

St. Paul University Manila
Library Services Unit
Academic Year 2015-2016

LIST OF BUSINESS BOOKS
(November 2015 - March 2016)

	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	H 61.3 B39 2013	Bazeley, Patricia.	Qualitative data analysis : practical strategies	London	SAGE	c2013	First edition	58794
2	H 62 G73 2014	Gray, David E. (David Edward), 1952-	Doing research in the real world	London	SAGE	c2014	Third edition	58793
3	HA 31.2 A53 2013	Andres, Lesley.	Designing & doing survey research	London	SAGE	2013		58791
4	F HD 30.25 S57 2015	Sirug, Winston S.	Basic quantitative methods for business	Manila	Mindshapers Co., Inc.	c2015	Revised edition	58829
5	HD 30.28 H58 2015	Hitt, Michael A.	Strategic management : competitiveness & globalization : concepts and cases	Stamford, CT	Cengage Learning	c2015	11th edition	58797
6	F HD 30.28 Y3 2014	Ybañez, Antonio Errol B., Jr.	Applied strategic management and business policy : a case study method	Makati City	Katha Publishing	c2014		58840

7	HD 30.4 W55 2014	Wilson, Jonathan.	Essentials of business research : a guide to doing your research project	Los Angeles	SAGE	c2014	Second edition	58805
8	HD 31 L56 2015	Lim, Ghee Soon, 1961-	New era of management in a globalized world : an Asian perspective	Singapore	Cengage Learning Asia	c2015		58811
9	HD 57.7 B535 2014	Black, J. Stewart, 1959-	The global leadership challenge	London ; New York	Routledge	c2014	Second edition	58800
10	HD 58.7 B373 2014	Barrett, Richard, 1945-	The values-driven organization : unleashing human potential for performance and profit	London ; New York	Routledge	c2014	First edition	58801
11	HD 58.8 D3 2014	Dawson, Patrick.	Managing change, creativity & innovation	Los Angeles ; London	SAGE	2014	Second edition	58807
12	HD 60 C67 2014		Corporate social responsibility : readings and cases in a global context	London ; New York, NY	Routledge	2014	Second edition	58803
13	HD 61 I47 2015		Implementing Enterprise risk management : case studies and best practices	Hoboken, NJ	John Wiley & Sons	c2015		58814
14	HD 62.15 E9 2014	Evans, James R. (James Robert), 1950-	Total quality management	Singapore	Cengage Learning Asia	c2014	Ninth edition, Philippine edition	58809

15	HD 9980.5 F5 2014	Fisk, Raymond P.	Services marketing : an interactive approach	Mason, OH	South-Western, Cengage Learning	c2014	Fourth edition	58810
16	HF 1017 S73 2014		Statistics for business and economics	Stamford, CT	Cengage Learning	c2014	12th edition revised.	58813
17	HF 1017 W45 2014	Weiers, Ronald M.	Introduction to business statistics	Singapore ; Philippines	Cengage Learning Asia	c2014	Seventh edition, Philippine edtion	58823
18	HF 5385 Z33 2014	Zachary, Lois J.	Starting strong : a mentoring fable : strategies for success in the first 90 days	San Francisco, CA	Jossey-Bass	c2014	First edition	58792
19	HF 5386 R63 2013	Roberts, Daniel,	Zoom : surprising ways to supercharge your career	New York, NY	Fortune Books	2013		58822
20	HF 5387 F79 2015	Fryer, Mick.	Ethics theory & business practice	London	Sage	c2015	First edition	58806
21	HF 5387 P44 2014	Pfeiffer, Raymond S.	Ethics on the job : cases and strategies	Boston, MA	Wadsworth, Cengage Learning	c2014	Fourth edition	58790
22	F HF 5415 B35 2014	Balasan, Ma. Nancy T.	Marketing basics : a modular approach	Manila	Rex Book Store	c2014	First edition	58836

23	HF 5415.123 E4 2015	Egan, John, 1952-	Marketing communications	London	SAGE	c2015	Second edition	58808
24	HF 5415.123 S55 2013	Shimp, Terence A.	Advertising, promotion, and other aspects of integrated marketing communications	Mason, OH	South-Western, Cengage Learning	c2013	Ninth edition	58815
25	HF 5415.1263 B74 2014	Brennan, Ross, 1957-	Business-to-business marketing	London	SAGE	c2014	3rd edition	58804
26	HF 5415.13 I32 2013	Iacobucci, Dawn.	MM4 [Marketing management]	Mason, OH	South-Western, Cengage Learning	c2013	4th edition, Student edition	58812
27	HF 5415.5 B8 2015	Buttle, Francis.	Customer relationship management : concepts and technologies	London ; New York	Routledge	c2015	Third edition	58796
28	HF 5549 M6 2015	Mosley, Donald C.	Supervisory management : the art of inspiring, empowering, and developing people	Stamford, CT	Cengage Learning	c2015	9th nedition	58798
29	HF 5549 M67 2014	Mosley, Richard, 1964-	Employer brand management : practical lessons from the world's leading employers	Chichester, West Sussex,	John Wiley & Sons	c2014	First edition	58795

30	F HF 5721 A28 2014	Abulencia, Efren F.	Fundamentals of business communication	Manila	Rex Book Store	c2014	First edition	58835
31	HF 5837 P37 2015	Parente, Donald,	Advertising campaign strategy : a guide to marketing communication plans	Boston, MA	Cengage Learning	c2015	First edition	58802
32	HM 1261 N67 2016	Northouse, Peter Guy,	Leadership : theory and practice	Los Angeles, CA	SAGE	c2016	Seventh edition.; International student edition	58636
33	F KF 5624.1 D45 2014	De Leon, Hector S.	Student's manual on the constitution	Manila	Rex Book Store	c2014	Seventh edition	58830

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	BF 637 L4 M3 1999	Maxwell, John C., 1947-	The 21 indispensable qualities of a leader : becoming the person that people will want to follow	Nashville, Tenn.	T. Nelson	c1999		58214
2	HA 29 L4 2015	Leon-Guerrero, Anna.	Essentials of social statistics for a diverse society	Thousand Oaks, Calif.	SAGE	c2015	Second edition	58033
3	HB 171.5 P75 2003		Principles of economics : based on Schaum's outline of theory and problems of principles of economics, second edition, by Dominick Salvatore and Eugene Diulio	New York	McGraw-Hill	c2003		58151
4	HC 465 C6 M5 2014	Miura, Atsushi, 1958-	The rise of sharing : fourth-stage consumer society in Japan	Tokyo	International House of Japan,	c2014	First English edition	58144
5	HD 30.28 H58 2015	Hitt, Michael A.	Strategic management : competitiveness & globalization : concepts and cases	Stamford, Conn.	Cengage Learning	c2015	11th edition	58025
6	F HD 30.28 S77 2015		Strategic management	Manila	Unlimited Books Library Services & Publishing Inc.	c2015		58444
7	HD 31 C3 2015	Cassidy, Charlene.	Administrative management : setting people up for success	Stamford, CT	Cengage Learning	c2015		58031
8	HD 31 D34 2015	Daft, Richard L.	Understanding management	Stamford, CT	Cengage Learning	c2015	9th edition	58459
9	HD 39.5 J6 2015	Johnson, P. Fraser.	Purchasing and supply management	New York, NY	McGraw-Hill Education	c2015	Fifteenth edition, Int'l ed	58027

10	HD 57.7 B53 2005	Blanchard, Kenneth H.	Leadership smarts : inspiration and wisdom from the heart of a leader	Valenzuela City, MM	CLC Publications	2005		58155
11	HD 57.7 M3 2004	Maxwell, John C., 1947-	Leadership 101 : inspirational quotes & insights for leaders	Manila, Philippines	Lighthouse Inspirational Books & Gifts	2004		58152
12	HD 57.7 M39 2001	Maxwell, John C., 1947-	The power of leadership	Manila, Philippines	Lighthouse Inspirational Books & gifts	c2001		58154
13	F HD 58.7 M4 2011	Medina, Roberto G.	Human behavior in organization	Manila	Rex Book Store	c2011	1st ed	58091
14	HD 61 H3 2015	Hardy, Karen, 1962-	Enterprise risk management : a guide for government professionals	San Francisco, CA	Jossey-Bass	c2015		58026
15	HD 62.4 D4 2012	Deresky, Helen.	International management : managing cultural diversity	Frenchs Forest, N.S.W.	Pearson Australia	c2012	Second edition	58022
16	HD 62.4 S9 2015	Sweeney, Paul D., 1955-	International management : strategic opportunities and cultural challenges	New York, NY ;	Routledge	c2015	Fifth edition	58023
17	F HD 69 P75 F57 2015	Flores, Marivic F.	Project management	Manila	Unlimited Books Library Services & Publishing Inc.	c2015		58442
18	HD 69 P75 K5 2014	Kliem, Ralph L.	Creative, efficient, and effective project management	Boca Raton, FL	CRC Press, Taylor & Francis Group	c2014		58518
19	HD 9980.5 W5 2013	Wirtz, Jochen.	Essentials of services marketing	Singapore	Pearson Education South Asia	c2013	2nd edition	58030
20	HF 1416 G4 2014	Ghauri, Pervez N.	International marketing	London	McGraw-Hill Education	c2014	Fourth edition	58021
21	HF 5413 F6 2009	Fox-Davies, Finny.	Go green, save money : hundred of practical tips that won't cost the earth	Basingstoke, Hampshire	AA Publishing	c2009	Firsr edition	58004
22	HF 5415 H86 2015	Hunt, C. Shane.	Marketing	New York, NY	McGraw-Hill Education	c2015	First edition, International student edition	58458

23	HF 5415.13 H5 2013	Hill, Mark E., 1957-	Marketing strategy : the thinking involved	Thousand Oaks, Calif.	SAGE	c2013		58020
24	HF 5415.13 N6 2015	Nordhielm, Christie L.	Marketing management : the big picture	Hoboken, N.J.	John Wiley & Sons	c2015		58019
25	HF 5415.13 W6 2014	Wood, Marian Burk.	The marketing plan handbook	Boston	Pearson Education	c2014	Fifth edition, Int'l edition	58028
26	HF 5415.135 W47 2015	West, Douglas C.	Strategic marketing : creating competitive advantage	Oxford ; New York	Oxford University Press	2015	Third edition	58024
27	F HF 5415.32 P47 2015	Pereda, Pedrito R.	Consumer behavior : a practical approach to consumer understanding	Manila	Unlimited Books Library Services & Publishing Inc.	c2015		58441
28	R HF 5415.5 O83 2014	Osterwalder, Alexander,	Value proposition design : how to create products and services customers want : get started with...	Hoboken, New Jersey	John Wiley & Sons	c2014		58029
29	HF 5548.32 S3 2015	Schneider, Gary P., 1952-	Electronic commerce	Stamford, CT	Cengage Learning	c2015	Eleventh edition	58595
30	HF 5549 B5 2015	Blacker, Keith.	People risk management : a practical approach to managing the human factors that could harm your business	London, United Kingdom ; Philadelphia, PA	Kogan Page	c2015	1st edition	58032
31	F HF 5549 F47 2015	Ferrer, Marissa P.	Human resource management	Manila	Unlimited Books Library Services & Publishing Inc.	c2015	Revised edition	58439
32	F HF 5549.5 T7 F56 2015	Flores, Marivic F.	Training and development	Manila	Unlimited Books Library Services & Publishing Inc.	c2015		58443
33	HF 5549.5 M63 C73 2014	Crainer, Stuart.	Thinkers 50 management : cutting edge thinking to engage and motivate your employees for success	New York	McGraw-Hill Education	c2014		58419

34	F JF 1351 B5 2015	Bihasa, Carmelo Rico S.	Introduction to public administration	Mandaluyong City	Books Atbp. Publishing Corp.	c2015		58440
35	F RA 395 P6 H4 2015	Rodriguez, Socorro M.	Health and social policy issues of BPO workers in the Philippines : is happiness at work attainable?	Manila	De La Salle University Publishing House	c2015		58235

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1	HB 172 M5 2012		Microeconomics.	[New York.]	McGraw-Hill, Create	c2012		57803
2	F HB 172 P3 2014	Pagoso, Cristobal M.	Introductory microeconomics	Manila	Rex Book Store	c2014	Fourth edition	57638
3	F HB 172.5 P3 2013	Pagoso, Cristobal M.	Introductory macroeconomics	Manila	Rex Book Store	c2013	Revised edition	57639, c.1 57640, c.2
4	F HD 31 A8 2012	Atienza, Rumel Valenton.	Transformative organization management	Manila	Rex Book Store	c2012		57455
5	HD 31 D83 2013	DuBrin, Andrew J.	Fundamentals of management	Singapore ; Philippines	Cengage Learning Asia	c2013	Philippine ed.	57974, c.1 57975, c.2
6	F HD 31 M6 2014	Morales, Jose A.	Business organization operations and management	Manila	Mindshapers	c2014		57738, c.1 57739, c.2 57740, c.3
7	HD 31 P75 2013		Principles of management and organization	[New York]	McGraw-Hill Education	c2013	10th ed.	57991, c.1 57992, c.2
8	HD 31 R6 2013	Robbins, Stephen P., 1943-	Management	Harlow	Pearson	c2013	Horizon edition, eleventh edition	57964, c.1 57965, c.2
9	HD 31 S33 2013	Schermerhorn, John R.	Introduction to management	Singapore	John Wiley & Sons Singapore	c2013	Twelfth edition, Philippine reprint edition	57968, c.1 57969, c.2

10	F HD 38.5 P4 2014	Pereda, Pedrito R.	Logistics management : practical approach to purchasing and inventory management	Manila	Unlimited Books Library services & Publishing	c2014		57673, c.1 57674, c.2 57675, c.3
11	HD 38.5 S9 2013a		Supply chain logistics management	New York	McGraw-Hill	c2013	Fourth edition, Int'l edition 2014	57970, c.1 57971, c.2
12	HD 58.7 D83 2013	DuBrin, Andrew J.	Principles of organizational behavior	Singapore ; Philippines	Cengage Learning Asia	c2013	Philippine edition	57972, c.1 57973, c.2
13	F HD 58.7 M6 2012	Mosura, Carmel Tongo.	Human behavior in organizations : understanding organizational culture	Mandaluyong City	Ascent Communication Solutions and Publishing Enterprises	c2012		57744
14	HD 69 P75 L3 2014	Larson, Erik W., 1952-	Project management : the managerial process	New York	McGraw-Hill Education	c2014	Fifth edition, Int'l edition	57966, c.1 57967, c.2
15	F HD 4905 S25 2015	Saidali, Margarita A.	Values and work ethics	Manila	Mindshapers	c2015		57737
16	F HD 7105.35 P6 M4 2011	Mesa-Lago, Carmelo.	Pensions in the Philippines : challenges and ways forward	Pasig City	Friedrich Ebert Stiftung	c2011		58002, c.1 58001, c.2
17	F HF 5387 A8 B8 2014		Business ethics in Asia : issues & cases	Quezon city	Ateneo De Manila University Press	c2014		57690
18	HF 5415 B6 2013	Boone, Louis E.	Principles of marketing	Singapore ; Philippines	Cengage Learning	c2013	Philippine edition	57980, c.1 57981, c.2
19	HF 5415 F4 2013	Ferrell, O. C.	Marketing	Singapore ; Philippines	Cengage Learning	c2013	Philippine edition	57986, c.1 57987, c.2
20	HF 5415 K67 2013	Kotler, Philip.	Principles of marketing	Harlow	Pearson	c2013	Horizon edition, 14th edition	57959, c.1 57960, c.2
21	HF 5415.12 A8 M3 2013		Marketing in Asia	Singapore	McGraw-Hill	c2013	Second edition, Asia Global edition	57957, c.1 57958, c.2

22	HF 5548.32 S35 2013	Schneider, Gary P., 1952-,	A simplified approach to E-commerce	Singapore ; Philippines	Cengage Learning	c2013	Philippine editon	57982, c.1 57983, c.2
23	HF 5549 D43 2013	DeCenzo, David A.	Human resource management	Singapore	John Wiley & Sons Singapore	c2013	Eleventh edition, Philippine reprint edition	57978, c.1 57979, c.2
24	HF 5549.5 C67 M5 2014	Milkovich, George T.	Compensation	New York	McGraw-Hill	c2014	Eleventh edition, Int'l edition	57976, c.1 57977, c.2
25	F HF 5691 C3 2012	Calmorin, Laurentina Paler.	Mathematics of investment with computer application	Manila	Rex Book Store	c2012	First edition	57654
26	F HF 5691 N6 2013	Nocon, Rizaldi C.	Essential business mathematics : theory of interest, business, calculus	Quezon City	C & E Publishing	c2013		57988, c.1 57989, c.2
27	HG 4011 G5 2013	Gitman, Lawrence J.	Principles of managerial finance	Harlow	Pearson Education, Prentice Hall	c2013	Thirteenth edition, Horizon edition	57802, c.1 57815, c.2 57816, c.3
28	F KF 5624.4 S26 2014	Samson, Anna Rhea Valle.	Working with labor laws : notes and cases	Quezon City	Ateneo De Manila University Press	c2014	Revised and expanded edition	57736
29	TS 155 H3725 2014a	Heizer, Jay H.	Operations management : sustainability and supply chain management	Singapore	Pearson Education South Asia		Global edition, eleventh edition, Philippine edition	57963

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	F HD 30.28 Y3 2014	Ybañez, Antonio Errol B., Jr.	Applied strategic management and business policy : a case study method	Makati City	Katha Publishing	c2014		57588
2	F HD 31 F5 2014	Flores, Marivic F.	Fundamentals of management : theories, practices and cases	Manila	Unlimited Books	c2014	Revised edition	57437, c.1 57438, c.2
3	F HD 31 P4 2014	Pereda, Pedrito R.	Principles of management & organization	Manila	Mindshapers	c2014		57440
4	F HD 31 P47 2011	Pereda, Pedrito R.	Organization and management	Manila	Mindshapers	c2011		57457
5	F HD 58.7 M4 2011	Medina, Roberto G.	Human behavior in organization	Manila	Rex Book Store	c2011	1st ed.	57439
6	F HD 58.7 Z3 2012	Zarate, Cynthia A.	Organizational behavior and management in Philippine organizations	Manila	Rex Book Store	c2012		57420
7	HD 58.8 P47 2009	Peters, Thomas J.	Re-imagine! : [business excellence in a disruptive age]	London	Dorling Kindersley	c2009		57181
8	F HD 58.8 R4 2012		Rebirth and reinvention : transforming Philippine organizations	Quezon City	Ateneo de Manila University Press	c2012		57474
9	F HF 5387 M3 2014	Maximiano, Jose Mario B.	Business ethics and corporate social responsibility	Mandaluyong City	Anvil Publishing	c2014	Revised edition	57452, c.1 57580, c.2
10	F HF 5387 R6 2011	Roa, Floriano C.	Business ethics and social responsibility	Manila	Rex Book Store	c2011	2nd ed.	57451

11	F HF 5415 G3 2014	Garcia, Leonardo, Jr.,	Advocacy marketing	Mandaluyong City	Anvil Publishing	c2014		57453
12	HF 5415.1265 B8 2014	Burgess, Cheryl.	The social employee : how great companies make social media work	New York	McGraw-Hill Education	c2014		57432
13	HF 5415.1265 M3 2013	Marsden, Paul.	The social commerce handbook : 20 secrets for turning social media into social sales	New York	McGraw-Hill	c2013		57517
14	F HF 5547 S25 2012	Saidali, Margarita R.	Modules in administrative office management	Manila	Mindshapers	c2012		57449
15	F HF 5549 C6 2013	Corpuz, Crispina Rafol.	Human resource management	Manila	Rex Book Store	c2013	Third edition	57456
16	F HF 5549 S57 2013	Sison, Perfecto S.	People management in the 21st century	Manila	Rex Book Store	c2013	8th editon	57421
17	F HF 5549.2 P6 W39 2005		The way we work: research and best practices in Philippine organizations	Quezon City	Ateneo de Manila University Press	c2005		57472
18	F HF 5549.5 T7 O7 2012	Ortigas, Carmela D.	Strategic training for empowerment in the workplace : principles and practices	Mandaluyong City	Anvil Publishing	c2012		57493
19	F HF 5721 B3 2011	Baraceros, Esther L.	Business correspondence	Manila	Rex Book Store	c2011	2nd edition	57450
20	F KF 5624.1 D4 2014	De Leon, Hector S.	Textbook on the Philippine constitution	Manila	Rex Book Store	c2014	2014 ed.	57227, c.1 57228, c.2 57229, c.3
21	F KF 5624.1 D44 2013	De Leon, Hector S.	Constitution made simple	Manila	Rex Book Store	c2013	Fourth ed.	57239, c.1 57240, c.2 57241, c.3
22	F KF 5624.31 A4 D4 2012	De Leon, Hector.	Textbook on agrarian reform and taxation : with cooperatives	Manila	Rex Book Store	c2012	14th ed.	57236, c.1 57237, c.2 57238, c.3

23	F KF 5624.4 S26 2004	Samson, Anna Rhea Valle.	Working with labor laws : a comprehensive guide on conditions of employment, employee benefits under special laws, termination and retirement	Quezon City	Ateneo de Manila University Press	c2004		57473
24	F KF 5624.6 D44 2012	De Leon, Hector S.	The fundamentals of taxation	Manila	Rex Book Store	c2012	Sixteenth ed.	57218, c.1 57219, c.2 57220, c.3
25	F KF 5624.61 I5 B3 2014	Banggawan, Rex B.	Income taxation : laws, principles and applications	Baguio City	Real Excellence Publishing	c2014	2014 edition	57586, c.1 57584, c.2 57585, c.3
26	F KF 5625.5 C4 2014	Chan, Danny L.	Essentials of Philippine business law : notes and cases	Quezon City	Ateneo De Manila University Press	c2014		57448
27	F KF 5625.5 D4 2013	De Leon, Hector S.	The law on partnerships and private corporations	Manila	Rex Book Store	c2013	2013 ed.	57230, c.1 57231, c.2 57232, c.3
28	F KF 5625.51 N3 D4 2013	De Leon, Hector S.	The law on negotiable instruments : with documents of title	Manila	Rex Book Store	c2013	2013 ed.	57233, c.1 57235, c.2 57234, c.3
29	F KF 5625.51 S3 D4 2013	De Leon, Hector S.	The law on sales, agency and credit transactions	Manila	Rex Book Store	c2013	2013 ed.	57224, c.1 57225, c.2 57226, c.3

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1	HA 29 L57 2013	Lind, Douglas A.	Basic statistics for business and economics.	New York	McGraw-Hill Irwin	c2013	Eighth ed., International student ed.	56831
2	HA 32 C6 2013	Coakes, Sheridan J.	SPSS : analysis without anguish : version 20 for Windows	Milton, Qld.	John Wiley & Sons Australia	c2013	1st ed.	56840
3	F HB 171.5 D4 2012	De Jesus, Maria Bernadette Austria	EconCART : economics with cooperatives, agrarian reform, and taxation	Mandaluyong City	Books Atbp. Publishing Corp.	c2012	Rev. ed.	57018
4	F HB 171.5 E3 2013		Ecotar : fundamentals of college economics with taxation and agrarian reform	Mandaluyong City	Books Atbp. Publishing Corp.	c2013		57024
5	HB 171.5 M37 2013	Mastrianna, Frank V.	Basic economics	Australia	South-Western, Cengage Learning	c2013	16th ed., Int'l ed.	56829
6	HB 172 A7 2014	Arnold, Roger A.	Microeconomics	Australia ; Mason, OH	South-Western, Cengage Learning	c2014	11th ed., Int'l ed.	56836
7	HB 172 C64 2013	Colander, David C.	Microeconomics	New York, NY	McGraw-Hill, Irwin	c2013	Ninth ed, Int'l ed.	56838
8	HB 172 D6 2013	Dodge, Eric R.	McGraw-Hill's 500 microeconomics questions : ace your college exams	New York	McGraw-Hill	c2013		56821
9	HB 172 M3 2013	McConnell, Campbell R.	Microeconomics : brief edition	New York, NY	McGraw-Hill, Irwin	c2013	Second ed., brief ed., Int'l ed.	56837
10	HB 172 M5 2012		Microeconomics. --	[New York.]	McGraw-Hill, Create	c2012		57022, c.1 57023, c.2

11	HB 172 T8 2011	Tucker, Irvin B.	Microeconomics for today's world	Australia	SouthWestern, Cengage Learning	c2011	7th ed., Int'l ed.	57065
12	HB 172.5 D6 2013	Dodge, Eric R.	McGraw-Hill's 500 macroeconomics questions : ace your college exams	New York	McGraw-Hill	c2013		56820
13	HB 172.5 L5 2013	Lieberman, Marc.	Principles and applications of macroeconomics	Australia	South-Western, Cengage Learning	c2013	6th ed., Int'l ed.	57064
14	HB 172.5 M3 2014	McEachern, William A.	Macroeconomics : a contemporary introduction	Australia	South-Western, Cengage Learning	c2014	10th ed., Int'l ed.	56830
15	HB 172.5 T83 2014	Tucker, Irvin B.	Macroeconomics for today	Australia ; United States	South-Western, Cengage Learning	c2014	8th ed., Int'l ed.	57066
16	F HB 3722 G5 2012		Global financial crisis in the asian context repercussions and responses	Quezon City	Ateneo Center for Asian Studies	c2012		57039
17	R HC 79 I55 O9 2012		The Oxford handbook of the digital economy	New York	Oxford University Press	c2012		56818
18	HD 30.22 M3 2013	Mankiw, N. Gregory.	Business economics	Andover	Cengage Learning	c2013		57063
19	HD 30.22 T4 2013	Thomas, Christopher R.	Managerial economics : foundations of business analysis and strategy	New York	McGraw-Hill, Irwin	c2013	Eleventh ed., Int'l ed.	56833
20	F HD 30.23 P45 2013		The Philippine people management's 50 greatest HR decisions on the exercise of management prerogatives affirmed by the Supreme Court	[Manila]	People Management Association of the Philippines (PMAP)	c2013		56910
21	F HD 30.25 S57 2012	Sirug, Winston S.	Basic quantitative methods for business : an introduction to operations research/ management science	Manila	Mindshapers Co., Inc.	c2012		56413
22	HD 30.28 S6 2012	Sörensen, Hans Eibe.	Business development : a market-oriented perspective	Chichester, West Sussex	John Wiley & Sons	c2012		56832

23	HD 30.4 S4 2013	Sekaran, Uma.	Research methods for business : a skill-building approach	Chichester, West Sussex	John Wiley & Sons	c2013	Sixth ed.	56828
24	HD 31 B37 2013	Barker, Loretta.	Business skills exercises	Australia	South-Western, Cengage Learning	c2013	5th ed.	56826
25	F HD 31 I56 2013	Iñigo, Conrado E. Jr.	Management for Filipinos : principles & applications	Manila	Gemini Phils. Graphic Arts Corp.	c2013	Revised ed.	56411
26	F HD 31 R6 2013	Rodriguez, Rafael A.	Fundamentals of management : text and philippine cases	Mandaluyong City	Diwata Publishing	c2013	Sixth ed.	56510
27	HD 31 R8 2013	Rue, Leslie W.	Management : skills and application	New York, NY	McGraw-Hill	c2013	Fourteenth, ed., Int'l ed.	56825
28	HD 38.5 P7 2013	Prater, Edmund.	An introduction to supply chain management : a global supply chain support perspective	New York, N.Y.	Business Expert Press	c2013	1st ed.	56812, c.1 56813, c.2
29	HD 57.7 S26 2012	Sander, Peter J.	What would Steve Jobs do? : how the Steve Jobs way can inspire anyone to think differently and win	New York	McGraw-Hill	c2012		56811
30	HD 58.7 D4 2009	De Janasz, Suzanne C.	Interpersonal skills in organizations	Boston	McGraw-Hill, Irwin	c2009	Third ed.	57021
31	HD 60 F4 2012	Ferrell, O. C.	Social responsibility and business	Singapore; Philippines	Cengage Learning Asia	c2012	4th ed., Philippine ed.	57020
32	HD 61 M5 2012	Miller, Michael B. (Michael Bernard), 1973-	Mathematics and statistics for financial risk management	Hoboken, N.J.	John Wiley & Sons	c2012		56816
33	F HD 62.5 A48 2012	Alvarado, Evelina P.	Before you leap : a simple guide to preparing a project feasibility study	Manila	Purely Books Trading & Publishing Corp.	c2012		56410
34	HF 5383 E4 2013	Eischen, Clifford W.	Résumés, cover letters, networking, & interviewing	Mason, OH	South-Western Cengage Learning	c2013	4th ed., Int'l ed.	56797
35	R HF 5383 K7 2013	Krantman, Stanley.	The resume writer's workbook : marketing yourself throughout the job search process	Mason, OH	South-Western, Cengage Learning	c2013	4th ed.	56839

36	F HF 5386 T3 2009	Tan, Chinkee	For richer & for poorer : why the rich get richer and the poor get poorer	[Manila]	Church Strengthening Ministry, Inc.	c2009		57037
37	F HF 5415 G3 2013	Garrovillas, Eduardo P.	Out-of-the-box marketing principles that work and make sense for marketing students, faculty and practitioners	Mandaluyong City	Books Atbp. Publishing Corp.	c2013		56408
38	HF 5415 H8 2013	Hult, G. Tomas M.	Marketing foundations	Mason, OH; Australia	South-Western, Cengage Learning	c2013	Fifth ed., Int'l ed.	56834
39	HF 5415.32 H69 2013	Hoyer, Wayne D.	Consumer behavior in the 21st century	Singapore; Philippines	Cengage Learning Asia	c2013	Second ed., Philippine ed.	57028, c.1 57029, c.2
40	HF 5549 H86 2012		Human resource management. --	[S.I.]	McGraw-Hill, Create	c2012		57030, c.1 57031, c.2
41	HF 5549.12 C4 2013	Certo, Samuel C.	Supervision : concepts and skill-building	New York	McGraw-Hill, Irwin	c2013	Eighth ed., Int'l ed.	56827
42	R HF 5549.17 A76 2012	Armstrong, Michael, 1928-	Armstrong's handbook of human resource management practice	London ; Philadelphia	Kogan Page	2012	12th ed.	57019
43	F HF 5549.5 L3 J5 2012	Jimenez, Josephus B.	The 8 secrets for success in leading and managing people through employee discipline : a practical, proactive, value-driven and result-oriented handbook for business executives, HR practitioners, labor lawyers, managers, supervisors, management, I.R. lawyers, union lawyers, employees, teachers, students, government officials and personnel, this should be the bible for effective employer-employee relationships : volume 1, the fundamentals of employee discipline	[S.I.]	J.B. Jimenez	2012		56908

44	HF 5549.5 P37 P3 2012	Parmenter, David.	Key performance indicators for government and non profit agencies : implementing winning KPIs	Hoboken, N.J.	John Wiley & Sons	c2012		56815
45	HF 5691 B7 2013	Bradley, Teresa.	Essential mathematics for economics and business	Chichester, England ; Hoboken, NJ	John Wiley & Sons	c2013	Fourth ed.	56817
46	F HF 5691 S5 2010	Sirug, Winston S.	Business mathematics	Manila	Mindshapers Co., Inc.	c2010		56414
47	HF 5718 O24 2013	Ober, Scott.	Communicating in business	Australia	South-Western, Cengage Learning	c2013	8th ed., Int'l ed.	56835
48	HF 5726 E5 2013		English office best practices, models and exercises for your business English skills	Wiesbaden	Springer Gabler	c2013		56778
49	F HG 179 T3 2012	Tan, Chinkee.	Till debt do us part : practical steps to financial freedom	[Manila]	Church Strengthening Ministry	c2012		57036
50	HG 3701 G8 2012	Guthner, Mark.	Quantitative analytics in debt valuation and management	New York	McGraw-Hill	c2012		56819
51	F HG 4026 C63 2009		Corporate finance : text and Philippine cases	Quezon City	Development Center for Finance, College of Business Administration, University of the Philippines	c2009	Second ed.	56505
52	HG 4521 L3 2013	Laopodis, Nikiforos, 1961-	Understanding investments : theories and strategies	New York ; London	Routledge	c2013	1st ed.	56823
53	HG 4572 G4 2012	Geisst, Charles R.	Wall Street : a history	Oxford ; New York	Oxford University Press	2012	Updated ed.	56814
54	HG 4661 S6 2013	Smith, Amy.	\How to make money in stocks success stories : new and advanced investors share their winning secrets	New York	McGraw-Hill	c2013		56810

55	F JA 35.5 I58 2007		Public administration plus governance : assessing the past, addressing the future : papers and proceedings, International Conference on Public Administration plus Governance, October 21-23, 2002, Manila Hotel, Philippines	Quezon City	National College of the Public Administration and Governance, University of the Philippines	c2007		56508
56	F JQ 1431 I58 2003		Introduction to public administration in the Philippines : a reader	Diliman, Quezon City	National College of Public Administration and Governance, University of the Philippines	c2003	Second ed.	56504
57	F JS 7335 M3 R4 2011		Reinventing a local government in the Philippines : the Makati experience	Quezon City	Center for Local and Regional Governance, National College of Public Administration and Governance, University of the Philippines	c2011		57038
58	KF 1355 S36 2013	Schneeman, Angela.	The law of corporations and other business organizations	Clifton Park, NY	Delmar, Cengage Learning	c2013	6th ed., Int'l ed.	56824
59	KF 2979 O26 2012	O'Connor, Thomas S.	Intellectual property in the managerial portfolio : its creation, development, and protection	New York, NY	Business Expert Press	c2012	1st ed.	56822
60	F KF 5624.1 D45 2010	De Leon, Hector S.	Student's manual on the constitution	Manila	Rex Book Store	c2010	Sixth ed.	57025
61	F KF 5624.4 J5 2002	Jimenez, Josephus B.	The Philippine labor relations laws and jurisprudence : basic principles, policies, and cases	[S.I.]	JBJimenez	2002		56909
62	F KF 5624.61 E7 R4 2012	Reyes, Virgilio D.	Philippine business and transfer taxes : a new approach	[S.I.]	s.n.],	c2012	2012 ed.	56577

63	F KPM 2300 S5 2011	Sison, Carmelo V.	The Local government code of 1991 & other related laws and rules	Quezon City	Information and Publication Division, University of the Philippines Law Complex	c2011		56506
64	F KPM 2540 I47 2012		Impeachment Q & A	Quezon City	University of the Philippines, Law Complex	c2012	Revised ed.	57017
65	TS 155 P7 2012		Production and operations management.	[S.I.]	McGraw-Hill, Create	c2012		57026, c.1 57027, c.2
66	F TS 156.6 P3 2011	Palaca, Henry O.	Building organizational excellence through ISO 9001	Quezon City	Quality Plus Management Consulting Co.	c2011		56569

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LIST OF BUSINESS BOOKS
(June - October 2013)

	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	HD 30.215 B8 2012	Buglear, John.	Quantitative methods for business and management	Harlow, England	Pearson	c2012	1st ed.	55771
2	HD 30.28 J63 2012	Johnson, Gerry.	Fundamentals of strategy	Harlow, England ; New York	Financial Times /Prentice Hall	c2012	2nd ed.	55823
3	HD 30.28 P57 2012	Pitt, Martyn.	Essentials of strategic management	London ; Los Angeles	SAGE	c2012	1st ed.	55818
4	HD 38.5 H36 2011	Handfield, Robert B.	Sourcing and supply chain management	Mason, OH	South-Western, Cengage Learning	c2011	5th ed, Int'l ed.	55828
5	HD 38.5 W5 2012	Wisner, Joel D.	Supply chain management : a balanced approach	Mason, OH	South-Western, Cengage Learning	c2012	3rd ed., Int'l ed.	55826
6	HD 62.4 P4 2014	Peng, Mike W., 1968-	Global strategic management	Mason, Ohio	South-Western, Cengage Learning	c2014	3rd ed.' Int'l ed.	55816
7	HD 2741 S5 2013	Simpson, Justine.	Corporate governance, ethics, and CSR	London ; Philadelphia, PA	Kogan Page	c2013	1st ed.	55829
8	HF 1379 P4 2013	Peng, Mike W., 1968-	GLOBAL2 [Global business]	Mason, OH	South-Western, Cengage Learning	c2013	2nd ed., Student ed.	55837
9	HF 1416 C9 2013	Czinkota, Michael R.	International marketing	Mason, OH	South-Western Cengage Learning	c2013	10th ed., Int'l ed.	55814
10	HF 5387 D4 2014	DesJardins, Joseph R.	An introduction to business ethics	New York, NY	McGraw-Hill/Irwin	c2014	5th ed., Int'l ed.	55811

11	HF 5387 F7 2013	Fraedrich, John.	Ethical decision making in business : a managerial approach	Mason, OH	South-Western, Cengage Learning	c2013	9th ed., Int'l ed.	55817
12	HF 5415 K8 2014	Kurtz, David L	Contemporary marketing	Mason, OH	South-Western, Cengage Learning	c2014	16th ed., Int'l ed.	55810
13	HF 5415.1265 R6 2013	Roberts, Mary Lou.	Internet marketing : integrating online and offline strategies	Mason, OH	South-Western, Cengage Learning	c2013	3rd ed., Int'l ed.	55832
14	HF 5415.13 I32 2013	Iacobucci, Dawn.	MM4 [Marketing management]	Mason, OH	South-Western, Cengage Learning	c2013	4th ed., Student ed.	55836
15	HF 5415.13 W4 2013	Westwood, John, 1947-	How to write a marketing plan	London; Philadelphia, PA	Kogan Page	c2013	4th ed.	55830
16	HF 5415.2 B7 2014	Brown, Tom J.	MR2 [Marketing research]	Mason, OH	South-Western, Cengage Learning	c2014	2nd ed., Student ed.	55835
17	HF 5415.32 B3 2014	Babin, Barry J.	CB5 [Consumer behavior]	Mason, OH	South-Western, Cengage Learning	c2014	5th ed., Student ed.	55834
18	HF 5429 D8 2014	Dunne, Patrick M.	Retailing	Australia ; Mason, OH	South Western, Cengage Learning	c2014	8th ed., Int'l ed.	55770
19	HF 5429 R3 2013	Rayner, Clare.	How to sell to retail : the secrets of getting your product to market	London ; Philadelphia, PA	Kogan Page	c2013	1st ed.	55831
20	HF 5549 D4 2013	Dessler, Gary, 1942-	A framework for human resource management	Upper Saddle River, N.J.	Pearson Prentice Hall	c2013	7th ed., Int'l ed.	55815
21	R HF 5549.5 I53 H3 2011	Hampel, Brenda.	Perfect phrases for new employee orientation and onboarding : hundreds of ready-to-use phrases to train and retain your top talent	New York	McGraw-Hill	c2011		55821

22	F HF 5549.5 L3 J5 2012	Jimenez, Josephus B.	The 8 secrets for success in leading and managing people through employee discipline : a practical, proactive, value-driven and result-oriented handbook for business executives, HR practitioners, labor lawyers, managers, supervisors, management, I.R. lawyers, union lawyers, employees, teachers, students, government officials and personnel, this should be the bible for effective employer-relationships, book 1	[S.I.]	J.B. Jimenez	2012	2nd ed.	56096
23	HF 5549.5 M63 E4 2013	Elliott, Paul H., 1947-	Exemplary performance : driving business results by benchmarking your star performers	San Francisco, CA	Jossey-Bass	c2013	1st ed.	55825
24	R HF 5549.5 M63 K3 2012	Kay, David.	A practical guide to mentoring	Oxford	How To Books	c2012	5th ed.	55819
25	R HF 5726 S4 2012	Seglin, Jeffrey L., 1956-	The AMA handbook of business letters	New York	American Management Association	c2012	4th ed.	55772
26	KF 889 M3 2014	Mann, Richard A.	Business law and the regulation of business	Mason, OH	South Western, Cengage Learning	c2014	11th ed.	55820
27	KF 1355 S36 2013	Schneeman, Angela.	The law of corporations and other business organizations	Clifton Park, NY	Delmar, Cengage Learning	c2013	6th ed., Int'l ed.	55838
28	KF 3319 W3 2013	Walsh, David J., 1956-	Employment law for human resource practice	Mason, OH	South-Western, Cengage Learning	c2013	4th ed., Int'l ed.	55827
29	F KF 5625.2 D4 2011	De Leon, Hector S.	The law on obligations and contracts	Manila	Rex Book Store	c2011	2011 Rev. ed.	56299

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	H 62 R8 2012	Rubin, Herbert J.	Qualitative interviewing : the art of hearing data	Thousand Oaks, Calif.	SAGE	c2012	3rd ed.	55685
2	HB 171.5 A7 2012	Arnold, Roger A.	Principles of economics	Singapore; Philippines	Cengage Learning Asia	c2012	10th ed., Philippine ed.	55761
3	HB 171.5 M262 2012	Mandel, Michael J.	Economics : the basics	New York, NY	McGraw-Hill/Irwin	c2012	2nd ed., Int'l ed.	55498
4	HB 171.5 M47 2012a	McConnell, Campbell R.	Economics : principles, problems, and policies	New York	McGraw-Hill/Irwin	c2012	19th ed., Global ed.	55238, c.1 55708, c.2
5	HB 171.5 S292 2013	Schiller, Bradley R., 1943-	The economy today	New York	McGraw-Hill/Irwin	c2013	13th ed., Int'l ed.	55493
6	HC 412 D6 2012	Dowling, J. Malcolm (John Malcolm)	Economic development in Asia	Singapore; Philippines	Cengage Learning Asia	c2012	2nd ed., Philippine ed.	55378
7	HD 30.22 B6 2012	Boyes, William J.	Managerial economics : markets and the firm	Mason, Ohio	South-Western, Cengage Learning	c2012	2nd ed., Int'l ed.	55496
8	HD 30.28 D4 2010 Suppl.	Dess, Gregory G.	Strategy and policy	New York	McGraw-Hill Primis Custom Pub.	c2010		55339
9	HD 30.28 J66 2012	Jones, Gareth R.	Strategic management : theory and cases	Singapore; Philippines	Cengage Learning Asia	c2012	9th ed., Philippine ed.	55763

10	HD 30.3 C6 2011	Cornelissen, Joep.	Corporate communication : a guide to theory and practice	London; Thousand Oaks, CA	SAGE	c2011	3rd ed.	55692
11	HD 30.3 O7 2013	O'Rourke, James S., 1946-	Management communication : a case analysis approach	Upper Saddle, NJ	Pearson	c2013	5th ed., Int'l ed.	55514
12	HD 30.4 C6 2008	Cooper, Donald R.	Business research methods	Boston	McGraw-Hill/Irwin	c2008	10th ed., Int'l ed.	55336
13	HD 30.4 C6 2011a	Cooper, Donald R.	Business research methods	Singapore	McGraw-Hill	c2011	11th ed., Int'l. --	55236, c.1 55711, c.2
14	HD 31 B373 2008	Bateman, Thomas S.	Management : leading & collaborating in a competitive world	New York	McGraw-Hill	c2008	8th ed., Int'l ed.	55206, c.1 55207, c.2
15	HD 31 B373 2011a	Bateman, Thomas S.	Management : leading & collaborating in a competitive world	New York, NY	McGraw-Hill, Irwin	c2011	9th ed., Int'l ed.	55230
16	HD 31 B69 2013	Bozarth, Cecil C.	Introduction to operations and supply chain management	Harlow, England	Pearson	c2013	3rd ed., Int'l ed. --	55646
17	HD 31 D8 2012	DuBrin, Andrew J.	Introduction to management	Singapore; Philippines	Cengage Learning Asia	c2012	9th ed., Philippine ed.	55714
18	HD 31 D9 2012	Dyck, Bruno, 1961-	Management	Singapore; Philippines	Cengage Learning Asia	c2012	Philippine ed.	55377
19	HD 31 K733 2009	Kreitner, Robert.	Management principles	Singapore; Philippines	Cengage Learning Asia	c2009	Philippine ed.	55335
20	HD 31 P75 2011 Suppl.		Principles of management and organization	[New York]	McGraw-Hill Create	c2011		55340, c.1 55706, c.2 55707, c.3
21	HD 31 S33 2011	Schermerhorn, John R.	Introduction to management	Singapore	John Wiley & Sons	c2011	11th ed., Philippine ed.	55715
22	HD 31 U4 2012	Ulrich, Karl T.	Product design and development	New York	McGraw-Hill	c2012	5th ed., Int'l ed.	55497

23	HD 38.5 C6 2012	Cordon, Carlos.	Strategic supply chain management	Abingdon, Oxon ; New York, NY	Routledge	c2012		55653
24	HD 38.5 I9 2011	Iyer, Ananth V.	Orchestrating supply chain opportunities : achieving stretch goals efficiently	New York, NY	Business Expert Press	c2011	1st ed.	55712
25	HD 38.5 M3 2013		Managing supply chains : a logistics approach	Australia	South-Western, Cengage Learning	c2013	9th ed., Int'l ed.	55652
26	HD 58.7 G7 2012	Griffin, Ricky W.	Human behavior in organization	Singapore; Philippines	Cengage Learning Asia	c2012	Philippine ed.	55370
27	HD 58.7 K49 2011	Keyton, Joann.	Communication and organizational culture : a key to understanding work experiences	Thousand Oaks, CA	SAGE	c2011	2nd ed.	55691
28	HD 58.7 K56 2012	Kinicki, Angelo.	Organizational behavior : key concepts, skills & best practices	New York, NY	McGraw-Hill/Irwin	c2012	5th ed., Int'l ed.	55501
29	HD 58.7 M3 2012	McShane, Steven Lattimore.	Organizational behavior	New York	McGraw-Hill	c2012	6th ed.	55764
30	HD 60 F4 2012	Ferrell, O. C.	Social responsibility and business	Singapore; Philippines	Cengage Learning Asia	c2012	4th ed., Philippine ed.	55760
31	HD 61 C6 2011	Coleman, Thomas Sedgwick, 1955-	A practical guide to risk management	[S.I.]	Research Foundation of CFA Institute	c2011		55683
32	HD 62.15 E92 2012	Evans, James R. (James Robert), 1950-	Understanding total quality management	Singapore; Philippines	Cengage Learning Asia	c2012	2nd ed., Philippine ed.	55379
33	HD 62.4 H5 2012	Hill, Charles W. L.	International business	New York	McGraw-Hill Create	c2012		55765
34	HD 62.4 H55 2011a	Hill, Charles W. L.	International business : competing in the global marketplace	New York	McGraw-Hill/Irwin	c2011	8th ed., Int'l ed.	55234
35	HD 69 B7 K3 2012	Kapferer, Jean-Noël.	The new strategic brand management : advanced insights and strategic thinking	London ; Philadelphia	Kogan Page	c2012	5th ed.	55700

36	HD 69 B7 K4 2013	Keller, Kevin Lane, 1956-	Strategic brand management : building, measuring, and managing brand equity	Boston	Pearson	c2013	4th ed.	55644
37	HD 69 P75 G72 2008	Gray, Clifford F.	Project management : the managerial process	Boston	McGraw-Hill/Irwin	c2008	4th ed., Int'l ed.	55337
38	HF 5415 K82 2012	Kurtz, David L.	Principles of contemporary marketing	Singapore	Cengage Learning Asia	c2012	15th ed., Philippine ed.	55229, c.1 55709, c.2
39	HF 1017 W5 2010	Williams, Thomas Arthur, 1944-	Modern business statistics	Singapore; Philippines	Cengage Learning Asia	c2010	Philippine ed.	55331
40	HF 1416 B32 2013	Baack, Daniel W.	International marketing	Thousand Oaks, CA	SAGE	c2013		55643
41	HF 5387 H3 2011a	Hartman, Laura Pincus.	Business ethics : decision making for personal integrity and social responsibility	New York	McGraw-Hill	c2011	2nd ed., Int'l ed.	55235
42	HF 5415 M378 2012	Perreault, William D.	Essentials of marketing : a marketing strategy planning approach	New York, NY	McGraw-Hill/Irwin	c2012	13th ed., Int'l ed.	55491
43	HF 5415.123 I5 2012		Integrated marketing communications	South Melbourne, Vic.	Cengage Learning	c2012	3rd Asia Pacific ed.	55654
44	HF 5415.1255 V4 2010	Verma, Harsh.	Branding demystified : plans to payoffs	New Delhi ; Thousand Oaks, Calif.	Response Books	c2010	1st ed.	55701
45	HF 5415.13 I22 2012	Iacobucci, Dawn.	Marketing management	Singapore; Philippines	Cengage Learning Asia	c2012	2nd ed., Philippine ed.	55762
46	HF 5415.13 M6 2012	Mooradian, Todd A.	Strategic marketing	Upper Saddle River, NJ	Pearson, Prentice Hall	c2012	Int'l ed.	55650
47	HF 5415.135 K47 2013	Kerin, Roger A.	Strategic marketing problems : cases and comments	Boston	Pearson	c2013	13th ed.	55645

48	HF 5415.2 K4 2012	Khoo, Hong Meng	Marketing research for beginners : a practical handbook	Singapore	Cengage Learning Asia	c2012		55505
49	HF 5415.2 M383 2012	McQuarrie, Edward F.	The market research toolbox : a concise guide for beginners	Thousand Oaks, Calif.	SAGE	c2012	3rd ed.	55503
50	HF 5429.23 A4 2012	Alon, Ilan.	Global franchising operations management : cases in international and emerging markets operations	Upper Saddle River, N.J.	FT Press/Pearson	c2012		55658
51	HF 5438.25 P76 2009		Professional selling : a trust-based approach	Singapore; Philippines	Cengage Learning Asia	c2009	4th ed., Phillipine ed.	55332
52	HF 5438.25 P763 2012		Professional selling	Singapore; Philippines	Cengage Learning Asia	c2012	5th ed., Int'l ed.	55716, c.1 55717, c.2
53	HF 5438.4 S24 2010		Sales management	Singapore; Philippines	Cengage Learning Asia	c2010		55333, c.1 55710, c.2
54	HF 5438.8 P75 S73 2013	Stanley, Colleen.	Emotional intelligence for sales success : connect with customers and get results	New York	American Management Association	c2013		55684
55	HF 5548 O44 2013	Oliverio, Mary Ellen.	The office : procedures and technology	Australia	South-Western, Cengage Learning	c2013	6th ed., Int'l ed.	55494
56	HF 5548.32 G5 2011	Girard, John P., 1961-	Business goes virtual : realizing the value of collaboration, social and virtual strategies	New York, N.Y.	Business Expert Press	c2011	1st ed.	55713
57	HF 5548.32 S36 2010	Schneider, Gary P., 1952-	Introduction to e-business	Singapore	Cengage Learning Asia	c2010	1st ed.	55329
58	HF 5549 H4 2012	Hegar, Kathryn W.	Modern human relations at work	Australia	South-Western, Cengage Learning	c2012	11th ed., Int'l ed.	55490
59	HF 5549.5 R44 B7 2012	Brown, Jane Newell.	The professional recruiter's handbook : delivering excellence in recruitment practice	London; Philadelphia	Kogan Page	2012	2nd ed.	55682
60	HF 5549.5 T7 A9 2012	Azulay, Halelly.	Employee development on a shoestring	Alexandria, Va.	ASTD Press	c2012		55502

61	F HF 5691 M37 2011		Mathematics in business	Quezon City	C & E Pub.	c2011	2nd ed.	55273, c.1 55766, c.2
62	HF 5718 L6 2013	Locker, Kitty O.	Business and administrative communication	New York	McGraw-Hill/Irwin	c2013	10th ed., Int'l ed.	55495
63	F HF 5718.3 D8 2011	Du, Elvira F.	Business writing that works	Quezon City	C & E Pub.	c2011		55274
64	HF 5721 L47 2011	Rentz, Kathryn.	Lesikar's business communication : connecting in a digital world	New York	McGraw-Hill/Irwin	c2011	12th ed., Int'l ed.	55500
65	HF 5821 A3 2012		Advertising and promotion : an integrated brand approach	Australia	South-Western, Cengage Learning	c2012	6th ed., Int'l ed.	55656
66	HF 5821 A7 2011	Arens, William F.	Contemporary advertising and integrated marketing communications	New York, NY	McGraw-Hill/Irwin	c2011	13th ed., Int'l ed.	55492
67	F HG 4515.3 M3 2011		Mathematics of investment	Quezon City	C & E Pub.	c2011	2nd ed., Revised ed.	55272
68	HG 4529 D44 2012	Deemer, Walter.	Deemer on technical analysis : expert insights on timing the market and profiting in the long run	New York	McGraw-Hill	c2012		55753
69	HG 8051 D6 2013	Dorfman, Mark S., 1945-	Introduction to risk management and insurance	Upper Saddle River, N.J.	Pearson, Prentice Hall	c2013	10th ed.	55686
70	F KF 5624.6 R43 2011	Reyes, Virgillo D.	Taxation reviewer and quizzer	[S.l.]	s.n.]	c2011	2011 ed.	55271
71	F KF 5624.61 I5 A3 2012	Aduana, Nick L.	Simplified and procedural handbook on income taxation	Quezon City	C & E Publishing	c2012	2nd ed.	55705
72	F T 57 Q3 2009		Quantitative approaches in decision-making with computer application	Manila	Rex Book Store	c2009	1st ed.	55304

73	T 57 Q36 2011a		Quantitative business methods	Singapore; Philippines	Cengage Learning Asia	c2011	11th ed., Philippine ed.	55330
74	TS 155 J3 2010	Jacobs, F. Robert.	Operations and supply management	New York	McGraw-Hill	2010	12th ed., Int'l ed.	55204, c.1 55205, c.2

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	HB 171.5 M264 2009	Mankiw, N. Gregory.	Economics principles	Singapore	Cengage Learning Asia	c2009	Philippine ed.	54793
2	HD 30.2 M7 2011	Mruthunjaya, H.C.	Knowledge management	New Delhi	PHI Learning Private Limited	c2011		54629
3	HD 30.22 E27 2010	Earl, Peter E.	Business economics : a contemporary approach	New York	McGraw-Hill	2010	Int'l ed.	55203, c.1 55202, c.2
4	HD 30.28 B37 2012	Barney, Jay B.	Strategic management and competitive advantage : concepts and cases	Boston	Pearson	c2012	4th ed., Int'l ed.	54988
5	HD 30.28 D47 2010	Dess, Gregory G.	Strategic management : creating competitive advantages	New York	McGraw-Hill	c2010	4th ed., Int'l ed.	55180, c.1 55181, c.2
6	HD 30.28 I73 2013	Ireland, R. Duane.	The management of strategy : concepts and cases	Mason, OH	South-Western/Cengage Learning	c2013	10th ed., Int'l ed.	54982
7	HD 30.28 J6 2012	Jones, Gareth R.	Strategic management essentials	Australia ; Mason, Ohio	South-Western/Cengage Learning	c2012	3rd ed., Int'l ed.	54985
8	HD 30.28 R6 2013	Rothaermel, Frank T.	Strategic management : concepts & cases	New York	McGraw-Hill Irwin	c2013		54673
9	HD 30.28 S74 2012	St. John, Caron H.	Understanding fundamentals of strategic management	Singapore	Cengage Learning Asia	c2012	Philippine ed.	54797
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12	HD 30.3 M5 2012	Miller, Katherine, 1959-	Organizational communication approaches and processes	Australia	Wadsworth, Cengage Learning	c2012	6th ed., Int'l ed.	54644
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14	HD 30.4 E265 2012	Easterby-Smith, Mark.	Management research	London ; Thousand Oaks	Sage	c2012	4th ed.	54675
15	HD 30.4 Z54 2013		Business research methods	Mason, OH	South-Western, Cengage Learning	c2013	9th ed., Int'l ed.	54888
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19	HD 31 D92 2012	Dyck, Bruno, 1961-	Principles of management	Singapore	Cengage Learning Asia	c2012	Philippine ed.	54766
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22	HD 31 R6 2010	Robbins, Stephen P., 1943-	Management	Singapore	Pearson Education South Asia	c2010	10th ed., [Philippine ed.].	55183
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28	HD 42 U7 1988	Ury, William.	Getting disputes resolved : designing systems to cut the costs of conflict	San Francisco, CA	Jossey-Bass	c1988	1st ed.	55117
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34	HD 58.7 Q8 2013	Quick, James C.	Principles of organizational behavior : realities and challenges	Australia ; Mason, OH	South-Western, Cengage Learning	c2013	8th ed., Int'l ed.	54990
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LIST OF BUSINESS BOOKS
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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	F H 61.28 T36 2003	Tan, Genevieve Ledesma	Focused interview for business leaders, school administrators, faculty and staff	Las Pinas City	Southville International Colleges System Publications	c2003	1st ed.	54232
2	HA 29 L75 2011	Lind, Douglas A.	Basic statistics for business & economics	Boston	McGraw-Hill/Irwin	2011	7th ed.	54397
3	HB 139 D68 2011	Dougherty, Christopher.	Introduction to econometrics	Oxford ; New York	Oxford University Press	c2011	4th ed.	54306
4	HB 615 D43 2009a	Deakins, David, 1950-	Entrepreneurship and small firms	London	McGraw-Hill Education	c2009	5th ed., Int'l ed.	54402, c.1 54403, c.2 54404, c.3 54405, c.4 54406, c.5
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7	HB 615 T3 2010	Tandon, Anil	Entrepreneurship	New Delhi, India	Anmol Pub.	c2010		54412
8	F HC 460 I53 C37 1995		Catching up with Asia's tigers, volume 1	Makati, Metro Manila	Philippine Institute for Development Studies	c1995		54243, v.1 54244, v.2
10	HC 462.95 M37 2006	Matsutani, Akihiko, 1945-	Shrinking-population economics : lessons from Japan	Tokyo	International House of Japan;	2006	1st English ed.	54221

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12	HD 30.2 B6 2011	Bonfante, Larry, 1959-	Lessons in IT transformation : technology expert to business leader	Hoboken, N.J.	Wiley	c2011		54499
13	HD 30.25 M8 2010	Murthy, S. K.	Quantitative techniques in management	New Delhi, India	Anmol Pub.	c2010	1st ed.	54392
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15	HD 30.28 W43 2010a	Wheelen, Thomas L.	Strategic management and business policy : achieving sustainability	Singapore	Pearson Education South Asia	c2010	12th ed., [Philippine ed.].	54312
16	HD 30.4 B43 2012		Becoming an exceptional executive coach : use your knowledge, experience, and intuition to help leaders excel	New York	American Management Association	c2012		54438
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18	HD 31 M361 2011	Manoj, Khushboo	Principles and practices of management	New Delhi, India	Centrum Press	c2011	1st ed.	54388, c.1 54389, c.2
19	HD 31 P4 2007	Pedler, Mike,	A manager's guide to self-development	London	McGraw-Hill	c2007	5th ed.	54349
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22	HD 42 S54 2011	Shearouse, Susan H.	Conflict 101 : a manager's guide to resolving problems so everyone can get back to work	New York	American Management Association	c2011		54420

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24	HD 57.7 H39 2011		HBR's 10 must read on leadership	Boston, Mass.	Harvard Business Review Press	c2011		54443
25	F HD 58.7 M4 2011	Medina, Roberto G.	Human behavior in organization	Manila	Rex Book Store	c2011	1st ed.	54520
26	HD 62.15 B78 2010	Brussee, Warren.	Six Sigma on a budget : achieving more with less using the principles of Six Sigma	New York	McGraw-Hill	c2010		54447
27	HD 62.4 F7 2011	Frynas, Jdrzej George.	Global strategic management	Oxford ; New York	Oxford University Press	c2011	2nd ed.	54307
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36	HD 9710 A2 F85 2007	Fujimoto, Takahiro, 1955-	Competing to be really, really good : the behind-the-scenes drama of capability-building competition in the automobile industry	Tokyo, Japan	International House of Japan	c2007	1st English ed.	54161
37	HF 3836.5 K5 2011	Khanna, Tarun.	Billions of entrepreneurs : how China and India are reshaping their futures and yours	Boston, Mass.	Harvard Business Review Press	c2011		54444
38	R HF 5381 D26 2010	Darling, Diane.	The networking survival guide : practical advice to help you gain confidence, approach people, and get the success you want	New York	McGraw-Hill	c2010	Completely updated 2nd ed.	54449
39	HF 5415 H37 2011		Harvard business review on reinventing your marketing. --	Boston, Mass.	Harvard Business Review Press	c2011		54442
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41	HF 5415.13 C6 2011		Contemporary issues in management	New Delhi, India	Discovery Pub. House	c2011	1st ed.	54390, c.1 54391, c.2
42	HF 5415.153 K5 2005	Kim, W. Chan.	Blue ocean strategy : how to create uncontested market space and make the competition irrelevant	Boston, Mass.	Harvard Business School Press	c2005		54555
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