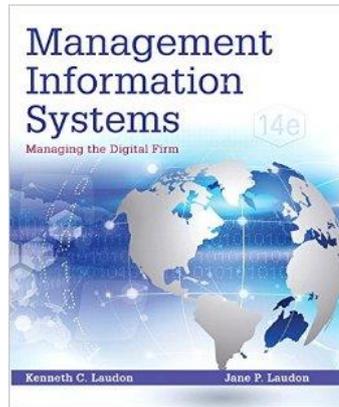




**Perpustakaan Pusat
Universitas
Esa Unggul**



Description : In its 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.

Management Information Systems: Managing The Digital firm 14th edition/2016

**Author : Kenneth C. Laudon & Jane P. Laudon.
No. Class: 658.403 8 LAU m**

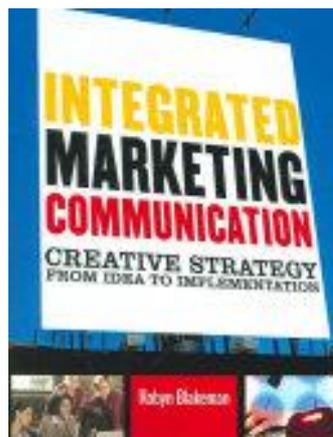
Providing comprehensive and integrative coverage of essential new technologies and information system applications, as well their impact on business models and managerial decision-making, Management Information Systems increases student engagement and enhances learning through vivid examples. In this 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.

Integrated Marketing Communication: Creative Strategy From Idea to Implementation

**Author : Robyn Blakeman
No. Class : R 658.802 BLA i**

Description :



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



Marketing management 15th edition

Author : Philip Kotler, Kevin Lane Keller
No. Class : 658.802 KOT m
Description :



Living Modern

Author : Richard Powers
No. Class : R 747 POW I
Description :



Interior design: reference + specification book

Author : Chris Grimley, Mimi Love
No. Class : 747 GRI i

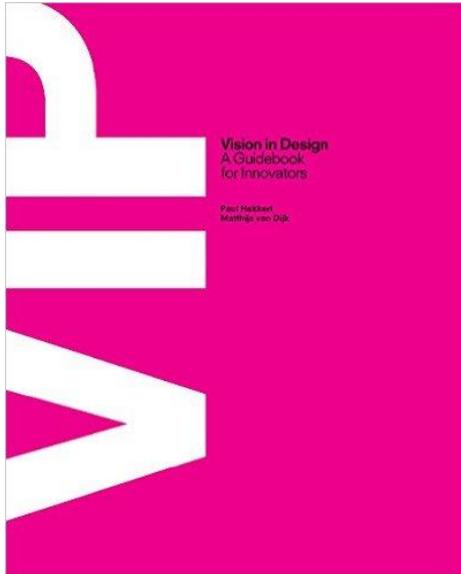
Description : In the world of interior design, thousands of bits of crucial information are scattered across a wide array of sources. *The Interior Design Reference & Specification Book* collects the information essential to planning and executing interior projects of all shapes and sizes, and distills it in a format that is as easy to use as it is to carry. You'll also find interviews with top practitioners drawn across the field of interior design.



Vision In Design: A Guidebook For Innovators

Author : Paul Hekkert, Matthijs van Dijk

No. Class: R 745.2 HEK v

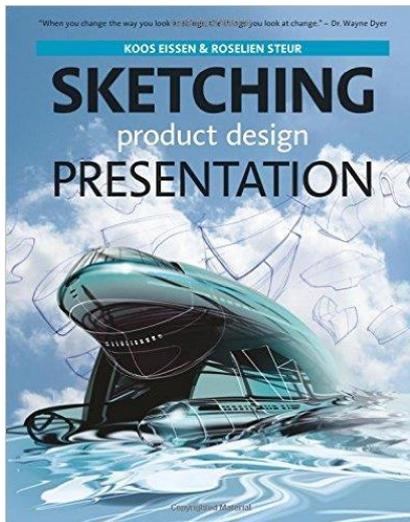


Description: Vision in Product Design strikes a good balance between structuring the process of design while allowing the designers to take a personal position and fully express themselves in producing a product. ViP is both a method and a design philosophy.

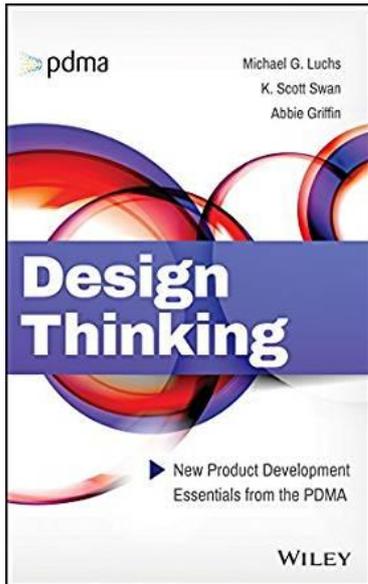
Sketching Product Design presentation

Author : Koos Eissen, Roselien Steur

No. Class : R 745.2 EIS s



Deescription : After the worldwide success of their books *Sketching: The Basics* and *Sketching: Drawing Techniques for Product Designers*, the authors now shift their focus from "how to sketch" to "why you sketch." Design sketching serves many different goals. You can sketch to brainstorm, find or articulate ideas, or to present a project to team members, technical producers, and, of course, to clients. All these goals require different sketching techniques and presentations. This book teaches you how you can communicate through your sketches. Includes portfolios from leading international design studios.

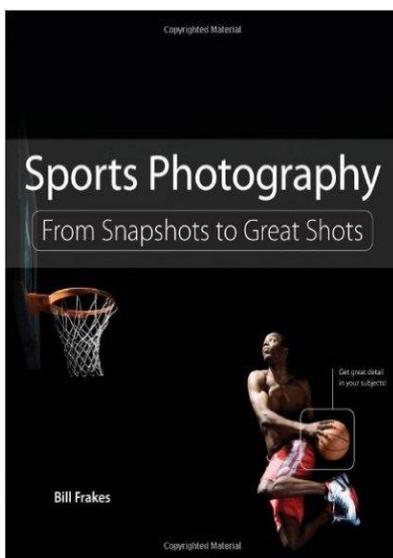


Design Thinking: New Product Development Essentials from The PDMA

Author : Michael G. Luchs, K. Scott Swan, Abbie Griffin
No. Class : R 658.57 LUC d

Description : **Develop a more systematic, human-centered, results-oriented thought process** *Design Thinking* is the Product Development and Management Association's (PDMA) guide to better problem solving and decision-making in product development and beyond. The second in the *New Product Development Essentials* series, this book shows you how to bridge the gap between the strategic importance of design and the tactical approach of design thinking. You'll learn how to approach new product development from a fresh perspective, with a focus on systematic, targeted thinking that results in a repeatable, human-centered problem-solving process. Integrating

high-level discussion with practical, actionable strategy, this book helps you re-tool your thought processes in a way that translates well beyond product development, giving you a new way to approach business strategy and more.



Sports Photography: from snapshots to great shots

Author : Bill Frakes
No. Class : R 778.9 FRA s

Description : In *Sports Photography: From Snapshots to Great Shots*, author and sports photographer Bill Frakes shows you how to capture the key elements of sports photographs—motion and emotion, style and scene, place and purpose—whether you're at a baseball tournament, a track meet, or a professional football game.

Starting with the basics of equipment, camera settings, and exposure, Bill covers the fundamental techniques of sports photography—Understanding lighting, handling composition and focus, and timing peak action. He explains how to choose a shooting position on the field of play, identify the

defining moments away from the action, and learn the etiquette of covering live sporting events. He then breaks down the shooting processes of specific sports, outlining the challenges and demands of each and showing how to isolate individual athletes in action.



Neuroscience: exploring the brain 4th edition

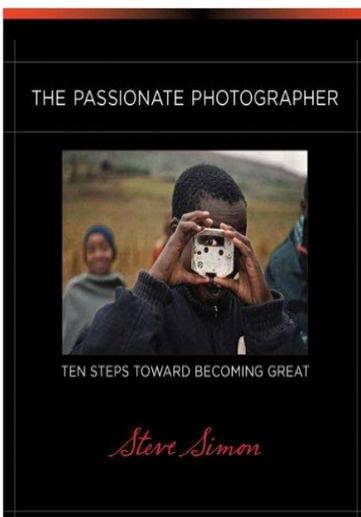
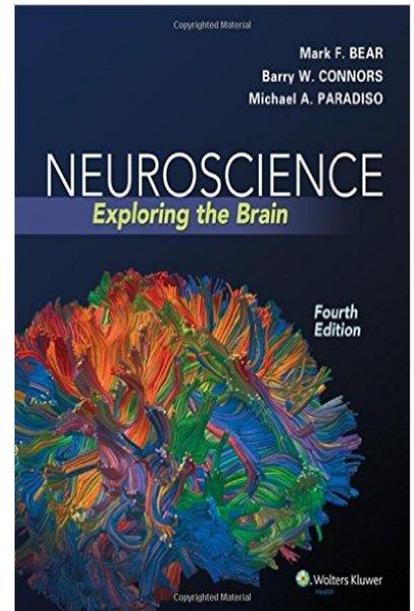
Author : Mark F. Bear, Barry W. Connors, Michael A. Paradiso

No. Class : R 616.8 BEA n

Description : Acclaimed for its clear, friendly style, excellent illustrations, leading author team, and compelling theme of exploration, *Neuroscience: Exploring the Brain, 4e* takes a fresh, contemporary approach to the study of neuroscience, emphasizing the biological basis of behavior. The authors' passion for the dynamic field of neuroscience is evident on every page, engaging students and helping them master the material. In just a few years, the field of neuroscience has been

transformed by exciting new technologies and an explosion of knowledge about the brain. The human genome has been sequenced, sophisticated new methods have been developed for genetic engineering, and new methods have been introduced to enable visualization and stimulation of specific types of nerve cells and connections in the brain. The new Fourth Edition has been fully updated to reflect these and other rapid advances in the field,

while honoring its commitment to be student-friendly with striking new illustrations, additional animations, and an unparalleled array of online resources.



Passionate Photography: Ten Steps Toward Becoming Great

Author : Steve Simon

No. Class : R 770 SIM p

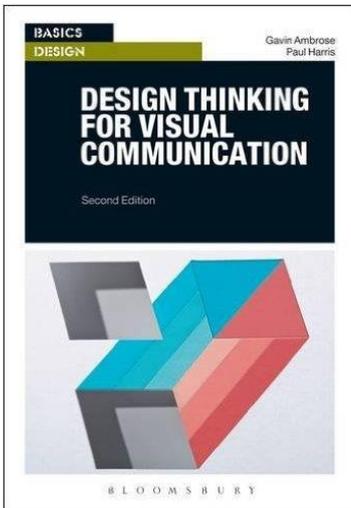
Description : If you've got a love and passion for photography, a feel for your camera gear and settings, yet your images still fall short--The Passionate Photographer will help you close that disappointing and frustrating gap between the images you thought you took and the images you actually got.

This book will encourage you to determine what you want to say with your photography, then translate those thoughts and feelings into strong images. It is both a source of inspiration and a practical guide, as photographer Steve Simon distills 30 years of photographic obsession into the ten crucial steps every photographer needs to become great at their passion.

Design thinking for visual communication 2nd edition

Author : Gavin Ambrose, Paul Harris

No. Class : 741.67 AMB d



Description : How do you start a design project? How can you generate ideas and concepts in response to a design brief? How do other designers do it? This book will answer all these questions and more.

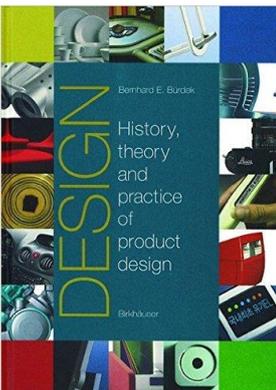
Now in its second edition, the highly popular Design Thinking for Visual Communication identifies methods and thought processes used by designers in order to start the process that eventually leads to a finished piece of work. Step-by-step guidance for each part of the process is highlighted by real-life case studies, enabling the student to see teaching in practice. This focus on ideas and methods eschews an abstract, academic approach in favour of a useable approach to design as a problem-solving activity.

The new edition now includes contributions from a broader international range of design practices and adds depth to existing case studies by looking in greater detail at some of the processes used.

Design: History, Theory and Practice of Product Design

Author : Bernhard E. Burdek

No. Class : R 745.2 BUR d



Description : Der Autor zeigt die Entwicklung des Designs von seinen Anfängen im ausgehenden 19. Jahrhundert über die wichtigsten Bewegungen des 20. Jahrhunderts bis hin zur biologischen Wende, die das 21. Jahrhundert bestimmen wird. Die wichtigsten Grundlagen der Designtheorie und -methodologie werden vorgestellt, besonders auch die kommunikativen Funktionen der Produkte.

Kitchen Culture

Author : Gestalten

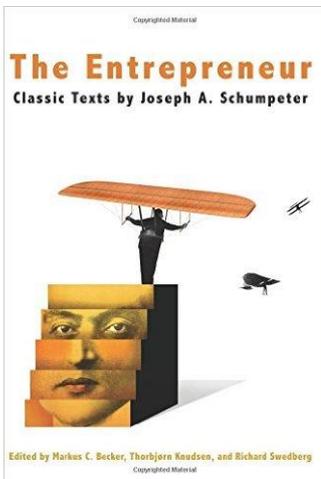
No. Class : R 643.3 GES k



Description : Whether traditional, Nordic, or futuristic, the kitchen is the new living room--a place to cook, eat, and celebrate. This book showcases the latest interiors and kitchen concepts. At home, the kitchen is where the best parties end, the wildest affairs begin, food trends are set, small culinary businesses are founded and the perfect strangers of a supper-club are catered to. Whether large or small, modern or rustic, the kitchen has become the center of all the action. What was once a pragmatically designed place for food preparation has now become a stage on which the act of cooking and eating is celebrated as a social event. At the same time, the kitchen is being opened up to become a living space and pivotal meeting point in the home. Kitchen Culture is an insightful survey of new, established.

Entrepreneur : Clasic Texts

Author : Jakob Freund, Bernd Rucker
No. Class : 338.04 SCH e



Description : Joseph Schumpeter is seen as the foremost theoretician of entrepreneurship. In addition, Schumpeter, whose "creative destruction" is as famous as Milton Friedman's "there is no free lunch," is increasingly recognized as a major economist, often given the same stature as John Maynard Keynes. Schumpeter spent the last twenty years of his life as a Professor of Economics at Harvard University. English-speaking readers may be familiar with some of his works, especially The Theory of Economic Development and the classic Capitalism, Socialism, and Democracy. However, very few of Schumpeter's key texts on the entrepreneur and entrepreneurship have been available in English. This anthology contains several newly translated texts and puts together, for the very first time, all of Schumpeter's writings on the entrepreneur and entrepreneurship.

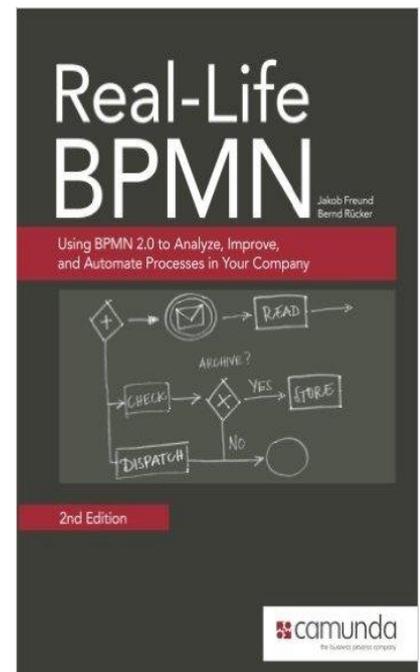
Real-life bpmn: using bpmn 2.0 to analyze, improve, and automate processes in your company 2nd edition

Author : Mark F. Bear, Barry W. Connors, Michael A. Paradiso
No. Class : 658.403 FRE r

Description : This is the improved 2nd edition of the very successful book "Real-Life BPMN" with excellent reviews on Amazon.com (don't forget to check reviews of the 1st edition). It is about Business Process Management (BPM) and Business Process Model and Notation (BPMN 2.0). Truth be told, there are several BPMN books on the market. Some of them are quite good, so why should you care about this one? This book distills the experience the authors accumulated while running camunda, a consulting company that specializes in BPM. camunda helped to define the BPMN specification, and during the past five years, they have applied BPMN in over 250 customer engagements. These were big businesses, small companies, and public institutions. Now you can benefit from this practical experience. Topics covered:

- The basics of modeling processes with Business Process Model and Notation (BPMN 2.0)
- Methods to apply BPMN successfully to real-world problems
- A practical approach for automating processes with BPMN 2.0
- The alignment of business and IT as an attainable goal
- Advice on introducing BPMN a cross your company

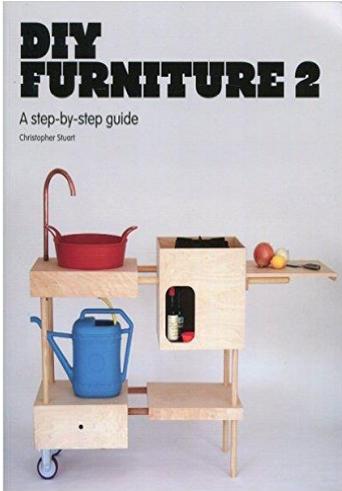
This book explains the notation, of course, but it also delves into the kinds of challenges that process designers face every day. It talks about pitfalls to avoid. It gives dos and don'ts. There are guidelines and best practices. This second edition in English is based on the successful fourth German edition, which, according to amazon.de, it is still the highest-ranked book on BPMN in German. The number of five-star ratings awarded by readers speaks volumes. Also available in Spanish.



DIY Furniture 2: A Step-By-Step Guide

Author : Christopher Stuart

No. Class : R 645.4 STU d



Description : Featuring 30 new designs by leading designer-makers from around the world, DIY Furniture 2 builds on the international success of the previous title, showing you step-by-step how to make unique designer furniture.

Including both conceptual objects and modern designs, the book showcases innovative processes using readily available materials commonly found at the local hardware store. Each project features diagrams with short, easy-to-follow instructions on how to build the piece.

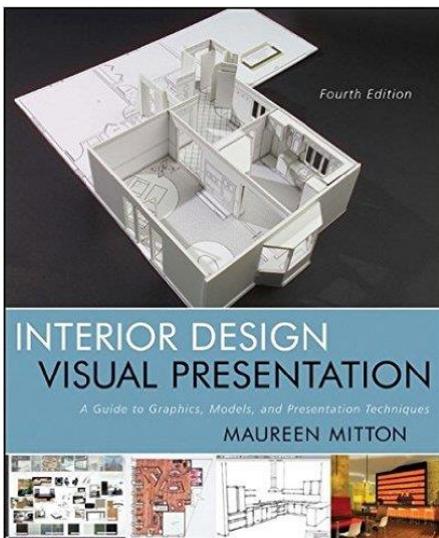
The projects range from novice to experienced, allowing the reader to start where they are comfortable and work towards more difficult projects as they gain knowledge, familiarity with tools, and confidence.

The designs in this book will have you thinking about common materials in a

Interior design visual presentation: a guide to graphics, models, and presentation techniques

Author : Maureen Mitton

No. Class : R 729.028 MIT i



Description : A practical, comprehensive guide to developing effective design communication skills

From doing a quick sketch to producing a fully rendered model, the ability to create visual representations of designs is a critical skill for every designer. Interior Design Visual Presentation, Fourth Edition offers thorough coverage of interior design communication used throughout the design process, complete with a broad range of real-world examples.

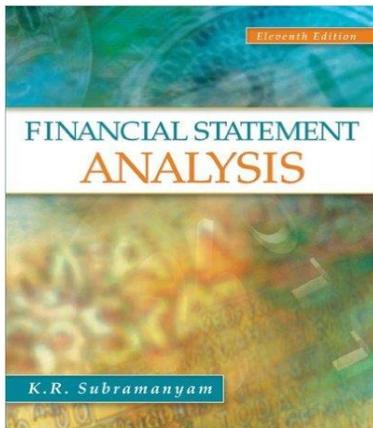
This fully updated handbook presents the full range of styles and techniques used for interior design visual communication, from hand drawing to 3D computer modeling. Its accessible, how-to approach guides you through a variety of methods for executing creative and successful design graphics, models, and presentations. Recognizing the ongoing proliferation of digital tools for visual representation, this

edition provides the latest information on 2D design presentation software, such as Photoshop, SketchUp, Revit, and AutoCAD. Dozens of high-quality, full-color illustrations highlight step-by-step instructions detailing techniques and approaches throughout the book. Standout features of this new edition include: Discrete chapters devoted to manual, freehand, and digital drawing, Numerous examples of quick-sketching techniques as well as computer-generated, 3D representations using Google SketchUp and other software Updated coverage of graphics, composition, and organization of presentations. A range of examples from small residential student projects to huge public interior spaces designed by leading professionals New coverage of rendering In-depth coverage of a wide range of material sample presentation boards. From traditional to cutting-edge techniques, Interior Design Visual Presentation, Fourth Edition gives students and professionals alike the tools to give visual life to their design vision.

Financial Statement Analysis 11th Edition

Author : K. R. Subramanyam

No. Class : 657.3 SUB f



Description : Financial Statement Analysis, 11e, emphasizes effective business analysis and decision making by analysts, investors, managers, and other stakeholders of the company. It continues to set the standard in showing students the keys to effective financial statement analysis. The textbook is set up in a three part framework which makes this textbook one of the best-selling books in the market. It begins with an overview (chapters 1-2), followed by accounting analysis (chapters 3-6) and then financial analysis (chapters 7-11 and a Comprehensive Case). The book presents a balanced view of analysis, including both equity and credit analysis, and both cash-based and earnings-based valuation models. The eleventh edition is aimed at accounting and finance classes, and the professional audience - as it shows the relevance of financial statement analysis to all business decision makers.

The author:

1. Uses numerous and timely “real world” examples and cases
2. Draws heavily on actual excerpts from financial reports and footnotes
3. Focuses on analysis and interpretation of financial reports and their footnotes
4. Illustrates debt and equity valuation that uses results of financial statement analysis
5. Applies a concise and succinct writing style to make the material accessible

Teori kepribadian edisi 10

Author : Duane P. Schultz, Sydney Ellen Schultz

No. Class : 155.2 SCH t



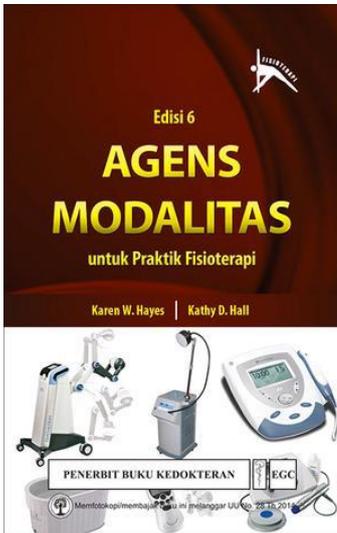
Description : Seorang individu memiliki kepribadian yang unik dan berbeda dari individu lainnya. Berbagai penelitian dengan metode yang bervariasi telah dilakukan oleh para ahli untuk membuktikan fakta tersebut. Penelitian-penelitian yang dilakukan didukung dengan teori-teori yang terbukti dapat diuji, sistematis, dan komprehensif. Namun, hal tersebut tidak menghentikan munculnya metode dan penemuan terbaru di bidang penelitian, khususnya penelitian tentang psikologi kepribadian manusia. Dalam ilmu pengetahuan apa pun, pencapaian intelektual tertinggi dari suatu bidang adalah adanya teori yang komprehensif. Kita dapat mengingat Newton, Darwin, dan Einstein bukan karena adanya eksperimen atau pengamatan ilmiah yang mereka lakukan, tetapi karena mereka memberikan kerangka secara teori dan penjelasan yang luas dan kuat. Kepribadian: Teori dan Penelitian 10E menyampaikan kerangka

utama secara teori yang telah memberikan pengarahannya pada ilmu pengetahuan kepribadian kontemporer. Buku ini membahas seputar teori dan penelitian mengenai hubungan interpersonal, faktor budaya dan sosial ekonomi, perkembangan kepribadian selama rentang kehidupan, dan aplikasi teori kepribadian dalam menjawab pertanyaan mengenai perubahan sosial. Hal yang lebih ditekankan dalam buku ini adalah pembahasan mengenai berbagai kemajuan dalam hal penelitian dan dukungan terhadap berbagai teori yang muncul sejak ilmu psikologi berkembang. FITUR-FITUR BUKU : Setiap bab didahului dengan Fokus Bab yang memaparkan kasus-kasus mengenai kepribadian, sedangkan pada akhir bab terdapat Konsep-konsep Utama dan Ulasan yang memungkinkan mahasiswa memahami isi bab secara ringkas dan menemukan arti kata atau istilah yang ada dalam pembahasan bab.

Agens modalitas untuk praktik fisioterapi

Author : Karen W. Hayes

No. Class : 615.5 HAY a



Description : Salah satu referensi patokan paling praktis yang pernah ada, panduan ini mengulas semua hal yang mahasiswa dan praktisi fisioterapi harus ketahui mengenai teknik dan aplikasi berbagai agens modalitas. Edisi keenam telah direvisi dan diperbarui secara menyeluruh, tetapi tetap menjaga ciri khasnya sebagai manual yang mudah dibaca dan ringkas. Masing-masing bab berisikan rangkuman latar belakang teori yang ringkas, dengan instruksi langkah demi langkah untuk cara penggunaan yang tepat pada agens yang dibahas.