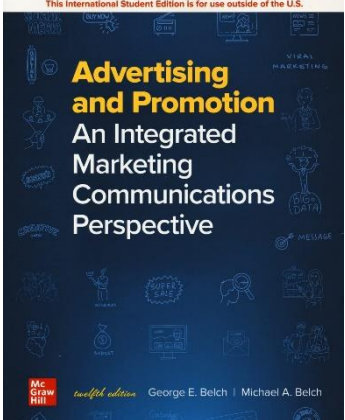
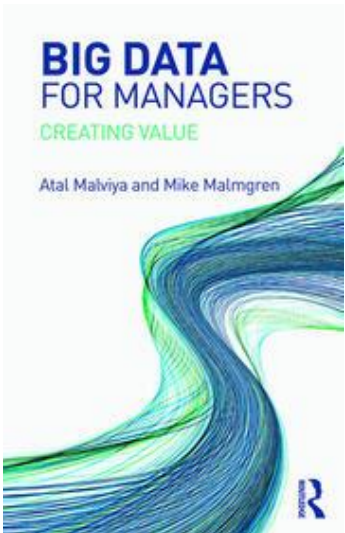
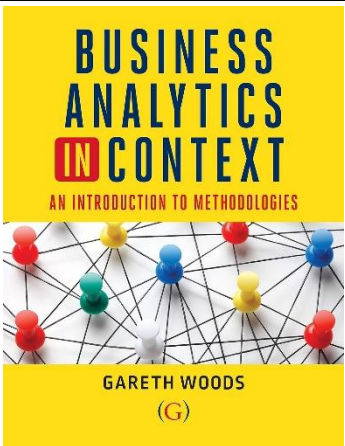
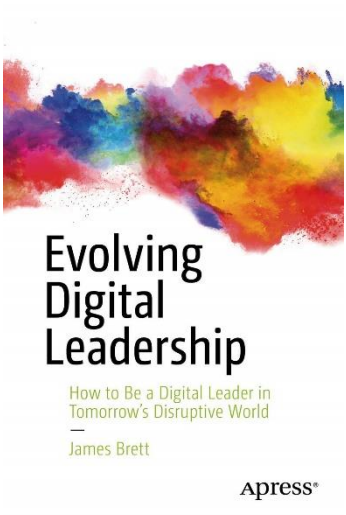
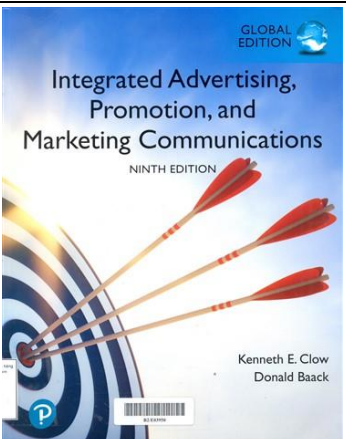
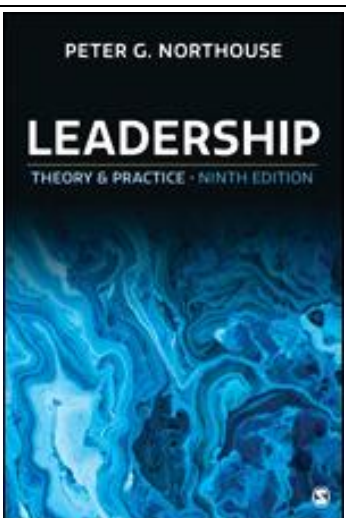
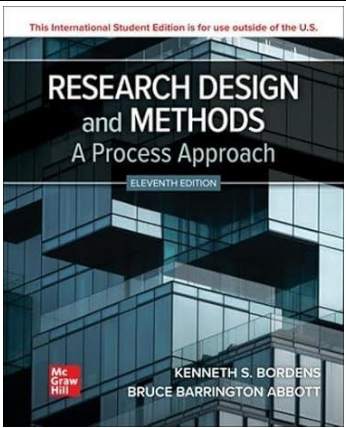
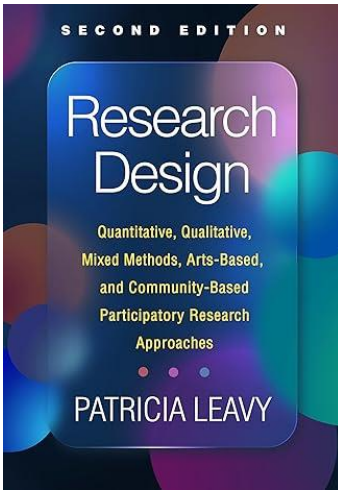
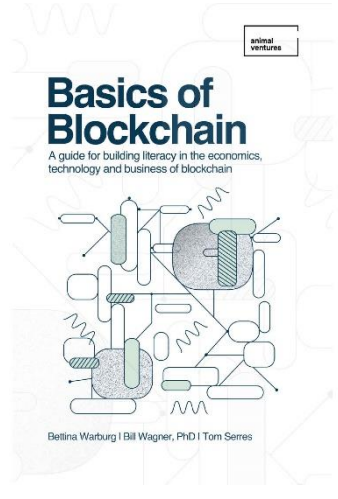
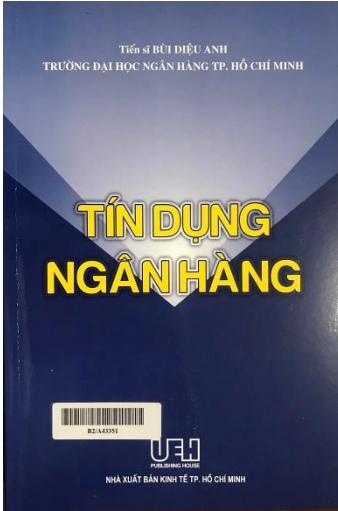


THÔNG BÁO SÁCH MỚI

Tháng 3 năm 2024

STT	ẢNH BÌA	THÔNG TIN TÀI LIỆU
01		Advertising and promotion : an integrated marketing communications perspective / George E. Belch & Michael A. Belch. _ 12th ed. _ New York, NY : McGraw-Hill, 2021. _ xxxi, 740, [S-14] p ;ill ;29 cm <i>Ký hiệu xếp giá : 659.1 - 3 bản</i>
02		Big data for managers : creating value / Atal Malviya and Mike Malmgren. _ London : Routledge, 2019. _ xi, 161 p ;24 cm <i>Ký hiệu xếp giá : 005.7 - 5 bản</i>
03		Business analytics in context : An introduction to methodologies / Gareth Woods. _ Oxford : Goodfellow, 2020. _ viii, 250 p ;ill ;25 cm <i>Ký hiệu xếp giá : 658.401 - 2 bản</i>

04		Evolving Digital Leadership : How to Be a Digital Leader in Tomorrow's Disruptive World / by James Brett – Berkeley, CA : ApressImprint: Apress, 2019.-Xii, 324 p ; 25 cm <i>Ký hiệu xếp giá : 658.409 2 - 5 bản</i>
05		Integrated advertising, promotion, and marketing communications / Kenneth E. Clow, University of Louisiana at Monroe, Donald Baack, Pittsburg State University. _ 9th ed. _ Boston : Pearson, 2022. _ 466 pages ;illustrations ;28 cm <i>Ký hiệu xếp giá : 659.1 - 3 bản</i>
06		Leadership : theory and practice / Peter G. Northouse, Western Michigan University. _ Ninth Edition. _ Los Angeles : SAGE Publishing, 2022. _ xxiv, 495 [I-21] p ;illustrations ;23 cm <i>Ký hiệu xếp giá : 303.34 - 5 bản</i>
07		Research design and methods : a process approach / Kenneth S. Bordens, Bruce B. Abbott, Purdue University Fort Wayne. _ Eleventh edition. _ New York : McGraw-Hill Education, 2022. _ xxviii, 590, [G-21] p ;24 cm <i>Ký hiệu xếp giá : 150.72 - 2 bản</i>

08		Research design : quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches / Patricia Leavy. _ Second Edition. _ New York : The Guilford Press, 2023. _ xx, 323 pages ;illustrations ;26 cm <i>Ký hiệu xếp giá : 300.72 - 2 bản</i>
09		The basics of blockchain : A guide for building literacy in the economics, technology and business of blockchain / Bettina Warburg, Bill Wagner, Tom Serres. _ Edition 1. _ San Francisco : Animal Ventures LLC, 2019. _ 377 p ;23 cm <i>Ký hiệu xếp giá : 332.178 - 5 bản</i>
10		Tín dụng ngân hàng / Bùi Diệu Anh. _ TP. Hồ Chí Minh : Kinh tế TP. Hồ Chí Minh, 2020. _ 219 tr ;24 cm <i>Ký hiệu xếp giá : 332.7 - 10 bản</i>