

New Book Express 2017.12

New English Books.....1

New Chinese Books.....4

Example:

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

New English Books

2017.12

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| 1 | Give and take: why helping others drives our success Adam Grant New York: Penguin Books, 2014 | 158.2/G761/2014 Success--Psychological aspects |
| 2 | High performance habits: how extraordinary people become that way Brendon Burchard Carlsbad: Hay House, Inc., 2017 | 158/B947/2017 Self-actualization (Psychology) |
| 3 | The sincerity edge: how ethical leaders build dynamic businesses Timothy L. Fort, Alexandra Christina, Countess of Frederiksborg Stanford, California: Stanford Business Books, an imprint of Stanford University Press, 2017 | 174.4/F736/2017 Business ethics |
| 4 | The 100-year life: living and working in an age of longevity Lynda Gratton, Andrew Scott London; New York, NY: Bloomsbury Business, 2017 | 305.26/G773/2017 Aging--Social aspects |
| 5 | Finance, Society and Sustainability: How to Make the Financial System Work for the Economy, People and Planet Nick Silver London Palgrave Macmillan UK, 2017 | 332.0415/S587/2017 Finance |

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| 6 | The price reporters: a guide to PRAS and commodity benchmarks Owain Johnson Abingdon, Oxon ; New York, NY: Routledge, 2018 | 338.52/J661/2018 Prices |
| 7 | Starting a successful business: your guide to setting up your dream start-up, controlling its finances and managing its operations Michael J Morris London: Kogan Page Limited, 2017 | 658.11/M875/8TH ED/2017 New business enterprises |
| 8 | Mergers and acquisitions: integration and transformation management as the gateway to success Stephan Bergamin, Markus Braun Cham: Springer International Publishing, 2017 | 658.162/B493/2017 Consolidation and merger of corporations--Management |
| 9 | Leading global innovation: facilitating multicultural collaboration and international market success Karina R. Jensen Cham, Switzerland: Palgrave Macmillan, 2017 | 658.18/J545/2017 International business enterprises--Management |
| 10 | Economics of strategy David Besanko ... [et al.] Hoboken, NJ: John Wiley & Sons, c2013 | 658.4012/B554/6TH ED/2013 Strategic planning--Economic aspects |
| 11 | How to prepare a business plan: your guide to creating an excellent strategy, forecasting your finances and producing a persuasive plan Edward Blackwell London, United Kingdom ; New York, NY, USA: Kogan Page, 2017 | 658.4012/B632/6TH ED/2017 New business enterprises--Planning |
| 12 | 11 rules for creating value in the social era Nilofer Merchant Createspace Independent Pub, 2012 | 658.4012/M554/2012 Social networks |
| 13 | The Toyota engagement equation: how to understand and implement continuous improvement thinking in any organization Tracey Richardson, Ernie Richardson New York: McGraw-Hill Education, 2017 | 658.4013/R521/2017 Lean manufacturing |
| 14 | 3D team leadership: a new approach for complex teams Bradley L. Kirkman, T. Brad Harris Stanford, California: Stanford Business Books, an imprint of Stanford University Press, 2017 | 658.4022/K596/2017 Teams in the workplace |

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| 15 | Do big things: the simple steps teams can take to mobilize hearts and minds, and make an epic impact Craig Ross, Angela V. Paccione, Victoria L. Roberts Hoboken, New Jersey: John Wiley & Sons, Inc., 2017 | 658.4022/R823/2017 Teams in the workplace |
| 16 | The digital transformation playbook: rethink your business for the digital age David L. Rogers New York: Columbia Business School Pub., 2016 | 658.4062/R724/2016 Technological innovations--Management |
| 17 | The corporate startup: how established companies can develop successful innovation ecosystems Tendayi Viki, Dan Toma, Esther Gons; editor Rachel Faulkner Deventer, the Netherlands: Vakmedianet, 2017 | 658.4063/V694/2017 Creative ability in business |
| 18 | Reinvention: accelerating results in the age of disruption Shane Cragun, Kate Sweetman Austin, Texas: Greenleaf Book Group Press, 2016 | 658.406/C885/2016 Disruptive technologies |
| 19 | Narcissism at work: personality disorders of corporate leaders Marie-line Germain Asheville, NC: Palgrave Macmillan, 2017 | 658.4092/G372/2017 Business |
| 20 | The strategic storyteller: content marketing in the age of the educated consumer Alexander Jutkowitz Hoboken, New Jersey: John Wiley & Sons, Inc., 2017 | 658.802/J969/2017 Marketing |
| 21 | Innovative B2B marketing: new models, processes and theory Simon Hall New York, NY: Kogan Page Ltd, 2017 | 658.804/H174/2017 Industrial marketing |
| 22 | Malcolm McDonald on key account management Malcolm McDonald, Beth Rogers New York: Kogan Page Ltd, 2017 | 658.8102/M478/2017 Marketing--Key accounts |

New Chinese Books

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| 1 | 中西文明的对照 许倬云著 杭州:浙江人民出版社, 2016 | 303.48251/X918/2017 East and West |
| 2 | 我们身在何方: 个人与组织的精准定位 查尔斯 汉迪著;周旭华译 上海:东方出版社, 2017 | 303.49/H236=1/2017 Work--Forecasting |
| 3 | 全球经济史 (英国)罗伯特 C. 艾伦著 ; 陆贇译 南京:译林出版社, 2013 | 330.9/A425=1/2017 Economic history |
| 4 | FinTech 2.0: 金融科技颠覆金融业的游戏规则 李仪坤著 广州:广东人民出版社, 2017 | 332.10285/L313/2017 Financial services industry--Technological innovations |
| 5 | 人工智能时代: 一本书读懂区块链金融 马兆林著 北京:人民邮电出版社, 2017 | 332.178/M244/2017 Electronic funds transfers |
| 6 | 区块链与大数据: 打造智能经济 井底望天, 武源文, 赵国栋, 刘文献主编 北京:人民邮电出版社, 2017 | 332.178/Q779Q/2017 Electronic funds transfers |
| 7 | 解读区块链: 重新定义未来经济 韦康博著 北京:人民邮电出版社, 2017 | 332.178/W513/2017 Electronic funds transfers |
| 8 | 习近平谈治国理政 习近平著 北京:外文出版社, 2017 | 335.4345/X151/2017/V.1 Nationalism--China |
| 9 | 新零售新市场: 移动电商时代如何拥抱汽车后市场 吴宇著 北京:人民邮电出版社, 2017 | 338.4762920951/W918/2017 Automobile industry and trade--China |

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| 10 | 硅谷百年史: 创新时代 (美)阿伦·拉奥, 皮埃罗·斯加鲁菲著; 闫景立, 侯爱华, 闫勇译, 谈锋, 闫景立审校 北京: 人民邮电出版社, 2016 | 338.4762/R215/2ND ED=1/2016 High technology industries--California--Santa Clara Valley (Santa Clara County)--History |
| 11 | 经济学: 微观部分 达龙·阿西莫格鲁, 戴维·莱布森, 约翰·A·李斯特著; 卢远瞩, 尹训东译 北京: 中国人民大学出版社, 2016 | 338.5/A173=1/2016 Economics |
| 12 | 改革大道行思录: 吴敬琏近文选 (2013-2017) 吴敬琏著 北京: 商务印书馆, 2017 | 338.951/W803/2017 China--Economic conditions |
| 13 | 中外合作办学发展报告 (2010-2015) 林金辉编 厦门: 厦门大学出版社, 2016 | 378.51/696: 2016 Education—China |
| 14 | 上海科技年鉴 上海科技年鉴编辑部编 上海: 上海科学普及出版社, 2017 | 509.51132/S221: 2017 Science--China--Shanghai--Periodicals |
| 15 | 管理者需要的财务智慧: 原书第5版 苏珊·汉森著; 张永冀, 朱曼亚译 北京: 机械工业出版社, 2017 | 658.15/H249/5TH ED=1/2017 Business enterprises--Finance |
| 16 | 激活组织: 从个体价值到集合智慧 陈春花著 北京: 机械工业出版社, 2017 | 658.402/C382/2017 Industrial management |
| 17 | 垂直品牌组合管理: 制造商与零售商之间的整合品牌管理战略 (德)迪德里希·贝克著; 李东升, 唐文龙, 肖永杰, 张成龙译 北京: 经济管理出版社, 2017 | 658.4092/B168=1/2017 Economics |
| 18 | 重新定义推销: 好 Pitch 让客户和投资人主动找你 Oren Klaff 著; 李卉, 张魏译 北京: 人民邮电出版社, 2016 | 658.452/K631=1/2016 Sales presentations |
| 19 | 供应链管理: 实践者的专家之路 刘宝红著 北京: 机械工业出版社, 2017 | 658.7/L582/2017 Business logistics |

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| 20 | 马云：我的管理心得 马云著 杭州：浙江人民出版社，2017 | 658.800285/Z333/2017 Electronic commerce--China |
| 21 | 品牌征服：大互联时代伟大品牌的六维设计 包恩和巴图著 北京：新华出版社，2017 | 658.827/B206/2017 Branding (Marketing) |
| 22 | 引爆用户增长 黄天文著 北京：机械工业出版社，2017 | 658.8343/H897/2017 Internet marketing |
| 23 | 移动社群营销实战法则、技巧与经典案例 何志康著 北京：人民邮电出版社，2017 | 658.872/H223/2017 Internet marketing |
| 24 | 粉丝经济实战法则：下一个小米就是你 梁宇亮著 北京：人民邮电出版社，2016 | 658.872/L421/2016 Internet marketing |
| 25 | 找寻真实的蒋介石：还原 13 个历史真相 杨天石著 北京：九州出版社，2014 | 951.04092/J566Y/2016 Presidents--China--Diaries |
| 26 | 中国史话 郭伯南, 刘福元著 上海：上海古籍出版社，2016 | 951/G784/2016/V.1 China--History |