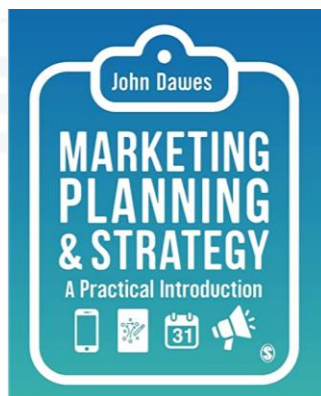




**Perpustakaan Pusat
Universitas
Esa Unggul**

Jalan Arjuna Utara
No.9, Kebon Jeruk,
Jakarta 11510
(021) 5674223 ext 282
(021) 5674152
(hunting), Fax (021)
5674248

**Description :**

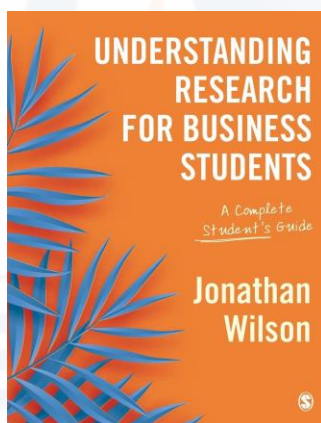
Marketing planning is one of the most important skills marketers need to learn. This book guides you through the marketing

Marketing, Planning & Strategy: a Practical Introduction

Author : John Dawes
No. Class : 658.81 DAW m
Location : Jakarta, Tangerang, dan Bekasi

planning process from start to finish, drawing on examples from large brands like Ikea and Krispy Kreme to digital start-ups like Starling Bank and a small fictitious service sector business in the book's running case study.

Practical in its step-by-step approach and inclusion of activities and scenarios throughout, and written in a clear and concise style whilst still underpinned by marketing strategy scholarship, this book will help you to successfully develop your marketing decision-making, learning key skills such as how to do a SWOT analysis and how to budget and forecast correctly along the way.

**Description :**

Are you conducting business research for the first time and are not sure where to begin? This book gives you everything you need to successfully complete your research project.

From choosing your research direction and considering ethics to data collection and writing up your results, it offers

Understanding Research for Business Students: Complete Student's Guide

Author : Jonathan Wilson
No. Class : 650.072 WIL u
Location : Jakarta, Tangerang, Bekasi

straightforward guidance on every step of the research process. Covering topics such as social media research, working with primary and secondary data, and researching your own organisation, it provides a thorough overview of research for business and management students.

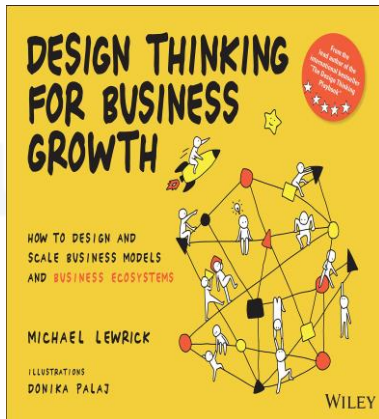
The book:

- enables you to visualise how each research stage links to the next, and makes sure you do not miss a step with a handy Research Project Wheel

- helps you increase your employability and develop transferable skills, such as proposal writing and data analysis

Provides student research examples that show common challenges you might face-and how to address them.

Key features include research snapshots, offering short helpful tips for each stage of your research, and concept cartoons, which put forward different views about research to help you think critically about your approach. This book also has end-of-chapter questions, online multiple-choice questions and Kahoot! questions so you can test your understanding.



[Design Thinking for Business Growth: How to Design and Scale Business Models and Business Ecosystems](#)

Author : Micahel Lewrick
No. Class : 658.401 LEW d
Location : Jakarta, Tangerang, dan Bekasi

Description:

Design Thinking for Business Growth delivers an eye-opening, fresh approach to designing and scaling business models and ecosystems. In this book, Michael Lewrick delivers a comprehensive procedural model for the design, development, and implementation of business ecosystems. He also presents the most critical design methods and tools you will need to make your own ecosystem a success.

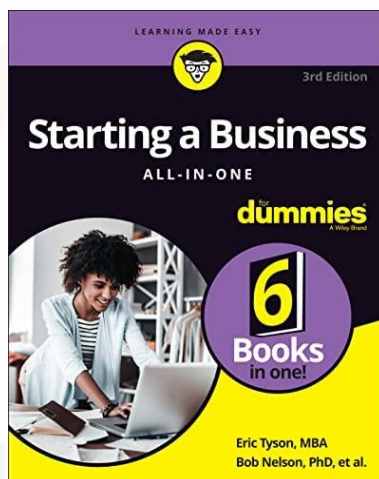
Perfect for founders, managers, and executives in industries of all types, Design Thinking for Business Growth also belongs in the libraries of product managers, department heads, and non-profit professionals who wish to better understand how to develop new and innovative ideas that lead to company growth and success. With a topical view of the design paradigm, Design Thinking for Business Growth complements the international bestsellers The Design Thinking Playbook and The Design Thinking Toolbox.

[Starting a Business All-In-One for Dummies 3rd Edition](#)

Author : Bob Nelson, Eric Tyson
No. Class : 650 TYS s
Location : Jakarta, Tangerang, dan Bekasi

Description:

Starting a Business All-in-One For Dummies, 3rd Edition is a treasure trove of useful information for new and would-be business owners. With content compiled from over ten best-selling For Dummies books, this guide will help with every part of starting your own business—from legal considerations to business plans, bookkeeping, and beyond. Whether you want to open a franchise, turn your crafting hobby into a money-maker, or kick off the next megahit startup, everything you need can be found inside this easy-to-use guide. This book covers the foundations of accounting, marketing, hiring, and achieving success in the first year of business in any industry. You will find toolkits for doing all the paperwork, plus expert tips for how to make it work, even when the going is rough.

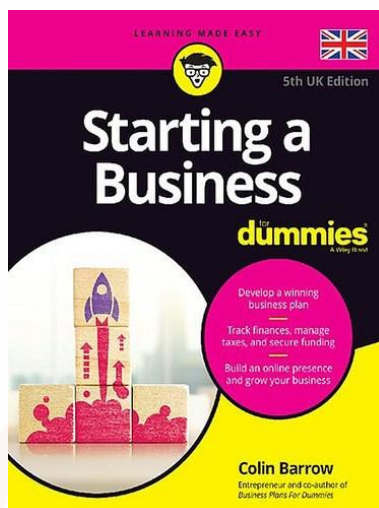


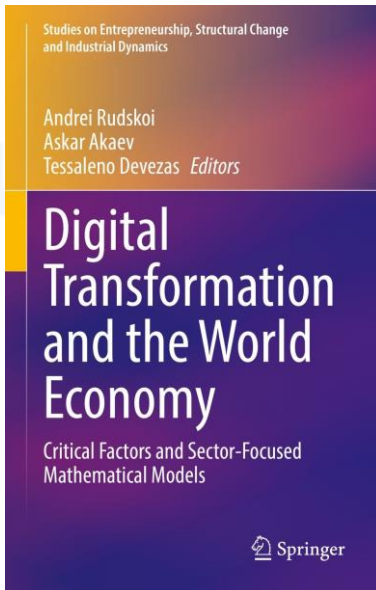
[Starting a Business for Dummies, 5th UK Edition](#)

Author : Colin Barrow
No. Class : 650 BAR s
Location : Jakarta, Tangerang, dan Bekasi

Description :

Starting a Business for Dummies can help you succeed no matter what kind of business expertise you were looking for. If you have a great and proven business idea, you may want to plug straight into finding out how to raise finance. If you need more than just yourself to get your great business idea off the ground, you may want to discover how to find great employees or perhaps a business partner to take some of the financial and emotional strain. This book is set up so that you can dip in and out of it in a number of ways depending on your situation.





Digital Transformation and The World Economy: Critical Factors and Sector Focused Mathematical Models

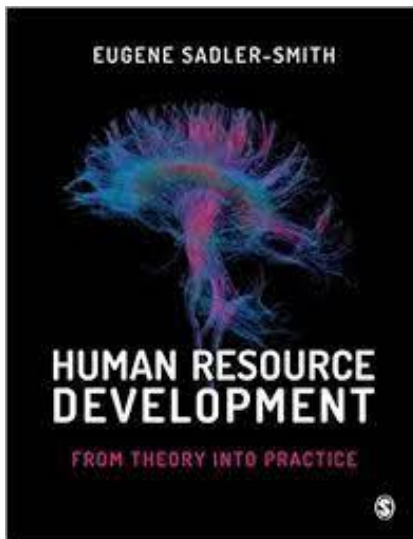
Author : Andrei Rudskoi
No. Class : 330 RUD D
Location : Jakarta, Tangerang, Bekasi

Description :

Nanotechnology, biotechnology, information technology, and cognitive sciences are contributing to the emergence of intelligent computers and robots with elements of artificial intelligence and intelligent machines. This book postulates that these developments are accelerating the technological substitution of jobs and the shift in labor demand towards high qualification levels, putting the jobs of lower-skilled labor at risk. The digital economy is poised to increase the demand for highly qualified specialists in STEM fields (scientific research, innovative technologies, engineering, and mathematics serving digital

technologies). In addition, highly skilled robotics engineers, AI and machine learning specialists, and virtual and augmented reality architects will be required.

This book, using sector-focused mathematical models, explores how the demand for specialized human capital will play a decisive role in increasing the efficiency and productivity of labor in the digital economy. Success is guaranteed to those entrepreneurs who manage to establish a successful process of interaction with intelligent machines, which will require a deep restructuring of the training system for the digital economy.

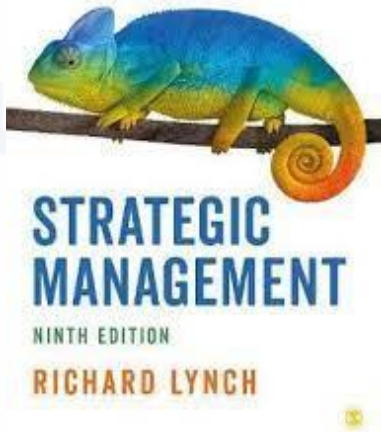


Human Resource Development: From Theory into Practice

Author : Eugene Sadler-Smith
No. Class : 658.3 SAD h
Location : Jakarta, Tangerang, Bekasi

Description:

This Book Combining theoretical rigor, practical relevance and pedagogical innovation, Human Resource Development: From Theory into Practice is an essential resource for students working towards a career in human resource development (HRD), human resource management (HRM), occupational and organizational psychology, and related areas of business management and organization. Key features: - Aligns with the CIPD Professional Standards and the CIPD's Level 7 Diploma in Learning and Development. - Covers all the basics in the fundamentals of HRD theory and practice, as well as cutting-edge topics such as the e-learning, 'hybrid learning', neuroscience and learning, 'learning ecosystems', and the 'new learning organization' science of learning. - Follows a unique framework based on the a distinction between 'micro-HRD', which zooms-in on the fine detail, meso, and 'macro-HRD', which zooms-out to look at the bigger picture. - Includes a rich array of research insights, case studies and examples from a wide range of context.



Strategic Management

Author : Richard Lynch
No. Class : 658.401 LYN s
Location : Jakarta, Tangerang, Bekasi

Description:

The 9th edition of this comprehensive core textbook builds on its global perspective and approachable written style, that explores the key concepts within a clear and logical structure.

Lynch guides students through 19 chapters, with updated case studies and pedagogy to support the modern business and management student from start to finish. Including: learning outcomes case studies strategy cases exhibits key strategic principles definitions strategic project guide critical reflection summary questions further reading, notes references.

Continuous contrast between prescriptive and emergent views of strategy highlights the key debates within the discipline, whilst an emphasis on practice throughout the book encourages students to turn theory into practice.

Lisa Spiller

DIRECT, DIGITAL & DATA-DRIVEN MARKETING



5th Edition



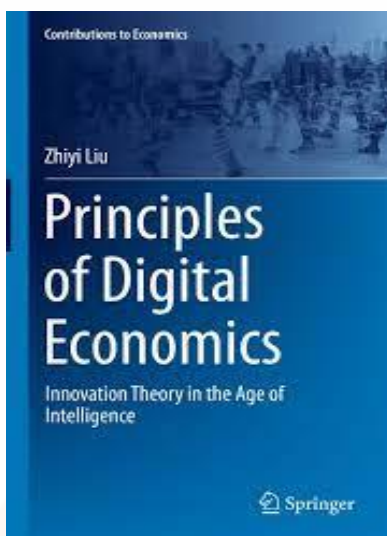
Direct, Digital & Data-Driven Marketing

Author : Lisa Spiller
No. Class : 658.872 SPI d
Location : Jakarta, Tangerang, Bekasi

Description:

In this latest edition of her classic text, Lisa Spiller takes an insightful, in-depth look at contemporary marketing concepts, tactics, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field.

Direct, Digital, and Data-Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing. But it does not overlook the traditional principles of direct marketing still relevant today. This book examines the field both as it once was and as it is evolving.

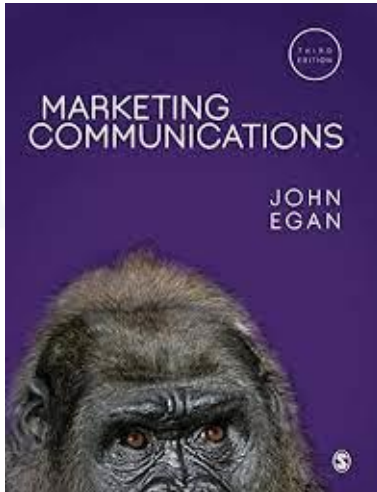


Principles of Digital Economics: Innovation Theory in The Age of Intelligence

Author : Zhiyi Liu
No. Class : 330 LIU p
Location : Jakarta, Tangerang, Bekasi

Description:

This book aims to digital economics as an inter-discipline research area, by integrating economics, philosophy of technology, computer science and sociology. It takes an in-depth look at the history of technology development covering the changes and challenges to the society and thoughts, as it is, which helps readers to understand the logic and operation of the emerging integrated economy. Also a lot of innovation cases in digital transformation of China are presented in this book.

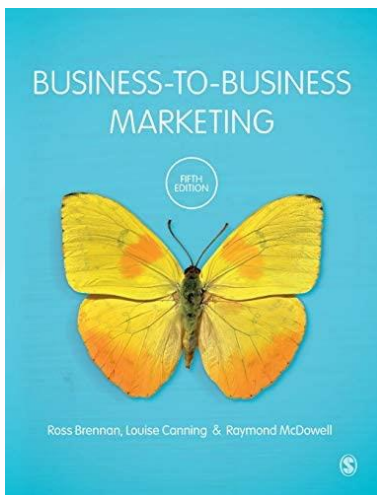


Marketing Communications

Author : John Egan
No. Class : 658.802 EGA m
Location : Jakarta, Tangerang, Bekasi

Description :

Covers the various aspects of modern Marketing Communications, including 'Communications Theory', 'Advertising', 'Sales Promotion', 'Planning', 'Research' and 'Public Relations', 'Internal Marketing', 'Ethical Marketing' and the 'Regulatory Environment'.

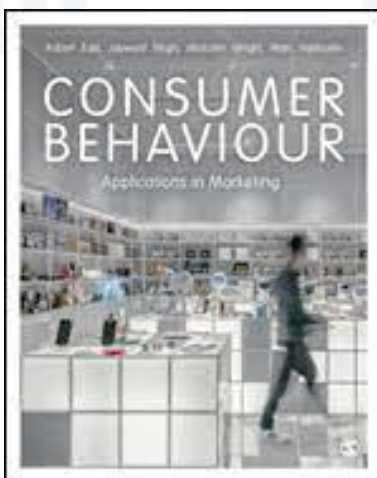


Business-to-Business Marketing

Author : Ross Brennan, Louise Canning, Raymond McDowell
No. Class : 658.804 BRE b
Location : Jakarta, Tangerang, Bekasi

Description :

In this edition, B2B snapshots, scenarios and case studies have either been replaced or updated with new content, and chapter revised. Our aim is not only to provide you with a text which is current and engaging, but also provide you with the understanding and insight necessary for future career in B2B marketing.



Consumer Behaviour: Applications in Marketing

Author : Robert East, Jaywant Singh, Malcolm Wrigth
No. Class : 658.834 2 EaS c
Location : Jakarta, Tangerang, Bekasi

Description :

Consumer Behaviour: applications in marketing stresses well-researched aspects of consumer behaviour that are of widespread importance. Following the introduction, we describe the patterns of consumer purchasing that are usually observed in market economies and the way those patterns can be explained and used in practical marketing applications. We then look at research that has illuminated our understanding of consumer decision-making and show how this understanding can be used by marketers and public policymakers. The last section of the book deals with the observed consumer response to market intervention and covers research findings on price, the retail context word of mouth and advertising.



Management and Business Research

Author : Mark Easterby Smith, Lena J. Jaspersen,
Richard Thorpe
No. Class : 650.072 EAS m
Location : Jakarta, Tangerang, Bekasi

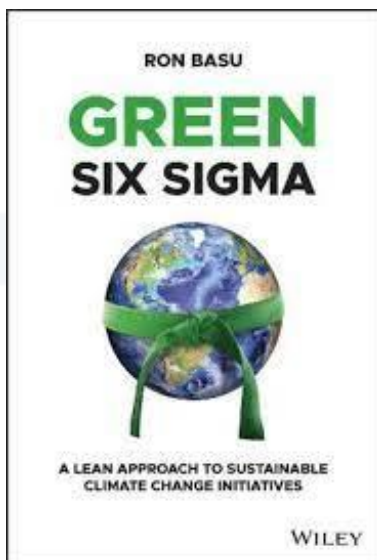
Description:

This bestselling textbook has been fully updated, and provides readers with a comprehensive overview of methods for conducting business and management research. Highly visual, and written in a clear and accessible way, the book includes helpful learning features throughout, including learning goals at the start of each chapter, a research in action feature, examples, a Research Plan Canvas template and more.

The content has been brought up-to-date with the inclusion of big data, predictive analytics and a dedicated chapter on machine learning.

Accompanying the book is a wealth of online resources to further enhance your learning experience, including:

- MCQs
- Video content
- Templates and data sets
- Glossary flashcards
- Additional case studies



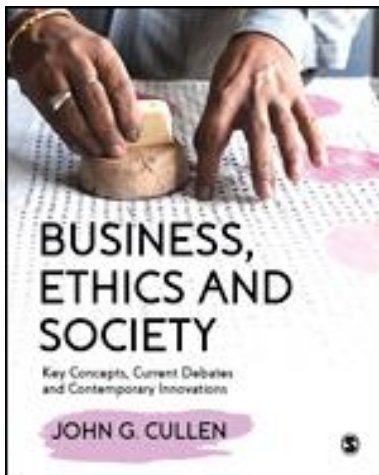
Green Six Sigma: A Lean Approach To Sustainable Climate Change Initiatives

Author : Ron Basu
No. Class : 658.401 3 BAS g
Location : Jakarta, Tangerang, Bekasi

Description:

Green six sigma: a lean approach to sustainable climate change initiatives offers leaders and organizations a practical and hands-on approach to implementation their next climate change mitigation project. Applying the principles of Lean Six Sigma to the practical realities of sustainability initiatives, renowned Six Sigma and Operational Excellence consultant Ron Basu walks readers through the relevant principles of Lean Six Sigma and demonstrates their application in an environmental context.





Business, Ethics And Society: Key Concepts, Current Debates And Contemporary Innovations

Author : Ron Basu
No. Class : 658.401 3 BAS g
Location : Jakarta, Tangerang, Bekasi

Description:

With an emphasis on psychoanalytic theory, *Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations* provides a clear, concise introduction to the field of business ethics, while addressing contemporary issues and debates around the impacts of artificial intelligence, social media, the gig economy and populist politics on business and society.

Featuring mini case studies on topics such as Cambridge Analytic, fake news, Diageo, ethical fashion and toxic work cultures, as well as thought-provoking questions throughout, this book serves as an ideal introductory text for students of business ethics.