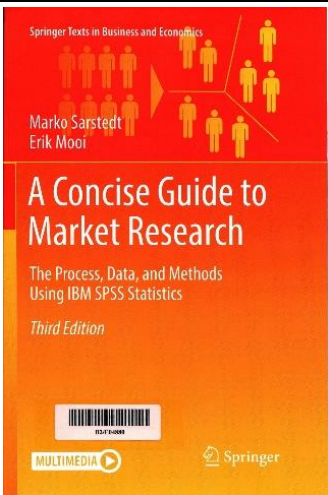
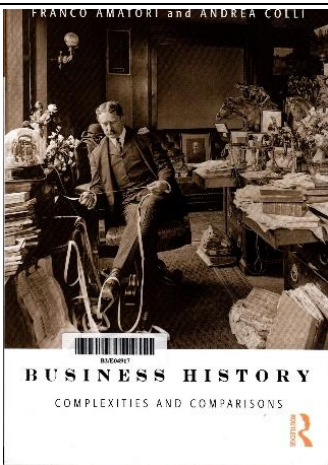
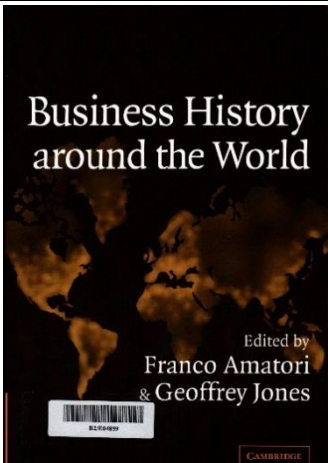
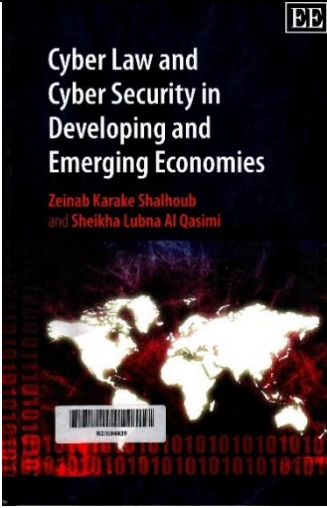
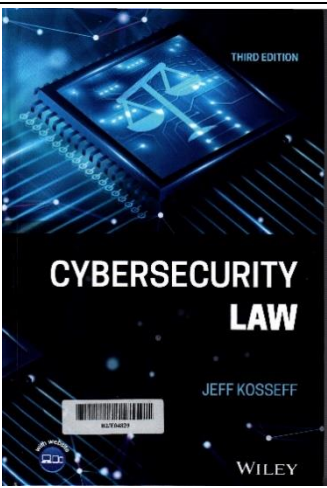
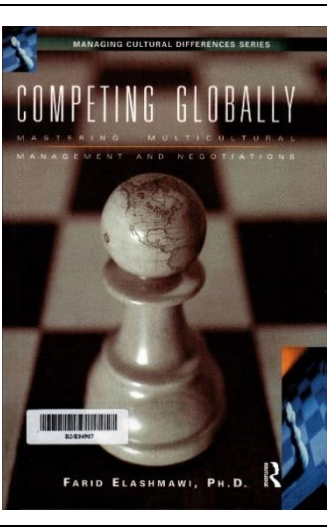


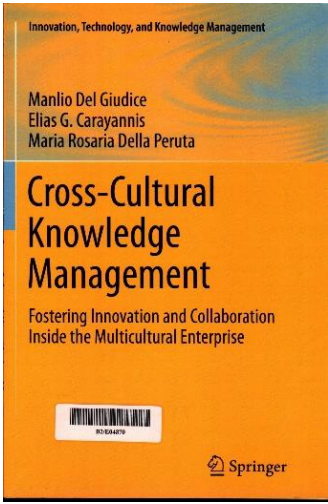
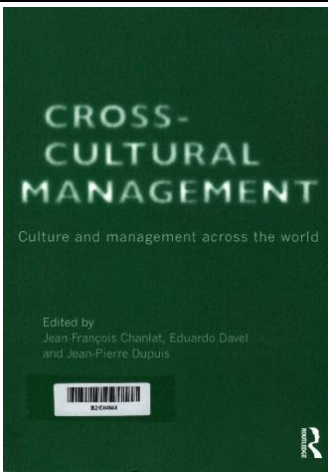
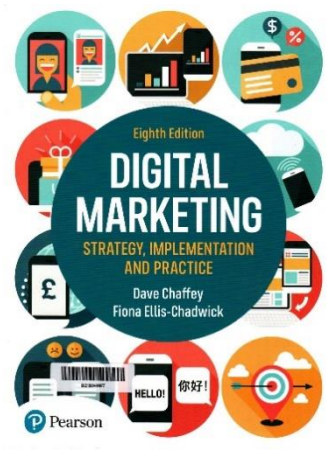


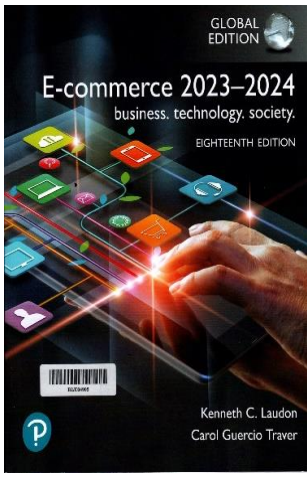
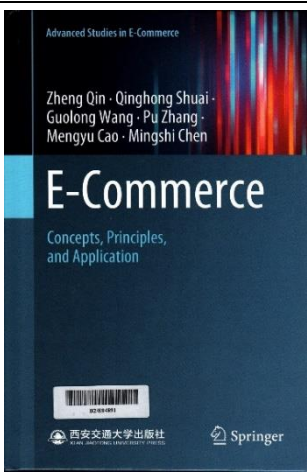
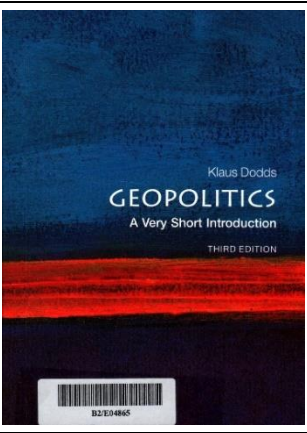
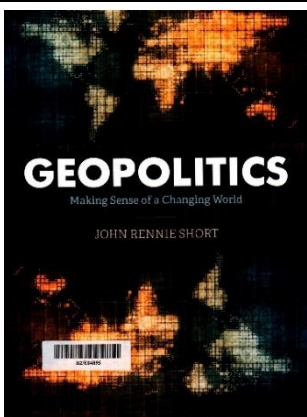
THÔNG BÁO SÁCH MỚI

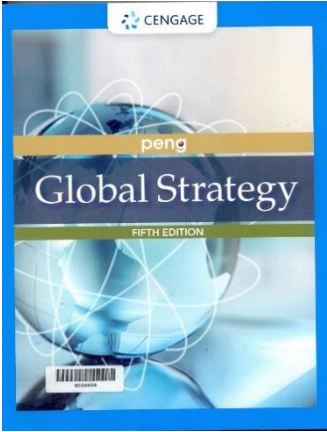
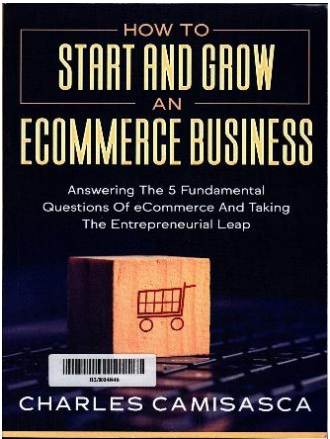
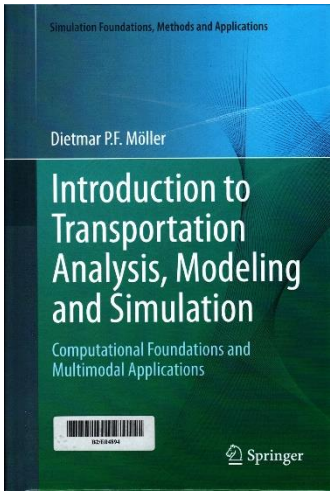
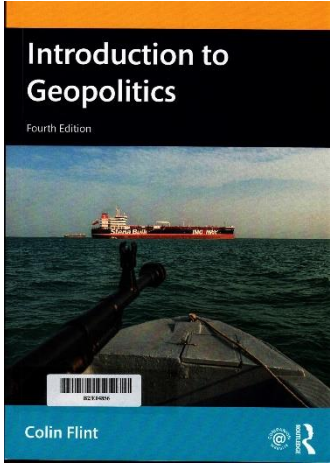
Tháng 6 năm 2024

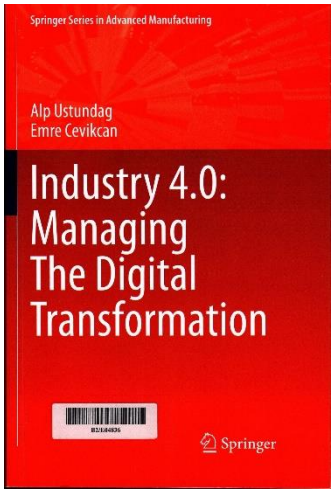
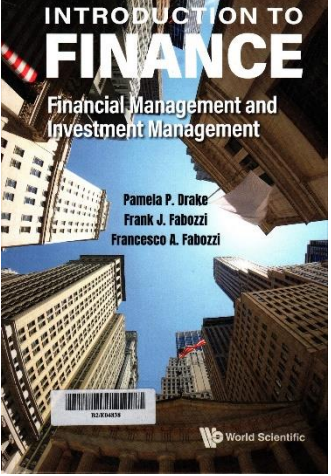
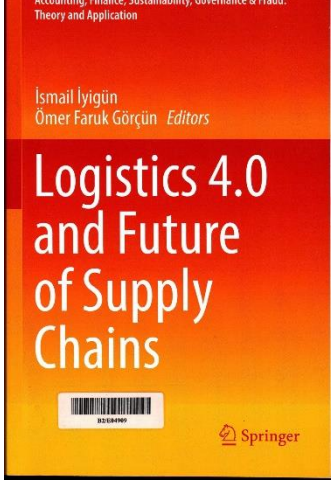
STT	ẢNH BÌA	THÔNG TIN TÀI LIỆU
01		A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics / by Marko Sarstedt, Erik Mooi. - 3rd ed. - Berlin, Heidelberg : Springer Berlin HeidelbergImprint: Springer, 2019. - xv, 396 p : illustrations ; 24 cm. <i>Ký hiệu xếp giá : 658.8 - 5 bản</i>
02		Business history: Complexities and comparisons / Franco Amatori and Andrea Colli. - Abingdon, OxonNew York : Routledge, 2011. - viii, 262 p : ill ; 24 cm <i>Ký hiệu xếp giá : 338.709 - 5 bản</i>
03		Business History around the World / Franco Amatori, Geoffrey Jones. _ Cambridge : Cambridge University Press, 2003. _ xv, 425 p ;21 cm <i>Ký hiệu xếp giá : 338.090 511 - 2 bản</i>

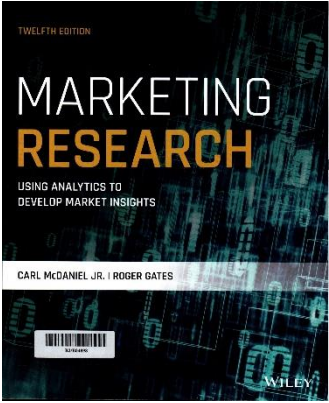
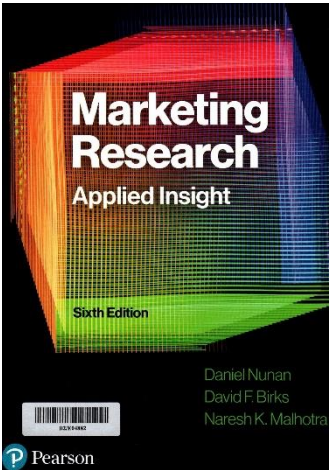
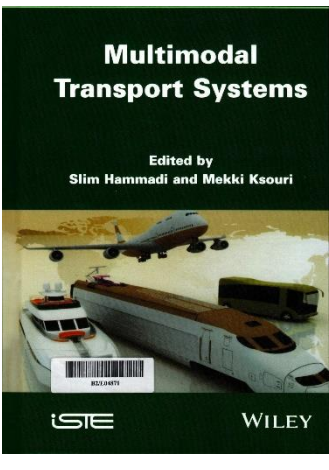
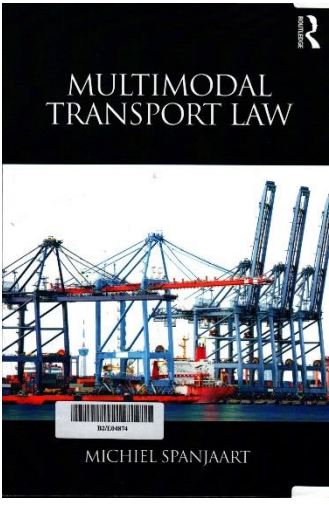
04		Cyber law and cyber security in developing and emerging economies / Zeinab Karake Shalhoub and Sheikhha Lubna Al Qasimi. - Cheltenham, UKNorthampton, MA : Edward Elgar, 2010. - v, 239 p ; 24 cm <i>Ký hiệu xếp giá : 343.124 0999 - 2 bản</i>
05		Cybersecurity law / Jeff Kosseff. _ Third Edition. _ Hoboken : Wiley, 2022. _ xxv, 836 pages ;23 cm <i>Ký hiệu xếp giá : 343.730 999 - 2 bản</i>
06		Competing globally: Mastering multicultural management and negotiation / Farid Elashmawi. _ New York : Routledge, 2011. _ 24 cm <i>Ký hiệu xếp giá : 658.049 - 2 bản</i>

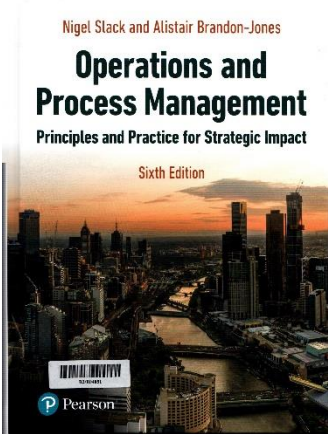
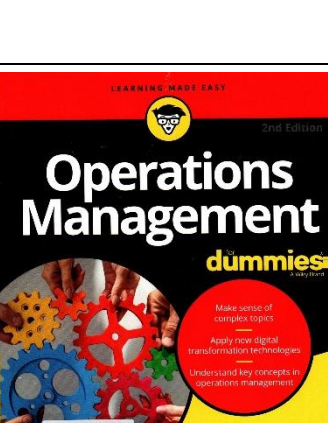
07		Cross-cultural knowledge management: Fostering innovation and collaboration inside the multicultural enterprise / <i>Manlio Del Giudice, Elias G. Carayannis, Maria Rosaria Della Peruta.</i> - New YorkLondon : Springer, 2012. - viii, 166 p : ill ; 24 cm. <i>Ký hiệu xếp giá : 658.403 8 - 2 bản</i>
08		Cross-cultural management: Culture and management across the world / <i>edited by Jean-François Chanlat, Eduardo Davel and Jean-Pierre Dupuis.</i> _ New York, NY : Routledge, 2013. _ xiv, 296 p ;26 cm <i>Ký hiệu xếp giá : 658.300 89 - 5 bản</i>
09		Digital marketing / <i>Dave Chaffey, Fiona Ellis Chadwick.</i> _ eighth Edition. _ a Hoboken, NJ : Pearson, 2022. _ xxv, 534 p ;ill ;32 cm <i>Ký hiệu xếp giá : 658.872 - 5 bản</i>

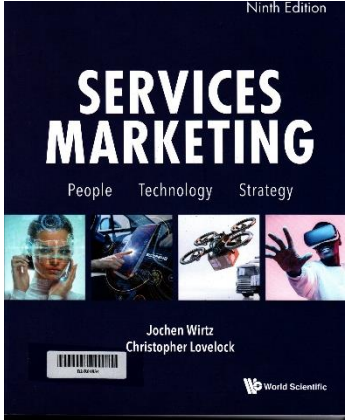
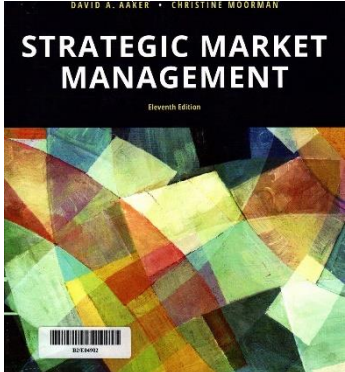
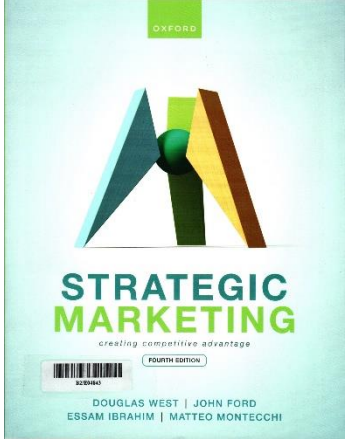
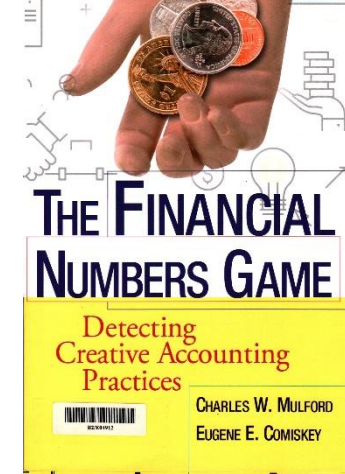
10		E-commerce: Business. technology. society / Kenneth C. Laudon, New York University, Carol Guercio Traver, Azimuth Interactive, Inc. – Eighteenth edition. – Hoboken, NJ : Pearson Education, Inc, 2024. – 832p ;ill ;32 cm
<i>Ký hiệu xếp giá : 658.872 - 2 bản</i>		
11		E-Commerce: Concepts, Principles, and Application / Zheng Qin, Qinghong Shuai, Guolong Wang, Pu Zhang, Mengyu Cao, Mingshi Chen. - China : SpringerXi'an jiaotong university press, 2022. - viii, 424 p : ill ; 24 cm.
<i>Ký hiệu xếp giá : 658.872 - 2 bản</i>		
12		Geopolitics: A very short introduction / Klaus Dodds. – Third edition. – Oxford : Oxford University Press, 2019. – xx, 156 pages ; illustrations (black and white) ;18 cm
<i>Ký hiệu xếp giá : 320.12 - 2 bản</i>		
13		Geopolitics: Making sense of a changing world / John Rennie Short. – Lanham, Maryland : Rowman & Littlefield, 2022. – xxiv, 361 p ;ill ;24 cm
<i>Ký hiệu xếp giá : 320.12 - 2 bản</i>		

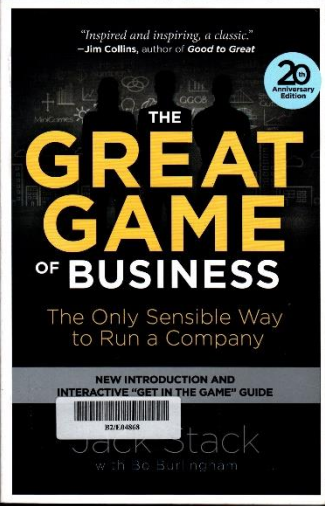
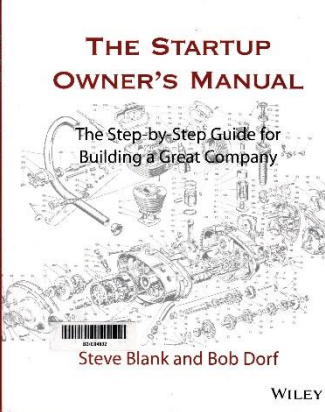
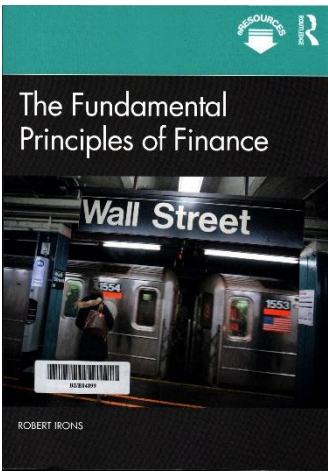
14		Global strategy / Mike W. Peng. _ Fifth edition. _ Boston : Cengage Learning, 2022. _ xix, 460 p ;ill ;28 cm
15		How to start and grow an ecommerce business: Answering the five fundamental questions of ecommerce and taking the entrepreneurial leap / Charles Camisasca. _ USA : Independently, 2022. _ 189 pages ;24 cm
16		Introduction to Transportation Analysis, Modeling and Simulation: Computational Foundations and Multimodal Applications / by Dietmar P.F. Möller. - 1st ed. 2014. - London : Springer LondonImprint: Springer, 2014. - xiv, 343 pages : illustrations ; 24 cm.
17		Introduction to Geopolitics / Colin Flint. - Fourth edition. - Abingdon, OxonNew York, NY : Routledge, Taylor & Francis Group, 2022. - xvi, 307 p : ill ; 24 cm

18		Industry 4.0: Managing The Digital Transformation / by Alp Ustundag, Emre Cevikcan. - 1st ed. 2018. - Cham : Springer International PublishingImprint: Springer, 2018. - XVIII, 286 pages : illustrations ; 23 cm.
Ký hiệu xếp giá : 670 - 2 bản		
19		Introduction to finance: Financial management and investment management / Pamela P. Drake, James Madison University, USA, Frank J. Fabozzi, JohnHopkins University, USA, France, Francesco A. Fabozzi, Stevens Institute of Technology, USA. _ New Jersey: World Scientific, 2022. _ xxvi, 802 pages ;illustrations ;24 cm
Ký hiệu xếp giá : 332 - 2 bản		
20		Logistics 4.0 and future of supply chains / İsmail İyigün, Ömer Faruk Görçün. _ Singapore : Springer, 2022. _ xvi, 279 p ;ill ;23 cm
Ký hiệu xếp giá : 658.7 - 2 bản		

21		Marketing research / Carl Mcdaniel, Jr., Roger Gates. _ Twelfth edition. _ Hoboken, NJ : Wiley, 2021. _ ix, 259 tr ;illustrations ;28 cm <i>Ký hiệu xếp giá : 658.83 - 2 bản</i>
22		Marketing research: Applied insight / Daniel Nunan, David F. Birks, Naresh K. Malhotra. - Sixth edition. - Harlow, EnglandNew York : Pearson, 2020. - xvii, 951 p : ill ; 32 cm <i>Ký hiệu xếp giá : 658.83 - 2 bản</i>
23		Multimodal Transport Systems / Slim Hammadi, Mekki Ksouri. _ United States : John Wiley & Sons, Inc, 2014. _ ix, 256 p ;24cm <i>Ký hiệu xếp giá : 658.788 2 - 2 bản</i>
24		Multimodal transport law / Michiel Spanjaart. - Abingdon, OxonNew York, NY : Routledge, 2018. - vi, 304 pages ; 24 cm <i>Ký hiệu xếp giá : 343.093 2 - 2 bản</i>

25		Operations and process management: Principles and practice for strategic impact / Nigel Slack, Alistair Brandon-Jones. - Sixth edition. - Harlow, EnglandLondonNew York : Pearson, 2021. - xix, 578 p : ill ; 32 cm
		<i>Ký hiệu xếp giá : 658.5 - 2 bản</i>
26		Operations management: An integrated approach / R. Dan Reid, Nada R. Sanders. _ 7th Edition. _ Hoboken, NJ : Wiley, 2020. _ xxii, 630 p ;ill ;32 cm
27		Operations Management: An International Perspective / David Barnes. _ London : Palgrave Macmillan, 2018. _ xxxiii, 490 p ;ill ;24 cm
28		Operations Management for Dummies / Mary Ann Anderson, Edward J. Anderson, Geoffrey Parker. _ 2nd ed. _ John Wiley & Sons Inc, 2022. _ xiii, 400 pages ;24 cm
		<i>Ký hiệu xếp giá : 658.5 - 2 bản</i>

29		Services marketing: People, technology, strategy / Jochen Wirtz, Christopher Lovelock. _ Ninth edition. _ New Jersey : World Scientific, 2022. _ xvii, 665 pages ;illustrations ;29 cm	<i>Ký hiệu xếp giá : 658.8 - 2 bản</i>
30		Strategic market management / by David A. Aaker, Vice-Chairman, Prophet, Professor Emeritus, University of California, Berkeley, Christine Moorman, T. Austin Finch Sr. Professor of Business Administration, Fuqua School of Business, Duke University. _ Eleventh edition. _ Hoboken, NJ : Wiley, 2018. _ 23 cm	<i>Ký hiệu xếp giá : 658.8 - 2 bản</i>
31		Strategic marketing: creating competitive advantage / Douglas West, John Ford, Essam Ibrahim, Matteo Montecchi. _ 4th ed. _ New York : Oxford University Press, 2022. _ xxix, 568 p ;ill ;24 cm	<i>Ký hiệu xếp giá : 658.810 1 - 5 bản</i>
32		The financial numbers game: Detecting creative accounting practices / Charles W. Mulford, Eugene E. Comiskey. _ New York : Wiley, 2002. _ ix, 395p ;26 cm	<i>Ký hiệu xếp giá : 657.3 - 5 bản</i>

33		The great game of business: The only sensible way to run a company / Jack Stack with Bo Burlingham. _ First revised edition, 20th anniversary edition. _ New York : Crown Business, [2013]. _ 375 pages ;illustrations ;21 cm
34		The startup owner's manual: The step-by-step guide for building a great company .Vol. 1 / Steve Blank and Bob Dorf. _ Hoboken, New Jersey : John Wiley & Sons, Inc, 2020. _ xxix, 571 pages ;illustrations ;25 cm
35		The fundamental principles of finance / Robert Irons. _ 1st Edition. _ New York : Routledge, 2020. _ xiii, 210 pages ;24 cm