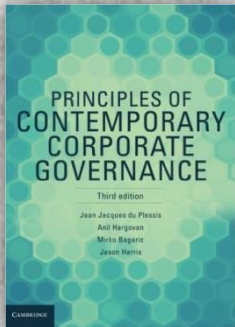


EKONOMI & MANAJEMEN

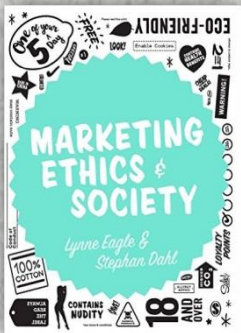


[Principles of contemporary corporate governance 3rd edition/2015](#)

**Author:** Jean Jacques du Plessis, Anil Hargovan, Mikro Bagaric

**No. Class:** 658.408 PLE p

**Description:** Now in its third edition, Principles of Contemporary Corporate Governance offers comprehensive coverage of the key topics and emerging themes in corporate governance in the private sector. It explains both the principles of corporate governance systems and their real-world application in an authoritative and engaging manner. This fully updated edition includes a new chapter on shareholder activism and covers developments in the areas of corporate governance in the European. Principles of Contemporary Corporate Governance is an indispensable resource for academic researchers, practitioners wanting a deeper understanding of the underlying principles of corporate governance and students of business and law studying corporate governance.



[Marketing ethics & society/2015](#)

**Author:** Lynne Eagle, Stephan Dahl

**No. Class:** 174.4 EAG m

**Description:** This book examines specific aspects of marketing activities, such as ethical considerations in relation to young consumers, potentially harmful products and criticism of the societal impact of medical, arts and tourism marketing activities. It then combines these with wider discussions of frameworks that enable marketers to respond to ethical challenges, supplemented by discussions of cross-cultural and international perspectives, consumer responses and ethical consumption movements as well as shifting historical perceptions of marketing ethics.

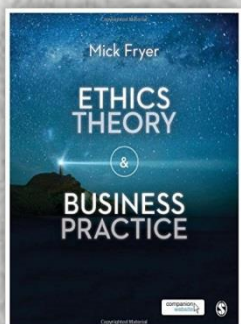


[Change management : a guide effective implementation 4th edition/2016](#)

**Author:** James Macalman, Robert A. Paton, Sabina Sibert

**No. Class:** 658.406 MAC c

**Description:** Now a classic in its field, the fourth edition of Change Management: a guide to effective implementation continues to offer readers highly practical strategies and step-by-step guidance for applying different models of change in different organizational scenarios. New to the Fourth Edition: A third expert author, Sabina Siebert, bringing a background in sociology and cultural studies. An improved structure that consolidates all the existing strengths of the previous editions and separates the book into three parts, beginning with chapters assessing 'The Impact and Definition of Change', 'Implementation and Evaluation of Change' and ending with a critical outlook in 'Change Management – A Critical Perspective'.



[Ethics theory & business practice/2015](#)

**Author:** Mick Fryer

**No. Class:** 174.4 FRY e

**Description:** In his ground-breaking new textbook, Mick Fryer offers students of Business Ethics clear explanations of a range of theoretical perspectives, along with examples of how these perspectives might be used to illuminate the ethical challenges presented by business practice. The book includes: Realistic scenarios which gently introduce a theory and demonstrate how it can be applied to a real-life ethical dilemma that everyone can relate to, such as borrowing money from a friend  
Real organisational case studies in each chapter which illustrate how each theory can be applied to real business situations. Cases include Nike, Coca Cola, BMW, Shell, Starbucks and GSK



## EKONOMI &amp; MANAJEMEN

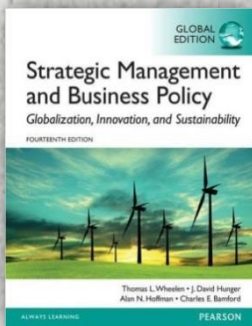


**Dasar-dasar kewirausahaan : panduan bagi mahasiswa untuk mengenal, memahami, dan memasuki dunia bisnis/2011**

**Pengarang: Hendro**

**No. Klas: 658.421 HEN d**

**Deskripsi:** Buku ini berisi konsep-konsep kewirausahaan (entrepreneurship) terintegrasi yang akan mendorong mahasiswa berpikir secara kreatif dan inovatif tentang cara memulai bisnis, melakukan transformasi kewirausahaan, serta mengetahui benang merah kesuksesan bisnis. Untuk itu, mahasiswa akan diperkenalkan dengan beragam konsep, strategi, taktik, filosofi, manajemen, dan tren kewirausahaan; konkretnya, mahasiswa akan mendalami tips-tips menemukan peluang, konsep bisnis, manajemen risiko dan konflik, serta pengetahuan tentang franchising dan digitalpreneur. Semua topik itu dikupas tuntas dengan bahasa yang mudah dicerna, sederhana, dan praktis.

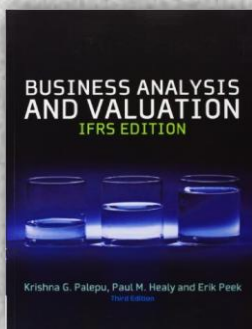


**Strategic management and business policy : globalization, innovation, and sustainability 14th edition/2015**

**Author: Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman**

**No. Class: 658.401 2 WHE s**

**Description:** Wheelen and Hunger's class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on *globalization, innovation, and sustainability*. This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward.



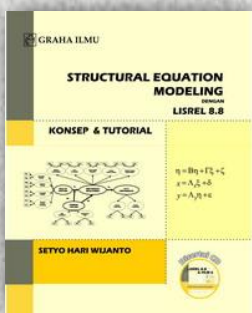
**Business analysis and valuation ifrs edition 3rd edition/2013**

**Author: Krishna G. Palepu, Paul M. Healy, Erik Peek**

**No. Class: 658.15 PAL b**

**Description:** Business Analysis and Valuation, Third IFRS Edition provides comprehensive coverage on how to use financial statement data in a variety of business analysis and valuation contexts. The text's key strength is that it both offers a framework for business analysis and valuation but also shows how this framework can be applied in a variety of decision-making contexts.

Business Analysis and Valuation, Third IFRS Edition is ideal for modules in financial statement analysis taken by MBA students, Masters in Accounting students, Executive Program participants and upper level undergraduates in accounting and finance.



**Structural equation modeling dengan liseral 8.8 : konsep & tutorial/2008**

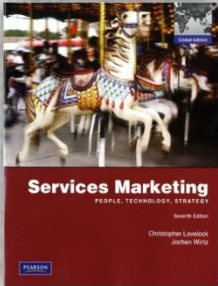
**Pengarang: Setyo Hari Wijanto**

**No. Klas: 511.3 WIJ s**

**Deskripsi:** Buku ini akan membahas dua hal yaitu konsep SEM dan tutorial SEM menggunakan perangkat lunak komputer LISREL 8.8. Bagian A dari buku ini ditujukan untuk memberi pemahaman kepada pembaca tentang konsep dasar SEM. Dimulai dengan sejarah perkembangan SEM, pembahasan pada bagian A mencakup konsep dasar SEM, prosedur SEM, bahasa pemrograman SIMPLIS, data input dan PRELIS 2, model pengukuran, model struktural, model multisampel dan diakhiri dengan model interaksi. Pembahasan konsep SEM ini lebih menekankan pada segi praktikal, sedangkan pembahasan segi teoritikal meskipun tidak mendalam, diharapkan cukup memberikan pemahaman dasar teoritikal dari SEM. Bagian B dari buku ini ditujukan agar pembaca bisa hands on equipment menggunakan LISREL 8.8 software untuk menerapkan konsep SEM yang telah dipelajarinya di bagian A.



EKONOMI & MANAJEMEN

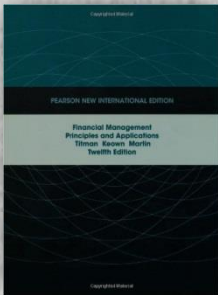


[Services marketing: people, technology, strategy 7th edition/2011](#)

**Author:** Christopher Lovelock, Jochen Wirtz

**No. Class:** 658.8 LOV s

**Description:** The fundamentals of services marketing presented in a strategic marketing framework. Organized around a strategic marketing framework Services Marketing provides instructors with maximum flexibility in teaching guiding students into the consumer and competitive environments in services marketing. The marketing framework has been restructured for this edition to reflect what is happening in services marketing today.

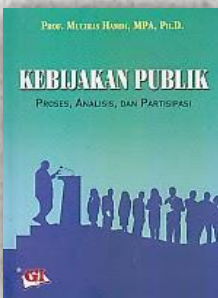


[Financial management: principles and applications 12th edition/2014](#)

**Author:** Sheridan J. Titman

**No. Class:** 658.15 TIT f

**Description:** For the introductory finance course-undergraduate corporate finance or financial management-required at all undergraduate business schools. Get the picture and develop a fundamental understanding of finance. Students often miss the big picture, viewing finance as a set of unrelated topics, tools, and techniques. In order to help students see the big picture, this text provides an introduction to financial decision-making that links the concepts to five key principles of finance. Authors Arthur J. Keown, John D. Martin, and Sheridan Titman have incorporated significant revisions that weave currency, relevance, and real-world issues into the pages of this well-know finance text.

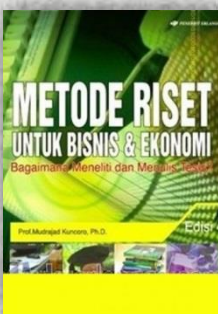


[Kebijakan publik: proses, analisis dan partisipasi/2015](#)

**Pengarang:** Muchlis Hamdi

**No. Klas:** 320.6 HAM k

**Deksripsi:** Buku ini menampilkan berbagai dimensi pembuatan kebijakan publik, terutama berkenaan dengan makna, sistem, proses, analisis, dan partisipasi. Pemahaman tersebut diperlukan agar pembuatan kebijakan dapat dilakukan dengan semestinya oleh para pejabat maupun oleh masyarakat agar dapat berpartisipasi efektif untuk terwujudnya kebijakan yang bertujuan untuk kesejahteraan masyarakat.



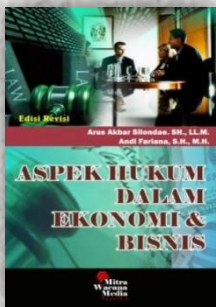
[Metode riset untuk bisnis & ekonomi: bagaimana meneliti dan menulis tesis edisi 4/2013](#)

**Pengarang:** Mudrajad Kuncoro

**No. Klas:** 001.42 KUN m

**Deskripsi:** Buku ini menyajikan berbagai metode riset yang populer digunakan dalam dunia bisnis dan ekonomi. Materi yang dibahas meliputi: proses penelitian, perumusan masalah, tinjauan pustaka, penyusunan hipotesis, penyusunan proposal, pemilihan sampel, pengumpulan data, pengukuran/desain instrumen, analisis data, dan penyusunan laporan. Inti metode diuraikan secara gamblang agar mudah dipahami. Yang lebih ditonjolkan adalah bagaimana mengaplikasikan metode tersebut dalam penelitian bisnis dan ekonomi. Dataran empiris merupakan fokus perhatian utama. Contoh aplikasi penyusunan proposal, pemilihan sampel, analisis data, dan bagaimana melakukan studi deskriptif, kausal komparatif, analisis multivariat, serta studi eksperimen juga disajikan.

EKONOMI & MANAJEMEN

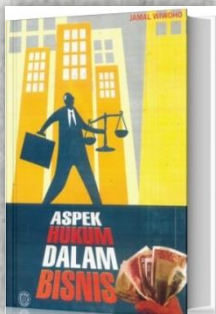


[Aspek hukum dalam ekonomi & bisnis/2013](#)

**Pengarang:** Arus Akbar Silondae, Andi Fariana Fathoeddin

**No. Klas:** 346.07 SIL a

**Deskripsi:** Buku ini dibuat sebagai suatu jawaban atas besarnya kebutuhan mahasiswa yang mengikuti mata kuliah Aspek Hukum dalam Bisnis, Aspek Hukum Dalam EKonomi atau HUKum Komersial yang ada dalam kurikulum di Fakultas Ekonomi atau Hukum Komersial atau Sekolah Tinggi Ilmu EKonomi.



[Aspek dalam hukum bisnis/2010](#)

**Pengarang:** Jamal Wiwoho

**No. Klas:** 346.07 WIW a

**Deskripsi:** Dunia hukum di Indonesia berkembang sangat cepat. Perkembangan hukum yang demikian diharapkan mampu memberikan kontribusi yang sejajar dengan kegiatan bisnis di Indonesia. Pembahasan buku ini difokuskan pada aspek-aspek yang berkaitan dengan Hukum Bisnis yang terdiri atas tujuh bab, diantaranya Hukum Kepailitan, Hak Tanggungan, Hak Atas Kekayaan Intelektual (HKI), Hukum Anti Monopoli dan Persaingan Usaha Tidak Sehat, Hukum Perlindungan Konsumen, Penyelesaian Sengketa Bisnis dan Bisnis Internasional.



[Restrukturisasi merger & akuisisi/2015](#)

**Pengarang:** Kamaludin

**No. Klas:** 658.16 KAM r

**Deskripsi:** Buku ini secara khusus merepresentasikan pendekatan berbasis riset dan hasil studi empiris mengenai aktivitas restrukturisasi keuangan, merger & akuisisi. Kolaborasi ini menghasilkan penyajian penulisan yang cocok digunakan merujuk hasil penelitian terdahulu, yang memberikan secara teoritis dan nyata tentang tatacara pelaksanaan restrukturisasi keuangan dalam suatu korporasi. Informasi data tersebut secara komperhensif mencakup proses, tahapan dan kegiatan restrukturisasi, merger & akuisisi yang dilakukan secara global.



[Pokok-pokok hukum dagang Indonesia/2014](#)

**Pengarang:** Ridwan Khairandy

**No. Klas:** 346.07 KHA p

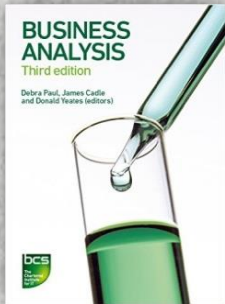
**Deskripsi:** Setelah edisi pertama buku ini beredar terjadi perkembangan pengaturan Hukum Koperasi Hukum Kekayaan Intelektual.

Di dalam Hukum Koperasi, Mahkamah Kosntitusi memataalkan Undang-Undang No. 17 Tahun 2012, karena undang-undang tersebut bertentangan dengan Undang-Undang Dasar 1945. Selanjutnya MK meberlakukan kembali UU No. 25 Tahu 1992.

Di dalam Hukum Kekayaan Intelektual terjadi perubahan Undang-Undang Hak Cipta, UU No. 19 Tahun 2002 dicabut oleh UU No. 28 Tahun 2014 tentang Hak Cipta. Dengan kata lain lahir UU Hak Cipata baru. Ada perubahan cukup mendasar dalam bidang Hak Cipta.



EKONOMI & MANAJEMEN

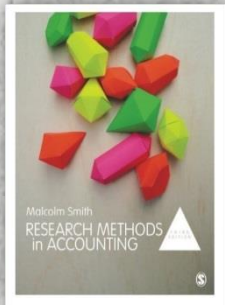


**Business analysis 3rd edition/2014**

**Author:** Debra Paul, James Cadle, Donald Yeates

**No. Class:** 658.15 PAU b

**Description:** Business analysts must respond to the challenges of today's highly competitive global economy by developing practical, creative and financially sound solutions that will address business problems and grasp new opportunities. This excellent guide sets out the essential toolkit required. It is also ideal for students wanting to gain university and industry qualifications in business analysis and information systems, and is particularly beneficial for those studying for the BCS Professional Certificate in Business Analysis. Important additions in the third edition include expanded discussions regarding gap analysis and benefits management, the impact of Agile software development and an introduction to business architecture.



**Research methods in accounting 3th edition/2015**

**Author:** Malcolm Smith

**No. Class:** 001.42 SMI r

**Description:** Designed solely for accounting students and scholars, this easy-to-follow and engaging text will ensure that you can successfully apply the most relevant research methods to your accounting research studies.

New to this updated edition: Expanded coverage on how to successfully identify your research proposal question, Additional qualitative data chapter enabling you to have a stronger understanding of qualitative methods, Real-life accountancy examples provide insight into choices made by accountants, relating your theoretical research to practical application, Further reading at the end of each chapter to further enhance and expand your knowledge.

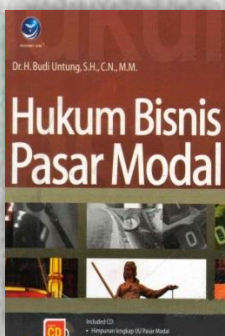


**Kewirausahaan /2011**

**Pengarang:** PO Abas Sunaryo, Sudaryono, Asep Saefullah

**No. Klas:** 338.04 SUN k

**Deskripsi:** Kewirausahaan menguraikan berbagai konsep kewirausahaan, proses-proses menuju kewirausahaan, inspirasi dari pengusaha sukses yang bermula dari nol hingga menjadi milyarder, dan kiat-kiat menuju kewirausahaan yang berhasil. Untuk perguruan tinggi, kursus-kursus, dan pelatihan kewirausahaan, materi buku ini dapat disajikan dalam enam program dan pelatihan, yaitu Kuliah Kewirausahaan Terstruktur (KWU), Kuliah Kerja Usaha (KKU), Magang Kewirausahaan (MKU), Karya Alternatif Mahasiswa (KAM), dan Klinik Konsultasi Bisnis (KKB). Sedangkan bagi pembaca yang ingin belajar secara mandiri, buku ini juga bisa dipelajari secara imajiner karena isinya dilengkapi dengan uraian, contoh, dan latihan secara mandiri dan komprehensif.



**Hukum bisnis dan pasar modal/2014**

**Pengarang:** Budi Untung

**No. Klas:** 346.092 UNT h

**Deksripsi:** Pada masa sekarang ini, aset finansial yang diperjualbelikan di pasar modal memiliki perkembangan yang cukup baik. Sehingga dibutuhkan suatu panduan mengenai pasar modal agar anda yang bergelut di bidang ini tidak tersesat di jalan.

Buku ini terdiri dari sepuluh bab yang menjelaskan: Latar Belakang Terbentuknya Pasar Modal, Struktur Pasar Modal Indonesia dan Instrumen Pasar Modal, Prosedur Penerbitan Saham dan Bagaimana Melakukan Transaksi, Pasar Modal Efisien yang Didambakan oleh Investor, Analisis Surat Berharga dengan Analisis Fundamental, Analisis Saham dengan Present Value dan Price Earning Ratio, Obligasi, Reksadana, dan Kontrak Opsi Saham, Analisis Laporan Keuangan Pribadi.



EKONOMI & MANAJEMEN

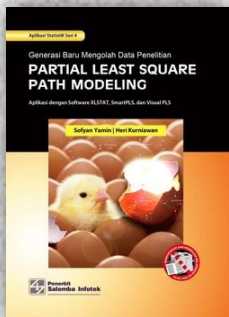


**Membuat surat perjanjian/2011**

**Pengarang: Dadang Sukandar**

**No. Klas: 346.02 SUK m**

**Deskripsi:** Buku Panduan Praktis Membuat Surat Perjanjian ini secara praktis mengajak Anda menelusuri setahap demi setahap isi kontrak serta mendefinisikan kembali hak dan kewajiban yang dituangkan ke dalamnya, selanjutnya tugas Anda sendiri untuk memperkokoh posisi Anda di dalam kontrak. Pada bagian awal buku ini akan dikemukakan hakikat kontrak menurut hukum mengenai syarat-syarat dan asas-asasnya. Pemahaman dasar hukum perjanjian diperlukan sebagai peta strategi sebelum Anda memasuki meeting room untuk menegosiasikan kontrak Anda dan membuat draft, termasuk rencana-rencana penyelesaian sengketa yang muncul. Sementara untuk melibatkan Anda ke dalam pengalaman yang lebih terang tentang bagaimana mengonstruksi hubungan hukum Anda di masa depan.

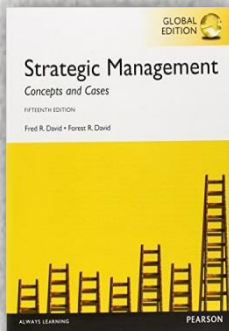


**Generasi baru mengolah data penelitian dengan partial least square path modeling / 2011**

**Pengarang: Sofyan Yamin, Heri Kurniawan**

**No. Klas: 519.5 YAM g**

**Deskripsi:** Buku ini membahas cara mengolah data penelitian, studi kasusnya adalah pengukuran hubungan atau pengaruh antarkonstrak/variabel yang proses pengumpulan datanya dilakukan melalui kuesioner. Bila landasan teori hubungan antar variabel tersebut kuat, maka penggunaan metode struktural equation modeling (SEM) berbasis Lisrel adalah tepat. Namun bila landasan teori yang diajukan adalah tentang hubungan antarvariabel yang masih bersifat tentative dan bergeser menjadi tujuan prediksi, maka penggunaan metode partial least square path modeling (PLS-PM) lebih sesuai.

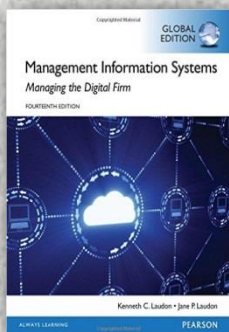


**Strategic management : concepts and cases 15th edition/2015**

**Author: Fred R. David**

**No. Class: 658.401 2 DAV s**

**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 requirements, equipping students with the best possible learning tools. This Global Edition preserve the cutting edge approach and pedagogy of the original, but also features alternations, customization and adaption from the North America version.



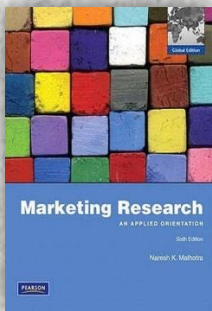
**Management information system : managing the digital firm 14th edition/2016**

**Author: Kenneth C. Laudon, Jane P. Laudon**

**No. Class: 658.403 8 LAU m**

**Description:** In this Fourteenth Edition, Management Information Systems: Managing the Digital Firm continues to define courses in Management Information Systems. Designed for business school students, the text provides insight into how today's businesses leverage information technologies and systems to achieve corporate objectives.

In this new edition, students will find the most up-to-date, relevant information about information systems used by today's businesses—capturing students' attention no matter their industry or vertical of interest. With the help of this text, students will build skills sought after in today's workplace. Later on, they will be able to understand, participate in, and eventually lead management discussions and drive decisions about their firm's information systems.

**EKONOMI & MANAJEMEN****[Marketing research an applied orientation 6th edition/2010](#)****Author: Naresh K. Malhotra****No. Class: 658.83 MAL m**

**Description:** This is a Pearson Global Edition. The Pearson Editorial team worked closely with educators around the world to include content especially relevant to students outside of the United States. For undergraduate and graduate marketing research courses.

Marketing Research: An Applied Orientation allows students to actually experience the interaction between marketing research and marketing decision-making.

Marketing Research: An Applied Orientation takes a unique applied and managerial orientation that illustrates the interaction between marketing research decisions and marketing management decisions. This text is comprehensive, practical, and presents balanced coverage of both qualitative and quantitative material.

**[Multivariate data analysis 7th edition : Pearson new international edition/2014](#)****Author: Joseph F. Hair, William C. Black, Barry J. Babin, Rolph E. Anderson****No. Class: 519.535 HAI m**

**Description:** For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis.

Hair et. al provides an applications-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.

In this seventh revision, the organization of the chapters has been greatly simplified. New chapters have been added on structural equations modeling, and all sections have been updated to reflect advances in technology, capability, and mathematical techniques.

