

University of the Philippines Cebu
Lahug, Cebu City
Library Services

List of New Acquisitions
January 2014

Personality power : discover your unique profile and unlock your potential for breakthrough success / Shoya Zichy with Ann Bidou.-- New York : AMACOM, 2013.
BF 698.9 O3 Z53 2013 Circulation Book

Annual editions : International business / Fred Maidment, editor. New York : McGraw-Hill, 2013. HF 1351 A56 2013 Circulation Book

Management communication : a case-analysis approach / James S. O'Rourke. 5th ed. Boston : Prentice Hall, 2013. HD 30.3 O766 2013 Reserve Book

Consumer behaviour : applications in marketing / Robert East, Malcolm Wright, and Marc Vanhuele. 2nd ed. London : SAGE, 2013. HF 5415.32 E274 2013 Reserve Book

Crafting the customer experience for people not like you : how to delight and engage the customers your competitors don't understand / Kelly McDonald. Hoboken, N.J. : John Wiley & Sons, 2013. HF 5415.5 M184 2013 Circulation Book

Doing business in emerging markets / S. Tamer Cavusgil, Pervez N. Ghauri and Ayse Akcal. 2nd ed. Los Angeles ; London : SAGE, 2013. HD 62.4 C3885 2013 Circulation Book

Drucker on marketing : lessons from the world's most influential business thinker / by William Cohen. New York : McGraw-Hill, 2013. HF 5415 C546 2013 Circulation Book

Entrepreneurship / Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd. 9th ed. New York, NY : McGraw-Hill/Irwin, 2013. HD 62.5 H577 2013 Circulation Book

Integrated marketing communications / William Chitty ... [et al.]. 3rd Asia Pacific ed. Victoria, Australia : Cengage Learning Australia, 2012. HF 5415.123 I58 2012 Reserve book

Business ethics : case studies and selected readings / Marianne Moody Jennings. 7th ed. Australia : South-Western, Cengage Learning, 2012. HF 5387 J35 2012 Reserve Book

Consumer behavior / Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters. 6th ed. Australia ; Mason, OH : South Western Cengage Learning, 2013. HF 5415.32 H69 2013 Reserve book

Marketing management : a strategic decision-making approach / John W. Mullins, Orville C. Walker, Jr. 8th ed. New York : McGraw-Hill, 2013. HF 5415.13 M87 2013 Circulation Book