

# Aanwinsten van PLANTIJN-MEI — Periode 2009/12

## Sociologie

*Marketing research with SPSS* / Wim Janssens ; Katrien Wijnen ; Patrick de Pelsmacker ; e.a. — Harlow : Pearson, 2008. — 441 p. — ISBN-13 978-0-273-70383-9  
PLANTIJN-MEI: OK 307/352 MARK

*Graven in organisatiestructuren, -culturen en -veranderingen* / Ann Moreels. — Mechelen : Kluwer, 2009. — 152 p. — (HRM-themaboek ; 44). — ISBN-13 978-90-465-2002-4  
PLANTIJN-MEI: OK 366.1 MORE

*Cyberpesten: pesten in bits & bytes* / Michel Walrave ; Marie Demoulin ; Wannes Heirman ; e.a. — Brussel : Observatorium van de Rechten op het Internet, 2009. — 68 p.  
PLANTIJN-MEI: OK 307/571 WALR

## Economie

*Employment in Europe* / European Commission. Directorate-General for Employment, Social Affairs and Equal Opportunities. Unit D.1. — Luxembourg. — ISSN 1016-5444  
PLANTIJN-MEI: OK 347 EMPL

*Innoveren met creativiteit* / Marion Debruyne ; Vlerick Leuven Gent Management School ; Flanders DC. — Leuven : LannooCampus, 2009. — 127 p., ill. — ISBN-13 978-90-209-8332-6  
PLANTIJN-MEI: OK 344.5 DEBR

## Arbeid

*Employment in Europe* / European Commission. Directorate-General for Employment, Social Affairs and Equal Opportunities. Unit D.1. — Luxembourg. — ISSN 1016-5444  
PLANTIJN-MEI: OK 347 EMPL

## Economische toestand. Economische ontwikkeling

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## Recht

*Rechtsbescherming van de leerling/student in het Vlaams onderwijslandschap* / Bengt Verbeeck. — Gent : Larcier, 2008. — 72 p. — (Cahiers Antwerpen Brussel Gent ; 2008: 2). — ISBN-13 978-2-8044-3037-5  
PLANTIJN-MEI: OK 394.1 VERB  
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## Publiek recht. Staatsrecht. Administratief recht

*Rechtsbescherming van de leerling/student in het Vlaams onderwijslandschap* / Bengt Verbeeck. — Gent : Larcier, 2008. — 72 p. — (Cahiers Antwerpen Brussel Gent ; 2008: 2). — ISBN-13 978-2-8044-3037-5  
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## Strafrecht

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## Openbaar bestuur

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## Opvoeding. Onderwijs

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## Didactiek

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## Wiskunde

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## Bedrijfsorganisatie, incl. ambachten

*Advertising and promotion: an integrated marketing communications perspective* / George E. Belch ; Michael A. Belch. — 8 ed. — Boston, Mass. : McGraw-Hill/Irwin, 2009. — 838 p., ill. — ISBN-13 978-0-07-128440-0  
PLANTIJN-MEI: OK 307/331 BELC

*Essentials of marketing communications* / Jim Blythe. — 3 ed. — Harlow : Pearson Education, 2006. — 332 p. — ISBN-13 978-0-273-70205-4  
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*Corporate communication: a guide to theory and practice* / Joep Cornelissen. — Los Angeles : Sage, 2008. — 280 p. — ISBN-13 978-1-84787-245-6  
PLANTIJN-MEI: DOC 307/434 CORN

*EURES: the story so far . Matching jobs and skills in Europe for 15 years* / European Commission. Directorate-General for Employment, Social Affairs and Equal Opportunities. Unit D.3. — Luxemburg : EUR-OP, 2009. — 121 p. — ISBN-13 978-92-79-11665-0  
<http://eures.europa.eu>  
PLANTIJN-MEI: OK 354.6 EURE

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*Leidinggeven met creativiteit* / Veronique Warmoes ; Herman van den Broeck ; Vlerick Leuven Gent Management School ; Flanders DC. — Leuven : LannooCampus, 2009. — 143 p., ill. — ISBN-13 978-90-209-8338-8  
PLANTIJN-MEI: OK 366.41 WARM

*Ondernemen met creativiteit* / Hans Crijs ; Vlerick Leuven Gent Management School ; Flanders DC. — Leuven : LannooCampus, 2009. — 145 p., ill. — ISBN-13 978-90-209-8330-2  
PLANTIJN-MEI: OK 351.3 CRIJ

*Marketing strategy and competitive positioning* / Graham J. Hooley ; Nigel F. Piercy ; Brigitte Nicoulaud. — 4 ed. — Harlow : Pearson Education, 2008. — 614 p. — ISBN-13 978-0-273-70697-7  
PLANTIJN-MEI: OK 369.1 HOOL

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*Strategies for e-business: creating value through electronic and mobile commerce* / Tawfik Jelassi ; Albrecht Enders. — 2 ed. — Harlow : Pearson Education, 2008. — 626 p. — ISBN-13 978-0-273-71028-8  
PLANTIJN-MEI: OK 307/342 JELA

*Marketing Research: an applied approach* / Naresh K. Malhotra ; David F. Birks. — 3 ed. — Harlow : Prentice Hall, 2007. — 835 p. — Met CD-ROM. — ISBN-13 978-0-273-70689-2  
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*Public sector marketing* / Tony Proctor. — Harlow : Pearson Education, 2007. — 225 p. — ISBN-13 978-0-273-70809-4  
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*Organisational behaviour and analysis: an integrated approach* / Derek Rollinson. — 4 ed. — Harlow : Pearson Education, 2008. — 759 p. — ISBN-13 978-0-273-71114-8  
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*The practice of public relations* / Fraser P. Seitel. — 10 ed. — Upper Saddle River, N.J. : Pearson Education, 2007. — 442 p., ill. — ISBN-13 978-0-13-203862-1  
PLANTIJN-MEI: OK 307/420 SEIT

*E-marketing* / Judy Strauss ; Raymond Frost. — 5 ed. — Upper Saddle River, N.J. : Pearson Education, 2009. — 430 p. — ISBN-13 978-0-13-246184-9  
PLANTIJN-MEI: OK 307/342 STRA

## Bedrijfseconomie

*Advertising and promotion: an integrated marketing communications perspective* / George E. Belch ; Michael A. Belch. — 8 ed. — Boston, Mass. : McGraw-Hill/Irwin, 2009. — 838 p., ill. — ISBN-13 978-0-07-128440-0  
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## Marketing

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## Reclame

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## **Computer. Informatica**

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