

# EKONOMIKOS FAKULTETO BIBLIOTEKOJE GAUTOS NAUJOS KNYGOS

2024 m. gruodis

## Ekonomika. Statistika. Vadyba

1. Black, K. (2024). *Business statistics: for contemporary decision-making*. Wiley. (EKF 1 vnt., VK 1 vnt.)
2. Brenitz, D. (2023). *Innovation in real places: strategies for prosperity in an unforgiving world*. Oxford University Press. (EKF 1 vnt., VK 1 vnt.)
3. Harford, T. (2015). *The undercover economist strikes back: how to run - or ruin - an economy*. Riverhead Books. (EKF 1 vnt., VK 1 vnt.)
4. Herdegen, M. (2024). *Principles of international economic law*. Oxford University Press. (EKF 1 vnt., VK 1 vnt.)
5. Ivory, S. B., & MacDonald, E. (2024). *Introduction to management: functions and challenges*. Oxford university press. (EKF 1 vnt., VK 1 vnt.)
6. Kotkin, J., & Žemgulys, V. (2023). *Neofeodalizmo atėjimas: perspektyvos pasaulinei viduriniajai klasei*. Valstybingumo studijų centras. (EKF 2 vnt., VK 2 vnt.)
7. Steger, M. B. (2023). *Globalization: a very short introduction*. Oxford University Press. (EKF 2 vnt., VK 2 vnt.)
8. Zeitoun, A. (2024). *Program management: going beyond project management to enable value-driven change*. Wiley. (EKF 1 vnt., VK 1 vnt.)

## Finansai

1. Cullis, J., & Jones, P. (2009). *Public Finance and pulic choise: analytical perspectives*. Oxford university press. (EKF 1 vnt., VK 1 vnt.)
2. Černius, G. (2021). *Finansų valdymas: asmeniniai finansai: vadovėlis*. Mykolo Romerio universitetas. (EKF 5 vnt., VK 5 vnt.)

3. Černius, G. (2023). *Finansų valdymas III: įmonių finansų valdymas: vadovėlis*. Mykolo Romerio universitetas. (EKF 5 vnt., VK 7 vnt.)
4. Üyümez, M. E., & Hacıköylü, C. (Eds.). (2023). *Current debates on public finance: theory and practice*. Peter Lang Group AG. (EKF 1 vnt., VK 1 vnt.)

## **Marketingas. Reklama**

1. Dib, A. (2023). *The 1-page marketing plan: get new customers, make more money, and stand out from the crowd*. Page Two. (EKF 1 vnt., VK 1 vnt.)
2. Hennessy, B. (2018). *Influencer: building your personal brand in the age of social media*. Citadel Press. (EKF 1 vnt., VK 1 vnt.)
3. Marshall, P., & Yu, D. (2022). *The definitive guide to TikTok advertising: how to access 1 billion people in 10 minutes*. Perry Marshall & Associates. (EKF 2 vnt., VK 2 vnt.)
4. McDonald, J. (2024). *SEO workbook: search engine optimization success in seven steps*. JM Internet Group. (EKF 2 vnt., VK 2 vnt.)
5. McDonald, J. (2024). *Social media marketing workbook 2024*. JM Internet Group. (EKF 2 vnt., VK 2 vnt.)
6. Sweeney, B. (2023). *Digital marketing: quickstart guide: the simplified beginner's guide to developing a scalable online strategy, finding your customers, and profitably growing your business*. ClydeBank Media LLC. (EKF 2 vnt., VK 2 vnt.)

## **Informacinės technologijos**

1. Alexander, M., & Kusleika, D. (2022). *Microsoft® Excel® 365 bible: the comprehensive tutorial resource*. John Wiley & Sons, Inc. (EKF 2 vnt., VK 2 vnt.)
2. Bakhshi, S., & Wade, C. (2023). *Expert data modeling with Power BI: enrich and optimize your data models to get the best out of Power BI for reporting and business needs*. Packt Publishing. (EKF 2 vnt., VK 2 vnt.)
3. Girvin, M. (2022). *Microsoft 365 Excel: the only app that matters: Excel Worksheet, Power Query, Power Pivot, Power BI: calculations, analytics, modeling, data analysis, and dashboard reporting for the new era of dynamic data-driven decision making and insight!* Tickling Keys, Inc. (EKF 2 vnt., VK 2 vnt.)

4. Lane, H. (2023). *Microsoft Office 365 bible 10 books in 1: a comprehensive guide for beginners to Excel, Word, Team, One Note, SharePoint, Outlook, PowerPoint, Access, Publisher, Visio*. Independently published. (EKF 2 vnt., VK 2 vnt.)
5. Tarasevičienė, A., & Šutienė, K., (2022). *Intelektikos pagrindai: vadovėlis*. KTU leidykla Technologija. (EKF 2 vnt., VK 11 vnt.)

### **Anglų kalba**

1. Gairns, R., & Stuart, R. (2020). *Oxford word skills: upper-intermediate - advanced vocabulary: learn to use the most important words and phrases in English topic by topic*. Oxford University Press. (EKF 4 vnt., VK 4 vnt.)
2. Hornby, A. S., Lea, D., Bradbery, J., & Leicester, G. (Eds.). (2020). *Oxford advanced learner's dictionary of current English*. Oxford University Press. (EKF 1 vnt., VK 1 vnt.)
3. Mackenzie, I. (2006). *Professional English in use: finance*. Cambridge University Press. (EKF 3 vnt., VK 3 vnt.)
4. McCarthy, M., & O'Dell, F. (2016). *Academic vocabulary in use: vocabulary reference and practice: self-study and classroom use*. Cambridge University Press. (EKF 2 vnt., VK 2 vnt.)

### **Kiti leidiniai**

1. Brukštus, A., & Stripeikienė, E. (2024). *Fantazuoti alchemiją*. Vilniaus universiteto leidykla. (EKF 1 vnt., VK 1 vnt.)
2. Han, P.-Č. (2024). *Nuovargio visuomenė*. Kitos knygos. (EKF 2 vnt., VK 2 vnt.)
3. Jarašiūnas, E., Katkus, V., Landsbergis, V., Sinkevičius, V., Stankevičius, Č., Streikus, A., & Žalimas, D. (2023). *Kovo 11-oji: Lietuvos nepriklausomybės atkūrimas: (įžvalgos, projektai, dokumentai): monografija*. Mykolo Romerio universitetas. (EKF 1 vnt., VK 2 vnt.)
4. Machiavelli, N. (2023). *Valdovas*. Vaga. (EKF 1 vnt., VK 1 vnt.)
5. Sapolsky, R. M. (2024). *Nulemta: mokslas apie gyvenimą be laisvos valios*. Kitos knygos. (EKF 1 vnt., VK 1 vnt.)