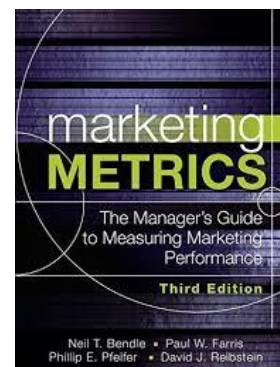
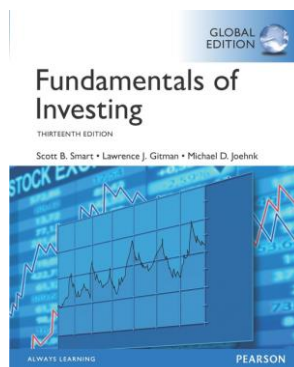
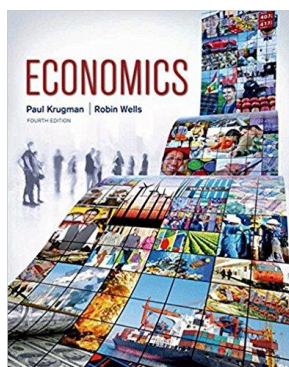
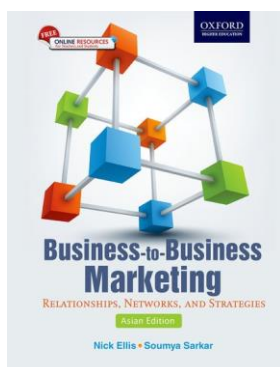


## New Arrivals (Jun/Jul 2017)



TITLE	CALL NO	SUBJECT
Bendle, Neil T. et al. (2016) <b>Marketing metrics : the manager's guide to measuring marketing performance. 3rd edition.</b> Pearson Education International, Inc.	<b>658.83/Mar</b>	Marketing research -- Statistical methods
Chan, David. (ed.) (2017) <b>Social futures of Singapore society.</b> World Scientific.	<b>303.4930195957/So c</b>	Social futures— Singapore
Davies, Rosamund. (2013) <b>Introducing the creative industries : from theory to practice.</b> Sage Publications.	<b>338.477/Dav</b>	Cultural industries
Ellis, Nick. (2015) <b>Business-to-business marketing : relationships, networks and strategies. Asian edition.</b> Oxford University Press.	<b>658.8/Ell</b>	Business planning
Gibson, Andy. (2016) <b>Business law. 9th edition.</b> Pearson Education International, Inc.	<b>346.9407/Gib</b>	Business law-- Australia

TITLE	CALL NO	SUBJECT
Gitman, Lawrence J. (2017) <b>Fundamentals of investing. Global edition. 13th edition.</b> Pearson Education Limited.	<b>332.6/Git</b>	Investments
Godfrey, Jayne. et al. (2010) <b>Accounting theory. 7th edition.</b> John Wiley & Sons Australia, Ltd.	<b>657/Acc</b>	Accounting
Grant, Robert. (2016) <b>Contemporary Strategy Analysis. 9th Edition.</b> John Wiley & Sons Ltd.	<b>658.4012/Gra</b>	Strategic planning
Hill, Charles W.L. et al. (2017) <b>Global business today : Asia-Pacific perspective. 4th edition.</b> McGraw-Hill.	<b>658.049/Glo</b>	International business enterprises – Management
Ho, Mun Wai. (2017) <b>Practical guide to project-based learning.</b> World Scientific.	<b>371.36/Ho</b>	Project method in teaching
Jain, Subhash C. et al. (2012) <b>Marketing : planning and strategy. Asia-pacific edition.</b> Cengage Learning.	<b>658.802/Mar</b>	Marketing -- Management -- Textbooks
Krugman, Paul R. (2015) <b>Economics. 4th edition.</b> Worth Publishers.	<b>330/Kru</b>	Economics
Mahoney, James. (2017) <b>Strategic communication : campaign planning. 2nd edition.</b> Oxford University Press.	<b>658.45/Mah</b>	Communication

TITLE	CALL NO	SUBJECT
Peng, Mike W. (2014) <b>Global strategic management. International edition. 3rd edition.</b> South-Western Cengage Learning.	<b>658.4012/Pen</b>	Strategic planning
Peng, Mike W. (2017) <b>Global strategy. 4th edition.</b> Cengage Learning.	<b>658.18/Pen</b>	International business enterprises – Management
Stiglitz, Joseph E. et al. (2015) <b>Introductory macroeconomics. First Australian edition.</b> John Wiley & Sons Australia, Ltd.	<b>339.071194/Int</b>	Macroeconomics -- Study and teaching (Higher) -- Australia
Trott, Paul. (2017) <b>Innovation management and new product development. 6th edition.</b> Pearson Education Limited.	<b>658.575/Tro</b>	Technological innovations-- Management.

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