

# 新书通报 2016.12

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|    | 出版社: ..... | 主题词: ..... |

## 中文新书

2016.12

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| 1 | <b>社交的本质：扎克伯格的商业密码</b><br>(美) 兰迪 扎克伯格著; 谢天 译<br>北京：中信出版集团, 2016         | 006.754/Z942=1/2016<br>Internet--Social aspects |
| 2 | <b>VR+：融合与创新</b><br>王斌, 颜兵, 曹三省, 吴庆等著<br>北京：机械工业出版社, 2016               | 006.8/W115/2016<br>Virtual reality              |
| 3 | <b>存在与时间：中文修订第二版</b><br>马丁 海德格尔著；陈嘉映, 王庆节译；熊伟校, 陈嘉映修订<br>北京：商务印书馆, 2016 | 111/H465=1/2016<br>Ontology                     |
| 4 | <b>未来在等待的人才：哈佛、牛津的5堂思考力训练课</b><br>(日)福原正大著; 班健译<br>杭州：浙江人民出版社, 2016     | 153.42/F961=1/2016<br>Thought and thinking      |
| 5 | <b>对立的天才：内向者与外向者如何优势互补</b><br>(美) 詹妮弗 B 康维勒著; 赵婷译<br>杭州：浙江大学出版社, 2016   | 158.2/K129=1/2016<br>Interpersonal conflict     |

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| 6                  | 王坚著<br>北京：中信出版社, 2016                   | 303.4833/W225/2016<br>Information society                  |
| 文明中的城市             |                                         |                                                            |
| 7                  | (英)彼得 霍尔著；王志章等译<br>北京：商务印书馆, 2016       | 307.7609/H174=1/2016/V.1<br>Cities and towns--History      |
| 一个经济学家眼中的别样世界      |                                         |                                                            |
| 8                  | 程实著<br>杭州：浙江大学出版社, 2015                 | 330.02/C763/2015<br>Economics--Popular works               |
| 真实繁荣               |                                         |                                                            |
| 9                  | 潘向东著<br>北京：社会科学文献出版社, 2016              | 330.02/P250/2016<br>Economics                              |
| 经济人生               |                                         |                                                            |
| 10                 | 樊纲著<br>北京：东方出版社, 2016                   | 330.092/F061/2016<br>Conduct of life                       |
| 德国模式为什么看起来更成功      |                                         |                                                            |
| 11                 | 纪尧姆 杜瓦尔著；杨凌艺译<br>北京：人民邮电出版社, 2016       | 330.943/D983=1/2016<br>Germany--Economic conditions--1990- |
| 郎咸平说：新经济颠覆了什么      |                                         |                                                            |
| 12                 | 郎咸平著<br>北京：东方出版社, 2016                  | 330.951/L051/2016<br>China--Economic conditions--2000-     |
| 无偿：共享经济时代如何重新定义工作？ |                                         |                                                            |
| 13                 | (美)克雷格 兰伯特著；孟波, 李琳译<br>广州：广东人民出版社, 2016 | 331/L222=1/2016<br>Informal sector (Economics)             |
| 商业银行财富管理经典案例 100 篇 |                                         |                                                            |
| 14                 | 中国银行业协会私人银行业务专业委员会编<br>北京：中国金融出版社, 2016 | 332.024/S192/2016<br>Finance, Personal                     |
| 中国资本市场研究报告         |                                         |                                                            |
| 15                 | 中国人民大学金融与证券研究所<br>北京市：中国人民大学出版社, 2016   | 332.0414/Z661:2013<br>Capital market--China--Periodicals   |
| 寻找下一个独角兽：天使投资手册    |                                         |                                                            |
| 16                 | 天使成长营主编；徐勇, 乔乔, 潘杰编<br>北京：机械工业出版社；2016  | 332.0415/X988/2016<br>Angels (Investors)                   |

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| 17 | <b>2020 年上海国际金融中心发展战略研究</b><br>李迅雷等著<br>北京：中国金融出版社, 2016                   | 332.10951132/L303/2016<br>Finance--China--Shanghai              |
| 18 | <b>中国金融年鉴</b><br>中国金融学会编<br>中国北京：中国金融出版社, 1987-                            | 332.10951/Z565:2015<br>Banks and banking--China--Periodicals    |
| 19 | <b>中国上市银行年报分析</b><br>王胜春主编<br>北京：经济科学出版社, 2016-                            | 332.120951/Z640/2016<br>Banks and banking--China--Finance       |
| 20 | <b>私募沉思录：第二卷</b><br>熊威著<br>上海：上海财经大学出版社, 2016                              | 332.6322/X648/2016<br>Investments                               |
| 21 | <b>精通商品生产：市场、产品和交易指南</b><br>(美) 弗朗西斯卡 泰勒著; 赵夏冰译<br>北京：人民邮电出版社, 2016        | 332.6328/T238=1/2016<br>Commodity futures                       |
| 22 | <b>中国新三板资本市场研究：2015 年</b><br>何晓斌, 孙修远编著<br>上海：复旦大学出版社, 2016                | 332.6430951/H210/2016<br>Over-the-counter markets--China        |
| 23 | <b>新三板挂牌解决之道</b><br>投行小兵著<br>北京：法律出版社, 2015                                | 332.6430951/T879.91/2015<br>Over-the-counter markets--China     |
| 24 | <b>欧盟企业在中国建议书</b><br>中国欧盟商会<br>北京：中国欧盟商会, 2012-                            | 332.6734051/O275:2006-2007<br>Investment, European Union--China |
| 25 | <b>房地产金融：一条国际化道路</b><br>(意) 贾科莫 莫里; 安东尼奥 马扎著; 吴琦, 葛斐译<br>北京：中信出版社, 2016    | 332.72/M874=1/2016<br>Real estate investment--Finance           |
| 26 | <b>新一轮产业革命：科技革命如何改变商业世界</b><br>(美) 亚力克 罗斯著; 浮木译社译, 何玲校译<br>北京：中信出版集团, 2016 | 338.064/R823=1/2016<br>Industries--Technological innovations    |
| 27 | <b>中国 IT 产业发展报告.</b><br>数字中国联合会<br>北京市：人民出版社, 2016                         | 338.4762180951/Z552:2016<br>Electronic industries--China        |

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|    | <b>工业 4.0 驱动下的制造业数字化转型</b>                              |                                                                                   |
| 28 | 彭俊松编著<br>北京：机械工业出版社, 2016                               | 338.4767/P496/2016<br>Manufacturing processes--Automation                         |
|    | <b>中国体育旅游产业竞争力研究</b>                                    |                                                                                   |
| 29 | 王玉珍著<br>北京：新华出版社, 2016                                  | 338.479151/W449/2016<br>Sports and tourism--China                                 |
|    | <b>创业，就该这样：互联网时代影响世界的 13 种商业模式</b>                      |                                                                                   |
| 30 | 严行方著<br>北京：人民邮电出版社, 2016                                | 338.761004/Y050/2016<br>Internet industry                                         |
|    | <b>格力的经营管理智慧：格力非常道</b>                                  |                                                                                   |
| 31 | 陈宗麟, 周锡冰著；柯银斌, 金锋点评<br>广州：广东经济出版社, 2016                 | 338.767/C653/2016<br>Electric household appliances<br>industry--China--Management |
|    | <b>新供给经济学：理论与实践</b>                                     |                                                                                   |
| 32 | 苏剑著<br>北京：中国人民大学出版社, 2016                               | 338.951/S809/2016<br>Supply-side economics                                        |
|    | <b>战略性新兴产业发展报告（2015-2016）</b>                           |                                                                                   |
| 33 | 主编洪京一<br>北京：社会科学文献出版社, 2016                             | 338.951/Z062/2016<br>Industries--Technological innovations--China                 |
|    | <b>东盟，中国与印度：大转型</b>                                     |                                                                                   |
| 34 | 亚洲开发银行, 亚洲开发银行研究院著；张成智译<br>北京：社会科学文献出版社, 2016           | 338.95/A816=1/2016<br>Economic development--Southeast Asia                        |
|    | <b>中美经济结构与宏观政策比较</b>                                    |                                                                                   |
| 35 | 张宇燕, 郭濂主编; 孙杰, 刘仕国, 李春顶, 曹永福, 黄薇著<br>北京：社会科学文献出版社, 2016 | 338/S921/2016<br>Comparative economics                                            |
|    | <b>后物欲时代的来临</b>                                         |                                                                                   |
| 36 | 郑也夫著<br>北京：中信出版集团, 2016                                 | 339.47/Z455/2016<br>Consumption (Economics)                                       |
|    | <b>金融政策法规文件选编</b>                                       |                                                                                   |
| 37 | 中国人民银行办公厅编<br>北京市：中国金融出版社, 2015                         | 346.5108/J799/2014<br>Banking law--China--Periodicals                             |
|    | <b>中国非寿险市场发展研究报告</b>                                    |                                                                                   |
| 38 | 吴焰主编<br>北京：中国经济出版社, 2006-                               | 368.00951/Z561/2014<br>Property insurance--China--Periodicals                     |

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| 39 | <b>中国商业发展报告</b><br>中国社会科学院财政与贸易经济研究所, 利丰研究中心<br>北京市 : 社会科学文献出版社, 2009-   | 380.10951/Z641/2017<br>Industries--China--Periodicals                |
| 40 | <b>赛博新经济 : "互联网+"的新经济时代</b><br>徐恪, 王勇, 李沁著<br>北京 : 清华大学出版社, 2016         | 384.33/X741/2016<br>Internet--Economic aspects                       |
| 41 | <b>松鼠老爹与三只松鼠 : 互联网品牌 IP 化, 人格化运营之路</b><br>鼠念念著<br>北京 : 电子工业出版社, 2016     | 634.50951/S653/2016<br>Nut industry--China                           |
| 42 | <b>孙正义 : 通往未来之路</b><br>(日) 大西孝弘著; 陆贝旒译<br>北京 : 机械工业出版社, 2016             | 650.1092/S988=1/2016<br>Capitalists and financiers--Japan--Biography |
| 43 | <b>巅峰之路 : 我得到的最佳商业建议</b><br>唐纳德 J 特朗普著 ; 李琦译<br>北京 : 中国人民大学出版社, 2016     | 650.1/T871=1/2016<br>Success in business                             |
| 44 | <b>工匠精神 : 卓越员工的十项修炼</b><br>郑一群著<br>北京 : 新华出版社, 2016                      | 650.1/Z457/2016<br>Career development                                |
| 45 | <b>空巴 : 稻盛和夫手把手教你如何践行阿米巴</b><br>(日) 北方雅人, 久保俊介著; 叶瑜译<br>北京 : 东方出版社, 2016 | 658.00952/H798=1/2016<br>Industrial management--Japan                |
| 46 | <b>全押创业 : 牌桌上的精益创业课</b><br>(美)戴安娜 坎德著 ; Binggo 学社译<br>北京 : 机械工业出版社, 2015 | 658.11/K162=1/2015<br>Entrepreneurship                               |
| 47 | <b>股权众筹 : 创业融资模式颠覆与重构</b><br>郭勤贵编著<br>北京 : 机械工业出版社, 2015                 | 658.15224/G821/2015<br>New business enterprises--Finance             |
| 48 | <b>融资的力量 : 大创业时代老板融资密码</b><br>韩伟华著<br>北京 : 人民电邮出版社, 2016                 | 658.15224/H092/2016<br>Corporations--Finance                         |
| 49 | <b>重新定义并购 : 谷歌是如何兼并收购的</b><br>(美) 乔治 盖斯著; 阎佳译<br>北京 : 中国人民大学出版社, 2016    | 658.4012/G313=1/2016<br>Consolidation and merger of corporations     |

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|    | <b>轻战略：新时代的战略方法论</b>                                      |                                                                |
| 50 | 许正著<br>北京：机械工业出版社, 2016                                   | 658.4012/X912/2016<br>Strategic planning                       |
|    | <b>大数据商业应用场景</b>                                          |                                                                |
| 51 | 王叁寿主编<br>北京：机械工业出版社, 2016                                 | 658.4038/D087/2016<br>Big data                                 |
|    | <b>大数据：从概念到运营</b>                                         |                                                                |
| 52 | (美)比尔 施玛泽著；钱峰译<br>北京：中信出版社, 2016                          | 658.4038/S347-1/2016<br>Business intelligence--Data processing |
|    | <b>设计冲刺：谷歌风投如何 5 天完成产品迭代</b>                              |                                                                |
| 53 | (美)杰克 纳普, 约翰 泽拉茨基, 布拉登 科维茨著；魏瑞莉, 涂岩珺译<br>杭州：浙江大学出版社, 2016 | 658.403/K672=1/2016<br>Problem solving                         |
|    | <b>麦肯锡精英的谈判策略</b>                                         |                                                                |
| 54 | 高杉尚孝著；杨建兴译<br>北京：中信出版社, 2016                              | 658.4052/T136=1/2016<br>Negotiation in business                |
|    | <b>构建企业级业务连续性规划</b>                                       |                                                                |
| 55 | (美)Kelley Okolita 著；于天等译<br>北京：机械工业出版社, 2015              | 658.4056/O417=1/2015<br>Crisis management                      |
|    | <b>创新者的方法</b>                                             |                                                                |
| 56 | (美)内森 弗尔, 杰夫 戴尔著；陈召强, 刘会译<br>北京：中信出版社, 2016               | 658.4063/F989=1/2016<br>Organizational effectiveness           |
|    | <b>这就是宜家：“做”好生意还是做“好”生意？</b>                              |                                                                |
| 57 | (瑞典) 安德斯 代尔维格 (Anders Dahlgv) 著；彭晶译<br>北京：中华工商联合出版社, 2015 | 658.406/D131=1/2015<br>Business planning                       |
|    | <b>卓有成效的领导者：8 项核心技能帮你从优秀到卓越</b>                           |                                                                |
| 58 | (美) 拉姆 查兰著；徐中译<br>北京：机械工业出版社, 2016                        | 658.4092/C469=1/2016<br>Leadership                             |
|    | <b>真北：互联网+变革版</b>                                         |                                                                |
| 59 | (美) 比尔 乔治著；施红慧译<br>广州：广东经济出版社, 2016                       | 658.4092/G347=1/2016<br>Leadership                             |
|    | <b>你还在用错误的方式管人：一步一步教你做个员工需要的管理者</b>                       |                                                                |
| 60 | (美)布鲁斯 塔尔根著；赵众一, 刘爽译<br>北京：机械工业出版社, 2016                  | 658.409/T917=1/2016<br>Executives                              |

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| 61 | <b>硅谷创业思维：创新创业的 22 个实战标杆</b><br>王维编著<br>北京：人民邮电出版社, 2016               | 658.421/W373/2016<br>New business enterprises                 |
| 62 | <b>新企业成长过程研究：商业模式视角</b><br>张敬伟著<br>北京：经济科学出版社, 2015                    | 658.421/Z127/2015<br>New business enterprises                 |
| 63 | <b>创业者要懂的 24 堂采购与物流管理课</b><br>刘小明著<br>北京：人民邮电出版社, 2016                 | 658.72/L694/2016<br>New business enterprises--Management      |
| 64 | <b>阿里巴巴：马云和他的 102 年梦想</b><br>(英)邓肯·克拉克著；李鑫译<br>北京：中信出版集团股份有限公司，2016    | 658.800285/M226C=1/2016<br>Electronic commerce--China         |
| 65 | <b>零售的本质：7-Eleven 便利店创始人的哲学</b><br>绪方知行, 田口香世著；陆青译<br>北京：机械工业出版社, 2016 | 658.8702/O341=1/2016<br>Convenience stores--Japan--Management |
| 66 | <b>UBER：共享改变世界</b><br>陈润, 唐新著<br>杭州：浙江大学出版社, 2016                      | 658.872/C545/2016<br>Ridesharing                              |
| 67 | <b>转型之路：传统企业向互联网+转型的 10 大策略</b><br>丁华著<br>北京：人民邮电出版社, 2016             | 658.872/D530/2016<br>Electronic commerce                      |
| 68 | <b>融合与创新：互联网时代传统企业制胜之道</b><br>范小平著<br>北京：人民邮电出版社, 2015                 | 658.872/F144/2015<br>Business enterprises--Computer networks  |
| 69 | <b>新市场与新市场人</b><br>冯并, 冯其器著<br>北京：北京大学出版社, 2016                        | 658.872/F432/2016<br>Internet marketing                       |
| 70 | <b>互联网+红利时代：传统企业互联网转型实战</b><br>胡世良著<br>北京：人民邮电出版社, 2015                | 658.872/H503/2015<br>Business enterprises--Computer networks  |
| 71 | <b>移动营销新方法论</b><br>李斌著<br>北京：人民邮电出版社, 2016                             | 658.872/L125/2016<br>Internet marketing                       |

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|    | <b>别再迷恋互联网思维</b>                                   |                                                               |  |
| 72 | 陶旭骏, 陈平, 刘羽, 秦若毅, 蔡建军, 方亮著<br>杭州 : 浙江大学出版社, 2016   | 658.872/T342/2016<br>Business enterprises--Computer networks  |  |
|    | <b>公司增长的本质</b>                                     |                                                               |  |
| 73 | 王春颖著<br>北京 : 机械工业出版社, 2016                         | 658.872/W138/2016<br>Information technology--Economic aspects |  |
|    | <b>从 1.0 到 4.0 : 移动互联网时代的零售就该这样做</b>               |                                                               |  |
| 74 | 张鹏, 峥嵘著<br>北京 : 人民邮电出版社, 2016                      | 658.87/Z152/2016<br>Retail trade                              |  |
|    | <b>市场营销就该这样做 : 市场营销最重要的 5 个工具</b>                  |                                                               |  |
| 75 | 侯章良, 胡俊睿编著<br>广州 : 广东经济出版社, 2016                   | 658.8/H436/2016<br>Marketing                                  |  |
|    | <b>奢侈品之路 : 顶级奢侈品品牌战略与管理</b>                        |                                                               |  |
| 76 | (法)阿肖克 颂, 克里斯蒂安 布朗卡特著 ; 谢绮红译<br>北京 : 机械工业出版社, 2016 | 658.8/S693=1/2016<br>Luxuries--Marketing                      |  |
|    | <b>企业生命力 : 探寻企业的长寿基因</b>                           |                                                               |  |
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# 英文新书

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| 1 | <b>Constructing grounded theory</b><br>Kathy Charmaz<br>London ; Thousand Oaks, Calif. : Sage, [2014]                                                                                                                          | 300.72/C482/2ND ED/2014<br>Grounded theory                                    |
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| 5 | <b>European Business in China Position Paper</b><br>European Chamber<br>Beijing: European Union Chamber of Commerce,                                                                                                           | 332.6734051/E893:2016-2017<br>Investment, European Union--China               |
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| 12 | <b>Interviewing</b><br>Jack Gray<br>[United States] : Great Reads Publishing, [2015]                                                                                                                  | 650.14/G778/2015<br>Employment interviewing                            |
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