

Leidinių sąrašas Centrinėje bibliotekoje marketingas tema / List of new books received in Central library about marketing.

Sąrašas sudarytas 2019-05-23 / List compiled 23 of May, 2019.

Nr / No	Bibliografinis aprašas / Bibliographical reference	Šifras / Holdings cypher	UDK
1.	Babbie, E. R. (2017). The basics of social research (7th ed.). Boston: Cengage Learning.	E34447	303 (075.8)
2.	Best, Roger J. (2014). Market-based management (6th ed.) Harlow: Pearson.	E34214	339.138 (075.8)
3.	Brennan, R. Canning, L., & McDowell, R. (2017). Business-to-business marketing (4th ed.). Los Angeles: SAGE.	D216597	658.8 (075.8)
4.	Caudron J., & Peteghem, D. (2014). Digital transformation: a model to master digital disruption (3rd ed.). [S.l. ]: DearMedia.	D216800	004.9
5.	Hackley, Ch. E. & Hackley, R. A. (2018). Advertising & promotion (4th ed.). Los Angeles: SAGE.	D216652	659.1 (075.8)
6.	Hanlon, A. (2019). Digital marketing: strategic planning & integration. Los Angeles: SAGE.	D216751	339.138:004.78 (075.8)
7.	Toepoel, V. (2016). Doing surveys online. London: SAGE.	D216862	004.738.5:303.1
8.	Turban, E., Outland, J., King, D., Lee, J., Liang, T-P., Turban, D. (2018). Electronic commerce 2018: a managerial and social networks perspective (9th ed.). Cham: Springer.	E34436	658.8:004.78 (075.8)