

STT	BÌA SÁCH	NHAN	V TRÍ
1		<p>Macroeconomics  Author: N. Gregory Mankiw  Publisher: New York : Macmillan International, 2019  Description: 612tr. ; cm.  Edition: Tenth Edition  ISBN: 9781319243586</p>	<p>Ký hi u: 339 M278 - N111  Th vi n BP  S l ng: 1</p>
2		<p>Marketing management : Astrategic decision - making approach  Author: John W. Mullins, Orville C. Walker  Publisher: New York : McGraw - Hill, 2013  Description: 547tr. ; 26cm.  Edition: Eighth Edition  ISBN: 9780078028793</p>	<p>Ký hi u: 658.8 M959 - J653  Th vi n BP  S l ng: 1</p>
3		<p>Operations management  Author: William J. Stevenson  Publisher: New York : McGraw Hill Education, 2015  Description: 890tr. ; 25cm  Edition: Thirteenth Edition  ISBN: 9781259667473</p>	<p>Ký hi u: 658.5 S847 - W717  Th vi n BP  S l ng: 1</p>
4		<p>E - marketing : Theory and application  Author: Stephen Dann, Susan Dann  Publisher: New York : Palgrave Macmillan, 2011  Description: 474 tr. ; 25 cm  Edition:  ISBN: 9780230203969</p>	<p>Ký hi u: 658.872 D188 - S828  Th vi n BP  S l ng: 1</p>
5		<p>Services marketing : Integrating customer focus across the firm  Author: Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D Gremler  Publisher: Boston : McGraw Hill, 2018  Description: 514tr. ; 25cm  Edition: Seventh Edition  ISBN: 9780078112102</p>	<p>Ký hi u: 658.8 Z48 - V137  Th vi n BP  S l ng: 1</p>

6		<p>Entrepreneurship and small business : Start - up, growth and maturity  Author: Paul Burns  Publisher: New York : Palgrave Macmillan, 2016  Description: 540 tr. ; 25 cm  Edition: Fourth Edition  ISBN: 9781137430359</p>	<p>Ký hi u: 658.022 B967 - P324  Th vi n BP  S l ng: 1</p>
7		<p>Strategic management  Author: Colin White  Publisher: New York : Palgrave Macmillan, 2004  Description: 840 tr. ; 25 cm.  Edition:  ISBN: 9781403904003</p>	<p>Ký hi u: 658.4012 W582 - C696  Th vi n BP  S l ng: 1</p>
8		<p>Entrepreneurship : Theory, process, practice  Author: Kuratko, Donald F  Publisher: Singapore : Cengage, 2017  Description: 478 tr. ; 26 cm  Edition: 11 Edition  ISBN: 9789814866071</p>	<p>Ký hi u: 658 D675 - K968  Th vi n BP  S l ng: 5</p>
9		<p>Juran's quality handbook : The complete guide to performance excellence  Author: Joseph A. DeFeo  Publisher: New York : McGraw Hill Education, 2017  Description: 968 tr. ; 25 cm  Edition: Sevnth Edition  ISBN: 9781259643613</p>	<p>Ký hi u: 658.562 D313 - J832  Th vi n BP  S l ng: 1</p>
10		<p>Research method ology : A step - by - step guide for beginners  Author: Ranjit Kumar  Publisher: Los Angeles : Sage, 2019  Description: 503 tr. ; 24 cm  Edition: Fifth Edition  ISBN: 9781526449900</p>	<p>Ký hi u: 330.72 K9637 - R197  Th vi n BP  S l ng: 1</p>

11		<p>Procurement principles and management  Author: Peter Baily, David Farmer, Barry Crocker, David Jessop  Publisher: Harlow : Pearson Education, 2015  Description: 594 tr. ; 24 cm  Edition: Eleventh Edition  ISBN: 9781292016016</p>	<p>Ký hi u: 658.72 B161 - P478  Th vi n BP  S l ng: 10</p>
12		<p>Fundamentals of management  Author: Stephen P. Robbins, Mary A. Coulter, David A. De Cenzo  Publisher: Harlow : Pearson, 2020  Description: 551 tr. ; 26 cm  Edition: Eleventh Edition  ISBN: 9781292307329</p>	<p>Ký hi u: 658.404 R632 - S828  Th vi n BP  S l ng: 10</p>
13		<p>Principles of marketing an asian perspective : An asian perspective  Author: Philip Kotler, Gary Armstrong, Swee Hoon Ang, Chin Tiong Tan  Publisher: Harlow : Pearson, 2017  Description: 750 tr. ; 29 cm.  Edition: Fourth Edition  ISBN: 9781292089669</p>	<p>Ký hi u: 658.8 P549  Th vi n BP  S l ng: 12</p>
14		<p>Principles of managerial finance : Brief  Author: Chad J. Zutter, Scott B. Smart  Publisher: New York : Pearson, 2019  Description: 777 tr. ; 21 cm  Edition: Eighth Edition  ISBN: 9781292267142</p>	<p>Ký hi u: 658.15 Z968 - C432  Th vi n BP  S l ng: 10</p>
15		<p>Strategic management : Concepts and cases, a competitive advantage approach  Author: Fred R. David, David, Strategic  Publisher: Boston : Pearson, 2017  Description: 680 tr. ; 26 cm  Edition: Sixteenth Edition  ISBN: 9781292148496</p>	<p>Ký hi u: 658.4012 D249 - F852  Th vi n BP  S l ng: 10</p>