

# 新书通报 2018.05

中文新书.....1

英文新书.....10

例:

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| 编<br>号 | 题名: .....  | 索书号: ..... |
|        | 作者: .....  | 主题词: ..... |
|        | 出版社: ..... |            |

## 中文新书

2018.05

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| 1 | <b>基于物联网的数字社区关键技术及应用</b><br>裴庆祺, 习宁, 沈玉龙编著<br>北京: 人民邮电出版社, 2017        | 004/P395/2017<br>Internet of things                 |
| 2 | <b>人工智能简史</b><br>尼克著<br>北京: 人民邮电出版社, 2017                              | 006.3/N441/2017<br>Artificial intelligence--History |
| 3 | <b>书蠹牛津消暑记</b><br>王强著<br>北京: 海豚出版社, 2016                               | 028/W312/2016<br>Travel--Books and reading          |
| 4 | <b>新媒体革命 2.0: 算法时代的媒介、公关与传播</b><br>仇勇著<br>北京: 电子工业出版社, 2018            | 302.23/C859/2018<br>Mass media                      |
| 5 | <b>第七感: 权力, 财富与这个世界的生存法则</b><br>(美)乔舒亚 库珀 雷默著; 罗康琳译<br>北京: 中信出版社, 2017 | 303.4833/R175=1/2017<br>Information society         |

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| 6  | <b>凯恩斯思想小史：繁荣的钥匙</b><br>(美)彼得 特明, (英)戴维 瓦因斯著; 王子约译, 刘培林校<br>北京: 北京大学出版社, 2017            | 330.156/T279=1/2017<br>Economists--Great Britain   |
| 7  | <b>语言与制序：经济学的语言与制度的语言之维</b><br>韦森著<br>北京: 商务印书馆, 2014                                    | 330.1/W521/2014<br>Economics                       |
| 8  | <b>读懂中国改革 5：如何应对未来十年</b><br>厉以宁, 林毅夫著<br>北京: 中信出版社, 2017                                 | 330.951/D790/V.5/2017<br>China--Economic policy    |
| 9  | <b>国民经济运行报告 (2015)</b><br>上海财经大学国民经济运行报告编写组, 上海市金融信息技术研究重点实验室编写<br>上海: 复旦大学出版社, 2017     | 330.951/G940/2015<br>China--Economic conditions    |
| 10 | <b>中国商业报告 (2018)</b><br>范悦安, 许斌, 周东生, 卜悦乐, 李俊骏著<br>©中欧国际工商学院, 2018                       | 330.951/Z641:2018<br>Industrial management--China  |
| 11 | <b>大额保单操作实务</b><br>曾祥霞, 贾明军, 刘长坤, 陈云著<br>北京: 法律出版社, 2017                                 | 332.024016/Z029/2017<br>Universal life insurance   |
| 12 | <b>对话家族信托：财富家族定制信托的 21 篇实战案例</b><br>张钧, 谢玲丽, 李海铭著<br>广州: 广东人民出版社, 2017                   | 332.024016/Z125/2017<br>Family trusts              |
| 13 | <b>私人财富管理：个人财富规划师完善参考手册 (第八版)</b><br>G. 维克托 霍尔曼, 杰瑞 S. 罗森布鲁姆著; 苏薪茗译<br>北京: 中国经济出版社, 2014 | 332.024/H191/8TH ED=1/2014<br>Finance, Personal    |
| 14 | <b>个人理财：第六版</b><br>阿瑟 J. 基翁著; 郭宁, 汪涛译<br>北京: 中国人民大学出版社, 2018                             | 332.024/K379/6TH ED=1/2016<br>Finance, Personal    |
| 15 | <b>中国家庭金融研究</b><br>张志伟著<br>成都: 西南财经大学出版社, 2017                                           | 332.024/Z257/2017<br>Finance, Personal--China      |
| 16 | <b>中国金融信息服务发展报告 (2017)</b><br>主编李平; 副主编彭绪庶<br>北京: 社会科学文献出版社, 2017                        | 332.025/Z565/2017<br>Finance--Information services |

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|----|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 17 | <b>天使说：从 1 到 N 的投资法则</b><br>桂曙光, 罗明雄, 全忠伟, 张玲玲编著<br>北京: 机械工业出版社, 2017                            | 332.0415/G767/2017<br>Angels (Investors)                                         |
| 18 | <b>社会融资规模理论与实践</b><br>盛松成, 阮健弘, 张文红著<br>北京: 中国金融出版社, 2016                                        | 332.0951/S474/3RD ED/2016<br>Finance--China                                      |
| 19 | <b>中国金融安全报告</b><br>金融安全协同创新中心, 西南财经大学中国金融研究中心<br>著<br>北京: 中国金融出版社, 2016                          | 332.0951/Z565/2016<br>Financial security--China--Periodicals                     |
| 20 | <b>上海互联网金融人才发展报告 (2017)</b><br>上海市互联网金融行业协会, 上海金融业联合会, 上海大学<br>上海科技金融研究所编<br>上海: 上海交通大学出版社, 2017 | 332.10285/S211/2017<br>Finance--China--Shanghai--Computer network<br>resources   |
| 21 | <b>金融科技：重构未来金融生态</b><br>周伟, 张健, 梁国忠著<br>北京: 中信出版社, 2017                                          | 332.10285/Z803/2017<br>Financial services industry--Technological<br>innovations |
| 22 | <b>私人银行与财富管理：领先的创新逻辑与实务方法</b><br>(英)戴维 莫德(David Maude)著; 刘立达, 严晗, 付饶译<br>北京: 企业管理出版社, 2015       | 332.123/M447=1/2015<br>Private banks                                             |
| 23 | <b>金融集团发展与监管：国际经济及中国实践</b><br>刘鹏著<br>北京: 中国金融出版社, 2017                                           | 332.1/L652/2017<br>Financial institutions--State supervision                     |
| 24 | <b>惠普金融国家发展战略：中国惠普金融发展报告 (2016)</b><br>主编贝多广, 执行主编李焰, 莫秀根<br>北京: 经济管理出版社, 2017                   | 332.2/H136/2016<br>Microfinance--China                                           |
| 25 | <b>中国资本项目开放与人民币汇率市场化</b><br>庄芳著<br>北京: 中国财政经济出版社, 2017                                           | 332.4951/Z926/2017<br>Renminbi                                                   |
| 26 | <b>中央银行与货币供给</b><br>盛松成, 翟春著<br>北京: 中国金融出版社, 2017                                                | 332.4/S474/2ND ED/2017<br>Money supply                                           |

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|----|-------------------------------------------------------------------------------|--------------------------------------------------------|
| 27 | <b>基于风险的资产配置策略</b><br>蒂里 尤嘉利(Thierry Roncall)著, 王海艳, 郑坂译<br>北京: 中国金融出版社, 2016 | 332.601/R769=1/2016<br>Portfolio management            |
| 28 | <b>投资 REITS 积累财富</b><br>博比 加雅拉曼著; 王刚, 吴小兵译<br>北京: 中信出版社, 2016                 | 332.63247/J425=1/2016<br>Real estate investment trusts |
| 29 | <b>2017 年中国资产管理行业发展报告: 监管革新背景下的行业再调整</b><br>巴曙松, 杨惊等著<br>杭州: 浙江人民出版社, 2017    | 332.6327/B066/2017<br>Mutual funds--China              |
| 30 | <b>ETF 投资策略从入门到精通</b><br>斯科特 保罗 弗洛希著; 胡阳, 孙健慧译<br>北京: 人民邮电出版社, 2017           | 332.6327/F945=1/2017<br>Exchange traded funds          |
| 31 | <b>信用衍生产品: 理论与实务</b><br>中国银行间市场交易商协会教材编写组编<br>北京: 北京大学出版社, 2017               | 332.632/X595/2017<br>Credit derivatives                |
| 32 | <b>中国艺术品金融市场年度研究报告. 2017: 艺术品财富管理</b><br>庄毓敏, 高常梓, 黄隽主编<br>北京: 中国金融出版社, 2017  | 332.63/Z657/2017<br>Art as an investment               |
| 33 | <b>资产配置从入门到精通: 原书第 2 版</b><br>理查德 A. 费里著; 李妍译<br>北京: 人民邮电出版社, 2017            | 332.6/F388/2ND ED=1/2017<br>Asset allocation           |
| 34 | <b>投资的套路</b><br>韩布伟著<br>长春: 北方妇女儿童出版社, 2017                                   | 332.6/H077/2017<br>Investments                         |
| 35 | <b>投资要义</b><br>刘诚著<br>北京: 人民邮电出版社, 2017                                       | 332.6/L592/2017<br>Investments                         |
| 36 | <b>资产配置投资实践</b><br>(英)Yoram Lustig 著; 孙静, 郑志勇, 李韵译<br>北京: 电子工业出版社, 2017       | 332.6/L972=1/2017<br>Portfolio management              |
| 37 | <b>资产配置手册</b><br>(英)尤拉姆 拉斯汀著; 李天聘, 胡曾犀, 朱弘, 郑志勇译<br>北京: 电子工业出版社, 2017         | 332.6/L972=1Z/2017<br>Investments                      |

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| 38 | <b>如何成为令人信赖的理财顾问：来自顶级理财顾问的珍贵经验和有效策略</b><br>(美)戴维 J. 马伦著；陈雪冰译<br>北京：清华大学出版社，2017 | 332.6/M958=1/2017<br>Financial planners                                          |
| 39 | <b>投资中不简单的事</b><br>邱国鹭，邓晓峰，卓利伟，孙庆瑞，冯柳等著<br>成都：四川人民出版社，2018                      | 332.6/Q713/2018<br>Investments                                                   |
| 40 | <b>金融科技创新</b><br>(美)保罗 西罗尼著；马睿，汪吕杰译<br>北京：中信出版社，2017                            | 332.6/S621=1/2017<br>Financial services industry--Technological innovations      |
| 41 | <b>让资产配置为你的财富增值</b><br>吴建军著<br>北京：中国经济出版社，2017                                  | 332.6/W802/2017<br>Investments--Management                                       |
| 42 | <b>认识 FATCA 和 CRS：涉税信息交换与全球资产透明全指引</b><br>燕彬著<br>北京：法律出版社，2018                  | 336.2/Y124/2018<br>Investments, Foreign--Taxation--United States                 |
| 43 | <b>一本书读懂"一带一路"</b><br>梁海明著<br>成都：西南财经大学出版社，2017                                 | 337.51095/L402/2017<br>International economic integration                        |
| 44 | <b>"一带一路"建设发展报告(2017)</b><br>中国社会科学院."一带一路"研究中心<br>北京：社会科学文献出版社，2017            | 337.51095/Y480/2017<br>Economic history                                          |
| 45 | <b>中国节能汽车发展报告(2015-2016)</b><br>主编中国汽车工程研究院股份公司<br>北京：社会科学文献出版社，2016            | 338.4762922930951/Z565/2016<br>Automobile industry and trade--China--Periodicals |
| 46 | <b>世界茶业发展报告</b><br>李闽榕，冯廷栓著<br>北京：社会科学文献出版社，2017                                | 338.4766394/S600/2017<br>Tea--Periodicals                                        |
| 47 | <b>第三次生产浪潮</b><br>吴声功著<br>上海：上海人民出版社，2017                                       | 338.4767/W861/2017<br>Manufacturing industries--History                          |
| 48 | <b>涛动周期论：经济周期决定人生财富命运</b><br>周金涛等编著<br>北京：机械工业出版社，2018                          | 338.542/Z776/2018<br>Business cycles                                             |

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| 49 | <b>中国上市公司发展报告 (2017)</b><br>中国社会科学院上市公司研究中心<br>北京: 社会科学文献出版社, 2017                                      | 338.740951/Z640Z1/2017<br>Corporations--China--Periodicals           |
| 50 | <b>产权与中国变革</b><br>周其仁著<br>北京: 北京大学出版社, 2017                                                             | 338.951/Z785/2017<br>China--Economic policy                          |
| 51 | <b>财富的秘密: 亿万人幸福生活的指南</b><br>(美)富兰克林 霍布斯著; 黄慧婷译<br>哈尔滨: 哈尔滨出版社, 2015                                     | 339.43/H682=1/2015<br>Saving and investment                          |
| 52 | <b>国家治理体制现代化: 税收法定 预算法修改与预算法定</b><br>韦森著<br>北京: 商务印书馆, 2017                                             | 352.4951/W521/2017<br>Budget--China                                  |
| 53 | <b>亚洲新兴经济体的住房挑战: 政策选择与解决方案</b><br>吉野直行, 马蒂亚斯 赫布尔主编; 严荣译<br>北京: 社会科学文献出版社, 2017                          | 363.58095/H842=1/2017<br>Housing policy--Asia                        |
| 54 | <b>SAS 金融数据挖掘与建模: 系统方法与案例解析</b><br>陈春宝, 徐筱刚, 田建中著<br>北京: 机械工业出版社, 2017                                  | 519.5/C380/2017<br>Finance--Data processing                          |
| 55 | <b>我是未来: 尼古拉 特斯拉传</b><br>史迪夫 劳著<br>杭州: 浙江人民出版社, 2018                                                    | 621.3092/L415/2018<br>Electrical engineers--United States--Biography |
| 56 | <b>中国资产评估准则 2017</b><br>中国资产评估协会编<br>北京: 经济科学出版社, 2017                                                  | 657.73/Z661/2017<br>Valuation                                        |
| 57 | <b>血缘 制度 文化: 中国家族企业传承</b><br>甘德安著<br>北京: 经济科学出版社, 2017                                                  | 658.0412/G020/2017<br>Family-owned business enterprises--China       |
| 58 | <b>工匠精神: 国家战略行动路线图</b><br>付守永著<br>北京: 北京大学出版社, 2018                                                     | 658.0951/F831/2018<br>Industrial management--China                   |
| 59 | <b>金砖国家综合创新竞争力发展报告 (2017)</b><br>主编赵新力, 李闽榕, 黄茂兴; 副主编(俄)亚历山大 索科洛夫, 赵锡军, 郭翔宇, 张仕荣<br>北京: 社会科学文献出版社, 2017 | 658.4063/J831/2017<br>Technological innovations--BRIC countries      |

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|----|---------------------------------------------------------------------|-------------------------------------------------------------------------------|
| 60 | <b>中国民营企业社会责任报告</b><br>中华全国工商业联合会编著<br>北京：社会科学文献出版社, 2015           | 658.408/Z600/2015<br>Social responsibility of<br>business--China--Periodicals |
| 61 | <b>商界与管理界中的女性蓄势待发</b><br>国际劳工组织编；姜睿译<br>北京：中国财政经济出版社, 2016          | 658.409082/W872=1/2016<br>Women executives                                    |
| 62 | <b>领导力资本</b><br>(美)戴维 尤里奇著；张海宁，符晋，陆沥译，公言非审校<br>北京：机械工业出版社, 2017     | 658.4092/U45=1/2017<br>Leadership                                             |
| 63 | <b>未来董事会</b><br>(西)佩德罗 雷诺著；李琦译<br>北京：中国财富出版社, 2017                  | 658.422/N964=1/2017<br>Boards of directors                                    |
| 64 | <b>圈层经济：企业如何针对圈层做产品、做市场</b><br>罗小林著<br>北京：中国经济出版社, 2017             | 658.834/L963/2017<br>Marketing                                                |
| 65 | <b>价值型销售</b><br>崔建中著<br>北京：北京时代华文书局, 2018                           | 658.85/C971/2018<br>Selling                                                   |
| 66 | <b>价值竞争：以客户为中心的销售转型</b><br>付遥著<br>北京：机械工业出版社, 2017                  | 658.85/F831/2017<br>Selling                                                   |
| 67 | <b>分享经济可以这样玩</b><br>蔡余杰著<br>杭州：浙江大学出版社, 2017                        | 658.872/C072F/2017<br>Business enterprises--Computer networks                 |
| 68 | <b>互联网商业的下半场：打造以人性为圆心，以科技为半径的商业模式</b><br>陈禹安著<br>北京：中国人民大学出版社, 2017 | 658.872/C630/2017<br>Business enterprises--Computer networks                  |
| 69 | <b>卖故事</b><br>高朋著<br>南京：江苏文艺出版社, 2014                               | 658.8/G162/2014<br>Marketing                                                  |
| 70 | <b>成效管理：重构商业的底层逻辑</b><br>侯德夫著<br>北京：机械工业出版社, 2017                   | 658/H442/2017<br>Industrial management                                        |

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| 71 | <b>超越绩效：组织健康比业绩更重要</b><br>(美)斯科特 凯勒, 科林 普拉思著; 盛溢译<br>北京: 机械工业出版社, 2017 | 658/K291=1/2017<br>Organizational behavior                          |
| 72 | <b>全员共赢：从低效到高能裂变的管理效率手册</b><br>万一卓, 孙炯光著<br>北京: 人民邮电出版社, 2017          | 658/W048/2017<br>Industrial management                              |
| 73 | <b>商业模式冰山理论：方法与案例</b><br>汪寿阳, 乔晗, 胡毅等著<br>北京: 科学出版社, 2017              | 658/W078/2017<br>Industrial management                              |
| 74 | <b>管理是蓝海：向精细化管理要效益</b><br>张应春著<br>北京: 中国经济出版社, 2017                    | 658/Z230/2017<br>Industrial management                              |
| 75 | <b>十年：从改变电视的语态开始</b><br>孙玉胜著<br>北京: 人民文学出版社, 2012                      | 791.450951/S976/2012<br>Television programs--China                  |
| 76 | <b>相逢如初见，回首已一生：纳兰容若词传</b><br>王臣著<br>北京: 现代出版社, 2018                    | 895.114/W125/2018/V.1<br>Ci (Chinese poetry)--History and criticism |
| 77 | <b>临界线上的徘徊</b><br>陈玲著<br>沈阳: 辽宁教育出版社, 2000                             | 895.1452/C502/2000<br>Essays                                        |
| 78 | <b>活着本来单纯：丰子恺散文漫画精品集</b><br>丰子恺著<br>南京: 江苏凤凰文艺出版社, 2016                | 895.1452/F413/2016<br>Chinese essays--20th century                  |
| 79 | <b>人间花事：一个唯美主义者的植物散文</b><br>谈瀛洲著; 孙良图<br>桂林: 漓江出版社, 2018               | 895.1452/T088/2018<br>Essays                                        |
| 80 | <b>北京千米以上山峰手册</b><br>阿坚著<br>北京: 中国科学技术出版社, 2018                        | 915.1156/A095/2018<br>Mountains--China--Beijing                     |
| 81 | <b>杜甫的五城：一位唐史学者的寻踪壮游</b><br>赖瑞和著<br>北京: 清华大学出版社, 2017                  | 915.1/L032/2017<br>Historic sites--China                            |

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| 83 | <p>中国文化传统的六个面向</p> <p>李欧梵著</p> <p>北京：中华书局, 2017</p>    | <p>951/L221/2017</p> <p>China--Civilization</p>                          |

# 英文新书

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| 1 | <b>IT strategy for non-IT managers: becoming an engaged contributor to corporate IT decisions</b><br>Amrit Tiwana<br>Cambridge, MA: MIT Press, 2017                                                                    | 004.0684/T623/2017<br>Information technology--Management                |
| 2 | <b>Tips &amp; tricks for Excel-based financial modeling: a must for engineers &amp; financial analysts</b><br>M.A. Mian<br>New York, NY: Business Expert Press, 2017                                                   | 005.369/M618/2017/V.1<br>Business enterprises--Finance--Data processing |
| 3 | <b>Character strengths and virtues: a handbook and classification</b><br>Christopher Peterson & Martin E.P. Seligman<br>Washington, DC: American Psychological Association;<br>New York: Oxford University Press, 2004 | 155.232/P485/2004<br>Character--Handbooks, manuals                      |
| 4 | <b>Becoming Facebook: the 10 challenges that defined the company disrupting the world</b><br>Mike Hoefflinger<br>New York, NY: AMACOM, American Management Association, 2017                                           | 302.30285/H693/2017<br>Internet industry--United States                 |
| 5 | <b>The crowd: a study of the popular mind</b><br>Gustave Le Bon<br>[S.l.]: Exciting Classics, 2016                                                                                                                     | 302.33/L447/2016<br>Collective behavior                                 |
| 6 | <b>Rules for radicals: a practical primer for realistic radicals</b><br>Saul D. Alinsky<br>New York: Vintage Books, 1989, ©1971                                                                                        | 303.484/A411/1971<br>Community organization--United States              |
| 7 | <b>Completing capitalism: heal business to heal the world</b><br>Bruno Roche, Jay Jakub<br>Oakland, CA: Barrett-Koehler Publishers, a BK Business Book, 2017                                                           | 330.122/R673/2017<br>Capitalism                                         |
| 8 | <b>The Financial Times guide to wealth management: how to plan, invest and protect your financial assets</b><br>Jason Butler<br>Harlow, England; New York: Pearson, 2015                                               | 332.024/B985/2ND ED/2015<br>Finance, Personal                           |

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| 9  | <b>Family wealth management: seven imperatives for successful investing in the new world order</b><br>Mark Haynes Daniell, Tom McCullough<br>Singapore: John Wiley & Sons Singapore Pte Ltd, 2013       | 332.024/D185/2013<br>Wealth--Management                               |
| 10 | <b>The Warren Buffett philosophy of investment: how a combination of value investing and smart acquisitions drives extraordinary success</b><br>Elena Chirkova<br>New York: McGraw-Hill, 2015           | 332.6/C541/2015<br>Finance                                            |
| 11 | <b>The governance of China. Volume II</b><br>Xi Jinping<br>Beijing, China: Foreign Languages Press, 2017                                                                                                | 335.4345/X151/2017/V.2<br>Nationalism--China                          |
| 12 | <b>Financing entrepreneurship and innovation in emerging markets</b><br>Lourdes Casanova, Peter Klaus Cornelius, Soumitra Dutta<br>London: Academic Press, © 2018                                       | 338.04/C335/2018<br>Entrepreneurship                                  |
| 13 | <b>Entrepreneurship and Social Change: Case Studies from China, Japan, and South Korea</b><br>Joel Glassman, Masato Kimura, Ki-Hyoung Sohn, and Shuming Zhao<br>Nanjing: Nanjing University Press, 2017 | 338.04/E612Q/2017<br>Entrepreneurship                                 |
| 14 | <b>The space barons: Jeff Bezos, Elon Musk, and the quest to colonize the cosmos</b><br>Christian Davenport<br>New York: PublicAffairs, 2018                                                            | 338.76294092273/D247/2018<br>Space industrialization--United States   |
| 15 | <b>Mastering the case interview</b><br>Alexander Chernev<br>[S.l.]: Cerebellum Press, 2017                                                                                                              | 371.4/C521/9TH ED/2017<br>Employment interviewing--Case studies       |
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| 17 | <b>The Tao of Twitter: changing your life and business 140 characters at a time</b><br>Mark W. Schaefer<br>New York: McGraw-Hill Education, 2014                                                        | 384.33/S294/2014<br>Internet marketing                                |

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| 22 | <b>HBR's 10 must reads on entrepreneurship and startups</b><br>Harvard Business Review Press<br>Boston, Massachusetts: Harvard Business Review Press, 2018                                                      | 658.11/H339H/2018<br>Entrepreneurship                                 |
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