

**NEW BOOKS RECEIVED BY
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April 2026

Psychology. Sociology

1. Bashan, N. (2027). *The solution mindset: Mastering the art of problem solving*. Wiley.
2. Clear, J. (2022). *Atomic habits: An easy and proven way to build good habits and break old ones: Tiny changes, remarkable results*. Cornerstone Press.
3. Fortner, R. S. (2026). *Ethics in the digital domain* (2nd ed.). Bloomsbury Academic.
4. McDonough, B., & Parry, J. (2025). *Sociology, work, and organisations: A global context*. Routledge.
5. Power, T. (2026). *The DOSE effect: Optimize your brain and body by boosting your dopamine, oxytocin, serotonin, and endorphins*. Dey St.

Management

1. Bessant, H., & Whiting, F. (2026). *Human resource practice* (9th ed.). Kogan Page.
2. Mintzberg, H. (2023). *Understanding organizations-finally!: Structuring in sevens*. Berrett-Koehler Publishers.
3. Mullins, L. J., & Rees, G. (2023). *Management and organisational behaviour* (13th ed.). Pearson.
4. O'Reilly, K. (2025). *Qualitative research methods for everyone: An essential toolkit*. Policy Press.
5. Soprana, D. (2025). *Remote is human: Building teams that belong*. Vitae Litera.
6. Wilkinson, A., Dundon, T., & Yates, E. (2025). *Contemporary human resource management: Text and cases* (7th ed.). Sage.

Marketing

1. Hague, P. N. (2026). *Market research in practice: A comprehensive guide to customer insight and market understanding* (5th ed.). KoganPage.
2. Harvey, G. J. (2025). *Applied consumer psychology: How to use psychological insights in marketing*. Kogan Page.
3. King, K. (2026). *AI strategy for sales and marketing: Connecting marketing, sales, and customer experience* (2nd ed.). Kogan Page.
4. Kingsnorth, S. (2027). *Digital marketing strategy: An integrated approach to online marketing* (4th ed.). Kogan Page.
5. Montano, S. (2026). *Retail marketing: Contemporary approaches to retailing in the digital and experience economy*. Kogan Page.
6. Onwumere, I. (2026). *Principles of marketing analytics: Understand data-driven decision-making*. Kogan Page.
7. Tuten, T. L. (2026). *Principles of marketing for a digital age* (3rd ed.). Sage.

Public relations

1. Buckingham, I. P., & Hargreaves, K. (2026). *Sustainable brand leadership: How to build a lasting legacy*. Routledge.
2. Carroll, B. (2026). *Writing and editing for digital media* (6th ed.). Routledge.
3. Cheng, Y., & Verčič, D. (2026). *AI and strategic communication*. Wiley-Blackwell.
4. Cope, J., & Mayell, S. (2026). *Creativity in PR and communications: Concepts and practices for innovation*. KoganPage.
5. Frandsen, F., Coombs, W. T., & Johansen, W. (2026). *A primer for crisis communication theory: The fusion of theory and practice*. Routledge, Taylor & Francis Group.
6. Gregory, A., & Pearce, M. (2026). *Planning and managing public relations campaigns: A strategic approach* (6th ed.). Kogan Page.
7. Holtzhausen, D. R., Fullerton, J. A., & Lewis, B. K. (2026). *Principles of strategic communication* (2nd ed.). Routledge.
8. Luttrell, R. (2026). *Social media: How to engage, share, and connect* (5th ed.). Bloomsbury Publishing.
9. Penning, T. (2025). *Public relations theory in practice: Strategic applications for professionals*. Business Expert Press.
10. Wilcox, D. L., Reber, B. H., Shin, J.-H., & Cameron, G. T. (2026). *Public relations: Strategies and tactics* (12th ed.). Pearson.

Business. Logistics

1. Barrow, C. (2026). *The business plan workbook: A step-by-step guide to creating and developing a successful business* (11th ed.). Kogan Page.
2. Biswal Waraich, S., & Singh, K. (2026). *Creative problem solving and entrepreneurial thinking: Concepts and applications*. Routledge.
3. Boothroyd, K., & Thompson, C. (2025). *Fundamentals of risk management: Understanding, evaluating and implementing effective enterprise risk management* (7th ed.). Kogan Page.
4. Ebert, R. J., & Griffin, R. W. (2025). *Business essentials* (14th ed.). Pearson.
5. Hill, C. W. L. (2025). *International business: Competing in the global marketplace: 2025 releas*. McGraw Hill.
6. Ozcan, S. (2026). *Innovation management: Practical strategies, processes and for driving innovation*. Sage.
7. Rushton, A., Croucher, P., Baker, P., & Koliouisis, I. G. (2026). *The handbook of logistics and distribution management: Understanding the supply chain* (8th ed.). Kogan Page.

Tourism. Hospitality

1. Gan, L. (2025). *Medical tourism*. Bloomsbury Academic.
2. Merenda, A. (2026). *Food and beverage management: Operations, opportunities, and trends in tourism, hospitality, and events*. Kogan Page.
3. Teng Vaughan, Y. (2026). *Hotel operations management: Strategic and resilient practices*. Kogan Page.
4. Turpin, A. M. (2026). *Introduction to hospitality and tourism management: A contemporary approach*. Kogan Page.