



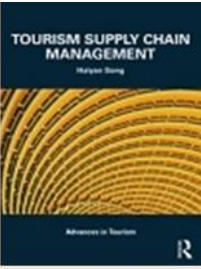

STT	BÌA SÁCH	NHAN	V TRÍ
1		<p>Service operations management : Improving service delivery</p> <p>Author: Robert Johnston, Graham Clark, Michael Shulver</p> <p>Publisher: Harlow : Pearson, 2012</p> <p>Description: 462 tr. ; 26 cm</p> <p>Edition: Fourth Edition</p> <p>ISBN: 9780273740483</p>	<p>Ký hi u: 658 J721 - R639</p> <p>Th vi n BP</p> <p>S l ng: 10</p>
2		<p>The leadership training activity book : 50 exercises for building effective leaders</p> <p>Author: Lois B. Hart, Charlotte S. Waisman</p> <p>Publisher: New York, NY : Amacom, 2005</p> <p>Description: 313 tr. ; 28 cm.</p> <p>Edition:</p> <p>ISBN: 9780814472620</p>	<p>Ký hi u: 658.14092 H325 - L834</p> <p>Th vi n BP</p> <p>S l ng: 1</p>
3		<p>Managerial economics : Text, Problems &amp; cases</p> <p>Author: R. L. Varshney; K.L. Maheshwari</p> <p>Publisher: New Delhi : Sultan Chand &amp; Sons, 2019</p> <p>Description: 746 tr. ; 24 cm</p> <p>Edition:</p> <p>ISBN: 9789351611066</p>	<p>Ký hi u: 658 V325 - R111</p> <p>Th vi n BP</p> <p>S l ng: 1</p>
4		<p>Essentials of artificial intelligence</p> <p>Author: Matt Ginsberg</p> <p>Publisher: Calif : Morgan Kaufmann Publishers, 1993</p> <p>Description: 430 tr. ; 26 cm</p> <p>Edition:</p> <p>ISBN: 9781558602212</p>	<p>Ký hi u: 006.3 G493 - M437</p> <p>Th vi n BP</p> <p>S l ng: 1</p>
5		<p>Emarketing : the essential guide to online marketing</p> <p>Author: Rob Stokes</p> <p>Publisher: South Africa : Quirk Education Pty (Ltd), 2008</p> <p>Description: 280 tr. ; 24 cm</p> <p>Edition:</p> <p>ISBN: 9780620411356</p>	<p>Ký hi u: 658.8002855 S874 - R628</p> <p>Th vi n BP</p> <p>S l ng: 1</p>

6		<p>Principles of total quality  Author: Vincent K. Omachonu, Joel E. Ross  Publisher: Boca Raton, Fla : CRC Press, 2004  Description: 493 tr. ; 24 cm  Edition: Third edition  ISBN: 9781574443264</p>	<p>Ký hi u: 658.4013  O541 - V768  Th vi n BP  S l ng: 1</p>
7		<p>Commercial law  Author: Eric Baskind, Greg Osborne, Lee Roach  Publisher: Oxford, United Kingdom : Oxford University Press, 2019  Description: 772 tr. ; 25 cm  Edition: Third edition  ISBN: 9780198825975</p>	<p>Ký hi u: 346.4107  B315 - E681  Th vi n BP  S l ng: 1</p>
8		<p>Brand management : research, theory and practice  Author: Tilde Heding, Charlotte F. Knudtzen and Mogens Bjerre  Publisher: New York : Routledge, Taylor &amp; Francis Group, 2016  Description: 307 tr. ; 24 cm  Edition: Second edition  ISBN: 9781138804692</p>	<p>Ký hi u: 658.827 H454  - T571  Th vi n BP  S l ng: 1</p>
9		<p>Business law  Author: Robert W. Emerson  Publisher: Hauppauge, N.Y. : Barron's Educational Series, 2015  Description: 784 tr. ; 24 cm  Edition: Sixth edition  ISBN: 9781438005119</p>	<p>Ký hi u: 346.7307 E535  - R639  Th vi n BP  S l ng: 1</p>
10		<p>Implementing positive organizational change : a strategic project management approach  Author: Gina Abudi  Publisher: Plantation, FL : J. Ross Publishing, 2017  Description: 318 tr. ; 24 cm  Edition:  ISBN: 9781604271331</p>	<p>Ký hi u: 658.406 A165 - G492  Th vi n BP  S l ng: 1</p>

11		<p>Handbook of mathematical functions : With formulas, graphs, and mathematical tables  Author: Milton Abramowitz, Irene A. Stegun  Publisher: USA : Martino Publishing, 2014  Description: 1045 tr. ; 26 cm  Edition:  ISBN: 9781614276173</p>	<p>Ký hi u: 517.5083  A161 - M662  Th vi n BP  S l ng: 1</p>
12		<p>Logistics and retail management : emerging issues and new challenges in the retail supply chain  Author:  John Fernie &amp; Leigh Sparks (ed)  Publisher: London : Kogan Page, 2019  Description: 314 tr. ; 24 cm.  Edition: Fifth edition  ISBN: 9780749481605</p>	<p>Ký hi u: 658.5 F365 - J653  Th vi n BP  S l ng: 1</p>
13		<p>Project management : A systems approach to planning, scheduling, and controlling  Author: Harold Kerzner  Publisher: New Jersey : John Wiley, 2017  Description: 814 tr. ; 26 cm  Edition: Twelfth Edition  ISBN: 9781119165354</p>	<p>Ký hi u: 658.404 K419 - H292  Th vi n BP  S l ng: 10</p>
14		<p>Business model generation : A handbook for visionaries, game changers, and challengers  Author: Alexander Osterwalder, Yves Pigneur  Publisher: Hoboken, NJ : Wiley, 2010  Description: 278 tr. ; 24 cm  Edition:  ISBN: 9780470876411</p>	<p>Ký hi u: 658.4012 O855 - A374  Th vi n BP  S l ng: 10</p>
15		<p>Business ethics ethical decision making and cases  Author: O.C. Ferrell, John Fraedrich, Linda Ferrell  Publisher: Singapore : Cengage, 2019  Description: 585tr. ; 24cm.  Edition: 12 Edition  ISBN:</p>	<p>Ký hi u: 174.4 F383 - O111  Th vi n BP  S l ng: 10</p>

16		<p>Quality management demystified  Author: Sid Kemp  Publisher: New York : McGraw-Hill, 2006  Description: 355 tr. ; 24 cm  Edition:  ISBN: 9780071449083</p>	<p>Ký hi u: 658.4013  K321 - S568  Th vi n BP  S l ng: 1</p>
17		<p>Commercial law : principles and policy  Author: Nicholas Ryder, Margaret Griffiths, Lachmi Singh  Publisher: New York : Cambridge University Press, 2012  Description: 596 tr. ; 26 cm.  Edition:  ISBN: 9780521758024</p>	<p>Ký hi u: 346.4207  R992 - N597  Th vi n BP  S l ng: 1</p>
18		<p>Advertising and promotion : An integrated marketing communications perspective  Author: George E. Belch, Michael A. Belch  Publisher: New York : McGraw Hill, 2018  Description: 764 tr. ; 27 cm  Edition:  ISBN: 9781259921698</p>	<p>Ký hi u: 659.1 B427 - G347  Th vi n BP  S l ng: 1</p>
19		<p>Employee training and development  Author: Raymond A. Noe  Publisher: New York : McGraw Hill, 2020  Description: 567 tr. ; 24 cm  Edition: Eighth Edition  ISBN: 9781260565638</p>	<p>Ký hi u: 658.3124  N763 - R268  Th vi n BP  S l ng: 1</p>
20		<p>An introduction to statistics with Python : with applications in the life sciences  Author: Thomas Haslwanter  Publisher: Germany : Springer, 2016  Description: 278 tr. ; 24 cm.  Edition:  ISBN: 9783319283159</p>	<p>Ký hi u: 519.50285  H352 - T454  Th vi n BP  S l ng: 1</p>
21		<p>Fuzzy sets &amp; fuzzy logic  Author: George J. Klir, Bo Yuan  Publisher: India : Pearson, 2018  Description: 574 tr. ; 24 cm.  Edition:  ISBN: 10115993</p>	<p>Ký hi u: 515.322 K659 - G347  Th vi n BP  S l ng: 1</p>

22		<p>Strategic brand management : Building, measuring, and managing brand equity  Author: Kevin Lane Keller  Publisher: Boston : Pearson, 2013  Description: 590tr. ; 29cm  Edition: Fourth Edition  ISBN: 9780273779414</p>	<p>Ký hi u: 658.827 K291 - L265  Th vi n BP  S l ng: 1</p>
23		<p>Personal financial literacy  Author: Joan S. Ryan, Christie Ryan  Publisher: Boston, MA : South-Western Cengage, 2019  Description: 434 tr. ; 27 cm.  Edition: 3rd Edition  ISBN: 9781337904070</p>	<p>Ký hi u: 332.02400973  Th vi n BP  S l ng: 5</p>
24		<p>Making sense of change management : A complete guide to the models, tools and techniques of organizational change  Author: Esther Cameron, Mike Green  Publisher: London : Kogan Page, 2020  Description: 532 tr. ; 26 cm.  Edition: Fifth edition  ISBN: 9780749496975</p>	<p>Ký hi u: 658.406  Th vi n BP  S l ng: 1</p>
25		<p>Microeconomics  Author: Robert S. Pindyck, Daniel L. Rubinfeld  Publisher: NY : Pearson, 2018  Description: 781 tr. ; 27 cm.  Edition: Ninth Edition  ISBN: 9781292213316</p>	<p>Ký hi u: 338.5  Th vi n BP  S l ng: 10</p>
26		<p>Global marketing  Author: Warren J. Keegan, Mark C. Green  Publisher: Hoboken : Pearson Education, 2017  Description: 624 tr. ; 27 cm.  Edition: Ninth Edition  ISBN: 9781292150765</p>	<p>Ký hi u: 658.8  Th vi n BP  S l ng: 1</p>

27		<p>Essentials of management  Author: Andrew J. DuBrin  Publisher: Mason : Thomson Business &amp; Economics, 2017  Description: 544 tr. ; 27 cm.  Edition: 10th edition  ISBN: 9780996757867</p>	<p>Ký hi u: 658  Th vi n BP  S l ng: 1</p>
28		<p>International business : Competing in the global marketplace  Author: Charles W. L. Hill, G. Tomas M. Hult  Publisher: New York : McGraw-Hill Education, 2019  Description: 667 tr. ; 29 cm.  Edition: 12 Edition  ISBN: 9781260092349</p>	<p>Ký hi u: 658.049  Th vi n BP  S l ng: 1</p>
29		<p>Tourism supply chain management  Author: Haiyan Song  Publisher: New York : Routledge, 2012  Description: 202 tr. ; 24 cm.  Edition: 1st ed  ISBN: 9780415581561</p>	<p>Ký hi u: 910.687  Th vi n BP  S l ng: 5</p>
30		<p>Project management : A managerial approach  Author: Jack R. Meredith, Samuel J. Mantel, Jr  Publisher: Hoboken, NJ : Wiley, 2016  Description: 491 tr. ; 25 cm.  Edition: Ninth Edition  ISBN: 9781118945834</p>	<p>Ký hi u: 658.404  Th vi n BP  S l ng: 1</p>