

VERSLO VADYBOS FAKULTETO BIBLIOTEKOJE GAUTOS NAUJOS KNYGOS

2021 m. birželis-rugpjūtis

Psichologija. Kultūra. Kūrybiškumas.

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2. Demartini, J. F. (2020). *Proveržio patirtis: revoliucinis požiūris į asmenybės transformaciją*. Gargždai, Klaipėdos r.: Tobulėjimo projektai. (VVF 1 vnt.)
3. *NLP self mastery: 12 book mega bundle: re-program your habits, persuade & influence others, increase*. (2019). Modern Psychology Publishing. (VVF 2 vnt.)
4. Travis, B. (2019). *Influence the psychology of persuasion : how to use psychology to positively influence human behavior. Proven strategies to make your pitch, get others to do what you want with Power of persuasion*. Brandon Travis. (VVF 2 vnt.)
5. Usačiovaitė, E. (Sud.). (2019). *Symbolis Lietuvos kultūroje = The symbol in the culture of Lithuania: mokslo straipsnių rinkinys*. Vilnius: Lietuvos kultūros tyrimų institutas. (VVF 1 vnt.)
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Rinkodara. Reklama. Ryšiai su visuomene

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4. Ewel, J. (2021). *The 6 disciplines of agile marketing: proven practices for more effective marketing and better business results*. Hoboken, New Jersey: John Wiley & Sons. (VVF 1 vnt.)
5. Falls, J. (2021). *Winfluence: reframing influencer marketing to ignite your brand*. Irvine, CA: Entrepreneur Press. (VVF 2 vnt.)
6. Goodson, S. & Walker, C. (2021). *Activate brand purpose: how to harness the power of movements to transform your company*. London; New York, NY: Kogan Page Limited. (VVF 2 vnt.)
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8. Hackley, C. & Hackley, R. A. (5th ed.). (2021). *Advertising and promotion*. London: SAGE Publications. (VVF 2 vnt.)
9. Kotler, P., Kartajaya, H. & Setiawan, I. (2021). *Marketing 5.0: technology for humanity*. Hoboken, New Jersey: John Wiley & Sons. (VVF 1 vnt.)
10. Lalaounis, S. T. (2021). *Strategic brand management and development: creating and marketing successful brands*. Abingdon, Oxon; New York, NY: Routledge, Taylor & Francis Group. (VVF 1 vnt.)

11. Masterson, R., Phillips, N. & Pickton, D. (5th ed.). (2021). *Marketing: an introduction*. London: SAGE Publications. (VVF 2 vnt.)
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Vadyba

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Turizmas. Laisvalaikio organizavimas. Maitinimo organizavimas

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Kalbotyra. Viešasis kalbėjimas

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