

## **NAUJOS KNYGOS, GAUTOS 2018 m. BALANDŽIO - BIRŽELIO MĖN.**

### **SOCIOLOGIJA. STATISTIKA.**

Managing cultural differences : global leadership for the 21st century / Neil Remington Abramson and Robert T. Moran. -- 10th ed. -- New York, N.Y. : Routledge, 2018. -- 637 p. -- ISBN 9781138223684.

### **MARKETINGAS. REKLAMA**

Business to business marketing management : a global perspective / Alan Zimmerman and Jim Blythe. -- 3rd ed. -- London ; New York : Routledge, 2018. -- 438 p. -- ISBN 9781138680760.

Business-to-business marketing / Ross Brennan, Louise Canning & Raymond McDowell. -- 4th ed. -- London : SAGE, 2017. -- 391 p. -- ISBN 9781473973442.

Digital marketing excellence : planning, optimizing and integrating online marketing / Dave Chaffey and P.R. Smith. -- 5th ed. -- 660 p. -- ISBN 9781138191686

Essentials of services marketing / Jochen Wirtz, Christopher Lovelock. -- 3rd ed. -- Harlow : Pearson, 2018. -- 670 p. -- ISBN 9781292089959.

Essential guide to marketing planning / Marian Burk Wood. -- 4th ed. -- Harlow : Pearson, 2017. -- 302 p. -- ISBN 9781292117522.

Marketing 4.0 : moving from traditional to digital / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. -- Hoboken, N.Y. : Wiley, 2017. -- 184 p. -- ISBN 9781119341208.

Consumer behaviour : a European perspective / Michael R. Solomon ... [et al.]. -- 6th ed. -- Harlow : Pearson, 2016. -- 706 p. -- ISBN 9781292116723.

### **VADYBA**

Managing change / Bernard Burnes. -- 7th ed. -- Harlow : Pearson, 2017. -- 649 p. -- ISBN 9781292156040.

The definitive Drucker : [challenges for tomorrow's executives-final advice from the father of modern management] / Elizabeth Haas Edersheim. -- New York, N.Y. : McGraw-Hill Education, 2017. -- 289 p. -- ISBN 9781260026252

### **TURIZMAS. SVETINGUMAS. LAISVALAIKIO ORGANIZAVIMAS.**

Check-in check-out : managing hotel operations / Gary K. Vallen, Jerome J. Vallen. -- 10th ed. - - Boston, Mass. ; Upper Saddle River, N.J. : Pearson, 2018. -- 499 p. -- ISBN 9780134303505.

Consumer behaviour in tourism / Susan Horner and John Swarbrooke. -- 3th ed. -- Abingdon : Routledge, 2016. -- 446 p. -- ISBN 9781138013384.

Essentials of tourism / Chris Cooper. -- 2nd ed. -- Harlow : Pearson, 2016. -- 360 p. -- ISBN 9781292088389.

Foodservice organizations : a managerial and systems approach / Mary B. Gregoire. -- 9th ed. -  
- Boston : Pearson, 2017. -- 516 p. -- ISBN 9780134038940.

Rural tourism : new concepts, new research, new practice / edited by Bernard Lane and Elisabeth Kastenholz. -- Abingdon : Routledge, 2018. -- 283 p. -- ISBN 9781138084285.

The professional server : [a training manual] / Edward E. Sanders, Marcella Giannasio. -- 3rd ed. -  
- Hoboken, N.J. : Pearson, c2018. -- 211 p. -- ISBN 9780134552750.

## **KALBOTYRA**

Highly recommended 2 : student's book : intermediate : English for the hotel and catering industry /  
Trish Stott & Alison Pohl. -- Oxford : Oxford university press, 2017 -- 111 p. --  
ISBN 9780194577502.

English for international tourism : upper intermediate. Coursebook / Peter Strutt. -- Harlow : Pearson  
Education Limited, 2017 -- 128 p. -- ISBN 9781447923916.

English for international tourism : upper intermediate : workbook [with key] / Anna Cowper. -  
- Harlow : Pearson Education Ltd., 2014 -- 64 p. -- ISBN 9781447923930.

English for international tourism : intermediate : coursebook / Peter Strut. -- Harlow : Pearson  
Education Ltd., 2016. -- 128 p. -- ISBN 9781447923831.

English for international tourism : intermediate : workbook [with key] / Louis Harrison. -- Harlow :  
Pearson Education Ltd., 2014 -- 64 p. -- ISBN 9781447923855.

In company 3.0 : sales : student's book : B1-B2 : [student's book pack] / Ed Pegg. -- London :  
Macmillan Education, 2016. -- 63 p. -- ISBN 9781786325907.

In company 3.0 : sales : teacher's edition : B1-B2 : [teacher's edition] / Ed Pegg. -- London :  
Macmillan Education, c2016. -- 63 p. -- ISBN 9781380006738.

Business result : intermediate : teacher's book / John Hughes & Lynne White. -- 2nd ed. -- Oxford  
: Oxford University Press, 2017. -- 96 p. -- ISBN 9780194738910.

Business result : intermediate : student's book : with Online practice / John Hughes & Jon Naunton.  
-- 2nd ed. -- Oxford : Oxford University Press, 2017. -- 159 p. -- ISBN 9780194738866.