

Taylor & Francis prenumeruojamos el. knygos

Jungiantis ne iš VIKO IP adresų (pvz., jungiantis iš namų), knygos prieinamos prisijungus prie VIKO kompiuterių tinklo per VPN ([instrukcija](#)).

1. [Comparative public opinion](#)
2. [Consumer behavior in action: Real-life applications for marketing managers](#)
3. [Database management system: An evolutionary approach \(1st ed.\)](#)
4. [Internal communication and employer brands](#)
5. [Mastering react native: A beginner's guide](#)
6. [Mastering react: A beginner's guide](#)
7. [Public relations and communications: From theory to practice](#)
8. [Reputation in business: Lessons for leaders](#)
9. [Strategic communication: An introduction to theory and global practice](#)
10. [Strategic integrated marketing communications](#)
11. [The new customer experience management: Why and how the companies of the future address their customers' needs proactively](#)