

University of the Philippines Cebu
Lahug, Cebu City
Library Services

List of New Acquisitions
May 2016

- Aaker, D.A (2010). *Strategic Market Management: Global Perspectives*. United Kingdom : John Wiley & Sons, Ltd. HF 5415.13 A23 2010 Circulation Book
- Adamson, J.W. (2013). *A Short History of Education*. New York, USA: Cambridge University Press. LA 631 A3 2013 Circulation Book
- Albarran, A. (2013). *ISE - Management of Electronic and Digital Media. (5th ed.)*. USA : Wadsworth Cengage Learning . P 96 M34 A4 2013 Reserve Book
- Albright, S. C. (2015). *Business Analysis: Data Analysis & Decision Making. (5th ed.)*. USA: Cengage Learning. HD 30.215 A37 2015 Reserve Book
- Armstrong, G. (2013). *Marketing: An Introduction*. Edinburgh Gate, England : Pearson Education Limited. HF 5415 K66 2013 Reserve Book
- Ashcraft, D. (2015). *Personality Theories Workbook. (6th ed.)*. USA: Cengage Learning. BF 698 A746 2015 Circulation Book
- Baldwin, J. (2014). *Intercultural Communication for Everyday Life*. Singapore : John Wiley & Sons , Inc. P 90 I58 2014 Circulation Book
- Bamford, J. (2014). *Space, Place and the Discursive Construction of Identity*. Switzerland : Peter Lang P 37.5 S65 S623 2014 Reserve Book
- Baran, S. (2013). *Introduction to Mass Communication: Media Literacy and Culture. (7th ed.)*. Singapore: McGraw-Hill. P 90 B259 2013 Reserve Book
- Barlow, D.H. (2015). *Abnormal Psychology an Integrative Approach. (7th ed.)*. Stamford, CT: Cengage Learning. RC454 B37 2015 Reserve Book
- Basu, R. (2011). *Fit Sigma: A Lean Approach to Building Sustainable Quality Beyond Six Sigma*. UK: John Wiley & Sons Ltd. TS 156 B4326 2011 Circulation Book
- Belch, G.E. (2012). *Advertising & Promotion: An Integrated Marketing Communications Perspective*. New York : McGraw-Hill. HF 5823 B387 2012 Circulation Book
- Berger, L. A. (2011). *The Talent Management Handbook: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People*. USA: McGraw-Hill. HF 5549.5 C35 T35 2011 Circulation Book

- Bolton, B. (2013). *Entrepreneurs: Talent, Temperament and Opportunity*. London, UK: Routledge
HB 615 B585 2013 Circulation Book
- Bowerman, B. L. (2015). *Regression Analysis: Unified Concepts, Practical Applications and Computer Implementation*. New York, NY : Business Expert Press, LLC.
QA 278.2 B687 2015 Circulation Book
- Brannon, L. (2014). *Health Psychology an Introduction to Behavior and Health. (8th ed.)*. USA:
Wadsworth, Cengage Learning. R 726.5 B72 2014 Reserve Book
- Braverman, B. (2010). *Video Shooter: Storytelling with HD Camera*. USA: Focal Press
PN 1992.94 B75 2010 Circulation Book
- Callan, S.J. (2013). *ISE Environmental Economics & Management Theory, Policy & Application. (5th ed.)*. USA: South-western Cengage Learning.
HC 79 E5 C35 2013 Reserve Book
- Camm, J. (2015). *Essentials of Business Analytics*. USA: Cengage Learning
HG 4012 C36 2015 Reserve Book
- Candan, S.K. & M.L. Sapino. (2010). *Data Management for Multimedia Retrieval*. USA: Cambridge
University Press. QA 76.575 C287 2010 Circulation Book
- Cengel, Y.A. & W.J. Palm. (2013). *Differential Equations for Engineers and Scientists*. Singapore:
McGraw-Hill. TA 347 D45 C332 2013 Circulation Book
- Chandra, S. (2014). *Computer Applications in Physics with FORTRAN, BASIC AND C. 3rd ed*. India:
Alpha Science International, Ltd. QC 52 C361 2014 Circulation Book
- Chandy, K. & W.R. Schulte. (2010). *Event Processing: Designing IT Systems. 4th ed*. USA: McGraw-
Hill. TK 5105.5828 C47 2010 Circulation Book
- Chang, K. (2014). *Introduction to Geographic Info Systems*. Singapore: McGraw-Hill.
G 70.212 C43 2014 Circulation Book
- Chong, S.B. (2015). *Step- by-Step Guide to Innovating at School & Work*. New York, NY : Rosen
Publishing Group, Inc. HC 79 T4 C478 2015 Circulation Book
- Cobb, C.G (2011). *Making Sense of Agile Project Management: Balancing Control and Agility*.
Hoboken, New Jersey : John Wiley & Sons, Inc.
QA 76.758 C57 2011 Circulation Book
- Costanzo, W. (2014). *World Cinema Through Global Genres*. Singapore: John Wiley & Sons.
PN 1993.7 C63 2014 Circulation Book
- Das, S. (2014). *Computational Business Analytics*. FL: CRC Press.
HD 38.7 D37 2014 Circulation Book

- Davidson, A. (2012). *Kinect Open Source Programming Secrets: Hacking the Kinect with OpenI, Nite & Java*. USA: McGraw-Hill. TK 6681 D38 2012 Circulation Book
- Davies, R. (2013). *Introducing the Creative Industries : From Theory to Practice*. SAGE HD 9999 C9472 D38 2013 Circulation Book
- Debreceni, T. (2013). *Special Makeup Effects for Stage and Screen: Making and Applying Prosthetics*. USA : Focal Press PN 2068 D43 2013 Circulation Book
- Deer, J. (2014). *Directing in the Musical Theatre: An Essential Guide*. London: Routledge. MT 955 D34 2014 Circulation Book
- Dornbusch,R. (2014). *Macroeconomics. (12th ed.)*. New York, NY: McGraw-Hill Education. HB 171.5 D62 2014 Reserve Book
- Drewniany, B.L. (2014). *Creative Strategy in Advertising. (11th ed.)*. USA: Cengage Learning HF 5825 J46 2014 Reserve Book
- Duignan, B. (Ed.). (2013). *Political Systems Structures & Functions*. New York, NY: Britannica Educational Publishing. JF 51 P638 2013 Circulation Book
- Duiker, W.J. (2014). *The Essential of World History*. Canada: Wadsworth, Cengage Learning. D 20 D918 2014 Reserve Book
- Duiker, W.J. (2014). *The Essential World History Volume II : Since 1500*. Canada : Wadsworth, Cengage Learning. D 20 D918 2014 Reserve Book
- Duiker, W.J. (2013). *World History*. USA: Wadsworth, Cengage Learning. D 20 D92 2013 Reserve Book
- Ebrey, P. (2014). *Modern East Asia From 1600: A Cultural Social, and Political History. (3rd ed.)*. USA : Wadsworth, Cengage Learning. DS 511 E232 2014 Reserve Book
- EMC Education Services. (2015). *Data science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data*. Canada: John Wiley & Sons. QA 76.9 D343 D382 2015 Circulation Book
- Entman, R. (2012). *Scandal And Silence: Media Responses to Presidential Misconduct*. Great Britain: Polity Press. P 96 S29 E58 2012 Circulation Book
- Essig, L. (2013). *Lighting and the Design Idea. (3rd ed.)*. USA : Wadsworth Cengage Learning. PN 2091 E4 E87 2013 Reserve Book
- Farin, G. & D. Hansford. (2014). *Practical Linear Algebra: a Geometry Toolbox. (3rd ed.)*. Boca Raton, FL: CRC Press. QA 184.2 F37 2014 Circulation Book
- Freioberg, K. (Ed.). (2014). *Annual Editions: Human Developmen 13/14*. USA: McGraw-Hill. BF 713 H87 2014 Circulation Book

- Froeb, L.M. (2014). *Managerial Economics A Problem Solving Approach*. USA: South-Western Cengage Learning. HD 30.22 F76 2014 Reserve Book
- Furr, R.M. (2014). *Psychometrics: An Introduction. (2nd ed.)*. USA: SAGE. BF 39 F87 2014 Reserve Book
- Gantt, E. & Slife, B. (2014). *Taking Sides: Clashing Views on Psychological Issues. (19th ed.)*. USA: McGraw-Hill. RC 480.5 T34 2014 Circulation Book
- Gilhooly, K. (2014). *Cognitive Psychology*. Singapore: McGraw-Hill. BF 201 G55 2014 Circulation Book
- Glezos, S. (2012). *The Politics of Speed: Capitalism, the State and War In An Accelerating World*. New York, NY: Routledge. JZ 1308 G54 2012 Circulation Book
- Goldstein, A.H. (2011). *Creative Concepts Psychology: An Activity and Case-Based Approach*. New York, NY: McGraw-Hill. BF 121 G618 2011 Circulation Book
- Goldstein, B. (2014). *Sensation and Perception. 9th ed.* Australia: Wadsworth Cengage Learning. QP 431 G64 2014 Reserve Book
- Graves, P.E. (2014). *Environmental Economics: An Integrated Approach*. London: CRC Press. HC 79 E5 G726 2014 Reserve Book
- Groome, D. (2014). *An Introduction to Cognitive Psychology: Process & Disorders. (3rd ed.)*. Great Britain: Psychology Press. BF 201 G76 2014 Circulation Book
- Hansen, V. (2014). *Voyages in World History. (2nd ed.)*. Canada: Wadsworth, Cengage Learning. D 21 H36 2014 Reserve Book
- Harley, T. (2014). *The Psychology of Language: From Data to Theory. (4th ed.)*. Great Britain: Psychology Press. BF 455 H2713 2014 Circulation Book
- Harris, J. (2014). *Sensation and Perception*. Great Britain: SAGE. BF 233 H36 2014 Circulation Book
- Hayward, S. (2013). *Cinema Studies: The Key Concepts. (4th ed.)*. USA & Canada : Routledge. PN 1993.45 H36 2013 Circulation Book
- HBP. (2010). *HBR on Business Model Innovation*. Boston, Massachusetts : Harvard Business School Publishing Corporation. HD30.28 H3787 2010 Circulation Book
- Hepp, A. (2013). *Cultures of Mediatization*. Great Britain : Polity Press. P 94.6 H46 2013 Circulation Book
- Hilliard, R. (2015). *Writing for Television Radio, and New Media . (11th ed.)*. USA: Cengage Learning. PN 1992.7 H5 2015 Reserve Book

- Hischak, T. (2011). *Off-Broadway Musical Since 1919: from Greenwich Village Follies to the Toxic Avenger*. USA : Scarecrow Press, Inc. ML 1711.8 N3 H57 2011 Circulation Book
- Hoque, F. (2014). *Everything Connects: How to Transform and Lead in the Age of Creativity, Innovation, and Sustainability* . USA : McGraw-Hill Education.
HD 58.7 H648 2014 Circulation Book
- Hunt, A. (1981). *The Language of Television: Uses and Abuses*. USA & Canada: Routledge.
PN 1992.3 G7 H86 1981 Circulation Book
- Hunter,H. (2014). *Service Thinking: The Seven Principles to Discover Innovative Opportunities*. New York : Business Expert Press. HD 9980.5 H277 2014 Circulation Book
- Imberger, I.J. (2013). *Environmental Fluid Dynamics: Flow Processes, Scaling, Equations of Motion, and Solutions to Environmental Flows*. (1st ed.). USA: Academic Press.
QH 541.5 W3 I43 2013 Circulation Book
- Just, D.R. (2014). *Introduction to Behavioral Economics: Noneconomic Factors that Shape Economic Decisions*. USA: John Wiley & Sons, Inc. HB 74 P8 J87 2014 Reserve Book
- Kaden, R. S. (2012). *Leading Edge Marketing Research: 21st Century Tools and Practices*. USA : SAGE Publications, Inc. HF 5415.2 L383 2012 Circulation Book
- Kak, A.C. (2015). *Designing with Objects: Object-Oriented design Patterns Explained with Stories from Harry Potter*. Canada: John Wiley & Sons.
QA 76.64 K3548 2015 Circulation Book
- Kearns, P. (2010). *HR Strategy Creating Business Strategy with Human Capital*. (2nd ed.). Great Britain : Butterworth- Heinemann. HF 5549.5 M3 K42 2010 Circulation Book
- Kegley, C.W. (2015). *World Politics: Trend and Transformation. 2014-2015 Edition*. Canada: Wadsworth, Cengage Learning. JC 319 K46 2015 Reserve Book
- Kelly, A. (2003). *Decision Making Using Game Theory*. New York, USA : Cambridge University Press. HB 144 K45 2003 Circulation Book
- Killen, M. & Smetana, J. (Eds.). (2014). *Handbook of Moral Development*. (2nd ed.). USA: Psychology Press. BF 723 M54 H354 2014 Reserve Book
- Kirzner, L. (2014). *The Wadsworth Handbook*. (10th ed.). USA : Wadsworth Cengage Learning.
PE 1408 K6758 2014 Circulation Book
- Klenowski, V. (2014). *Assessment for Education: Standards Judgement and Moderation*. London: SAGE Publications Ltd. LB 3051 K58 2014 Circulation Book
- Kosobud, R.F. (2006). *Cost Effective Control of Urban Smog: The Significance of the Chicago Cap-and-Trade Approach*:. New York, NY: Routledge.
HC 79 A4 C66 2006 Circulation Book

- Kotler, P. (2015). *Think New ASEAN! Rethinking Marketing Towards ASEAN Economic Community*. New York, NY : McGraw-Hill Education. HC 441 K848 2015 Circulation Book
- Kotler, P. (2010). *Marketing 3.0: From products to Customers to the Human Spirit*. Hoboken, New Jersey : John Wiley & Sons, Inc. HF 5415 K67 2010 Circulation Book
- Kuus, M. (2014). *Geopolitics and Expertise: Knowledge and Authority in European Diplomacy*. UK: John Wiley & Sons, Ltd. JZ 1570 A5 K88 2014 Circulation Book
- Langan, J. (2014). *College Writing Skills with Readings. (9th ed.)*. USA : McGraw-Hill Company. PE 1408 L3178 2014 Circulation Book
- LeDuc, L., Niemi, R., & Norris, P. (Eds.). (2014). *Comparing Democracies 4: Elections and Voting in a Changing World. (4th ed.)* London: SAGE Publications Ltd. JC 423 C664 2014 Circulation Book
- Lee, W. (2015). *Beginning Swift Programming*. Canada: John Wiley & Sons, Inc. QA 76.7 L442 2015 Circulation Book
- Lefrancois, G. (2012). *ISE Theories of Human Learning: What the Professor Said. (6th ed.)*. USA: Wadsworth Cengage Learning. LB 1051 L444 2012 2 cps. Reserve Books
- Lovink, G. (2011). *Networks Without A Cause: A Critique of Social Media*. USA : Polity Press. HM 742 L69 2011 Circulation Book
- Lowenstein, M. (2014). *Customers Inside, Customers Outside: Designing and Succeeding with Enterprise Customer- Centricity Concepts, Practices and Applications*. New York, NY : Business Expert Press. HF 5415.5 L684 2014 Circulation Books
- Lueder, E. (2012). *3D Displays*. Malaysia: John Wiley & Sons. TK 7882 I6 L84 2012 Reserve Book
- McConnell, C.R. (2013). *Contemporary Labor Economics. (10th ed.)*. Singapore: McGraw-Hill Education (Asia). HD 4901 M15 2013 Circulation Book
- McLeod, B.D., Jensen-Doss, A. & Ollendick, T. (Eds.). (2013). *Diagnostic & Behavioral Assessment in Children & Adolescents: A Clinical Guide*. USA: Guilford Press. RJ 503.5 D47 2013 Circulation Book
- Mcnamora M. (2014). *Designing with Light: An Introduction to Stage Lighting .(6th ed.)*. USA : McGraw-Hill Companies. PN 2091 E4 G5 2014 Reserve Book
- Malik, D.S. (2015). *C++ Programming: from Problem Analysis to Problem Design. (7th ed.)*. China: Cengage Learning. QA 76.73 C153 M268 2015 Reserve Book
- Malinowski, J.C. (2013). *Human Geography*. USA: McGraw-Hill. GF 43 M27 2013 Circulation Book

- Mankiw, N.G. (2015). *Principles of Economics*. (7th ed.). USA: Cengage Learning.
HB 171.5 M24 2015 Reserve Book
- Maras, S. (2013). *Objectivity in Journalism*. Great Britain: Polity Press.
PN 4784 O24 M24 2013 2 cps. Circulation Books
- Markus, K. (2013). *Frontiers of Test Validity Theory Measurement, Causation, and Meaning*. UK:
Routledge. BF 39 M277 2013 Circulation Book
- Martin, J. (2014). *Lean Six Sigma for Supply Chain Management: A 10-Step Solution Process*.
(2nd ed.). USA: McGraw-Hill Education. HD 38.5 M37 2014 Circulation Book
- Mathur, N. (Ed.). (2014). *Consumer Culture, Modernity, and Identity*. New Delhi, India : SAGE
Publications. HC 79 C6 C6358 2013 Circulation Book
- Mauk, J. (2014). *ISE Think About It : Critical Skills for Academic Writing*. USA : Wadsworth
Cengage Learning. P 301.5 A27 M38 2014 Circulation Book
- Metcafe, S. (2013). *Building A Speech*. (8th ed.). USA : Wadsworth Cengage Learning.
PN 4129.15 M48 2013 Circulation Book
- Mousley, A. (2013). *Literature and Human: Criticism, Theory, Practice*. USA & Canada :
Routledge. PN 49 M77 2013 Circulation Book
- Naghspour, S. (2014). *Fiscal Policy Within the IS-LM Framework*. New York, NY: S. Business Expert
Press LLC. HJ 192.5 N244 2014 Circulation Book
- Newsom, D. (2013). *This is PR: the Realities of Public Relations*. (11th ed.). USA: Wadsworth
Cengage Learning. HM 1221 N48 2013 2 cps. Reserve/Circulation Book
- Oscar, G. (2014). *The Essential Theatre*. (Enhanced 10th ed.). Canada : Wadsworth Cengage
Learning. PN 2101 B64 2014 Reserve Book
- Pacheco, P.S. (2011). *An Introduction to Parallel Programming*. USA: Morgan Kauffman Publication.
QA 76.642 P334 2011 Circulation Book
- Pearce II, J. A. (2015). *Strategic Management: Planning for Domestic & Global Competition*. (14th
ed.). New York, NY : McGraw-Hill Education. HD 30.28 P3395 2015 Circulation Book
- Pertierra, A.C. (2013). *Locating Television: Zones of Consumption*. Great Britain: Routledge.
PN 1992.8 F67 P47 2013 Circulation Book
- Philipp, A., C. D., & Chris, D. (2010). *Hacking Exposed Computer Forensics*. (2nd ed.). USA:
McGraw-Hill. HV 8079 C65 D35 2010 Circulation Book
- Pierce, D. (2013). *Behavior Analysis and Learning*. (5th ed.). UK: Psychology Press.
BF 199 P54 2013 Circulation Book

- Press, A. (2010). *The New Media Environment: An Introduction. (1st ed.)*. Singapore: John Wiley & Sons. HM 851 P73 2010 2 cps. Circulation Books
- Pressman, R.S. & Maxim, B.R. (2015). *Software Engineering: A Practitioner's Approach. (8th ed.)*. Singapore: McGraw-Hill Education.
QA 76.758 P75 2015 2 cps. Reserve/Circulation Books
- Ragsdale, G. (2015). *Spreadsheet Modeling and Decision Analysis : A Practical Introduction to Business Analytics. (7th ed.)*. USA: Cengage Learning.
T 57.62 R34 2015 Reserve Book
- Ray, N. (2013). *Evolutionary Psychology: Neuroscience Perspective Concerning Human Behavior and Experience*. USA: SAGE. BF 698.95 R39 2013 Circulation Book
- Remes, O., L.M. & Leino, M. (Eds.). (2011). *Performativity in the Gallery: Staging Interactive Encounters*. Germany : Peter Lang AG.
NX 456.5 P38 P474 2014 Circulation Book
- Rosenblatt, H. J. (2014). *Systems Analysis and Design. (10th ed.)*. China: Course Technology Cengage Learning. T 57.6 S9775 2014 Reserve Book
- Schmitt, B. (2014). *The Changing Face of the Asian Consumer: Insights and Strategies for Asian Markets*. Singapore: McGraw-Hill (Asia). HF 5415.33 A78 S56 2014 Circulation Book
- Schneider, J.L. G. & Brickman, B.. (2016). *Invitation to Computer Science. (7th ed.)*. Canada: Cengage Learning. QA 76 S3594 2016 Reserve Book
- Schreer, O., Macq, J.F., Niamut, O.A., Ruiz-Hidalgo, J., Shirley, B., Thallinger, G., & Thomas, G. (2014). *Media Production, Delivery and Interaction for Platform Independent Systems: Format-Agnostic Media*. Malaysia : John Wiley & Sons, Ltd.
TR 850 M43 2014 Reserve Book
- Seel, P. (2012). *Digital Universe: The Global Telecommunication Revolution*. Malaysia : Blackwell. TK 5102.2 S44 2012 2 cps. Reserve/Circulation Books
- Shen, J. & Cooley, V. (Eds.). (2013). *Resource Book for Improving Principals' Learning-Centered Leadership*. New York: Peter Lang Publishing, Inc.
LB 2831.9 R47 2013 Circulation Book
- Shuttleworth, W.J. (2012). *Terrestrial Hydrometeorology*. Malaysia: John Wiley & Sons.
GB 2803.2 S58 2012 Circulation Book
- Silberstein- Loeb, J. (2014). *The International Distribution of News: The Associated Press, Press Association, & Reuters, 1848-1947*. USA: University Press.
PN 4841 A1 S55 2014 Circulation Book
- Skott, B. & Ward, M. (2013). *Active Learning Exercises for Research Methods in Social Sciences*. USA: SAGE. H 62 S516 2013 Circulation Book

- Skwire, S. & Skwire, D. (2014). *Writing with A Thesis: A Rhetoric and Reader. (12th ed.)*. USA : Wadsworth Cengage Learning. PE 1417 S59 2014 Circulation Book
- Snell, S. & Bohlander, G. (2013). *Managing Human Resource. (16th ed.)*. Canada : Cengage Learning. HF 5549 C465 2013 Reserve Book
- Stent, A. & S. Bangalore. (Eds.). (2014). *Natural Language Generation in Interactive Systems*. UK: Cambridge University Press. QA 76.9 N38 N382 2014 Circulation Book
- Stevenson, J. & Kaafarani, B. (2011). *Breaking Away: How Great Leaders Create Innovation That Drives Sustainable Growth and Why Others Fail*. USA: McGraw-Hill. HD 53 S737 2011 Circulation Book
- Stine, R. & Foster, D. (2011). *Statistic for Business: Decision Making and Analysis*. USA: Pearson Education, Inc. HF 1017 S74 2011 Reserve Book
- Straubhar, J., LaRose, R. & Davenport, L. (2016). *Media Now: Understanding Media, Culture, and Technology. (9th ed.)*. USA: Cengage Learning. HE 7775 S79 2016 Reserve Book
- Strokes, A. & Blair-Chappell S. (2012). *Parallel Programming with Intel Parallel Studio XE*. Canada: John Wiley & Sons. QA 76.58 B53 2012 Circulation Book
- Tag, N.R. (2012). *Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising*. USA: SAGE Publications. HF 5823 T155 2012 2 cps. Circulation Books
- Teubert, W. (2014). *Meaning, Discourse and Society*. USA : Cambridge University Press. BF 463 M4 T48 2010 Circulation Book
- Thanopoulos, J. (2014). *Global Business and Corporate Governance: Environment, Structure, & Challenges. (1st ed.)*. New York, NY : Business Expert Express. HD 62.4 T424 2014 Circulation Book
- Thompson, A. A., Strickland, A.J. & Gamble, J. (2010). *Crafting and Executing Strategy: Text and Readings. (17th ed.)*. New York, NY : McGraw-Hill Education. HD 30.28 T344 2010a Circulation Book
- Thompson, A. A. (2012). *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases. (European ed.)*. New York, NY : McGraw-Hill Education. HD 30.28 T344 2013 Circulation Book
- Touhill, G. J. & Touhill, J.C. (2014). *Cybersecurity for Executives: A Practical Guide*. USA: John Wiley & Sons. TK 5105.59 T67 2014 Reserve Book
- Trijp, H. (Ed.). (2014). *Encouraging Sustainable Behavior: Psychology and the Environment*. UK: Psychology Press. HF 5415.32 E52 2014 Circulation Book
- Trimbur, J. (2014). *The Call To Write. (6th ed.)*. USA : Wadsworth Cengage Learning. PE 1408 T694 2014 Circulation Book

- Wallech, S. (2013). *World History: A Concise Thematic Analysis. (2nd ed.)*. UK: John Wiley & Sons, Inc. D 20 W355 2013 Circulation Book
- Whitman, D.R. (2015). *BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Costumers*. USA: McGraw-Hill Education. HF 5438.8 P75 W47 2015 Circulation Book
- Wilkins, K., Tufte, T., & Obregon, R. (Eds.). (2014). *The Handbook of Development Communication and Social Change*. Malaysia : John Wiley & Sons, Inc. HM 1206 H363 2014 Reserve Book
- Wilton, N. (2013). *An Introduction to Human Resource Management. (2nd ed.)*. London : SAGE Publications Ltd. HF5549 W54 2013 Reserve Book
- Williams, C. (2014). *Effective Management: A Multimedia Approach. (6th ed.)*. Canada : Cengage Learning. HD 31 W5164 2014 Reserve Book
- Wolf, R.C., & Block, D. (2013). *Scene Design & Stage Lighting. (10th ed.)*. USA : Wadsworth, Cengage Learning. PN 2091 S8 P3 2014 Reserve Book
- Wysocki, R. K. (2014). *Effective Project Management: Traditional, Agile, Extreme. (7th ed.)*. Indianapolis, Indiana : John Wiley & Sons, Inc. HD 69 P75 W976 2014 Circulation Book
- Ye, Nong. (2014). *Data Mining: Theories, Algorithms, and Examples*. FL: CRC Press. QA 76.9 D343 Y4 2014 Reserve Book
- Zettl, H. (2013). *Sight Sound Motion: Applied Media Aesthetics. (7th ed.)*. USA: Wadsworth Cengage Learning. TR 850 Z47 2013 Reserve Book
- Zettl, H. (2013). *Video Basics 7 + Workbook. (7th ed.)* Canada: Wadsworth Cengage Learning. TR 882.5 Z488 2013 Reserve Book
- Zichy, S. & Bidou, A. (2013). *Personality Power: Discover Your Unique Profile and Unlock Your Potential for Breakthrough Success*. New York, NY : AMACOM. BF 698.9 O3 Z53 2013 2 cps. Circulation Books
- 3G Learning (2014). *Small Business Management with DVD*. UAE: 3G ELearning FZ LLC. HD 69 S6 S63 2014 Circulation Book