
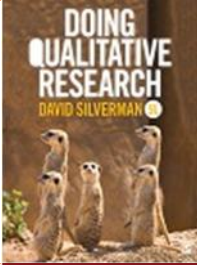

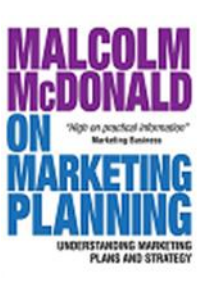


STT	BÌA SÁCH	NHAN	V TRÍ
1		Principles and practice of marketing Author: David Jobber, Fiona Ellis Chadwick Publisher: New York : McGraw-Hill, 2020 Description: 631 tr. ; 26 cm Edition: Ninth Edition ISBN: 9781526847232	Ký hi u: 658.8 J627 - D249 Th vi n BP S l ng: 1
2		Supply chain management : Strategy, planning and operation Author: Sunil Chopra Publisher: New York, NY : Pearson Education, 2019 Description: 528 tr. ; 26 cm. Edition: Seventh edition ISBN: 9781292257891	Ký hi u: 658.7 C549 - S958 Th vi n BP S l ng: 20
3		Marketing : An intruduction Author: Armstrong, Gary ; Kotler, Philip Publisher: New York : Pearson Education, 2017 Description: 642 ; 28 Edition: Thirteenth Edition ISBN: 9780134149530	Ký hi u: 658.8 A735 - G244 Th vi n BP S l ng: 1
4		Entrepreneurs : Talent, temperament and oppportunity Author: Bill Bolton Publisher: New York : Routledge, 2013 Description: 352 tr ; 26 cm Edition: Third edition ISBN: 9780415631884	Ký hi u: 658.421 B694 - B596 Th vi n BP S l ng: 1
5		Building management skills : An action-first approach Author: Daft, Richard L. Publisher: UK : Erin Joyner, 2014 Description: 638 tr ; 28 cm Edition: 1st edition ISBN: 9780324235999	Ký hi u: 658.4 D124 - R511 Th vi n BP S l ng: 1
6		The changing face of Japanese management Author: Keith Jackson, Miyuki Tomioka Publisher: New York : Routledge, 2004 Description: 260 tr. ; 24 cm. Edition: ISBN: 9780415287456	Ký hi u: 658.00952 J335 - K458 Th vi n BP S l ng: 1

7		<p>The psychology of culture shock Author: Colleen Ward, Stephen Bochner, Adrian Furnham Publisher: New York : Routledge, 2001 Description: 360 tr. ; 24 cm. Edition: Second edition ISBN: 9780415162357</p>	<p>Ký hi u: 303.482 W373 - C655 Th vi n BP S l ng: 1</p>
8		<p>Research methods for business : A skill-building approach Author: Uma Sekaran, Roger Bougie Publisher: UK : Wiley, 2018 Description: 420tr. ; 26cm. Edition: 7th Edition ISBN: 9781119165552</p>	<p>Ký hi u: 650.072 S463 - U48 Th vi n BP S l ng: 1</p>
9		<p>Marketing planning : strategy, environment and context Author: Blythe, Jim; Megicks, Phil Publisher: US : Prentice Hall, 2010 Description: 264tr. ; 27cm. Edition: ISBN: 9780273724711</p>	<p>Ký hi u: 658.802 B6615 - J614 Th vi n BP S l ng: 1</p>
10		<p>Cultural intelligence : surviving and thriving in the global village Author: David C. Thomas, Kerr Inkson Publisher: US : Berrett-Koehler Publishers, 2017 Description: 198tr. ; 21cm. Edition: 3rd Edition ISBN: 9781626568655</p>	<p>Ký hi u: 303.482 T454 - D249 Th vi n BP S l ng: 1</p>
11		<p>Managing people across cultures Author: Fons Trompenaars, Charles Hampden-Turner Publisher: Oxford : Capstone, 2004 Description: 376 tr. : nh ; 24 cm. Edition: ISBN: 9781841124728</p>	<p>Ký hi u: 658.3 T851 - A388 Th vi n BP S l ng: 1</p>
12		<p>Entrepreneurship and small firms Author: David Deakins, Mark Freel Publisher: London : McGraw-Hill Education, 2012 Description: 324 tr. ; 26 cm. Edition: ISBN: 9780077136451</p>	<p>Ký hi u: 338.04 D278 - D249 Th vi n BP S l ng: 1</p>

13		<p>Introduction to human resource management : a guide to HR in practice Author: Charles Leatherbarrow, Janet Fletcher Publisher: New York : Kogan Page, 2019 Description: 541 tr. ; 26 cm. Edition: 4th edition ISBN: 9780749483685</p>	<p>Ký hi u: 658.3 L438 - C475 Th vi n BP S l ng: 1</p>
14		<p>Doing qualitative research Author: David Silverman Publisher: London : SAGE, 2017 Description: 572 tr. ; 25 cm. Edition: 5th edition ISBN: 9781473966994</p>	<p>Ký hi u: 300.72 S587 - D249 Th vi n BP S l ng: 1</p>
15		<p>Introduction to leadership : concepts and practice Author: Peter G. Northouse Publisher: US : Sage, 2021 Description: 406 tr. : nh, b ng ; 23 cm. Edition: 5 edition ISBN: 9781544351599</p>	<p>Ký hi u: 303.34 N876 - P478 Th vi n BP S l ng: 1</p>
16		<p>Malcolm McDonald on marketing planning : understanding marketing plans and strategy Author: Malcolm McDonald Publisher: UK : Kogan Page, 2016 Description: 177tr. ; 23cm. Edition: ISBN: 9780749478216</p>	<p>Ký hi u: 658.802 M478 - M243 Th vi n BP S l ng: 1</p>