh (ch.b.) Publisher: TP.HCM : Kinh t TP.HCM, 2019 Description: 552 tr. ; cm. Edition: ISBN: 9786049227943</p>	<p>Ký hi u: 330.015195 W913 - J46 Th vi n BP S l ng: 3</p>
8		<p>Effective SEO and content marketing : your ultimate free traffic guide Author: Nicolaos Papagiannis Publisher: Indianapolis : John Wiley and Sons, 2020 Description: 318 tr. ; 21 cm Edition: ISBN: 9781119628859</p>	<p>Ký hi u: 658.872 P197 - N542 Th vi n BP S l ng: 1</p>
9		<p>Content marketing : think like a publisher how to use content to market online and in social media Author: Rebecca Lieb Publisher: Indianapolis : Que, 2012 Description: 271 tr. ; cm. Edition: ISBN: 9780789748379</p>	<p>Ký hi u: 658.872 L716 - R289 Th vi n BP S l ng: 1</p>
10		<p>Email marketing in a digital world : the basics and beyond Author: Richard C. Hanna, Scott D. Swain, Jason Smith Publisher: UK : Business expert press, 2016 Description: 129 tr. ; 24 cm. Edition: ISBN:</p>	<p>Ký hi u: 658.872 H243 - R511 Th vi n BP S l ng: 1</p>


11		<p>Essentials of marketing research Author: Joseph F. Hair, David J. Ortinau, Dana E. Harrison Publisher: New York : McGraw Hill, 2021 Description: 428 tr. ; 26 cm. Edition: Fifth Edition ISBN: 9781260575781</p>	<p>Ký hi u: 658.83 H153 - J832 Th vi n BP S l ng: 1</p>
12		<p>Epic content marketing : how to tell a different story, break through the clutter, and win more customers by marketing less Author: Joe Pulizzi Publisher: New York : McGraw-Hill Education, 2014 Description: 329 tr. ; 23 cm. Edition: ISBN: 9780071819893</p>	<p>Ký hi u: 658.8 P966 - J59 Th vi n BP S l ng: 1</p>
13		<p>Entrepreneurship : starting, developing, and managing a new enterprise Author: Robert D. Hisrich, Michael P. Peters Publisher: Chicago : McGraw Hill education, 2021 Description: 581 tr. ; cm. Edition: 11th edition ISBN:</p>	<p>Ký hi u: 658.421 H673 - R639 Th vi n BP S l ng: 1</p>
14		<p>Phát triển kỹ năng lãnh đạo : Developing the leader within you Author: John. C. Maxwell ; Dịch: Minh Vi t Hoà, Nguyễn Thị Kim Oanh ; Lê Duy Hi u h. Publisher: Hà N i : Lao ng, 2020 Description: 315 r. ; 21 cm. Edition: ISBN: 9786043017700</p>	<p>Ký hi u: 658.4092 M465 - J653 Th vi n BP S l ng: 3</p>
15		<p>Using MIS Author: David M. Kroenke, Randall J. Boyle Publisher: Hoboken : Pearson, 2020 Description: 560 tr. ; cm Edition: 11th edition ISBN: 9780135191767</p>	<p>Ký hi u: 658.4038011 K932 - D249 Th vi n BP S l ng: 1</p>



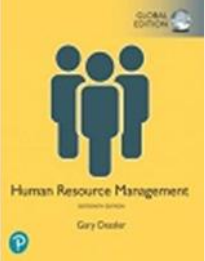
16		<p>Statistics for management and economics Author: Gerald Keller Publisher: China : Cengage learning, 2018 Description: 906 tr. ; 26 cm. Edition: 11 edition ISBN: 9781337093453</p>	<p>Ký hi u: 658.4 K281 - G311 Th vi n BP S l ng: 1</p>
17		<p>Kh i nghi p i m i sáng t o : T duy và công c Author: Nguy n ng Tu n Minh Publisher: Hà N i : Ph n , 2017 Description: 207 tr. ; 24 cm. Edition: ISBN: 9786045644713</p>	<p>Ký hi u: 658.11 N576 - M664 Th vi n BP S l ng: 3</p>
18		<p>Giáo trình kh i s kinh doanh Author: Nguy n Ng c Huy n, Ngô Th Vi t Nga Publisher: Hà N i : Kinh t qu c dân, 2020 Description: 774 tr. ; 24 cm. Edition: Tái b n l n th 2 ISBN: 9786049468131</p>	<p>Ký hi u: 658.11 N576 - H987 Th vi n BP S l ng: 3</p>
19		<p>Kh i nghi p kinh doanh : Lý thuy t, quá trình, th c t i n Author: Donald F. Kuratko Publisher: Hà N i : H ng c, 2019 Description: 551 tr. ; 24 cm. Edition: ISBN: 9786048975647</p>	<p>Ký hi u: 658.11 K968 - D675 Th vi n BP S l ng: 3</p>
20		<p>Entrepreneurship : successfully launching new ventures Author: Bruce R. Barringer, R. Duane Ireland Publisher: New York, NY : Pearson, 2019 Description: 617 tr. ; 29 cm. Edition: Sixth Edition ISBN: 9781292255330</p>	<p>Ký hi u: 658.11 B276 - B886 Th vi n BP S l ng: 1</p>

21		<p>Ti p th 4.0 - D ch chuy n t truy n th ng sang công ngh s Author: Philip Kotler, Hermawan Karrtajaya, Iwan Setiawan; Nguy n Khoa H ng Thành, Hoàng Thùy Minh Anh, Nguy n Qu nh Nh (D ch) Publisher: Tp.HCM : Tr , 2020 Description: 262 tr. ; 21 cm. Edition: ISBN: 9786041109056</p>	<p>Ký hi u: 658.8 P549 Th vi n BP S l ng: 3</p>
22		<p>Kinh t h c vi mô Author: Robert S. Pindyck, Daniel L. Rubinfeld Publisher: TP. HCM : Kinh t Tp. H Chí Minh, 2015 Description: 748 tr. ; 28cm. Edition: ISBN: 9786048982171</p>	<p>Ký hi u: 339.01 P648 - R639 Th vi n BP S l ng: 3</p>
23		<p>Kinh t vi mô Author: Lê B o Lâm (Ch biên), Nguy n Nh Ý, Tr n Th Bích Dung, Tr n Bá Th Publisher: Tp. HCM : Kinh t TP. HCM, 2020 Description: 237 tr. ; 24 cm. Edition: Tái b n l n th 12, có s a ch a và b sung ISBN:</p>	<p>Ký hi u: 338.5076 K619 - T253 Th vi n BP S l ng: 3</p>
24		<p>Câu h i - Bài t p - Tr c nghi m kinh t vi mô Author: Nguy n Nh Ý, Tr n Th Bích Dung, Nguy n Hoàng B o, Tr n Bá Th Publisher: Tp.HCM : Lao ng - Xã h i, 2020 Description: 299 tr. ; 21 cm. Edition: ISBN:</p>	<p>Ký hi u: 338.5076 C31 - H719 Th vi n BP S l ng: 3</p>
25		<p>Microeconomics : A Fresh Start Author: Peter Dorman Publisher: Berlin, Heidelberg : Springer Berlin Heidelberg, 2014 Description: 533 tr. ; 21 cm. Edition: ISBN: 9783662522493</p>	<p>Ký hi u: 338.5 D712 - P478 Th vi n BP S l ng: 1</p>

26		<p>Study guide for Technical analysis of the financial markets : a comprehensive guide to trading methods and applications Author: John J. Murphy Publisher: New York : New York Institute of Finance, 1999 Description: 150 tr. ; cm. Edition: ISBN: 9780735200654</p>	<p>Ký hi u: 332.632 M978 - J653 Th vi n BP S l ng: 1</p>
27		<p>Econometrics Author: Badi H. Baltagi Publisher: New York : Springer, 2011 Description: 410 tr. ; 28 cm. Edition: 5th ed ISBN: 9783642200588</p>	<p>Ký hi u: 330.015195 B216 - B142 Th vi n BP S l ng: 1</p>
28		<p>Economic forecasting Author: raham Elliott; Allan Timmermann Publisher: Oxford : Princeton University Press, 2016 Description: 552 tr. ; 25 cm. Edition: ISBN: 9780691140131</p>	<p>Ký hi u: 330 E581 - G760 Th vi n BP S l ng: 1</p>
29		<p>Critical thinking : tools for taking charge of your learning and your life Author: Richard Paul, Linda Elder Publisher: UK : Rowman & Littlefield, 2012 Description: 493 tr. ; cm. Edition: 3rd edition ISBN: 9781538139486</p>	<p>Ký hi u: 121 P324 - R511 Th vi n BP S l ng: 1</p>
30		<p>SEO fitness workbook : the seven steps to search engine optimization success on Google Author: Jason McDonald Publisher: USA : JM Internet Group, 2020 Description: 356 tr. ; 29 cm. Edition: ISBN: 9781704352381</p>	<p>Ký hi u: 025.04 M145 - J311 Th vi n BP S l ng: 1</p>

31		<p>SEO for dummies Author: Peter Kent Publisher: Hoboken : John Wiley & Sons, 2020 Description: 486 tr. ; 24 cm. Edition: 7th edition ISBN: 9781119579571</p>	<p>Ký hi u: 025.04 K371 - P478 Th vi n BP S l ng: 1</p>
32		<p>Kinh t v mô Author: Nguy n Nh Ý; Tr n Th Bích Dung Publisher: Tp. HCM : Kinh t TP. H Chí Minh, 2021 Description: 237 tr. ; 24 cm. Edition: Tái b n l n th VIII ISBN: 978-604-922-564-2</p>	<p>Ký hi u: 339 N576 - Y11 Th vi n BP S l ng: 3</p>
33		<p>Kinh t d c: Tài li u ào t o i h c Author: Nguy n Thanh Bình; Nguy n Th Thanh H ng Publisher: Hà N i : Y h c, 2019 Description: 155 tr. ; 24 cm. Edition: ISBN: 9786046639558</p>	<p>Ký hi u: 338.4761510711 N576 - B661 Th vi n S S l ng: 3</p>
34		<p>Giáo trình gi ng d y i h c Kinh t d c : T p 1 Author: Ph m ình Luy n, Nguy n Th H i Y n Publisher: Hà N i : Y h c, 2020 Description: 255 tr. ; 24 cm. Edition: ISBN: 9786046644941</p>	<p>Ký hi u: 338.4761510711 P534 - L978 Th vi n S S l ng: 3</p>
35		<p>Giáo trình gi ng d y i h c Kinh t d c : T p 2 Author: Ph m ình Luy n Publisher: Hà N i : Y h c, 2020 Description: 154 tr. ; 24 cm. Edition: ISBN: 9786046644958</p>	<p>Ký hi u: 338.4761510711 P534 - L978 Th vi n S S l ng: 3</p>

36		<p>Giáo trình giảng dạy về kinh tế Author: Phạm Minh Luyện, Nguyễn Thị Hải Yến Publisher: Hà Nội: Y học, 2020 Description: 154 tr. ; 24 cm. Edition: ISBN: 9786046644965</p>	<p>Ký hiệu: 338.4761510711 P534 - L978 Thư viện S Số lượng: 3</p>
37		<p>The law and policy of the World Trade Organization : text, cases, and materials Author: Peter van den Bossche, Werner Zdouc Publisher: United Kingdom : Cambridge University Press, 2013 Description: 1045 tr. ; 24 cm. Edition: 3rd edition ISBN: 9781107694293</p>	<p>Ký hiệu: 343.0870261 B745 - P478 Thư viện BP Số lượng: 1</p>
38		<p>Giáo trình Thống kê doanh nghiệp Author: B.s.: Nguyễn Công Nhàn (ch.b.), Văn Huân, Cao Quốc Quang, Phạm Thị Mai Anh Publisher: Hà Nội: Kinh tế Quốc dân, 2020 Description: 692 tr. ; 24 cm. Edition: ISBN: 9786049469435</p>	<p>Ký hiệu: 338.70727 N576 Thư viện BP Số lượng: 3</p>
39		<p>Tài chính doanh nghiệp Author: Nguyễn Minh Kiên Publisher: TP.HCM, 2020 Description: 563 tr. ; 24 cm. Edition: ISBN:</p>	<p>Ký hiệu: 658.150711 N576 - K477 Thư viện BP Số lượng: 3</p>
40		<p>Giáo trình luật thương mại quốc tế Author: Nông Quốc Bình Publisher: Hà Nội, Lao động xã hội, 2020 Description: 435 tr. ; 21 cm. Edition: ISBN:</p>	<p>Ký hiệu: 341.754 N812 - B613 Thư viện BP Số lượng: 3</p>

41		<p>Quản trị khủng bố trực tuyến và xử lý khủng hoảng truyền thông hi u qu</p> <p>Author: Phan Minh C ng</p> <p>Publisher: TP.HCM : T ng h p TP.HCM, 2018</p> <p>Description: 173 tr. ; 21 cm.</p> <p>Edition:</p> <p>ISBN: 9786045874288</p>	<p>Ký hi u: 658.45 P535 - C973</p> <p>Th vi n BP</p> <p>S l ng: 3</p>
42		<p>Sáng t o chi n d ch PR hi u qu</p> <p>Author: Anne Gregory ; Nguy n Trung An d ch</p> <p>Publisher: TP.HCM : T ng h p TP.HCM, 2017</p> <p>Description: 270 tr. ; 21 cm.</p> <p>Edition:</p> <p>ISBN: 9786045869505</p>	<p>Ký hi u: 659.2 G822 - A613</p> <p>Th vi n BP</p> <p>S l ng: 3</p>
43		<p>Human Resource Management</p> <p>Author: Gary Desler</p> <p>Publisher: Harlow : Pearson, 2020</p> <p>Description: 720 tr. ; 29 cm.</p> <p>Edition: Sixteenth Edition</p> <p>ISBN: 9781292309125</p>	<p>Ký hi u: 658.3 D461 - G244</p> <p>Th vi n BP</p> <p>S l ng: 1</p>