



University of San Carlos
The Library System
Bernard Bonk Library



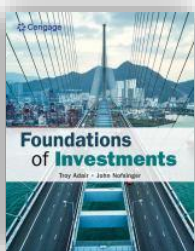
School of Business and Economics

ACQUISITIONS LIST

First Semester A.Y. 2024-2025

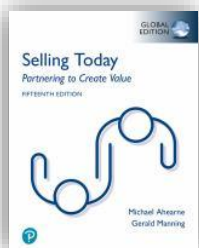
SBE Collection

Location: Bernard Bonk Library
Downtown Campus



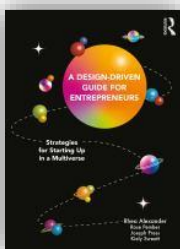
Adair, T. (2024). *Foundations of investments*. Cengage Learning, Inc.

[332.6/Ad11]



Ahearne, M. (2023). *Selling today: partnering to create value* (15th ed.). Pearson Education Limited.

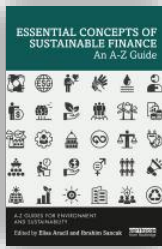
[658.85/Ah31]



Alexander, R. (2023). *A design-driven guide for entrepreneurs: strategies for starting up in a multiverse*. Routledge.

[658.4012/AI26]

Click the picture/citation/call number for more details about the book.



Aracil, E. (Ed). (2024). *Essential concepts of sustainable finance: an A-Z guide*. Routledge.

[332/Es74]



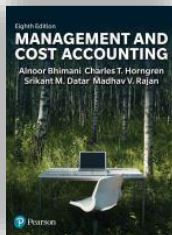
Bateman, T. S. (2023). *Management: leading & collaborating in a competitive world* (15th ed.). McGraw Hill.

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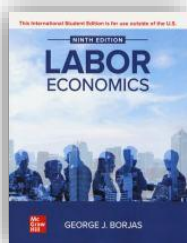
Berkery, D. (2023). *The zero transaction cost entrepreneur: powerful techniques to reduce friction and scale your business*. McGraw-Hill Education.

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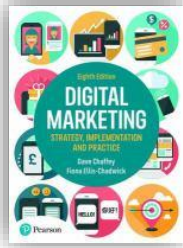
Bhimani, A. (2023). *Management and cost accounting* (8th ed.). Pearson Education Limited.

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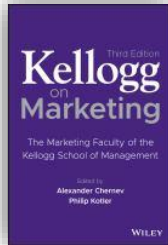
Borjas, G. J. (2024). *Labor economics* (9th ed.). McGraw-Hill.

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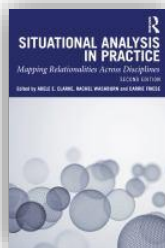
Chaffet, D. (2022). *Digital marketing: strategy, implementation and practice* (8th ed.). Pearson Education Limited.

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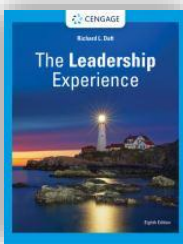
Chernev, A. (Ed.). (2023). *Kellogg on marketing: the marketing faculty of the Kellogg School of Management* (3rd ed.). John Wiley & Sons, Inc.

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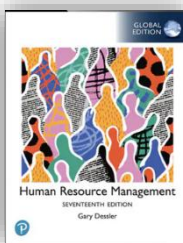
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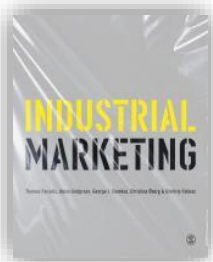
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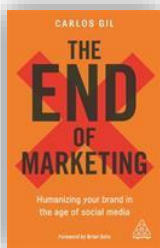
Fotiadis, T. (2023). Industrial marketing. SAGE Publications Ltd.

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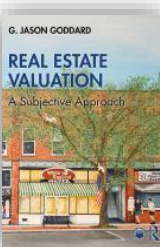
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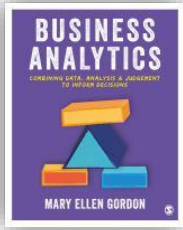
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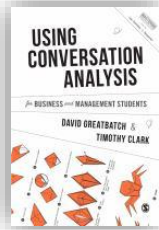
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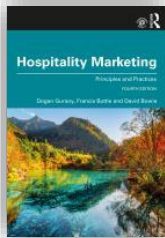
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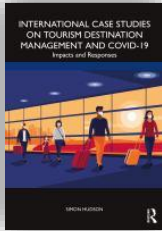
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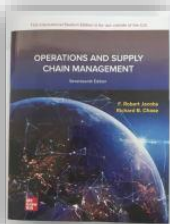
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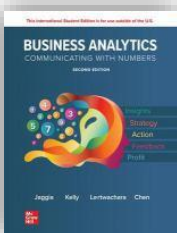
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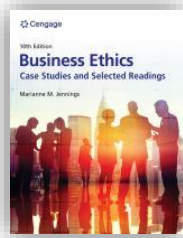
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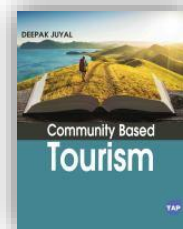
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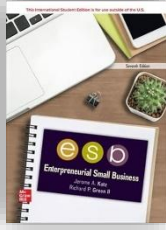
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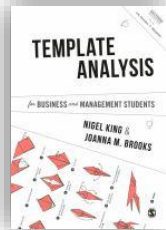
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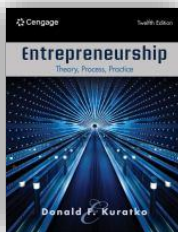
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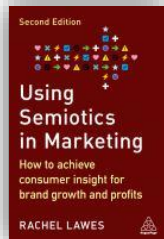
King, N. (2017). *E Template analysis for business and management students*. Sage.

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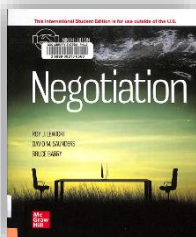
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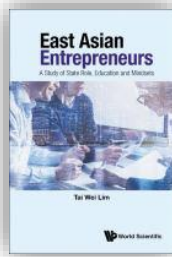
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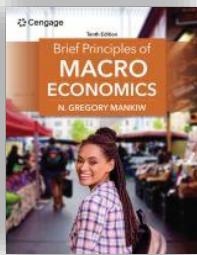
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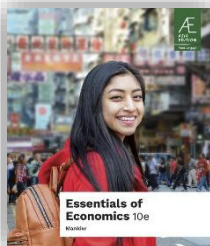
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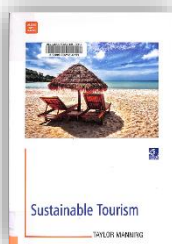
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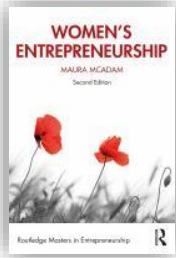
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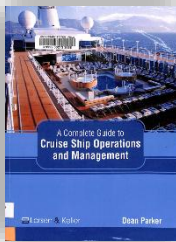
McAdam, M. (2023). *Women's entrepreneurship* (2nd ed.). Routledge.

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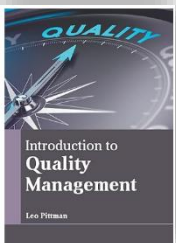
Oakland, J. S. (2021). *Total quality management and operational excellence: text with cases* (5th ed.). Routledge.

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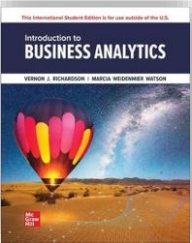
Quesenberry, K. A. (2023). *Brand storytelling: integrated marketing communications for the digital media landscape*. Rowman and littlefield.

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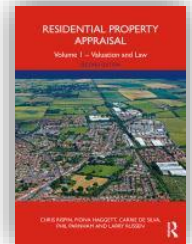
Remler, D. K. (2022). *Research methods in practice: strategies for description and causation*. McGraw Hill LLC.

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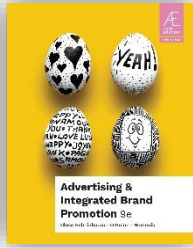
Salmons, J. (2022). *Doing qualitative research online* (2nd ed.). SAGE Publications Ltd.

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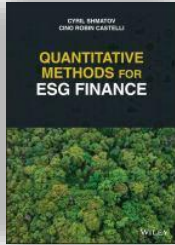
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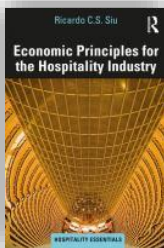
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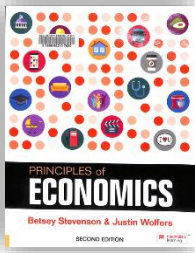
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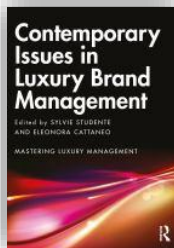
Small, J. (2023). *The passenger experience of air travel: a critical approach*. Channel View Publications.

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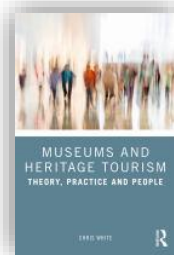
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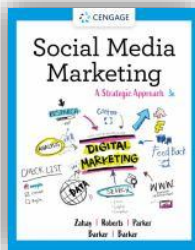
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SBE General Reference/Reserved Collection

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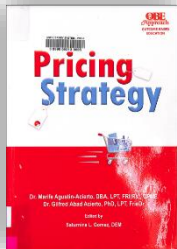


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SBE Filipiniana Collection

Location: Bernard Bonk Library
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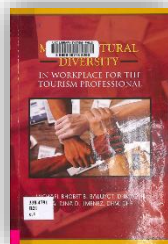
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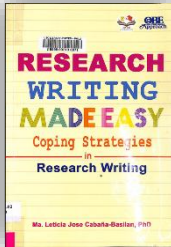
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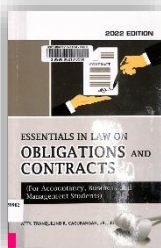
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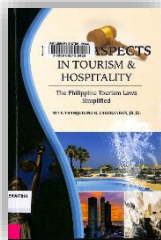
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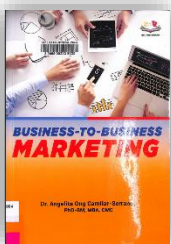
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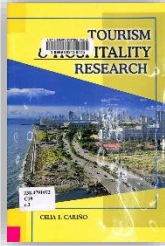
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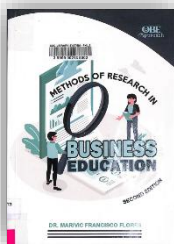
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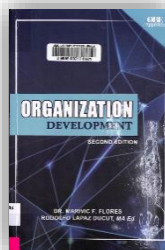
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[332.7/F66]



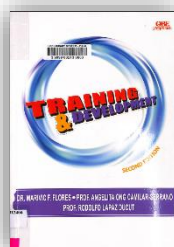
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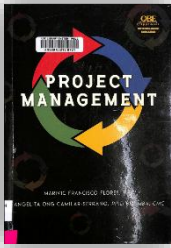
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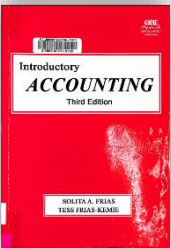
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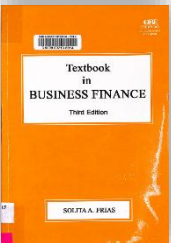
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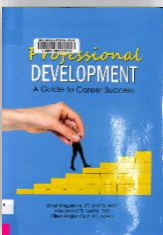
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[657/F91]



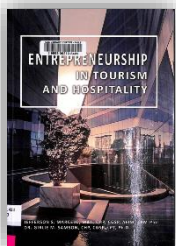
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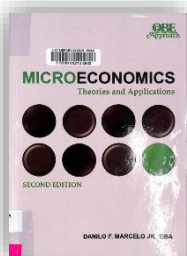
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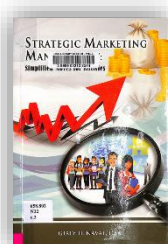
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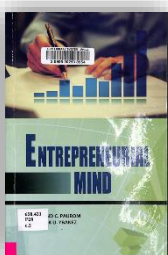
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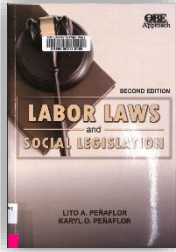
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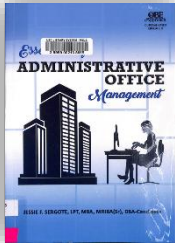
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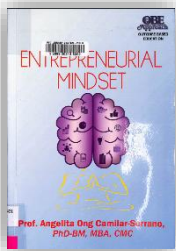
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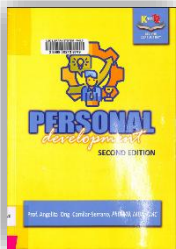
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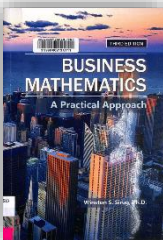
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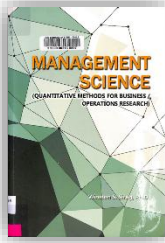
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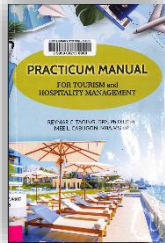
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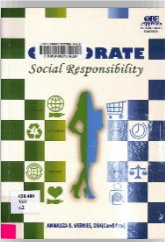
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