

新书通报 2018.07

中文新书.....1

英文新书.....7

例:

编 号	题名:	
	作者:	索书号:
	出版社:	主题词:

中文新书

2018.07

1.	鲜活的数据: 数据可视化指南 Nathan Yau 著; 向怡宁译 北京: 人民邮电出版社, 2018	005.55/Y35=1/2018 Statistics--Graphic methods--Data processing
2.	日本人口老龄化问题研究 丁英顺著 北京: 社会科学文献出版社, 2018	304.60952/D596/2018 Aging--Economic aspects--Japan
3.	叛逆精神: 乔布斯与苹果企业文化 卢克 多梅尔著; 李永学译 杭州: 浙江人民出版社, 2018	306.46/D712=1/2018 Technology--Social aspects
4.	家族财富管理概论 张洪君, 代吉林编著 北京: 经济科学出版社, 2017	306.85/Z112/2017 Families--Economic aspects
5.	变革: 为法国而战 (法)埃马纽埃尔 马克龙著; 罗小鹏译 成都: 四川人民出版社, 2018	320/M174=1/2018 France--Politics and government--21st century

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9.	疯狂与理智: 你不得不知的世界金融史 张志前著 北京: 社会科学文献出版社, 2017	332.09/Z255/2017 Finance--History
10.	让金融更简单: 我的互联网金融运营观 余军著 北京: 清华大学出版社, 2018	332.10285/Y758/2018 Finance--Computer network resources
11.	普惠金融: 中国金融发展的新阶段 贝多广, 李焰主编 北京: 人民出版社, 2016	332.2/P892/2016 Microfinance--China
12.	企业管理人员的项目评估技巧 弗洛伦西亚 罗卡, 乔治 罗哈斯著; 王敏, 张丽丽译 北京: 人民日报出版社, 2018	332.6/R669=1/2018 Investments--Evaluation
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14.	"一带一路"经济发展报告 国家开发银行, 联合国开发计划署, 北京大学著 北京: 中国社会科学出版社, 2017	337.51095/G921/2017 International economic relations
15.	中国与"一带一路"沿线国家经贸合作国别报告: 东亚, 中亚与西亚篇 张晓涛著 北京: 经济科学出版社, 2017	337.51095/Z216/2017 International economic relations
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20.	向上生长：通用汽车 CEO 玛丽 博拉传 (美)劳拉 科尔比著；陈逸译 北京：中译出版社, 2018	338.7629222092/C686=1/2018 Automobile industry and trade--United States--Biography
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24.	中国都市中的消费实践：符号化及其根源 郑震著 北京：社会科学文献出版社, 2018	339.470951/Z458/2018 Consumption (Economics)--China
25.	费城风云：美国宪法的诞生及其启示 易中天著 杭州：浙江出版联合集团：浙江文艺出版社, 2015	342.73/Y556/2015 Constitutional history--United States
26.	详论大数据时代连锁经营的管理模式与技术 周敏著 长春：东北师范大学出版社, 2017	381.12/Z785/2017 Chain stores--Management

27.	大国工程 赵忆宁著 北京：中国人民大学出版社，2018	620.00951/Z344/2018 Airplanes--China--Design and construction
28.	崛起之孙正义 晨天编著 汕头：汕头大学出版社，2017	650.1092/C672/2017 Businessmen--Japan--Biography
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30.	企业家精神，组织变革和雇佣管理 赵曙明，(澳)史蒂芬 尼古拉斯，刘春林，徐小林，毛伊娜主编 南京：南京大学出版社，2017	658/E612/2017 Entrepreneurship
31.	经营之哲与论语 谢四海著 上海：上海三联书店，2017	658.00951/X462/2017 Industrial management--China
32.	宁波家族企业研究 陈超，陈柏成，苏赛尔著 北京：经济科学出版社，2017	658.0412/C386/2017 Family-owned business enterprises--China--Ningbo Shi
33.	家族企业文化遗产与创新研究 刘莉，李繁著 北京：经济科学出版社，2017	658.0412/L643/2017 Family-owned business enterprises
34.	家族企业慈善捐赠的影响因素及效果评价研究 刘云芬著 大连：东北财经大学出版社，2018	658.0412/L711/2018 Family-owned business enterprises--Charitable contributions
35.	国际并购游戏规则：如何提高中国走出去企业成功率 吕立山著 北京：机械工业出版社，2017	658.160951/L673=1/2017 Consolidation and merger of corporations--China
36.	人治到法治：华为人力资源管理方法 丁伟华，陈金心著 北京：机械工业出版社，2018	658.3/D572/2018 Personnel management

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38.	精益六西格玛创新实践之道: 高效业务流程改进实战指南 (美)金佰利 华生 赫姆希尔, 克里斯汀 尼森 布莱德利著 ; 刘东, 黄泐, 杨东, 浦亮元, 李时学译 北京: 机械工业出版社, 2018	658.4013/W337=1/2018 Total quality management
39.	哈佛经典谈判课 德雷克 阿顿著; 张亮译 北京: 北京联合出版公司, 2018	658.4052/A676=1/2018 Negotiation in business
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41.	创业及企业管理 (美)欧内斯特 卡多特, 陈中东编著 北京: 中国劳动社会保障出版社, 2017	658.421/C125/2017 Entrepreneurship
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2018.07

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3.	The power of company culture: how any business can build a culture that improves productivity, performance and profits Chris Dyer London: KoganPage, 2018	302.35/D996/2018 Corporate culture
4.	Pragmatism and organization studies Philippe Lorino Oxford, United Kingdom: Oxford University Press, 2018	302.35/L874/2018 Organization--Philosophy
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25.	Building financial models: the complete guide to designing, building, and applying projection models John Tjia New York: McGraw-Hill, 2018	657.3/T625/3RD ED/2018 Financial statements
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30.	Managers as mentors: building partnerships for learning Chip R. Bell and Marshall Goldsmith San Francisco: Berrett-Koehler Publishers, 2013	658.3124/B433/3RD ED/2013 Mentoring in business
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32.	Leading clarity: the breakthrough strategy to unleash people, profit and performance Brad Deutser Hoboken, New Jersey: John Wiley & Sons, Inc., 2018	658.4012/D486/2018 Organizational effectiveness
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37.	Big data demystified: how to use big data, data science and AI to make better business decisions and gain competitive advantage David Stephenson Harlow, United Kingdom: Pearson Education Limited, 2018	658.4038/S836/2018 Big data

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42.	Leadership and organization: a philosophical introduction Sverre Spoelstra New York: Routledge, 2018	658.409201/S762/2018 Leadership
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55.	Predictive analytics for marketers: using data mining for business advantage Barry Leventhal London; New York: Kogan Page, 2018	658.8302856312/L657/2018 Marketing research
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58.	Video marketing strategy: harness the power of online video to drive brand growth Jon Mowat London ; New York: Kogan Page, 2018	658.872/M936/2018 Internet marketing
59.	Where to play: 3 steps for discovering your most valuable market opportunities Marc Gruber and Sharon Tal Harlow, United Kingdom: Pearson Education Limited, 2017	658.8/G885/2017 Marketing
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61.	Strategic stakeholder engagement and communication: a voice behind the curtain Chris Anastasi Abingdon, Oxon; New York, NY: Routledge, 2018	659.285/A534/2018 Corporations--Investor relations
62.	Harry Potter and the order of the phoenix J.K. Rowling London: Bloomsbury, 2014	823.92/R884/2014 Hogwarts School of Witchcraft and Wizardry (Imaginary organization)--Juvenile fiction
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