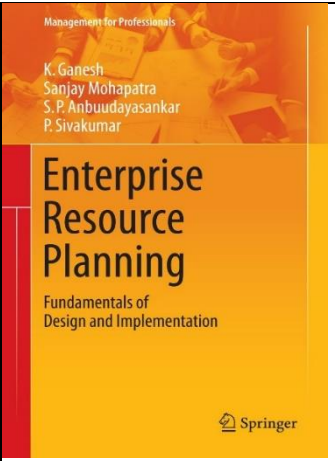
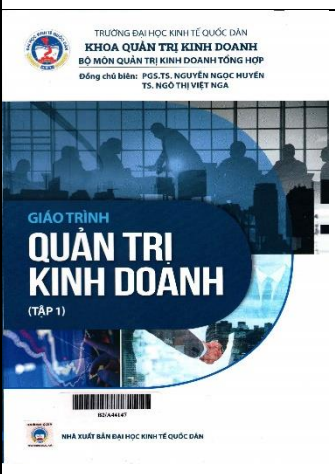
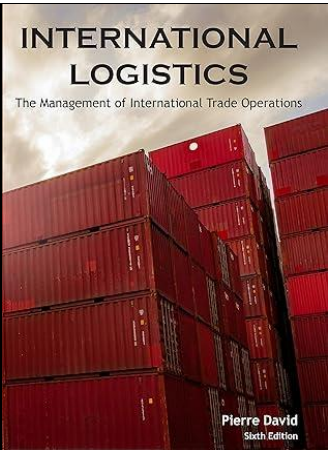
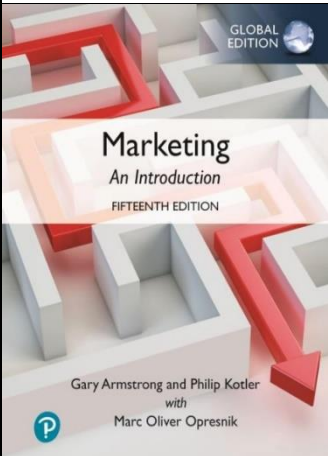
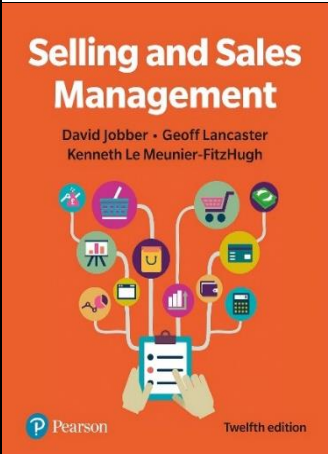
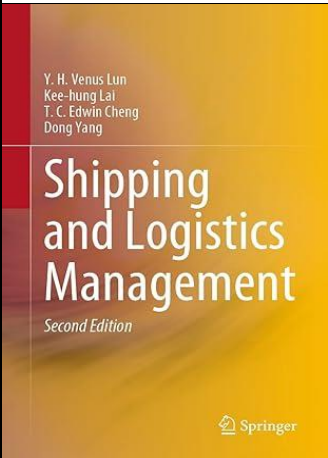


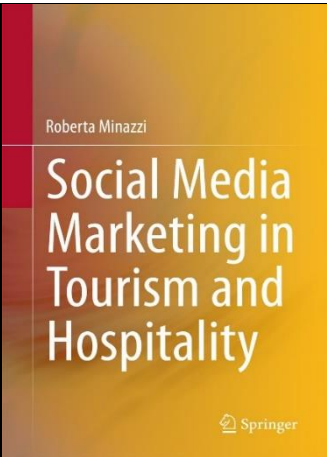
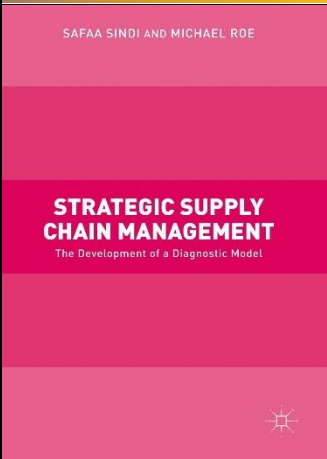
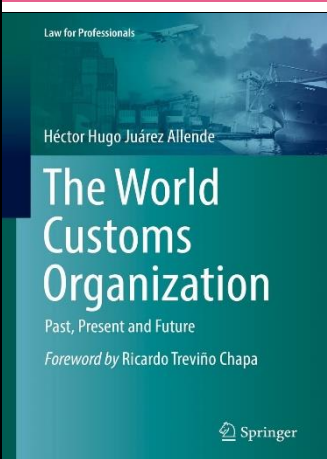
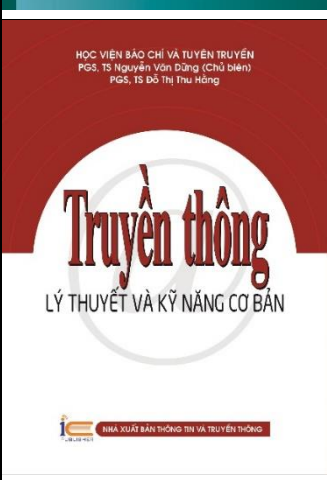
NEW BOOK ANNOUNCEMENT

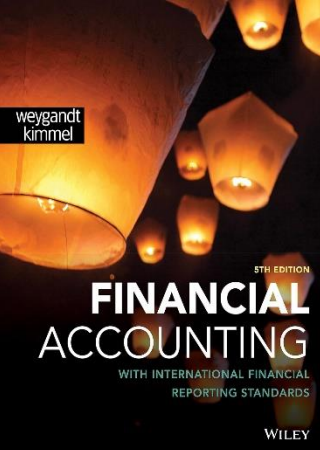
July 2025

In order to meet the needs of study and research, the Information and Library Center regularly updates and supplements textbooks and reference materials in line with the training programs. We are pleased to introduce the list of new books for July 2025, added based on the recommendations from the Faculty of Business Administration and the Institute of International Education.

1		Enterprise Resource Planning: Fundamentals of Design and Implementation / by K. Ganesh, Sanjay Mohapatra, S. P. Anbuudayasankar, P. Sivakumar. - Cham : Springer International Publishing, 2014. - XII, 170 pages : illustrations ; 24 cm. - (Management for Professionals)	<i>Ký hiệu phân loại: 658.5 – 2 copies</i>
2		Giáo trình quản trị kinh doanh / Nguyễn Ngọc Huyền, Ngô Thị Việt Nga. Tập 1. - Hà Nội : Đại học Kinh tế Quốc dân, 2022. - 613 tr ; 21 cm	<i>Classification Number: 658.007 1 – 10 copies</i>
3		Giáo trình quản trị kinh doanh / Nguyễn Ngọc Huyền, Ngô Thị Việt Nga. Tập 2. - Hà Nội : Đại học Kinh tế Quốc dân, 2022. - 793 tr ; 21 cm	<i>Classification Number: 658.007 1 – 9 copies</i>

4		International logistics: the management of international trade operations / Pierre A. David. - Sixth edition. - Berea, OH : Cicero Books LLC, 2022. - xxviii, 838 pages : illustrations (chiefly color) ; 28 cm
		<i>Classification Number: 658.785 – 1 copies</i>
5		Marketing: an introduction / Gary Armstrong, University of North Carolina, Philip Kotler, Northwestern University, Marc Oliver Oprešnik, St. Gallen Management Institute. - Fifteenth edition. - Hoboken, NJ : Pearson, 2023. - 701 pages ; 28 cm
		<i>Classification Number: 658.8 – 5 copies</i>
6		Selling and sales management / David Jobber, Geoff Lancaster, Kenneth Le Meunier-FitzHugh. - Twelfth edition. - Harlow, United Kingdom : Pearson Education Ltd, 2024. - xix, 466 p : ill ; 27 cm
		<i>Classification Number: 658.81 – 2 copies</i>
7		Shipping and logistics management / Y.H.Venus Lun, Kee-hung Lai, T.C.Edwin Cheng, Dong Yang. – 2nd ed. - LondonNew York : Springer, 2023. - xv, 238 p : ill., map ; 25 cm
		<i>Classification Number: 658.788 – 2 copies</i>

8		Social Media Marketing in Tourism and Hospitality / by Roberta Minazzi. - Cham : Springer International Publishing, 2015. - XIX, 163 pages : illustrations ; 24 cm
		<i>Classification Number: 338.479 1 – 2 copies</i>
9		Strategic Supply Chain Management: The Development of a Diagnostic Model / by Safaa Sindi, Michael Roe. - Cham : Springer International PublishingImprint: Palgrave Macmillan, 2017. - XVI, 272 pages : illustrations ; 24 cm
		<i>Classification Number: 658.7 – 2 copies</i>
10		The World Customs Organization: Past, Present and Future / Héctor Hugo Juárez Allende, Foreword by Ricardo Treviño Chapa. - Cham, Switzerland : Springer, 2022. - xvii, 324 p ; 24 cm
		<i>Classification Number: 352.448 – 2 copies</i>
11		Truyền thông: Lý thuyết và kỹ năng cơ bản / Nguyễn Văn Dũng, Đỗ Thị Thu Hằng. - Hà Nội : Thông tin và truyền thông, 2023. - 369 tr ; 21 cm
		<i>Classification Number: 302.23 – 10 copies</i>

12	 Neil Leonard // Andrew Way // Frédérique Santune KLOOOSITY	Web and Digital for Graphic Designers / Neil Leonard, Andrew Way, Frédérique Santune. - London : Bloomsbury visual arts, 2020. - 215 p : illustrations (colour) ; 28cm
		<i>Classification Number: 006.7 – 3 copies</i>
13	 weygandt kimmel 5TH EDITION FINANCIAL ACCOUNTING WITH INTERNATIONAL FINANCIAL REPORTING STANDARDS WILEY	Financial accounting with international financial reporting standards / Jerry J. Weygandt, PhD, CPA, Paul D. Kimmel, PhD, CPA. - Fifth edition. - Hoboken, NJ : Wiley, 2022. - xxi, 912, [i-14] p : ill ; 28 cm
		<i>Classification Number: 657.021 8 – 2 copies</i>

