

NAUJOS KNYGOS, GAUTOS 2015 m. SPALIO - GRUODŽIO MĖN.

SOCIOLOGIJA. STATISTIKA.

Managing cultural differences / Robert T. Moran. -- 9th ed. -- Abingdon : Routledge, 2014. - 592 p. -- ISBN 9780415717359.

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The globalization reader / edited by Frank J. Lechner and John Boli. -- 5th ed. -- Chichester : Wiley-Blackwell, c2015. -- 609 p. -- ISBN 9781118733554

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Socialinė apskaita: teorinė argumentacija ir vertinimas : mokslo monografija / Lina Dagilienė. -- Kaunas : Technologija, 2014. -- 235 p. -- ISBN 9786090211120.

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Horngren's financial & managerial accounting / Tracie Miller-Nobles, Brenda Mattison, Ella Mae Matsumura. -- 5th ed. -- Boston : Pearson, 2016. -- 1569 p. -- ISBN 9780133866292.

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Likeable social media : how to delight your customers, create an irresistible brand, and be amazing on facebook, twitter, linkedin, instagram, pinterest, and more / Dave Kerpen, Mallorie Rosenbluth, Meg Riedinger. -- 2nd ed. -- New York, N.Y. : McGraw-Hill, c2015. -- 277 p. -- ISBN 9780071836326.

Marketing : an introduction / Rosalind Masterson & David Pickton. -- 3rd ed. -- London [etc.] : SAGE, c2014. -- xix, 582 p. -- ISBN 9781849205702.

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The psychology of advertising / Bob M. Fennis and Wolfgang Stroebe. -- Hove ; New York, N.Y. : Psychology Press, c2010. -- 331 p. -- ISBN 9781138876903.

Social marketing : changing behaviors for good / Nancy R. Lee, Philip Kotler. -- Los Angeles, Calif. : SAGE, c2016. -- 567 p. -- ISBN 9781452292144.

Social media marketing / Tracy L. Tuten & Michael R. Solomon. -- 2nd ed. -- London [etc.] : Sage, c2015. -- 332 p. -- ISBN 9781473913011.

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Operations management / Andrew Greasley. -- 3rd ed. -- Chichester : John Wiley, c2013. -- xviii, 492 p. -- ISBN 9781119978541

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The Samsung way : transformational management strategies from the world leader in innovation and design / by Jaeyong Song and Kyungmook Lee. -- New York, N.Y. : McGraw-Hill Education, c2014. -- 286 p. -- ISBN 9780071835794.

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The communication book : how to say it, mean it and make it matter / Emma Ledden. -- Harlow : Pearson, 2014. -- 190 p. -- ISBN 9781292063201.

TURIZMAS. SVETINGUMAS. LAISVALAIKIO ORGANIZAVIMAS

Introducing hospitality / John R. Walker. -- 6th ed. -- Harlow : Essex Pearson Education, c2014. -- 590 p. -- ISBN 9781292020068.

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Ja, gerne : Deutsch im Tourismus : Kurs- und Übungsbuch Deutsch als Fremdsprache : A1 / Anita Grunwald. -- Berlin : Cornelsen, c2014. -- 239 p. -- ISBN 9783060207329.

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Lietuviški-itališki pasikalbėjimai : [pasikalbėjimai, gramatika, žodynėlis] / Neringa Bernatienė. -- Vilnius : Gimtinė, 2015. -- 447 p. -- ISBN 9789986867470.

Lietuviški-rusiški pasikalbėjimai : [pasikalbėjimai, gramatika, žodynėlis] / Birutė Sinočkina. -- Vilnius : Gimtinė, 2014. -- 511 p. -- ISBN 9789986867463.