

VVF NAUJOS KNYGOS, GAUTOS 2017 m. SPALIO - GRUODŽIO MĖN.

PSICHOLOGIJA. SOCIOLOGIJA

Intercultural communication in business : how context and other cultural factors affect communication in multicultural organizations / by Kelly Nix. -- San Antonio, Tex. : [s.n.], 2015. - - 201 p. -- ISBN 9781506145334.

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MARKETINGAS. REKLAMA

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Ethics in advertising : making the case for doing the right thing / Wally Snyder. -- New York, N.Y. : Routledge, 2017. -- 181 p. -- ISBN 9781138188990.

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Myths of PR : all publicity is good publicity and other popular misconceptions / Rich Leigh. --London : KoganPage, 2017. -- 210 p. -- ISBN 9780749479596.

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VALDYMAS. GAMYBOS, PREKYBOS IR TRANSPORTO ORGANIZAVIMAS

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Hotel management and operations / Delphina Fonseca. -- Valley Cottage, N.Y. : SCITUS Academics, 2017. -- 282 p. -- ISBN 9781681175454.

Talent management in hospitality and tourism / edited by Susan Horner. -- Oxford : Goodfellow Publishers, 2017. -- 318 p. -- ISBN 9781910158661.

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