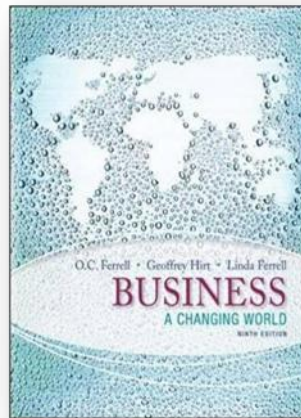




**Perpustakaan Pusat
Universitas
Esa Unggul**

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

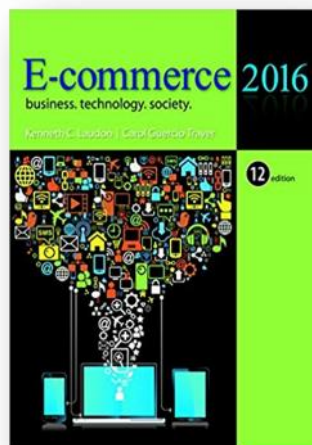


Business: a changing world

Author : OC.Ferrel

No. Class : 650 FER b

Description : *Business: A Changing World* is the fastest growing introductory business programs on the market, and for a simple reason: it carefully blends the right mix of coverage and applications to give students a firm grounding in business principles. Where other books have you sprinting through the semester to get everything in, *Business: A Changing World* allows breathing space to explore topics and incorporate additional activities important to you and your students. Built from the ground up, *Business: A Changing World* is for faculty and students who value a brief, flexible, integrated, and affordable resource that is exciting, applicable, and happening! What sets this fastest-growing learning program apart from the competition?

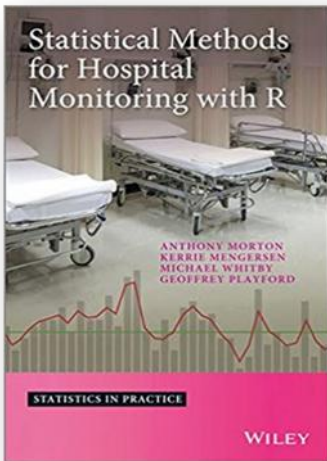


E-commerce 2016: business, technology, society

Author: Kenneth E. Laudon

No. Class : 658.05 LAU e

Description : Laudon's *E-Commerce 2016: Business, Technology, Society* emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing you for real-life scenarios. Laudon and Traver add new or update existing case studies to match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases for each chapter, making the material even more accessible as you prepare for your future in business.

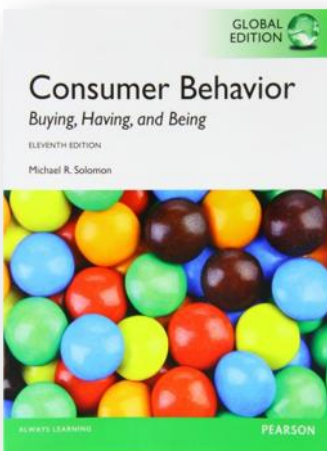


Integrated models for information communication systems and networks: design and development

Author : Aderemi Aaron Anthony Atayero

No. Class : 621.382 ATA i

Description : With current advancements in the modeling and simulation of systems and networks, researchers and developers are better able to determine the probable state of current systems and envision the state of future systems during the design stage. The uses and accuracies of these models are essential to every aspect of communication systems. Integrated Models for Information Communication Systems and Networks: Design and Development explores essential information and current research findings on information communication systems and networks. This reference source aims to assist professionals in the desire to enhance their knowledge of modeling at systems level with the aid of modern software packages.



Consumer behavior: buying, having, and being

Author : Michael R. Solomon

No. Class : 658.834 2 SOL c

Description : Michael "wrote the book" on understanding consumers. Literally. Hundreds of thousands of business students have learned about Marketing from his books including Consumer Behavior: Buying, Having, and Being -- the most widely used book on the subject



Essentials of marketing research : a hands-on orientation

Author : Nares K Malhotra

No. Class : 658.83 MAL e

Description : *Essentials of Marketing Research: A Hands-On Orientation* presents a concise overview of marketing research via a do-it-yourself approach that engages students. Building on the foundation of his successful previous titles—*Basic Marketing Research: Integration of Social Media* and *Marketing Research: An Applied Orientation*—author Nares Malhotra covers concepts at an elementary level, deemphasizing statistics and formulas. Sensitive to the needs of today's undergraduates, Malhotra integrates online and social media content, and provides current, contemporary examples that ground course material in the real world

Pengantar keuangan perusahaan = fundamentals of corporate

Author : Stephen A. Ross

No. Class : 658.15 Ros p

Description : Pengantar keuangan perusahaan menyatukan cakupan yang luas mengenai penelitian modern dengan menekankan pada aplikasi praktis. Ditulis berdasarkan satu prinsip, keuangan perusahaan harus dikembangkan dan diajarkan dengan segi-segi yang saling terpadu. Tiga tema dasar berikut menjadi fokus utama dalam buku ini: 1. Penekanan pada intuisi dasar dibahas secara umum dilanjutkan dengan contoh yang memberi gambaran lebih konkret bagaimana manajer keuangan akan bertindak dalam suatu situasi. 2. Pendekatan valuasi (penilaian) yang terpadu nilai sekarang bersih (net present value NPV) diperlakukan sebagai konsep dasar yang melandasi keuangan perusahaan. 3. Fokus manajerial para penulis menekankan pada peran manajer keuangan sebagai pengambil keputusan, juga perlunya masukan (input) dan pertimbangan manajerial. Edisi Asia Global ini disertai dengan materi-materi berupa contoh yang terjadi di Asia dan internasionalisasi Asia.

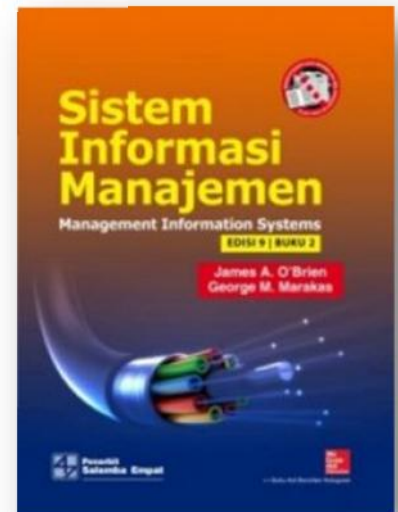


Sistem informasi manajemen = management information system edisi 9 buku 2

Author : James Obrien

No. Class : 658.403 8 OBR s

Description : Sistem Informasi Manajemen Edisi 9 dirancang untuk mahasiswa bisnis sebagai atau yang akan segera menjadi pelaku bisnis dalam dunia bisnis yang berkembang dengan pesat saat ini. Sasaran dari teks ini untuk membantu mahasiswa bisnis belajar bagaimana menggunakan dan mengelola teknologi informasi untuk merevitalisasi proses bisnis, memperbaiki pengambilan keputusan bisnis, dan meraih keuntungan kompetitif, sehingga ia menempatkan sebuah penekanan utama pada cakupan terbaru dari peranan utama teknologi Internet dalam memberikan platform untuk bisnis, perdagangan elektronik, dan proses kolaborasi di antara seluruh pemegang kepentingan bisnis dalam jaringan perusahaan dan pasar global saat ini.



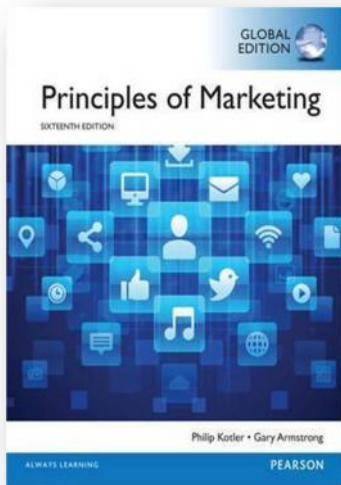
Principles of marketing

Author : Philip Kotler

No. Class : 658.8 KOT p

Description : Principles of Marketing helps current and aspiring marketers master today's key marketing challenge: to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Presenting fundamental marketing information within an innovative customer-value framework, the book helps readers understand how to create value and gain loyal customers.

The fifteenth edition has been thoroughly revised to reflect the major trends and forces impacting marketing in this era of customer value and high-tech customer relationships. Emphasizing the great role that technology plays in contemporary marketing, it's packed with new stories and examples illustrating how companies employ technology to gain competitive advantage—from traditional marketing all-stars such as P&G and McDonald's to new-age digital competitors such as Apple and Google.



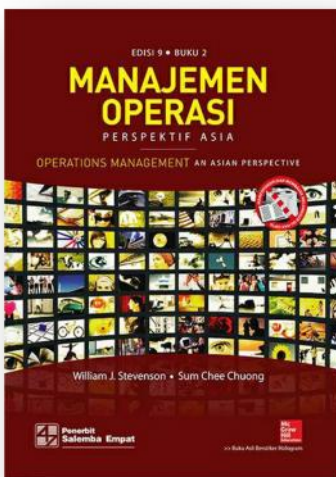
Manajemen operasi : perspektif asia edisi 9 buku 2

Author : Philip Kotler

No. Class : 658.8 KOT p

Description : Manajemen operasi merupakan hal penting bagi berjalannya suatu perusahaan karena setiap perusahaan pasti menjalankan operasi. Berbagai keputusan mengenai operasi harus dilakukan manajer. Di samping itu, kegiatan operasi di sebagian besar perusahaan adalah sumber pengeluaran terbesar. Pengelolaan yang tidak benar dan tidak hati-hati dapat menjadi malapetka bagi perusahaan.

Buku pengantar manajemen operasi ini memberikan uraian secara lengkap mengenai manajemen operasi. Topik-topik yang dibahas mencakup masalah strategis dan aplikasi praktisnya. Buku ini merupakan revisi dari jilid-jilid sebelumnya dengan perspektif Asia sehingga memberikan informasi yang lebih lengkap, akurat, dan terkini, yang lebih menekankan pada manajemen operasi di Asia. Fitur-fitur yang terdapat dalam buku ini mempermudah pembaca dalam memahami isi setiap bab. Selain itu, uraian kasus yang terjadi di sekitar kita serta bacaan mengenai operasi perusahaan-perusahaan global, terutama perusahaan-perusahaan Asia, memberikan wacana yang lebih luas bagi pembaca. Terdapat pula latihan, soal, dan pembelajaran berbasis pengalaman bagi mahasiswa agar lebih memahami penggunaan materi tersebut di dalam praktiknya.

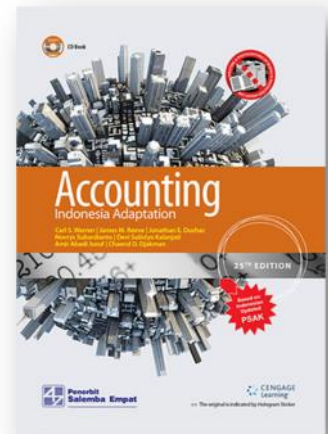


Accounting Indonesia adaptation 25th edition

Author : Carls S Warren

No. Class : 657 WAR a

Description : AccountingIndonesia Adaptation 25th Edition combines the prominent and widely-adopted Accounting by Carl S. Warren, James M. Reeve, and Jonathan Duchac, with the uniqueness of Indonesias business environment. The adaptor team consisting of well-experienced academicians from University of Indonesia and Airlangga University has adapted the text by highlighting special features, such as: More than 75 Indonesian real companies are presented inside various sections of the Chapter (Cover Stories, Financial Analysis and Interpretation, and Business Connection), among others PT Matahari Putra Prima Tbk, PT Semen Indonesia Tbk, PT Mustika Ratu Tbk, PT Ramayana Lestari Sentosa Tbk, PT Batik Keris, PT Ace Hardware Indonesia Tbk, PT Aneka Tambang Tbk, PT Indofood Sukses Makmur Tbk, PT Telekomunikasi Indonesia Tbk, PT Indosat Tbk, and PT Garuda Indonesia Tbk

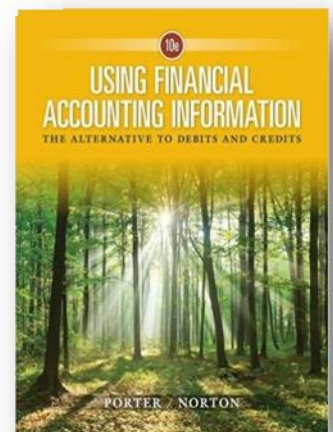


Using Financial accounting information : the alternative to debits and credits

Author : Gary A. Porter

No. Class : 657.48 POR u

Description : Using a proven non-debit/credit approach that emphasizes the decision-usefulness of accounting information and de-emphasizes mechanical procedures, USING FINANCIAL ACCOUNTING INFORMATION, 10E prepares you to be effective decision makers and business leaders. Porter's unique Transaction Analysis Model demonstrates the effects of economic events on the balance sheet and the income statement. In addition, this book introduces financial data and business strategies in the context of highly-recognizable focus companies in real business situations. Finally, larger topics are broken up into modules that encourage you to review and learn in manageable segments.



Financial & managerial accounting

Author : Belverd E. Needles

No. Class : 658.151 1 NEE f

Description : FINANCIAL AND MANAGERIAL ACCOUNTING continuously evolves to meet the needs of today's learner. This edition's new structure is based on research about how to deliver content to students and how to mirror the way instructors have told us they teach. The authors have organized this edition into a new three-section approach: 1. The CONCEPTS section focuses on the overarching accounting concepts that require consistent reiteration throughout the course. 2. The ACCOUNTING APPLICATIONS section helps students apply the accounting procedures with features such as "Apply It!" and a new transaction analysis model. 3. The BUSINESS APPLICATIONS section illustrates how concepts and procedures are used to make real-world business decisions.

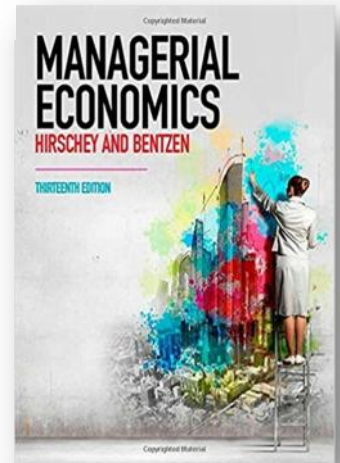


Managerial economics

Author : Mark Hirschey

No. Class : 338.5 HIR m

Description : The economic concepts presented in Managerial Economics show students how to use common sense to understand business and solve managerial problems. This innovative text helps students sharpen their economic intuition. With its unique integrative approach, the text demonstrates that important business decisions are interdisciplinary, illustrating how different functions work together. A basic valuation model is constructed and used as the underlying economic model of the firm. Each topic is then related to an element of the value maximization model--a process that shows how management integrates accounting, finance, marketing, personnel, and production functions. The text also provides an intuitive guide to marginal analysis and basic economic relations.

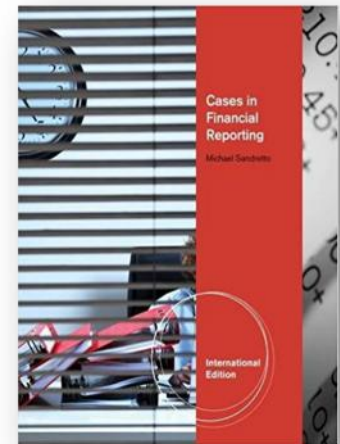


Cases in financial reporting

Author : Michael Sandrett

No. Class : 657.3 SAN c

Description : Millions of Books, Thousands of Topics, One Bookbarn International Bookbarn International is just west of Georgian Bath and south of Bristol, in Somerset, south west England. We have the largest collection of Antiquarian, Rare and Collectible books in the world. Adding thousands of titles every week, we have over a million books, 60% of which were published before 1964, when ISBNs were instigated. Our stock of paperbacks and hardbacks, coffee-table and art books, covers hundreds of categories, spanning every nook and cranny of fiction and non-fiction from the 16th Century to the present day. If you can't find what you are looking for then do contact us, we'd love to help. We've been shipping great books at sensible prices to book lovers all over the world since the year 2000. We always pick and pack so your purchase arrives safely and undamaged.

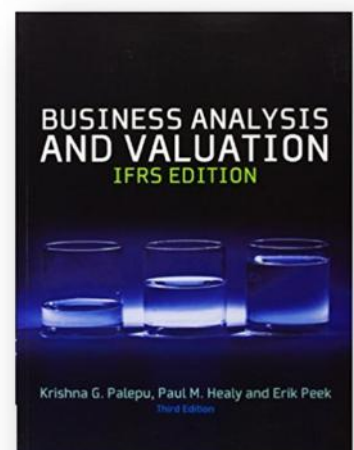


Business analysis and valuation: ifrs edition

Author : Krishna G. Palepu

No. Class : 658.15 PAL b

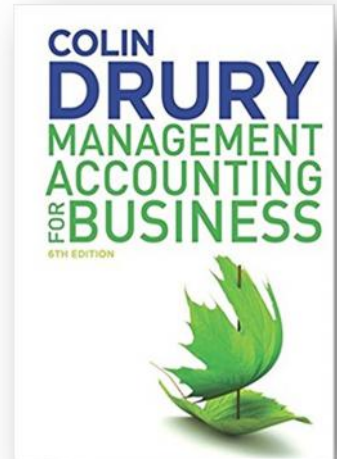
Description : Business Analysis and Valuation IFRS edition richly informs on contemporary financial statement data use in various valuation tasks, balancing each concept against real-life scenarios. The text is entirely IFRS based and discussed how to get the most information out of IFRS based financial statements. The focus is not only on building a solid understanding of the latest theoretical approaches but to also place students in a confident position to apply them.



Management accounting for business

Author : Collin Drury
No. Class : 658.151 1 DRU m

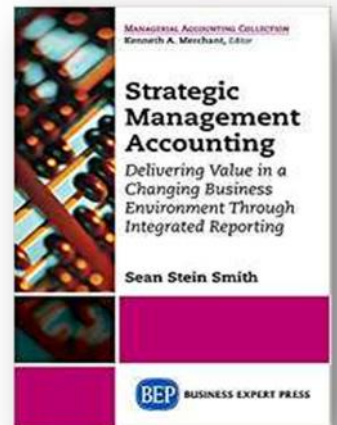
Description : For over 25 years Colin Drury's textbooks have been an invaluable aid for accounting students. A classic in its field, the highly successful textbook Management Accounting for Business is the essential introductory text to management accounting for non-specialists. This fully updated sixth edition maintains Drury's trademark accessible writing style and is illustrated throughout with interesting worked examples which provide the student with a concise foundation in both the theory and practice of the subject whilst emphasizing its importance in making business decisions



Strategic management accounting : delivering value in a changing business environment through intgrated reporting

Author : Sean Stein Smith
No. Class : 658.401 2 SEA s

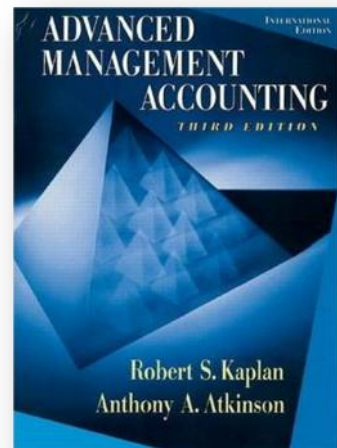
Description : This text describes and focuses on the accounting profession, financial reporting, and the evolving business landscape. Specifically, the key theme and idea embedded throughout this text, and supported with academic and market examples, is the idea of a more strategic management accounting function. Integrated financial reporting represents a framework and platform through which accounting professionals achieve a more strategic and leadership-centric role.



Advanced management accounting

Author : Robert S. Kaplan
No. Class : 658.151 1 KAP a

Description : Suitable for upper level advanced management or cost accounting courses at the undergraduate or MBA/graduate level. Assumes knowledge of management and/or cost accounting. This text provides leading-edge treatment of innovative management accounting issues used by major companies throughout the world. Takes a systematic management-oriented approach to advanced management topics. Each chapter is accompanied by cases to illustrate the concepts discussed.



Integrated marketing communications

Author : William Chitty
No. Class : 658.802 CHI i

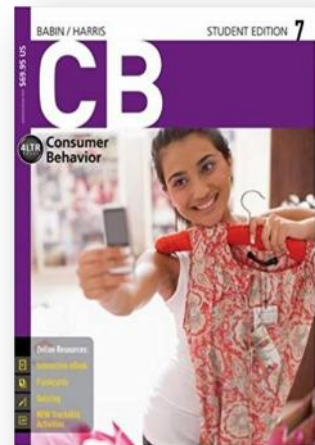
Description : Created by the continuous feedback of a "student-tested, faculty-approved" process, CB 7 delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with Enhanced CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes.



Consumer behavior

Author : Barry J. Babin
No. Class : 658.834 BAB c

Description : Created by the continuous feedback of a "student-tested, faculty-approved" process, CB 7 delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with Enhanced CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes.



Services marketing: an interactive approach

Author : Raymond P. Fisk
No. Class : 658.8 FIS s

Description : Interactive Services Marketing, 4e, International Edition covers the essentials of services marketing--with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions--both in face-to-face communication and in connections through technology. The Third Edition focuses on interactions in service environments. The concise text is fully supported by a robust web site, enabling instructors to reinforce the emphasis on technology and allowing students to interact with both the printed text and online material. Pedagogical tools include chapter-opening vignettes, margin notes, end-of-chapter summaries and conclusions, exercises, and Internet activities.

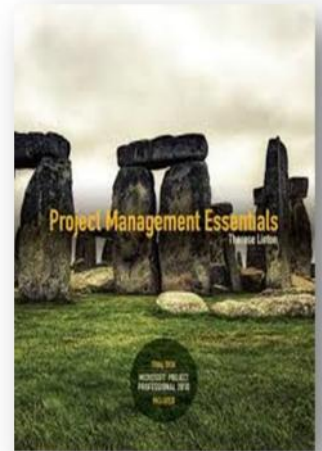


Project management essentials

Author : Therese Linton

No. Class : 658.404 LIN p

Description : Interactive Services Marketing, 4e, International Edition covers the essentials of services marketing--with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions--both in face-to-face communication and in connections through technology. The Third Edition focuses on interactions in service environments. The concise text is fully supported by a robust web site, enabling instructors to reinforce the emphasis on technology and allowing students to interact with both the printed text and online material. Pedagogical tools include chapter-opening vignettes, margin notes, end-of-chapter summaries and conclusions, exercises, and Internet activities.

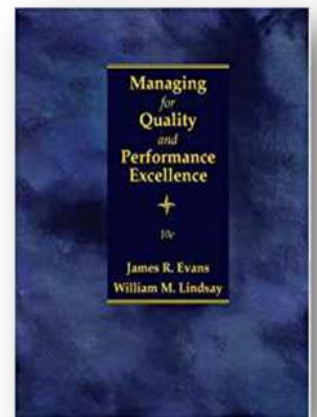


Managing for quality and performance excellence

Author : James R. Evans

No. Class : 658.8 FIS s

Description : Packed with current examples, cases, and illustrations, market-leading MANAGING FOR QUALITY AND PERFORMANCE EXCELLENCE, 10e focuses on the fundamental principles of total quality and emphasizes high-performance management practices, such as those reflected in the Baldrige Criteria. Written by experienced leaders in the fields of performance management and quality, the text delivers the definitive resource for coverage of ISO 9000 certification, Six Sigma, and the U.S. Malcolm Baldrige National Quality Award standards. A wealth of current examples from leading organizations throughout the world reflects quality as they emphasize the practical aspects of the book's managerial focus and pertinent technical topics.

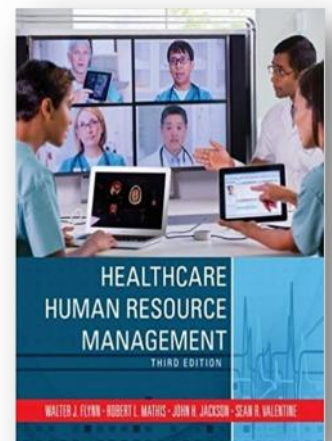


Healthcare Human Resource Management

Author : Walter J. Flynn

No. Class : 362.106 8 FLY h

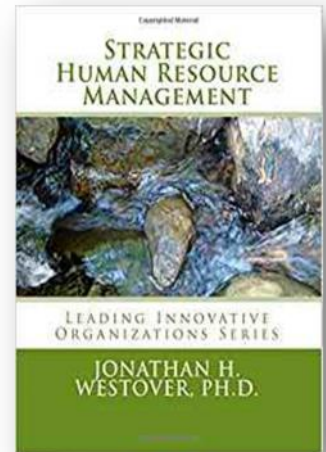
Description : Healthcare management is changing. Do you know which direction it's headed? HEALTHCARE HUMAN RESOURCE MANAGEMENT, 3E is written to be relevant to you, whether you're a student or currently working in healthcare. This text is current, topical, and informative. No matter your status, this is the human resources and healthcare textbook you need to stay ahead of the curve.



Strategic Human Resource Management : Leading innovative organizations series

Author : Jonathan H. Westover
No. Class : 658.3 WES s

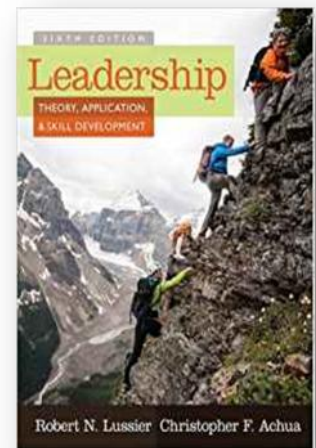
Description : We live in an increasingly hyper-competitive global marketplace, where firms are fighting to stay lean and flexible in an effort to satisfy increasingly diverse and specialized consumer demand around the world. Additionally, with the shifting global economy in recent decades and the emergence of the technology and service-oriented knowledge organizations, how do organizations effectively foster a continuous learning and innovation culture, better motivate employees, and make sound organizational decisions? What can organizational leaders do to promote ongoing organizational agility that will have a measurable impact on increased firm effectiveness and employee productivity? How can organizations more successfully manage organizational knowledge to achieve strategic organizational goals and add value to all organizational stakeholders? These are just some of the pressing questions facing the organizations of today.



Leadership: theory, application, & skill development

Author : Robert N. Lussier
No. Class : 303.34 LUS I

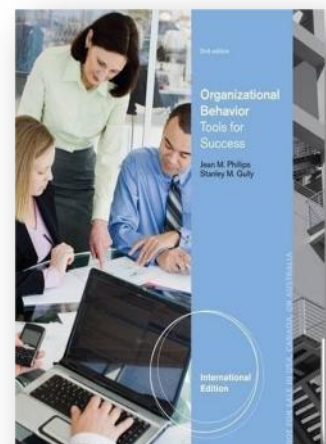
Description : The most practical leadership textbook on the market, LEADERSHIP 6e uses a unique three-pronged approach to teach leadership concepts and theory. The authors combine traditional theory with cutting-edge leadership topics in a concise presentation packed with real-world examples. The text puts students in the leadership role, engaging them in applying the concepts and providing step-by-step behavior models for effectively handling leadership functions.



Organizational behavior: tools for success

Author : Jean M. Phillips
No. Class : 658.4 PHI o

Description : Introduce the tools to achieve personal and managerial success with Phillips/Gully's ORGANIZATIONAL BEHAVIOR: TOOLS FOR SUCCESS. Written by award-winning instructors, this book uses meaningful, relevant examples within each chapter to help translate today's most recent OB research and significant theory into applicable skills. ORGANIZATIONAL BEHAVIOR is ideal for launching or advancing any business career as focused self-assessments, an emphasis on using technology to increase productivity, and innovative decision-making videos clearly demonstrate the immediate value of what you're learning. Discover the impact of OB today on both your personal and professional experiences and career success.



Investments: concepts and applications

Author : Tim Brailsford
No. Class : 332.6 BRA i

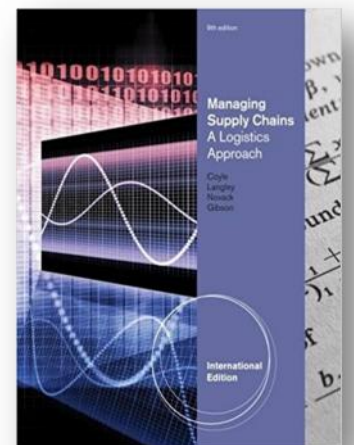
Description : Investments: Concepts Applications is a contemporary exploration of the complexities of modern financial markets integrated with a contextual history of theory. The text maintains a strong emphasis on the techniques and applications of investment management set within a regional context. This fifth edition continues to link theory and research with the real-world financial markets, including an in-depth analysis of the Global Financial Crisis and expanded coverage on alternative investments.



Managing supply chains: a logistics approach 9th edition

Author : John J. Coyle
No. Class : 658.7 COY m

Description : MANAGING SUPPLY CHAINS: A LOGISTICS APPROACH, 9E, International Edition refined its focus on the supply chain approach by blending logistics theory with practical applications. Features MANAGING SUPPLY CHAINS: A LOGISTICS APPROACH, 9E, International Edition refined its focus on the supply chain approach, one of the latest developments in logistics management. Supply Chain Profiles vignettes at the beginning of each chapter that introduce topics to students using familiar real-world companies, people, and events. Practical applications of supply chain management are provided using new and updated On the Line boxed featuring hands-on managerial experience of the chapter's topics. Short Cases at the end of each chapter helps students build their knowledge by applying the principles learned in the chapter.



Internet marketing integrating online & offline strategies

Author : Mary Lou Robert
No. Class : 658.83 LOU i

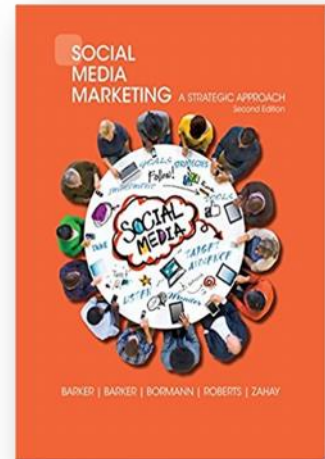
Description : INTERNET MARKETING, 3RD EDITION provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues. Above all, it works on the premise that the Internet--whether used as a medium of communication or as a channel of distribution--is only one component of the contemporary marketer's arsenal. The key issue facing marketers today is how to best integrate this powerful new component, continuing developments in Internet marketing into their strategies and media plans. That ongoing challenge represents the essential theme of this text.



Social media marketing: a strategic approach 2nd edition

Author : Mellisa S. Barker
No. Class : 658.872 BAR s

Description : SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 2E builds on the strength of the first edition, adding to the book's real-world focus with practical examples and case histories woven throughout the text. You'll find more explicit focus on the marketing use of popular social media platforms, including both those that are well established and those that are emerging. Conceptual frameworks and the explication of a social media marketing plan are illustrated using a strong example. This edition's conceptual frameworks are strengthened with additional teaching concepts, and best practices are emphasized. The authors provide a variety of social media initiatives to help you keep up with the latest developments and enable you to weave current social media marketing campaigns and developments into your course. Prepare your students for today's ever-changing world of social media marketing with this winning book and package that are easy for you to modify for your needs.



Marketing models: multivariate statistics and marketing analytics

Author : Dawn Lacobucci
No. Class : 658.8 LAC m

Description : One of the larger challenges of teaching modeling is the issue of balancing quantitative skill sets with qualitative concepts. Students require familiarity with specific mathematical concepts and formulas in order to perform basic tasks. This is a topic that is being taken very seriously in the discipline. Many companies routinely collect massive amounts of customer data, which requires marketing modelers to translate that data into information that may be used to make fact-based strategic and tactical decisions. Marketers are being challenged to illustrate and demonstrate the financial return and measurement of their actions and marketing dashboards and metrics are becoming more important. This book was itself designed in part from a customer perspective, and each chapter also covers a marketing topic using the optimal methods.

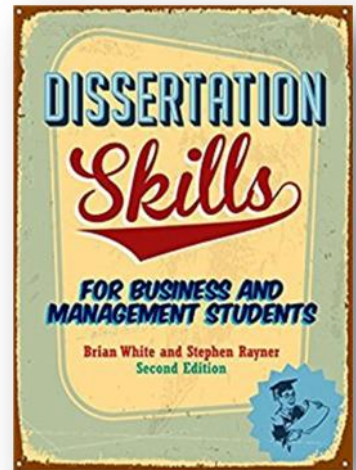


Dissertation skills for business and management students

Author : Brian White

No. Class : 001.42 WHI d

Description : The dissertation is often a crucial part of a business and management degree and can heavily influence the final mark. This book provides practical help to approach the dissertation in a positive and successful way. The tried and tested techniques will help to: choose and develop a subject to investigate, select an appropriate methodology, effectively carry out qualitative and quantitative research, make the best use of relevant literature, evaluate and analyse the data collected, write and present findings and get the most out of the dissertation advisor. This is an essential guide for all students carrying out a dissertation.



Introduction to six sigma & process improvement 2nd edition

Author : James R. Evans

No. Class : 658.401 EVA i

Description : Find out why many businesses preferentially hire six sigma trained candidates. an introduction to six sigma and process improvement, 2e shows you the essence and basics of six sigma, as well as how six sigma has brought a renewed interest in the principles of total quality to cutting-edge businesses. six sigma has taken the corporate world by storm. find out how you can use it to improve your work performance and your personal marketability with an introduction to six sigma and process improvement, 2e.

