

Economie. Aanwinsten van UA — Periode 2023/05

""Statistiek""

You will not replace us! / Renaud Camus. — Plieux : Chez l'auteur, 2018. — 202 p.

UA-CST: MAG-OW-AA 50675

""Demografie""

You will not replace us! / Renaud Camus. — Plieux : Chez l'auteur, 2018. — 202 p.

UA-CST: MAG-OW-AA 50675

""Economie""

Activiteitenverslag / België. Vlaamse Overheid. Agentschap Wegen en Verkeer. — Brussel : Agentschap Wegen en Verkeer

UA-CST: MAG 3843/2
(2018-2022)

Workers can win : a guide to organising at work / Ian Allinson ; [ill.] Colin Revolving. — London : Pluto Press, 2022. — xviii, 253 p. — (Wildcat : workers' movements and global capitalism ; 2022: 1)

UA-CST: PSW 331.88 G-ALLI 2022

Annual report / Ackermans & van Haaren [Antwerp]. — Antwerp : Ackermans & van Haaren, 2010. — Met Key figures

<https://www.avh.be/en/investors/annual-report-2019>
UA-CST: MAG-ANN-B/2253
(2018)–

The value of a whale : on the illusions of green capitalism / Adrienne Buller. — Manchester : Manchester University Press, 2022. — xi, 350 p.

UA-HB: CST-IOB-HECKG
UA-CST: DEV 141.7 G-BULL 2022

Neo-Marxism and post-Keynesian economics : from Kalecki to Sraffa and Joan Robinson / Ludo Cuyvers. — London : Routledge, Taylor & Francis Group, 2022. — xvi, 247 p. — (Routledge studies in the history of economics ; 2022: 2)

UA-CST: TEW 330.8 G-CUYV 2022

Prediction revisited : the importance of observation / Megan Czasonis ; Mark Kritzman ; David Turkington. — Hoboken, N.J. : Wiley, 2022. — xvii, 219 p.

UA-CST: TEW 330.115 G-CZAS 2022

La marché du mérite : penser le droit et l'économie avec Léonard Lessius / Wim Decock. — Plaats van uitgave niet gekend : Zones Sensibles, 2019. — 244 p. : ill.

UA-CST: TEW 330.8 N-LESS-DECO 2019

La société n'est pas un pique-nique : Léon Walras et l'économie sociale / Pierre Dockès. — Paris : Economica, 1996. — 308 p.

UA-CST: TEW 330.8 N-WALR-DOCK 96

Faces of precarity : critical perspectives on work, subjectivities and struggles / [edit.] Joseph Choonara ; [edit.] Annalisa Murgia ; [edit.] Renato Miguel Carmo. — Bristol : Bristol University Press, 2022. — ix, 255 p.

UA-CST: PSW 301.188.0 G-CHOO 2022

Give a man a fish : reflections on the new politics of distribution / James Ferguson ; [inl.] Thomas Gibson. — Durham, N.C. : Duke University Press, 2015. — xv, 264 p. — (The Lewis Henry Morgan lectures ; 2015: 1)

UA-CST: DEV 304 L-AFR-FERG 2015

Global Marx : history and critique of the social movement in the world market / [edit.] Matteo Battistini ; [edit.] Eleonora Cappuccilli ; [edit.] Maurizio Ricciardi. — Leiden : Brill, 2023. — XXII, 283 p. — (Studies in critical social sciences ; 229)

UA-CST: FILO 19.8 N-MARX-BATT 2023

Grupo de los quince / Conferentie van Ontwikkelingslanden (Groep van Vijftien). — Edición No. 4. — Geneva : Technical Support Facility, Summit Level Group of Developing Countries (Group of Fifteen), 1994. — 35 p. — Congres: Cuarta reunión a nivel cumbre, Nueva Delhi, India, marzo de 1994

UA-CST: MAG-BR-B 5710

Unreasonable hospitality : the remarkable power of giving people more than they expect / Will Guidara. — London : Optimism Press, 2022. — x, 272 p.

UA-CST: TEW 338.46 G-GUID 2022

Handbook of research on ethnic and intra-cultural marketing / [edit.] Glen H. Brodowsky ; [edit.] Camille P. Schuster ; [edit.] Rebecca Perren. — Cheltenham : Edward Elgar Publishing, 2022. — xv, 229 p.

UA-CST: TEW 658.88 G-BROD 2022

Tourism, urbanization, and the evolving periphery of the European Union / Max Holleran. — Singapore : Palgrave Macmillan, 2020. — xi, 124 p. — (Palgrave pivot ; 2020: 17)

<https://doi.org/10.1007/978-981-15-0218-7>
UA-CST: PSW 301.185.2 L-EG-HOLL 2020

The innovation mode : how to transform your organization into an innovation powerhouse / George Krasadakis. — Cham : Springer, 2020. — xiii, 315 p.

<https://doi.org/10.1007/978-3-030-45139-4>
UA-CST: TEW 658 G-KRAS 2020

Adam Smith's America : how a Scottish philosopher became an icon of American capitalism / Glory M. Liu. — Princeton, N.J. : Princeton University Press, 2022. — xxxii, 346 p.

UA-CST: FILO 19.7 N-SMIT-LIU 2022

Disorienting neoliberalism : global justice and the outer limit of freedom / Benjamin L. McKean. — New York, N.Y. : Oxford University Press, 2020. — 297 p.

UA-CST: PSW 301.56 G-MCKE 2020

Marxism, social movements and collective action / [edit.] Adrián Piva ; [edit.] Agustín Santella. — Cham : Palgrave Macmillan, 2022. — xiv, 318 p. — (Marx, Engels, and Marxisms ; 2022: 6)

UA-CST: PSW 141.7 G-PIVA 2022

Ecolabels, innovation, and green market transformation : learning to LEED / Daniel C. Matisoff ; Douglas S. Noonan. — Cambridge : Cambridge University Press, 2023. — xx, 310 p. — (Organizations and the natural environment ; 2023: 1)

UA-CST: TEW 332 G-MATI 2023

Beyond nature : animal liberation, Marxism, and critical theory / Marco Maurizi. — Leiden : Brill, 2021. — VII, 212 p. — (Historical materialism book series ; 235)

UA-CST: FILO 172 G-MAUR 2021

Credit rating agencies / Giulia Mennillo. — Newcastle upon Tyne : Agenda Publishing, 2022. — xii, 139 p. — (Finance matters ; 2022: 1)

UA-CST: TEW 330.101 G-MENN 2022

Startup valuation : from strategic business planning to digital networking / Roberto Moro-Visconti. — Cham : Palgrave Macmillan, 2021. — xix, 401 p. : ill.

<https://doi.org/10.1007/978-3-030-71608-0>

UA-CST: TEW 658.143 G-MORO 2021

Guilds, labour and the urban body politic : fabricating community in the Southern Netherlands, 1300-1800 / Bert De Munck. — London : Routledge, Taylor & Francis Group, 2019. — xiv, 312 p. : ill. — (Routledge research in early modern history ; 2019: 4)

UA-RG: RG 2137 D 42

Marx, Wagner, Nietzsche : het tijdperk van de revoluties / Herfried Münkler. — Amsterdam : Boom, 2023. — 570 p. : ill.

UA-CST: PSW 141.7 G-MUNK 2023

Diagnosing social pathology : Rousseau, Hegel, Marx, and Durkheim / Frederick Neuhauser. — Cambridge : Cambridge University Press, 2023. — xxii, 364 p.

UA-CST: FILO 141.72 G-NEUH 2023

Property, institutions, and social stratification in Africa / Franklin Obeng-Odoom. — Cambridge : Cambridge University Press, 2022. — xiii, 364 p.

UA-CST: DEV 301.172 G-OBEN 2022

The purpose of life in economics : weighing human values against pure science / Lall Ramrattan ; Michael Szenberg. — Cham : Palgrave Macmillan, 2022. — xxi, 329 p.

UA-CST: FILO 171 G-RAMR 2022

Franco Modigliani and Keynesian economics / Antonella Rancan. — London : Routledge, Taylor & Francis Group, 2020. — 175 p. — (Perspectives in economic and social history ; 2020: 1)

UA-CST: TEW 330.8 N-MODI-RANC 2020

Marx in the Anthropocene : towards the idea of degrowth communism / Kohei Saito. — Cambridge : Cambridge University Press, 2022. — xi, 276 p.

UA-HB: CST-IOB-CHECK

UA-CST: DEV 33 G-SAIT 2022

The rise of the capital-state and neo-nationalism : a new Polanyian moment / Oleksandr Svitych. — Leiden : Brill, 2023. — ix, 189 p. — (Global populisms ; 3)

UA-CST: PSW 323 G-SVIT 2023

Disaggregating China, Inc. : state strategies in the liberal economic order / Yeling Tan. — Ithaca, N.Y. : Cornell University Press, 2021. — xvi, 219 p. — (Cornell studies in political economy ; 2021: 1)

UA-CST: PSW 339 L-CV-TAN 2021

Global discord : values and power in a fractured world order / Paul Tucker. — Princeton, N.J. : Princeton University Press, 2022. — xiii, 533 p.

UA-CST: PSW 141.7 G-TUCK 2022

Values, identity, and sustainable development in Africa / [edit.] Ezra Chitando ; [edit.] Eunice Kamaara. — Cham : Palgrave Macmillan, 2022. — xi, 332 p. — (Sustainable development goals series ; 2022: 1)

UA-CST: FILO 141.724 G-CHIT 2022

Herman Daly's economics for a full world : his life and ideas / Peter A. Victor. — London : Routledge, Taylor & Francis Group, 2022. — xx, 300 p. : ill.

UA-CST: TEW 330.8 N-DALY-VICT 2022

Agrarian reform and decentralisation in South Africa : can donor brokerage break the mould? Explorations in the complex management of official development assistance: proefschrift / Evert Waeterloos. — Antwerpen : 2023. — 234 p. — (Proefschriften UA-IOB ; 2023: 1). — Promotor Molenaers, Nadia

<http://hdl.handle.net/10067/1959450151162165141>

UA-CST: DEV 339.96 F-UAP:2023,1

UA-CST: MAG-DOCT 1697

Rethinking economics as social theory / Richard E. Wagner. — Cheltenham : Edward Elgar Publishing, 2022. — viii, 199 p. — (Rethinking economics ; 2022: 2)
UA-CST: PSW 301.188 G-WAGN 2022

""Arbeid""

Workers can win : a guide to organising at work / Ian Allinson ; [ill.] Colin Revolving. — London : Pluto Press, 2022. — xviii, 253 p. — (Wildcat : workers' movements and global capitalism ; 2022: 1)
UA-CST: PSW 331.88 G-ALLI 2022

Faces of precarity : critical perspectives on work, subjectivities and struggles / [edit.] Joseph Choonara ; [edit.] Annalisa Murgia ; [edit.] Renato Miguel Carmo. — Bristol : Bristol University Press, 2022. — ix, 255 p.
UA-CST: PSW 301.188.0 G-CHOO 2022

Guilds, labour and the urban body politic : fabricating community in the Southern Netherlands, 1300-1800 / Bert De Munck. — London : Routledge, Taylor & Francis Group, 2019. — xiv, 312 p. : ill. — (Routledge research in early modern history ; 2019: 4)
UA-RG: RG 2137 D 42

""Financiën""

Annual report / Ackermans & van Haaren [Antwerp]. — Antwerp : Ackermans & van Haaren, 2010. — Met Key figures
<https://www.avh.be/en/investors/annual-report-2019>
UA-CST: MAG-ANN-B/2253
(2018)–

Credit rating agencies / Giulia Mennillo. — Newcastle upon Tyne : Agenda Publishing, 2022. — xii, 139 p. — (Finance matters ; 2022: 1)
UA-CST: TEW 330.101 G-MENN 2022

Global discord : values and power in a fractured world order / Paul Tucker. — Princeton, N.J. : Princeton University Press, 2022. — xiii, 533 p.
UA-CST: PSW 141.7 G-TUCK 2022

""Economische toestand. Economische ontwikkeling""

Annual report / Ackermans & van Haaren [Antwerp]. — Antwerp : Ackermans & van Haaren, 2010. — Met Key figures
<https://www.avh.be/en/investors/annual-report-2019>
UA-CST: MAG-ANN-B/2253
(2018)–

The value of a whale : on the illusions of green capitalism / Adrienne Buller. — Manchester : Manchester University Press, 2022. — xi, 350 p.
UA-HB: CST-IOB-CHECK
UA-CST: DEV 141.7 G-BULL 2022

Give a man a fish : reflections on the new politics of distribution / James Ferguson ; [inl.] Thomas Gibson. — Durham, N.C. : Duke University Press, 2015. — xv, 264 p. — (The Lewis Henry Morgan lectures ; 2015: 1)
UA-CST: DEV 304 L-AFR-FERG 2015

Grupo de los quince / Conferentie van Ontwikkelingslanden (Groep van Vijftien). — Edición No. 4. — Geneva : Technical Support Facility, Summit Level Group of Developing Countries (Group of Fifteen), 1994. — 35 p. — Congres: Cuarta reunión a nivel cumbre, Nueva Delhi, India, marzo de 1994
UA-CST: MAG-BR-B 5710

Unreasonable hospitality : the remarkable power of giving people more than they expect / Will Guidara. — London : Optimism Press, 2022. — x, 272 p.
UA-CST: TEW 338.46 G-GUID 2022

Tourism, urbanization, and the evolving periphery of the European Union / Max Holleran. — Singapore : Palgrave Macmillan, 2020. — xi, 124 p. — (Palgrave pivot ; 2020: 17)
<https://doi.org/10.1007/978-981-15-0218-7>
UA-CST: PSW 301.185.2 L-EG-HOLL 2020

Property, institutions, and social stratification in Africa / Franklin Obeng-Odoom. — Cambridge : Cambridge University Press, 2022. — xiii, 364 p.
UA-CST: DEV 301.172 G-OBEN 2022

Marx in the Anthropocene : towards the idea of degrowth communism / Kohei Saito. — Cambridge : Cambridge University Press, 2022. — xi, 276 p.
UA-HB: CST-IOB-CHECK
UA-CST: DEV 33 G-SAIT 2022

Values, identity, and sustainable development in Africa / [edit.] Ezra Chitando ; [edit.] Eunice Kamaara. — Cham : Palgrave Macmillan, 2022. — xi, 332 p. — (Sustainable development goals series ; 2022: 1)
UA-CST: FILO 141.724 G-CHIT 2022

""Economische betrekkingen. Handel""

Grupo de los quince / Conferentie van Ontwikkelingslanden (Groep van Vijftien). — Edición No. 4. — Geneva : Technical Support Facility, Summit Level Group of Developing Countries (Group of Fifteen), 1994. — 35 p. — Congres: Cuarta reunión a nivel cumbre, Nueva Delhi, India, marzo de 1994
UA-CST: MAG-BR-B 5710

Credit rating agencies / Giulia Mennillo. — Newcastle upon Tyne : Agenda Publishing, 2022. — xii, 139 p. — (Finance matters ; 2022: 1)

UA-CST: TEW 330.101 G-MENN 2022

Disaggregating China, Inc. : state strategies in the liberal economic order / Yeling Tan. — Ithaca, N.Y. : Cornell University Press, 2021. — xvi, 219 p. — (Cornell studies in political economy ; 2021: 1)

UA-CST: PSW 339 L-CV-TAN 2021

Global discord : values and power in a fractured world order / Paul Tucker. — Princeton, N.J. : Princeton University Press, 2022. — xiii, 533 p.

UA-CST: PSW 141.7 G-TUCK 2022

Values, identity, and sustainable development in Africa / [edit.] Ezra Chitando ; [edit.] Eunice Kamaara. — Cham : Palgrave Macmillan, 2022. — xi, 332 p. — (Sustainable development goals series ; 2022: 1)

UA-CST: FILO 141.724 G-CHIT 2022

Agrarian reform and decentralisation in South Africa : can donor brokerage break the mould? Explorations in the complex management of official development assistance: proefschrift / Evert Waeterloos. — Antwerpen : 2023. — 234 p. — (Proefschriften UA-IOB ; 2023: 1). — Promotor Molenaers, Nadia

<http://hdl.handle.net/10067/1959450151162165141>

UA-CST: DEV 339.96 F-UAP:2023,1

UA-CST: MAG-DOCT 1697

""Wereldeconomie. Ontwikkelingsproblematiek""

Grupo de los quince / Conferentie van Ontwikkelingslanden (Groep van Vijftien). — Edición No. 4. — Geneva : Technical Support Facility, Summit Level Group of Developing Countries (Group of Fifteen), 1994. — 35 p. — Congres: Cuarta reunión a nivel cumbre, Nueva Delhi, India, marzo de 1994

UA-CST: MAG-BR-B 5710

Credit rating agencies / Giulia Mennillo. — Newcastle upon Tyne : Agenda Publishing, 2022. — xii, 139 p. — (Finance matters ; 2022: 1)

UA-CST: TEW 330.101 G-MENN 2022

Disaggregating China, Inc. : state strategies in the liberal economic order / Yeling Tan. — Ithaca, N.Y. : Cornell University Press, 2021. — xvi, 219 p. — (Cornell studies in political economy ; 2021: 1)

UA-CST: PSW 339 L-CV-TAN 2021

Global discord : values and power in a fractured world order / Paul Tucker. — Princeton, N.J. : Princeton University Press, 2022. — xiii, 533 p.

UA-CST: PSW 141.7 G-TUCK 2022

Values, identity, and sustainable development in Africa / [edit.] Ezra Chitando ; [edit.] Eunice Kamaara. — Cham : Palgrave Macmillan, 2022. — xi, 332 p. — (Sustainable development goals series ; 2022: 1)

UA-CST: FILO 141.724 G-CHIT 2022

Agrarian reform and decentralisation in South Africa : can donor brokerage break the mould? Explorations in the complex management of official development assistance: proefschrift / Evert Waeterloos. — Antwerpen : 2023. — 234 p. — (Proefschriften UA-IOB ; 2023: 1). — Promotor Molenaers, Nadia

<http://hdl.handle.net/10067/1959450151162165141>

UA-CST: DEV 339.96 F-UAP:2023,1

UA-CST: MAG-DOCT 1697

""Handelsrecht. Economisch recht. Financieel recht. Vennootschapsrecht""

L'art, le droit et la culture en 100 questions / Alexandre Pintiaux. — Bruxelles : Larcier, 2023. — 383 p.

https://www.stradalex.com/nl/sl\ensuremath{_}\{\}\mono/toc/ARTDROI

UA-CST: RECH 351.82 L-B-PINT 2023

UA: UA

Science ouverte, le défi de la transparence / Bernard Rentier ; [inl.] Philippe Busquin. — Bruxelles : Académie royale de Belgique, 2018. — 144 p. — (L'académie en poche ; 114)

UA-CST: IBW 02 G-RENT 2018

""Fiscaal recht""

L'art, le droit et la culture en 100 questions / Alexandre Pintiaux. — Bruxelles : Larcier, 2023. — 383 p.

https://www.stradalex.com/nl/sl\ensuremath{_}\{\}\mono/toc/ARTDROI

UA-CST: RECH 351.82 L-B-PINT 2023

UA: UA

""Wiskunde""

Basic statistics for risk management in banks and financial institutions / Arindam Bandyopadhyay. — Oxford : Oxford University Press, 2022. — xvii, 292 p.

UA-CST: TEW 519.2 G-BAND 2022

A journey through the history of numerical linear algebra / Claude Brezinski ; Gérard Meurant ; Michela Redivo-Zaglia. — Philadelphia, Penn. : Siam, 2023. — xix, 792 p. : ill.

UA-CST: TEW 51 G-BREZ 2023

Statistiek in 20 stappen / Arie Buijs. — Tweede druk. — Groningen : Noordhoff, 2020. — 237 p.
UA-CST: PSW 301.085 G-BUIJ 2020

Eddy covariance method : for scientific, regulatory, and commercial applications / George Burba. — Lincoln, Neb. : LI-COR Biosciences, 2021. — xi, 688 p. : ill.
UA-CGB: TWET 55 G-BURB 2021

Prediction revisited : the importance of observation / Megan Czasonis ; Mark Kritzman ; David Turkington. — Hoboken, N.J. : Wiley, 2022. — xvii, 219 p.
UA-CST: TEW 330.115 G-CZAS 2022

Portfolio theory and arbitrage : a course in mathematical finance / Ioannis Karatzas ; Constantinos Kardaras. — Providence, R.I. : American Mathematical Society, 2021. — xvi, 309 p. — (Graduate studies in mathematics ; 214)
UA-CST: TEW 658.143 G-KARA 2021

Vector semantics / András Kornai. — Singapore : Springer, 2023. — xvi, 273 p. — (Cognitive technologies ; 2023: 1)
<https://doi.org/10.1007/978-981-19-5607-2>
UA-CST: T&L 800.51 H 3 KORN 2023

Lewis Fry Richardson : his intellectual legacy and influence in the social sciences / [edit.] Nils Petter Gleditsch. — Cham : Springer, 2020. — vi, 148 p. — (Pioneers in arts, humanities, science, engineering, practice ; 27)
<https://doi.org/10.1007/978-3-030-31589-4>
<https://doi.org/10.1007/978-3-030-31589-4>
UA-CST: PSW 301 G-GLED 2020

Die Erdteile in der Weltordnung des Mittelalters : Asien – Europa – Afrika / Christoph Mauntel. — Stuttgart : Hiersemann, 2023. — 792 p. : ill. — (Monographien zur Geschichte des Mittelalters ; 71)
UA-CST: GES 94 H 73 MAUN 2023

New technologies and Renaissance studies III / [edit.] Matthew Evan Davis ; [edit.] Colin Wilder ; Renaissance Society of America. Annual Meeting ; Sixteenth Century Society & Conference. — New York, N.Y. : Iter Press, 2022. — 308 p. — (New technologies in Medieval and Renaissance studies ; 9). — Titel varieert: New technologies and Renaissance studies 3 ; congres: Taken from papers given at the Iter-sponsored sessions at the Annual meeting of the Renaissance Society of America and at the Sixteenth Century Society and Conference from the years 2011 to 2018
UA-CST: T&L 800.51 G-DAVI 2022

""Landbouw. Veeteelt. Jacht. Visserij""

Consumer ethnocentrism, country of origin and marketing : food market in Poland / Paweł Bryła ; Tomasz Domanski. — London : Routledge, Taylor &

Francis Group, 2023. — xvii, 336 p. : ill. — (Routledge studies in marketing ; 2023: 1)
UA-CST: TEW 658.83 G-BRYL 2023

""Bedrijfsorganisatie, incl. ambachten""

Activiteitenverslag / België. Vlaamse Overheid. Agentschap Wegen en Verkeer. — Brussel : Agentschap Wegen en Verkeer
UA-CST: MAG 3843/2
(2018-2022)

Artificial intelligence for marketing management / [edit.] Park Thaichon ; [edit.] Sara Quach. — London : Routledge, Taylor & Francis Group, 2023. — xi, 205 p. — (Routledge studies in marketing ; 2023: 2)
UA-CST: TEW 658.88 G-THAI 2023

Artificial neural networks and structural equation modeling : marketing and consumer research applications / [edit.] Alhamzah Alnoor ; [edit.] Khaw Kai Wah ; [edit.] Azizul Hassan. — Singapore : Springer, 2022. — ix, 341 p.
UA-CST: TEW 658.88 G-ALNO 2022

Exponential : order and chaos in an age of accelerating technology / Azeem Azhar. — UK : Penguin Books, 2022. — 339 p.
UA-CST: MAG-OW-BB 64339

Basic statistics for risk management in banks and financial institutions / Arindam Bandyopadhyay. — Oxford : Oxford University Press, 2022. — xvii, 292 p.
UA-CST: TEW 519.2 G-BAND 2022

Decoded : the science behind why we buy / Phil Barden ; [inl.] Rory Sutherland. — Second edition. — Hoboken, N.J. : Wiley, 2023. — xxiii, 309 p. : ill.
UA-CST: TEW 658.81 G-BARD 2023

A complaint is a gift : how to learn from critical feedback and recover customer loyalty / Janelle Barlow. — 3rd edition. — Oakland, Calif. : Berrett-Koehler Publishers, Inc., 2023. — xi, 209 p.
UA-CST: TEW 658.81 G-BARL 2023

Selling the price increase : the ultimate B2B field guide for raising prices without losing customers / Jeb Blount. — Hoboken, N.J. : Wiley, 2022. — xx, 332 p.
UA-CST: TEW 658.8 G-BLOU 2022

The brand and its history : trademarks, branding and national identity / [edit.] Patricio Sáiz ; [edit.] Rafael Castro. — London : Routledge, Taylor & Francis Group, 2022. — xv, 411 p. : ill.
UA-CST: TEW 658.84 G-SAIZ 2022

Essentials of marketing : theory and practice for a marketing career / David M. Brown ; Alexander Thompson. — London : Routledge, Taylor & Francis Group, 2023. — vii, 449 p. : ill.

UA-CST: TEW 658.8 G-BROW 2023

Consumer ethnocentrism, country of origin and marketing : food market in Poland / Paweł Bryła ; Tomasz Domanski. — London : Routledge, Taylor & Francis Group, 2023. — xvii, 336 p. : ill. — (Routledge studies in marketing ; 2023: 1)

UA-CST: TEW 658.83 G-BRYL 2023

Account-based growth : unlocking sustainable value through extraordinary customer focus / Bev Burgess ; Tim Shercliff. — London : Kogan Page, 2022. — xxi, 276 p.

UA-CST: TEW 658.81 G-BURG 2022

Celebrating the past and future of marketing and discovery with social impact : 2021 AMS virtual annual conference and world marketing congress / [edit.] Juliann Allen ; [edit.] Bruna Jochims ; [edit.] Shuang Wu. — Cham : Springer, 2022. — xlix, 598 p. — (Developments in marketing science : proceedings of the Academy of Marketing Science ; 2022: 1). — Congres: AMS virtual annual conference and word marketing congress, June 1-4 2021.

UA-CST: TEW 658.8 G-ALLE 2022

Digital marketing excellence : planning, optimizing and integrating online marketing / Dave Chaffey ; P.R. Smith. — Sixth edition. — London : Routledge, Taylor & Francis Group, 2023. — xxxvi, 638 p.

UA-CST: TEW 681.35 G-CHAF 2023

Digital marketing : a practical approach / Alan Charlesworth. — Fourth edition. — London : Routledge, Taylor & Francis Group, 2023. — xiii, 355 p.

UA-CST: TEW 658.88 G-CHAR 2023

Crisis management : leading in the new strategy landscape / William “Rick” Crandall ; John A. Parnell ; John E. Spillan. — Third edition. — Plaats van uitgave niet gekend : uitgever niet gekend, 2020. — xv, 392 p.

UA-CST: PSW 65 G-CRAN 2020

Design and science / [edit.] Leslie Atzmon. — London : Bloomsbury Visual Arts, 2023. — xviii, 342 p. : ill.

UA-CST: ONTW 658.84 G-ATZM 2023

Advanced introduction to digital marketing / Utpal Dholakia. — Cheltenham : Edward Elgar Publishing, 2022. — x, 169 p. — (Elgar advanced introductions ; 2022: 16)

UA-CST: TEW 658.88 G-DHOL 2022

Digital marketing : the future of marketing practices / [edit.] Kavita Sharma ; [edit.] Swati Aggarwal. — London : Routledge, Taylor & Francis Group, 2023. — xx, 224 p.

UA-CST: TEW 658.88 G-SHAR 2023

The dynamics of influencer marketing : a multidisciplinary approach / [edit.] José M. Álvarez-Monzoncillo. — London : Routledge, Taylor & Francis Group, 2023. — ix, 210 p. — (Routledge studies in marketing ; 2023: 3)

UA-CST: TEW 658.88 G-ALVA 2023

The Emerald handbook of multi-stakeholder communication : emerging issues for corporate identity, branding and reputation / [edit.] Pantea Foroudi ; [edit.] Bang Nguyen ; [edit.] T.C. Melewar. — Bingley : Emerald Publishing, 2022. — xx, 575 p. — (Emerald handbooks ; 2022: 1)

UA-CST: TEW 658.8 G-FORO 2022

The brand book : an insider's guide to brand building for business and organizations / Daryl Fielding. — London : Laurence King, 2021. — 232 p. : ill.

UA-CST: TEW 658.84 G-FIEL 2021

Social media analytics strategy : using data to optimize business performance / April Ursula Fox. — Second edition. — New York, N.Y. : Apress, 2022. — xiv, 317 p.

UA-CST: TEW 681.37 G-FOX 2022

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