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PERIODE : BULAN
DESEMBER 2022



Description:

Digital Marketing provides the most comprehensive guide to all aspects of using the Internet, digital media and marketing technology to achieve the goals of integrated

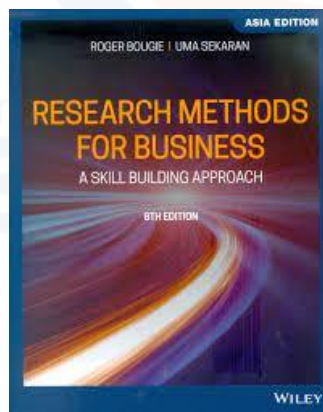
Digital Marketing: Strategy, Implementation and Practice

Author : Dave Chaffey, Fiona Ellis-Chadwick
No. Class : 658.872 CHA d
Location : Jakarta, Tangerang, dan Bekasi

multichannel marketing.

This streamlined seventh edition provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. Digital Marketing links marketing theory with practical business experience through case studies from cutting edge companies such as ASOS, Spotify, Zalando and Zappos, to help students understand digital marketing in the real world. To support this, new Essential Digital Skills boxes give students guidance on how to develop key skills they will need in the workplace.

Readers will learn best practice frameworks for developing a digital marketing strategy, plus success factors for key digital marketing techniques including search marketing, conversion optimization and digital communications using social media including Twitter and Facebook.

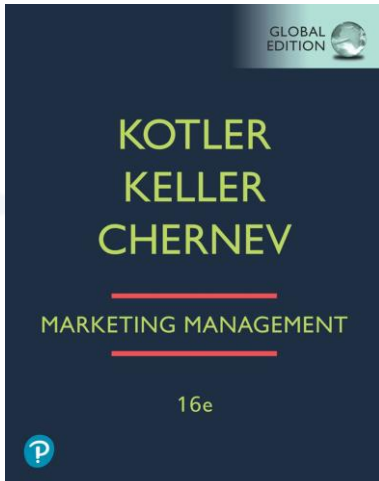


Research Method for Business: A Skill Building Approach

Author : Roger Bougie, Uma Sekaran
No. Class : 650.072 BOU r
Location : Jakarta, Tangerang, dan Bekasi

Description:

The previous editions, the book provides numerous examples to illustrate the concepts and points presented. Reader will also note a variety of examples from different areas of the world as well as different areas of business-human resources management, strategic management, operations management, management control, marketing, finance, accounting, and information management. Most chapter in the book included managerial implications of the content discussed, emphasizing the need for managers to understand research. The ethical considerations involved in conducting research are also clearly brought out. The dynamic of cross-cultural research in terms of instrument development, surveys, and sampling are discussed, which, in the context of today's global economy, will be useful to student..

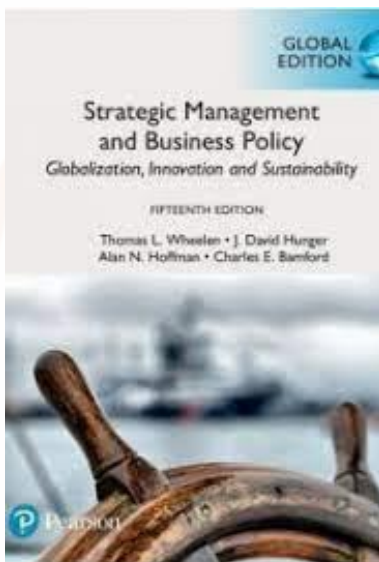


Marketing Management

Author : Philip Kotler, Kevin Lane Keller, Alexander Chernev
No. Class : 658.81 KOT m
Location : Jakarta, Tangerang, dan Bekasi

Description:

The 16th edition has been thoroughly streamlined and reorganized from the ground up, with updates and revisions in every chapter, to describe and interpret the functions of modern marketing management in the 21st century. A common thread running through the coverage is a focus on holistic marketing, an approach that will help managers engage with the breadth and interdependencies of the modern marketing environment. In addition to its expanded coverage, the 16th edition includes a range of new and updated features to illustrate effective marketing principles, strategies, and practices.

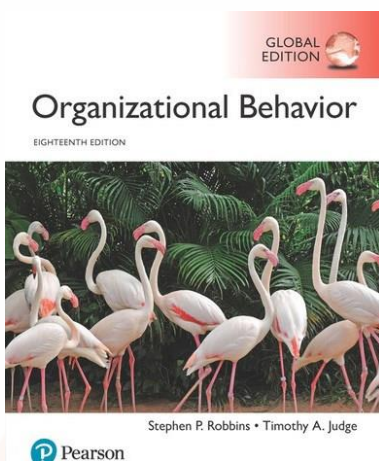


Strategic Management and Business Policy: Globalization, Innovation and Sustainability

Author : Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman
No. Class : 658.401 WHE s
Location : Jakarta, Tangerang, dan Bekasi

Description:

Strategic Management and Business Policy utilize a strategic management model to learn and apply key concept through cases Picking up where the popular previous editions left off. Strategic Management and Business Policy, 15th edition further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation, and sustainability. Throughout, the author equip students with strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford bring a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on Global Strategy, along with new vignettes and comprehensive, real-world case studies.

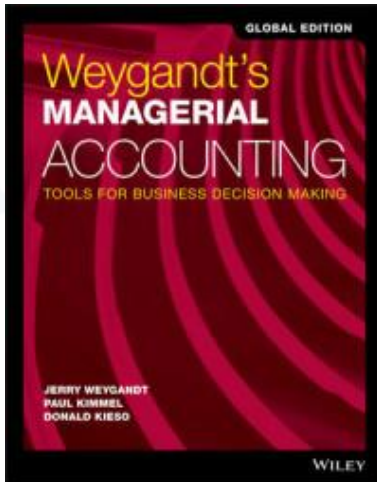


Organizational Behavior

Author : Stephen P. Robbins, Timothy A. Judge
No. Class : 302.35 ROB o
Location : Jakarta, Tangerang, dan Bekasi

Description:

For these Global Editions, the editorial team at Pearson has collaborated with educators across the world to address a wide range of subjects and requirement, equipping students with the best possible learning tools. This global edition preserves the cutting-edge approach and pedagogy of the original, but also features alterations, customization, and adaptation from the North American version.



Managerial Accounting: Tools for Business Decision Making

Author : Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso
No. Class : 658.115 1 WEY m
Location : Jakarta, Tangerang, dan Bekasi

Description:

This book provides students with a clear introduction to fundamental managerial accounting concepts. The global edition helps students get the most out of their accounting course with a focus on international companies, currencies, and standards. Streamlined learning objectives help students use their study time efficiently by creating clear connections between the reading, practices, and assessment.



Undang-undang RI No.13 tahun 2003 dan Peraturan Pemerintah RI tahun 2015 Tentang Ketenagakerjaan

Author : Indonesia
No. Class : 344.010 1 IND u
Location : Jakarta, Tangerang, dan Bekasi

Description:

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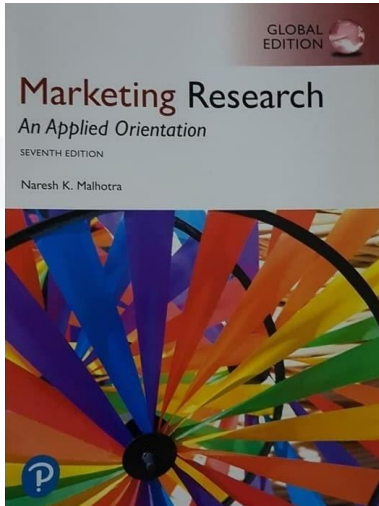


Undang-undang RI No.11 Tahun 2020 Tentang Cipta Kerja

Author : Indonesia
No. Class : 348.598 IND u
Location : Jakarta, Tangerang, dan Bekasi

Description:

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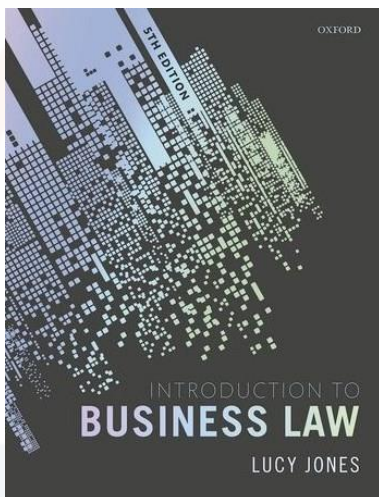


Marketing Research: An Applied Orientation

Author : Naresh K. Malhotra
No. Class : 658.83 MAL m
Location : Jakarta, Tangerang, dan Bekasi

Description:

Written from the perspective of a user of marketing research, the seventh edition of Marketing Research: An Applied Orientation adopts a unique applied and managerial approach to illustrate the interaction between marketing research decisions and marketing management decisions. Organized around a six-step marketing research framework, the book's wide-ranging coverage analyzes the latest trends in international marketing research, social media, mobile marketing research, ethics, and computers and the Internet. With practical focus, it also examines a variety of marketing companies and marketing research organizations. The 7th edition provides a detailed emphasis on how to run the SPSS and SAS programs, marketing research students get the most extensive assistance available in the industry.

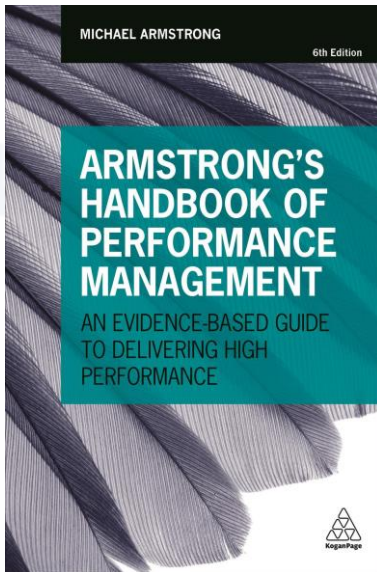


Introduction to Business Law

Author : Tushar K. Hazra, Bhuvan Unhelkar
No. Class : 004.22 HAZ e
Location : Jakarta, Tangerang, dan Bekasi

Description :

Enterprise Architecture (EA) is an essential part of the fabric of a business; however, EA also transcends and transforms technology and moves it into the business space. Therefore, EA needs to be discussed in an integrated, holistic, and comprehensive manner. Only such an integrated approach to EA can provide the foundation for a transformation that readies the business for the myriad enterprise-wide challenges it will face. Highly disruptive technologies such as Big Data, Machine Learning, and Mobile and Cloud Computing require a fine balance between their business and technical aspects as an organization moves forward with its digital transformation. This book focuses on preparing all organizations-large and small-and those wishing to move into them for the impact of leveraging these emerging, disruptive, and innovative technologies within the EA framework. The bestselling textbook in this subject area, Introduction to Business Law introduces students to the core legal areas relevant to the world of business and work. Known for its visual approach and engaging writing style, the book features over 90 full colour diagrams to illustrate complex issues, while practical examples and case studies are included throughout to put the law into context.

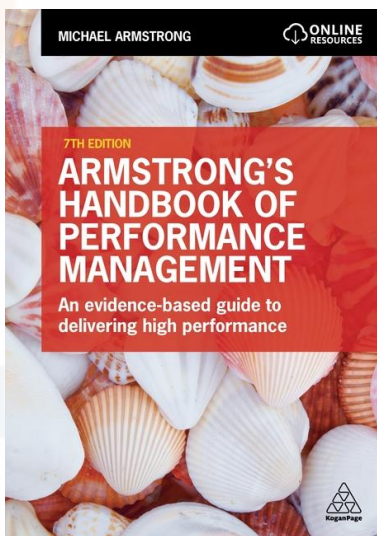


Armstrong's Handbook of Performance Management: An Evidence-based Guide to Delivering High Performance

Author : Michael Armstrong
No. Class : 658.312 5 ARM a
Location : Jakarta, Tangerang, dan Bekasi

Description:

Armstrong's Handbook of Performance Management addresses all areas of performance management, from performance pay and giving feedback to managing underperformers and having difficult conversations, so organizations can optimize staff performance. This fully updated and restructured 6th edition analyzes traditional as well as the latest developments in performance management including the shift from ratings and annual reviews. Veteran HR expert Michael Armstrong examines where these new approaches should be embraced and where traditional methods of performance management may be preferable. Packed with examples, exercises, checklists and new case studies from organizations such as Microsoft, IBM and Expedia, this book remains the most authoritative and engaging textbook on performance management.



Armstrong's Handbook of Performance Management: An Evidence-based Guide to Delivering High Performance

Author : Michael Armstrong
No. Class : 658.312 5 ARM a
Location : Jakarta, Tangerang, dan Bekasi

Description:

Optimizing staff performance is a key component of achieving outstanding business results. The new edition of Armstrong's Handbook of Performance Management is an essential companion for improving employee and organizational performance.

From performance pay and giving feedback to managing underperformers, this handbook addresses all areas of performance management to enable students and practitioners to understand how to assess, measure and improve performance.

This updated seventh edition contains new chapters on the meaning and development of performance management and managing performance with a remote workforce. It also covers performance leadership and multi-source feedback. Packed with examples to show how the theory applies in practice and exercises to consolidate student learning, Armstrong's Handbook of Performance Management remains an indispensable and engaging resource for securing effective performance across all aspects of the organization. Supporting online resources include an instructors manual, lecture slides, a glossary and a literature review.



International Human Resource Management

Author : Peter J. Dowling, Marion Festing, Allen D. Engle SR
No. Class : 658.3 DOW i
Location : Jakarta, Tangerang, dan Bekasi

Description:

International Human Resources Management is a rare instance of a textbook that has developed alongside the field-helping to shape what it is today. The author team (based in Australia, the US and Europe) link international Human Resource Management (IRHM) practice with developments in academic curriculum, making this a key resource for intermediate and graduate IHRM students, as well as any business student wishing to further their understanding of IHRM.

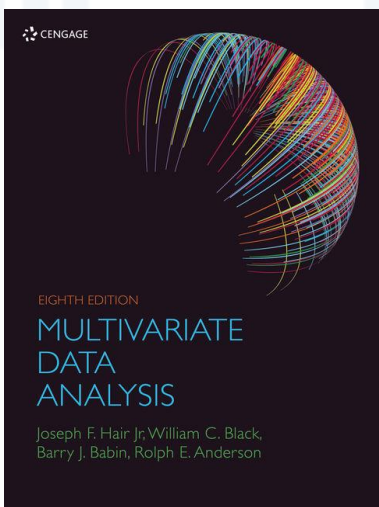


Strategic Management: Concepts and Cases

Author : Jeffrey Dyer, Paul Godfrey, Robert Jensen
No. Class : 658.401 2 DYE s
Location : Jakarta, Tangerang, dan Bekasi

Description:

Strategic Management delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in a conversational Harvard Business Review style, this product sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, innovative whiteboard animations for each chapter, outstanding author-produced cases, unique Strategy Tool Applications with accompanying animations and Career Readiness applications through author videos.



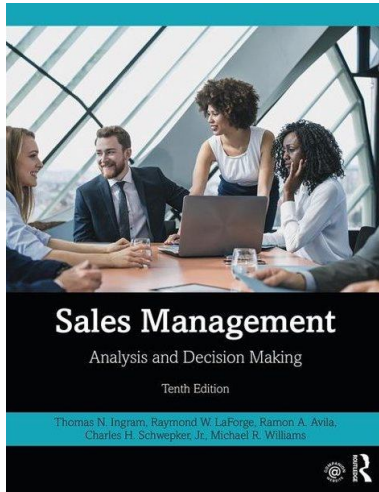
Multivariate Data Analysis

Author : Joseph F. Hair, Jr., William C. Black, Barry J. Babin, Rolph E. Anderson
No. Class : 519.535 HAI m
Location : Jakarta, Tangerang, dan Bekasi

Description:

The past decade has seen an explosion in the interest and application of data analytic in both academic research and decision-making in all types of organization. The emergence of Big Data has provided a newfound wealth of information available to address questions in all fields of study. The eighth edition of Multivariate Data Analysis provides an updated perspective on data analysis of all types of data as well as introducing some new perspective and techniques that are foundational in today's world of analytics.

Multivariate Data Analysis is an advanced level text that is suitable for students on business related degrees from final year undergraduate level up to PhD level.

**Description:**

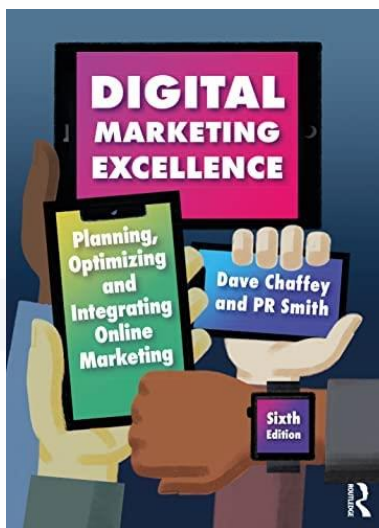
This tenth edition of Sales Management continues the tradition of blending the most recent sales management research with the real-life best practices of leading sales

Sales Management: Analysis and Decision Making

Author : Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila
No. Class : 658.81 ING s
Location : Jakarta, Tangerang, dan Bekasi

organizations. The authors teach sales management courses, and interact with sales managers and sales management professors on a regular basis. Their text focuses on the importance of employing different sales strategies for different customer groups, as well as integrating corporate, business, marketing, and sales strategies. Sales Management includes coverage of the current trends and issues in sales management, along with numerous real-world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions. This tenth edition of Sales Management continues the tradition of blending the most recent

sales management research with the real-life best practices of leading sales organizations. The authors teach sales management courses, and interact with sales managers and sales management professors on a regular basis. Their text focuses on the importance of employing different sales strategies for different customer groups, as well as integrating corporate, business, marketing, and sales strategies. Sales Management includes coverage of the current trends and issues in sales management, along with numerous real-world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions.

**Digital Marketing Excellence**

Author : Dave Chaffey, PR Smith
No. Class : 658.872 CHA d
Location : Jakarta, Tangerang, dan Bekasi

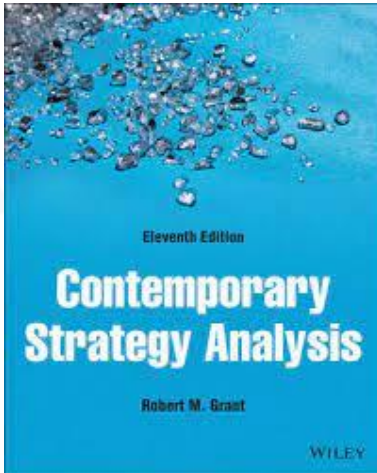
Description:

Now in its sixth edition, the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans, combining established approaches to marketing planning with the creative use of new digital models and digital tools.

Written by two highly experienced digital marketing consultants, the book shows you how to: draw up an outline integrated digital marketing plan evaluate and apply digital marketing principles and models integrate online and offline communications implement customer-driven digital marketing as part of digital transformation reduce costly trial and error measure and enhance your digital marketing learn best practices for reaching and engaging your audiences using the key digital marketing platforms.

This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics, ethics and privacy, Predictive Analytics, Machine Learning and Artificial Intelligence. Including new international case studies and up-to-date examples throughout, this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage.

Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, 6th edition, provides a vital reference point for all digital marketing students, and managers involved in digital marketing strategy and implementation.

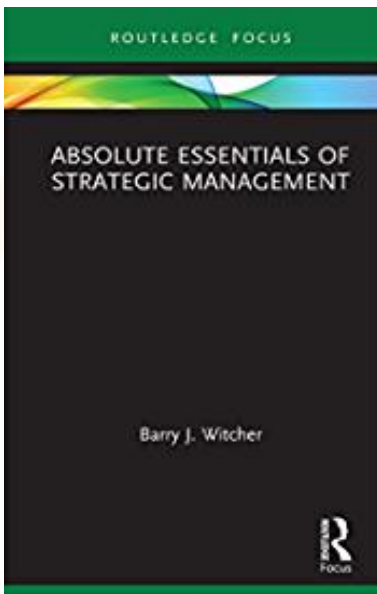


Contemporary Strategy Analysis

Author : Robert M. Grant
No. Class : 658.401 2 GRA c
Location : Jakarta, Tangerang, dan Bekasi

Description:

Contemporary Strategy Analysis focuses on the essential tasks of strategy, showing readers how to use the tools of strategy analysis to identify, analyze, and exploit the sources of superior business performance to secure competitive advantage. The eleventh edition examines the role of strategy in a world reshaped by the Covid-19 pandemic and discusses a wide range of trending topics-such as the corporate social responsibility movement and environmental, social, and governance innovation-presented alongside fully integrated business models and up-to-date examples of business model innovation.



Absolute Essentials of Strategic Management

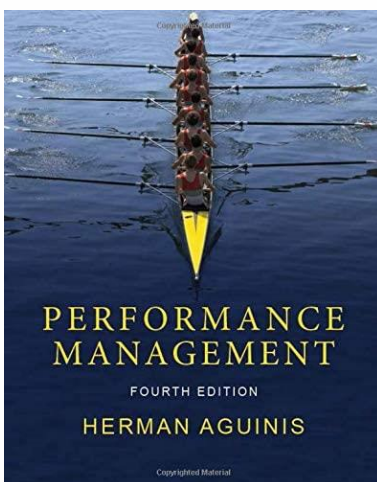
Author : Barry J. Witcher
No. Class : 658.401 WIT a
Location : Jakarta, Tangerang, dan Bekasi

Description:

Strategy is a foundational aspect of management education, whilst strategic thinking is an essential business skill. This shortform textbook provides the absolute essentials of the field, focusing on how strategy works as a managed process.

The author, an experienced management educator, provides a clear and concise structure that enables readers to understand and excel in the core strategic skills that are essential to contemporary business globally.

This concise and coherent text is a unique alternative to bloated strategic management textbooks and will be welcomed by students and reflective practitioners around the world.

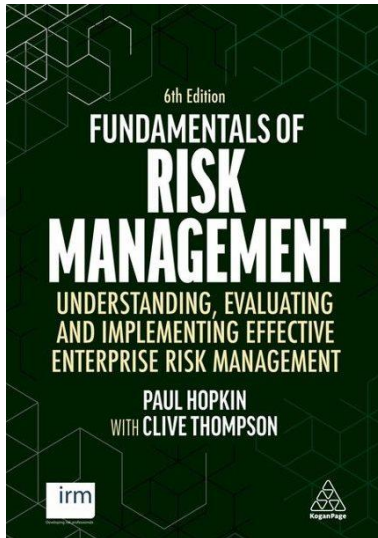


Performance Management

Author : Herman Aguinis
No. Class : 658.312 5 AGU p
Location : Jakarta, Tangerang, dan Bekasi

Description:

This book focuses on best practices and describes the necessary steps to create a top-notch performance management system. As a result of practical constraints and lack of knowledge about system design and implementation, many organizations cut corners and do not have systems that follow best practices. Environmental and political issues also play role. Because the way in which systems are implemented in practice is often not closed to the ideal system, the book includes numerous examples from actual organizations to illustrate how systems are implemented, given actual situational constraints.

**Description:**

Effective risk management allows opportunities to be maximized and uncertainty to be minimized.

This guide for emerging professionals provides a comprehensive understanding of risk management with tools, tips and tactics on how to offer expert insights and drive

Fundamentals of Risk Management: Understanding, Evaluating And Implementing Effective Enterprise Risk Management

Author : Paul Hopkin, Clive Thompson
No. Class : 658.155 HOP f
Location : Jakarta, Tangerang, dan Bekasi

success in an ever-changing area, covering everything from Covid-19 and digitization to climate change.

Fundamentals of Risk Management is a detailed and comprehensive introduction to commercial and business risk for students and risk professionals. Completely aligned with ISO 31000 and the COSO ERM Framework, this book covers the key principles of risk management and how to deal with the different types of risk organizations face. The frameworks of business continuity planning, enterprise risk management, and project risk management are covered alongside an overview of international risk management standards and frameworks, strategy and policy.

The revised sixth edition includes brand new content on trends such as cyber risk,

black swan events and climate risk. It has been fully updated to place the emphasis on seeing risk as positive rather than a constant threat, and establishes that risk is different in a digital/VUCA age. Additionally, it considers in detail the impact of the climate crisis and its effect on risk management activities.

Further updates from the previous edition include brand new case studies on the failure of Arcadia, HBOs bankruptcy and Boohoos issues with modern slavery, this book provides a full analysis of changes in contemporary risk areas including digital risk management, risk culture and appetite, supply chain and statutory risk reporting. Supporting online resources include lecture slides with figures, tables and key points from the book.



Digital Marketing Management: A Handbook for Current (or future) CEO

Author : Debra Zahay
No. Class : 658.872 ZAH d
Location : Jakarta, Tangerang, dan Bekasi

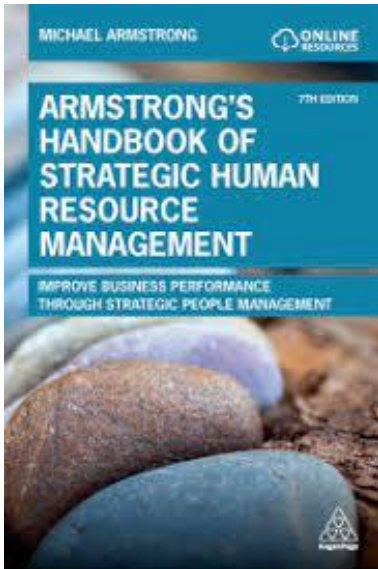
Description:

This book is for managers and would-be managers who need to upgrade their knowledge of digital marketing.

Told from the perspective of marketing strategy, it puts digital marketing in the context of firm strategy selection. The first step in digital marketing is to understand your company and your brand. The next step is to put content and keywords on your web and mobile sites so that they can be found in search. Then use the delivery platforms of digital content, e-mail, social, and mobile, to deploy that content to the customer. The final topics in the book focus on the

importance of data management and privacy as well as the emerging roles of analytics, artificial intelligence and marketing automation.

Without quality data, no digital marketing program can be successful. This data can then be used in data analytics applications for predictive modeling. After reading this book, the reader will have a good idea of where to start on the path to an integrated digital marketing management strategy. Each chapter concludes with a list of action steps or what to do next to get started on implementing a digital marketing strategy as well as review questions and key terminology.



Description:

Armstrong's Handbook of Strategic Human Resource Management is a complete guide to integrating HR strategies with wider organizational goals and

**Armstrong's Handbook of Strategic Human Resources
Management: Improve Business Performance Through
Strategic People Management**

Author : Michael Armstrong
No. Class : 658.301 ARM a
Location : Jakarta, Tangerang, dan Bekasi

objectives approaches to achieve sustained competitive advantage.

Supported by key learning summaries, source reviews and practical real-life examples from organizations including UNICEF and General Motors (GM), this book provides coverage of HRM strategies in key areas of the function such as employee engagement, talent management and learning and development, as well as strategic HRM approaches in an international context.

This fully revised seventh edition of Armstrong's Handbook of Strategic Human Resource Management contains new chapters on evidence-based

strategic HRM, employee wellbeing strategies and HR analytics, as well as additional case studies and updated wider content to reflect the latest research and thinking. It remains an indispensable resource for both professionals and those studying HR qualifications, including undergraduate and masters degrees and the CIPDs advanced level qualifications. Online supporting resources include lecture slides and comprehensive handbooks for lecturers and students which include self-assessment questions, case study exercises, and a glossary and literature review.



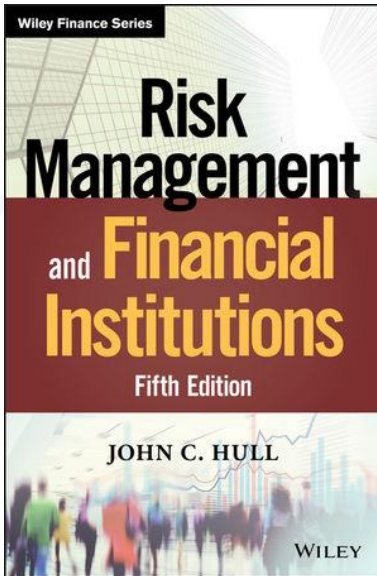
Business Research Methods

Author : Pamela S. Schindler
No. Class : 650.072 SCH b
Location : Jakarta, Tangerang, dan Bekasi

Description:

Business Research Methods, 14e, contains stand-alone chapters that reflect research industry practices using real examples from all areas of business. In collaborations with over two dozen industry researchers, Schindler writes a real-world research methods book that distinguishes between big data analytics and small data with an emphasis on decision making. She eloquently covers ethical issues and their solutions, and has added more coverage of process models, sampling how-to, and data preparation. Conscious of the different learning styles of students, Schindler provides appropriate cues for both visual and verbal learners through the use of in-text exhibits, bolded key terms,

conceptual photos throughout and research thought-leader quotes in PowerPoints for each chapter. She also used various interim GreenBook Research Industry Trends (GRIT) reports to guide the research for this revision. The latest GRIT Report is based on the largest study of research suppliers and users ever conducted. Automation and privacy are hot topics in GRIT, so she added material on both these topics in the 14th edition. This edition is available for purchase with the digital platform McGraw Hill Connect, which provides a highly reliable easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.



Risk Management and Financial Institutions

Author : John C. Hull
No. Class : 658.155 HUL r
Location : Jakarta, Tangerang, dan Bekasi

Description:

Risk management is part of everyone's job in today's finance industry. Written by an internationally recognized authority on derivatives and risk management, this new edition of the premier guide to risk management for financial institutions helps you gain a deeper understanding of risk and how it functions in the market.

Clearly and succinctly, John Hull explains the various forms of risk, how and where they appear in different types of institutions, and how the regulatory environment affects risk management practices.

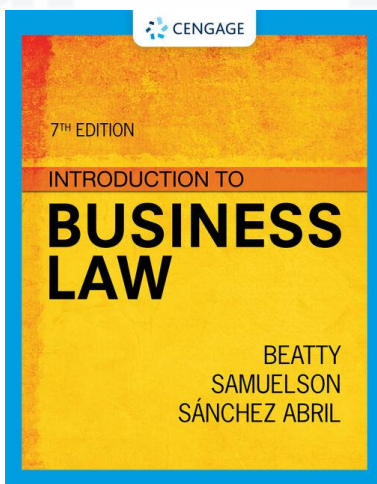


International Human Resource Management

Author : B. Sebastian Reiche, Anne-Wil Harzing, Helene Tenzer
No. Class : 658.3 REI i
Location : Jakarta, Tangerang, dan Bekasi

Description:

The new edition reflects the contemporary debates and emerging issues in the field of International HRM, supplementing classic theories and models with recent research and international developments. Divided into three parts, the first section looks at the ways of thinking about IHRM theory and practice; the second section deals with multinational companies and how they manage their workforce around the world; the final section looks at both traditional and newer approaches to IHRM policies and practices.

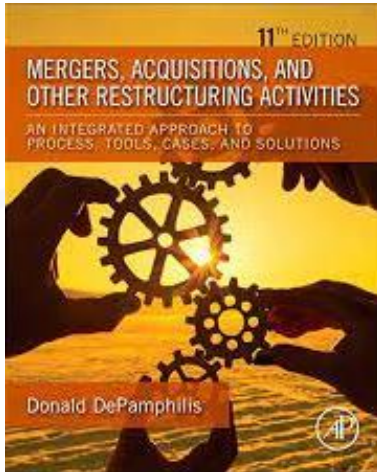


Introduction to Business Law

Author : Jeffrey F. Beatty, Susan S. Samuelson
Patricia Sanchez Abril
No. Class : 346.07 BEA i
Location : Jakarta dan Bekasi

Description:

Discover the business law text you will enjoy reading with Beatty/Samuelson/Abrils INTRODUCTION TO BUSINESS LAW, 7E. Students like you explain that this is the best text they have ever read and they had no idea law could be so interesting. This book uses conversational writing to explain complex topics and emerging legal trends in easy-to-understand language. With 75 years of combined teaching experience, these award-winning authors know how to clearly explain topics and keep your interest. Because the authors actually practiced law before they became teachers, they also describe how theories of law work in everyday business practice. This edition is packed with current examples and real-life scenarios relevant to daily life—from marijuana contracts and the research behind executive compensation to the impact of Covid-19 and #MeToo in the workplace. MindTap and Infuse digital resources help clarify concepts with interactive cases and learning tools.

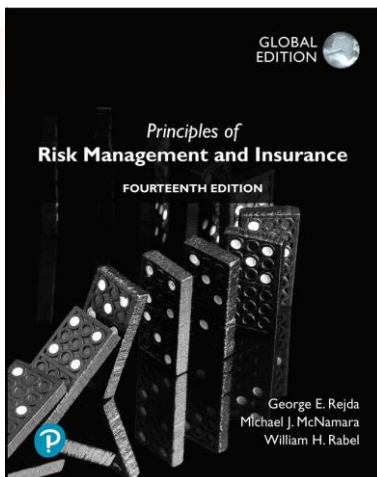


Mergers, Acquisitions, And Other Restructuring Activities: An Integrated Approach To Process, Tools, Cases, and Solutions

Author : Donald M. DePamphilis
No. Class : 368 REJ p
Location : Jakarta, Tangerang, dan Bekasi

Description:

Mergers, Acquisitions, and Other Restructuring Activities: An Integrated Approach to Process, Tools, Cases, and Solutions, Eleventh Edition presents the most current and comprehensive MA information available. Organized according to the context in which topics normally occur in the MA process, the book covers MA environments, MA processes, MA valuation and modeling, deal structuring and financing strategies, and alternative business and restructuring strategies. Covering industries worldwide, this new edition illustrates the most germane strategies and tactics in today's marketplace. It includes substantially more ancillary materials than previous editions, including an extensive test bank, chapter summaries, and instructor and student PowerPoint slides.

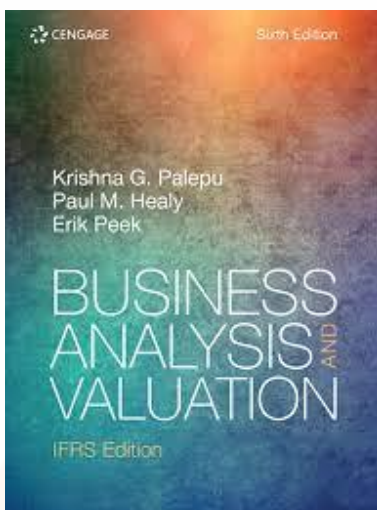


Principles of Risk Management and Insurance

Author : George E. Rejda, Michael J. McNamara, William H. Rabel
No. Class : 368 REJ p
Location : Jakarta, Tangerang, dan Bekasi

Description:

Principles of Risk Management and Insurance identifies the major of modern life and lays down the techniques for treating them. The book covers, among other topics, the fundamentals of traditional risk management, newer concept in enterprise risk management, and the functional and financial operation of insurers.

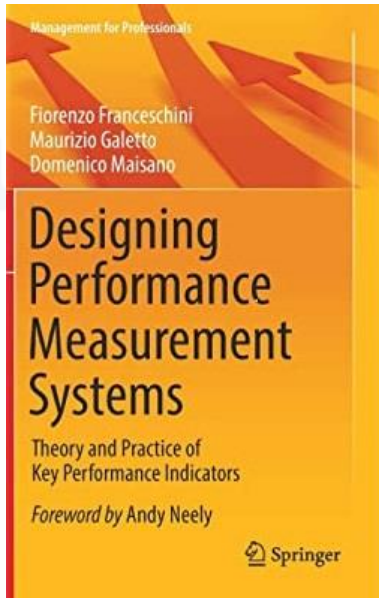


Business Analysis and Valuation: IFRS Edition

Author : George E. Rejda, Michael J. McNamara, William H. Rabel
No. Class : 368 REJ p
Location : Jakarta, Tangerang, dan Bekasi

Description:

Now in its sixth edition, Business Analysis and Valuation: IFRS Standards edition has successfully taught students how to interpret IFRS-based financial statements for more than twenty years. With the help of international cases, the authors illustrate the use of financial data in various valuation tasks and motivate students to build a thorough understanding of theoretical approaches and their practical application.



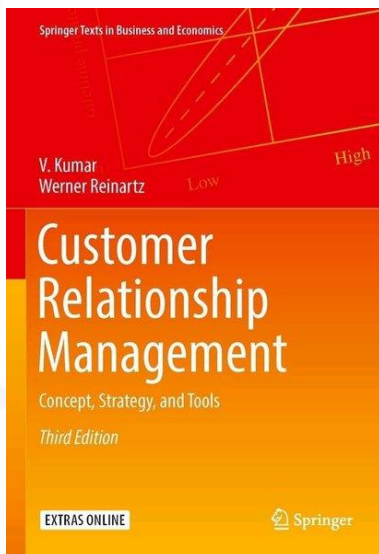
Designing Performance Measurement System: Theory and Practice of Key Performance Indicators

Author : Fiorenzo Franceschini, Maurizio Galetto, Domenico Maisano
No. Class : 658.306 FRA d
Location : Jakarta, Tangerang, dan Bekasi

Description:

Given our rapidly changing world, companies are virtually forced to engage in continuous performance monitoring. Though Key Performance Indicators (KPIs) may at times seem to be the real driving force behind social systems, economies and organizations, they can also have far-reaching normative effects, which can modify organizational behavior and influence key decisions-even to the point that organizations themselves tend to become what they measure!

Selecting the right performance indicators is hardly a simple undertaking. This book describes in detail the main characteristics of performance measurement systems and summarizes practical methods for defining KPIs, combining theoretical and practical aspects. These descriptions are supported by a wealth of practical examples. The book is intended for all academics, professionals and consultants involved in the analysis and management of KPIs.

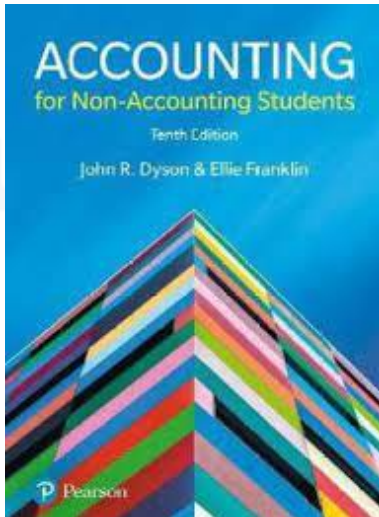


Customer Relationship Management

Author : Fiorenzo Franceschini, Maurizio Galetto, Domenico Maisano
No. Class : 658.306 FRA d
Location : Jakarta, Tangerang, dan Bekasi

Description:

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title CRM at Work all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.



Accounting for non-accounting students

Author : John R. Dyson, Elli Franklin
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Location : Jakarta, Tangerang, dan Bekasi

Description:

Accounting for non-accounting students, 10th edition, by Dyson Franklin provides real-life understanding of accounting by introducing you to the purpose and key ideas of financial and management accounting whether you have had little or no previous knowledge of the subject. This textbook is renowned for its clear and non-technical explanations of essential accounting techniques, in a language accessible to all. It helps you cross the bridge between classroom learning and real life, in order to improve your employment prospect when applying for jobs. The new inclusion of critical thinking questions related to the most recent news stories, along with contemporary examples and business articles, allows you to explore, in classroom discussions, themes that go beyond accounting techniques, and which require you to think and develop a personal opinion.