



**NEWLY ACQUIRED BOOKS
NOVEMBER 2018-JANUARY 2019**

**Technical
Library Department**

NOVEMBER

CIRCULATION SECTION

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
SB475.9.D37 M478 2017	M'Closkey, Karen	Dynamic patterns : visualizing landscapes in a digital age	90248	1

CIRCULATION SECTION (DR. CARLOS CHAN –DONATION)

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
HA29.H859 2017	Howell, David C.	Fundamental statistics for the behavioral sciences	90238	1
QC482.D5 S896 2014	Barabash, Rozaliya, editor	Strain and dislocation gradients from diffraction : spatially-resolved local structure and defects	90240	2
QH212.S34 S283 2015	Tanaka, Nobuo, 1949-	Scanning transmission electron microscopy of nanomaterials : basics of imaging and analysis	90239	3
SH331.F885 2016	Craig, John F., editor	Freshwater fisheries ecology	90237	4



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CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Ref GV546.E96 2016		Exercise technique manual for resistance training, Third edition	90234	1
Ref GV711.5.B792 2016	Boyle, Michael, 1959-	New functional training for sports, Second Edition	90235	2
Ref HD2763.M958 2013	Mullen, Samuel	Emergency planning guide for utilities, Second edition	90233	3
Ref NC650.B234 2018	Barber, Barrington (Artist)	The complete guide to drawing : a practical course for artists	90249	4
Ref NC750.A883 2018	Attebery, Craig	The complete guide to perspective drawing : from one-point to six-point	90250	5
Ref NC760.B234 2018	Barber, Barrington (Artist)	Drawing anatomy : a practical course for artists	90243	6
Ref NC765.B234 2018	Barber, Barrington (Artist)	Drawing figures : a practical course for artists	90244	7
Ref NC773.B234 2018	Barber, Barrington (Artist)	Drawing portraits : a practical course for artists	90246	8
Ref NC795.B234 2018	Barber, Barrington (Artist)	Drawing landscapes	90245	9
Ref NC825.S74.B234 2018	Barber, Barrington (Artist)	Drawing still life : a practical course for artists	90247	10



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Ref TK7881.4.D617 2018	Dittmar, Tim.	Audio engineering 101 : a beginner's guide to music production, Second edition	90242	11
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REFERENCE SECTION

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Ref NA2700.J17 2016	Jacoby, Sam	Drawing architecture and the urban	90236	1
Ref TK7871.15.F5 T443 2017	Narayanan, V. (Vijay), editor	Thin films on silicon : electronic and photonic applications	90241	2

FILIPINIANA SECTION (DONATION)

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Fil KPM810.D346 2014	De Leon, Hector S.	The law on obligations and contracts, 2014 Revised edition	90251,c.2	1
			90252,c.3	2
			90253,c.4	3



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FILIPINIANA SECTION (DONATION)

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Fil DS653.7.O88 Y95 2018	Yuson, Alfred A.	Lineage, vision, empire : Don Francisco "Paquito" Ortigas, Jr.	90254	1



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CIRCULATION SECTION

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
AZ105.B534 2017	Berry, David M. (David Michael)	Digital humanities : knowledge and critique in a digital age	90275	1
BF201.H131 2017	Hadlington, Lee	Cybercognition : [brain, behaviour and the digital world]	90276	2
BF692.B745 2019	Bosson, Jennifer K.	The psychology of sex and gender	90295	3
DS779.4.F331 2017	Fenby, Jonathan	Will China dominate the 21st century?, Second edition	90271	4
H62.B112 2017	Babbie, Earl R.	The basics of social research	90280	5
H62.B738 2018	Bors, Douglas Alexander, 1950-	Data analysis for the social sciences : integrating theory and practice	90290	6
HA29.C284 2018	Carlson, Kieth A.	An introduction to statistics : an active learning approach, Second edition	90286	7
HD31.2.L972 2019	Lussier, Robert N.	Management fundamentals : concepts, applications, and skill development, 8e, International student edition	90293	8
HD69.P75 T875 2015	Tryon, Charles A., Jr.	Project identification : capturing great ideas to dramatically improve your organization	90259	9
HF5415.1255.B571 2018	Beverland, Michael	Brand management : co-creating meaningful brands	90289	10
HF5415.1265.D131 2018	Dahl, Stephan	Social media marketing : theories & applications, 2E	90294	11



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HM851.P564 2017	Phillips, Whitney, 1983-	The ambivalent Internet : mischief, oddity, and antagonism online	90272	12
HT151.D313 2018	Iossifova, Deljana, editor	Defining the urban : interdisciplinary and professional perspectives	90262	13
JC571.F855 2017	Freeman, Michael, 1936-	Human rights, Third edition	90274	14
JF1051.K43 2017	Kettl, Donald F.	Can governments earn our trust?	90278	15
P96.M34 K96 2017	Kung, Lucy	Strategic management in the media : from theory to practice, 2nd edition	90273	16
QC20.7.G76 A122 2017	Abbas, Syed Afsar, 1946-	Group theory in particle, nuclear, and hadron physics	90265	17
TA418.9.B73 B814 2016	Rana, Sohel, editor	Braided structures and composites : production, properties, mechanics, and technical applications	90264	18
TA1207.L783 2017	Liu, Rongfang	Automated transit : planning, operation, and applications	90256	19
TA1522.B786 2016	Bowen, Warwick P	Quantum optomechanics	90255	20
TJ1075.K45 2017	Khonsari, Michael M.	Applied tribology : bearing design and lubrication, Third edition	90281	21
TP339.B615 2017	Love, John (Professor of biotechnology) [ed.]	Biofuels and bioenergy	90279	22



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CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Ref BF698.A823 2015	Ashcraft, Donna Musialowski	Personality theories workbook, Sixth edition	90277	1
Ref H61.L427 2018	Layder, Derek	Investigative research : theory and practice	90292	2
Ref H62.B154 2018	Bailey, Carol A., 1950-	A guide to qualitative field research, Third Edition	90287	3
Ref H62.F791 2017	Fox, Chris, 1971-	An introduction to evaluation	90282	4
Ref H62.G266 2018	Gaudet, Stephanie	A journey through qualitative research : from design to reporting	90288	5
Ref H62.M169a 2017	McNiff, Jean	Action research : all you need to know	90283,c.2	6
Ref HF5548.8.W676 2017	Salas, Eduardo, editor	The Wiley-Blackwell handbook of the psychology of team working and collaborative processes	90296	7
Ref HM1116.W676 2017	Sturmey, Peter, editor.	The Wiley handbook of violence and aggression	90297,v.1	8
			90298,v.2	9
			90299,v.3	10
Ref KD1641.E92 2017	Evans, Steven C.	The contractor's NEC3 EEC handbook	90301	11
Ref LB1025.3.W758 2017	Winch, Christopher	Teachers' know-how : a philosophical investigation	90257	12
Ref LB1028.24.P988 2018	Putman, S. Michael, 1970-	Action research : using strategic inquiry to improve teaching and learning	90285	13



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Ref LB1028.24.S129 2017	Sagor, Richard	The action research guidebook : a process for pursuing equity and excellence in education, Third edition	90284	14
Ref P90.K41 2018	Kerry, Matthew, 1969-	Introducing media practice : the essential guide	90291	15
Ref P115.2.H236 2017	Wright, Wayne E., editor	The Handbook of bilingual and multilingual education	90300	16
Ref Q224.S416 2017	Daston, Lorraine, 1951- editor	Science in the archives : pasts, presents, futures	90258	17
Ref QA76.76.D47 D614 2016	Zoitl, Alois, editor	Distributed control applications : guidelines, design patterns, and application examples with the IEC 61499	90260	18
Ref QD341.H9 R287 2017	Charette, A. B. (André B.), 1961- editor	Reagents for heteroarene synthesis	90302	19
Ref QH46.5.S632 2017	Sleigh, Charlotte	The paper zoo : 500 years of animals in art	90263	20
Ref TA157.B932 2018	Buie, Melisa	Problem solving for new engineers : what every engineering manager wants you to know	90261	21
Ref TL210.P595 2018	Pickerill, Ken	Automotive engine performance, Seventh edition.	90303,v.1 90304,v.2	22 23



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MAIN

CIRCULATION SECTION

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
GV341.I61 2017	3G E-learning LLC, USA	Introduction to physical education, fitness, and sport	90315	1
HA32.F453 2018	Field, Andy	Discovering statistics using IBM SPSS statistics	90355	2
HD9980.5.S491so 2018	Firth, George, [editor]	Service operations management	90334	3
			90335,c.2	4
HM1206.C855 2017	Couldry, Nick	The mediated construction of reality	90308	5
HM1206.I86 2016		Issues in media : selections from CQ researcher.	90306	6
LB1028.3.W729 2017	Williamson, Ben	Big data in education : the digital future of learning, policy and practice	90316	7
NC1765.B422 2017	Beiman, Nancy	Prepare to board! : creating story and characters for animated features and shorts, Third edition	90366	8
PN1992.65.D921 2018	Dunleavy, Trisha	Complex serial drama and multiplatform television	90372	9
PN1993.5.A1 D456 2018	Deshpande, Shekhar A., 1953-	World cinema : a critical introduction	90379	10



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QA76.76.E95 K73k 2018	3G E-Learning LLC, USA.	Knowledge based systems	90305	11
QA76.774.U64 U58 2017	Pehcevski, Jovan, [editor]	Unix programming	90329	12
QA76.9.S88 D993 2016	Dwyer, Barry	Systems analysis and synthesis : bridging computer science and information technology.	90352	13
QA184.2.L767 2018	Lipschutz, Seymour	Linear algebra, Sixth edition	90338	14
QA273.P962 2018	Fuller, Michael, [editor]	Probability with applications in science and engineering	90331	15
QA276.12.N325 2019	Navidi, William Cyrus	Elementary statistics, Third edition.	90336	16
QA278.H148 2017	Hahs-Vaughn, Debbie L.	Applied multivariate statistical concepts	90353	17
QA300.M984 2018	Murtagh, Fionn	Data science foundations : geometry and topology of complex hierarchic systems and big data analytics	90354	18
QA371.F981 2018	Lake, Rosalinda, [editor]	Fundamentals of differential equations	90330	19
QA377.C757 2016	Constanda, C. (Christian)	Solution techniques for elementary partial differential equations, Third edition	90332	20
QA401.A662 2018	Arangala, Crista	Mathematical modeling : branching beyond calculus	90337	21
QC175.K51 2016	Bianca, Carlo [and others]	Kinetic theory, thermodynamics and statistical physics	90310	22
QC311.T411t 2017	Moneira, Olga, [ed.]	Thermal physics & statistical mechanics	90311	23
QC355.3.P372 2018	Pedrotti, Frank L., 1932-	Introduction to optics, Third edition	90309	24



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QP552.M44 C738 2017	Domene, Carmen, [editor]	Computational biophysics of membrane proteins	90348	25
TA1632.D574d 2017	3G E-Learning LLC, USA.	Digital image processing	90395	26
TK5105.6.A652 2018		Applied media studies	90371	27
TR897.5.R163 2018	Rall, Hannes, 1965-	Animation : from concept to production	90370	28
TR897.6.S536 2017	Shaw, Susannah	Stop motion : craft skills for model animation, Third edition	90367	29
TR897.7.K19 2017	Katatikarn, Jasmine	Lighting for animation : the art of visual storytelling	90365	30

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CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Fic.H386m 2013	Havens, Candace, 1963-	Mission: seduction	90397	1
Fic.W671c 2008	Wilde, Lori.	Crossing the line, Australian Paperback edition	90396	2
Fic.W879i 2000	Wood, Sara	The innocent mistress, Australian Paperback edition	90398	3



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CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Ref BP133.E56 2017	Rahman, Muzib, editor.	Encyclopaedia of scientific miracles in Quran and Islam	90389,v.1 90390,v.2 90391,v.3	1 2 3
Ref HD31.A313 2018	Aken, Joan Ernst van	Problem Solving in Organizations : A Methodological Handbook for Business and Management Students	90387	4
Ref LB1731.4.M478 2017	McCarthy, Marcella	Bloomsbury CPD Library : mentoring and coaching	90360	5
Ref LB2345.3.B85 T969 2018	Twale, Darla J. (Darla Jean)	Understanding and preventing faculty-on-faculty bullying : a psycho-social-organizational approach	90362	6
Ref LB2805.M449 2017	Maulding Green, Wanda	Improving your leadership intelligence : a field book for K-12 leaders	90361	7
Ref LB2806.H843 2017	Houston, Paul D.	The empowering leader : 12 core values to supercharge your leadership skills	90317	8
Ref LB2838.U85 2017		Using video to assess teaching performance : a resource guide for edTPA	90363	9
Ref ML3877.B876 2016	Brovig-Hanssen, Ragnhild	Digital signatures : the impact of digitization on popular music sound	90313	10
Ref NC1765.A598 2017	Pallant, Chris [ed.]	Animated landscapes : history, form and function	90369	11



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Ref P91.3.B838 2017	Brennen, Bonnie	Qualitative research methods for media studies, Second edition	90375	12
Ref P301.5.A27 S617 2017	Singh, Anneliese A.	Successful academic writing : a complete guide for social and behavioral scientists	90385	13
Ref PN1995.9.P7 B121 2018	Bacher, Hans P.	Vision : color and composition for film	90368	14
Ref PN1995.9.P7 C635 2018	Cleve, Bastian	Film production management : how to budget, organize, and successfully shoot your film	90374	15
Ref PN1995.9.P7 W172 2017	Wales, Lorene M.	The completed guide to film and digital production : the people and the process	90376	16
Ref PR428.M75 D582 2013	Dimmock, Matthew	Mythologies of the Prophet Muhammad in early modern English culture	90392	17
Ref QA76.9.N38 S478 2017	Pozzi, Federico Alberto [ed.]	Sentiment analysis in social networks	90350	18
Ref Q180.55.M67 C167 2017	Calvey, David	Covert research : the art, politics and ethics of undercover fieldwork	90312,c.2	19
Ref QA276.45.R3 S859 2018	Stinerock, Robert Noel	Statistics with R : a beginner's guide	90333	20
Ref QC174.15.F444 2016	Ficek, Zbigniew	Problems and solutions in quantum physics	90349	21
Ref TK5105.875.I57 S757 2017	Spinello, Richard A.	Cyberethics : morality and law in cyberspace, Sixth edition	90351	22



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Ref TR145.P964 2017	Harris, Cyrilo, editor	Professional photography	90307	23
Ref TR183.L642 2018	Lester, Paul Martin	Visual ethics : a guide for photographers, journalists, and filmmakers	90378	24
Ref TR267.G258 2017	Gatcum, Chris	Complete photography : the all-new guide to getting the best possible photos from any camera	90364	25
Ref TR858.D587 2017	Dinur, Eran	The filmmaker's guide to visual effects : the art and technique of VFX for directors, producers, editors, and cinematographers	90377	26
Ref TR899.F911 2018	Frierson, Michael	Film and video editing theory : how editing creates meaning	90373	27
Ref Z674.75.W67 I61 2016	Sittler, Ryan L., editor.	Integrating LibGuides into library websites	90314	28
Ref Z678.93.P83 C752 2018	Connolly, Matthew, 1977-	User privacy : a practical guide for librarians	90386	29
Ref Z679.55.A846 2017	Montgomery, Susan E., 1971- editor	Assessing library spaces for learning	90380	30
Ref Z692.E42 M338 2018	Mariner, Matthew C., 1984-	Managing and improving electronic thesis and dissertation programs : a practical guide for librarians	90384	31
Ref Z701.3.C65 C823 2017	Corrado, Edward M., 1971-	Digital preservation for libraries, archives, and museums, Second edition	90382	32
Ref ZA3075.H287 2018	Harmeyer, Dave, 1956-	Implementing the information literacy framework : a practical guide for librarians	90383	33



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Ref ZA4080.P218 2017	Papy, Fabrice	Digital libraries and innovation	90381	34
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FILIPINIANA SECTION

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Fil DS675.8.R5 G156 2018	Galicia, Reynaldo De Mesa	The life and works of Jose Rizal	90342	1
			90343,c.2	2
			90344,c.3	3
			90358,c.4	4
			90359,c.5	5
Fil DS675.8.R5 R284 2017		Reading Rizal : a literary approach on the study of the life and works	90339	6
			90340,c.2	7
			90341,c.3	8
			90356,c.4	9
			90357,c.5	10



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CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Fil DS687.42.R175pt 2018	Ramos, Fidel V.	Prosper thy neighbor, Revised edition	90394	1
Fil HG3311.6.R696 2012	Rodrigo, Raul.	A matter of trust : the China Bank story	90393	2
Fil DS686.616.A46 A452 2015	Almonte, Jose T.	Endless journey : a memoir	90399,c.5	3

AR LIBRARY

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
Ar N6853.G34 A784 2017	Gauguin (Art Institute of Chicago)	Gauguin : artist as alchemist	90347	1
Ar N7326.S755 2017	Spielmann, Yvonne	Contemporary Indonesian art : artists, art spaces, and collectors	90346	2
Ar N7343.23.A265 2017	Age of empires (Metropolitan Museum of Art (New York, N.Y.))	Age of empires : art of the Qin and Han dynasties	90345	3



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Ar NA680.U62 2015	Unwin, Simon, 1952-	Twenty-five buildings every architect should understand, Second edition	90327	4
Ar NA1540.F949 2017	Fu, Xinian	Traditional Chinese architecture : twelve essays	90326	5
Ar NA2728.D574d 2016	Johnson, Jason S., [editor]	Digital design exercises for architecture students	90319	6
Ar NA2750.V216 2017	Vamvakidis, Simos	Innovative architecture strategies : a guide to innovative architectural strategies with complex programme	90320	7
Ar NA2750.W926 2017	Garber, Richard, 1971- [ed.]	Workflows : expanding architecture's territory in the design and delivery of buildings	90328	8
Ar NE485.M224 2017	Mainardi, Patricia	Another world : nineteenth-century illustrated print culture	90318	9
Ar SB469.4.R432 2017	Brink, Adri van den, editor	Research in landscape architecture : methods and methodology	90322,c.2	10
Ar SB472.M978 2016	Murphy, Michael D.	Landscape architecture theory : an ecological approach	90388	11
Ar TA666.T583 2017	McMullin, Paul W., editor	Timber design	90325	12
Ar TH4960.C737 2017	Black & Decker Corporation (Towson, Md.)	The complete guide to garages : design, build, remodel & maintain your garage : includes 9 complete garage plans, 2nd edition	90324	13
Ar TT180.K99 2017	Kyler, Silas J.	The art and craft of wood : a practical guide to harvesting, choosing, reclaiming, preparing, crafting, and building with raw wood	90323	14
Ar Z48.K81 2017	Komurki, John Z.	Risomania : the new spirit of printing	90321	15



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MAKATI LIBRARY

CALL NO.	AUTHOR	TITLE	ACC. NO.	VOL #
G155.A1 T396 2018		Theory, practice and techniques in tourism marketing	18772M	1
G550.C955c 2017		Cruise ports management	18763M	2
GE40.J29 2015	James, Simon P.	Environmental philosophy : an introduction	18926M	3
GE105.E57 2013	Enger, Eldon D.	Environmental science : a study of interrelationships, Thirteenth edition	18930M	4
GT3405.M495 2018		Meeting, conference and convention management	18695M	5
GT3935.W988 2018	Wynn-Moylan, Peter	Risk and hazard management for festivals and events	18696M	6
GV706.3.B786 2017	Bowen, Jack	Sport, ethics and leadership	18782M	7
GV713.S628 2017	Skinner, James, 1964-	Organizational behaviour in sport	18779M	8
GV1469.3.F981 2017	Gibson, Zion [ed.]	Fundamentals of game design	18923M,c.3	9
GV1469.34.A97 U71 2018	Upton, Brian, 1964-	Situational game design	18806M	10
HA29.F911 2018	Frieman, Jerome	Principles & methods of statistical analysis	18820M	11
HA29.L758 2018	Linneman, Thomas John	Social statistics : managing data, conducting analyses, presenting results, Third Edition	18724M	12
HB144.U48 2016	Umbhauer, Gisele	Game theory and exercises	18900M,c.2	13



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HB171.5.M278p 2012	Mankiw, N. Gregory	Principles of economics, Sixth edition, Philippine edition	18933M	14
HB615.B658 2018	Blundel, Richard	Exploring entrepreneurship, 2nd edition	18752M	15
HB615.D582 2017	Dimov, Dimo (Professor of innovation and entrepreneurship)	The reflective entrepreneur	18753M	16
HB615.E61et 2017	Melville, Hugh [ed.]	Entrepreneurship	18751M	17
HC79.T4 L693 2018	Liang, James Jianzhang, 1969-	The demographics of innovation : why demographics is a key to the innovation race	18757M	18
HD30.2.B192 2019	Baltzan, Paige	Business driven information systems, Sixth edition	18870M	19
HD30.2.L276 2018	Langer, Arthur M.	Information technology and organizational learning : managing behavioral change in the digital age	18675M 18847M,c.2	20 21
HD30.2.T623 2017	Tiwana, Amrit, 1974-	IT strategy for non-IT managers : becoming an engaged contributor to corporate IT decisions	18846M	22
HD30.213.B585 2018	Bidgoli, Hossein	MIS8 : management information systems, [Student edition].	18676M	23
HD30.213.K93 2017	Kroenke, David 1948-	Using MIS, Ninth edition, Global edition	18907M	24
HD30.213.M266 2018	Onyango, Isaack [ed.]	Management information systems	18833M	25
HD30.22.M148 2017	McGuigan, James R.	Managerial economics : applications, strategies and tactic, 14th edition	18712M 18715M,c.2 18716M,c.3	26 27 28



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HD30.28.D249 2017	David, Fred R.	Strategic management : concepts and cases ; a competitive advantage approach, Sixteenth Edition, Global edition	18748M 18749M,c.2	29 30
HD30.28.S929 2016	Stuart, Harborne W., Jr.	The profitability test : does your strategy make sense?	18814M,c.2	31
HD30.28.V899 2018	Volberda, Henk Wijtze, 1964-	Reinventing business models : how firms cope with disruption	18722M	32
HD31.2.I61 2017	Bell, Walter [ed.]	Introduction to management science	18683M	33
HD38.5.K79 2018	Kohnke, Anne	Supply chain risk management : applying secure acquisition principles to ensure a trusted technology product	18848M	34
HD38.5.W815 2019	Wisner, Joel D.	Principles of supply chain management : a balanced approach, 5e	18720M	35
HD38.7.B979 2018	Sharda, Ramesh	Business intelligence, analytics, and data science : a managerial perspective, Fourth edition, Global edition	18901M	36
HD38.7.P648 2017	Pinder, Jonathan P	Introduction to business analytics using simulation	18798M	37
HD38.7.S596 2017	Simon, Phil	Analytics : the agile way	18889M	38
HD45.S645 2015	Smith, David	Exploring innovation, 3rd edition	18755M	39
HD58.7.K55o 2018	Kinicki, Angelo	Organizational behavior : a practical, problem-solving approach, Second edition	18734M	40
HD61.H913 2018	Hull, John, 1946-	Risk management and financial institutions, Fifth edition	18691M	41
HD61.K73 2018	Aven, Terje [ed.]	Knowledge in risk assessment and management	18730M	42



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HD61.L213 2017	Lam, James	Implementing enterprise risk management : from methods to applications	18732M	43
HD62.15.P957p 2018	Hill, Barry [ed,]	Principles of quality management	18690M	44
HD62.4.D431 2017	Deresky, Helen	International management : managing across borders and cultures : text and cases, Ninth edition / Global edition	18742M	45
HD69.P75 P659 2016	Pinto, Jeffrey K.	Project management : achieving competitive advantage, Fourth edition, Global edition	18745M	46
HD69.P75 P964p 2017	Fowler, Tyson [ed.]	Project management : processes and methodologies	18686M	47
HD69.S132 2017	Said, Karim	Asymmetric alliances and information systems : issues and prospects	18830M	48
HD82.H885 2015	Hudson, David, 1977-	Global finance and development	18707M	49
HD2341.M345 2015		Marketing for small businesses.	18684M,c.2	50
HD2755.5.I61 2018	Buckley, Peter J., 1949-[ed.]	International business	18708M	51
HD6060.6.F759 2018	Fotaki, Marianna	Gender and the organization : women at work in the 21st century	18776M	52
HD9980.5.F562 2019	Bordoloi, Sanjeev	Service management : operations, strategy, information technology, Ninth Edition	18756M	53
HD9980.5.H156 2018	Haksever, Cengiz	Service and operations management	18758M	54
HD9980.5.S491 2017	3G E-learning LLC.	Services marketing and customer relationship management	18687M	55
HF1416.K26 2015	Keegan, Warren J.	Global marketing, Eighth edition, Global edition	18740M	56



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HF5387.B873 2018	Brooks, Leonard J.	Business and professional ethics for directors, executives & accountants, 8E	18703M	57
HF5415.123.B433 2017	Bell, Geraldine	Marketing communications : an advertising, promotion and branding perspective	18701M	58
HF5415.123.C648 2018	Clow, Kenneth E.	Integrated advertising, promotion, and marketing communications, Eighth edition, Global edition.	18741M	59
HF5415.1255.G545 2018	Glanfield, Keith	Brand transformation : transforming firm performance by disruptive, pragmatic and achievable brand	18702M	60
HF5415.129.D414 2018	Dent, Julian, 1957-	Sales and marketing channels : how to build and manage distribution strategy, Third edition	18723M	61
HF5415.13.L244 2018	Lancaster, Geoffrey, 1938-	Essentials of marketing management, Second edition	18699M	62
HF5415.13.M345mm 2017	Graham, Harvey [ed.]	Marketing management	18685M	63
HF5415.15.B818 2018	Dixon, John, editor	Brand management	18680M	64
HF5415.2.Z68 2013	Zikmund, William G.	Essentials of marketing research	18942M,c2	65
HF5415.32.C758c 2018	Madsen, Erik [ed.]	Consumer behavior	18692M	66
HF5415.32.S998 2018	Szmigin, Isabelle	Consumer Behaviour	18705M	67
HF5415.335.C758 2018		Consumer management	18677M	68
HF5415.M345mr 2019	Kerin, Roger A.	Marketing	18719M	69
HF5415.S684 2018	Solberg, Carl Arthur	International marketing : strategy development and implementation	18694M	70



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			18709M,c.2	71
HF5429.B516 2018	Berman, Barry	Retail management : a strategic approach, Thirteenth edition, Global edition	18761M	72
HF5548.2.F981 2018	Dumas, Marlon [and others]	Fundamentals of business process management, Second edition	18904M	73
			18905M,c.2	74
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HF5548.2.P424 2016	Peppard, Joe	The strategic management of information systems : building a digital strategy, Fourth Edition	18688M	76
HF5548.32.E38eb 2018		E-business and supply chain integration : strategies and case studies from industry	18759M	77
	Bak, Ozlem [ed.]		188760M,c.2	78
HF5548.32.E38eo 2017	Porter, Nathalie [ed.]	E-Commerce : principles, technology and business applications	18750M	79
HF5548.32.L372 2018	Laudon, Kenneth C., 1944-	E-commerce 2017 : business, technology, society, Thirteenth Edition, Global edition	18737M	80
			18738M,c.2	81
HF5548.32.S947 2018	Suhu, Vinod Kumar	E-commerce and enterprises resources planning	18754M	82
HF5549.5.D37 H918 2018		Human resource information systems, Fourth edition	18674M	83
	Kavanagh, Michael J. [ed.]		18845M,c.2	84
HF5549.5.R3 P438 2018	Allen, Frederick [ed.]	Performance management	18689M	85



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HF5549.B215 2018	Banfield, Paul	Introduction to human resource management, Third edition	18710M	86
HF5549.C336m 2019	Cascio, Wayne F.	Managing human resources : productivity, quality of work life, profits, Eleventh edition	18713M	87
			18717M,c.2	88
			18718M,c.3	89
HF5549.H948 2017	Crawshaw, Jonathan R.,[ed.]	Human resource management : strategic and international perspectives	18682M,c.2	90
HF5657.4.M266m 2018	Keegan, Christopher, editor	Managerial accounting	18666M	91
HF5667.J73 2019	Johnstone, Karla M.	Auditing : a risk-based approach, 11th edition	18671M	92
HF5667.M654 2018	Millichamp, A. H. (Alan H.)	Auditing, Eleventh edition	18667M	93
HF5686.C8 D229 2017	Das, Prabir	Cost accounting	18668M	94
HF5821.A244 2018	Hill, Kyle, ,[ed.]	Advertising management : theory and practice	18679M	95
HF5823.H122 2018	Hackley, Christopher E.	Advertising & promotion, 4th edition	18678M	96
HG173.M473 2019	Mayo, Herbert B.	Basic finance : an introduction to financial institutions, investments, and management, Twelfth edition	18725M	97
HG1615.B218 2018	Forester, Brie, editor	Bank management	18665M	98
HG1708.7.R142 2018	Raghunathan, Balaji	SMACing the bank : how to use social media, mobility, analytics and cloud technologies to transform the business processes of banks and the banking experience	18874M	99



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HG3881.M183 2018	Madura, Jeff	International financial management, 13 th edition	18729M	101
HG4026.R826c 2018	Ross, Stephen A.	Corporate finance : core principles & applications, Fifth edition	18672M	102
HG4521.B333 2018	Batnick, Michael, 1985-	Big mistakes : the best investors and their worst investments	18726M	103
HG4523.S971 2018	Swammy, Sarah	Governance, compliance and supervision in the capital markets	18728M	104
HG6024.A3 J68 2017	Johnson, R. Stafford	Derivatives markets and analysis	18669M	105
HG8075.B724 2016	Boobier, Tony, 1956-	Analytics for insurance : the real business of big data	18856M	106
HM741.B732 2018	Borgatti, Stephen P.	Analyzing social networks, 2nd edition	18838M	107
HM741.L767 2018	Lipschultz, Jeremy Harris, 1958-	Social media communication : concepts, practices, data, law and ethics, Second edition	18853M	108
HM742.F951 2017	Fuchs, Christian, 1976-	Social media : a critical introduction, 2nd edition	18793M,c.2	109
HM1206.C853 2017	Couch, Carl J.	Information technologies and social orders, Second edition	18840M	110
HM1221.S775 2017	Stacks, Don W.	Primer of public relations research, Third edition	18810M	111
HQ1381.N427 2018	Nelson, Julie A., 1956-	Gender and risk-taking : economics, evidence and why the answer matters	18775M	112
HQ755.8.S419 2012	Sclafani, Joseph D.	The educated parent 2 : child rearing in the 21st century	18931M	113



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HV6711.C339 2017		Casino operations management	18762M,c.2	116
HV6773.H758 2018	Holt, Thomas J., 1978-	Cybercrime and digital forensics : an introduction, Second edition	18831M	117
HV6773.H758 2018	Holt, Thomas J., 1978-	Cybercrime and digital forensics : an introduction, Second edition	18902M	118
HV8079.C65 E13 2019	Easttom, Chuck	System forensics, investigation, and response, Third Edition	18836M	119
JF1525.A8 B592 2018	Richards, Gregory, [ed.]	Big data and analytics applications in government : current practices and future opportunities	18857M	120
K487.T4 G668 2017	Gorham, Ursula, 1975-	Access to information, technology, and justice : a critical intersection	18837M	121
LB1529.G7 W186 2017	Walker-Gleaves, Caroline	Looking after literacy : a whole child approach to effective literacy interventions	18786M	122
NC997.V834v 2018		Visual graphic design : advanced, 2nd edition	18802M	123
NC1765.W455 2016	Wells, Paul, 1961-	The fundamentals of animation, Second edition	18925M	124
P90.M175 2017	McStay, Andrew	Privacy and the media	18792M	125
P91.28.W145 2018	Waite, Kathryn	The essentials of digital marketing	18698M	126
PN4129.15.A792 2018	Malone, Susan [ed.]	The Art of public speaking for life and work	18783M	127



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QA9.64.F596 2018	Flejoles, Rex Porbasas	Fuzzy Logic : controls and concepts.	18858M	131
QA76.575.C841 2017	Costello, Vic	Multimedia foundations : core concepts for digital design, Second edition	18893M	132
QA76.585.M338 2018	Marinescu, Dan C.	Cloud computing : theory and practice, Second edition	18808M	133
QA76.642.L662 2018	Levesque, John M.	Programming for hybrid multi/manycore MPP systems	18886M	134
QA76.642.S349 2018	Schmidt, Bertil	Parallel programming : concepts and practice	18894M	135
QA76.65.C287 2018	Carman, Christopher	Visual design concepts for mobile games	18807M	136
QA76.73.C153 D139 2018	Dale, Nell B.	C++ plus data structures, Sixth edition	18876M	137
QA76.73.C154 G123 2017	Gaddis, Tony	Starting out with Visual C#, Fourth edition, Global edition	18899M	138
QA76.73.J38 V461 2018	Venkat, G.	Rapid modernization of Java applications : practical business and technical solutions for upgrading your enterprise portfolio	18829M	139
QA76.758.S697s 2016	Sommerville, Ian, 1951-	Software engineering, Tenth edition, Philippine edition.	18898M	140
QA76.76.A65 M687 2018		Mobile applications development technologies	18863M	141
QA76.76.C65 C737c 2018	Halsey, Terence, [ed.]	Compiler design : principles, techniques and tools	18844M	142
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QA76.76.F34 B434 2016	Bell, Michael, 1957 June 22-	Incremental software architecture : a method for saving failing IT implementations	18872M	144
QA76.76.H94 M877 2016	Felke-Morris, Terry	Web development and design foundations with HTML5, XHTML (Document markup language)	18916M	145
QA76.76.O63 S582 2017	Silberschatz, Abraham	Operating system concepts, Wiley Custom edition 9ed	18912M	146
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QA76.76.Q35 M214 2016	Mahfuz, Abu Sayed	Software quality assurance : integrating testing, security, and audit	18854M	148
QA76.76.T48 P911 2017	Prasad, Vishnu	Software testing tools	18867M	149
QA76.77.O63 S782 2018	Stallings, William	Operating systems : internals and design principles, Ninth edition, Global edition	18913M	150
QA76.9.A25 K49 2018	Kim, David (Information technology security consultant)	Fundamentals of information systems security, Third edition	18917M	151
QA76.9.A73 P957 2018	Bermann, Earl [ed.]	Principles of computer architecture	18864M	152
QA76.9.A939 2018	Prudhomme, Gerard [ed.]	Automata theory and logic	18826M	153
QA76.9.C5 C738 2018		Computer simulation	18795M	154
QA76.9.C643 P317 2017	Patterson, David A.	Computer organization and design : the hardware/software interface, ARM® edition	18861M,c.2	155
QA76.9.C66 B111 2018	Baase, Sara	A gift of fire : social, legal, and ethical issues for computing technology, Fifth edition	18908M	156



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QA76.9.D343 E69 2016	Erl, Thomas	Big data fundamentals : concepts, drivers & techniques	18890M	158
QA76.9.H85 P923 2015	Preece, Jenny, 1949-	Interaction design : beyond human-computer interaction, Fourth edition	18941M,c.2	159
QA76.C738ca 2017	Hunter, Jensen [ed.]	Computer and information science	18796M,c.2	160
QA76.S358 2019	Schneider, G. Michael	Invitation to computer science, 8th edition	18877M	161
QA76.W274 2017	Warford, J. Stanley, 1944-	Computer systems, Fifth edition	18883M	162
QA152.3.S237 2016	Santos, David (David A.)	Algebra essentials	18817M	163
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QA269.P497 2016	Petrosyan, L. A (Leon Aganesovich)	Game theory, Second edition	18929M 18936M,c.2	165 166
QA275.G982 2015	Gustafson, John L., 1955-	The end of error : unum computing	18813M	167
QA455.S546 2016	Shen, A. (Alexander), 1958-	Geometry in problems	18819M	168
RA790.P638 2017	Pilgrim, David	Key concepts in mental health, Fourth edition	18788M	169
RA794.I61 2017	Rawlinson, Sarah [ed.]	International spa management : principles and practice	18700M	170
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RC455.4.E8 A832 2018	Moodley, Roy [ed.]	Asian healing traditions in counseling and psychotherapy	18791M	172



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T56.R397 2018	Render, Barry	Quantitative analysis for management, Thirteenth edition, global edition	18746M 18747M,c.2	176 177
T58.5.J58 2018	Valacich, Joseph S., 1959-	Information systems today : managing in the digital world, Eighth edition, Global edition	18910M	178
T58.6.K93e 2017	Kroenke, David 1948-	Experiencing MIS, Seventh edition, Global edition	18903M	179
T58.6.L372 2017	Laudon, Kenneth C., 1944-	Management information systems : managing the digital firm, Fifteenth Edition, Philippine edition	18743M	180
T58.6.L372e 2015	Laudon, Kenneth C., 1944-	Essentials of management information systems, Twelfth edition. Global edition	18739M	181
T58.6.M266 2017		Management information systems	18918M,c.2	182
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TK5105.5.P485 2012	Peterson, Larry L.	Computer networks : a systems approach	18943M	189
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TK5105.8857.L695 2018	Liberg, Olof	Cellular Internet of things : technologies, standards, and performance	18839M	192
TK5105.888.S421 2018	Scobey, Porter	Web programming and Internet technologies : an E-commerce approach, Second edition	18841M	193
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TK7888.3.B575 2018	Bhardwaj, Akash	Fundamentals of computer hardware	18862M	195
TK7895.E42 T725 2017	Toulson, Rob	Fast and effective embedded systems design : applying the ARM mbed, Second edition	18851M	196
TN269.84.A316 2017	Al-Shuhail, Abdullatif Abdulrahman, 1962-	Seismic data interpretation using digital image processing	18897M	197
TP548.W767 2017	Heller, Adam [ed.]	Wine making, tasting and selecting	18824M,c.2	198
TR897.5.R163 2018	Rall, Hannes, 1965-	Animation : from concept to production	18803M 18882M,c.2	199 200



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TS155.H473 2017	Heizer, Jay	Operations management : sustainability and supply chain management, Twelfth edition, Global edition, Philippine edition	18744M	204
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TX911.3.M27 R436r 2017	Herrera, Rodrigo [ed.]	Restaurant management	18822M	206
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TX911.3.P4 H918 2018	Duncan, Lauren [ed.]	Human resource management in hospitality	18767M	208
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Ref D16.B894 2018	Brundage, Anthony, 1938-	Going to the sources : a guide to historical research and writing, Sixth edition	18727M	212
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Ref HA31.3.W847 2017	Wojtkiewicz, Roger A.	Elementary regression modeling : a discrete approach	18871M	214
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Ref HD38.5.H896 2018	Hugos, Michael H.	Essentials of supply chain management, Fourth Edition	18693M	218
Ref HD61.B468 2017	Benjamin, Allan S.	Enterprise risk and opportunity management : concepts and step-by-step examples for pioneering scientific and technical organizations	18706M,c.2	219
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Ref HF5415.2.G857 2018	Grigsby, Mike	Marketing analytics : a practical guide to improving consumer insights using data techniques, Second edition	18714M	221
Ref HF5415.B796 2018	Brace, Ian, 1949-	Questionnaire design : how to plan, structure and write survey material for effective market research, Fourth edition	18721M	222
Ref HF5478.C699 2018	Collier, Marsha	eBay business all-in-one for dummies, 4th edition	18888M	223
Ref HF5636.B789 2018	Boyd, Ken	Accounting all-in-one for dummies, 2nd edition with online practice	18664M	224
Ref HF5667.G946 2017		Guide to audit data analytics	18815M	225
Ref HG4028.V3 H675 2017	Hitchner, James R.	Financial valuation workbook : step-by-step exercises and tests to help you master financial valuation	18673M	226
Ref HM421.S529 2012	Kalekin-Fishman, Devorah [ed.]	The shape of sociology for the 21st century : tradition and renewal	18932M	227
Ref HV6691.A341 2016	Albrecht, W. Steve, author	Fraud examination, Fifth edition	188670M	228



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Ref LB1031.B967 2016	Burns, Monica, 1986-	Deeper learning with QR codes and augmented reality : a scannable solution for your classroom	18892M	231
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Ref LC4704.E78 2018		Essentials of specific learning disability identification	18850M	233
Ref PE1128.A2 E58 2017	Daniel, Mayra C. [ed.]	English learners at the top of the class	18774M	234
Ref PR51.G7 E11 2017	Eaglestone, Robert, 1968-	Doing English : a guide for literature students, Fourth edition	18773M	235
Ref Q172.5.S34 R432 2018	Cantu-Ortiz, Francisco J., 1952- [ed.]	Research analytics : boosting university productivity and competitiveness through scientometrics	18735M	236
Ref Q334.M946 2018	Mueller, John, 1958-	Artificial intelligence for dummies	18842M	237
Ref Q342.L351 2015		Latest research in computational intelligence and soft computing	18940M,v.2	238
Ref QA9.64.F596 2018	Thomas, John Ray	Oracle Mobile Cloud Service developer's guide	18859M	239
Ref QA76.575.I29 2018		Illustrated handbook of multimedia technologies	18805M	240
Ref QA76.625.B658 2018	Blum, Richard, 1962-	PHP, MYSQL, & JavaScript all-in-one for dummies	18852M	241



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Ref QA76.73.C154 P448 2018	Perkins, Benjamin (Benjamin Delcamp)	Beginning C# 7 programming with Visual Studio 2017	18860M	243
Ref QA76.73.P98 M946 2018	Mueller, John Paul	Beginning programming with python for dummies, 2nd edition	18843M	244
Ref QA76.76.C672 S387 2017	Schultz, Charles	Game testing : all in one, Third Edition	18924M,c.4	245
Ref QA76.76.C672 U71 2016	Upton, Eben	Raspberry Pi user guide, 4th edition	18811M	246
Ref QA76.76.D47 S545 2016	Shelton, Todd	Best practices in digital media : a beginning developer's guide to project organization and structure	18869M,c.2	247
Ref QA76.9.D3 C999 2018	Czuprynski, Jim	Oracle database 12C release 2 testing tools and techniques for performance and scalability	18879M	248
Ref QA76.9.D3 T941 2017	Turley, Paul, 1962-	Professional Microsoft SQL server 2016 reporting services and mobile reports	18885M,c.2	248
Ref QA76.9.D5 M537 2017	Mendelevitch, Ofer	Practical data science with Hadoop and Spark : designing and building effective analytics at scale	18895M	250
Ref QA76.9.H85 L431 2017	Lazar, Jonathan	Research methods in human computer interaction, Second edition	18801M	251
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Ref RC565.S796 2018	Stasiewicz, Paul R.	Managing negative emotions without drinking : a workbook of effective strategies	18778M	257
Ref RJ506.H9 M278 2018	Maniadaki, Katerina	The complete guide to ADHD : nature, diagnosis, and treatment	18784M	258
Ref T385.I61i 2018		Illustrated handbook of computer graphics and visualisation	18804M	259
Ref T386.A36 S651 2018	Smith, Jennifer (Writer on digital design)	Adobe Creative Cloud all-in-one, 2nd edition	18881M	260
Ref TA345.I61 2018	International Conference on Computer Science and Artificial Intelligence (2016 : Guilin, Guangxi Zhuangzu Zizhiqu, China)	Computer science and artificial intelligence : proceedings of the International Conference on Computer Science and Artificial Intelligence (CSAI2016)	18827M	261
Ref TA347.A78 I61 2017	International Conference on Artificial Intelligence Science	Artificial intelligence science and technology : proceedings of the 2016 International Conference (AIST2016) Shanghai, China, 15-17 July 2016	18825M	262



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Ref TJ210.3.I61 2017	International Conference on Climbing and Walking Robots (20th : 2017 : Porto, Portugal)	Human-centric robotics : proceedings of CLAWAR 2017: 20th International Conference on Climbing and Walking Robots and the Support Technologies for Mobile Machines	18828M	263
Ref TK5103.2.R869 2017	Goggin, Gerard, 1964- [ed.]	The Routledge companion to mobile media	18887M	264
Ref TK5105.5.C752 2018	Taub, Mark L. [ed.]	Connecting networks v6 : companion guide, Philippine edition	18909M	265
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Ref TK5105.888.W364w 2018	Harrison, Jim [ed.]	Web designing	18868M	269
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Ref TP369.I29 2018		Illustrated dictionary of food engineering : terms, definitions examples : designed for Senior High to Undergraduate students	18768M	271
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Ref TX740.5.F686 2018	Mantle, Philip [ed.]	Food presentation styling techniques for professionals	18765M	273
Ref TX928.I29 2018		Illustrated dictionary of housekeeping : terms, definitions examples : designed for Senior High to Undergraduate students	18769M	274
Fil BF723.P4 C298 2017	Carpizo, Danilo	Personal development	18787M	275
Fil HD62.7.M491 2010	Medina, Robert G.	Entrepreneurship and small business management, Second edition	18935M,c.2	276
Fil HF5387.R628 2011	Roa, Floriano C.	Business ethics and social responsibility, 2nd edition	18934M	277
Fil NC344.M36 C235 2015	Canete, Reuben Ramas 1966-	Amadeo Y. Manalad : drawing a saga	18937M	278
Fil ND1029.M54 C235 2016	Canete, Reuben Ramas.	Amadeo Y. Manalad : telling tadhana	18939M	279
Fil ND1029.M54 G934 2003	Guerrero, Amadis Maria	Amadeo Y. Manalad : history's muralist	18938M	280



**NEWLY ACQUIRED BOOKS
NOVEMBER 2018-JANUARY 2019**

**Technical
Library Department**

SUMMARY

Section	Title	Volume
Circulation	52	53
(Donation-Dr. Carlos Chan)	4	4
Reference	63	68
(Donation-Dr. Carlos Chan)	2	2
Filipiniana	2	10



**NEWLY ACQUIRED BOOKS
NOVEMBER 2018-JANUARY 2019**

**Technical
Library Department**

Filipiniana (Photocopy and Binding)	1	5
Filipiniana (Donation)	4	6
(H.Y. Dee –Donation)	1	1
AR	15	15
Circulation (Donation)	3	3
MAKATI LIBRARY	265	280
(PHOTOCOPY & BINDING)	1	5



**NEWLY ACQUIRED BOOKS
NOVEMBER 2018-JANUARY 2019**

**Technical
Library Department**

TOTAL	413	452
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