

New Book Express 2020.08

New English Books	1
New Chinese Books	17

Example:

No.	Title:	
	Author:	Call Number:
	Publisher:	Subject:

New English Books

2020.08

1.	Why digital transformations fail: the surprising disciplines of how to take off and stay ahead Tony Saldanha Oakland, CA: Berrett-Koehler Publishers, a BK Business Book, 2019	004.068/S162/2019 Information technology--Management
2.	The real business of blockchain: how leaders can create value in a new digital age David Furlonger, Christophe Uzureau Boston, Massachusetts: Harvard Business Review Press, 2019	005.741/F985/2019 Blockchains (Databases)
3.	A leader's guide to cybersecurity: why boards need to lead--and how to do it Thomas J. Parenty, Jack J. Domet Boston, MA: Harvard Business Review Press, 2020	005.8/P228/2020 Computer security
4.	Human compatible: artificial intelligence and the problem of control Stuart Russell New York: Viking, 2019	006.301/R961/2019 Automation--Safety measures

5.	The Big Nine: how the tech titans and their thinking machines could warp humanity Amy Webb New York: Public Affairs, 2019	006.301/W365/2019 Artificial intelligence--Social aspects
6.	Artificial intelligence for business: a roadmap for getting started with AI Jason L Anderson, Jeffrey L Coveyduc Hoboken: Wiley, 2020	006.3068/A545/2020 Artificial intelligence--Economic aspects
7.	A human's guide to machine intelligence: how algorithms are shaping our lives and how we can stay in control Kartik Hosanagar New York: Penguin Books, 2020	006.3/H825/2020 Artificial intelligence--Popular works
8.	Mindful listening Harvard Business Review Boston, Massachusetts: Harvard Business Review Press, 2019	153.68/M663/2019 Listening
9.	Helping people change: coaching with compassion for lifelong learning and growth Richard Boyatzis, Melvin Smith, Ellen Van Oosten Boston, Massachusetts: Harvard Business Review Press, 2019	158.3/B789/2019 Personal coaching
10.	Life's great question: discover how you contribute to the world Tom Rath San Francisco, California: Silicon Guild Books, 2020	174/R234/2020 Quality of work life
11.	Team human Douglas Rushkoff New York: W.W. Norton & Company, Inc., 2019	302/R953/2019 Interpersonal relations
12.	Power and impact Harvard Business Review Boston, Massachusetts: Harvard Business Review Press, 2020	303.3/P887/2020 Power (Social sciences)
13.	Supertrends: 50 things you need to know about the future Lars Tvede Chichester, United Kingdom: John Wiley & Sons, 2020	303.4830112/T968/2020 Economic forecasting
14.	Matchmakers and markets: the revolutionary role of information in the economy Yi-Cheng Zhang Oxford: Oxford University Press, 2020	303.4833/Z632/2020 Knowledge economy

15.	Capital and ideology Thomas Piketty, translated by Arthur Goldhammer Cambridge, Massachusetts: Harvard University Press, 2020	305/P636/2020 Equality
16.	Competition overdose: how free market mythology transformed us from citizen kings to market servants Maurice E. Stucke and Ariel Ezrachi New York, NY: Harper Business, 2020	306.34/S932/2020 Competition--Social aspects
17.	Why do so many incompetent men become leaders?: (and how to fix it) Tomas Chamorro-Premuzic Boston, Massachusetts: Harvard Business Review Press, 2019	306.3615/C448/2019 Sex role in the work environment
18.	The age of surveillance capitalism: the fight for a human future at the new frontier of power Shoshana Zuboff New York: Public Affairs, 2019	306.3/Z93/2019 Consumer behavior--Data processing
19.	Economists at war: how a handful of economists helped win and lose the World Wars Alan Bollard Oxford: Oxford University Press, 2020	330.0922/B691/2020 Economists--History--20th century
20.	Reimagining capitalism in a world on fire Rebecca Henderson New York: Public Affairs, 2020	330.122/H496/2020 Economic policy
21.	Permanent revolution: reflections on capitalism Wyatt Wells Stanford, California: Stanford Briefs, 2020	330.122/W453/2020 Capitalism
22.	The Routledge guidebook to Smith's Wealth of nations Maria Pia Paganelli Abingdon, Oxon; New York, NY: Routledge, 2020	330.153/P128/2020 Economics--History
23.	The state of economics, the state of the world edited by Kaushik Basu, David Rosenblatt, and Claudia Sepúlveda Cambridge, Massachusetts: MIT Press, 2019	330.1/S797/2019 Economic development

24.	Firefighting: the financial crisis and its lessons Ben S. Bernanke, Timothy F. Geithner, and Henry M. Paulson, Jr New York: Penguin Books, 2019	330.90511/B517/2019 Monetary policy--United States
25.	The future is Asian: commerce, conflict, and culture in the 21st century Parag Khanna New York: Simon & Schuster, 2019	330.95/K454/2019 Economic development--Asia--21st century
26.	Good economics for hard times Abhijit V. Banerjee & Esther Duflo New York: Public Affairs, 2019	330.9/B215/2019 Economics
27.	The gift of global talent: how migration shapes business, economy & society William R. Kerr Stanford, California: Stanford Business Books, an imprint of Stanford University Press, 2019	331.620973/K411/2019 Immigrants--United States
28.	The paytech book: the payment technology handbook for investors, entrepreneurs and fintech visionaries edited by Susanne Chishti, Tony Craddock, Robert Courtneidge, Markos Zachariadis Chichester, West Sussex; Hoboken: Wiley, 2020	332.4/P347/2020 Electronic commerce
29.	Predatory value extraction: how the looting of the business corporation became the U.S. norm and how sustainable prosperity can be restored William Lazonick and Jang-Sup Shin Oxford: Oxford University Press, 2020	335.412/L431/2020 Value
30.	Global financial centers, economic power, and (in)efficiency Fikret Čaušević Cham, Switzerland: Palgrave Macmillan, 2020	337/C374/2020 International economic relations
31.	Becoming a social entrepreneur: starting out, scaling up and staying true Michael Gordon London; New York: Routledge Taylor & Francis Group, 2020	338.04/G662/2020 Social entrepreneurship
32.	Technology in the Industrial Revolution Barbara Hahn, Texas Tech University Cambridge, United Kingdom; New York: Cambridge University Press, 2020	338.064094109033/H148/2020 Industrial revolution--Great Britain--History

33.	The technology trap: capital, labor, and power in the age of automation Carl Benedikt Frey Princeton, New Jersey: Princeton University Press, 2019	338.064/F893/2019 Technological innovations--Economic aspects
34.	Crude intentions: how oil corruption contaminates the world Alexandra Gillies Oxford; New York: Oxford University Press, 2020	338.27282/G481/2020 Petroleum industry and trade--Corrupt practices
35.	Tech titans of China: how China's tech sector is challenging the world by innovating faster, working harder & going global Rebecca A. Fannin Boston, MA: Nicholas Brealey Publishing, 2019	338.4760951/F213/2019 High technology industries--China
36.	Uncanny valley: a memoir Anna Wiener New York: MCD/Farrar, Straus and Giroux, 2020	338.4760979473/W647/2020 High technology industries--California--Santa Clara Valley (Santa Clara County)
37.	Fintech, small business & the American dream: how technology is transforming lending and shaping a new era of small business opportunity Karen G. Mills Cham: Palgrave MacMillan, 2018	338.6420973/M657/2018 Small business--United States
38.	Industry 4.0 for SMEs: challenges, opportunities and requirements Dominik T. Matt, Vladimír Modrák, Helmut Zsifkovits, editors Cham, Switzerland: Palgrave Macmillan/Springer Nature, 2020	338.6/I428/2020 Industrial organization (Economic theory)
39.	Always day one: how the tech Titans plan to stay on top forever Alex Kantrowitz New York: Portfolio/Penguin, 2020	338.76004/K168/2020 High technology industries--Management--Case studies
40.	Tim Cook: the genius who took Apple to the next level Leander Kahney New York: Portfolio/Penguin, 2019	338.761004092/K129/2019 Industrial engineers--United States--Biography
41.	The perils of international capital Faisal Z. Ahmed Cambridge, UK; New York, NY: Cambridge University Press, 2019	338.91091724/A286/2019 Economic assistance--Political aspects--Developing countries

42.	Healthy buildings: how indoor spaces drive performance and productivity Joseph G. Allen, John D. Macomber Cambridge, Massachusetts: Harvard University Press, 2020	363.11/A425/2020 Industrial productivity--Effect of technological innovations on
43.	The citizen's guide to climate success: overcoming myths that hinder progress Mark Jaccard, Simon Fraser University, British Columbia Cambridge, United Kingdom; New York, NY: Cambridge University Press, 2020	363.73874/J121/2020 Energy policy
44.	Teaching by heart: one professor's journey to inspire Thomas J. DeLong Boston: Harvard Business Review Press, 2019	371.102/D361/2019 Teaching
45.	Retail isn't dead: innovative strategies for brick and mortar retail success Matthias Spanke Cham, Switzerland: Palgrave Macmillan, 2020	381.1/S735/2020 Stores, Retail
46.	The consumer revolution: tipping the balance of power Naren Nath Los Angeles, Calif.: Sage Publications, 2020	381.32/N274/2020 Consumer movements
47.	Trade is not a four-letter word: how six everyday products make the case for trade Fred P. Hochberg New York: Avid Reader Press, 2020	382.30973/H685/2020 International trade
48.	GATT and global order in the postwar era Francine McKenzie Cambridge, UK: Cambridge University Press, 2020	382.92/M156/2020 International trade
49.	That will never work: the birth of Netflix and the amazing life of an idea Marc Randolph New York, NY: Little, Brown and Company, 2019	384.55506573/R192/2019 Entrepreneurship
50.	Pocket guide for hospitality managers Conrad Lashley & Michael N. Chibili London: Routledge, 2018	647.068/L343/2018 Hospitality industry--Management
51.	Best of the best of the business web: over 200 of the most credible, substantive and free business research sites curated and evaluated Robert Berkman New York: Best of the Business Web, 2019	650.03/B513/2ND ED/2019 Business enterprises--Computer network resources--Directories

52.	Nothing succeeds like failure: the sad history of American business schools Steven Conn Ithaca: Cornell University Press, 2019	650.071173/C752/2019 Business education--United States--History
53.	Making global MBAs: the culture of business and the business of culture Andrew Orta Oakland, California: University of California Press, 2020	650.071173/O771/2020 Business education--United States
54.	The purpose of the business school: alternative views and implications for the future Edward W. Miles Cham, Switzerland: Palgrave Macmillan, 2019	650.0711/M643/2019 Business schools
55.	Conducting necessary condition analysis: for business and management students Jan Dul Thousand Oaks, California: SAGE, 2020	650.072/D878/2020 Business--Research--Methodology
56.	Conducting classic grounded theory: for business and management students Isabelle Walsh, Judith A. Holton, Gaetan Mourmant Los Angeles: SAGE, 2020	650.072/W223/2020 Business--Research--Methodology
57.	All you have to do is ask: how to master the most important skill for success Wayne Baker New York: Currency, 2020	650.1014/B167/2020 Communication in organizations
58.	HBR guide to work-life balance. Harvard Business Review Press Boston, Massachusetts: Harvard Business Review Press, 2019	650.1/H339/2019 Work-life balance
59.	The responsibility ethic: 12 strategies exceptional people use to do the work and make success happen Adam Kreek Vancouver, British Columbia: Page Two Books, 2019	650.1/K921/2019 Success in business
60.	Master your next move: proven strategies for navigating the first 90 days--and beyond Michael D. Watkins Boston, Massachusetts: Harvard Business Press, 2019	650.1/W335/2019 Career development
61.	How to read a financial report: wringing vital signs out of the numbers John A. Tracy and Tage C. Tracy Hoboken, New Jersey: Wiley, 2020	657.3/T761/2020 Financial statements

62.	Unmasking irresponsible leadership: curriculum development in 21st century management education Lola-Peach Martins and Maria De Lourdes Lazzarin London; New York: Taylor & Francis Group, 2020	658.00711/M386/2020 Management--Study and teaching
63.	How AI is transforming the organization MIT Sloan Management Review Cambridge, Massachusetts: The MIT Press, 2020	658.0563/H847/2020 Automation--Management
64.	Competing in the age of AI: strategy and leadership when algorithms and networks run the world Marco Iansiti and Karim Lakhani Boston, MA: Harvard Business Review Press, 2020	658.0563/I118/2020 Artificial intelligence--Industrial applications
65.	Startup accelerators: a field guide Richard Busulwa, Naomi Birdthistle, Steve Dunn Hoboken, New Jersey: John Wiley & Sons, Inc., 2020	658.11/B982/2020 New business enterprises
66.	The money tree: a story about finding the fortune in your own backyard Chris Guillebeau New York: Portfolio, 2020	658.11/G958/2020 New business enterprises
67.	Secrets of Sand Hill Road: venture capital and how to get it Scott Kupor; foreword by Eric Ries New York: Portfolio/Penguin, 2019	658.15224/K967/2019 Venture capital--California
68.	HBR's 10 must reads on managing risk Harvard Business Review Boston, Massachusetts: Harvard Business Review Press, 2020	658.155/H339/2020 Risk management
69.	The failure of risk management: why it's broken and how to fix it Douglas W. Hubbard Hoboken, New Jersey: Wiley, 2020	658.155/H875/2ND ED/2020 Risk management
70.	How finance works: the HBR guide to thinking smart about the numbers Mihir A. Desai Boston, Massachusetts: Harvard Business Review Press, 2019	658.15/D441/2019 Finance
71.	Evidence-based recruiting: how to build a company of star performers through systematic and repeatable hiring practices Atta Tarki New York: McGraw-Hill, 2020	658.3111/T187/2020 Executives--Recruiting

72.	Creativity and innovation in organizations	
	edited by Michael D. Mumford and E. Michelle Todd New York, NY: Routledge, 2020	658.314/C912/2020 Creative ability in business
73.	Next generation leadership: how to ensure young talent will thrive with your organization	
	Adam Kingl New York: HarperCollins Leadership, an imprint of HarperCollins, 2020	658.314/K549/2020 Generation Y--Employment
74.	Crave: You Can Enhance Employee Motivation in 10 Minutes by Friday.	
	Gregg Lederman Rochester, NY: Brand at Work; 2018	658.314/L473/2018 Employee motivation
75.	Organizational heartbeats: engaging employees in sustainability by leveraging purpose and curating culture	
	M. Brooke Moran London; New York: Routledge, Taylor & Francis Group, 2020	658.314/M829/2020 Corporate culture
76.	From talent management to talent liberation: a practical guide for professionals, managers and leaders	
	Maggi Evans with John Arnold and Andrew Rothwell Abingdon, Oxon; New York, NY: Routledge, 2020	658.3/E924/2020 Personnel management
77.	HBR's 10 must reads on managing people. Vol. 2.	
	Harvard Business Review. Boston: Harvard Business Review Press, 2020	658.3/H339/2020/V.2 Supervision of employees
78.	The HR (r)evolution: change the workplace and change the world	
	Alan Watkins and Nick Dalton London; New York: Routledge, Taylor & Francis Groups, 2020	658.3/W335/2020 Personnel management
79.	Agile strategy: how to create a strategy ready for anything	
	Ralph Fernando Harlow, England: Pearson, 2019	658.4012/F363/2019 Strategic planning
80.	How to think strategically: sharpen your mind, develop your competency, contribute to success	
	Greg Githens Palmyra, VA: Maven House, 2019	658.4012/G536/2019 Strategic planning

81.	HBR's 10 must reads. Vol. 2: on strategy Harvard Business Review Press Boston, Massachusetts: Harvard Business Review Press, 2020	658.4012/H339/2020 Strategic planning
82.	The strategy book: how to think and act strategically to deliver outstanding results Max Mckeown Harlow, England: Pearson, 2020	658.4012/M157/3RD ED/2020 Strategic planning
83.	Entrepreneur's guide to risk and decisions: building successful early-stage ventures Thomas Pittz S.I.: Emerald Group, 2020	658.4012/P692/2020 Entrepreneurship
84.	The power of virtual distance: a guide to productivity and happiness in the age of remote work Karen Sobel Lojeski, Richard R. Reilly Hoboken, New Jersey: John Wiley & Sons, 2020	658.4022/S677/2ND ED/2020 Virtual work teams--Management
85.	Systems thinking for a turbulent world: a search for new perspectives Anthony Hodgson Abingdon, Oxon; New York, NY: Routledge, 2020	658.4032/H691/2020 Decision making
86.	The wise company: how companies create continuous innovation Ikujiro Nonaka and Hirotaka Takeuchi New York, NY: Oxford University Press, 2019	658.4038/N812/2019 Knowledge management
87.	HBR guide to making better decisions Harvard Business Review Press Boston, Massachusetts: Harvard Business Review Press, 2020	658.403/H339/2020 Decision making
88.	Upstream: the quest to solve problems before they happen Dan Heath New York: Avid Reader Press, 2020	658.403/H437/2020 Success in business
89.	What's your problem?: to solve your toughest problems, change the problems you solve Thomas Wedell-Wedellsborg Boston, Massachusetts: Harvard Business Review Press, 2020	658.403/W391/2020 Problem solving
90.	HBR guide to managing strategic initiatives Harvard Business Review Press Boston, Massachusetts: Harvard Business Review Press, 2020	658.404/H339/2020 Project management

91.	Project management: it's all bollocks!: the complete exposure of the world of, and the value of, project management Susie Palmer-Trew and Peter Taylor London; New York: Routledge, 2020	658.404/P176/2020 Project management
92.	Optimizing project management Te Wu Boca Raton, Florida: CRC Press, ©2020	658.404/W959/2020 Project management
93.	You're it: crisis, change, and how to lead when it matters most Leonard J. Marcus, Eric J. McNulty, Joseph M. Henderson, Barry C. Dorn; foreword by David Gergen New York: Public Affairs, 2019	658.4056/M322/2019 Crisis management
94.	The IDEATE method: identifying high-potential entrepreneurial ideas Daniel Cohen, Wake Forest University, Greg Pool, Wake Forest University, Heidi Neck, Babson College Thousand Oaks, California: SAGE Publications, Inc., 2021	658.4063/C678/2021 New products
95.	Creative construction: the DNA of sustained innovation Gary P. Pisano New York: Public Affairs, 2019	658.4063/P675/2019 Technological innovations
96.	Experimentation works: the surprising power of business experiments Stefan H. Thomke Boston, Massachusetts: Harvard Business Review Press, 2020	658.4063/T465/2020 Business--Technological innovations
97.	Digital (r)evolution: strategies to accelerate business transformation Yuri B Aguiar Hoboken: Wiley, 2020	658.406/A282/2020 Business enterprises--Technological innovations
98.	The end of competition the impact of the network economy Cornelis Nicolaas Andreas Molenaar New Jersey, London, Singapore, World Scientific 2020	658.406/M718/2020 Competition
99.	Restoring the soul of business: staying human in the age of data Rishad Tobaccowala Nashville: HarperCollins Leadership, 2020	658.406/T628/2020 Performance technology
100.	The language of leadership narratives: a social practice perspective Jonathan Clifton, Stephanie Schnurr, and Dorien Van De Mierop Abingdon, Oxon; New York: Routledge, 2020	658.4092014/C639/2020 Leadership

101.	HBR's 10 must reads on women and leadership Harvard Business Review Press Boston, Massachusetts: Harvard Business Review Press, 2019	658.4092082/H339/2019 Women employees
102.	Trailblazer: the power of business as the greatest platform for change Marc Benioff and Monica Langley New York: Currency, 2019	658.4092/B467/2019 Leadership
103.	Leading with gratitude: eight leadership practices for extraordinary business results Adrian Gostick, Chester Elton New York, NY: Harper Business, an imprint of HarperCollins Publishers, 2020	658.4092/G682/2020 Leadership
104.	Practicing leadership Alan S. Gutterman New York, N.Y.: Business Expert Press, 2019	658.4092/G985/2019 Leadership
105.	Become: the path to purposeful leadership Mark Hannum New York: McGraw-Hill, 2020	658.4092/H246/2020 Executive coaching
106.	HBR's 10 must reads on leadership. Vol. 2. Harvard Business Review Press Boston, Massachusetts: Harvard Business Review Press, 2020	658.4092/H339/2020/V.2 Leadership
107.	Welcome to management: how to go from top performer to excellent leader Ryan Hawk New York: McGraw-Hill Education, 2020	658.4092/H392/2020 Management
108.	Being the boss: the 3 imperatives for becoming a great leader Linda A. Hill, Kent Lineback Boston, Massachusetts: Harvard Business Review Press, 2019	658.4092/H645/2019 Supervision of employees
109.	Think outside the building: how advanced leaders can change the world one smart innovation at a time Rosabeth Moss Kanter New York: Public Affairs, 2020	658.4092/K168/2020 Leadership
110.	The motive: why so many leaders abdicate their most important responsibilities Patrick Lencioni Hoboken, New Jersey: John Wiley & Sons, Inc., 2020	658.4092/L563/2020 Leadership

111.	Leadership is language: the hidden power of what you say -and what you don't L. David Marquet New York: Portfolio/Penguin, 2020	658.4092/M357/2020 Transformational leadership
112.	Leading in the digital world: how to foster creativity, collaboration, and inclusivity Amit S. Mukherjee Cambridge, Massachusetts: The MIT Press, 2019	658.4092/M953/2019 Technological innovations
113.	Charismatic leadership: the skills you can learn to motivate high performance in others Kevin Murray New York, NY: Kogan Page, 2020	658.4092/M981/2020 Leadership
114.	The leader you want to be: five essential principles for bringing out your best self--every day Amy Jen Su Boston, Massachusetts: Harvard Business Review Press, 2019	658.4092/S938/2019 Leadership
115.	Walk off winning: a game plan for leading your team and organization to success Steve Trimper Hoboken, New Jersey: John Wiley & Sons, Inc., 2020	658.4092/T831/2020 Leadership
116.	The new extraordinary leader John H. Zenger, Joseph R. Folkman New York: McGraw-Hill, 2020	658.4092/Z54/3RD ED/2020 Leadership
117.	Disrupt yourself: master relentless change and speed up your learning curve Whitney Johnson Boston, Massachusetts: Harvard Business Review Press, 2020	658.409/J661/2020 Success in business
118.	The innovation stack: building an unbeatable business one crazy idea at a time Jim McKelvey New York: Portfolio/Penguin, 2020	658.421/M154/2020 Entrepreneurship
119.	Fit to compete: why honest conversations about your company's capabilities are the key to a winning strategy Michael Beer Boston, Massachusetts: Harvard Business Review Press, 2020	658.45/B415/2020 Communication in management
120.	Good charts workbook: tips, tools, and exercises for making better data visualizations Scott Berinato Boston, Massachusetts: Harvard Business Review Press, 2019	658.45/B511/2019 Business presentations--Charts, diagrams, etc

121.	Communicate with mastery: how to speak with conviction and write for impact JD Schramm, Ed.D, with Kara Levy Hoboken, New Jersey: John Wiley & Sons, Inc., 2020	658.45/S377/2020 Communication in management
122.	Aesthetic intelligence: how to boost it and use it in business and beyond Pauline Brown New York: Harper Business, 2019	658.5038/B877/2019 Creative ability in business
123.	Designing experiences J. Robert Rossman and Mathew D. Duerden New York: Columbia University Press, 2019	658.5038/R837/2019 Customer relations
124.	Open innovation results: going beyond the hype and getting down to business Henry Chesbrough Oxford; New York, NY: Oxford University Press, 2020	658.514/C524/2020 Technological innovations--Management
125.	The experience economy: competing for customer time, attention, and money B. Joseph Pine II and James H. Gilmore Boston, Massachusetts: Harvard Business Review Press, 2019	658.56/P649/2019 Production management
126.	The design thinking quick start guide: a 6-step process for generating and implementing creative solutions Isabell Osann, Lena Mayer, Inga Wiele Hoboken, New Jersey: John Wiley & Sons, 2020	658.5752/O811/2020 Product design
127.	Reinventing the product: how to transform your business and create value in the digital age Eric Schaeffer and David Sovie New York: Kogan Page Ltd, 2019	658.575/S294/2019 New products--Management
128.	Marketing made simple: a step-by-step storybrand guide for any business Donald Miller with Dr. J.J. Peterson New York: Harpercollins Leadership, 2020	658.802/M647/2020 Branding (Marketing)
129.	Powerful B2B content: using brand journalism to create compelling and authentic storytelling Gay Flashman London, United Kingdom; New York, NY: Kogan Page Limited, 2020	658.804/F585/2020 Industrial marketing
130.	The customer catalyst: how to drive sustainable business growth in the customer economy Chris Adlard, Daniel Bausor United Kingdom: John Wiley & Sons Ltd., 2020	658.812/A237/2020 Relationship marketing

131.	Fanocracy: turning fans into customers and customers into fans David Meerman Scott and Reiko Scott; foreword by Tony Robbins New York, New York: Portfolio/Penguin, 2020	658.812/S425/2020 Relationship marketing
132.	Ignore your customers (and they'll go away): the simple playbook for delivering the ultimate customer service experience Micah Solomon Nashville: HarperCollins, 2020	658.812/S689/2020 Customer relations
133.	Brand storytelling: put customers at the heart of your brand story Miri Rodriguez London: Kogan Page, 2020	658.827/R696/2020 Branding (Marketing)
134.	The context marketing revolution: how to motivate buyers in the age of infinite media Mathew Sweezey Boston, MA: Harvard Business Review Press, 2020	658.8343/S974/2020 Consumers' preferences
135.	Myths of marketing: banish the misconceptions and become a great marketer Grant Leboff New York: Kogan Page, 2020	658.8/L447/2020 Marketing
136.	Authentic marketing: how to capture hearts and minds through the power of purpose Larry Weber Hoboken, New Jersey: John Wiley & Sons, 2019	658.8/W373/2019 Marketing--Moral and ethical aspects
137.	HBR's 10 must reads on managing in a downturn. Harvard Business Review Press Boston, Massachusetts: Harvard Business Review Press, 2019	658/H339H/2019 Business cycles
138.	The economics of higher purpose: eight counterintuitive steps for creating a purpose-driven organization Robert E. Quinn, Anjan V. Thakor Oakland, CA: Berrett-Koehler Publishers, 2019	658/Q73/2019 Organizational behavior
139.	The business analysis handbook: techniques and questions to deliver better business outcomes Helen Winter London: New York; Kogan Page, 2019	658/W784/2019 Business analysts

140.	The apology impulse: how the business world ruined sorry and why we can't stop saying it Sean O'Meara, Cary Cooper London; New York: Kogan Page, 2020	659.2/O55/2020 Public relations
141.	These truths: a history of the United States Jill Lepore New York, N.Y.: W.W. Norton & Company, 2019	973/L598/2019 Civil rights--United States--History

New Chinese Books

2020.08

1.	精益 - 敏捷项目管理: 实现企业级敏捷, 钻石版 (美)艾伦 沙洛维, 盖伊 比弗, 詹姆斯 R. 特洛特著; 王雪露译 北京: 电子工业出版社, 2020	005.1/S528=1/2020 Agile software development
2.	Excel 2016 完全自学教程 凤凰高新教育编著 北京: 北京大学出版社, 2017	005.54/E961/2017 Business--Computer programs
3.	SPSS 实战与统计思维 武松编著 北京: 清华大学出版社, 2019	005.55/W986/2019 Statistics--Data processing--Computer programs
4.	PowerPoint 课件设计与制作案例教程 严明, 周亚媛, 汪昱君主编 上海: 上海交通大学出版社, 2020	005.58/P887/2020 Presentation graphics software
5.	大数据浪潮之巅: 新技术商业制胜之道 徐飞著 北京: 电子工业出版社, 2019	005.7/X703/2019 Big data
6.	AI 赋能: 人工智能赋能中国企业升级 刘小文, 李明林著 北京: 中国商业出版社, 2020	006.3/L697/2020 Artificial intelligence
7.	极致阅读手册: 练出会读书的大脑 (韩)高荣成著; 朱莉译 北京: 中信出版集团, 2018	028/K791==1/2018 Reading
8.	她力量: 女人的生命启动书 (美)塔拉 莫尔著; 张甜甜译 北京: 北京联合出版公司, 2019	158.1082/M699=1/2019 Success
9.	自信的陷阱: 如何通过有效行动建立持久自信 (澳)路斯 哈里斯著; 王怡蕊, 陆杨译 北京: 机械工业出版社, 2019	158.1/H313=1/2019 Self-confidence
10.	失败启示录: 改变你一生的四步法则, 图解版 (日)畑村洋太郎著; 李战军译 北京: 人民邮电出版社, 2019	158.1/H361=1/2019 Failure (Psychology)
11.	给青年的十二封信 朱光潜著 南京: 江苏凤凰文艺出版社, 2019	158.1/Z845/2019 Youth--Conduct of life

12.	生命的重建 (美)露易丝 海著; 谢明宪译 海口: 南海出版社, 2020	158/H412=1/2020 Self-actualization (Psychology)
13.	中国家风: 悦读《颜氏家训》 刘光育著; 王月清, 暴庆刚, 吴颖文主编 南京: 江苏人民出版社, 2018	170.951/M747/2018 Ethics--China
14.	论语读本 (日)宇野哲人著; 刘栋译 北京: 北京联合出版公司, 2020	181.112/U589=1/2020
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