



New Business Books in January 2012



Title	Author / Editor	Year published	Call Number
Customer service: empowerment and entrapment	Sturdy, Andrew	2001	658.812 CUS (SHORT)
The credit scoring toolkit: theory and practice for retail credit risk management and decision automation Also available as an ebook	Anderson, Raymond	2007	658.88 AND (SHORT)
Key concepts in business and management research methods	Stokes, Peter	2011	650.072 STO (STANDARD)
Grand pursuit: the story of economic genius	Nasar Sylvia	2011	330.15 NAS (STANDARD)
Organisational capital: modelling, measuring and contextualising	Bounfour, Ahmed	2008	658.3 ORG (STANDARD)
Global strategic management: 2nd edition	Frynas, Jędrzej George	2011	658.401 FRY (STANDARD)
Key concepts in innovation	Thota, Hamsa	2011	658.406 THO (STANDARD)
Key concepts in marketing	Blythe, Jim	2009	658.8 BLY (STANDARD)
Advertising campaigns	Martin, Mac	2011	659.113 MAR (STANDARD)
That used to be us: what went wrong with America – and how it can come back	Friedman, Thomas L.	2011	973.92 FRI (STANDARD)

*All these items are available from the Central Library, South Kensington Campus.
Books are arranged over the floors in the following number ranges:*

Level 2 0 – 532

Level 4 533 – 599

Level 5 600 – 999