

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>

16		<p>E - commerce 2019 : Business. technology. society Author: Kenneth C. Laudon, Carol Guercio Traver Publisher: Hoboken : Pearson, 2020 Description: 912 tr. ; 26 cm Edition: Fifteenth Edition ISBN: 9781292303178</p>	<p>Ký hi u: 658.872 L372 - K365 Th vi n BP S l ng: 10</p>
17		<p>Marketing communications : Touchpoints, sharing and disruption Author: Chris Fill, Sarah Turnbull Publisher: New York : Pearson, 2019 Description: 775 tr. ; 24 cm Edition: Eighth Edition ISBN: 9781292234977</p>	<p>Ký hi u: 658.802 F484 - C554 Th vi n BP S l ng: 10</p>
18		<p>International business law : Text, cases, and readings Author: Ray August, Don Mayer, Michael Bixby Publisher: Upper Saddle River, NJ : Pearson, 2013 Description: 733 tr. ; 29 cm Edition: Sixth Edition ISBN: 9780273768616</p>	<p>Ký hi u: 346.07 A923 - R263 Th vi n BP S l ng: 10</p>
19		<p>Operations and supply management : The core Author: F. Robert Jacobs, Richard B. Chase Publisher: New York : McGraw Hill Education, 2020 Description: 516 tr. ; 27 cm Edition: Fifth Edition ISBN: 9781260547627</p>	<p>Ký hi u: 658.5 J171 - R639 Th vi n BP S l ng: 15</p>
20		<p>Supply chain logistics management Author: Donald J. Bowersox, David J. Closs, M. Bixby Cooper Publisher: New York : McGraw Hill Education, 2020 Description: 462 tr. ; 27 cm Edition: Fifth Edition ISBN: 9781260547825</p>	<p>Ký hi u: 658.7 B786 - D675 Th vi n BP S l ng: 14</p>

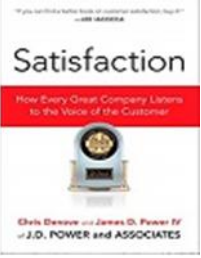

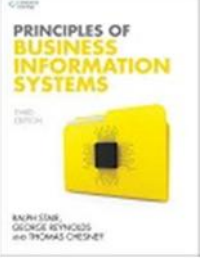
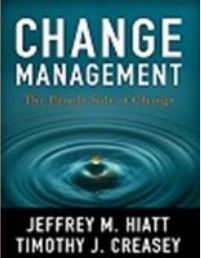
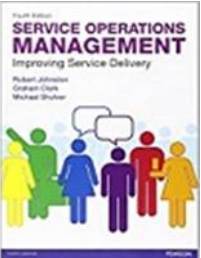
21		<p>Consumer behavior : Buying, having, and being Author: Michael R. Solomon Publisher: Boston : Pearson, 2018 Description: 623 tr. ; 26 cm Edition: Twelfth Edition ISBN: 9781292153100</p>	<p>Ký hi u: 658.8342 S689 - M621 Th vi n BP S l ng: 10</p>
22		<p>Operations management : Processes and supply chains Author: Lee J. Krajewski, Manoj K. Malhotra, Larry P. Ritzman Publisher: Harlow : Pearson, 2019 Description: 679 tr. ; 29 cm Edition: Twelfth edition ISBN: 9781292259932</p>	<p>Ký hi u: 658.5 K893 - L478 Th vi n BP S l ng: 10</p>
23		<p>On cooking : A textbook of culinary fundamentals Author: Sarah R. Labensky, Alan M. Hause, Priscilla A. Martel Publisher: New York : Pearson, 2019 Description: 1184 tr. ; 29 cm Edition: Sixth edition ISBN: 9780134441900</p>	<p>Ký hi u: 641.5 L116 - S243 Th vi n BP S l ng: 5</p>
24		<p>Principles of accounting Author: Belverd E. Needles; Marian Powers Publisher: Mason : South - Wester Cengage Learning, 2014 Description: 1184 tr. ; 29 cm Edition: Twelfth Edition ISBN: 97871133626985</p>	<p>Ký hi u: 657 N375 - B454 Th vi n BP S l ng: 5</p>
25		<p>Human resource management Author: Joseph J. Martocchio Publisher: Harlow : Pearson, 2019 Description: 461 tr. ; 28 cm Edition: Fifteenth Edition ISBN: 9781292264332</p>	<p>Ký hi u: 658.3 M387 - J834 Th vi n BP S l ng: 10</p>

26		<p>Fundamentals of information systems Author: Ralph M. Stair, George W. Reynolds Publisher: Boston : Cengage, 2018 Description: 503 tr. ; 28 cm Edition: Ninth Edition ISBN: 9781337097536</p>	<p>Ký hi u: 005.7 S782 - R163 Th vi n BP S l ng: 5</p>
27		<p>Tourism : The business of hospitality and travel Author: Roy A. Cook, Cathy H. C. Hsu, Lorraine L. Taylor Publisher: Harlow : Pearson, 2018 Description: 448 tr. ; 28 cm. Edition: Sixth Edition ISBN: 9781292221670</p>	<p>Ký hi u: 910.68 C771 - R888 Th vi n BP S l ng: 10</p>
28		<p>Retail management : A strategic approach Author: Barry Berman, Hofstra University, Joel R. Evans, Patrali Chatterjee Publisher: Harlow : Pearson, 2018 Description: 592 tr. ; 29 cm Edition: Thirteenth edition ISBN: 9781292214672</p>	<p>Ký hi u: 658.87 B516 - B279 Th vi n BP S l ng: 10</p>
29		<p>Fundamentals of management Author: Ricky W. Griffin Publisher: Singapore : Cengage, 2019 Description: 455 tr. ; 28 cm Edition: 9th Edition ISBN: 9789814834438</p>	<p>Ký hi u: 658.404 G851 - R539 Th vi n BP S l ng: 6</p>
30		<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>

31		<p>Business research methods Author: Pamelas S. Schindler Publisher: New York : McGraw Hill Education, 2019 Description: 608 tr. ; 28 cm Edition: Thirteenth Edition ISBN: 9781260091861</p>	<p>Ký hi u: 658.0072 S336 - P185 Th vi n BP S l ng: 1</p>
32		<p>Fundamentals of financial accounting Author: Fred Phillips, Robert Libby, Patricia A. Libby Publisher: New York : McGraw Hill Education, 2019 Description: 652 tr. ; 28 cm Edition: Sixth Edition ISBN: 9781260092813</p>	<p>Ký hi u: 657 P558 - F852 Th vi n BP S l ng: 1</p>
33		<p>Organizational Behavior Author: Stephen P. Robbins, Timothy A. Judge Publisher: Harlow : Pearson, 2019 Description: 770 tr. ; 28 cm Edition: Eighteenth Edition ISBN: 9781292259239</p>	<p>Ký hi u: 302.35 R632 - S828 Th vi n BP S l ng: 1</p>
34		<p>Essentials of marketing : A marketing strategy planning approach Author: William D. Perreault Jr., PhD, Joseph P. Cannon, PhD, E. Jerome McCarthy, PhD Publisher: New York : McGraw Hill Education, 2019 Description: 736 tr. ; 29 cm Edition: 16th Edition ISBN: 9781260092127</p>	<p>Ký hi u: 658.8 P455 - W716 Th vi n BP S l ng: 1</p>
35		<p>Retailing Author: Patrick Dunne, Robert Lusch, Myron Gable Publisher: Mason : South - Western College Pub, 2014 Description: 683 tr. ; 27 cm. Edition: 8th Edition ISBN: 9781133953807</p>	<p>Ký hi u: 658.87 D923 - P314 Th vi n BP S l ng: 5</p>

36		<p>Managing change Author: Bernard Burnes Publisher: Harlow : Pearson, 2017 Description: 649 tr. ; 26 cm Edition: Seventh Edition ISBN: 9781292156040</p>	<p>Ký hi u: 658.406 B963 - B518 Th vi n BP S l ng: 10</p>
37		<p>Business law Author: Ewan MacIntyre Publisher: Harlow : Pearson, 2018 Description: 754 tr. ; 26 cm Edition: Ninth edition ISBN: 978292219950</p>	<p>Ký hi u: 346.4207 M152 - E942 Th vi n BP S l ng: 8</p>
38		<p>Essentials of organizational behavior Author: Stephen P. Robbins, Timothy A. Judge Publisher: Harlow : Pearson, 2018 Description: 400 tr. ; 24 cm Edition: Fourteenth Edition ISBN: 9781292221410</p>	<p>Ký hi u: 658.3 R632 - S828 Th vi n BP S l ng: 9</p>
39		<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: 13</p>
40		<p>Global business today Author: Charles W.L. Hill, G. Tomas M. Hult Publisher: New York, NY : McGraw Hill, 2020 Description: 530 tr. ; 28 cm Edition: 11 Edition ISBN: 9781260565812</p>	<p>Ký hi u: 658.049 H645 - C475 Th vi n BP S l ng: 2</p>


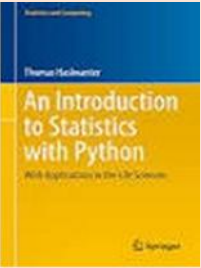

41		<p>New products management Author: Merle Crawford, Anthony Di Benedetto Publisher: New York, NY : McGraw-Hill Education, 2015 Description: 588 tr. ; 24 cm Edition: Eleventh edition ISBN: 9780078029042</p>	<p>Ký hi u: 658.575 M564 Th vi n BP S l ng: 1</p>
42		<p>The strategic procurement practice guide : Know - how, tools and techniques for global buyers Author: Ulrich Weigel, Marco Ruecker Publisher: New York, NY : Springer, 2017 Description: 209 tr. ; 24 cm. Edition: ISBN: 9783319862170</p>	<p>Ký hi u: 658.4012 W419 - U45 Th vi n BP S l ng: 1</p>
43		<p>Fundamentals of human resource management Author: Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, Patrick M, Wright Publisher: New York : McGraw Hill, 2020 Description: 579 tr. ; 26 cm Edition: Eighth Edition ISBN: 9781260565768</p>	<p>Ký hi u: 658.3 N763 - R268 Th vi n BP S l ng: 1</p>
44		<p>Fundamentals of management Author: Ricky W. Griffin Publisher: Singapore : Cengage, 2019 Description: 455 tr. ; 28 cm Edition: 9th Edition ISBN: 9789814834438</p>	<p>Ký hi u: 658.404 G851 - R539 Th vi n BP S l ng: 6</p>
45		<p>Global business today Author: Charles W.L. Hill, G. Tomas M. Hult Publisher: New York, NY : McGraw Hill, 2020 Description: 530 tr. ; 28 cm Edition: 11 Edition ISBN: 9781260565812</p>	<p>Ký hi u: 658.049 H645 - C475 Th vi n BP S l ng: 2</p>

46		<p>Satisfaction : How every great company listens to the voice of the customer Author: Chris Denove, James D. Power IV Publisher: New York : Portfolio Description: 266 tr. ; 24 cm Edition: ISBN: 9781591841647</p>	<p>Ký hi u: 658.8343 C554 Th vi n BP S l ng: 2</p>
47		<p>Service management : An integrated approach Author: Paul Gemmel, Bart Van Looy, Roland Van Dierdonck Publisher: Harlow : Pearson, 2013 Description: 505 tr. ; 25 cm Edition: Third Edition ISBN: 9780273732037</p>	<p>Ký hi u: 338.4068 G323 - P324 Th vi n BP S l ng: 10</p>
48		<p>Principles of business information systems Author: Ralph Stair, George Reynolds, Thomas Chesney Publisher: United States : CENGAGE, 2018 Description: 506 tr. ; 28 cm Edition: Third edition ISBN: 9781473748415</p>	<p>Ký hi u: 658.4038011 S782 - R163 Th vi n BP S l ng: 5</p>
49		<p>Change management : the people side of change. An introduction to change management from the editors of the Change management learning center Author: Jeffrey M. Hiatt, Timothy J. Creasey Publisher: Colorado, USA : Prosci learning center publications, 2012 Description: 148 tr. ; 24 cm Edition: Second edition ISBN: 9781930885615</p>	<p>Ký hi u: 658.406 H623 - J451 Th vi n BP S l ng: 1</p>
50		<p>Service operations management : Improving service delivery Author: Robert Johnston, Graham Clark, Michael Shulver Publisher: Harlow : Pearson, 2012 Description: 462 tr. ; 26 cm Edition: Fourth Edition ISBN: 9780273740483</p>	<p>Ký hi u: 658 J721 - R639 Th vi n BP S l ng: 10</p>

51		<p>The leadership training activity book : 50 exercises for building effective leaders Author: Lois B. Hart, Charlotte S. Waisman Publisher: New York, NY : Amacom, 2005 Description: 313 tr. ; 28 cm. Edition: ISBN: 9780814472620</p>	<p>Ký hi u: 658.14092 H325 - L834 Th vi n BP S l ng: 1</p>
52		<p>Managerial economics : Text, Problems & cases Author: R. L. Varshney; K.L. Maheshwari Publisher: New Delhi : Sultan Chand & Sons, 2019 Description: 746 tr. ; 24 cm Edition: ISBN: 9789351611066</p>	<p>Ký hi u: 658 V325 - R111 Th vi n BP S l ng: 1</p>
53		<p>Essentials of artificial intelligence Author: Matt Ginsberg Publisher: Calif : Morgan Kaufmann Publishers, 1993 Description: 430 tr. ; 26 cm Edition: ISBN: 9781558602212</p>	<p>Ký hi u: 006.3 G493 - M437 Th vi n BP S l ng: 1</p>
54		<p>Emarketing : the essential guide to online marketing Author: Rob Stokes Publisher: South Africa : Quirk Education Pty (Ltd), 2008 Description: 280 tr. ; 24 cm Edition: ISBN: 9780620411356</p>	<p>Ký hi u: 658.8002855 S874 - R628 Th vi n BP S l ng: 1</p>
55		<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>
56		<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>

57		<p>Brand management : research, theory and practice Author: Tilde Heding, Charlotte F. Knudtzen and Mogens Bjerre Publisher: New York : Routledge, Taylor & 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>
58		<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>
59		<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>
60		<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>
61		<p>Logistics and retail management : emerging issues and new challenges in the retail supply chain Author: John Fernie & 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>

62		<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>
63		<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>
64		<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>
65		<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>
66		<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>
67		<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>

68		<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>
69		<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>
70		<p>Fuzzy sets & 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>