

Naujausi Centrinėje bibliotekoje esantys leidiniai marketingo tema / List of newest books received in Central library about marketing

Sąrašas sudarytas 2021-03-22 / List compiled 22 of March, 2021.

| Nr. / No | Bibliografinis aprašas / Bibliographical reference | Šifras / Holdings cypher | UDK |
|----------|--|--------------------------|----------------|
| 1 | Alsem, K. J. (2019). <i>Applied strategic marketing: a step by step approach</i> (p. xii). London: Routledge. | D217502 | 339.138 |
| 2 | Bendle, Neil T., Farris, Paul, Pfeifer, Phillip Edward, & Reibstein, David J. (2021). <i>Marketing metrics: the manager's guide to measuring marketing performance</i> (Fourth edition., p. xix). Jungtinės Amerikos Valstijos: Pearson. | D217812 | 339.138:51. |
| 3 | Caudron J., & Peteghem, D. (2014). <i>Digital transformation: a model to master digital disruption</i> (3rd ed.). [S.l.]: DearMedia | D216800 | 004.9 |
| 4 | Chaffey, Dave, & Ellis-Chadwick, Fiona. (2019). <i>Digital marketing: strategy, implementation and practice</i> (Seventh edition., p. xxx). Harlow: Pearson. | E34757 | 658.8:004.78 |
| 5 | <i>Digital and social media marketing: a results-driven approach</i> (Second edition., p. xxvii). (2020). London: Routledge. | D217819 | 658.8:004.78 |
| 6 | Hanlon, A. (2019). <i>Digital marketing: strategic planning & integration</i> . Los Angeles: SAGE. | D216751 | 339.138:004.78 |
| 7 | Johnson, Matt A., & Ghuman, Prince. (2020). <i>Blindsight: the (mostly) hidden ways marketing reshapes our brain</i> (p. viii). Dallas, Tex.: BenBella Books, Inc. | D217813 | 339.138:159.9 |
| 8 | King, K. (2019). <i>Using artificial intelligence in marketing: how to harness AI and maintain the competitive edge</i> (p. 207). London: KoganPage. | D217458 | 658.8:004.89 |
| 9 | Malhotra, N. K. (2020). <i>Marketing research: an applied orientation</i> (Seventh edition, global edition., p. 881). Harlow: Pearson. | E34629 | 339.138 |