

## NEW BOOK ANNOUNCEMENT

**August 2025**

In order to meet the needs of study and research, the Information – Library Center regularly supplements textbooks and reference materials in line with the training programs. We are pleased to introduce the list of new books for August 2025, added upon the recommendations of the following units: Faculty of Business Administration and Institute of International Education.

1		<p><b>Title:</b> Academic Writing: A Handbook for International Students 5th Edition</p> <p><b>Author:</b> Stephen Bailey</p> <p><b>Year of Publication:</b> 2025</p>
2		<p><b>Title:</b> Advances in Multimedia</p> <p><b>Author:</b> Jovan Pehcevski</p> <p><b>Year of Publication:</b> 2022</p>
3		<p><b>Title:</b> Business and Administrative Communication</p> <p><b>Author:</b> Seyed Ali Fallahchay</p> <p><b>Year of Publication:</b> 2021</p>

4		<p><b>Title:</b> Confident Digital Content: How to Create and Manage Amazing Social Media and Web Content for a Futureproof Career</p> <p><b>Author:</b> Adam Waters</p> <p><b>Year of Publication:</b> 2020</p>
5		<p><b>Title:</b> Customer Service in Business: Keeping your customers close and loyal</p> <p><b>Author:</b> Jonah C. Pardillo</p> <p><b>Year of Publication:</b> 2021</p>
6		<p><b>Title:</b> Designing Supply Chains for New Product Development</p> <p><b>Author:</b> Antonio Arreola-Risa</p> <p><b>Year of Publication:</b> 2013</p>
7		<p><b>Title:</b> Epic Content Marketing, Second Edition: Break through the Clutter with a Different Story, Get the Most Out of Your Content, and Build a Community in Web3</p> <p><b>Author:</b> Pulizzi</p> <p><b>Year of Publication:</b> 2023</p>

8		<p><b>Title:</b> Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage</p> <p><b>Author:</b> Hult T., Closs D. and Frayer D</p> <p><b>Year of Publication:</b> 2014</p>
9		<p><b>Title:</b> Hosts and Guests: Poems</p> <p><b>Author:</b> Nate Klug</p> <p><b>Year of Publication:</b> 2020</p>
10		<p><b>Title:</b> InsUrgent Media from the Front: A Media Activism Reader</p> <p><b>Author:</b> Chris Robé , Stephen Charbonneau</p> <p><b>Year of Publication:</b> 2020</p>
11		<p><b>Title:</b> Marketing Strategy in the Digital Age - Applying Kotler's Strategies to Digital Marketing</p> <p><b>Author:</b> Milton Kotler , Tiger Cao</p> <p><b>Year of Publication:</b> 2020</p>

12		<p><b>Title:</b> Optimization of Logistics</p> <p><b>Author:</b> Alice Yalaoui, Hicham Chehade, Farouk Yalaoui, Lionel Amodeo</p> <p><b>Year of Publication:</b> 2012</p>
13		<p><b>Title:</b> Retailing Management 11e</p> <p><b>Author:</b> Michael Levy, Barton A. Weitz, Dhruv Grewal</p> <p><b>Year of Publication:</b> 2023</p>
14		<p><b>Title:</b> Reverse Logistics A Complete Guide - 2020 Edition</p> <p><b>Author:</b> Gerardus Blokdyk</p> <p><b>Year of Publication:</b> 2020</p>
15		<p><b>Title:</b> Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition</p> <p><b>Author:</b> Fred R. David; Forest R. David</p> <p><b>Year of Publication:</b> 2023</p>



16		<p><b>Title:</b> Supply Chain Risk Management: Tools for Analysis</p> <p><b>Author:</b> David Olson</p> <p><b>Year of Publication:</b> 2012</p>
17		<p><b>Title:</b> Testing Business Ideas: A Field Guide for Rapid Experimentation</p> <p><b>Author:</b> David J. Bland, Alexander Osterwalder</p> <p><b>Year of Publication:</b> 2020</p>
18		<p><b>Title:</b> The Coming Age of Robots: Implications for Consumer Behavior and Marketing Strategy</p> <p><b>Author:</b> Pettinico, George; Milne, George R.</p> <p><b>Year of Publication:</b> 2020</p>
19		<p><b>Title:</b> The Event Planning Toolkit - Your Guide to Organizing Extraordinary Meetings and Events</p> <p><b>Author:</b> Linda Joyce Jones</p> <p><b>Year of Publication:</b> 2023</p>

20		<p><b>Title:</b> Visual and Multimodal Communication - Applying the Relevance Principle</p> <p><b>Author:</b> Charles Forceville</p> <p><b>Year of Publication:</b> 2020</p>
21		<p><b>Title:</b> Writing Quality Research Papers: Brief Guidelines to enhance the quality of Research papers/ Manuscript</p> <p><b>Author:</b> Dr Pawan Singh , Baseem Khan</p> <p><b>Year of Publication:</b> 2019</p>