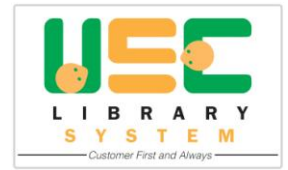


# UNIVERSITY OF SAN CARLOS

## The Library System

### Bernard Bonk Library

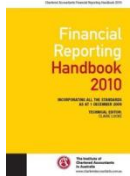


# *Acquisitions List*

**1ST SEMESTER 2012-2013**

## ***Accountancy***

Claire Locke. (2010). *Institute of Chartered Accountants in Australia. Financial reporting handbook 2010 : incorporating all the standards as at 1 December 2010*. Institute of Chartered Accountants in Australia. Milton, Queensland: Wiley. **(657.0218 F49)**



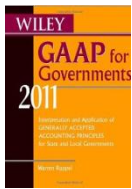
*Financial Reporting 2010* comprises the new AASB Australian Accounting Standards and other relevant Australian GAAP applicable as at 1 January 2010, as well as relevant ethical pronouncements. The 2010 edition continues to provide students with the latest Australian Accounting Standards. Current as of 1 January 2010 the technical editor Claire Locke continues the authoritative commentaries established in earlier editions that offer students an easy to use, and read, volume.

Neish, William. (2011). *Computer accounting using MYOB business software*. Sydney: McGraw-Hill. **(657.0285536 N31)**



The accounting package MYOB Accounting Plus makes bookkeeping easy! First-time users of an accounting package vary; from people with little or no accounting knowledge to qualified accountants. This book should prove useful to all levels of users. All new concepts are introduced in the same structured way. A generic "How to" instruction list is followed by a specific example using MYOB Accounting Plus files supplied on disk. A new feature in this edition is the inclusion of on-screen videos demonstrating the actions for the example. A self-test exercise follows immediately, and answers to these self-test exercises are included at the end of each chapter. The unique "How to" index at the front of the book and the corresponding instruction lists will be a boon to both users and students alike. For providers of accredited courses, assessment material is provided at the end of each chapter. Some assessment material is cumulative to allow for module integration and reinforcement of material covered in previous chapters. An Instructor's CD containing solutions and figures is available to lecturers and trainers.

Ruppel, Warren. (2011). *Wiley GAAP for governments 2011: interpretation and application of generally accepted accounting principles for state and local governments*. N.J. : John Wiley & Sons, Inc., **(657.835 R87)**

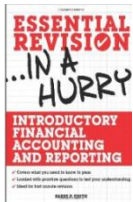


The most practical, authoritative guide to governmental GAAP

*Wiley GAAP for Governments 2011* is a comprehensive guide to the accounting and financial reporting principles used by state and local governments as well as other governmental entities. Designed with the needs of the user in mind, a "New Developments" chapter offers the important developments in governmental GAAP during the past year.

- Full coverage of authoritative accounting standards
- Extremely useful and user-friendly examples, illustrations, and helpful practice hints
- A comprehensive guide to the accounting and financial reporting principles used by state and local governments as well as other governmental entities
- Provides a look ahead to the status of current and future Governmental Accounting Standards Board standards and projects
- Offers information on the very latest in standard-setting activities
- Also by Warren Ruppel: *Governmental Accounting Made Easy*

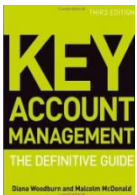
Smith, Barry P. (2010). *Introductory financial accounting and reporting*. Berkshire, England : Open University Press. **(657.3 Sm51)**



*Introductory Financial Accounting and Reporting* covers key topics in concise and clear chapters with illustrative examples. Geared towards exam topics, it will help you to master the fundamentals of topics such as:

- The statement of financial position
- The income statement
- Capital and revenue expenditure
- Depreciation, disposals and revaluation
- Accruals and prepayments
- Irrecoverable debts, estimates and provisions

Woodburn, Diana. (2011). *Key account management: the definitive guide*. Chichester, West Sussex, U.K. : Wiley. **(658.804 W85)**



*Key Account Management* comes from authors who have taught leading companies how to approach their most powerful and demanding customers and still make money. It is essential reading for all senior management with strategic responsibility, for key or strategic account directors, and for marketing and sales executives. The clear and authoritative approach also makes it an outstanding text for the serious MBA and executive student as well as business-to-business company directors and key account managers.

## Business Administration

*Action learning case studies in organisational change.* (2006). Edited by John E. Beck. 2nd ed. Singapore: Pearson/Prentice Hall, c2006. **(658.406 Ac85)**

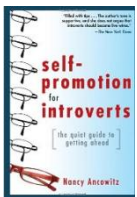


*Approaches to enterprise risk management.* (2010). London : Bloomsbury Information. **(658.155 Ap65)**



*Approaches to Enterprise Risk Management* is a multi-author book written by leading experts in the field of risk management, including Aswath Damodaran, John C. Groth, and David Shimko. It is a valuable tool that enables you to assess the potential business threats, both from within your organization and from external sources. It comprises over 25 chapters covering the range of risks your organization might face, including financial, strategic, operational risks. It offers you over 20 practical step-by-step guides on the required steps to cope with any detrimental event that could have an impact on your company's financial health. There are also a range of checklists, including Balancing Hedging Objectives with Accounting Rules (FAS 133) , Creating a Risk Register, What Is Forensic Auditing? And Managing and Auditing the Risk of Business Interruption, Captive Insurance Companies: How to Reduce Your Costs, Hedging Credit Risk—Case Studies and Strategies.

Ancowitz, Nancy. (2010). *Self-promotion for introverts: the quiet guide to getting ahead.* New York : McGraw-Hill. **(650.1 An22)**



All too often, introverts get passed over for job offers and promotions while their more extroverted colleagues get all of the recognition. But it doesn't have to be this way. In *Self-Promotion for Introverts®*, business communication coach and intrepid introvert Nancy Ancowitz helps introverts tap into their quiet strengths, articulate their accomplishments, and launch an action plan for gaining career advancement. You will learn how to:

- Promote yourself without bragging— when networking, on job interviews, and at work
- Use your quiet gifts (writing, researching, and listening) to your advantage
- Be a commanding presenter, despite your quieter nature
- Formulate your best plans, set goals, take action— and even find a better job

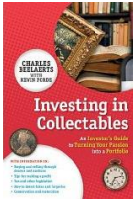
Featuring exclusive advice from Warren Buffett, Bill Clinton, Hearst Magazines president Cathie Black, and marketing guru Seth Godin, *Self-Promotion for Introverts®* helps you progress inward, outward, and onward.

Barringer, Bruce R... (2009). *Preparing effective business plans: an entrepreneurial approach.* Pearson International ed. Upper Saddle River, N.J. : Pearson Prentice Hall. **(658.401 B27)**



For undergraduate and graduate courses in entrepreneurship This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan.

Beelaerts, Charles. (2011). *Investing in collectables : an investor's guide to turning your passion into a portfolio*. Milton, Qld : Wrightbooks. **(332.6 B39)**



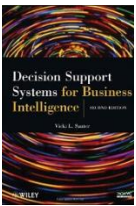
Ever wanted to make money from investing in something you love?

Whether you're looking to make money from your hobby or collection, or you're a serious investor seeking to profit from your passion or diversify your portfolio, *Investing in Collectables* contain all you need to know.

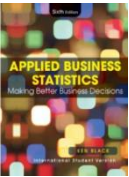
Inside you'll discover:

- tips for making a profit on your collection
- how to buy and sell through art dealers and private sale, and at auctions
- tax and other legislation governing collectibles as an investment
- how to invest through self managed superannuation funds or trusts
- how to detect fakes and forgeries.
- This is the ultimate guide to collecting, investing in and making money from collectables.

Bob Aiello. *Configuration management best practices practical methods that work in the realworld*. **(004.0685 AI27)**



Black, Ken.(2011). *Applied business statistics : making better business decisions*. International student version Hoboken, N.J. : Wiley ; Chichester : John Wiley [distributor]. **(519.502465 B56) (2 copies)**

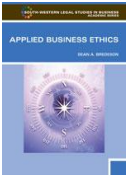


Brealey, Richard A...(2011). *Principles of corporate finance*. Global ed. New York: McGraw-Hill/Irwin. **(658.15 B74)**



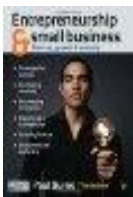
The Principles of Corporate Finance, 2011 book by Brealey, Myers, and Allen discusses about the theory and practice of corporate finance. In this Financial study book, you will learn how managers employ financial theory in order to sort out practical problems. With this book by Brealey, Myers, and Allen, you will learn why any company or a management acts, the way they do. Very well written, the authors have presented this book in an easy to read and understand manner. A pinch of humor blended with the entire text makes reading this Financial study book more interesting. The Principles of Corporate Finance, 2011 will work as a great reference guide for practicing financial managers.

Bredeson, Dean A... (2012). *Applied business ethics*. International student ed. Mason, Ohio : South-Western.  
**(174.4 B74)**



More than a general ethics text, *APPLIED BUSINESS ETHICS: A SKILLS-BASED APPROACH* applies practical ethical situations to real-world business settings and decisions. The text's thought-provoking scenarios read like a Hollywood screenplay, with up-to-the-minute issues that draw students into discussions and encourage debate. Written by an award-winning business ethics instructor, *APPLIED BUSINESS ETHICS* has been field-tested by students and faculty across the U.S. with a goal of improving the classroom experience, and making business ethics fun for everyone.

Burns, Paul. (2011). *1949- Entrepreneurship and small business: start-up, growth and maturity*. New York: Palgrave Macmillan. **(658.022 B93)**



*Entrepreneurship & Small Business* examines how firms develop from start-up, both tracing growth and exploring failure. It studies entrepreneurs - what motivates them, how they manage and lead, and how certain defining characteristics they possess can help shape the businesses they run. The book outlines good management practice for students and encourages and develops entrepreneurial skills. Clearly structured and accessibly presented, the comprehensive coverage includes accounting control and decision-making, as well as chapters on family businesses, corporate, international and social entrepreneurship. Case insights, long case studies and discussion scenarios are used to practically demonstrate how concepts are implemented in successful small and growing companies. Burns' text is ideal for undergraduates, MBA students, and students taking specialist postgraduate modules on Entrepreneurship, Enterprise, Small Business Management and New Venture Creation within business and management courses.

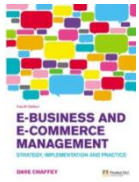
Byers, Thomas (Thomas H.). (2011). *Technology ventures: from idea to enterprise*. McGraw-Hill international ed. New York: McGraw-Hill. **(658.11 B99)**



For business, engineering, and science students and professionals who demand a comprehensive guide to high-growth entrepreneurship, *Technology Ventures* is the leading resource for analyzing opportunities and building new enterprises. Drawing on the latest academic research and practitioner insights, *Technology Ventures* integrates clear theoretical frameworks with action-oriented examples and exercises. Its broad perspective on "technology," including clean tech, information technology and the life sciences, ensures wide-ranging appeal to anyone with an interest in high-potential ventures.

- Expanded attention to "clean tech" startups in the energy and environment sectors
- Special coverage of university technology commercialization, open source innovation, and social entrepreneurship
- Eight cases, including two from the well-known Harvard Business School archive
- A "venture challenge" business plan exercise at the end of each chapter
- Extensive web-based resources, including sample presentations, more cases and business plans, and numerous videos of entrepreneurs and other thought leaders

Chaffey, Dave. (2009). *1963- E-business and e-commerce management : strategy, implementation and practice*. Harlow, England; New York: FT Prentice Hall. **(658.872 C34)**



Popular for its cutting edge and contemporary coverage, its international approach and its balance of the technical and managerial topics of central importance to developing an understanding of this subject, this book is ideal for students or practitioners of e-business or e-commerce at any level.

Cooper, Donald R. (2011). *Business research methods*. Singapore : McGraw-Hill Education (Asia). **(658.403072 C78)**



Students and instructors will find thorough coverage of business research topics -- including the best coverage of questionnaire design -- backed by solid theory. The authors are successful marketing research consultants; their expertise is evident in the realistic Snapshots, Close-Ups, PicProfiles, and case studies found in the text. Managerial decision making is the underlying theme, and topics and applications are presented and organized in a manner that allows students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester." - product description.

Crawford, J. Kent (James Kent). (2011). *1953- The strategic project office*. Boca Raton: Taylor & Francis. **(658.04 C85)**



The second edition of this award-winning reference provides step-by-step instructions for establishing and maturing a project management office (PMO). Concise and easy to read, The Strategic Project Office, Second Edition covers the four primary areas of knowledge and practice regarding the PMO: governance and portfolio management, resource optimization, organizational change, and performance measurement.

Daft, Richard. (2010). *New era of management: concepts and applications*. Philippine ed. Australia: Cengage. **(658 D13)**



Discover true innovation in management today - within the pages and throughout the technology-driven package accompanying the latest edition of this market-leading text. Respected author Richard Daft helps you build better managers for today and tomorrow with the latest managerial theories based on established research, engaging contemporary applications, and a wealth of cutting-edge exercises and examples. Students develop a strong managerial foundation, organized around the four functions of management and supported by a seamless blend of theory and applications within the pages of each chapter.

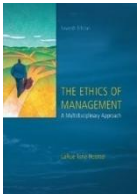


Gamble, John (John E.). (2011). *Essentials of strategic management: the quest for competitive advantage*. McGraw-Hill international ed. New York: McGraw-Hill Irwin. **(658.4012 G14)**



*Essentials of Strategic Management* responds head-on to the growing requests by business faculty for a concisely-written strategic management text that's robust and theory-driven and supported with a compelling collection of cases. This text was written with four objectives in mind: 1) Although relatively brief in length, the text provides students with an up-to-date and thorough understanding of essential strategic management concepts and analytic tools; 2) It simplifies the task of demonstrating student learning through course embedded assessment; 3) The concepts are supported by contemporary, well-written cases involving headline strategic issues; and lastly, 4) The text serves as the theoretical foundation of a teaching approach incorporating a business strategy simulation.

Hosmer, LaRue T...(2011). *The ethics of management : a multidisciplinary approach*. McGraw-Hill international ed. New York, NY : McGraw-Hill. **(174.4 H79)**



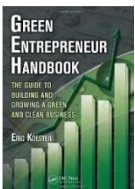
It is often said that ethics is essential for leadership; Hosmer argues that leadership is also essential for ethics. The theme of *The Ethics of Management*, 7e, is that business firms today operate in a competitively- intense, technologically-complex and culturally-diverse global economy. Pressures to dodge issues and cut corners are greater than ever before. *The Ethics of Management* provides a very explicit three-part framework to analyze those problems by combining economic outcomes, legal requirements and ethical principles. Students will learn how to convincingly present their moral points of view to others in order to jointly serve their companies, protect their careers, and improve their societies.

Kahle, Dave. (2011). *How to sell anything to anyone anytime*. Pompton Plains, NJ: Career Press. **(658.85 K12)**



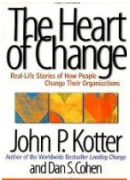
Hundreds of thousands of small business owners are tossing and turning at night, trying to figure out how to attract more customers. They need to know how to sell, both individually and through their organizations. **How to Sell Anything to Anyone Anytime** was written primarily for them. **How to Sell Anything to Anyone Anytime** distills the fundamental sales process into simple, easy-to-understand and easy-to-implement principles, processes and practices, and applies them to a wide variety of sales situations. It is packed with real-world examples and applications to a wide variety of situations - from the corner coffee shop, to the freelance professional, to the sophisticated B2B seller.

Koester, Eric. (2011). *Green entrepreneur handbook: the guide to building and growing a green and clean business*. Boca Raton, FL: CRC, c2011. **(658.4083 K81)**



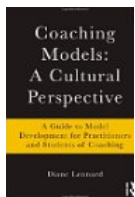
Written by a practicing business attorney with startup experience in the environmental and technology sectors, **Green Entrepreneur Handbook: the Guide to Building and Growing a Green and Clean Business** assists entrepreneurs in tackling the wide variety of opportunities to go green. It helps you incorporate clean technology, environmental practices, and green business approaches into your work environment.

Kotter, John P...(2002). 1947- *The heart of change: real-life stories of how people change their organizations*. Boston, Mass.: Harvard Business School Press. **(658.406 K84)**



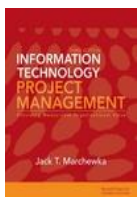
For individuals in every walk of life and in every stage of change, this compact, no-nonsense book captures both the heart--and the "how"--of successful change. Organizations are forced to change faster and more radically than ever. How are companies faring in meeting these challenges--and what can we learn from their experiences? In this powerful follow-up book--organized around *Leading Change's* revolutionary eight-step change process--Kotter and co-author Dan Cohen reveal the results of their research in over 100 organizations in the midst of large-scale change. What they found may surprise you. Although most organizations believe change happens by making people think differently--Kotter and Cohen say the key lies more in making them feel differently. They introduce a new dynamic--"see-feel-change"--that sparks and fuels action by showing people potent reasons for change that charge their emotions. Through true stories from real people, the authors present a play-by-play of challenges encountered, mistakes made, and lessons learned through each of the eight steps of change--and offer tips and tools readers can apply within their own organizations.

Lennard, Diane. (2010). 1953- *Coaching models: a cultural perspective: a guide to model development for practitioners and students of coaching*. New York: Routledge. **(658.3124 L547)**



Coaching Models: A Cultural Perspective encourages and assists students and practitioners of business coaching to develop and apply their own coaching models. The entire field of coaching will benefit from having coaches who use their models to continually improve their practice. The first part of this book presents the model development process by looking at the relationship among culture, beliefs, and behavior in the coaching context. It explains the importance of identifying cultural factors that influence the way coaches approach coaching interactions, and their coaching models. The second section provides coaches with information and strategies for developing personalized coaching models, applying them to specific contexts, and reflecting on their interactions to refine their core coaching practices. The third part describes the evolution of the author's own coaching model—the Performance Coaching Model—and illustrates how one coach incorporates unique perspectives and sets of skills, knowledge, and experience in her coaching practice.

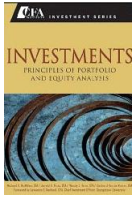
Marchewka, Jack T...(2009). *Information technology project management*. International student ed. Hoboken, NJ : Wiley. **(004.0684 M33)**



In this textbook on managing information technology (IT) projects, Jack T. Marchewka gives clear explanations of sound project-management principles. The book's organization and tone are designed for a college setting. Of course, you can read the book on your own and get a great deal from it, even without classroom discussion of its case studies and review questions. Note the bullet points that list each chapter's objectives as items to prioritize as you read. Each chapter's summary will help you determine if you picked up what the author is trying to share. Marchewka's language is formal but readable, and he focuses less on entertaining you than on communicating solid, useful information. He thoroughly describes IT projects' special considerations, emphasizing the importance of human interaction and employee training and skills. *Get Abstract* recommends this book to project managers with IT backgrounds who want to hone their people-management skills and to general project managers who want information on handling IT projects.



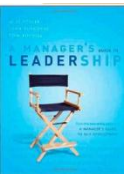
McMillan, Michael G. *Investment principles of portfolio and equity analysis*. (332.6 In8)



A comprehensive guide to investment analysis and portfolio management by an expert team from the CFA Institute. In a world of specialization, no other profession likely requires such broad, yet in-depth knowledge than that of financial analyst. Financial analysts must not only possess a broad understanding of the financial markets-including structure, organization, efficiency, portfolio management, risk and return, and planning and construction-but they must also have a strong sense of how to evaluate industries and companies prior to engaging in an analysis of a specific stock.

*Investments: Principles of Portfolio and Equity Analysis* provides the broad-based knowledge professionals and students of the markets need to manage money and maximize return. *Investments* provides readers unparalleled access to the best in professional quality information on investment analysis and portfolio management.

Pedler, Mike. (2010). *A manager's guide to leadership: an action learning approach*. London: McGraw-Hill, 2010. (658.4092 P34)



This book, *A Manager's Guide to Leadership: an action learning approach* is divided into two main parts: Part one helps you to take stock of your own situation in terms of your current skill set, the leadership challenges you are faced and those you are likely to face in the future. Diagnostic activities help you discover your strengths and your weaknesses and identify your own goals for self-development. Part two features 21 practical and thought-provoking activities to assist you develop your skills, thus enabling you to respond to a multitude of challenges. These include: 14 situational challenges - Based in part on the findings from a recent government research survey (Council for Excellence in Management and Leadership 2002), these situational challenges are considered to be most pertinent to today's managers.

Sancianco, Herbert M.... (2010). *Sales promotion principles and best practices*. Pasig City: Anvil Publishing. (658.8 Sa55)

Sauter, Vicki Lynn. (2010). 1955- *Decision support systems for business intelligence*. Hoboken, N.J. : Wiley. (658.4038011 Sa88)



Computer-based systems known as decision support systems (DSS) play a vital role in helping professionals across various fields of practice understand what information is needed, when it is needed, and in what form in order to make smart and valuable business decisions. Providing a unique combination of theory, applications, and technology, *Decision Support Systems for Business Intelligence, Second Edition* supplies readers with the hands-on approach that is needed to understand the implications of theory to DSS design as well as the skills needed to construct a DSS. This new edition reflects numerous advances in the field as well as the latest related technological developments. By addressing all topics on three levels—general theory, implications for DSS design, and code development—the author presents an integrated analysis of what every DSS designer needs to know.

Schneider, Gary P. (2009). *E-business, International student ed.* Boston, Mass.: Course Technology/Cengage Learning. **(658.054678 Sch57)**

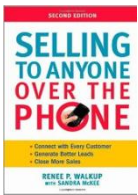


"*E-Business, 8/e, International Edition*" covers emerging online technologies and trends and their influence on the electronic commerce marketplace.

Tandon, Anil. (2010). *Business environment : text and cases.* New Delhi : Anmol Publications. **(658.802 T15)**



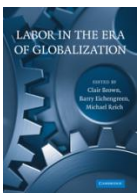
Walkup, Renee P., (2011). *1957- Selling to anyone over the phone.* New York : AMACOM, American Management Association. **(658.872 W15)**



It's a fact: more and more organizations are scaling back on their in-the-field sales operations. Today's sales pros have to build relationships and close deals over the phone in less time than ever before. This fully updated second edition of *Selling to Anyone Over the Phone* is the salesperson's ready-reference guide for generating the kind of product excitement that will ensure callbacks, partnering with gatekeepers and decision makers using personality-matching techniques, and generally boosting success rates. Including new chapters on using advanced technology (e.g., webinars and teleconferencing) and selling to customers from other cultures and countries, this revised edition features trust-building tips, an invaluable appendix on handling customer complaints, new sample call dialogs, and all the specific, tactical techniques readers need to develop truly exceptional phone skills that will win over even the most reluctant customers.

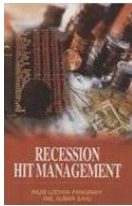
## ***Economics/ Political Science***

*Labor in the era of globalization.* (2010). Edited by Clair Brown, Barry Eichengreen, Michael Reich. New York: Cambridge University Press. **(331.1 L11)**



The third quarter of the twentieth century was a golden age for labor in the advanced industrial countries, characterized by rising incomes, relatively egalitarian wage structures, and reasonable levels of job security. The subsequent quarter-century has seen less positive performance along a number of these dimensions. This period has instead been marked by rapid globalization of economic activity that has brought increased insecurity to workers. The contributors to this volume distinguish four explanations for this historic shift. These include 1) rapid development of new technologies; 2) global competition for both business and labor; 3) deregulation of industry with more reliance on markets; and 4) increased immigration of workers, especially unskilled workers, from developing countries. In addition to analyzing the causes of these trends, the contributors also investigate important consequences, ranging from changes in collective bargaining and employment relations to family formation decisions and incarceration policy.

*Recession hit management*. (2011). Edited by Rajib Lochan Panigrahy & Anil Kumar Sahu. New Delhi: Discovery Pub. House. **(338.5420954 R24)**



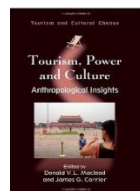
The book contains 13 articles of research on global financial crisis, global meltdown and its impact on several economies and continents, job market/employment and role of HR managers/firms/ sectors, financial crisis and its affect investment in banking, financial institutions and non banking sectors, several aspects of corporate governance for better firm management and employee/ stakeholder relation/satisfaction, psychological impact of recession among investors, firms, stakeholders, general public, etc. the themes has been elaborated by the eminent authors/researchers mainly from the faculties of Management, Business Administration, Economics, Commerce of different academic institutions of repute from several parts of India

*The little green data book 2010*. (2010).: from the World development indicators / World Bank.Washington, D.C. : World Bank. **(330.9005 L72)**



A pocket-sized reference on key environmental data for over 200 countries that includes key indicators on agriculture, forestry, biodiversity, energy, emission and pollution, and water and sanitation. It helps establish a sound base of information to help set priorities and measure progress toward environmental sustainability goals.

*Tourism, power and culture: anthropological insights*. (2010). Edited by Donald V.L. Macleod and James G. Carrier. Bristol, UK; Buffalo, NY: Channel View Publications. **(306.4819 T64)**



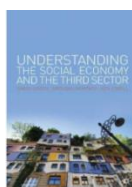
Power and culture are inextricably bound up with tourism. The anthropological case studies in this groundbreaking book explore this relationship in Latin America, the Caribbean, Europe, Africa, Australia and South East Asia. Two sections deal with tourism and the power struggle for resources; and tourism and culture: presentation, promotion and the manipulation of image. A concluding chapter investigates the relationship between tourism and power.

*Whose peace? : Critical perspectives on the political economy of peace building*. (2011). Edited by Michael Pugh, Neil Cooper and Mandy Turner. Basingstoke [England]; New York: Palgrave Macmillan. **(327.172 W62)**



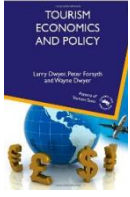
The book provides critical perspectives that reach beyond the technical approaches of international financial institutions and proponents of the liberal peace formula. It investigates political economies characterized by the legacies of disruption to production and exchange, by population displacement, poverty, and by 'criminality'.

Bridge, Simon. (2009). *Understanding the social economy and the third sector*. Basingstoke; New York: Palgrave Macmillan. **(338.74 B76)**



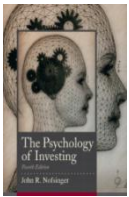
Simon Bridge brings together all of the debates surrounding the social economy, the third sector and social capital. This text surveys the sector's landscape of voluntary organizations, charities, enterprise agencies and cultural groups, examining them relative to the public and private sectors.

Dwyer, L. [et al]. (2010). *Tourism economics and policy*.UK; Tonawanda, NY: Channel View Publications. **(338.4791 D97)**



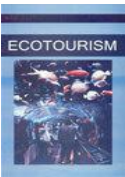
Tourism Economics and Policy combines a comprehensive treatment of economic concepts and applications in tourism contexts. Topics include tourism demand and forecasting, tourism supply and pricing, measuring the impacts and benefits of changes in tourism demand, tourism investment and infrastructure, tourism taxation, aviation, tourism and the environment (including climate change) and destination competitiveness. The text provides an excellent basis for students to appreciate the relevance of economic analysis to the solution of real life tourism issues and as an input into tourism policy formulation.

Nofsinger, John R. (2011). *The psychology of investing*. Boston : Prentice Hall, c2011. **(332.601 N68)**



*The Psychology of Investing* is the first text of its kind to delve into the fascinating subject of how psychology affects investing. Its unique coverage describes how investors actually behave, the reasons and causes of that behavior, why the behavior hurts their wealth, and what they can do about it. The fourth edition addresses the current financial crisis, has a new chapter on framing effects, and contains new evidence and ideas in every chapter.

Sharma, Lalita. (2010). *Introduction to ecotourism*. New Delhi : Centrum Press. **(338.4791 Sh23)**



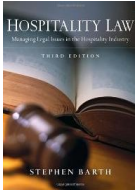
Winston, Gordon C... (2008). *The timing of economic activities: firms, households, and markets in time-specific analysis*. Digitally printed version Cambridge [Cambridgeshire]; New York: Cambridge University Press. **(330.01 W73)**



This study introduces 'time-specific' analysis of economic processes. Economic processes are conventionally analyzed from one point in time to another over a series of time units - days, weeks, or years. By contrast, these time-specific models focus on the temporal character of events within the unit time - their timing, duration, and sequence - utilizing the information that is lost in the macroscopic time perspective of standard economic theory. What time-specific analysis reveals are economic and technological characteristics of goods and services - prices and cost behaviour and temporal mobility or immobility within the unit time - that affect capital productivity and its utilization, optimal schedules of production, work, and consumption, least-cost methods of producing time-shaped outputs, and efficient welfare-maximizing behavior in time-specific, including peak-load, markets.

# Hospitality/Tourism

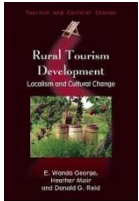
Barth, Stephen C... (2009). *Hospitality law: managing legal issues in the hospitality industry*. Hoboken, NJ: John Wiley & Sons, Inc... **(343.7307864794 B28 c.3)**



*Hospitality Law, Third Edition* provides the legal understanding that ensures both the safety of guests and the success of the hospitality operation. This practical resource gives you a common sense approach grounded in essential principles rather than an encyclopedic knowledge of the law. Vivid scenarios and real-life case studies show these principles in action in recognizable hospitality settings. With comprehensive coverage ranging from foodservice to employee contracts, insurance to international terrorism, this *Third Edition* features new and revised content reflecting the latest factors at work in today's hospitality industry.

Panigraphy, R. L. & Sahu, A. K... (2011). *Recession hit management*. New Delhi: Discovery Pub. House. **(338.5420954 R24)**

Wanda, George E. [et al]. (2009). 1943- Rural tourism development : localism and cultural change. UK; Buffalo, NY: Channel View Publications. **(306.48190971 G29)**



Forces of economic, social, cultural, environmental, and political change are working to re-define rural spaces the world over and broad global transformations in consumption and transportation patterns have re-shaped leisure behaviour and travel. This book of cases about rural tourism development in Canada demonstrates the different ways that tourism has been positioned as a local response to political and economic shifts in a nation that is itself undergoing rapid change, both continentally and globally.

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