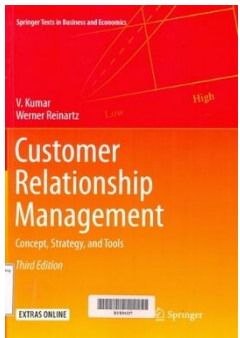
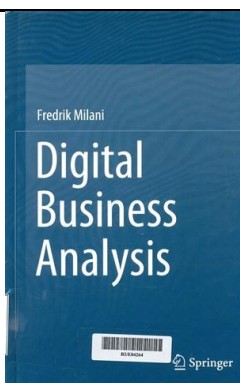
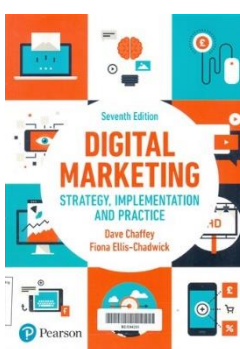
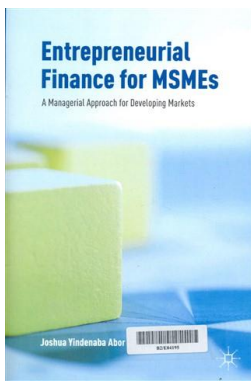
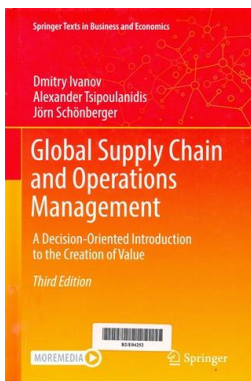
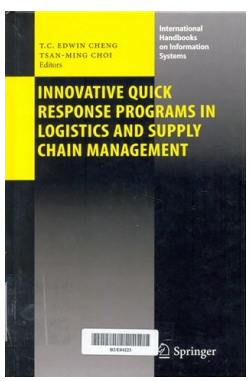
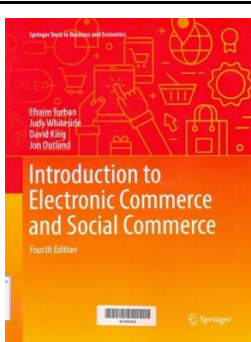
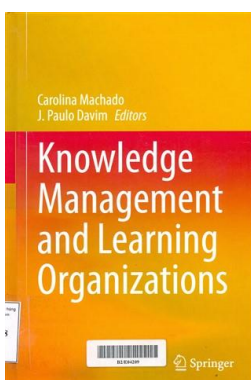


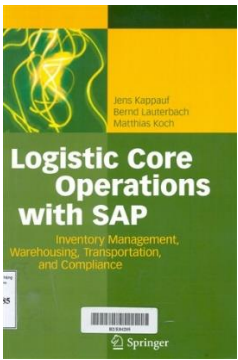
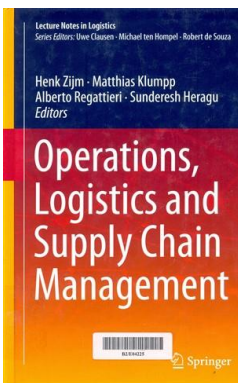
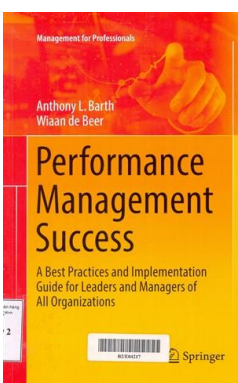
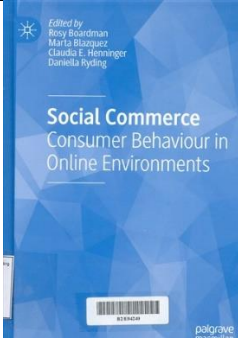
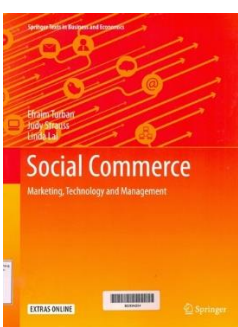


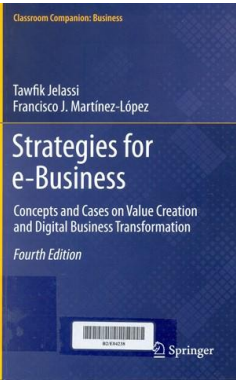
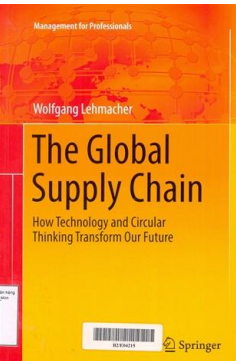
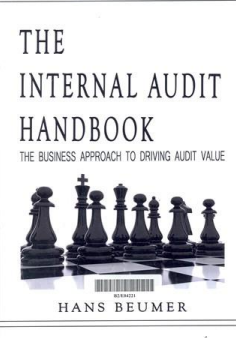
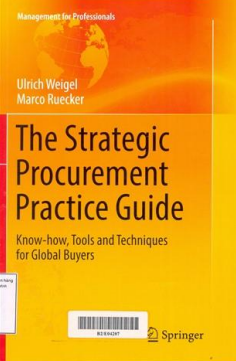
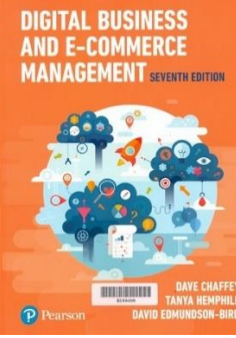
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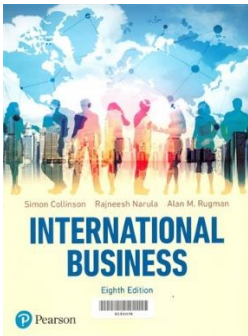
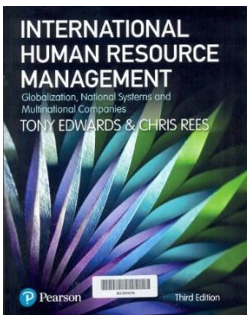
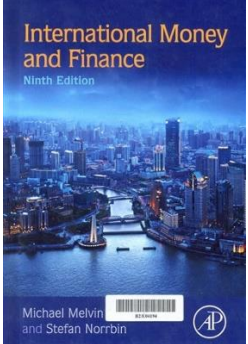
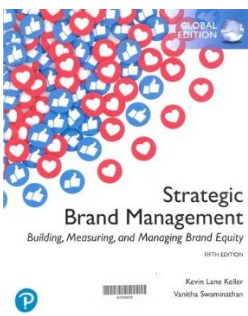
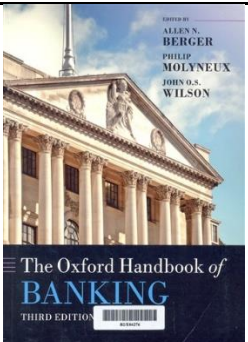
Tháng 07 năm 2022

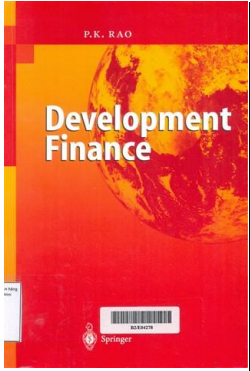
STT	ẢNH BÌA/THÔNG TIN TÀI LIỆU	
1		<i>Customer relationship management: Concept, strategy, and tools</i> / V. Kumar, Werner Reinartz. - 3rd ed. 2018. - Berlin, Heidelberg : Springer Berlin HeidelbergImprint: Springer, 2018. - xxv, 411 pages : ill ; 26 cm Kí hiệu môn loại : 658.812/k95 - 10 bản
2		<i>Development finance: Challenges and opportunities</i> / Gianluigi Giorgioni, editor. - London, United Kingdom : Palgrave Macmillan, 2017. - xi, 261 pages : illustrations ; 22 cm. Kí hiệu môn loại : 338.91/ D489 - 02 bản
3		<i>Digital business analysis</i> / by Fredrik Milani. - Cham : Springer International PublishingImprint: Springer, 2019. - xvii, 429 page ; 24 cm Kí hiệu môn loại : 004/M637 - 10 bản
4		<i>Digital marketing</i> / Dave Chaffey, Fiona Ellis-Chadwick. - 7th edition. - Harlow, EnglandNew York : Pearson, 2019. - xxx, 545 pages ; 29 cm Kí hiệu môn loại : 658.872/ C433 - 04 bản

5		<i>Entrepreneurial finance for MSMEs: A managerial approach for developing markets</i> / Joshua Yindenaba Abor. - 1st edition. - Cham : Springer International Publishing ImprintPalgrave Macmillan, 2017. - xviii, 444 p : ill ; 24 cm
		Kí hiệu môn loại : 658.15/ J83 - 02 bản
6		<i>Global supply chain and operations management: A Decision-oriented Introduction to the creation of value</i> / by Dmitry Ivanov, Alexander Tsipoulidis, Jörn Schönberger. - 3rd ed. 2021. - Cham : Springer International PublishingImprint: Springer, 2021. - xxxi, 673 p : illustrations ; 25 cm
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7		<i>Innovative quick response programs in logistics and supply chain management</i> / edited by T.C. Edwin Cheng, Tsan-Ming Choi. - Heidelberg, New York : Springer, 2010. - xv, 468 p : ill ; 24 cm
		Kí hiệu môn loại : 658.5/ I58 - 02 bản
8		<i>Introduction to electronic commerce and social commerce</i> / by Efraim Turban, Judy Whiteside, David King, Jon Outland. - 4th ed. 2017. - Cham : Springer International PublishingImprint: Springer, 2017. - xxv, 435 pages : illustrations ; 29 cm
		Kí hiệu môn loại : 658.87/ T931 - 10 bản
9		<i>Knowledge management and learning organizations</i> / edited by Carolina Machado and J. Paulo Davim. - Cham, Switzerland : Springer Nature Switzerland AG, 2021. - xi, 174 p : ill ; 24 cm
		Kí hiệu môn loại : 658.514- 10 bản

10		Logistic core operations with SAP: Inventory management, warehousing, transportation, and compliance / Jens Kappauf, Bernd Lauterbach, Matthias Koch. - Heidelberg : Springer, 2012. - viii, 293 pages : illustrations ; 25 cm
Kí hiệu môn loại : 658.500 285/ K17- 02 bản		
11		Operations, logistics and supply chain management / edited by Henk Zijm, Matthias Klumpp, Alberto Regattieri, Sunderesh Heragu. - 1st edition 2019. - Cham : Springer International PublishingImprint: Springer, 2019. - xviii, 734 pages : illustrations ; 24 cm
Kí hiệu môn loại : 658.5/ O61- 02 bản		
12		Performance management success: A Best practices and implementation guide for leaders and managers of all organizations / by Anthony L. Barth, Wiaan de Beer. - 1st edition 2018. - Cham : Springer International PublishingImprint: Springer, 2018. - xv, 160 pages : 13 illustrations in color ; 24 cm
Kí hiệu môn loại : 658.409 2/ B284- 02 bản		
13		Social commerce: Consumer behaviour in online environments / edited by Rosy Boardman, Marta Blazquez, Claudia E. Henninger, Daniella Ryding. - 1st edition 2019. - Cham : Springer International PublishingImprint: Palgrave Macmillan, 2019. - xxi, 277 pages : 18 illustrations, 3 illustrations in color ; 21 cm
Kí hiệu môn loại : 658.834 2/ S678- 02 bản		
14		Social commerce: Marketing, technology and management / by Efraim Turban, Judy Strauss, Linda Lai. - 1st edition 2016. - Cham : Springer International PublishingImprint: Springer, 2016. - xxi, 320 pages : illustrations ; 29 cm
Kí hiệu môn loại : 658.05/ T931- 10 bản		

15		<i>Strategies for e-business: Concepts and cases on value creation and digital business transformation</i> / Tawfik Jelassi, Francisco J. Martínez-López. - 4th edition. - Cham, Switzerland : Springer, 2020. - xiii, 795 page : ill., maps ; 25 cm Kí hiệu môn loại : 658.872/ J48- 02 bản
16		<i>The Global supply chain: How technology and circular thinking transform our future</i> / by Wolfgang Lehmacher. - 1st edition 2017. - Cham : Springer International PublishingImprint: Springer, 2017. - xiv, 169 pages : 5 illustrations, 1 illustrations in color ; 24 cm Kí hiệu môn loại : 658.5/ L523- 02 bản
17		<i>The Internal audit handbook: The Business approach to driving audit value</i> / Hans Beumer. - Zug, Switzerland : HB Publications, 2017. - 739 pages : ill ; 24 cm Kí hiệu môn loại : 658.457/ B566- 02 bản
18		<i>The strategic procurement practice guide: Know-how, tools and techniques for global buyers</i> / by Ulrich Weigel, Marco Ruecker. - 1st edition 2017. - Cham : Springer International PublishingImprint: Springer, 2017. - xii, 209 pages : illustrations in color ; 24 cm Kí hiệu môn loại : 658.72/ W419- 02 bản
19		<i>Digital business and e-commerce management</i> / Dave Chaffey, David Edmundson-Bird and Tanya Hemphill. - 7th edition. - Harlow, EnglandNew York : Pearson, 2019. - xxxvii, 640 p : col. ill ; 27 cm Kí hiệu môn loại : 658.872/ C433- 02 bản

20		<i>International business</i> / Simon Collinson, University of Birmingham, Rajneesh Narula, Henley Business School, the University of Reading, Alan M. Rugman, Henley Business School, the University of Reading. - 8th edition. - Harlow, EnglandNew York : Pearson, 2020. - xxxv, 686 pages ; 27 cm
		Kí hiệu môn loại : 658.049/ C712- 02 bản
21		<i>International human resource management: Globalization, national systems and multinational companies</i> / Tony Edwards and Chris Rees. - 3rd edition. - Harlow, England : Pearson, 2017. - xix, 329 pages : illustrations (black & white) ; 25 cm
		Kí hiệu môn loại : 658.3/ E26- 02 bản
22		<i>International money and finance</i> / Michael Melvin, Stefan Norrbom. - 9th edition. - AmsterdamBoston : Elsevier Press, 2017. - xviii, 325 p : ill ; 24 cm
		Kí hiệu môn loại : 332.042/ M531- 02 bản
23		<i>Strategic brand management: Building, measuring, and managing brand equity</i> / Kevin Lane Keller, Tuck School of Business, Dartmouth College ; Vanitha Swaminathan, Katz Graduate School of Business, University of Pittsburgh. - 5th edition. - Hoboken, NJ : Pearson, 2020. - 621 pages : illustrations (chiefly color) ; 29 cm
		Kí hiệu môn loại : 658.827/ K29- 02 bản
24		<i>The Oxford handbook of banking</i> / edited by Allen N. Berger, Philip Molyneux, and John O.S. Wilson. - 3rd edition. - OxfordNew York : Oxford University Press, 2019. - liii, 1256 pages : illustrations ; 26 cm
		Kí hiệu môn loại : 332.1/ O98- 02 bản

25		<i>Development finance</i> / P.K. Rao. - BerlinNew York : Springer, 2003. - xvi, 209 p ; 24 cm Kí hiệu môn loại : 332/ R215- 02 bản
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Trân trọng.

Thành phố Hồ Chí Minh, ngày 28 tháng 7 năm 2022

BỘ PHẬN BỔ SUNG