
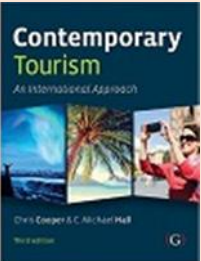


STT	BÌA SÁCH	NHAN	V TRÍ
1		<p>Marketing concepts and strategies  Author: Sally Dibb, Lyndon Simkin, William M Pride, O. C. Ferrell  Publisher: US : CENGAGE, 2019  Description: 814 tr. ; 26 cm  Edition: 8th edition  ISBN: 9781473760271</p>	<p>Ký hi u: 658.8  Th vi n BP  S l ng: 1</p>
2		<p>Strategic market management : global perspectives  Author: David A. Aaker, Damien McLoughlin  Publisher: UK : Wiley, 2010  Description: 354 tr. ; 24 cm  Edition: First Edition  ISBN: 9780470689752</p>	<p>Ký hi u: 658.802  Th vi n BP  S l ng: 1</p>
3		<p>Exploring corporate strategy : text &amp; cases  Author: Gerry Johnson, Kevan Scholes  Publisher: New York : Pearson, 2017  Description: 797 tr. ; 26 cm  Edition: Eleventh edition  ISBN: 9781292145129</p>	<p>Ký hi u: 658.4012  Th vi n BP  S l ng: 2</p>
4		<p>MBA marketing  Author: Malcolm McDonald, Ailsa Kolsaker  Publisher: UK : Macmillian, 2014  Description: 517 tr. ; 24 cm  Edition:  ISBN: 9781137300294</p>	<p>Ký hi u: 658.8  Th vi n BP  S l ng: 1</p>
5		<p>Tourism : principles and practice  Author: John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill  Publisher: United Kingdom : Pearson, 2018  Description: 636 tr. ; 26 cm  Edition: Sixth Edition  ISBN: 9781292172354</p>	<p>Ký hi u: 910  Th vi n BP  S l ng: 1</p>

6		<p>Digital marketing : Strategy, implementation and practice  Author: Dave Chaffey, Fiona Ellis Chadwick  Publisher: New York : Pearson, 2019  Description: 545 tr. ; 26 cm  Edition: Seventh edition  ISBN: 9781292241579</p>	<p>Ký hi u: 658.872  Th vi n BP  S l ng: 1</p>
7		<p>Contemporary tourism : an international approach  Author: Chris Cooper, C. Michael Hall  Publisher: UK : Goodfellow, 2019  Description: 430 tr. ; 25 cm  Edition: Fourth edition  ISBN: 9781911396772</p>	<p>Ký hi u: 338.4791  Th vi n BP  S l ng: 1</p>