

## New Acquisitions of the Karlsruhochschule Library Part 2.2018

| Systematik | Verf. | Autor, Herausgeber oder Institution   | Titel   | Untertitel   | Auflage                                      | Verlag                                      |
|------------|-------|---|---|--|--|---|
| ALLG 6     | Koe   | Koepsell, David   | Scientific Integrity and Research Ethics                          | An Approach from the Ethos of Science  | 1  | Springer International Publishing           |
| ALLG 6.1   | Cro   | Crotty, Michael   | The foundations of social research                                | Meaning and perspective in the research process                                    | Reprint 2015                                 | Sage  |
| ALLG 6.1   | Cre   | Creswell, John W.; Creswell, J. David   | Research design   | Qualitative quantitative & mixed methods approaches                                | 5th edition, international student edition   | Sage edge                                   |
| ALLG 6.1   | Sal   | Saldaña, Johnny   | The coding manual for qualitative researchers                     |  | 3. ed.                                       | Sage  |
| ALLG 6.1   | Don   | Donovan, Todd; Hoover, Kenneth R.   | The elements of social scientific thinking                        |  | 11   | Wadsworth Cengage Learning                  |
| ALLG 6.1   | Pat   | Patten, Mildred L.; Newhart, Michelle   | Understanding research methods                                    | An overview of the essentials  | 10   | Routledge                                   |
| ALLG 6.1   | Yin   | Yin, Robert K.  | Qualitative research from start to finish                         |  | 2. ed.                                       | Guilford Press                              |
| ALLG 6.2   | Eve   | Evergreen, Stephanie D. H.  | Presenting data effectively                                       | Communicating your findings for maximum impact                                     | 2  | Sage  |
| ALLG 6.4   | Yin   | Yin, Robert K.  | Case study research and applications                              | Design and methods   | 6  | Sage  |
| ALLG 9     | Kle   | Behmel, Albrecht  | Das kleine Lexikon der Hochschulbegriffe                          | Akademische Fachbegriffe aus Tradition und Gegenwart                               |  | ibidem-Verl.                                |
| BRAS       | She   | Sheehan, Brian  | Loveworks   | How the World's Top Marketers Make Emotional Connections to Win in the Marketplace |  | PowerHouse Books, U.S                       |
| BRAS       | Ham   | Hammond, K. L.  | Branding  | Brand Identity, Brand Strategy, and Brand Development                              |  | CreateSpace Independent Publishing Platform |
| BRAS       | Fel   | Feldmann, Derrick   | Social Movements for Good   | How Companies and Causes Create Viral Change                                       |  | John Wiley & Sons                           |
| BRAS       | Whe   | Wheeler, Alina  | Designing brand identity  | An essential guide for the entire branding team                                    | 5  | John Wiley & Sons, Inc                      |
| BUSA       | Agi   | Analysis, International Institute of Business   | Agile Extension to the BABOK Guide; Version 1.0                   |  |  | IIBA  |
| BUST       | Fal   | Faltin, Günter  | Brains versus Capital   | Entrepreneurship for Everyone - Lean, Smart, Simple                                |  | Faltin Stiftung                             |
| BUST       | Keg   | Kegan, Robert; Lahey, Lisa Laskow; Kegan  | Immunity to Change  | How to Overcome It and Unlock the Potential in Yourself and Your Organization      |  | Harvard Business Press                      |
| BUST       | Keg   | Kegan, Robert; Lahey, Lisa Laskow   | How the way we talk can change the way we work                    | Seven Languages for Transformation   |  | John Wiley and Sons                         |
| BWL 1.9    | Wes   | Wesp, Patrick   | Nachhaltigkeitsdeklarierung von Konsumgütern                      | Bezugsrahmen, Gestaltungsempfehlungen und operationale Maßnahmen                   | 1. Auflage                                   | Metropolis                                  |
| BWL 1.9    | Sta   | Stanwick, Peter Allen; Stanwick, Sarah D.   | Understanding business ethics                                     |  | 3  | Sage  |
| BWL 1.9    | Han   | Kyrö, Paula   | Handbook of entrepreneurship and sustainable development research |  |  | Edward Elgar Publishing                     |
| BWL 3.1    | Sta   | Stacey, Ralph D.; Mowles, Chris   | Strategic management and organisational dynamics                  | The challenge of complexity to ways of thinking about organisations                | 7  | Pearson Education                           |
| BWL 3.1    | Jae   | Jaekel, Michael   | Die Anatomie digitaler Geschäftsmodelle                           |  | 1. Aufl. 2015                                | Springer Vieweg                             |
| BWL 3.1    | Rud   | Rudolph, Thomas; Brunner, Felix   | Toward Cross-Channel Management                                   | A Comprehensive Guide for Retail Firms   |  | de Gruyter Oldenbourg                       |
| BWL 3.1    | Und   | Barnes, David   | Understanding business processes                                  |  | Special Indian Edition; First Indian Reprint | Routledge                                   |
| BWL 3.1    | Exp   | Johnson, Gerry; Whittington, Richard; Scholes, Kevan; Angwin, Duncan; Regnér, Patrick | Exploring strategy  | Text and Cases   | 11   | Pearson                                     |

## New Acquisitions of the Karlshochschule Library Part 2.2018

|           |       |   |   |  |  |  |
|-----------|-------|---|---|--|--|--|
| BWL 3.10  | Gui   |   | A guide to the project management body of knowledge | PMBOK® Guide   | 6  | Project Management Institute                                     |
| BWL 3.10  | Ver   | Verzuh, Eric  | The fast forward MBA in project management          |  | 5  | John Wiley & Sons, Inc   |
| BWL 3.16  | Lea   |   | Leading virtual teams                               | Hold people accountable, build trust, encourage collaboration          |  | Harvard Business Review Press                                    |
| BWL 3.2   | Mor   | Morrison, Janet   | The global business environment                     | Challenges and responsibilities  | 4  | Palgrave Macmillan Education                                     |
| BWL 3.3   | Eng   | Engelen, Andreas; Tholen, Eva                                 | Interkulturelles Management                         |  |  | Schäffer-Poeschel  |
| BWL 4     | Glo   | Connell, Julia; Agarwal, Renu; Sushil, Sanjay Dhir            | Global Value Chains, Flexibility and Sustainability |  |  | Springer   |
| BWL 5.2   | Elg   | Elgersma, Erik  | The strategic analysis cycle handbook               | How advanced data collection and analysis underpins winning strategies |  | LID  |
| BWL 5.2   | Oli   | Olins, Wally  | Brand new   | The shape of brands to come  |  | Thames & Hudson Ltd  |
| BWL 5.2   | Sol   | Solomon, Michael R.   | Konsumentenverhalten                                |  | 11., akt. Aufl.                                  | Pearson  |
| BWL 5.2   | Kro   | Kroeber-Riel, Werner; Gröppel-Klein, Andrea                   | Konsumentenverhalten                                |  | 10., überarbeitete, aktualisierte und erg. Aufl. | Vahlen   |
| BWL 5.2   | Sol   | Solomon, Michael R.   | Consumer Behavior                                   | Buying, Having, and Being  | 12. ed., Global Edition                          | Pearson  |
| BWL 5.3   | Kum   | Kumar, V.; Reinartz, W.                                       | Customer Relationship Management                    | Concept, Strategy, and Tools   | 3  | Springer Verlag  |
| BWL 5.4   | Abr   | Aronczyk, Melissa   | Branding the nation                                 | The global business of national identity                               |  | Oxford University Press  |
| BWL 5.4   | Hol   | Hollensen, Svend  | Global marketing                                    |  | 7  | Pearson Education Limited  |
| BWL 5.4   | Bur   | Burns, Alvin C.; Veeck, Ann; Bush, Ronald F.                  | Marketing Research                                  |  | Eighth edition, global ed.                       | Pearson  |
| BWL 5.4   | Gru   | Kotler, Philip; Armstrong, Gary; Harris, Piercy, Nigel        | Grundlagen des Marketing                            |  | 6., aktualisierte Auflage                        | Pearson Studium ein Imprint von Pearson Deutschland              |
| BWL 5.6   | For   | Forman, Janis   | Storytelling in business                            | The authentic and fluent organization                                  |  | Stanford Business Books, an imprint of Stanford University Press |
| BWL 6.1   | Bre   | Brealey, Richard A.; Myers, Stewart C.; Allen, Franklin       | Principles of corporate finance                     |  | 12   | McGraw-Hill Education  |
| BWL 6.1   | Wat   | Watson, Denzil; Head, Antony                                  | Corporate finance                                   | Principles and practice  | 7. edition                                       | Pearson  |
| BWL 6.2   | Fin   | Harrison, Walter T.; Horngren, Charles T.; Thomas, C. William | Financial accounting                                | International financial reporting standards                            | 11   |  |
| BWL 6.2.1 | Kap   | Kaplan, Robert S.; Anderson, Steven R.                        | Time-driven activity-based costing                  | A simpler and more powerful path to higher profits                     | [Repr.]  | Harvard Business School Press                                    |
| CINN      | Cre   | Darbellay, Frédéric; Moody, Zoe; Lubart, Todd                 | Creativity, Design Thinking and Interdisciplinarity |  |  | Springer Science and Business Media; Springer Nature             |
| CRCO      | Cre   | Plucker, Jonathan A.  | Creativity et Innovation                            | Theory, Research, and Practice   |  | Prufrock Press, Inc  |
| DORC      | Rao   | Rao, Aruna; Sandler, Joanne; Kelleher, David                  | Gender at work                                      | Theory and practice for 21st century organizations                     |  | Routledge, Taylor & Francis Group                                |
| DORC      | Glo   | Gardenswartz, Lee   | The global diversity desk reference                 | Managing an international workforce                                    |  | Pfeiffer   |
| ETHA      | Schmi | Schmidt-Salomon, Michael                                      | Jenseits von Gut und Böse                           | Warum wir ohne Moral die besseren Menschen sind                        | Ungekürzte Taschenbuchausgabe, 6. Auflage        | Piper  |

## New Acquisitions of the Karlsruhochschule Library Part 2.2018

|           |       |  |   |   |   |   |
|-----------|-------|--|---|---|---|---|
| ETHA      | Schil | Schiller, Friedrich  | Über die ästhetische Erziehung des Menschen             | In einer Reihe von Briefen : mit den Augustenburger Briefen           | Durchgesehene und bibliographisch ergänzte Ausgabe 2013, [Nachdruck] 2017 | Reclam  |
| ETHA      | Fis   | Fisher, C. M.; Lovell, Alan; Valero-Silva, Néstor                    | Business ethics and values                              | Individual, corporate and international perspectives                  | 4   | Prentice Hall/Financial Times                       |
| ETHA      | Gui   | Guillet de Monthoux, Pierre  | The art firm  | Aesthetic management and metaphysical marketing                       |   | Stanford Business Books                             |
| ETHA      | Dob   | Dobson, John   | The art of management and the aesthetic manager         | The coming way of business  |   | Quorum Books  |
| INF 7     | Sut   | Sutherland, Jeff   | Scrum   | The Art of Doing Twice the Work in Half the Time                      |   | Random House  |
| KUL 2.5.1 | Kun   |  | Politik, Ethik, Kunst                                   | kultureller Klimawandel - Strategien und Werkzeuge?                   |   | Verlag Kunstform International                      |
| KUL 2.5.1 | Kun   |  | Vom Sinn der Kunst                                      | Wozu Kunst? Was kann Kunst? Wie denkt Kunst?                          |   | Verlag Kunstform International                      |
| KUL 2.5.1 | Kun   |  | Moderne, reloaded                                       | Befragung einer Epoche  |   | Verlag Kunstform International                      |
| MA 8      | R     |  | R   | Einführung durch angewandte Statistik                                 | 2., aktualisierte Auflage   | Pearson Studium ein Imprint von Pearson Deutschland |
| MA 8      | Mce   | McElreath, Richard   | Statistical rethinking                                  | A Bayesian course with examples in R and Stan                         |   | CRC Press, Francis & Taylor                         |
| MA 8      | Kru   | Kruschke, John K.  | Doing Bayesian data analysis                            | A tutorial with R, JAGS, and Stan                                     | 2. ed.  | Academic Press                                      |
| MA 8      | Gil   | Gill, Jeff   | Bayesian methods  | A social and behavioral sciences approach                             | 3   | CRC Press; Taylor & Francis Group                   |
| MED 3     | Fis   | Fiske, John; Jenkins, Henry  | Introduction to communication studies                   |   | 3rd ed.   | Routledge   |
| MED 3     | Scheu | Scheufele, Bertram   | Priming   |   | 1. Auflage  | Nomos   |
| MED 3     | Mat   | Matthes, Jörg  | Framing   |   | 1. Aufl.  | Nomos   |
| MED 5     | Spr   | Sprenger, Florian  | Politik der Mikroentscheidungen                         | Edward Snowden, Netzneutralität und die Architekturen des Internets   |   | meson press by Hybrid Publishing Lab                |
| MED 5     | Spr   | Sprenger, Florian  | The Politics of Micro-Decisions                         | Edward Snowden, Net Neutrality, and the Architectures of the Internet |   | meson press by Hybrid Publishing Lab                |
| MED 5     | Pro   | Degeling, Martin; Othmer, Julius; Weich, Andreas; Westermann, Bianca | Profile   | Interdisziplinäre Beiträge  |   | meson press eG                                      |
| MED 7     | Pot   | Potter, W. James   | Media literacy  |   | 8   | Sage  |
| MKE 4     | Eve   |  | Eventdesign Jahrbuch - Event Design Yearbook; 2018/2019 |   |   | avedition   |
| MKE 4     | Mas   | Masterman, Guy   | Strategic sports event management                       |   | 3   | Routledge, Taylor & Francis Group                   |
| NECU      | Rus   | Rushkoff, Douglas  | Present Shock   | Wenn alles jetzt passiert   | dt. Ausgabe   | orange-press  |
| PHIL 3.2  | Fin   | Finlayson, James Gordon  | Habermas  | A Very Short Introduction   |   | Oxford University Press                             |
| POL 8.4   | For   | Smith, Steve; Hadfield, Amelia; Dunne, Timothy                       | Foreign policy  | Theories, actors, cases   | 3. ed., 1. impr.  | Oxford University Press                             |
| PSY 9     | Jon   | Jones, James M.; Dovidio, John F.; Vietze, Deborah L.                | The psychology of diversity                             | Beyond prejudice and racism   | 1. publ   | Wiley-Blackwell                                     |

## New Acquisitions of the Karlshochschule Library Part 2.2018

|            |       |  |  |   |  |                            |
|------------|-------|--|--|---|--|----------------------------|
| R 4.2      | Bue   |  | Bürgerliches Gesetzbuch; BGB                   | mit BGB-Informationspflichten-Verordnung, Allgemeinem Gleichbehandlungsgesetz, Produkthaftungsgesetz, Unterlassungsklagengesetz, Wohnungseigentumsgesetz, Beurkundungsgesetz, Lebenspartnerschaftsgesetz und Erbbaurechtsgesetz ; Textausgabe...              | 81., überarb. Aufl.; Sonderausgabe Stand: 3. Januar 2018     | Beck                       |
| R 4.4      | Han   |  | Handelsgesetzbuch                              | mit Einführungsgesetz, Publizitätsgesetz und Handelsregisterverordnung  | 62., überarb. Aufl., Stand: 7. Dezember 2018, Sonderausg.    | Dt. Taschenbuch-Verl; Beck |
| R 4.5      | Urh   |  | Urheber- und Verlagsrecht                      | Urheberrechtsgesetz Verlagsgesetz Recht der urheberrechtlichen Verwertungsgesellschaften internationales Urheberrecht; Textausgabe mit einer ausführl. Einf. und einem Sachverz   | 17., neu bearb. Aufl., Stand: 15. November 2018, Sonderausg. | Dt. Taschenbuch-Verl; Beck |
| R 4.6      | Arb   |  | Arbeitsgesetze                                 | Mit den wichtigsten Bestimmungen zum Arbeitsverhältnis Kündigungsrecht Arbeitsschutzrecht Berufsbildungsrecht Tarifrecht Betriebsverfassungsrecht Mitbestimmungsrecht und Verfahrensrecht; Textausgabe mit ausführlichem Sachverzeichnis und einer Einführung | 92., neu bearb. Aufl., Stand: 1. Januar 2018, Sonderausg.    | Dt. Taschenbuch-Verl; Beck |
| RS 1       | Schug | Schugk, Michae                                 | Interkulturelle Kommunikation in der wirtschaf | Grundlagen und interkulturelle kompetenz für marketing und vertrieb   | 2., aktualisierte und erweiterte Auflage                     | Verlag Franz Vahlen        |
| RS 8       | Alt   | Alter, Peter                                   | The German question and Europe                 | A history   |  | Oxford University Press    |
| SMEL       | Mil   | Miller, Donald                                 | Building a storybrand                          | Clarify your message so customers will listen   |  | HarperCollins Leadership   |
| SOZ 3.5    | Hab   | Habermas, Jürgen; MacCarthy, Thomas            | The theory of communicative action             | Volume 1; Reason and the Rationalization of Society   | Reprint  | Polity Press               |
| SOZ 3.5    | Hab   | Habermas, Jürgen                               | The theory of communicative action             | Volume 2; Lifeworld and System: A Critique of Functionalist Reason  | Reprint  | Polity Press               |
| SOZ 4.29   | Hab   | Habermas, Jürgen                               | Knowledge and human interests                  |   | 1. digital-print ed.   | Beacon                     |
| SOZ 4.39   | Lal   | Laland, Kevin N.                               | Darwin's unfinished symphony                   | How culture made the human mind   |  | Princeton University Press |
| SPRA 6.2.2 | Uni   | Xicota Tort, Núria; Mayea von Rimscha, Anieska | Universo.ele B2                                | Spanisch für Studierende; Kursbuch- und Arbeitsbuch   | 1. Auflage   | Hueber Verlag              |
| TOU 1      | Tid   |  | TID 2018 [Branchenguide]                       | Kontakte zur Touristik  |  |                            |
| TOU 2      | Akt   | Ehlen, Tobias; Scherhag, Knut                  | Aktuelle Herausforderungen in der Hotellerie   | Innovationen und Trends   |  | Schmidt                    |
| TOU 2.1.1  | Hin   | Higham, James; Hinch, Tom                      | Sport tourism development                      |   | 3  | Channel View Publications  |
| TOU 2.1.1  | Tou   | Butler, Richard; Suntikul, Wantanee            | Tourism and Religion                           | Issues and implications   |  | Channel View Publ.         |

## New Acquisitions of the Karlshochschule Library Part 2.2018

|         |     |  |                           |   |                             |                         |
|---------|-----|--|---------------------------|---|-----------------------------|-------------------------|
| VWL 2.1 | All | Allen, Robert C.                                     | Global economic history   | A very short introduction   |                             | Oxford University Press |
| VWL 3.1 | Deg | D'Alisa, Giacomo; Demaria, Federico; Kallis, Giorgos | Degrowth                  | Handbuch für eine neue Ära  | Deutsche Erstausgabe        | Oekom                   |
| VWL 5   | Dic | Dicken, Peter  | Global shift              | Mapping the changing contours of the world economy                      | 7                           | Sage                    |
| VWL 5   | Kru | Krugman, Paul R.; Obstfeld, Maurice; Melitz, Marc J. | International economics   | Theory & policy   | 11. ed; Global Ed.          | Pearson                 |
| VWL 5   | Hil | Hill, Charles W. L.; Hult, G. Tomas M.               | International business    | Competing in the global marketplace                                     | 11                          | McGraw-Hill Education   |
| VWL 6.5 | Vig | Vigna, Paul; Casey, Michael J.                       | The age of cryptocurrency | How bitcoin and digital money are challenging the global economic order |                             | Picador [etc.]          |
| VWL 6.5 | Kru | Krugman, Paul R.; Obstfeld, Maurice; Melitz, Marc J. | International finance     | Theory and policy   | 11. edition, global edition | Pearson                 |