

University of the Philippines
Gorrordo Ave., Lahug Cebu City

University Library

List of New Acquisitions

SCHOOL of MANAGEMENT

**Bibliographic Listing of Books
Recommended by Faculty Member During Book Fair 2017**

- Albright, S. C. (2017). *Business analytics : data analysis and decision making*. 6th ed.
Australia : Cengage Learning, c2017. [HD 30.215 A37 2017 Reserve Book]
- Beaudry, J. S. (2016). *Research literacy : a primer for understanding and using research*.
New York : The Guilford Press. [Q 180.55 M4 B385 2016 Reserve Book]
- Cost analysis for business*. (2015). UAE : 3G eLearning. [HF 5686 C8 C68 2015 Circulation]
- Gibson, R. (2015). *The 4 lenses of innovation : a power tool for creative thinking*. Hoboken,
NJ : Wiley. [HD 58.8 G359 2015 Circulation]
- Imber, A. (2016). *The innovation formula : the 14 science-based keys for creating a culture
where innovation thrives*. Milton, QLD : John Wiley & Sons Australia. [HD 58.8 I465
2016 Circulation]
- Krishnan, K. (2015). *Social data analytics : collaboration for the enterprise*. Waltham, MA :
Morgan Kaufmann. [HM 742 K75 2015 Circulation]
- Marr, B. (2016). *Big data in practice : how 45 successful companies used big data analytics to
deliver extraordinary results*. Chichester, West Sussex : Wiley. [HF 5415.32 M37
2016 Circulation]
- Meybaum, H. (2014). *The art of product design : changing how things get made*. Hoboken,
NJ : Wiley. [TS 171.4 M49 2014 Circulation]

Ramanujam, M. (2016). *Monetizing innovation : how smart companies design the product around the price*. Hoboken : Wiley. [HF5415.153 R356 2016 Circulation]

Rethinking innovation : global perspectives. (2016). London : Routledge. [HD 45 R48 2016 Circulation]

Smith, D. (2015). *Exploring innovation*. 3rd ed. Maidenhead, Berkshire : McGraw-Hill Education. [HD 45 S55 2010 Reserve Book]

Thomas, C. R. (2016). *Managerial economics : foundations of business analysis and strategy*.