



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Smart things to know about marketing



<b>Author</b>	Mariotti, John (Author)
<b>Publication Data</b>	Oxford: Capstone, 2000
<b>Physical Description</b>	XII, 348p
<b>ISBN</b>	1-84112-095-2
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING MARKETING -- MANAGEMENT
<b>Call Number</b>	658.8 MAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Test item file: foundations of finance/ Keown, Martin, Petty, Scott**

	<b>Author</b>	Thames, Philip (Author)
	<b>Responsibility Data</b>	Philip Thames
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	417 p.
	<b>ISBN</b>	013019228-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance -- Examinations, questions, etc.
	<b>Call Number</b>	658.15076 FOU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing Judo: building your business using brains not budget



<b>Author</b>	Barnes,John (Author) Richardson,Richard (Author)
<b>Publication Data</b>	London: Prentice Hall, 2003
<b>Physical Description</b>	XI, 141p
<b>ISBN</b>	0-273-66316-X
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING
<b>Call Number</b>	658.8 BAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Creative business: the making of addictive stories

	<b>Author</b>	Nero,Paul (Author) Patel,Neeta (Author)
	<b>Responsibility Data</b>	Paul Nero, Neeta Patel
	<b>Publication Data</b>	Harlow, England, EG: FT Prentice Hall, 2003
	<b>Physical Description</b>	vii, 165 p.
	<b>ISBN</b>	0-273-65671-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Creative ability in business
	<b>Call Number</b>	658.4063 NER
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to start a business in Nebraska

	<b>Publication Data</b>	Irvine, CA: Entrepreneur Media Inc., 2004
	<b>Physical Description</b>	1 v. (various pagings)
	<b>Series Data</b>	SmartStart series (Entrepreneur Press);
	<b>ISBN</b>	1-932156-93-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	New business enterprises -- Nebraska New business enterprises -- Nebraska -- Management New business enterprises -- Law and legislation -- Nebraska
	<b>Call Number</b>	658.1109782 HOW
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

مجلة جامعة الملك سعود . العلوم الادارية

	<b>Parallel Title</b>	Journal of King Saud University . Administrative Sciences
	<b>Corporate</b>	جامعة الملك سعود,
	<b>Publication Data</b>	جامعة الملك سعود ، عمادة شؤون المكتبات, SA: 1988 ,الرياض
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1018-3582
	<b>Subject Headings</b>	ادارة الأعمال - - دوريات
	<b>Call Number</b>	م ج م 658.005

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

دراسات . العلوم الادارية


	<b>Parallel Title</b>	Dirasat . Administrative Sciences
	<b>Corporate</b>	الجامعة الأردنية
	<b>Publication Data</b>	[الجامعة الأردنية ، عمادة البحث العلمي, -[JR: 1996], عمان
	<b>Frequency</b>	
	<b>Notes</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1026-373X
	<b>Subject Headings</b>	ادارة الأعمال -- دوريات
	<b>Call Number</b>	د ع ا 658.005
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations online : lasting concepts for changing media

	<b>Author</b>	Kelleher ,Tom (Author)
	<b>Responsibility Data</b>	Tom Kelleher
	<b>Publication Data</b>	Thousand Oaks: Sage Publications, 2007
	<b>Physical Description</b>	xv, 161 p. ; 23 cm.
	<b>ISBN</b>	1-4129-1417-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations -- Data processing Public relations -- Computer network resources
	<b>Call Number</b>	659.202854678 KEL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Be a sales superstar: 21 great ways to sell more, faster, easier in tough markets**



<b>Author</b>	Tracy, Brian (Author)
<b>Publication Data</b>	San Francisco: Berrett-Koehler Publishers, 2002
<b>Physical Description</b>	XII, 154p.
<b>ISBN</b>	1-57675-175-9
<b>Subject Area</b>	Management
<b>Subject Headings</b>	SELLING SALES PERSONNEL
<b>Call Number</b>	658.85 TRA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Preparing tomorrow's business leaders today

	<b>Author</b>	Drucker, Peter F. (ed.)
	<b>Responsibility Data</b>	Peter F. Drucker, editor
	<b>Publication Data</b>	Englewood Cliffs, New Jersey: Prentice Hall, Inc., 1969
	<b>Physical Description</b>	xiv, 290 p. 24 cm.
	<b>Notes</b>	"Symposium on the occasion of the fiftieth anniversary of the Graduate School of Business Administration, New York University."
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Business Management -- History
	<b>Call Number</b>	658 PRE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The evolution of management thought



<b>Author</b>	Wren, Daniel A. (Author)
<b>Responsibility Data</b>	Daniel A. Wren
<b>Publication Data</b>	New York: The Ronald Press Company, 1972
<b>Physical Description</b>	xiii, 556 p. 24 cm.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management -- History
<b>Call Number</b>	658.009 WRE


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational intelligence : knowledge and policy in government and industry

	<b>Author</b>	Wilensky, Harold L. (Author)
	<b>Responsibility Data</b>	by Harold L. Wilensky
	<b>Publication Data</b>	New York: Basic Books, Inc. Publishers, 1967
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xiv, 226 p. 22 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business intelligence Intelligence service Intelligence service -- United States
<b>Call Number</b>	658.47 WIL	
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial economics and operations research

	<b>Author</b>	Mansfield, Edwin
	<b>Publication Data</b>	New WYork: W.W.Norton & Company, 1975
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	602p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial economics -- Addresses, essays, lectures Operations research -- Addresses, essays, lectures
	<b>Call Number</b>	658.00184 MAN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective management by objectives; the 3-D method of MBO


	<b>Author</b>	Reddin, W. J. (Author)
	<b>Responsibility Data</b>	W. J. Reddin
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1971
	<b>Physical Description</b>	xiii, 224 p. illus. 24 cm.
	<b>ISBN</b>	07-051360-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Executive ability
	<b>Call Number</b>	658.4 RED
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Why information systems fail

	<b>Author</b>	Lucas, Henry C. (Author)
	<b>Responsibility Data</b>	Henry C. Lucas, Jr.
	<b>Publication Data</b>	New York: Columbia University Press, 1975
	<b>Physical Description</b>	viii, 130 p. ill. 23 cm.
	<b>ISBN</b>	0-231-03792-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LUC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The numbers game : uses and abuses of managerial statistics



<b>Author</b>	Reichard,Robert S. (Author)
<b>Responsibility Data</b>	Robert S. Reichard
<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1972
<b>Physical Description</b>	xiv, 366 p. ill. 23 cm.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Statistics
<b>Call Number</b>	658.4033 REI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of logistics management : a functional analysis of physical distribution systems

	<b>Author</b>	Constantin, James A. (Author)
	<b>Responsibility Data</b>	James A. Constantin
	<b>Publication Data</b>	New York: Appleton-Century-Crofts, 1966
	<b>Physical Description</b>	xxii, 623 p. ill., maps. 24 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Materials management Marketing Logistics
	<b>Call Number</b>	658.7 CON


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The making of a manager : guidelines to his selection and promotion


	<b>Author</b>	Lopez, Felix M. (Author)
	<b>Responsibility Data</b>	Felix M. Lopez
	<b>Publication Data</b>	[New York]: American Management Association, Inc., 1970
	<b>Physical Description</b>	xii, 291 p. 24 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Executive management Executives Executives -- Training of Executives -- Recruiting
	<b>Call Number</b>	658.4 LOP
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Motion and time study : design and measurement of work

	<b>Author</b>	Barnes,Ralph M. (Author)
	<b>Responsibility Data</b>	Ralph M. Barnes
	<b>Publication Data</b>	New York: John Wiley & Sons, Inc., 1968
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xi, 799 p. ill. 24 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Motion study Time study
	<b>Call Number</b>	658.542 BAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The communication barrier in international management



<b>Author</b>	Chorafas,Dimitris N.
<b>Publication Data</b>	N.Y.: American Management Association, 1969
<b>Physical Description</b>	67p, 28 cm
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Communication in management International business enterprises
<b>Call Number</b>	658.45 CHO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of management : an analysis of managerial functions


	<b>Author</b>	Koontz, Harold (Author) O'Donnell, Cyril (Author)
	<b>Responsibility Data</b>	Harold Koontz, Cyril O'Donnell
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1972
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	x, 748 p. ill. 25 cm.
	<b>ISBN</b>	07-035332-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Industrial management
	<b>Call Number</b>	658 KOO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sequencing theory


	<b>Author</b>	Ashour,S. (Author)
	<b>Responsibility Data</b>	S. Ashour
	<b>Publication Data</b>	Berlin: Springer-Varleg, 1972
	<b>Physical Description</b>	133 p. ill. 26 cm.
	<b>Series Data</b>	Lecture notes in economics and mathematical systems; 69
	<b>ISBN</b>	0-387-05877-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production scheduling Machine shops -- Management
	<b>Call Number</b>	658.53 ASH



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations research: Principles and practice

	<b>Author</b>	Ravindran,A. Phillips,Don T. Solberg,James J.
	<b>Publication Data</b>	N.Y.: John Wiley & Sons, 1987
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	637p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research
	<b>Call Number</b>	658.4034 RAV
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Talking with employees: A guide for managers



<b>Author</b>	<b>Kellogg, Marion S.</b>
<b>Publication Data</b>	<b>Houston: Gulf Publishing Co, 1979</b>
<b>Physical Description</b>	<b>161p</b>
<b>Notes</b>	<b>Includes index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Personnel management Personnel management-Case studies</b>
<b>Call Number</b>	<b>658.3 KEL</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business communication made simple

	<b>Author</b>	Eyre, E. C. (Author)
	<b>Responsibility Data</b>	E. C. Eyre
	<b>Publication Data</b>	London: Heinemann, 1979
	<b>Physical Description</b>	xvii, 252 p. : ill. ; 22 cm.
	<b>Series Data</b>	The made simple series;
	<b>ISBN</b>	0-434-98516-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	651.7 EYR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mathematics for business and social sciences : an applied approach

	<b>Author</b>	Mizrahi,Abe (Author) Sullivan,Michael (Author)
	<b>Responsibility Data</b>	Abe Mizrahi, Michael Sullivan
	<b>Publication Data</b>	New York: John Wiley & Sons, 1988
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xix, 875 p. : ill. (some col.) ; 24 cm.
	<b>ISBN</b>	0-471-63633-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics Business mathematics -- Problems, exercises, etc. Social sciences -- Statistical methods
	<b>Call Number</b>	650.01513 MIZ


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mathematics of finance

	<b>Author</b>	Zima,Petr Brown,Robert L.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	279p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
	<b>Call Number</b>	650.01513 ZIM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### COMMUNICATION PROBLEM SOLVING

	<b>Author</b>	McCall,Ian Cousins,John
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Physical Description</b>	249p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Interorganizational relations Problem solving
	<b>Call Number</b>	658.4'5 MCC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operational research


	<b>Author</b>	Harper,W.M. Lim,H.C.
	<b>Publication Data</b>	London: Pitman, 1988
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	X, 310p
	<b>Notes</b>	Includes Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations Research
	<b>Call Number</b>	658.4034 HAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### IBM programs for business


	<b>Author</b>	Sternberg, Charles D. (Author)
	<b>Responsibility Data</b>	Charles D. Sternberg
	<b>Publication Data</b>	Rochelle Park, New Jersey: Hayden Book Company, 1983
	<b>Physical Description</b>	270 p. ; 25 cm.
	<b>ISBN</b>	0-8104-6361-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	IBM Personal Computer -- Programming Business -- Data processing
	<b>Call Number</b>	650.02854125 STE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer models for management science

	<b>Author</b>	Erikson, Warren J. Hall, Owen P.
	<b>Publication Data</b>	New York: Addison-Wesley, 1989
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	263p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research--Computer simulation Management science--Computer simulation
	<b>Call Number</b>	658.40352 ERI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computers in business: An introduction

	<b>Author</b>	Sanders,Donald H.
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1985
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	461p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing Electronic digital computers
	<b>Call Number</b>	658.05 SAN
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business correspondence

	<b>Author</b>	Al-Shawish, Mustafa N.
	<b>Publication Data</b>	Amman: Dar al-Fikr, 1989
	<b>Physical Description</b>	163p
	<b>Notes</b>	Includes bibliographical reference
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence
	<b>Call Number</b>	651.75 SHA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Macros, menus, and miracles for Lotus 1-2-3


	<b>Author</b>	Lunsford,E. Michael (Author)
	<b>Responsibility Data</b>	E. Michael Lunsford
	<b>Publication Data</b>	New York: John Wiley & Sons, Inc., 1990
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiii, 368 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-471-52432-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Lotus 1-2-3 (Computer file) Macro instructions (Electronic computers) Business -- Computer programs
<b>Call Number</b>	650.0285554 LUN	
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Designing intelligent front ends for business software


	<b>Author</b>	Shafer, Dan (Author)
	<b>Responsibility Data</b>	Dan Shafer
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Physical Description</b>	xxii, 313 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-471-60114-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Artificial intelligence Expert systems (Computer science) -- Computer programs Computer software -- Development
	<b>Call Number</b>	650.0285633 SHA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Expert systems tools and applications

	<b>Author</b>	Harmon,Paul (Author) Maus,Rex (Author) Morrissey,William (Author)
	<b>Responsibility Data</b>	Paul Harmon, Rex Maus, William Morrissey
	<b>Publication Data</b>	New York: John Wiley & Sons, Inc., 1988
	<b>Physical Description</b>	xii, 289 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-471-83950-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Expert systems (Computer science)
	<b>Call Number</b>	650.0285633 HAR






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding and using microcomputers

	<b>Author</b>	Zimmerman, Steven M. (Author) Conrad, Leo M. (Author)
	<b>Responsibility Data</b>	Steven M. Zimmerman, Leo M. Conrad
	<b>Publication Data</b>	St. Paul: West Publishing Company, 1988
	<b>Physical Description</b>	xxvi, 371 p. : ill. (some col.) ; 26 cm.
	<b>Series Data</b>	The Microcomputing series;
	<b>ISBN</b>	0-314-60096-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Microcomputers -- Programming
	<b>Call Number</b>	650.0285416 ZIM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Designing integrated systems for the office environment


	<b>Author</b>	Newman, William M. (Author)
	<b>Responsibility Data</b>	William M. Newman
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1987
	<b>Physical Description</b>	xv, 446 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-07-046332-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office practice -- Automation System design
	<b>Call Number</b>	650.0285421 NEW
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective business communications

	<b>Author</b>	Murphy,Herta A. (Author) Hildebrandt,Herbert W. (Author)
	<b>Responsibility Data</b>	Herta A. Murphy, Herbert W. Hildebrandt
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1988
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xx, 730 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-07-100201-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business report writing Business communication
	<b>Call Number</b>	651.7 MUR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SCHAUM'S OUTLINE OF THEORY AND PROBLEMS OF COMPUTERS AND BUSINESS


	<b>Author</b>	Orilia, Lawrence S.
	<b>Publication Data</b>	New York: McGraw-Hill, 1984
	<b>Physical Description</b>	292p
	<b>Series Data</b>	Schau's outline series;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing--Outlines, syllabi, etc. Business--Data processing--Problems, exercises, etc.
	<b>Call Number</b>	658.054 ORI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SCHAUM'S OUTLINE OF THEORY AND PROBLEMS OF INTRODUCTION TO BUSINESS ORGANIZATION AND MANAGEMENT

	<b>Author</b>	Lerner, Joel J.
	<b>Publication Data</b>	New York: McGraw-Hill, 1982
	<b>Physical Description</b>	262p
	<b>Series Data</b>	Schaum's outline series;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Management
	<b>Call Number</b>	658 LER
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SCHAUM'S OUTLINE OF THEORY AND PROBLEMS OF MARKETING


	<b>Author</b>	Holtje, Herbert F.
	<b>Publication Data</b>	New York: McGraw-Hill, 1981
	<b>Physical Description</b>	149p
	<b>Series Data</b>	Schaum's outline series;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing Marketing--Examinations, questions, et.
	<b>Call Number</b>	658.800202 HOL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### AUDITING CONCEPTS AND METHODS

	<b>Author</b>	<b>Carmichael,D.R. Willingham,John J.</b>
	<b>Publication Data</b>	<b>New York: McGraw-Hill, 1989</b>
	<b>Edition</b>	<b>5th.ed.</b>
	<b>Physical Description</b>	<b>591p</b>
	<b>Notes</b>	<b>Includes bibliographies and index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Auditing</b>
	<b>Call Number</b>	<b>657.45 CAR</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT ACCOUNTING: A Decision Emphasis



<b>Author</b>	DeCoster, Don T. Schafer, Eldon L. Ziebell, Mary T.
<b>Publication Data</b>	New York: John Wiley & Sons, 1988
<b>Edition</b>	4th.ed.
<b>Physical Description</b>	651p
<b>Notes</b>	Includes bibliographies and index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting Decision--Making
<b>Call Number</b>	658.1511 DEC






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MODERN AUDITING


	<b>Author</b>	<b>Kell, Walter G. Boynton, William C. Ziegler, Richard E.</b>
	<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1989</b>
	<b>Edition</b>	<b>4th.ed.</b>
	<b>Physical Description</b>	<b>892p</b>
	<b>Notes</b>	<b>Includes bibliographies and index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Auditing</b>
	<b>Call Number</b>	<b>657.45 KEL</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PROFESSIONAL SALES MANAGEMENT


	<b>Author</b>	Anderson,Rolph E. Hair,Joseph F. Bush,Alan J.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Physical Description</b>	635p
	<b>Series Data</b>	McGraw-Hill series in marketing;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Sales management marketing--Management
	<b>Call Number</b>	658.81 AND
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### AUDITING PRINCIPLES: A Systems-Based Approach


	<b>Author</b>	Stettler,Howard F.
	<b>Publication Data</b>	Englewood: Prentice Hall, 1982
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	682p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Auditing
	<b>Call Number</b>	657.45 STE
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING


	<b>Author</b>	Zikmund, William D'Amico, Michael
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	694p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 ZIK
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING RESEARCH: Measurement and Method (A Text With Cases)

	<b>Author</b>	Tull,Donald S. Hawkins,Del I.
	<b>Publication Data</b>	New York: MaCmillan, 1984
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	794p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research Marketing research--Case studies
	<b>Call Number</b>	658.83 TUL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING RESEARCH: An Applied Approach


	<b>Author</b>	Kinnear, Thomas C. Taylor, James R.
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1983
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	698p
	<b>Series Data</b>	McGraw-Hill series in marketing;
	<b>Notes</b>	Includes bibliographies and indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Taylor, James, R (James Ronald), date
	<b>Call Number</b>	658.83 KIN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### FUNDAMENTALS OF MARKETING

	<b>Author</b>	Stanton, William J. Etzel, Michael J. Walker, Bruce J.
	<b>Publication Data</b>	New York: McGraw-Hill, 1991
	<b>Edition</b>	9th.ed.
	<b>Physical Description</b>	668p
	<b>Series Data</b>	McGraw-Hill series in marketing;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 STA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Koontz, Harold (Author) Wehrich, Heinz (Author)
	<b>Responsibility Data</b>	Harold Koontz, Heinz Wehrich
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1988
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	xxix, 685 p. : ill. ; 24 cm.
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>ISBN</b>	0-07-100542-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Industrial management
	<b>Call Number</b>	658 KOO






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING RESEARCH

	<b>Author</b>	Aaker,David A. Day,George S.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	739p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research
	<b>Call Number</b>	658.83 AAK
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRINCIPLES OF QUALITY CONTROL



<b>Author</b>	<b>Banks, Jerry</b>
<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1989</b>
<b>Physical Description</b>	<b>634p</b>
<b>Notes</b>	<b>Includes index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Quality Control</b>
<b>Call Number</b>	<b>658.562 BAN</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING


	<b>Author</b>	Evans,Joel R. Berman,Barry
	<b>Publication Data</b>	New York: MaCmillan, 1990
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	780p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 EVA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of engineering economy

	<b>Author</b>	Grant,Eugene L. Ireson,W.Grant Leavenworth,Richard S.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Edition</b>	8th.ed.
	<b>Physical Description</b>	591p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering ecoomy
	<b>Call Number</b>	658.155 GRA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SMALL BUSINESS MANAGEMENT


	<b>Author</b>	Pickle, Hall B. Abrahamson, Roycel L.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	702p
	<b>Series Data</b>	Wiley series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business--Management
	<b>Call Number</b>	658.022 PIC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING CLASSICS: A Selection of Influential Articles

	<b>Author</b>	Enis,Ben M. Cox,Keith K.
	<b>Publication Data</b>	Boston: Allyn & Bacon, 1985
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	459p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Addresses, essays, lectures
	<b>Call Number</b>	658.8 ENI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING WARFARE



<b>Author</b>	Ries,Al Trout,Jack
<b>Publication Data</b>	New York: McGraw-Hill, 1986
<b>Physical Description</b>	216p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 RIE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTERNATIONAL MARKETING: Making Exports Pay Off



<b>Author</b>	Wiklund,Erik
<b>Publication Data</b>	New York: McGraw-Hill, 1987
<b>Physical Description</b>	218p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Export marketing
<b>Call Number</b>	658.848 WIK

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MASTERING BUSINESS MICROCOMPUTING


	<b>Author</b>	<b>Avison,D.E.</b>
	<b>Publication Data</b>	<b>London: MaCmillan, 1990</b>
	<b>Edition</b>	<b>2nd.ed.</b>
	<b>Physical Description</b>	<b>244p</b>
	<b>Notes</b>	<b>Includes index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Business firms. Applications of microcomputer systems</b>
	<b>Call Number</b>	<b>658.05416 AVI</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MASTERING MARKETING


	<b>Author</b>	Foster,Douglas
	<b>Publication Data</b>	London: MaCmillan, 1984
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	326p
	<b>Series Data</b>	Macmillan master series;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 FOS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ENGINEERING ECONOMY FOR ENGINEERING MANAGERS


	<b>Author</b>	Gonen, Turan
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Physical Description</b>	455p
	<b>Series Data</b>	Wiley series in engineering and technology management. A Wiley-Interscience publication;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy Engineering--Management
	<b>Call Number</b>	658.15 GON
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The marketing sourcebook for small business


	<b>Author</b>	Davidson, Jeffrey P.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Physical Description</b>	325p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Handbooks, manuals, etc Public relations--Handbooks, manuals, etc
	<b>Call Number</b>	658.8 DAV
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SELLING: Principles and Practices


	<b>Author</b>	Russell, Frederic A.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Edition</b>	12th.ed.
	<b>Physical Description</b>	602p
	<b>Series Data</b>	McGraw-Hill series in marketing;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Selling
	<b>Call Number</b>	658.85 RUS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Selling: The personal force in marketing**


	<b>Author</b>	<b>Jackson,Donald W. Cunningham,William H. Cunningham,Isabella C.M.</b>
	<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1988</b>
	<b>Physical Description</b>	<b>506p</b>
	<b>Notes</b>	<b>Includes index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Selling</b>
	<b>Call Number</b>	<b>658.85 JAC</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRODUCTION SYSTEMS: Planning, Analysis, And Control


	<b>Author</b>	<b>Riggs,James L.</b>
	<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1987</b>
	<b>Edition</b>	<b>4th.ed.</b>
	<b>Physical Description</b>	<b>745p</b>
	<b>Series Data</b>	<b>Wiley series in production/operations management;</b>
	<b>Notes</b>	<b>Includes bibliographies and index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Production management</b>
	<b>Call Number</b>	<b>658.5 RIG</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SALES MANAGEMENT: Concepts and Cases

	<b>Author</b>	Dalrymple, Douglas J.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1988
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	681p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Sales management Sales management-Case studies
	<b>Call Number</b>	658.81 DAL
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING


	<b>Author</b>	<b>Bennett, Peter D.</b>
	<b>Publication Data</b>	<b>New York: McGraw-Hill, 1988</b>
	<b>Physical Description</b>	<b>763p</b>
	<b>Series Data</b>	<b>McGraw-Hill series in marketing;</b>
	<b>Notes</b>	<b>Includes bibliographies and index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing</b>
	<b>Call Number</b>	<b>658.8 BEN</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT INFORMATION SYSTEMS: Conceptual Foundations, Structure, and Development

	<b>Author</b>	Davis, Gordon B. Olsen, Margrethe H.
	<b>Publication Data</b>	New York: McGraw-Hill, 1985
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	693p
	<b>Series Data</b>	McGraw-Hill series in management information systems;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 DAV

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer simulation in management science


	<b>Author</b>	Pidd,Michael
	<b>Publication Data</b>	New York: John Wiley & Sons, 1988
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	307p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management science--Computer simulation
	<b>Call Number</b>	658.40352 PID
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to operations research


	<b>Author</b>	Ecker,Joseph G. Kupferschmid,Michael
	<b>Publication Data</b>	New York: John Wiley & Sons, 1988
	<b>Physical Description</b>	509p
	<b>Notes</b>	Includes bibliographies and indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research
	<b>Call Number</b>	658.4034 ECK
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of systems analysis: Using structured analysis and design techniques


	<b>Author</b>	FitzGerald, Jerry FitzGerald, Ardra F.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1987
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	769p
	<b>Series Data</b>	Wiley series in computers and information processing systems for business;
	<b>Notes</b>	Includes bibliographies and indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing System analysis
	<b>Call Number</b>	658.4032 FIT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems: Theory and practice


	<b>Author</b>	Burch,John Grudnitski,Gary
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Edition</b>	5th.ed
	<b>Physical Description</b>	921p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Information systems
	<b>Call Number</b>	658.4038 BUR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### DATABASE: Technology and Management

	<b>Author</b>	Goldstein,Robert C.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1985
	<b>Physical Description</b>	352p
	<b>Series Data</b>	Computers and information processing systems for business;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing Business--Data processing--Management Data base management
	<b>Call Number</b>	658.054 GOL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT INFORMATION SYSTEMS: Strategy and Action



<b>Author</b>	Parker, Charles S.
<b>Publication Data</b>	New York: McGraw-Hill, 1989
<b>Physical Description</b>	828p
<b>Notes</b>	Includes bibliographies and index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 PAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### STRATEGIC PLANNING FOR INFORMATION SYSTEMS

	<b>Author</b>	Ward,John Griffiths,Pat Whitmore,Paul
	<b>Publication Data</b>	Chichester: John Wiley & Sons, 1990
	<b>Physical Description</b>	450p
	<b>Series Data</b>	John Wiley information systems series;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing Management information systems Business--Communication systems Strategic planning
	<b>Call Number</b>	658.4038 WAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRINCIPLES OF MANAGEMENT INFORMATION SYSTEMS


	<b>Author</b>	Scott, George M.
	<b>Publication Data</b>	New York: McGraw-Hill, 1986
	<b>Physical Description</b>	618p
	<b>Series Data</b>	McGraw-Hill series in management information systems;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.40388 SCO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### OPERATIONS MANAGEMENT: Decision Making in the Operations Function


	<b>Author</b>	Schroeder,Roger G.
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	794p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management Decision making
	<b>Call Number</b>	658.5036 SCH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems through COBOL

	<b>Author</b>	Philippakis, Andreas S. (Author) Kazmier, Leonard J. (Author)
	<b>Responsibility Data</b>	Andreas S. Philippakis, Leonard J. Kazmier
	<b>Publication Data</b>	Auckland: McGraw-Hill Book Company, 1978
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiii, 606 p. : ill. ; 22 cm.
	<b>ISBN</b>	0-07-049791-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems COBOL (Computer program language)
	<b>Call Number</b>	658.403 PHI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cost and optimization engineering

	<b>Author</b>	Jelen, Frederic C. Black, James H.
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1983
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	538p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Costs, Industrial Cost control
	<b>Call Number</b>	658.15 COS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Retail marketing: For employees, managers, and entrepreneurs


	<b>Author</b>	Meyer, Warren G.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Edition</b>	8th.ed
	<b>Physical Description</b>	580p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Retail trade Marketing
	<b>Call Number</b>	658.87 MEY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANUFACTURING INFORMATION SYSTEMS

	<b>Author</b>	Sartori, Luca G.
	<b>Publication Data</b>	England: Addison-Wesley, 1988
	<b>Physical Description</b>	284p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production planning--Data processing Management information systems
	<b>Call Number</b>	658.5 SAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ORGANIZATIONAL THEORY AND DESIGN: A Strategic Approach For Management

	<b>Author</b>	Gerloff, Edwin A.
	<b>Publication Data</b>	New York: McGraw-Hill, 1985
	<b>Physical Description</b>	378p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	/Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization Management
	<b>Call Number</b>	658.4012 GER
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### DECISION MODELS FOR MANAGEMENT

	<b>Author</b>	Byrd,Jack Moore,L.Ted
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1984
	<b>Physical Description</b>	407p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision making--Mathematical models Operations research
	<b>Call Number</b>	658.403 BYR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRODUCTION AND OPERATIONS MANAGEMENT: Manufacturing and Nonmanufacturing

	<b>Author</b>	<b>Dilworth, James B.</b>
	<b>Publication Data</b>	<b>New York: McGraw-Hill, 1989</b>
	<b>Edition</b>	<b>4th.ed.</b>
	<b>Physical Description</b>	<b>770p</b>
	<b>Notes</b>	<b>Includes index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Production management</b>
	<b>Call Number</b>	<b>658.5 DIL</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SALES MANAGEMENT: Concepts, Practices, and Cases



<b>Author</b>	<b>Johnson,Eugene M. Kurtz,David L. Scheuing,Eberhard E.</b>
<b>Publication Data</b>	<b>New York: McGraw-Hill, 1987</b>
<b>Physical Description</b>	<b>596p</b>
<b>Series Data</b>	<b>McGraw-Hill series in marketing;</b>
<b>Notes</b>	<b>Includes bibliographies and index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Sales management</b>
<b>Call Number</b>	<b>658.81 JOH</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING YOUR SERVICES: A Step-by-Step Guide for Small Businesses and Professionals


	<b>Author</b>	Putman,Anthony O.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Physical Description</b>	246p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Service industries--United States--Marketing Small business--United States--Marketing Professions--United States--Marketing
	<b>Call Number</b>	658.8 PUT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### FINANCIAL STRATEGIES FOR MANAGERS: Techniques for Success

	<b>Author</b>	Walter, James E.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Physical Description</b>	280p
	<b>Series Data</b>	Wiley professional banking and finance series;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.15 WAL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MASTERING BASIC MANAGEMENT


	<b>Author</b>	Eyre,E.C.
	<b>Publication Data</b>	London: Macmillan, 1986
	<b>Physical Description</b>	266p
	<b>Series Data</b>	Macmillan master series;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 EYR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PERSONNEL MANAGEMENT

	<b>Author</b>	<b>Flippo, Edwin B.</b>
	<b>Publication Data</b>	<b>New York: McGraw-Hill, 1984</b>
	<b>Edition</b>	<b>6th.ed.</b>
	<b>Physical Description</b>	<b>607p</b>
	<b>Series Data</b>	<b>McGraw-Hill series in management;</b>
	<b>Notes</b>	<b>Includes bibliographies and index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Personnel management</b>
	<b>Call Number</b>	<b>658.3 FLI</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### RETAIL MANAGEMENT: A Strategic Approach

	<b>Author</b>	Berman, Barry Evans, Joel R.
	<b>Publication Data</b>	New York: Macmillan, 1989
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	679p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Retail trade--Management
	<b>Call Number</b>	658.87 BER
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE NEW MANAGEMENT


	<b>Author</b>	<b>Fulmer,Robert M.</b>
	<b>Publication Data</b>	<b>New York: Macmillan, 1989</b>
	<b>Edition</b>	<b>4th.ed.</b>
	<b>Physical Description</b>	<b>595p</b>
	<b>Notes</b>	<b>Includes index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Management</b>
	<b>Call Number</b>	<b>658 FUL</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision systems for inventory management and production planing


	<b>Author</b>	Silver,Edward A. Peterson,Rein
	<b>Publication Data</b>	New York: John Wiley & Sons, 1985
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	722p
	<b>Series Data</b>	Wiley series in production/operations management;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Inventory control--Decision making Production planning-- -Decision making
	<b>Call Number</b>	658.787 SIL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### STRATEGIC MANAGEMENT: Text and Cases


	<b>Author</b>	Boseman, Glenn Phatak, Arvind
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	860p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning--Case studies
	<b>Call Number</b>	658.4012 BOS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PERSONNEL ADMINISTRATION: A Point of View and a Method

	<b>Author</b>	Pigors,Paul Myers,Charles A.
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1981
	<b>Edition</b>	9th.ed.
	<b>Physical Description</b>	588p
	<b>Notes</b>	Includes indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 PIG
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy

	<b>Author</b>	Degarmo, Paul E. (Author) Sullivan, William G. (Author) Bontadelli, James A.
	<b>Responsibility Data</b>	E. Paul DeGarmo, William G. Sullivan, James A. Bontadelli
	<b>Publication Data</b>	New York: Macmillan Publishing Company, 1988
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xv, 765 p.
	<b>ISBN</b>	0-02-946110-3 0-02-946139-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.152 DEG


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SMALL BUSINESS MANAGEMENT FUNDAMENTALS

	<b>Author</b>	Steinhoff,Dan Burgess,John F.
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	492p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business--United States--Management New business enterprises--United States--Management
	<b>Call Number</b>	658.022 STE

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### CAPITAL INVESTMENT DECISION ANALYSIS FOR MANAGEMENT AND ENGINEERING

	<b>Author</b>	Canada, John R. White, John A.
	<b>Publication Data</b>	Englewood Cliffs: Prentice-Hall, 1980
	<b>Physical Description</b>	528p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Capital investments--Evaluation
	<b>Call Number</b>	658.1527 CAN
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### STRATEGIC MANAGEMENT AND BUSINESS POLICY

	<b>Author</b>	Jauch, Lawrence R. Glueck, William F.
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	428p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporate planning Management
	<b>Call Number</b>	658.4012 JAU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The analysis, design, and implementation of information systems


	<b>Author</b>	Lucas, Henry C.
	<b>Publication Data</b>	New York: McGraw-Hill, 1985
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	495p
	<b>Series Data</b>	McGraw-Hill series in management information systems;
	<b>Notes</b>	Includes bibliographies and indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems System analysis
	<b>Call Number</b>	658.4038 LUC
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### BUSINESS AND SOCIETY: Corporate Strategy, Public Policy, Ethics

	<b>Author</b>	Frederick, William C. Davis, Keith Post, James E.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Edition</b>	6th.ed.
	<b>Physical Description</b>	626p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industry--Social aspects
	<b>Call Number</b>	658.408 FRE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### FUNDAMENTALS OF INTERNATIONAL BUSINESS MANAGEMENT



<b>Author</b>	Globerman,Steven
<b>Publication Data</b>	Englewood: Prentic-Hall, 1986
<b>Physical Description</b>	415p
<b>Notes</b>	Includes bibliographies and index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	International business enterprises--Management
<b>Call Number</b>	658.049 GLO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT: THEORY AND PRACTICE


	<b>Author</b>	Dale, Ernest
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1978
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	656p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management
	<b>Call Number</b>	658.3 DAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MODERN PRODUCTION/OPERATIONS MANAGEMENT

	<b>Author</b>	Buffa, Elwood S. Sarin, Rakesh K.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1987
	<b>Edition</b>	8th.ed.
	<b>Physical Description</b>	834p
	<b>Series Data</b>	Wiley series in production/Operations management;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 BUF


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING RESEARCH: Measurement & Method (A Text With Cases)


	<b>Author</b>	Tull,Donald S. Hawkins,Del I.
	<b>Publication Data</b>	New York: Macmillan, 1990
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	836p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research Marketing research--Case studies
	<b>Call Number</b>	658.83 TUI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### QUANTITATIVE METHODS: Applications to Managerial Decision Making


	<b>Author</b>	Markland,Robert E. Sweigart,James R.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1987
	<b>Physical Description</b>	827p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management science Operations research
	<b>Call Number</b>	658.403 MAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PERSONNEL/HUMAN RESOURCE MANAGEMENT

	<b>Author</b>	Leap, Terry L. Crino, Michael D.
	<b>Publication Data</b>	New York: Macmillan, 1989
	<b>Physical Description</b>	730p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 LEA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management policy and strategy: Text, readings, and cases

	<b>Author</b>	Steiner,George A. Miner,John B. Gray,Edmund R.
	<b>Publication Data</b>	New York: Macmillan, 1989
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	963p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Corporate planning
	<b>Call Number</b>	658.4 STE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MODERN DECISION MAKING: A Guide To Modeling With Decision Support Systems



<b>Author</b>	<b>Bodily, Samuel E.</b>
<b>Publication Data</b>	<b>New York: McGraw-Hill, 1985</b>
<b>Physical Description</b>	<b>300p</b>
<b>Notes</b>	<b>Includes bibliographies and index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Decision-making--Mathematical models Decision-making--Data processing</b>
<b>Call Number</b>	<b>658.4030724 BOD</b>


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## ONLINE CATALOGUE

### CONSUMER BEHAVIOR

	<b>Author</b>	Wilkie, William L.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	699p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior
	<b>Call Number</b>	658.8342 WIL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### TOPICS IN MANAGEMENT SCIENCE

	<b>Author</b>	Markland,Robert E.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	847p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management science
	<b>Call Number</b>	658 MAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### CONSUMER BEHAVIOR


	<b>Author</b>	Mowen, John C.
	<b>Publication Data</b>	New York: Macmillan, 1990
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	814p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior Consumers--United States
	<b>Call Number</b>	658.8342 MOW
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTRODUCTION TO BUSINESS ENTERPRISE


	<b>Author</b>	Keith, Lyman A. Gubellini, Carlo E.
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1975
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	609p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business
	<b>Call Number</b>	658 KEI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT OF TECHNOLOGICAL CHANGE


	<b>Author</b>	Sankar, Yassin
	<b>Publication Data</b>	New York: John Wiley & Sons, 1991
	<b>Physical Description</b>	374p
	<b>Series Data</b>	A Wiley-Interscience publication;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Technological innovations--Management
	<b>Call Number</b>	658.514 SAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### HOW MANAGERS MOTIVATE THE IMPERATIVES OF SUPERVISION

	<b>Author</b>	Dowling, William Sayles, Leonard R.
	<b>Publication Data</b>	Tokyo: McGraw-Hill, 1978
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	450p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Supervision of employees Supervisors
	<b>Call Number</b>	658.314 DOW
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human behavior at work: organizational behavior


	<b>Author</b>	Davis,Keith (Author) Newstrom,John W. (Author)
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxiv, 643p
	<b>Notes</b>	Includes index
	<b>ISBN</b>	0-07-100409-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Industrial sociology
	<b>Call Number</b>	658.3 DAV
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT: Concepts and Effective Practice


	<b>Author</b>	Hitt,Michael A. Middlemist,R.Dennis Mathis,Robert L.
	<b>Publication Data</b>	Saint Paul: West Pub.Co., 1989
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	715p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 HIT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ORGANIZATIONAL BEHAVIOR


	<b>Author</b>	Luthans, Fred
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	637p
	<b>Notes</b>	Includes indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.4 LUT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### RETAILING MANAGEMENT

	<b>Author</b>	Markin,Rom J.
	<b>Publication Data</b>	New York: Macmillan, 1977
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	565p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Retail trade--Management
	<b>Call Number</b>	658.87 MAR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTRODUCTION TO CORPORATE FINANCE



<b>Author</b>	Maness, Terry S.
<b>Publication Data</b>	New York: McGraw-Hill, 1988
<b>Physical Description</b>	551p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations--Finance
<b>Call Number</b>	658.15 MAN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ADVERTISING AND PROMOTION MANAGEMENT


	<b>Author</b>	Rossiter,John R. Percy,Larry
	<b>Publication Data</b>	New York: McGraw-Hill, 1987
	<b>Physical Description</b>	649p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Sales promotion
	<b>Call Number</b>	659.1 ROS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE MANAGEMENT OF RETAIL BUYING

	<b>Author</b>	Wingate,John W. Friedlander,Joseph S.
	<b>Publication Data</b>	New Jersey: Prentice-Hall, 1978
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	422p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Purchasing Retail trade
	<b>Call Number</b>	658.87 WIN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### BUSINESS POLICY AND STRATEGIC MANAGEMENT

	<b>Author</b>	Jauch, Lawrence R. Glueck, William F.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	940p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporate planning
	<b>Call Number</b>	658.4012 JAU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRINCIPLES OF FINANCIAL MANAGEMENT



<b>Author</b>	Gup,Benton E.
<b>Publication Data</b>	Singapre: John Wiley & Sons, 1983
<b>Physical Description</b>	720p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business enterprises--Finance Corporations--Finance
<b>Call Number</b>	658.15 GUP


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING MANAGEMENT: Strategy and Cases

	<b>Author</b>	Dalrymple,Douglas J. Parsons,Leonard J.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	958p
	<b>Series Data</b>	Wiley series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Management Marketing--Management--Case studies
	<b>Call Number</b>	658.8 DAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING


	<b>Author</b>	Myers, James H.
	<b>Publication Data</b>	New York: McGraw-Hill, 1986
	<b>Physical Description</b>	597p
	<b>Series Data</b>	McGraw-Hill series in marketing;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 MYE
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### STRATEGIC MANAGEMENT AND BUSINESS POLICY

	<b>Author</b>	Wheelen,Thomas L. Hunger,J.David
	<b>Publication Data</b>	Reading: Addison-Wesley, 1986
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	1023p + Disk
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporate planning Management
	<b>Call Number</b>	658.4012 WHE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTEGRATED PRODUCTION CONTROL SYSTEMS: Management, Analysis, Design

	<b>Author</b>	Bedworth,David D. Bailey,James E.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1987
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	477p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production control--Data processing
	<b>Call Number</b>	658.500285 BED
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Bedeian, Arthur G. (Author)
	<b>Responsibility Data</b>	Arthur G. Bedeian
	<b>Publication Data</b>	Chicago: The Dryden Press, 1986
	<b>Physical Description</b>	xxi, 665 p. : ill. ; 26 cm.
	<b>ISBN</b>	0-03-910718-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 BED


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### RETAILING MANAGEMENT


	<b>Author</b>	Davidson, William R. Sweeney, Daniel J. Stampfl, Ronald W.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1988
	<b>Edition</b>	6th.ed.
	<b>Physical Description</b>	876p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Retail trade--Management
	<b>Call Number</b>	658.87 DAV
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Elements of operational research

	<b>Author</b>	Wilkes,F. M. (Author)
	<b>Responsibility Data</b>	F. M. Wilkes
	<b>Publication Data</b>	London: McGraw-Hill Book Company, 1987
	<b>Physical Description</b>	xv, 343 p. : ill. ; 22 cm.
	<b>ISBN</b>	0-07-099186-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research
	<b>Call Number</b>	658.4034 WIL
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRODUCTION AND OPERATIONS MANAGEMENT

	<b>Author</b>	Mayer, Raymond R.
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1989
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	654p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 MAY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **FAST-GROWTH STRATEGIES: How to Maximize Profits From Start-Up Through Maturity**



<b>Author</b>	Hanan,Mack
<b>Publication Data</b>	New York: McGraw-Hill, 1987
<b>Physical Description</b>	164p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporate planning Corporate profits Sales management
<b>Call Number</b>	658.4 HAN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **PROJECT MANAGEMENT: A Systems Approach To Planning, Scheduling and Controlling**


	<b>Author</b>	<b>Kerzner,Harold</b>
	<b>Publication Data</b>	<b>New York: Van Nostrand Reinhold Co., 1984</b>
	<b>Edition</b>	<b>2nd.ed.</b>
	<b>Physical Description</b>	<b>937p</b>
	<b>Notes</b>	<b>Includes bibliographies and index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Industrial project management</b>
	<b>Call Number</b>	<b>658.404 KER</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### FINANCIAL MANAGEMENT


	<b>Author</b>	Archer,Stephen H. Choate,G.Marc Racette,George
	<b>Publication Data</b>	New York: John Wiley & Sons, 1983
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	764p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises--Finance Corporations--Finance
	<b>Call Number</b>	658.15 ARC



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE MANAGEMENT OF OPERATIONS

	<b>Author</b>	Meredith,Jack R.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1987
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	710p
	<b>Series Data</b>	Wiley series in production-Operations management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 MER
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### FUNDAMENTALS OF FINANCIAL MANAGEMENT



<b>Author</b>	<b>Rao,Ramesh K.</b>
<b>Publication Data</b>	<b>New York: Macmillan, 1989</b>
<b>Physical Description</b>	<b>808p</b>
<b>Notes</b>	<b>Includes index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Corporations--Finance</b>
<b>Call Number</b>	<b>658.15 RAO</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### TECHNOLOGICAL AND MARKET INNOVATION: Strategies for Product and Company Development

	<b>Author</b>	Nystrom,Harry
	<b>Publication Data</b>	Chichester: John Wiley & Sons, 1990
	<b>Physical Description</b>	307p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Industrial management Industrial management-Scandinavia Product management Marketing
	<b>Call Number</b>	658.4012 NYS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE IMPROVEMENT PROCESS: How America's Leading Companies, Improve Quality



<b>Author</b>	Harrington,H.J.
<b>Publication Data</b>	New York: McGraw-Hill, 1987
<b>Physical Description</b>	239p
<b>Notes</b>	Includes bibliographies and index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Quality control
<b>Call Number</b>	658.562 HAR

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGING PRODUCTIVITY IN ORGANIZATIONS: A Practical, People-Oriented Perspective


	<b>Author</b>	Kopelman, Richard E.
	<b>Publication Data</b>	New York: McGraw-Hill, 1986
	<b>Physical Description</b>	329p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial productivity Organizational effectiveness
	<b>Call Number</b>	658.314 KOP
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SYSTEMS ANALYSIS AND PROJECT MANAGEMENT

	<b>Author</b>	Cleland,David I. King,William R.
	<b>Publication Data</b>	Auckland: McGraw-Hill, 1988
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	490p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial project management System analysis
	<b>Call Number</b>	658.4.032 CLE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ORGANIZATIONAL CAPABILITY: Competing from the Inside Out

	<b>Author</b>	Ulrich,David Lake,Dale
	<b>Publication Data</b>	New York: John Wiley & Sons, 1990
	<b>Physical Description</b>	339p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational effectiveness
	<b>Call Number</b>	658.4 ULR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **SUPERVISORY MANAGEMENT: Guidelines for Application**



<b>Author</b>	Lowery, Robert C.
<b>Publication Data</b>	Englewood: Prentice-Hall, 1985
<b>Physical Description</b>	425p
<b>Notes</b>	Includes bibliographies and index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Supervision of employees
<b>Call Number</b>	658.302 LOW


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Novations : strategies for career management

	<b>Author</b>	Dalton, Gene W. (Author) Thompson, Paul H. (Author)
	<b>Responsibility Data</b>	Gene W. Dalton, Paul H. Thompson
	<b>Publication Data</b>	Glenview, Illinois: Scott, Foresman, 1986
	<b>Physical Description</b>	xii, 280 p. : ill. ; 25 cm.
	<b>ISBN</b>	0-673-18181-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Psychology, Industrial Level of aspiration Career development
	<b>Call Number</b>	650.14 DAL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE QUEST FOR STAFF LEADERSHIP



<b>Author</b>	Bellman, Geoffrey
<b>Publication Data</b>	London: Scott, Foresman & Co., 1986
<b>Physical Description</b>	343p
<b>Notes</b>	Includes bibliographies and index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management Leadership Line and staff organization
<b>Call Number</b>	658.402 BEL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Schaum's outline of theory and problems of mathematics of finance

	<b>Author</b>	Ayres, Frank (Author)
	<b>Responsibility Data</b>	by Frank Ayres, Jr
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1963
	<b>Physical Description</b>	230 p. : ill. ; 28 cm.
	<b>Series Data</b>	Schaum's outline series;
	<b>ISBN</b>	07-002652-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics Business mathematics -- Problems, exercises, etc.
	<b>Call Number</b>	650.01513 AYR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business mathematics and statistics

	<b>Author</b>	Francis,A. (Author)
	<b>Responsibility Data</b>	A. Francis
	<b>Publication Data</b>	London: D. P. Publications, 1988
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	415 p. : ill. ; 28 cm.
	<b>ISBN</b>	1-870941-69-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics Commercial statistics
	<b>Call Number</b>	650.01513 FRA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### COST-BENEFIT ANALYSIS: Theory and Practice


	<b>Author</b>	Dasgupta,Ajit K. Pearce,D.W.
	<b>Publication Data</b>	London: MaCmillan Educational, 1986
	<b>Physical Description</b>	270p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cost--benefit analysis
	<b>Call Number</b>	658.1554 DAS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary readings in organizational

	<b>Author</b>	Luthans, Fred
	<b>Publication Data</b>	N.Y.: McGraw-Hill, 1977
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	424p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	In bibliographical references
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior--Addresses, essays, lectures
	<b>Call Number</b>	658.4008 LUT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTRODUCTION TO FINANCIAL MANAGEMENT



<b>Author</b>	Schall, Lawrence D. Haley, Charles W.
<b>Publication Data</b>	New York: McGraw-Hill, 1988
<b>Edition</b>	5th.ed.
<b>Physical Description</b>	856p
<b>Series Data</b>	McGraw-Hill series in finance;
<b>Notes</b>	Includes bibliographies and index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporation--Finance
<b>Call Number</b>	658.15 SCH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Comparative and multinational management


	<b>Author</b>	Ronen, Simcha
	<b>Publication Data</b>	New York: John Wiley & Sons, 1986
	<b>Physical Description</b>	636p
	<b>Series Data</b>	Wiley series in international business;
	<b>Notes</b>	Includes indexes
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises--Management Comparative management Management--Cross--cultural studies
	<b>Call Number</b>	658.049 RON



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management: Theory and problems


	<b>Author</b>	Monks, Joseph G.
	<b>Publication Data</b>	New York: McGraw-Hill, 1987
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	719p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Inlcudes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 MON
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer simulation


	<b>Author</b>	Watson,Hugh J. Blackstone,John H.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	589p
	<b>Series Data</b>	Wiley series in computers and information processing systems for business;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing Computer simulation
	<b>Call Number</b>	658.054 WAT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### OFFICE AUTOMATION

	<b>Author</b>	Doswell, Andrew
	<b>Publication Data</b>	Chichester: John Wiley & Sons, 1983
	<b>Physical Description</b>	283p
	<b>Series Data</b>	Wiley series in information processing;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office practice--Great Britain--Automation
	<b>Call Number</b>	651.84 DOS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior

	<b>Author</b>	Arnold,Hugh J. (Author) Feldman,Daniel C. (Author)
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Physical Description</b>	XXIII, 623p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>ISBN</b>	0-07-002300-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 ARN
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTERNATIONAL BUSINESS: Firm and Environment

	<b>Author</b>	Rugman, Alan M. Lecraw, Donald J. Booth, Laurence D.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Physical Description</b>	458p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises
	<b>Call Number</b>	658.049 RUG
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### JUDGMENT IN MANAGERIAL DECISION MAKING



<b>Author</b>	<b>Bazerman,Max H.</b>
<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1990</b>
<b>Physical Description</b>	<b>195p</b>
<b>Notes</b>	<b>Includes bibliographies and index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Decision--making Management</b>
<b>Call Number</b>	<b>658.403 BAZ</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Typing : a step-by-step guide to keyboard mastery

	<b>Author</b>	
	<b>Responsibility Data</b>	Pitmans College
	<b>Corporate</b>	,Pitmans College
	<b>Publication Data</b>	Mill Road: Hodder & Stoughton, 1984
	<b>Physical Description</b>	x, 198 p. : ill. ; 20 cm.
	<b>Series Data</b>	Teach yourself books;
	<b>ISBN</b>	0-340-34308-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Typing
	<b>Call Number</b>	652.3 PIT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering typewriting skills

	<b>Author</b>	Bailey,Paul (Author)
	<b>Responsibility Data</b>	Paul Bailey
	<b>Publication Data</b>	London: Macmillan Rducation, 1984
	<b>Physical Description</b>	xi, 252 p. : ill. ; 22 cm.
	<b>Series Data</b>	Macmillan master series;
	<b>ISBN</b>	0-333-35104-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Typewriting
	<b>Call Number</b>	652.3 BAI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering office practice

	<b>Author</b>	Bailey,Paul (Author)
	<b>Responsibility Data</b>	Paul Bailey
	<b>Publication Data</b>	London: MaCmillan Education, 1985
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiii, 350 p. : ill. ; 22 cm.
	<b>Series Data</b>	Macmillan master series;
	<b>ISBN</b>	0-333-38849-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office practice
	<b>Call Number</b>	651.374 BAI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE FINANCIAL EVALUATION OF ENERGY COSTS AND PROGETCTS



<b>Author</b>	Reiter,Sydney
<b>Publication Data</b>	New York: Van Nostrand Reinhold Co., 1985
<b>Physical Description</b>	204p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Buildings--Energy conservation--Costs
<b>Call Number</b>	658.1553 REI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic cost engineering


	<b>Author</b>	Humphreys, Kenneth K. Katell, Sidney
	<b>Publication Data</b>	New York: Marcel Dekker, INC., 1981
	<b>Physical Description</b>	218p
	<b>Series Data</b>	Cost engineering; no.2;
	<b>Notes</b>	Includes bibliographies and idnex
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Costs, Industrial Engineering economy
	<b>Call Number</b>	658.155 HUM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in managerial accounting: Fundamentals

	<b>Author</b>	Gardner, Eldon J.
	<b>Publication Data</b>	Toronto: John Wiley & Sons, 1990
	<b>Physical Description</b>	166p
	<b>Notes</b>	Includes glossary
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting--Case studies Managerial accounting--Case studies--Competitions
	<b>Call Number</b>	658.1511 CAS
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### HUMAN RESOURCES AND PERSONNEL MANAGEMENT

	<b>Author</b>	Werther, William B. Davis, Keith
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	628p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 WER
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### STRATEGIC MANAGEMENT: Concepts and Experiences


	<b>Author</b>	Rue, Leslie W. Holland, Phyllis G.
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	897p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Notes</b>	/Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning
	<b>Call Number</b>	658.4012 RUE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative approaches to management

	<b>Author</b>	Levin,Richard I. Ruin,David S. Stinson,Joel P.
	<b>Publication Data</b>	New York: McGraw-Hill, 1989
	<b>Edition</b>	7th.ed
	<b>Physical Description</b>	848p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Management science
	<b>Call Number</b>	658.4034 LEV



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management & organizational behavior

	<b>Author</b>	Scanlon,Burt (Author) Keys,Bernard (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 1983
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVI, 666p
	<b>Series Data</b>	The Wiley series in management;
	<b>ISBN</b>	0-471-88608-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658.3 SCA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT FOR PRODUCTIVITY


	<b>Author</b>	Schermerhorn, John R.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1989
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	714+ P
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 SCH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGING ORGANIZATIONAL BEHAVIOR

	<b>Author</b>	Schermerhorn,John R. Hunt,James G. Osborn,Richard N.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1991
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	642p
	<b>Notes</b>	Includes bibliographies and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Management
	<b>Call Number</b>	658 SCH
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### BUSINESS DATA PROCESSING AND SYSTEMS ANALYSIS



<b>Author</b>	<b>Kilgannon,Pete</b>
<b>Publication Data</b>	<b>London: Edward Arnold, 1985</b>
<b>Physical Description</b>	<b>326p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Business -- Data processing System analysis</b>
<b>Call Number</b>	<b>658.05 KIL</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTRODUCTION TO COMPUTER INFORMATION SYSTEMS FOR BUSINESS

	<b>Author</b>	Simkin, Mark G.
	<b>Publication Data</b>	Dubuque: Wm C. Brown, 1987
	<b>Physical Description</b>	678p
	<b>Notes</b>	Glossary, includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--data processing Electronic data processing Computers Management--data processing Office automation
	<b>Call Number</b>	658.05 SIM
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behaviour processes


	<b>Author</b>	Pareek,Udai (Author)
	<b>Publication Data</b>	Jaipur: Rawat Publications, 1988
	<b>Physical Description</b>	367p
	<b>Notes</b>	Includes index
	<b>ISBN</b>	81-7033-040-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 PAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project evaluation: collected papers

	<b>Author</b>	Harberger,Arnold C.
	<b>Publication Data</b>	Chicago: The University of Chicago Press, 1972
	<b>Physical Description</b>	330p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cost--Benefit analysis Project evaluation
	<b>Call Number</b>	658.1554 HAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### FUNDAMENTALS OF MANAGERIAL FINANCE



<b>Author</b>	Neveu, Raymond P.
<b>Publication Data</b>	Cincinnati: South-Western, 1981
<b>Physical Description</b>	VIII, 552p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial Finance Corporation-Finance Business enterprises--Finance
<b>Call Number</b>	658.15 NEV

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MASTERING BUSINESS COMMUNICATION


	<b>Author</b>	Woolcott,L.A. Unwin,W.R.
	<b>Publication Data</b>	London: Macmillan, 1990
	<b>Physical Description</b>	309p
	<b>Series Data</b>	Macmillan Master Series;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management
	<b>Call Number</b>	658.45 WOO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE BUSINESS OF COMMUNICATING: Improving Your Communication Skills


	<b>Author</b>	Stanton,Nicki
	<b>Publication Data</b>	London: Macmillan Education, 1988
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	448p
	<b>Series Data</b>	Breakthrough business books series;
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management
	<b>Call Number</b>	658.45 STA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to business data processing

	<b>Author</b>	Orilia, Lawrence S. (Author)
	<b>Responsibility Data</b>	Lawrence S. Orilia
	<b>Publication Data</b>	Auckland: McGraw-Hill Book Company, 1982
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxxviii, 683, [29] p. : ill. ; 24 cm.
	<b>ISBN</b>	0-07-047835-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Electronic data processing
	<b>Call Number</b>	658.05 ORI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THIS BUSINESS OF COMMUNICATION

	<b>Author</b>	<b>Berko,Roy M. Wolvin,Andrew D. Curtis,Ray</b>
	<b>Publication Data</b>	<b>Dubuque: Wm.C.Brown, 1990</b>
	<b>Edition</b>	<b>4th.ed.</b>
	<b>Physical Description</b>	<b>XIX, 387p</b>
	<b>Notes</b>	<b>Includes index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Communication in management Communication skills</b>
	<b>Call Number</b>	<b>658.45 BER</b>



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ELEMENTS OF MARKETING



<b>Author</b>	<b>Morden,A.R.</b>
<b>Publication Data</b>	<b>London: DP. Publication, 1991</b>
<b>Edition</b>	<b>2nd.ed.</b>
<b>Physical Description</b>	<b>779p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Marketing</b>
<b>Call Number</b>	<b>658.8 MOR</b>

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### COMMUNICATION FOR BUSINESS AND THE PROFESSIONS

	<b>Author</b>	Andrews,Patricia Hayes Baird,John E.
	<b>Publication Data</b>	Dubuque: Wm.C.Brown, 1986
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	XIV, 462p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management
	<b>Call Number</b>	658.45 AND
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTERNATIONAL MANAGEMENT



<b>Author</b>	Negandhi,Annat R.
<b>Publication Data</b>	New Delhi: Prentice-Hall, 1987
<b>Physical Description</b>	514p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	International business enterprises--management
<b>Call Number</b>	658.049 NEG


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING

	<b>Author</b>	Heidingsfield, Myron S. Blankenship, A.B.
	<b>Publication Data</b>	New York: Barnes & Noble, 1974
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	373p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 HEI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **ELEMENTS OF MANAGEMENT: For +2 Class XII Commerce Students of Haryana, Punjab and Delhi Education Boards**

	<b>Author</b>	Gupta,R.S. Sharma,B.D Bhalla,N.S
	<b>Publication Data</b>	New Delhi: Kalyani, 1987
	<b>Physical Description</b>	231p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 GUP

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An introduction to management, its principles and techniques



<b>Author</b>	Chatterjee, Satya Saran (Author)
<b>Responsibility Data</b>	Satya Saran Chatterjee
<b>Publication Data</b>	Calcutta: The World Press University, 1988
<b>Physical Description</b>	xvi, 401 p. : ill. ; 22 cm.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management
<b>Call Number</b>	658 CHA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INSIDE MARKETING: Aselection of Readings From Business Week



<b>Author</b>	Futrell,Charles
<b>Publication Data</b>	New York: McGraw-Hill, 1989
<b>Physical Description</b>	190p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing--essays
<b>Call Number</b>	658.8 FUT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING: An Introductory Text


	<b>Author</b>	Baker, Michael J.
	<b>Publication Data</b>	London: Macmillan, 1985
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	503p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 BAK
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PERSPECTIVES IN MARKETING

	<b>Author</b>	Mason,J.Barry Ezell,Hazel.F
	<b>Publication Data</b>	Texas: Business Publication, 1987
	<b>Physical Description</b>	403p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 MAS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING MANAGEMENT: Analysis, Planning, Implementation, and Control

	<b>Author</b>	Kotler, Philip
	<b>Publication Data</b>	Sydney: Prentic-Hall, 1988
	<b>Edition</b>	6th.ed.
	<b>Physical Description</b>	776p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 Kot
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations research for management decisions



<b>Author</b>	<b>Richmond, Samuel B.</b>
<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1968</b>
<b>Physical Description</b>	<b>XVI, 615p</b>
<b>Notes</b>	<b>Includes index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Operations research Decision making Management</b>
<b>Call Number</b>	<b>658.4034 PIC</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT

	<b>Author</b>	Longenecker,Justin G. Pringle,Charles D.
	<b>Publication Data</b>	London: Charles E.Merrill Pub.Co., 1984
	<b>Edition</b>	6th.ed.
	<b>Physical Description</b>	684p
	<b>Notes</b>	Includes indexes and glossary
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 LON


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING MANAGEMENT STRATEGIES AND PROGRAMS

	<b>Author</b>	Gultinan, Joseph P. Paul, Gordon W.
	<b>Publication Data</b>	New York: McGraw-Hill, 1985
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	444p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Management
	<b>Call Number</b>	658.8 GUI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRODUCTION AND OPERATIONS MANAGEMENT PRINCIPLES AND TECHNIQUES

	<b>Author</b>	Wild,Ray
	<b>Publication Data</b>	London: Cassell, 1984
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	747p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 WIL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SALES MANAGEMENT: Decisions, Strategies, and Cases



<b>Author</b>	Still,Richard R. Cundiff,Edward W. Govoni,Norman A.P.
<b>Publication Data</b>	New Jersey: Prentice-Hall, [19--]
<b>Edition</b>	5th.ed.
<b>Physical Description</b>	638p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Sales management
<b>Call Number</b>	658.81 STI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRODUCTION AND OPERATIONS MANAGEMENT



<b>Author</b>	Lockyer,Keith Muhlemann,Alan Oakland,John
<b>Publication Data</b>	London: Pitman, 1988
<b>Edition</b>	5th.ed.
<b>Physical Description</b>	576p
<b>Notes</b>	Includes index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 LOC



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTRODUCTION TO PERSONNEL MANAGEMENT



<b>Author</b>	Attwood, Margaret
<b>Publication Data</b>	London: Pan Original, 1985
<b>Physical Description</b>	269p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 ATT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management : theory and practice

	<b>Author</b>	Cole,G. A. (Author)
	<b>Responsibility Data</b>	G. A. Cole
	<b>Publication Data</b>	London: DP Publications, 1990
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xix, 588 p. ill. ; 22 cm.
	<b>ISBN</b>	1-870941-64-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 COL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organization theory: Structure, design and Applications

	<b>Author</b>	Robbins,Stephin P.
	<b>Publication Data</b>	London: Prentice-Hall, 1987
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	518p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization (management)
	<b>Call Number</b>	658.1 ROB
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior: concepts and applications


	<b>Author</b>	Gray, Jerry L. (Author) Starke, Frederick A. (Author)
	<b>Publication Data</b>	Columbus: Merrill Publishing and Company, 1988
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	XIV, 717p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 GRA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PRODUCTION MANAGEMENT


	<b>Author</b>	Lockyer, Keith
	<b>Publication Data</b>	London: Pitman, 1983
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	557p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 LOC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT INFORMATION SYSTEMS

	<b>Author</b>	Lucey, T.
	<b>Publication Data</b>	Guernsey: DP Pub., 1987
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	254p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LUC
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGERIAL ACCOUNTING: Concepts for Planning, Control, Decision Making


	<b>Author</b>	Garrison, Ray H.
	<b>Publication Data</b>	Plano: Business Publications, 1985
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	XVII, 814p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Decision--Making
	<b>Call Number</b>	658.1511 GAR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGERIAL ACCOUNTING


	<b>Author</b>	Helmkamp, John G.
	<b>Publication Data</b>	N.Y.: John Wiley & Sons, 1990
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	XV, 826+p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.15111 HEL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ORGANIZATION: A Guide to Problems and Practice

	<b>Author</b>	Child,John
	<b>Publication Data</b>	London: Harper and Row, 1984
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	309p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization (Management)
	<b>Call Number</b>	658.1 CHI
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of business organisation

	<b>Author</b>	Kumar,Sharad Sarathe,O.P.
	<b>Publication Data</b>	New Delhi: Kalyani, 1988
	<b>Physical Description</b>	307p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Management
	<b>Call Number</b>	658 KUM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### BUSINESS MANAGEMENT AND POLICY


	<b>Author</b>	Wali,K.M. Yalawar,Y.B.
	<b>Publication Data</b>	New Delhi: Sterling publishers, 1988
	<b>Physical Description</b>	477p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Management
	<b>Call Number</b>	658 WAL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PERSONNEL HUMAN RESOURCE MANAGEMENT

	<b>Author</b>	Mathis,Robert L. Jackson,John M.
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill, 1988
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	XXIX, 659+p
	<b>Notes</b>	Includes index and glossary
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management Human resoures
	<b>Call Number</b>	658.3 MAT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic planning for information systems

	<b>Author</b>	Head,Robert V.
	<b>Publication Data</b>	Wellesley: Q.E.D Information sciences, 1982
	<b>Physical Description</b>	178p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing Management information systems Strategic planning
	<b>Call Number</b>	658.4038011 HEA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management : a managerial approach

	<b>Author</b>	Meredith,Jack R. (Author) Mantel,Samuel J. (Author)
	<b>Responsibility Data</b>	Jack R. Meredith, Samuel J. Mantel, Jr
	<b>Publication Data</b>	New York: John Wiley, 1989
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xv, 624 p. : ill. ; 24 cm.
	<b>Series Data</b>	Wiley series in production/ operations management;
	<b>ISBN</b>	0-471-50534-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management
	<b>Call Number</b>	658.404 MER


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### HUMAN RESOURCES MANAGEMENT

	<b>Author</b>	Saiyadain, Mirza S.
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill, 1988
	<b>Physical Description</b>	VIII, 428p
	<b>Notes</b>	Includes bibliographical reference and index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Human resources--Management--India
	<b>Call Number</b>	658.3 SAI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MANAGEMENT AND ASSESSMENT OF INTERDISCIPLINARY TRAINING AND RESEARCH (An Overview and Annotated Bibliography)



<b>Author</b>	Whiston, Thomas G.
<b>Publication Data</b>	Paris: UNESCO, 1986
<b>Physical Description</b>	213p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Training--Management Research Bibliography
<b>Call Number</b>	658.3124 WHI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### EUROPEAN MANAGEMENT EDUCATION GUIDE



<b>Author</b>	Steverink,Leo
<b>Publication Data</b>	Bussum: International Management Educational Consultancy, 1987
<b>Physical Description</b>	479p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management educational--Programmes--Directories Business schools Europe
<b>Call Number</b>	658.00711 STE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### TRAINING AND DEVELOPMENT ORGANIZATIONS DIRECTORY: A Reference Work Describing Firms Institutes and Other Agencies Offering Training Professional and Pers

	<b>Author</b>	Wasserman, Paul Mclean, Janice
	<b>Publication Data</b>	Detriot: Gale Research Co., 1980
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	955p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management--Study and teaching--United States-- Directories Executives, Training of--United States-- Directories
	<b>Call Number</b>	658.0071073 WAS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of marketing management



<b>Author</b>	<b>Bagozzi, Richard P.</b>
<b>Publication Data</b>	<b>New York: Macmillan, 1986</b>
<b>Physical Description</b>	<b>XXII, 730p</b>
<b>Notes</b>	<b>Includes index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Marketing--Management</b>
<b>Call Number</b>	<b>658.8 BAG</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### CASES IN MANAGERIAL FINANCE



<b>Author</b>	Engler,George.N. Boquist,John.A.
<b>Publication Data</b>	New York: Macmillan, 1991
<b>Physical Description</b>	VIII, 471p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations--Finance Business enterprises
<b>Call Number</b>	658.15 ENG

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems

	<b>Author</b>	<b>Kroenke,David</b>
	<b>Publication Data</b>	<b>New York: McGraw-Hill, 1989</b>
	<b>Physical Description</b>	<b>721+p</b>
	<b>Notes</b>	<b>Includes index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Management information systems</b>
	<b>Call Number</b>	<b>658.4038 KRO</b>

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Modern office management

	<b>Author</b>	Mills, Geoffrey (Author) Standingford, Oliver (Author) Appleby, Robert C. (Author)
	<b>Responsibility Data</b>	Geoffrey Mills, Oliver Standingford, Robert C. Appleby
	<b>Publication Data</b>	London: Pitman, 1986
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xii, 496 p. : ill. ; 23 cm.
	<b>ISBN</b>	0-273-02668-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office management
<b>Call Number</b>	651.3 MIL	


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An integrated concept of materials management


	<b>Author</b>	Shah,N.M.
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill, 1988
	<b>Physical Description</b>	XV, 474p
	<b>Notes</b>	Bibliography: P.468-469, index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Materials management Purchasing Stores management Inventory
	<b>Call Number</b>	658.7 SHA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MATERIALS MANAGEMENT: An Integrated Approach


	<b>Author</b>	Gopalakrishnan,P. Sundaresan,M.
	<b>Publication Data</b>	New Delhi: Prentice-Hall of India, 1985
	<b>Physical Description</b>	XII, 268p
	<b>Notes</b>	Bibliography: P.255-261, index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Materials management Purchasing Warchousing Stores management Inventory
	<b>Call Number</b>	658.7 GOP
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organisation and methods

	<b>Author</b>	Anderson,R.G.
	<b>Publication Data</b>	Estover, Plymouth: Macdondald and Evans, 1979
	<b>Physical Description</b>	336p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization
	<b>Call Number</b>	658.1 AND

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Secretarial office procedures

	<b>Author</b>	Lee,Dorothy E. (Author) Brower,Walter A. (Author) Garner,Patricia A. (Author)
	<b>Responsibility Data</b>	Dorothy E. Lee, Walter A. Brower, Patricia A. Garner
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1988
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xiii, 224, 159 p. : ill., forms ; 28 cm.
	<b>ISBN</b>	0-07-100789-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office practice
<b>Call Number</b>	651.374 LEE	

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ORGANIZATION DESIGN



<b>Author</b>	Galbraith, Jay R.
<b>Publication Data</b>	California: Addison-Wesley, 1977
<b>Physical Description</b>	426p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organization Management
<b>Call Number</b>	658.1 GAL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### STRATEGIC MANAGEMENT: Strategy Formulation and Implementation

	<b>Author</b>	Pearce,John A. Robinson,Richard B.
	<b>Publication Data</b>	Homewood: Richard D Irwin, 1988
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	988p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Management
	<b>Call Number</b>	658.4012 PEA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Office automation and information systems

	<b>Author</b>	Rosen,Arnold (Author)
	<b>Responsibility Data</b>	Arnold Rosen
	<b>Publication Data</b>	Columbus: Merrill Publishing Company, 1987
	<b>Physical Description</b>	xvi, 363 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-675-20557-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office practice -- Automation Business -- Data processing
	<b>Call Number</b>	651.8 ROS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### TECHNIQUES IN INVENTORY MANAGEMENT AND CONTROL

	<b>Author</b>	Mecimore, Charles D. Weeks, James K.
	<b>Publication Data</b>	Montvale: National Association of Accountants, 1987
	<b>Physical Description</b>	X, 197p
	<b>Notes</b>	Includes bibliography: p. 173-185; glossary
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Inventory control--Decision making
	<b>Call Number</b>	658.787 MEC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### BUSINESS POLICY


	<b>Author</b>	Balasubrahmanian,M.
	<b>Publication Data</b>	New Delhi: Kalyani Publishers, 1987
	<b>Physical Description</b>	124p
	<b>Notes</b>	Includes bibliographies
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Commerce India Corporate strategy Organization
	<b>Call Number</b>	650 BAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ENERGY MANAGEMENT

	<b>Author</b>	<b>Murphy, W.R.</b>
	<b>Publication Data</b>	<b>England: Butterworths, 1987</b>
	<b>Physical Description</b>	<b>374p</b>
	<b>Notes</b>	<b>Includes index</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Energy management Energy conservation Economics Heat transmission</b>
	<b>Call Number</b>	<b>658.2 MUR</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business organisation: Principles & practice



<b>Author</b>	<b>Katyal,J.C. Sharma,R.K. Gupla,Shashi K.</b>
<b>Publication Data</b>	<b>India: Kalyani Publishers, 1985</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Business Commerce Partnership Cooperatives Office management Trade Export Import Transport Insurance Banking</b>
<b>Call Number</b>	<b>650 KAT</b>

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Modern business administration


	<b>Author</b>	Appleby, Robert C. (Author)
	<b>Responsibility Data</b>	Robert C. Appleby
	<b>Publication Data</b>	London: Pitman Publishing, 1991
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xv, 462 p. ; 25 cm.
	<b>ISBN</b>	0-273-03499-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business management Business
<b>Call Number</b>	658 APP	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### BUSINESS POLICY AND STRATEGY: Concepts and Readings

	<b>Author</b>	McCarthy Daniel J. Minichiello, Robert J. Curran, Joseph R.
	<b>Publication Data</b>	Homewood: Richard D. Irwin, Inc., 1988
	<b>Edition</b>	4th.ed.
	<b>Physical Description</b>	528p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Business Corporate planning
	<b>Call Number</b>	658 MCC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SYSTEMS PROJECT MANAGEMENT

	<b>Author</b>	Yeates,Don
	<b>Publication Data</b>	London: ELBS, 1987
	<b>Physical Description</b>	281p
	<b>Notes</b>	Includes Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management System analysis Project planning Business--Data processing Project control
	<b>Call Number</b>	658.404 YEA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Systems analysis and design: A case study approach



<b>Author</b>	Thierauf,Robert J.
<b>Publication Data</b>	Columbus: Merrill, 1986
<b>Edition</b>	2nd.ed
<b>Physical Description</b>	XII, 684p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management Information Systems System analysis
<b>Call Number</b>	658.4038 THI


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Drugs stoer and business management for second year diploma in pharmacy & B. pharm

	<b>Author</b>	Ali,Mohammed Gupta,Jyoti
	<b>Publication Data</b>	New Delhi: CBS Publishers, 1996
	<b>Physical Description</b>	VIII, 344p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Drugstores--Management Pharmacy management
	<b>Call Number</b>	658.785 ALI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **SOCIALLY RESPONSIBLE INVESTING: How To Invest With Your Conscience**



<b>Author</b>	Miller, Alan J.
<b>Publication Data</b>	N.Y.: N.Y.I.F., 1991
<b>Physical Description</b>	XVI, 367p
<b>Notes</b>	Bibliography: p. 329-350, index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Investments--Moral and Ethical Aspects Social Responsibility of Business
<b>Call Number</b>	658.152 MIL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE SECRETS OF PRACTICAL MARKETING FOR SMALL BUSINESS



<b>Author</b>	Holtz,Herman R.
<b>Publication Data</b>	N.Y.: Prentice Hall, 1986
<b>Physical Description</b>	XII, 192p
<b>Notes</b>	includes bibliography & index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing Small Business
<b>Call Number</b>	658.8 HOL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE VEST-POCKET MARKETER



<b>Author</b>	Hiam,Alexander
<b>Publication Data</b>	Englewood, Cliffs: Prentice Hall, 1991
<b>Physical Description</b>	XIII, 488p
<b>Notes</b>	includes Bibliographies & Index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing--Handbooks, Manuals, etc.
<b>Call Number</b>	658.8 HIA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SPEAKER'S LIBRARY OF BUSINESS STORIES, ANECDOTES AND HUMOR



<b>Author</b>	<b>Griffith,JOE</b>
<b>Publication Data</b>	<b>Englewood Cliffs: Prentice Hall, 1990</b>
<b>Physical Description</b>	<b>XIV, 394p</b>
<b>Notes</b>	<b>Includes Index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Business--Anecdotes Business Presentations Oral Communication</b>
<b>Call Number</b>	<b>650 JOE</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### IN THE OWNER'S CHAIR: Proven Techniques for Taking Your Business From Zero to \$10 Million

	<b>Author</b>	Torrence,Ronald W.
	<b>Publication Data</b>	Englewood Cliffs: Prentice Hall, 1986
	<b>Physical Description</b>	XV, 286p
	<b>Notes</b>	Includes Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Success in Business Entrepreneurs Management Small Business
	<b>Call Number</b>	658.022 TOR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The inner executive : access your intuition for business success


	<b>Author</b>	Jackson,Gerald (Author)
	<b>Responsibility Data</b>	Gerald Jackson
	<b>Publication Data</b>	New York: Pocket Book, 1989
	<b>Physical Description</b>	236 p. ; 21 cm.
	<b>ISBN</b>	0-671-70824-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Success in Business Executives -- Psychology Intuition
	<b>Call Number</b>	650.1 JAC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### THE VEST-POCKET CED: Decision - Making Tools for Executives

	<b>Author</b>	Hiam,Alexander
	<b>Publication Data</b>	Englewood Cliffs: Prentice Hall, 1990
	<b>Physical Description</b>	X, 468p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial Management--Decision Making--Handbooks, Manuals, etc. Executives--Handbooks, Manuals, etc.
	<b>Call Number</b>	658.403 HIA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SUPERVISOR'S PORTABLE ANSWER BOOK



<b>Author</b>	Fuller, George T.
<b>Publication Data</b>	Englewood Cliffs: Prentice Hall, 1990
<b>Physical Description</b>	XX, 336p
<b>Notes</b>	Includes Index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Supervision of Employees Personnel Management
<b>Call Number</b>	658.302 FUL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Complete book of model business letters


	<b>Author</b>	Cresci, Martha W. (Author)
	<b>Responsibility Data</b>	Martha W. Cresci
	<b>Publication Data</b>	West Nyack, New York: Parker Publishing Company, 1976
	<b>Physical Description</b>	298 p. ; 21 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Form letters
	<b>Call Number</b>	651.752 CRE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to get the job you want : a guide to resumes, interviews, and job-hunting strategies

	<b>Author</b>	Donaho,Melvin W. (Author) Meyer,John L. (Author)
	<b>Responsibility Data</b>	Melvin W. Donaho and John L. Meyer
	<b>Publication Data</b>	New York: Prentice Hall Press, 1976
	<b>Physical Description</b>	viii, 181 p. : ill. ; 22 cm.
	<b>ISBN</b>	0-13-409889-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Job hunting Resumes (Employment) Employment interviewing
	<b>Call Number</b>	650.14 DON



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SUREFIRE SALES CLOSING TECHNIQUES



<b>Author</b>	Dane,Les
<b>Publication Data</b>	N.Y.: Parker, 1971
<b>Physical Description</b>	204p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Selling
<b>Call Number</b>	658.85 DAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The best seller! the new psychology of selling and persuading people**



<b>Author</b>	Willingham,Ron (Author)
<b>Publication Data</b>	Englewood Cliffs, NJ: Prentice Hall, 1984
<b>Physical Description</b>	XVI, 171p
<b>ISBN</b>	0-13-071960-9
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Selling--Psychological Aspects
<b>Call Number</b>	658.85 WIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Working with difficult people


	<b>Author</b>	Solomon, Muriel (Author)
	<b>Responsibility Data</b>	Muriel Solomon
	<b>Publication Data</b>	Englewood Cliffs, New Jersey: Prentice Hall, 1990
	<b>Physical Description</b>	xiv, 295 p. ; 24 cm.
	<b>ISBN</b>	0-13-957382-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Conflict management Interpersonal relations Interpersonal conflict
	<b>Call Number</b>	650.13 SOL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### HOW TO MANAGE GROWTH AND MAXIMIZE PROFITS IN QUTBOUND TELEMARKETING


	<b>Author</b>	Idelman, Steven A. Dobbs, Grady L.
	<b>Publication Data</b>	Englewood Cliffs: Prentice Hall, 1989
	<b>Physical Description</b>	XIII, 322p
	<b>Notes</b>	Includes Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Telemarketing--Management Telephone Selling-- Management
	<b>Call Number</b>	658.84 IDE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### What you need to know about business, money, and power


	<b>Author</b>	Kidron,Michael (Author) Segal,Ronald (Author)
	<b>Responsibility Data</b>	Michael Kidron and Ronald Segal
	<b>Publication Data</b>	New York: Simon and Schuster, 1987
	<b>Physical Description</b>	187 p. : ill. (some col.) ; 25 cm.
	<b>Notes</b>	"A Pluto project."
	<b>ISBN</b>	0-671-54114-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Finance Business enterprises -- Government policy Power (Social sciences)
	<b>Call Number</b>	650 KID
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A COMPLETE GUIDE TO MONEY AND YOUR BUSINESS

	<b>Author</b>	Butler,Robert E. Rappaport,Donald
	<b>Publication Data</b>	N.Y.: N.Y.I.F., 1987
	<b>Physical Description</b>	XXIV, 488p
	<b>Notes</b>	Includes Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Enterprises--Finance--Handbooks, Manuals, etc. Small Business Entrepreneurship
	<b>Call Number</b>	658.15 But


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### TAKE YOUR COMPANY PUBLIC


	<b>Author</b>	Field,Drew
	<b>Publication Data</b>	N.Y.: N.Y.I.F., 1991
	<b>Physical Description</b>	XXII, 259p
	<b>Notes</b>	bibliography: p. 177-189, index & Glossary
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Going Public (Securities) Stocks--Marketing Corporations--Finance
	<b>Call Number</b>	658.15224 FIE
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PERSONNEL: The Management of People at Work

	<b>Author</b>	Beach,Dale S.
	<b>Publication Data</b>	N.Y.: Macmillan Pub.Co., 1980
	<b>Edition</b>	5th.ed
	<b>Physical Description</b>	XV, 618p
	<b>Notes</b>	Includes bibliographies & Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel Management
	<b>Call Number</b>	658.3 BEA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTERNATIONAL BUSINESS: Theory and Managerial Applications

	<b>Author</b>	Grosse,Robert
	<b>Publication Data</b>	Boston: IRWIN, 1992
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XXIII, 733p
	<b>Notes</b>	Includes Glossary & Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Multinational Business Enterprises--Management
	<b>Call Number</b>	658.049 GRO
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTERNATIONAL MARKETING


	<b>Author</b>	Cateora, Philip R.
	<b>Publication Data</b>	Homewood: IRWIN, 1987
	<b>Edition</b>	6th.ed
	<b>Physical Description</b>	XVII, 839p
	<b>Series Data</b>	The Irwin Series in Marketing;
	<b>Notes</b>	Bibliography: p.801-805, index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export Marketing--Management
	<b>Call Number</b>	658.848 CAT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### BUSINESS RESEARCH METHODS

	<b>Author</b>	Emory,C.William Cooper,Donald R.
	<b>Publication Data</b>	Homewood: IRWIN, 1991
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	XXIII, 760p
	<b>Notes</b>	Includes bibliographical references & index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial Management--Research Business--Research
	<b>Call Number</b>	658.0072 EMO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### CONSUMER BEHAVIOR FUNDAMENTALS AND STRATEGIES



<b>Author</b>	Williams, Terrell G.
<b>Publication Data</b>	N.Y.: West Pub.Co., 1982
<b>Physical Description</b>	XVI, 574p
<b>Notes</b>	Bibliography: p.521-558, index
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Consumers Motivation Research (Marketing)
<b>Call Number</b>	658.8342 WIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Reception skills workbook

	<b>Author</b>	Caswell,Lorna (Author) Black,Margaret (Author)
	<b>Responsibility Data</b>	Lorna Caswell, Margaret Black ; illustrations by Gillian Caswell
	<b>Publication Data</b>	London: Pitman, 1987
	<b>Physical Description</b>	iv, 91 p. : ill. ; 30 cm.
	<b>ISBN</b>	0-273-02664-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Receptionists
	<b>Call Number</b>	651.3743 CAS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MARKETING: Concepts and Strategies

	<b>Author</b>	Pride, William M. Ferrell, O.C.
	<b>Publication Data</b>	London: Houghton, 1993
	<b>Edition</b>	8th.ed.
	<b>Physical Description</b>	XXVII, 817+p
	<b>Notes</b>	Includes Index & Appendix
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 PRI
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## ONLINE CATALOGUE

### PERSPECTIVES ON MARKETING MANAGEMENT (Vol.3)



<b>Author</b>	<b>Baker, Michael</b>
<b>Publication Data</b>	<b>Chichester: John Wiley, 1993</b>
<b>Physical Description</b>	<b>XI, 429p</b>
<b>Notes</b>	<b>Includes Bibliographies &amp; Index</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Marketing--Management--Yearbooks</b>
<b>Call Number</b>	<b>658.8 BAK</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PURCHASING PRINCIPLES AND MANAGEMENT

	<b>Author</b>	Baily,Peter Farmer,David
	<b>Publication Data</b>	London: Pitman, 1993
	<b>Edition</b>	6th.ed.
	<b>Physical Description</b>	342p
	<b>Notes</b>	Includes Bibliographical References & Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Purchasing Stock Control Management
	<b>Call Number</b>	658.72 BAI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance

	<b>Author</b>	Gitman, Lawrence J.
	<b>Publication Data</b>	N.Y.: Harper Collins, 1991
	<b>Edition</b>	6th.ed
	<b>Physical Description</b>	XXVI, 886+p + Disk
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance Business enterprises--Finance
	<b>Call Number</b>	658.15 GIT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: Concepts and applications

	<b>Author</b>	Megginson, Leon C. Mosley, Donald C. Pictri, Paul H.
	<b>Publication Data</b>	N.Y.: Harper Collins, 1991
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	XXIX, 777p
	<b>Notes</b>	Includes Bibliographical References, Glossary & Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 MEG
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### STRATEGIC MANAGEMENT: Formulation and Implementation: Concepts and Cases

	<b>Author</b>	Byars,Lloyd L.
	<b>Publication Data</b>	N.Y.: Harper Collins, 1991
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	XXV, 989p
	<b>Notes</b>	Includes Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic Planning Strategic Planning--Case Studies
	<b>Call Number</b>	658.4012 BYA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### CONCEPTS OF STRATEGIC MANAGEMENT: Formulation and Implementation


	<b>Author</b>	Byars,Lloyd L.
	<b>Publication Data</b>	N.Y.: Harper Collins, 1992
	<b>Edition</b>	3rd.ed.
	<b>Physical Description</b>	XXI, 292p
	<b>Notes</b>	Includes Bibliographical References & Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic Planning Strategic Planning--Case Studies
	<b>Call Number</b>	658.4012 BYA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### DEVELOPING MANAGEMENT SKILLS

	<b>Author</b>	Whetten,David A. Cameron,Kim S.
	<b>Publication Data</b>	N.Y.: Harper Collins, 1991
	<b>Edition</b>	2nd.ed.
	<b>Physical Description</b>	XVI, 624p
	<b>Notes</b>	Bibliography: p.599-614, Glossary & Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management--Study and Teaching Management--Problems, Exercises, etc. Role Playing
	<b>Call Number</b>	658.40071173 WHE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MERGERS AND ACQUISITIONS


	<b>Author</b>	Gaughan,Patrick A.
	<b>Publication Data</b>	N.Y.: Harper Collins, 1991
	<b>Physical Description</b>	XVII, 654p
	<b>Notes</b>	Includes Bibliographical References & Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consolidation and Merger of Corporations--United States
	<b>Call Number</b>	658.16 GAU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### INTRODUCTION TO BUSINESS


	<b>Author</b>	Colby,Marvelle S. Alkon,Selig
	<b>Publication Data</b>	N.Y.: Harper Perennial, 1991
	<b>Physical Description</b>	VI, 346p
	<b>Series Data</b>	Harper Collins College Outline Glossary & Index;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Industrial Management
	<b>Call Number</b>	650 COL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to operations research

	<b>Author</b>	Hillier, Frederick S. Lieberman, Gerald J.
	<b>Publication Data</b>	N.Y.: McGraw-Hill Book Co., 1986
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	XVII, 888p
	<b>Notes</b>	Includes Index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations Research
	<b>Call Number</b>	658.4034 HIL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Purchasing principles and management

	<b>Author</b>	Baily,Peter Farmer,David
	<b>Publication Data</b>	London: Pitman, 1986
	<b>Edition</b>	5th.ed.
	<b>Physical Description</b>	324p
	<b>Notes</b>	Includes bibliographical references & index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Buying
	<b>Call Number</b>	658.72 BAI
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Longman commercial communication: An intermediate course in english for commercial correspondence and practice (Teacher's guide)


	<b>Author</b>	Stanton,A.J. Wood,L.R.
	<b>Publication Data</b>	Harlow: Longman, 1990
	<b>Physical Description</b>	61p
	<b>Notes</b>	To accompany Longman commercial communication...Students' book
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business letters
	<b>Call Number</b>	651.752 STA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Longman commercial communication: An intermediate course in English for commercial correspondence and practice (Students' book)


	<b>Author</b>	Stanton,A.J. Wood,L.R.
	<b>Publication Data</b>	Harlow: Longman, 1992
	<b>Physical Description</b>	160p
	<b>Notes</b>	Accompanid by Teacher's guide & Cassette
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business letters
	<b>Call Number</b>	651.752 STA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing organizational behavior


	<b>Author</b>	Hunsaker, Phillip L. (Author) Cook, Curtis W. (Author)
	<b>Publication Data</b>	Reading, Massachusetts: Addison-Wesley Publishing Company, 1987
	<b>Physical Description</b>	XXV, 715p
	<b>Notes</b>	Includes index
	<b>ISBN</b>	0-201-11465-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 HUN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Purchasing and materials management


	<b>Author</b>	Leenders, Michiel R. (Author) Fearon, Harold E. (Author) England, Wilbur B. (Author)
	<b>Publication Data</b>	Homewood: Richard D. Irwin, 1985
	<b>Edition</b>	8th.ed.
	<b>Physical Description</b>	xii, 586 p.
	<b>Notes</b>	Includes bibliographies & index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Buying Government purchasing Materials management
	<b>Call Number</b>	658.72 LEE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production / Operations management

	<b>Author</b>	Moore, Franklin G. Hendrick, Thomas E.
	<b>Publication Data</b>	Homewood: Richard D. Irwin, 1977
	<b>Edition</b>	7th.ed.
	<b>Physical Description</b>	762p
	<b>Series Data</b>	The Irwin series in management and the behavioral sciences;
	<b>Notes</b>	The Previous edition was published under the title production management
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 MOR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Office automation, organisation, and the nature of work

	<b>Author</b>	Wainwright, Judith (Author) Francis, Arthur
	<b>Responsibility Data</b>	Judith Wainwright, Arthur Francis
	<b>Publication Data</b>	Aldershot, Hampshire: Gower Publishing Company, 1984
	<b>Physical Description</b>	vi, 232 p. : ill. ; 23 cm.
	<b>ISBN</b>	0-566-00729-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office practice -- Automation
	<b>Call Number</b>	651.8 WAI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Offensive marketing: Or how to make your competitors followers

	<b>Author</b>	Davidson,Hugh
	<b>Publication Data</b>	Aldershot: GOWER, 1987
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	415p
	<b>Notes</b>	Bibliography: p.395-403
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 DAV
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing corporate culture



<b>Author</b>	Davis, Stanley M.
<b>Publication Data</b>	N.Y.: Harper & Row, 1984
<b>Physical Description</b>	XIV, 123p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations Management Corporate management
<b>Call Number</b>	658.4 DAV

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business women: Present and future

	<b>Author</b>	Clutterbuck,David Devine,Marion
	<b>Publication Data</b>	London: Macmillan, 1987
	<b>Physical Description</b>	XI, 176p
	<b>Notes</b>	Includes bibliographical references & index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business women Women executives
	<b>Call Number</b>	658.40082 BUS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management and cost accounting

	<b>Author</b>	Drury, Colin
	<b>Publication Data</b>	London: ELBS, 1988
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XX, 859p
	<b>Notes</b>	Includes bibliographical references & index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Cost accounting
	<b>Call Number</b>	658.1511 DRU
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer models for business decisions



<b>Author</b>	Willis,Robert J.
<b>Publication Data</b>	N.Y.: John Wiley, 1987
<b>Physical Description</b>	XIV, 267p + Disks
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision making--data processing
<b>Call Number</b>	658.4030285 WIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Longman dictionary of business English

	<b>Author</b>	Adam, J.H.
	<b>Publication Data</b>	Harlow: Longman, 1989
	<b>Edition</b>	2nd.rev.ed
	<b>Physical Description</b>	564p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Encyclopedias and dictionaries English language--Business English English language--Dictionaries
	<b>Call Number</b>	650.03 ADA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting

	<b>Author</b>	Hilton,Ronlad W.
	<b>Publication Data</b>	N.Y.: McGraw-Hill, 1991
	<b>Edition</b>	Intel ed
	<b>Physical Description</b>	XXVIII, 895+p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HIL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer models for operations management



<b>Author</b>	Hall,Owen P.
<b>Publication Data</b>	Reading, Mass: Addison-Wesley, 1989
<b>Physical Description</b>	VII, 195p + Disk
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Operations research Factory management--Data processing
<b>Call Number</b>	658.50113 HAL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative approaches to management


	<b>Author</b>	Levin,Richard I
	<b>Publication Data</b>	N.Y.: McGraw-Hill, 1992
	<b>Edition</b>	8th.ed
	<b>Physical Description</b>	920p
	<b>Notes</b>	Includes index p.911
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Management
	<b>Call Number</b>	658.4034 QUA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personal computer applications for colleges

	<b>Author</b>	Groneman,Nancy Jaderstrom,Susan
	<b>Publication Data</b>	Cincinnati: South Western Pub.Co., 1989
	<b>Physical Description</b>	VIII, 452p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing
	<b>Call Number</b>	658.05 GRO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computers and information management: A primer for practising managers



<b>Author</b>	<b>Bhatnagar,S.C. Ramani,K.V.</b>
<b>Publication Data</b>	<b>New Delhi: Prentice-Hall of India, 1989</b>
<b>Physical Description</b>	<b>IX, 166p</b>
<b>Notes</b>	<b>Bibliography: p.163-166</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Management information systems Management--Data processing Information systems--Management</b>
<b>Call Number</b>	<b>658.4038 BHA</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to advertising and promotion: An integrated marketing communications perspective


	<b>Author</b>	Belch,George E. Belch,Michael A.
	<b>Publication Data</b>	Homewood, Ill: Irwin, 1993
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XXXII, 836p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Communication in marketing Selling Sales promotion Marketing
	<b>Call Number</b>	659.1 EL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations research : an introduction

	<b>Author</b>	Taha, Hamdy A. (Author)
	<b>Responsibility Data</b>	Hamdy A. Taha
	<b>Publication Data</b>	New York: Macmillan Publishing Company, 1992
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xix, 822 p. : ill. ; 25 cm. + 1 computer disk
	<b>ISBN</b>	0-02-418975-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Programming (Mathematics)
	<b>Call Number</b>	658.4034 TAH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial analysis

	<b>Author</b>	Rees,Bill
	<b>Publication Data</b>	N.Y.: Prentice Hall, 1990
	<b>Physical Description</b>	XVI, 515p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.151 RES

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundations of multinational financial management



<b>Author</b>	Shpiro, Alan C.
<b>Publication Data</b>	Boston: Allyn & Bacon, 1990
<b>Physical Description</b>	XIX, 600p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Multinational corporations Foreign investments Decision making
<b>Call Number</b>	658.1599 SHA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advance management accounting

	<b>Author</b>	Kaplan,Robert S. Atkinson Anthony A.
	<b>Publication Data</b>	London: Prentice-Hall International, 1989
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XIV, 817p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Cost accounting
	<b>Call Number</b>	658.1511 KAP
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management: Concepts and applications



<b>Author</b>	Rao,Ramesh K.S.
<b>Publication Data</b>	N.Y.: Macmillan, 1992
<b>Edition</b>	2nd.ed
<b>Physical Description</b>	XXVI, 864p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations--Finance
<b>Call Number</b>	658.15 RAO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Case problems in management accounting

	<b>Author</b>	Barrett,M.Edgar Bruns,William J.
	<b>Publication Data</b>	Homewood: Richard Irwin, 1982
	<b>Physical Description</b>	XV, 443p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Cost accounting
	<b>Call Number</b>	658.1511 CAS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative techniques: An instructional manual



<b>Author</b>	Lucey, T.
<b>Publication Data</b>	London: ELBS, 1988
<b>Edition</b>	3rd.ed
<b>Physical Description</b>	682p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Operations research Management Statistical mathematics
<b>Call Number</b>	658.4034 LUC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative methods for business students



<b>Author</b>	Carter,Roger
<b>Publication Data</b>	London: ELBS, 1980
<b>Physical Description</b>	VIII, 220p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Operations research Management Statistical mathematics
<b>Call Number</b>	658.4034 CAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of managerial finance

	<b>Author</b>	Weston,J.Fred Brigham,Eugene F.
	<b>Publication Data</b>	Chicago: Dryden, 1987
	<b>Edition</b>	8th .ed
	<b>Physical Description</b>	XXII, 862p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance Business enterprises--Finance
	<b>Call Number</b>	658.15 WES
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance


	<b>Author</b>	Gitman, Lawrence J.
	<b>Publication Data</b>	San Diego: Harper, 1988
	<b>Edition</b>	5th.ed
	<b>Physical Description</b>	XXVII, 856p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance Business enterprises--Finance
	<b>Call Number</b>	658.15 GIT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of financial management


	<b>Author</b>	Brigham,Eugene F.
	<b>Publication Data</b>	Chicago: Dryden, 1989
	<b>Edition</b>	5th.ed
	<b>Physical Description</b>	XXI, 907p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance Business enterprises--Finance
	<b>Call Number</b>	658.15 BRI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Finance: Environment and decisions


	<b>Author</b>	Roden,Peyton Foster Christy,George A.
	<b>Publication Data</b>	Cambridge: Harper, 1986
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	XI, 618p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Finance Business enterprises--Finance Corporations-- Finance
	<b>Call Number</b>	658.15 ROD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to financial management


	<b>Author</b>	Schall, Lawrence D. Haley, Charles W.
	<b>Publication Data</b>	New York: McGraw-Hill, 1991
	<b>Edition</b>	6th.ed
	<b>Physical Description</b>	XVIII, 894p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.15 SCH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing models

	<b>Author</b>	Lilien,Gary L. Kotler,Philip Moorthy,K. Sridhar
	<b>Publication Data</b>	Englewood Cliffs, N.J.: Prentice-Hall, 1992
	<b>Physical Description</b>	XV, 803p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 LIL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial marketing: Analysis, planning, and control

	<b>Author</b>	Reeder, Robert R. Buierty, Edward G. Reeder, Betty H.
	<b>Publication Data</b>	Englewood Cliffs, N.J.: Prentice-Hall, 1991
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XVI, 670p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management Marketing
	<b>Call Number</b>	658.8 REE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behavior

	<b>Author</b>	Schiffman, Leon G. Kanuk, Kazar
	<b>Publication Data</b>	Englewood Cliffs, N.J.: Prentice-Hall, 1991
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	XXIII, 680p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumers
	<b>Call Number</b>	658.8342 SCH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management: Analysisi, planning, implementation and control



<b>Author</b>	Kotler, Philip
<b>Publication Data</b>	Englewood Cliffs, N.J.: Prentice-Hall, 1991
<b>Edition</b>	7th.ed
<b>Physical Description</b>	XXVI, 756p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 KOT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: An introduction



<b>Author</b>	Kotler, Philip Armstrong, Gary
<b>Publication Data</b>	Englewood cliffs, N.J.: Prentice-Hall, 1993
<b>Physical Description</b>	XXIV, 632p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 KOT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing the information center

	<b>Author</b>	Christoff, Kurt A.
	<b>Publication Data</b>	Glenview: Scott, Foresman, 1990
	<b>Physical Description</b>	279p
	<b>Series Data</b>	The Scott, Foresman series in computers and information systems;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information services
	<b>Call Number</b>	658.4038 CHR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An introduction to management science: Quantitative approaches to decision making



<b>Author</b>	Anderson,David R. Sweeney,Dennis J. Williams,Thomas A.
<b>Publication Data</b>	St.Paul: West Publishing, 1988
<b>Edition</b>	5th.ed
<b>Physical Description</b>	XX, 812p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision making Management--Mathematical models
<b>Call Number</b>	658.4033 AND

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sample design in Business research



<b>Author</b>	Deming, W. Edwards
<b>Publication Data</b>	New York: A Wiley-Interscience publication, 1990
<b>Physical Description</b>	XX, 517p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business--Research Sampling (statistics)
<b>Call Number</b>	658.0072 DEM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Systems development: a practical approach



<b>Author</b>	Amadio, William College
<b>Publication Data</b>	New York: McGraw-Hill, 1989
<b>Physical Description</b>	XII, 426p
<b>Series Data</b>	McGraw-Hill computer science series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 AMA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of financial management

	<b>Author</b>	Pinches, George E.
	<b>Publication Data</b>	New York: Harper Collins, 1990
	<b>Edition</b>	3rd ed
	<b>Physical Description</b>	XXII, 792p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises--finance Corporations--Finance
	<b>Call Number</b>	658.15 PIN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management



<b>Author</b>	Sharplin, Arthur
<b>Publication Data</b>	New York: McGraw-Hill, 1985
<b>Physical Description</b>	XVII, 588p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial management Corporate planning
<b>Call Number</b>	658.4012 SHA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business marketing management: a strategic view of industrial and organisational markets


	<b>Author</b>	Hutt,Michael D. Speh,Thomas W.
	<b>Publication Data</b>	Chicago: The Dryden Press, 1985
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXIX, 770p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial marketing--management
	<b>Call Number</b>	658.804 HUT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior modification and beyond: an operant and social learning approach

	<b>Author</b>	Luthans,Fred Kreither,Robert
	<b>Publication Data</b>	London: Scott, foresman and co., 1985
	<b>Edition</b>	2nd ed., revised
	<b>Physical Description</b>	X, 246p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Behavior modification
	<b>Call Number</b>	658.3 LUT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Automating management information systems: principles of barcode applications



<b>Author</b>	Burke, Harry E.
<b>Publication Data</b>	New York: Van Nostrand reinhold, 1989
<b>Physical Description</b>	Vol. I
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Product coding Business--Data processing--Management
<b>Call Number</b>	658.780285642 BUR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems


	<b>Author</b>	Long,Larry (Author)
	<b>Responsibility Data</b>	Larry Long
	<b>Publication Data</b>	London: Prentice-Hall International, 1989
	<b>Physical Description</b>	xix, 563 p.
	<b>ISBN</b>	0-13-551698-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LON
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative techniques for managerial decisions: concepts, illustrations and problems

	<b>Author</b>	Srivastava,U.K. Sharma,S.C.
	<b>Publication Data</b>	New Delhi: Wile Eastern, 1989
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XV, 914p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Management Decision making
	<b>Call Number</b>	658.4034 SRI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate strategies: a selection of readings from business week



<b>Author</b>	<b>Pearce,John A. Robinson,Richard B.</b>
<b>Publication Data</b>	<b>New York: Mcgraw-Hill book co., 1987</b>
<b>Physical Description</b>	<b>VI, 170p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Corporations Corporate planning Corporate mangers and acquisitions</b>
<b>Call Number</b>	<b>658.4012 PEA</b>

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business correspondence

	<b>Author</b>	Shawish, Mustafa N.
	<b>Publication Data</b>	Amman: Dar Al-fikr, 1993
	<b>Edition</b>	2nd, rev. ed.
	<b>Physical Description</b>	230p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business letters Commercial correspondence
	<b>Call Number</b>	651.75 SHA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Intermediate accounting


	<b>Author</b>	Kieso,Donald E. Weygandt,Jerry J.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1992
	<b>Edition</b>	7th, ed.
	<b>Physical Description</b>	XXVI, 1459p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Accounting Financial accounting
	<b>Call Number</b>	657,044 KIE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Practical computer cost accounting


	<b>Author</b>	Sullivan, Kenneth M.
	<b>Publication Data</b>	New York: Van Nostrand Reinhold co., 1993
	<b>Physical Description</b>	XIII, 303p
	<b>Notes</b>	Includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cost accounting Electronic data processing departments-- Cost control
	<b>Call Number</b>	658.0540681 SUL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The analysis, design, and implementation of information systems


	<b>Author</b>	Lucas, Henry C.
	<b>Publication Data</b>	New York: McGraw-Hill, 1992
	<b>Edition</b>	4th, ed.
	<b>Physical Description</b>	XXVI, 550p
	<b>Series Data</b>	Computer Science Series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems System analysis Information systems--management
	<b>Call Number</b>	658.4038 LUC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer security handbook

	<b>Author</b>	Hutt, Arthur E. Bosworth, Seymour Hoyt, Douglas B.
	<b>Publication Data</b>	New York: Macmillan, 1988
	<b>Physical Description</b>	XXIII, 399p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic data processing department security measures computer security
	<b>Call Number</b>	658.478 COM


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behavior

	<b>Author</b>	Mowen, John C.
	<b>Publication Data</b>	New York: Macmillan, 1987
	<b>Physical Description</b>	687p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior Consumer--United States
	<b>Call Number</b>	658.8342 MOW


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management glossary English – Arabic; with Arabic Index


	<b>Parallel Title</b>	معجم مصطلحات الإدارة انكليزي - عربي مع سرد بالألفاظ
	<b>Author</b>	Johannsen,H. Robertson,Andrew Brech,E.F.L Ghattas,N.
	<b>Publication Data</b>	Beirut: Libraire du Liban, 1974
	<b>Physical Description</b>	VIII, 154p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management--Terminology
	<b>Call Number</b>	658.003 MAN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The Oxford dictionary for the business world: an English dictionary, business and finance, computing, cities, countries, economics**

	<b>Publication Data</b>	Oxford: Oxford University Press, 1993
	<b>Physical Description</b>	996p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Dictionaries Economics--Dictionaries Computer science--Dictionaries
	<b>Call Number</b>	650.03 OXF

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**A dictionary of management terms with an English - Arabic glossary**

	<b>Parallel Title</b>	معجم المصطلحات الادارية
	<b>Author</b>	Anderson,R.G. Khatib,A.Sh.
	<b>Publication Data</b>	Beirut: Librairie du Liban, 1987
	<b>Physical Description</b>	146p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management--Terminology Management--Dictionaries
	<b>Call Number</b>	658.003 AND
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Webster's guide to business correspondence

	<b>Parallel Title</b>	مرشد وبستر الى أصول المراسلات التجارية باللغة الانكليزية
	<b>Publication Data</b>	Beirut: Librairie du Liban, 1993
	<b>Physical Description</b>	VIII, 400p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business writing
	<b>Call Number</b>	651.75 WEB

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The language of advertising

	<b>Author</b>	Vestergaard,Torben Schroder,Kim
	<b>Publication Data</b>	Oxford: Blackwell, 1985
	<b>Physical Description</b>	X, 182p
	<b>Series Data</b>	Language in society; 9;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising--Language
	<b>Call Number</b>	659.1014 VES
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Win-win negotiating: turning conflict into agreement



<b>Author</b>	Jandt,Fred Edmund
<b>Publication Data</b>	New York: John Wiley, 1985
<b>Physical Description</b>	X, 300p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Conflict management Negotiation in business
<b>Call Number</b>	658 JAN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing

	<b>Author</b>	Terpstra, Vern Sarathy, Ravi
	<b>Publication Data</b>	Chicago: The Dryden, 1991
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXII, 714p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing--Management
	<b>Call Number</b>	658.848 TER
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contributions to a computer-based theory of strategies



<b>Author</b>	Findler,Nicholas V.
<b>Publication Data</b>	Berlin: Springer-Verlag, 1990
<b>Physical Description</b>	XVII, 282p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision-making--Data Processing Strategic planning--Data processing
<b>Call Number</b>	658.4030285 FIN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Bridging the information gap for small and medium enterprises

	<b>Author</b>	Ganzhorn, Karl Faustoferri, Sergio
	<b>Publication Data</b>	Berlin: Springer-Verlag, 1989
	<b>Physical Description</b>	X, 233p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business--Information services--Congresses Distributed databases--Congresses/Database management--Congresses Small business--Information services--China--Congresses
	<b>Call Number</b>	658.05 SEM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurship, creativity and organization: text, cases and readings



<b>Author</b>	<b>Kao,John J.</b>
<b>Publication Data</b>	<b>Englewood: Prentice-Hall, 1989</b>
<b>Physical Description</b>	<b>XV, 543p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Entrepreneurship Organization Venture capital</b>
<b>Call Number</b>	<b>658.42 KAO</b>

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of small business

	<b>Author</b>	Barrow, Colin
	<b>Publication Data</b>	New York: Prentice-Hall, 1993
	<b>Physical Description</b>	X, 197p
	<b>Series Data</b>	Essence of management series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business--Management
	<b>Call Number</b>	658.022 BAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to management science

	<b>Author</b>	Render, Barry Stair, Ralph M.
	<b>Publication Data</b>	Boston: Allyn and Bacon, 1992
	<b>Physical Description</b>	XVII, 843p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management science
	<b>Call Number</b>	658.5 REN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative business methods using Lotus 1-2-3

	<b>Author</b>	Whigham,David (Author)
	<b>Responsibility Data</b>	David Whigham
	<b>Publication Data</b>	New York: Prentice-Hall, 1991
	<b>Physical Description</b>	xiv, 604 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-13-747288-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics -- Computer programs Lotus 1-2-3 (Computer file) Business -- Computer programs Electronic spreadsheets
	<b>Call Number</b>	650.0285554 WHI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management science

	<b>Author</b>	Lee,Sang M. Moore,Laurence J. Taylor,Bernard W.
	<b>Publication Data</b>	Boston: Allyn and Bacon, 1990
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXVI, 901p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management science
	<b>Call Number</b>	658.403 LEE
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Office administration and management

	<b>Author</b>	Harvey, Mike (Author)
	<b>Responsibility Data</b>	Mike Harvey
	<b>Publication Data</b>	Cambridge: ICSA Publishing, 1986
	<b>Physical Description</b>	x, 269 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-902197-36-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office management
	<b>Call Number</b>	651.3 HAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Dictionary of secretarial practice and office Management. English - French - Arabic

	<b>Parallel Title</b>	معجم السكرتارية و ادارة المكاتب انجليزي - فرنسي - عربي
	<b>Author</b>	Badawi,A. Zaki
	<b>Publication Data</b>	Cairo: Dar al-Kitab-Masri, 1991
	<b>Physical Description</b>	317p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office management--Dictionaries secretary-- Dictionaries
	<b>Call Number</b>	651.303 BAD

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business computer systems: an introduction

	<b>Author</b>	Kroenke,David M. Dolan,Kathleen A.
	<b>Publication Data</b>	New York: Mcgraw-Hill, 1989
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXVII, 636p
	<b>Series Data</b>	Computer science series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing
	<b>Call Number</b>	658.05 KRO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Services marketing: text, cases and readings



<b>Author</b>	<b>Lovlock, Christopher H.</b>
<b>Publication Data</b>	<b>New Jersey: Prentice-Hall, 1984</b>
<b>Physical Description</b>	<b>XIV, 401p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Marketing Professions--Marketing Service industries</b>
<b>Call Number</b>	<b>658.8 LOV</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to financial management

	<b>Author</b>	Henderson, Glenn V. Trannepohl, Gary L. Wert, James E.
	<b>Publication Data</b>	Massachusetts: Addison-Wesley, 1984
	<b>Physical Description</b>	XXI, 648p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.15 Hen
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Finance: an introduction



<b>Author</b>	Mayo, Herbert B.
<b>Publication Data</b>	Chicago: Dryden Press, 1986
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XIV, 610p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Finance
<b>Call Number</b>	658.15 MAY

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial and works management

	<b>Author</b>	Narang,G.B.S. Bajaj,J.S.
	<b>Publication Data</b>	Delhi: Khanna publishers, 1977
	<b>Physical Description</b>	II, 222p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management
	<b>Call Number</b>	658.4 NAR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Systems management

	<b>Author</b>	Parkin, Andrew
	<b>Publication Data</b>	London: Edward Arnold, 1980
	<b>Physical Description</b>	VIII, 168p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic data processing departments--Management
	<b>Call Number</b>	658.05 PAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Planning techniques for systems management



<b>Author</b>	Head,Robert V.
<b>Publication Data</b>	Massachusetts: Wellesley Hills, 1984
<b>Physical Description</b>	XIII, 160p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems Computer software--Development--Management Strategic planning
<b>Call Number</b>	658.4038 HEA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative analysis for business decisions

	<b>Author</b>	Bierman, Harold Bonini, Charles P I Hausman, Warren H.
	<b>Publication Data</b>	Illinois: Richard D. Irwin, 1977
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XIV, 642p
	<b>Series Data</b>	Irwin series in quantitative analysis for business series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision-Making--Mathematical models Management science
	<b>Call Number</b>	658.4033 BIE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The practice of supervision: Achieving results through people



<b>Author</b>	Dubrin, Andrew J.
<b>Publication Data</b>	New Delhi: Universal Book Stall, 1988
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XVI, 571p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management Supervision of employees
<b>Call Number</b>	658.302 DUB


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The successful secretary's handbook

	<b>Author</b>	Becker, Esther (Author) Anders, Evelyn (Author)
	<b>Responsibility Data</b>	by Esther R. Becker and Evelyn Anders
	<b>Publication Data</b>	New York: Barnes and Noble Books, 1984
	<b>Edition</b>	Rev. ed.
	<b>Physical Description</b>	x, 420 p. ; 21 cm.
	<b>ISBN</b>	0-06-463593-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Secretaries -- Handbooks, manuals, etc.
	<b>Call Number</b>	651.3741 BEC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Controlling financial performance for higher profits



<b>Author</b>	<b>Curtin,Dennis P. Alves,Jeffrey R.</b>
<b>Publication Data</b>	<b>New York: Curtin &amp; London, 1983</b>
<b>Physical Description</b>	<b>VI, 200p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Financial statements--Data processing Lotus 1-2-3 (Computer program)</b>
<b>Call Number</b>	<b>658.1512 CUR</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The entrepreneurial organization



<b>Author</b>	<b>Kao,John J.</b>
<b>Publication Data</b>	<b>London: Printice-Hall, 1991</b>
<b>Physical Description</b>	<b>VIII, 360p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Entrepreneurship--Organization</b>
<b>Call Number</b>	<b>658.421 KAO</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microcomputers in development: a manager's guide

	<b>Author</b>	Ingle, Marcus D. Berge, Noel Hamilton, Marcia
	<b>Publication Data</b>	New York: Kumarian Press, 1983
	<b>Physical Description</b>	XI, 168 in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microcomputers Economic development projects-- Management--Data processing
	<b>Call Number</b>	658.4038 ING
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business and economic forecasting: decision support system software



<b>Author</b>	Simmons,Leroy F. Wright,George
<b>Publication Data</b>	New York: John Wiley, 1990
<b>Physical Description</b>	132p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision making--Data processing Business forecasting-- Data processing Economic forecasting--Data processing
<b>Call Number</b>	658403550285 SIM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The marketing of industrial products



<b>Author</b>	Wilson,Aubrey
<b>Publication Data</b>	London: Hutchinson, 1965
<b>Physical Description</b>	XIX, 273p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial marketing
<b>Call Number</b>	658.8 WIL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial marketing management and controls



<b>Author</b>	Williams,L.A.
<b>Publication Data</b>	London: Longmans, 1967
<b>Physical Description</b>	XV, 265p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial marketing
<b>Call Number</b>	658.8 WIL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial marketing

	<b>Author</b>	Alexander,Ralph S. Cross,James S. Hill,Richard M.
	<b>Publication Data</b>	Illinois: Richard D. Irwin, 1967
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	X, 698p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial marketing
	<b>Call Number</b>	658.8 ALE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial marketing: cases and concepts



<b>Author</b>	Corey,E. Raymond
<b>Publication Data</b>	New Jersey: Prentice-Hall, 1962
<b>Physical Description</b>	X, 470p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial marketing
<b>Call Number</b>	658.8 COR

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy


	<b>Author</b>	Blank,Leland T. Tarquin,Anthony J.
	<b>Publication Data</b>	New York: Mcgraw-Hill, 1989
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 531p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.155 BLA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Critical analysis and evaluation of marketing in Jordan

	<b>Author</b>	Salem, Fuad Sheikh (Author)
	<b>Responsibility Data</b>	by Fuad Sheikh Salem
	<b>Publication Data</b>	Texas: Texas Tech University, 1972
	<b>Physical Description</b>	x, 244 v leaves
	<b>Notes</b>	Thesis (Ph.D.) -- Texas Tech University, 1972
	<b>Supplementary Notes</b>	Photocopy.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research -- Jordan Marketing
	<b>Call Number</b>	658.83565 SAL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### End user computing: management, applications and technology



<b>Author</b>	<b>Panko, Raymond R.</b>
<b>Publication Data</b>	<b>New York: John Wiley &amp; Sons, 1988</b>
<b>Physical Description</b>	<b>XXXII, 747p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Management information systems Decision support systems Computer--based information systems Management--Communication systems</b>
<b>Call Number</b>	<b>658.05 PAN</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business and professional speaking

	<b>Author</b>	Tacey,S. William
	<b>Publication Data</b>	Dubuque, Iowa: Wbc, 1983
	<b>Physical Description</b>	XV, 280p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Communication skills Oral Communications English language--Business English Speech
	<b>Call Number</b>	658.45 TAC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Bargaining for results



<b>Author</b>	<b>Winkler,John</b>
<b>Publication Data</b>	<b>London: Heinemann, 1981</b>
<b>Physical Description</b>	<b>280p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Negotiation Management by objectives</b>
<b>Call Number</b>	<b>658.4012 WIN</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems

	<b>Author</b>	O'Brien,James A.
	<b>Publication Data</b>	Homewood: IRWIN, 1990
	<b>Physical Description</b>	XXXIV, 670p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 OBR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computers and information systems in business : an introduction

	<b>Author</b>	Gremillion, Lee L. (Author) Pyburn, Philip J. (Author)
	<b>Responsibility Data</b>	Lee L. Gremillion, Phillip J. Pyburn
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1988
	<b>Physical Description</b>	xxi, 359 p., [16] p. of plates : ill. (some col.) ; 26 cm.
	<b>ISBN</b>	0-07-051007-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Information storage and retrieval systems -- Business
	<b>Call Number</b>	650.0285 GRE

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support systems for management science: operations research



<b>Author</b>	Lotfi,Vahid Pegels,C. Carl
<b>Publication Data</b>	Homewood: Irwin, 1989
<b>Physical Description</b>	V, 410p + Disk
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Operations research Management science
<b>Call Number</b>	658.4034 LOT

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production / operations management

	<b>Author</b>	Stevenson, William J. (Author)
	<b>Responsibility Data</b>	William J. Stevenson
	<b>Publication Data</b>	Homewood, Illinois: IRWIN, 1986
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xx, 827 p. : ill. (some col.) ; 25 cm.
	<b>Series Data</b>	The Irwin series in quantitative analysis for business;
	<b>ISBN</b>	0-256-03379-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 STE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advanced accounting



<b>Author</b>	Hoyle, Joe Ben
<b>Publication Data</b>	Illinois: IRWIN, 1993
<b>Physical Description</b>	XXV, 1158p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Accounting
<b>Call Number</b>	657.046 HOY

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary advertising

	<b>Author</b>	Arens, William F. Bovee, Courtland L.
	<b>Publication Data</b>	Illinois: IRWIN, 1994
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXX, 651p
	<b>Series Data</b>	The Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 ARE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate communication



<b>Author</b>	Argenti, Paul A.
<b>Publication Data</b>	Illinois: IRWIN, 1994
<b>Physical Description</b>	XIX, 200p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Communication in management Communication in organizations
<b>Call Number</b>	658.45 ARG



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems in business management with software & basic tutorials



<b>Author</b>	O'Brien,James A.
<b>Publication Data</b>	Illinois: IRWIN, 1988
<b>Edition</b>	5th ed.
<b>Physical Description</b>	XXV, 783p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 OBR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A hand book of commercial correspondence

	<b>Author</b>	Ashley,A. (Author)
	<b>Responsibility Data</b>	A. Ashley
	<b>Publication Data</b>	Oxford: ELBS, 1984
	<b>Physical Description</b>	280 p. : ill. ; 20 cm.
	<b>ISBN</b>	0-19-442127-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondance Business correspondance Business writing
	<b>Call Number</b>	651.75 ASH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Jordan business directoy "94 - 95" "1996 - 1997"

	<b>Publication Data</b>	Amman: Modern Jordanian Co., 1994
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Jordan--Business--Directories
	<b>Call Number</b>	650.025565 FED


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support and idea processing systems

	<b>Author</b>	Young, Lawrence F.
	<b>Publication Data</b>	Dubuque, Iowa: Wm. C. Brown, 1989
	<b>Physical Description</b>	VIII, 407p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision support systems Management information systems System theory System analysis
	<b>Call Number</b>	658.4032 YOU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational communication

	<b>Author</b>	Goldhaber, Gerald M.
	<b>Publication Data</b>	New York: WM. C. Brown Publishers, 1990
	<b>Edition</b>	5th ed
	<b>Physical Description</b>	XIII, 459p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in organizations Organization
	<b>Call Number</b>	658.45 GOL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising: principles & practice


	<b>Author</b>	Wells, William Burnett, John Moriarty, Sandra
	<b>Publication Data</b>	Englewood Cliffs, N.J.: Prentice-Hall, 1995
	<b>Edition</b>	3rd ed
	<b>Physical Description</b>	XXV, 815p; graphs; ill.
	<b>Notes</b>	Includes appendix, glossary & index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 WEL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

Say it right, write it right : the secretary's guide to solving business communications problems


	<b>Author</b>	Been,Marta (Author)
	<b>Responsibility Data</b>	Marta Been
	<b>Publication Data</b>	Englewood Cliffs, New Jersey: Prentice-Hall, 1994
	<b>Physical Description</b>	xi, 365 p. ; 24 cm.
	<b>ISBN</b>	0-13-791492-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	615.7 BEE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management: engineering, technology and implementation

	<b>Author</b>	Shtub,Avraham Bard,Jonathan F. Globerson,Shlomo
	<b>Publication Data</b>	Bethesda, MD: Prentice-Hall, 1994
	<b>Physical Description</b>	XV, 634p + Disk
	<b>Series Data</b>	Prentice-Hall international series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial project management Cost-Benefit analysis
	<b>Call Number</b>	658.404 SHT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Abu-Ghazaleh English - Arabic dictionary of accountancy



<b>Author</b>	a\Abu-Ghazaleh, Talal
<b>Publication Data</b>	London: Macmillan, 1978
<b>Physical Description</b>	210p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Accounting--Dictionaries English language--Dictionaries--Arabic
<b>Call Number</b>	657.03


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of auditing

	<b>Author</b>	Meigs, Walter B., ... [et al]
	<b>Publication Data</b>	Boston: Homewood, 1989
	<b>Edition</b>	9th ed
	<b>Physical Description</b>	XVI, 732p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Auditing
	<b>Call Number</b>	657.45 MEI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business communication: theory & application

	<b>Author</b>	Lesikar, Raymond V. Pettit, John D.
	<b>Publication Data</b>	Illinois: Richard D. Irwin, Inc., 1994
	<b>Edition</b>	6th ed
	<b>Physical Description</b>	XIV, 754p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Business writing
	<b>Call Number</b>	651.7 LES
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary management



<b>Author</b>	Fleet, David D. Van
<b>Publication Data</b>	Boston: Houghton Mifflin co., 1988
<b>Physical Description</b>	XXX, 686p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Mnagement
<b>Call Number</b>	658 FLE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of operations research for management

	<b>Author</b>	Budnick, Frank S. Mcleavey, Dennis Mojena, Richard
	<b>Publication Data</b>	Homewood, Ill: Richard D. Irwin, Inc., 1991
	<b>Edition</b>	2nd ed
	<b>Series Data</b>	Irwin series in Quantitative analysis for business;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Management science Operations research--Computer simulation Linear programming
	<b>Call Number</b>	658.4034 BUD
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to prepare for M. B. A. & common admission test



<b>Author</b>	<b>Gupta,R. K.</b>
<b>Publication Data</b>	<b>New Delhi: Laxmi publications, [198-]</b>
<b>Physical Description</b>	<b>476p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Industrial management--Examinations Universities and collages--gradute work Business--Examinations Graduate management admission test</b>
<b>Call Number</b>	<b>658.0076 GUP</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management & organisational behaviour: a student workbook



<b>Author</b>	Meudell,Karen Caller,Tony
<b>Publication Data</b>	London: Pitman publishing, 1995
<b>Physical Description</b>	X, 209p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational behaviour
<b>Call Number</b>	658 MEU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foodservice / hospitality advertising & promotion



<b>Author</b>	Gottlieb, Leon
<b>Publication Data</b>	Indianapolis: Bobbs-Merrill, 1992
<b>Physical Description</b>	XI, 363p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Advertising--Food service Advertising--Hotels
<b>Call Number</b>	659.1964794 GOT


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Supervision: key link to productivity


	<b>Author</b>	Rue,Leslie W. Byars,Lloyd L.
	<b>Publication Data</b>	Homewood: IRWIN, 1990
	<b>Edition</b>	3rd ed
	<b>Physical Description</b>	XVIII, 494p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Supervision of employees
	<b>Call Number</b>	658.302 RUE
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communication by objectives: a guide to productive and ost-effective public relations and marketing

	<b>Author</b>	Londgren, Richard E.
	<b>Publication Data</b>	New Jersey: Prentice-Hall, 1983
	<b>Physical Description</b>	VIII, 200p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in organizations Public relations Communication--Psychological aspects
	<b>Call Number</b>	659.2 LON


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of corporate finance

	<b>Author</b>	Brealey, Richard A. Myers, Stewart G.
	<b>Publication Data</b>	New York: McGraw-Hill, 1988
	<b>Edition</b>	3rd ed
	<b>Physical Description</b>	XXIV, 954p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.15 BRE
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of accounting for governmental and not-for-profit organizations



<b>Author</b>	Hay, Leon E. Engstrom, John H.
<b>Publication Data</b>	Homewood: IRWIN, 1987
<b>Physical Description</b>	X, 310p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Finance, public--Accounting
<b>Call Number</b>	657.835 HAY

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of management science

	<b>Author</b>	Turban,Efracim Meredith,Jack R.
	<b>Publication Data</b>	Boston: IRWIN, 1991
	<b>Edition</b>	5th ed
	<b>Physical Description</b>	XIV, 1010p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management--Mathematical models Management science
	<b>Call Number</b>	658.403 TUR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The practice of marketing management: analysis, planning and implementation



<b>Author</b>	Cohen, William A.
<b>Publication Data</b>	New York: Macmillan, 1988
<b>Physical Description</b>	XIX, 695p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing--Management
<b>Call Number</b>	658.8 COH

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior and management

	<b>Author</b>	Ivancebich, John M. (Author) Matteson, Michael T. (Author)
	<b>Publication Data</b>	Homewood, IL: IRWIN, 1990
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	XX, 676p
	<b>ISBN</b>	0-256-07839-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization behavior
	<b>Call Number</b>	658.3 IVA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production and operation analysis



<b>Author</b>	Nahmias, Steven
<b>Publication Data</b>	Homewood, IL: IRWIN, 1989
<b>Physical Description</b>	XXVI, 693p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 NAH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sales force management: planning, implementation and control


	<b>Author</b>	Churchill,Gilbert A. Ford,Neil M. Walker,Orville C.
	<b>Publication Data</b>	Homwood, IL: IRWIN, 1990
	<b>Edition</b>	3rd ed
	<b>Physical Description</b>	XVIII, 845p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Sales management
	<b>Call Number</b>	658.8101 CHU
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Database systems for management

	<b>Author</b>	Courtney,James F. Paradice,David B.
	<b>Publication Data</b>	Tornoto: Times Mirror/ Mosby College, 1988
	<b>Physical Description</b>	XXVI, 518p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Database management
	<b>Call Number</b>	658.4038 COU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of marketing (Accompanied with computer-aided problems)


	<b>Author</b>	McCarthy,E. jerome Perreault,William D.
	<b>Publication Data</b>	Homewood, Ill: IRWIN, 1988
	<b>Edition</b>	4th ed
	<b>Physical Description</b>	XVI, 512p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 MCC
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing accounting survices

	<b>Author</b>	Listman,Robert J.
	<b>Publication Data</b>	Homewood, Ill: Dow Jones-Irwin, 1988
	<b>Physical Description</b>	XI, 196p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Accounting Business enterprises--Finance
	<b>Call Number</b>	658.15 LIS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Modern marketing management


	<b>Author</b>	Davar,Rustom Davar,Sohrab R. Davar,Nuslir
	<b>Publication Data</b>	New Delhi: Universal book stall, 1992
	<b>Edition</b>	7th ed
	<b>Physical Description</b>	XXV, 694p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Management
	<b>Call Number</b>	658.8 DAV
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Elements of financial management

	<b>Author</b>	Pandey, I. M.
	<b>Publication Data</b>	New Delhi: Vikas publishing house, 1993
	<b>Physical Description</b>	XII, 520p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.15 PAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An introduction of operational research

	<b>Author</b>	<b>Kothari,C.R.</b>
	<b>Publication Data</b>	<b>new Delhi: Vikas publishing house, 1992</b>
	<b>Edition</b>	<b>3rd ed, revised</b>
	<b>Physical Description</b>	<b>XV, 522p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Operations research Decision making Management science</b>
	<b>Call Number</b>	<b>658.4034 KOT</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project / matrix management policy and strategy cases and situations

	<b>Author</b>	<b>Kerzner,Harold Cleland,David I.</b>
	<b>Publication Data</b>	<b>New York: Van Nostrand Reinhold, 1984</b>
	<b>Physical Description</b>	<b>XIV, 479p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Matrix organization Industrial project management Matrix organization--Case studies Industrial project management--Case studies</b>
	<b>Call Number</b>	<b>658.402 KER</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sectetarial practice: under the companies act, 1956 as a mended to date



<b>Author</b>	Cuchhal, M. C.
<b>Publication Data</b>	New Delhi: Vikas Publishing House, 1990
<b>Physical Description</b>	XXIV, 634p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Secretaries Office management
<b>Call Number</b>	621.374 KUC


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing


	<b>Author</b>	Bovee,Courtland L. Thill,John V.
	<b>Publication Data</b>	New York: Mcgraw-Hill, 1992
	<b>Physical Description</b>	XXXI, 826p in various pagings
	<b>Series Data</b>	mcgraw-Hill series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 BOV
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research in a marketing environment


	<b>Author</b>	Dillon, William R. Madden, Thomas J. Firtle, Neil H.
	<b>Publication Data</b>	Homewood, Illinois: IRWIN, 1990
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	XXIV, 853p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research
	<b>Call Number</b>	658.83 DIL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essential management accounting

	<b>Author</b>	Allen, M. W. Myddelton, D. R.
	<b>Publication Data</b>	New York: Prentice-Hall, 1993
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	X, 261p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Decision--Making Cost accounting
	<b>Call Number</b>	658.1511 ALL
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Selling to the giants : how to become a key supplier to large corporations**



<b>Author</b>	Davidson, Jeffrey P.
<b>Publication Data</b>	New York: Liberty Hall Press, 1991
<b>Physical Description</b>	X, 195p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial marketing Industrial procurement Selling-- Industrial equipment Purchasing departments
<b>Call Number</b>	658.8 DAV

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Administrative & office management : scope and functions

	<b>Author</b>	Madon,Khorshed D. P. (Author) McDowell,Homai (Author)
	<b>Responsibility Data</b>	Khorshed D. P. Madon, Homai McDowell
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 1992
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	x, 278 p. : ill. ; 22 cm.
	<b>Series Data</b>	Aima - Vikas management series;
	<b>ISBN</b>	0-7069-6392-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office management
	<b>Call Number</b>	651.3 MAD

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research : measurement and method

	<b>Author</b>	Tull,Donald S. Hawkins,Del I.
	<b>Publication Data</b>	New York: Macmillan, 1987
	<b>Edition</b>	4th ed
	<b>Physical Description</b>	XVI, 845p
	<b>Notes</b>	A text with cases
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research marketing research--Case studies
	<b>Call Number</b>	658.83 TUL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business computations


	<b>Author</b>	Harcharik, Kathleen (Author) Armijo, Moses A. (Author)
	<b>Responsibility Data</b>	Kathleen Harcharik, Moses A. Armijo
	<b>Publication Data</b>	Englewood Cliffs, N.J.: Prentice-Hall, 1982
	<b>Physical Description</b>	x, 306 p. : ill. ; 28 cm.
	<b>ISBN</b>	0-13-093104-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics -- Problems, exercises, etc. Calculators -- Problems, exercises, etc.
	<b>Call Number</b>	650.01513 HAR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior: a management challenge


	<b>Author</b>	Northcraft, Gregory B. (Author) Neale, Margaret A. (Author)
	<b>Publication Data</b>	Chicago: The Dryden Press, 1990
	<b>Physical Description</b>	XXIX, 797p
	<b>ISBN</b>	0-03-020539-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 NOR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial marketing

	<b>Author</b>	Hill,Richard M. Alexander,Ralph S. Cross,James S.
	<b>Publication Data</b>	Homewood Ill.: Richard D. Irwin, [199-]
	<b>Edition</b>	4th ed
	<b>Physical Description</b>	XII, 703p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial marketing
	<b>Call Number</b>	658.8 HIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Safety management

	<b>Author</b>	Rrimaldi, John V. Simonds, Rollin H.
	<b>Publication Data</b>	Homewood, Illionis: Richard D. Irwin, 1991
	<b>Edition</b>	5th ed
	<b>Physical Description</b>	XV, 615p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Social sciences and management Safety--Management Executives
	<b>Call Number</b>	658.408 GRI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Statistical method from the viewpoint of quality control



<b>Author</b>	Shewhart,Walter A. Deming,W. Edwards
<b>Publication Data</b>	New York: Dover publications, 1986
<b>Physical Description</b>	IX, 155p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Quality control--Statistical methods
<b>Call Number</b>	658.562015195 SHE

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production and operations management: a problem - solving and desision - making approach



<b>Author</b>	Gaither,Norman
<b>Publication Data</b>	Chicago: The dryden press, 1990
<b>Physical Description</b>	XXV, 924p in various pagings
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 GAI


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microcomputer applications in business

	<b>Author</b>	McLaren, Bruce J. (Author)
	<b>Responsibility Data</b>	Bruce J. McLaren
	<b>Publication Data</b>	New York: Harper Collins Publishers, 1991
	<b>Physical Description</b>	xxix, 655 p. : ill. ; 28 cm.
	<b>ISBN</b>	0-673-46383-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Computer programs IBM-compatible computers -- Programming
	<b>Call Number</b>	650.02855365 MCL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The service focus: developing winning game plans for service companies**



<b>Author</b>	Shaw, John C.
<b>Publication Data</b>	Homewood, Ill: Dow Johns-Irwin, 1990
<b>Physical Description</b>	XIII, 292p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Service industries--United States--Management Strategic planning--United States
<b>Call Number</b>	658.4012 SHA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management step-by-step



<b>Author</b>	Richman,Larry (Author)
<b>Publication Data</b>	New York: Amacom, 2002
<b>Physical Description</b>	XI, 292p
<b>ISBN</b>	0-8144-0727-7
<b>Subject Area</b>	Management
<b>Subject Headings</b>	PROJECT MANAGEMENT
<b>Call Number</b>	658.404 RIC

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: introduction and essentials

	<b>Author</b>	Ball, Donald A. McCulloch, Wendell H.
	<b>Publication Data</b>	Homewood, Illinois: BPI, IRWIN, 1989
	<b>Edition</b>	3rd ed
	<b>Physical Description</b>	XVI, 444p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises
	<b>Call Number</b>	658.049 BAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support systems; putting theory into practice


	<b>Author</b>	Sprague,Ralph H. Watson,Hugh J.
	<b>Publication Data</b>	London: Prentice-Hall international, 1993
	<b>Edition</b>	3rd ed
	<b>Physical Description</b>	X, 437p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Decision support systems
	<b>Call Number</b>	658.403 D E C
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems for business

	<b>Author</b>	Hussain, Donna S. Hussain, K. M.
	<b>Publication Data</b>	London: Prentice-Hall, 1995
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	XVIII, 630p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Data processing Business--Communication systems Management information systems
	<b>Call Number</b>	658.4038011 HUS

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Analysis and design of business information systems

	<b>Author</b>	Martin, Merle P.
	<b>Publication Data</b>	New Jersey: Prentice-Hall, 1995
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	XXX, 781p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information storage and retrieval Systems -- Business Management information systems
	<b>Call Number</b>	658.4038011 MAR
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of management information systems: organization and technology

	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane P. Laudon
	<b>Publication Data</b>	Englewood Cliffs, NJ: Prentice-Hall International, Inc., 1995
	<b>Physical Description</b>	xxix, 587 p.
	<b>ISBN</b>	0-13-320136-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support and executive information systems

	<b>Author</b>	Gray,Paul
	<b>Publication Data</b>	Englewood Cliffs, N.J: Prentice-Hall, 1994
	<b>Physical Description</b>	P
	<b>Series Data</b>	Prentice-Hall series in information management;
	<b>Notes</b>	This book contains aselection outstanding papers from the transactions DSS81 conference through DSS92
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision support systems--congresses Management information system--congresses
	<b>Call Number</b>	6588.403 DEC

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business information systems

	<b>Author</b>	Clifton,H. D. Suteliffe,A. G.
	<b>Publication Data</b>	New York: Prentice-Hall, 1994
	<b>Edition</b>	5th ed. rev. ed. ...
	<b>Physical Description</b>	516p
	<b>Notes</b>	Rev. ed. of: Business data systems. 1990
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing System analysis
	<b>Call Number</b>	658.05 CLI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic information systems: competition through information technologies



<b>Author</b>	Neumann,Seev
<b>Publication Data</b>	New York: Macmillan College Publishing, 1994
<b>Physical Description</b>	XIV, 258p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems Information technology
<b>Call Number</b>	658.4038011 NEU


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support and expert systems: management support systems

	<b>Author</b>	Turban,Efraim
	<b>Publication Data</b>	Englewood Cliffs, N.J: Prentice-Hall, 1995
	<b>Edition</b>	4th ed
	<b>Physical Description</b>	XXV, 886p, A36
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision suport systems Management information systems Decision making systems Expert systems (Computer science)
	<b>Call Number</b>	628.403 TUR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial literacy: what today's manager's must know to succeed



<b>Author</b>	Shaw,Gary Weber,Jack
<b>Publication Data</b>	Homewood, Illinois: Dow Jones-Irwin, 1990
<b>Physical Description</b>	XVI, 198p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management--Terminology Executives--Language
<b>Call Number</b>	658.40014 SHA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Implementing concurrent project management



<b>Author</b>	Turtle, Quentin C.
<b>Publication Data</b>	New Jersey: PTR Prentice-Hall, 1994
<b>Physical Description</b>	XVI, 222p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production engineering concurrent engineering Industrial project management
<b>Call Number</b>	658.5 TUR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: concepts and practice

	<b>Author</b>	Singh, B.P. Chhabra, T. N.
	<b>Publication Data</b>	Nai Sarak, Delhi: Dhanpat Rai & sons, 1994
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	542p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 SIN

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information technology in business: principles, practices, and opportunities



<b>Author</b>	Senn,James A.
<b>Publication Data</b>	Englewood Cliffs, N.J: Prentice-Hall, 1995
<b>Physical Description</b>	XXIV, 598p, 16p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Information technology Business--Data processing
<b>Call Number</b>	658.05 SEN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: a focus on process


	<b>Author</b>	Certo, Samuel C. Peter, J. Paul
	<b>Publication Data</b>	New York: McGraw-Hill, 1990
	<b>Physical Description</b>	XXII, 355p
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning
	<b>Call Number</b>	658.4012 CER
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management

	<b>Author</b>	Dess, Gregory G. Miller, Alex
	<b>Publication Data</b>	New York: Mcgraw-Hill, 1993
	<b>Physical Description</b>	XIX, 924p
	<b>Series Data</b>	Mcgraw-Hill series in management;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning--Case studies
	<b>Call Number</b>	658.4012 DES
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems concepts



<b>Author</b>	Mcleod, Raymond
<b>Publication Data</b>	New York: Macmillan publishing co., 1994
<b>Physical Description</b>	XXI, 462p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 MCL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business information systems: a problem-solving approach

	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane Price (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane Price Laudon
	<b>Publication Data</b>	Fort Worth: The Dryden Press, 1991
	<b>Physical Description</b>	xxiii, 631 p.
	<b>ISBN</b>	0-03-030453-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quality control workbook



<b>Author</b>	Desmond,David J.
<b>Publication Data</b>	[L. N]: Gower press, [19-]
<b>Physical Description</b>	IX, 179p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Quality control--Statistical methods
<b>Call Number</b>	658.562015195 DES

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: a stud of computer-based information systems



<b>Author</b>	Mcleod, Raymond
<b>Publication Data</b>	New Jersey: Prentice-Hall, 1995
<b>Edition</b>	6th ed
<b>Physical Description</b>	XXVIII, 754p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 MCL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: tasks, responsibilities, practices



<b>Author</b>	Drucker, Peter F.
<b>Publication Data</b>	New Delhi: Allied Publishers, 1975
<b>Physical Description</b>	XVI, 839p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management
<b>Call Number</b>	658. DRU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project planning and control with PERT and CPM



<b>Author</b>	Punmia,B.C.
<b>Publication Data</b>	New Delhi: Laxmi publications, 1987
<b>Edition</b>	3rd ed.
<b>Physical Description</b>	VII, 231p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial project management
<b>Call Number</b>	658.404 PUN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Windows, word & excel office companion

	<b>Author</b>	<b>BURNS,Patrick J.</b>
	<b>Publication Data</b>	<b>[N.Y]: Ventana Press, 1994</b>
	<b>Edition</b>	<b>2nd ed.</b>
	<b>Physical Description</b>	<b>Xxvi, 653p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Bussiness--computer programs Microsoft word Microsoft word for windows Microsoft Excel (Computer file)</b>
	<b>Call Number</b>	<b>650 BUR</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### One minute reference: wordperfect 5.1



<b>Author</b>	Flynn, Jennifer
<b>Publication Data</b>	Carmel, Indiana: Alpha books, 1993
<b>Physical Description</b>	XV, 237p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Wordperfect (Computer program) Wordprocessing
<b>Call Number</b>	652.5536 FLY


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business communications with writing improvement exercises

	<b>Author</b>	Hemphill,Phyllis Davis (Author) McCormick,Donald W. (Author)
	<b>Responsibility Data</b>	Phyllis Davis Hemphill with Donald W. McCormick
	<b>Publication Data</b>	Englewood Cliffs: Prentic-Hall, 1991
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xiii, 382 p. : ill. ; 28 cm.
	<b>ISBN</b>	0-13-092255-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business communication Business writing
	<b>Call Number</b>	651.74 HEM


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance

	<b>Author</b>	Ross,Stephen A. Westerfield,Randolph W. Jordan,Breadford D.
	<b>Publication Data</b>	Homewood, IL: IRWIN, 1991
	<b>Edition</b>	International student ed.
	<b>Physical Description</b>	XXVI, 758p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance Financial statements
	<b>Call Number</b>	658.15 ROS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mathematics for business

	<b>Author</b>	Salzman, Stanley A. Miller, Charles D. Hoelzle, Louis F.
	<b>Publication Data</b>	N.Y: Harper collins publishers, 1990
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXVI, 823p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
	<b>Call Number</b>	650.01513 SAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of financial management

	<b>Author</b>	Brigham, Eugene F.
	<b>Publication Data</b>	Chicago: The Dryden Press, 1989
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXI, 894p, in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.15 BRI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Applied data communications: a business - oriented approach



<b>Author</b>	Godman,James E.
<b>Publication Data</b>	N.Y: John Wiley & sons, 1995
<b>Physical Description</b>	XXIII, 643p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic data interchange Business--Communication systems Computer networks--Planning
<b>Call Number</b>	658.0546 GOL

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to organizational behavior

	<b>Author</b>	Steers, Richard M. (Author)
	<b>Publication Data</b>	New York: Harper Collins Publishers, 1991
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXV, 675p
	<b>ISBN</b>	0-673-46315-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Industrial management Psychology, Industrial
	<b>Call Number</b>	658.3 STE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective project management: how to plan, manage, and deliver projects on ...



<b>Author</b>	Wysocki,Robert K. Beck,Robert Crane,David B.
<b>Publication Data</b>	N.Y: John Wiley & sons, 1995
<b>Physical Description</b>	XVII, 333p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial project management
<b>Call Number</b>	658.404 WYS


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information technology for management : improving quality and productivity

	<b>Author</b>	Turban,Efraim (Author) Mclean,Ephraim (Author) Wetherbe,James (Author)
	<b>Responsibility Data</b>	Efraim Turban, Ephraim McLean, James Wetherbe
	<b>Publication Data</b>	New York: John Wiley & Sons, 1996
	<b>Physical Description</b>	1 v. (various pagings) : col. ill. ; 29 cm.
	<b>ISBN</b>	0-471-58059-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038011 TUR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management



<b>Author</b>	Greenley,Gordon E.
<b>Publication Data</b>	N.Y: Prentice-Hall, 1989
<b>Physical Description</b>	X, 405p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Strategic planning
<b>Call Number</b>	658.4012 GRE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to financial management


	<b>Author</b>	Campsey,B.J. Brigham,Eugene F.
	<b>Publication Data</b>	Chicago: The dryden press, 1991
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXIV, 940p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance
	<b>Call Number</b>	658.15 CAM
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Retailing management

	<b>Author</b>	Howe,W. Stewart
	<b>Publication Data</b>	London: Macmillan, 1992
	<b>Physical Description</b>	XVIII, 299p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Retail trade--Management--England
	<b>Call Number</b>	658.8700941 RET


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business management

	<b>Author</b>	Dewhurst, Jim Burns, Paul
	<b>Publication Data</b>	London: Macmillan, 1993
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	418p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Smmal business--Management
	<b>Call Number</b>	658.022 DEW
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary engineering economics



<b>Author</b>	Park, Chan S.
<b>Publication Data</b>	Reading, Massachusetts: Addison-Wesley, 1993
<b>Physical Description</b>	XXII, 837p in various pagings + Disk
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Engineering economy
<b>Call Number</b>	658.155 PAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business and enterprenurship

	<b>Author</b>	Burns,Paul Dewhurst,Jim
	<b>Publication Data</b>	London: Macmillan, 1989
	<b>Physical Description</b>	XIII, 294p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business--Management Enterpreurship
	<b>Call Number</b>	658.022 SMA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing the complete a wakening



<b>Author</b>	Papantoniou,Pando C.
<b>Publication Data</b>	London: P.A.S.S., 1992
<b>Physical Description</b>	435p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 PAP

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A dictionary of business terms: English - Arabic

	<b>Author</b>	Ghali, Wagdy Rizk Adam, J. H.
	<b>Publication Data</b>	Beirut: Librarie du Liban, 1992
	<b>Physical Description</b>	402p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business--Dictionaries Economics--Dictionaries commerce--Dictionaries Agriculture--Dictionaries
	<b>Call Number</b>	650.03 DIC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Product planning and management: designing and delivering value



<b>Author</b>	Moore, William L. Pessemier, Edgar A.
<b>Publication Data</b>	N.Y.: McGraw-Hill, 1993
<b>Physical Description</b>	XIV, 542p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	New products--Management
<b>Call Number</b>	658.574 MOO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global marketing strategy


	<b>Author</b>	Douglas,Susan P. Craig,C. Samuel
	<b>Publication Data</b>	N.Y: Mcgraw-Hill, 1995
	<b>Physical Description</b>	XX, 554p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing--Management Export marketing-- Management--Case studies
	<b>Call Number</b>	658.848 DOU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The practice of advertising

	<b>Author</b>	Hart, Norman
	<b>Publication Data</b>	Oxford: Butterworth-Heinemann Ltd, 1995
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXII, 287p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 PRA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The management of quality and its control



<b>Author</b>	<b>Tapiero, Charles</b>
<b>Publication Data</b>	<b>London: Chapman &amp; Hall, 1996</b>
<b>Physical Description</b>	<b>XII, 413p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Quality control</b>
<b>Call Number</b>	<b>658.562 TAP</b>

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems in organizations: improving business processes



<b>Author</b>	Maddison,Richard Darnton,Geoffrey
<b>Publication Data</b>	London: Chapman & Hall, 1996
<b>Physical Description</b>	XIX, 441p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems Information resources management
<b>Call Number</b>	658.4038011 MAD

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management & control

	<b>Author</b>	Day, David W. J.
	<b>Publication Data</b>	Hampshire: Macmillan, 1994
	<b>Physical Description</b>	XV, 191p
	<b>Series Data</b>	Macmillan building and surveying series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial project management
	<b>Call Number</b>	658.404 DAY


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Profitable product management

	<b>Author</b>	Collier, Richard A.
	<b>Publication Data</b>	Butterworth: Heinemann, 1995
	<b>Physical Description</b>	X, 254p
	<b>Series Data</b>	Marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Product management
	<b>Call Number</b>	658.5 COL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management of organizational behavior: utilizing human resources

	<b>Author</b>	Hersey,Paul blanchard,Kenneth H.
	<b>Publication Data</b>	Englewood cliffs, N.J: Prentice-Hall international, 1993
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXII, 536p
	<b>ISBN</b>	0-13-012410-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Psychology, Industrial Personal management
	<b>Call Number</b>	658.3 HER



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to computer-based information



<b>Author</b>	Couger, J. Daniel McFadden, Fred R.
<b>Publication Data</b>	N.Y: John Wiley & sons, 1975
<b>Physical Description</b>	XVI, 655p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 COU


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production management

	<b>Author</b>	Agarwal,L.N Jain,K.C.
	<b>Publication Data</b>	Delhi: Khanna publishers, 1995
	<b>Physical Description</b>	1422p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 AGA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behaviour

	<b>Author</b>	Chandan, Jit S. (Author)
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 1996
	<b>Physical Description</b>	IX, 426p
	<b>ISBN</b>	0-7069-9240-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 CHA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Office organisation and management

	<b>Author</b>	Arora,S. P. (Author)
	<b>Responsibility Data</b>	S. P. Arora
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 1996
	<b>Edition</b>	2nd rev. ed.
	<b>Physical Description</b>	x, 270 p. : ill. ; 22 cm.
	<b>ISBN</b>	0-7069-9928-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office management
	<b>Call Number</b>	651.3 ARO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Accounting for management: text and cases

	<b>Author</b>	Bhattacharyya,S. K. Dearden,John
	<b>Publication Data</b>	N. Delhi: Vikas publishing house, 1996
	<b>Edition</b>	Rev. ed.
	<b>Physical Description</b>	XVI, 696p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 BHA
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business mathematics

	<b>Author</b>	Zameeruddin,Qazi (Author) Khanna,V. K. (Author) Bhambri,S. K. (Author)
	<b>Responsibility Data</b>	Qazi Zameeruddin, V. K. Khanna, S. K. Bhambri
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 1980
	<b>Physical Description</b>	xvi, 830 p. : ill. ; 22 cm.
	<b>ISBN</b>	0-7069-7910-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
	<b>Call Number</b>	650.01513 ZAM



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting: a planning and control approach



<b>Author</b>	Pandey, I.M.
<b>Publication Data</b>	N. Delhi: Vikas pub. house, 1994
<b>Edition</b>	3rd rev. ed.
<b>Physical Description</b>	XIII, 608p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting Decision making
<b>Call Number</b>	658.1511 PAN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microsoft word 5

	<b>Author</b>	Austen,Mark
	<b>Publication Data</b>	Wilmslow: Sigma press, 1990
	<b>Physical Description</b>	128p
	<b>Series Data</b>	PC pocket guide;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microzlt world (Computer program)--Guidebooks Word processing--Guidebooks
	<b>Call Number</b>	652.5 AUS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting in the hospitality industry

	<b>Author</b>	Harris, Peter Hazzard
	<b>Publication Data</b>	Gloucestershire, 1992
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Hospitality industry--Accounting Managerial accounting Hotels--Accounting
	<b>Call Number</b>	657.837 HAR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personnel management and industrial relations



<b>Author</b>	Davar,Rustom S.
<b>Publication Data</b>	New Delhi: Vikas publishing house, 1988
<b>Edition</b>	10th rev. ed.
<b>Physical Description</b>	XIX, 421p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management Industrial relations
<b>Call Number</b>	658.3 DAV

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organization theory and design

	<b>Author</b>	Daft, Richard L.
	<b>Publication Data</b>	Minneapolis/ St. Paul: West Pub. Co., 1995
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXV, 611p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization
	<b>Call Number</b>	658.4 DAF

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Your organization: what is it for?: challenging traditional organization aims**



<b>Author</b>	Argenti, John
<b>Publication Data</b>	London: Mcgraw-Hill, 1993
<b>Physical Description</b>	VIII, 299p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organization Corporate governance Directors of corporations
<b>Call Number</b>	658.4 ARG

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ISO 14000 and ISO 9000



<b>Author</b>	<b>Rothery, Brian</b>
<b>Publication Data</b>	<b>Hampshire: Gower</b>
<b>Physical Description</b>	<b>IX, 278p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>ISO 900 series standards Environmental protection--Standards</b>
<b>Call Number</b>	<b>658.562 ROT</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Problems in marketing

	<b>Author</b>	McNair, Malcolm P.
	<b>Publication Data</b>	N.Y: Mcgraw-Hill, 1957
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	IX, 740p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 PRO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: principles and methods

	<b>Author</b>	Phillips, Charles F. Duncan, Delbert J.
	<b>Publication Data</b>	Homewood, Illinois: Richard D. Irwin, 1956
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 789p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 PHI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of marketing



<b>Author</b>	Stanton, William J.
<b>Publication Data</b>	N.Y: Mcgraw-Hill, 1971
<b>Physical Description</b>	XVIII, 729p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 STA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: text, cases, and readings

	<b>Author</b>	Hansen, Harry L.
	<b>Publication Data</b>	Homewood, Ill.: Richard D. Irwin, 1961
	<b>Edition</b>	Rev. ed.
	<b>Physical Description</b>	XII, 940p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 HAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic marketing: a managerial approach



<b>Author</b>	Mccarthy,E. Jerome
<b>Publication Data</b>	Homewood, Illinois: Richard D. Irwin, 1978
<b>Edition</b>	6th ed.
<b>Physical Description</b>	XIX, 767p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 MCC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative analysis for business decisions

	<b>Author</b>	Bierman, Harold
	<b>Publication Data</b>	Homewood, ILL.: Richard D. Irwin, 1965
	<b>Edition</b>	Rev. ed.
	<b>Physical Description</b>	XI, 456p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision-making--Mathematical models Management science
	<b>Call Number</b>	658.4033 QUA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing organizational behavior

	<b>Author</b>	Schermerhorn, John R. (Author) Hunt, James G. (Author) Osborn, Richard N. (Author)
	<b>Publication Data</b>	N.Y: John Wiley & sons, 1982
	<b>Physical Description</b>	XXII, 622p
	<b>ISBN</b>	0-471-86666-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Management
	<b>Call Number</b>	658.3 SCH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Scientific decision making in business: readings in operations research for nonmathematicians



<b>Author</b>	Shuchman,Abe
<b>Publication Data</b>	N.Y: Holt, Rinehart & Winston, 1963
<b>Physical Description</b>	VIII, 568p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision making--Mathematical models Operations Research Management--Mathematical models
<b>Call Number</b>	658.4033 SCI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Readings in organization theory: a behavioral approach



<b>Author</b>	Hill,Walter A. Egan,Douglas M.
<b>Publication Data</b>	Boston: Allyn and Bacon, 1966
<b>Physical Description</b>	XVII, 746p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organization (Management) Management
<b>Call Number</b>	658.4012 REA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative approaches to management

	<b>Author</b>	Levin,Richard I. Kirkpatrick,C.A.
	<b>Publication Data</b>	N.Y: Mcgraw-Hill, 1965
	<b>Physical Description</b>	XIV, 365p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Management science
	<b>Call Number</b>	658.4034 LEV


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising: theory and practice


	<b>Author</b>	Sandage, C.H. Fryburger, Vernon
	<b>Publication Data</b>	Homewood, Illinois: Richard D. Irwin, 1967
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	X, 710p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 SAN
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management science: a model formulation approach with computer applications

	<b>Author</b>	Thierauf,Robert J. Klekamp,Robert C. Ruwe,Marcia L.
	<b>Publication Data</b>	Columbus: Charles E. Merrill, 1985
	<b>Physical Description</b>	XII, 692p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management science--Computer simulation Management--Mathematical models Linear programming
	<b>Call Number</b>	658.40352 THI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: principles and practices

	<b>Author</b>	McFarland,Dalton E.
	<b>Publication Data</b>	N.Y: Them Macmillan co., 1964
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XX, 684p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 MCF

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management: analysis, planning, and control



<b>Author</b>	<b>Kotler, Philip</b>
<b>Publication Data</b>	<b>Englewood Cliffs, N.J., 1967</b>
<b>Physical Description</b>	<b>628p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Marketing--Management</b>
<b>Call Number</b>	<b>658.8 KOT</b>

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising management



<b>Author</b>	Wedding,Nugent Lessler,Richard S.
<b>Publication Data</b>	N.Y: The Ronald press, 1962
<b>Physical Description</b>	VI, 629p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Adveritsing--Management
<b>Call Number</b>	659.1 WED

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic marketing: a managerial approach



<b>Author</b>	McCarthy,E. Jerome
<b>Publication Data</b>	Homewood, ILL.: Richard D. Irwin, 1968
<b>Edition</b>	3rd ed.
<b>Physical Description</b>	XXXI, 755p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing--Management
<b>Call Number</b>	658.8 MCC

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A managerial introduction to marketing



<b>Author</b>	Staudt, Thomas A. Taylor, Donald A.
<b>Publication Data</b>	Englewood cliffs, N.J: Prentice-Hall, 1965
<b>Physical Description</b>	XVI, 560p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing--Management
<b>Call Number</b>	658.8 STA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sales management


	<b>Author</b>	Maynard, Harold H.
	<b>Publication Data</b>	N.Y: The Ronald press co., 1957
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	VI, 666p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Sales management
	<b>Call Number</b>	658.81 MAY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: analysis, concepts and cases


	<b>Author</b>	Haynes,W. Warren Massie,Joseph L.
	<b>Publication Data</b>	Englewood Cliffs, N.J.: Prentice-Hall, 1969
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 820p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 HAY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production and operations management

	<b>Author</b>	Gavett,J. William Starr,Martin K.
	<b>Publication Data</b>	N.Y.: Harcourt, Brace & World, 1968
	<b>Physical Description</b>	XI, 657p
	<b>Series Data</b>	The Harbrace series in business and economics;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 GAV
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production: concepts, analysis, control



<b>Author</b>	Hopeman, Richard J.
<b>Publication Data</b>	Columbus, Ohio: Charles E. Merrill, 1965
<b>Physical Description</b>	XVI, 617p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 HOP


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising management: text and cases


	<b>Author</b>	Borden,Neil H. marshall,Martin V.
	<b>Publication Data</b>	Homewood, Ill.: Richard D. Irwin, 1959
	<b>Edition</b>	Rev. ed.
	<b>Physical Description</b>	XIII, 1065p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Advertising--Cases studies
	<b>Call Number</b>	659.1 BOR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Textbook of salesmanship

	<b>Author</b>	Russell, Frederic A. Beach, Frank H. Buskirk, Richard H.
	<b>Publication Data</b>	N.Y: McGraw-Hill, 1993
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	VIII, 587p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Selling
	<b>Call Number</b>	658.85 RUS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management perspective in retailing



<b>Author</b>	Gist,Ronald R.
<b>Publication Data</b>	N.Y: John Wiley & sons, 1967
<b>Physical Description</b>	366p
<b>Series Data</b>	The Wiley marketing series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Retail trade--Management Marketing
<b>Call Number</b>	658.87 MAN

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Salesmanship and publicity

	<b>Author</b>	Davar,Rustom S. Davar,Sohrab R. Davar,Nusli R.
	<b>Publication Data</b>	N. Delhi: Vikas publishing house, 1989
	<b>Edition</b>	16th ed.
	<b>Physical Description</b>	XXIII, 422
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Selling Sales personnel Advertising Publicity
	<b>Call Number</b>	658.85 DAV
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human values for managers



<b>Author</b>	Chakraporty,S.K.
<b>Publication Data</b>	N. Delhi: Wheeler, 1995
<b>Physical Description</b>	XI, 249p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Exutires Values
<b>Call Number</b>	658.4094 HUM


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Retail marketing management

	<b>Author</b>	Walters,David White,David
	<b>Publication Data</b>	London: Macmillan, 1987
	<b>Physical Description</b>	XIV, 276p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.87 WAL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quicken in business

	<b>Author</b>	Adams, Steve
	<b>Publication Data</b>	N.Y.: Brady, 1990
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXI, 378p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quicken (Computer program) small business--Finance--Data processing Accounting--Data processing Finance, Personal--Data processing
	<b>Call Number</b>	658.1502855369 ADA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The internet business-to-business directory

	<b>Author</b>	Eddy,Sandra E. Swertfager,Michael M. Cusick,Margaret M.E.
	<b>Publication Data</b>	San Francisco: SYBEX Inc., 1996
	<b>Physical Description</b>	XV, 689p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Computers in business Business enterprises--Directories Internet (Computer network) Business communication Wide area networks (Computer networks)
	<b>Call Number</b>	658 EDD
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial relations & personnel management



<b>Author</b>	Pylee,M.V. George,A. Simon
<b>Publication Data</b>	N.D: Vikas, 1995
<b>Physical Description</b>	XIII, 197p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial relations Personnel management
<b>Call Number</b>	658.3151 PYL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quality management handbook



<b>Author</b>	Shah,D.L.
<b>Publication Data</b>	N.D.: Vikas, 1986
<b>Physical Description</b>	290p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Quality control Total quality management
<b>Call Number</b>	658.562 QUA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative techniques

	<b>Author</b>	Kothari,C.R.
	<b>Publication Data</b>	N.D: Vikas, 1984
	<b>Edition</b>	3rd rev.ed.
	<b>Physical Description</b>	XV, 596p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Management--Simulation methods Programming (Mathematics) Statistical decision Statistical quality control
	<b>Call Number</b>	658.4034 KOT
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Executive decision making: modern concepts and techniques



<b>Author</b>	Davar,Rustom S.
<b>Publication Data</b>	N. delhi: Universall book stall, 1994
<b>Physical Description</b>	XV, 319p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision--Making
<b>Call Number</b>	658.403 DAV

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management

	<b>Author</b>	Rao,S. B.
	<b>Publication Data</b>	N. Delhi: Vikas publishing House, 1994
	<b>Edition</b>	2nd rev. ed.
	<b>Physical Description</b>	XII, 186p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations-Finance
	<b>Call Number</b>	658.15 RAO

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economic and cost analysis


	<b>Author</b>	Collier,Courtland A. Ledbetter,William B.
	<b>Publication Data</b>	N.Y.: Harper collins pub., 1988
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVI, 635p
	<b>Notes</b>	2nd ed. of: Engkineering cost analysis
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering--Costs Engineering economy
	<b>Call Number</b>	658.1552 COL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Total quality: excellence through organization-wide transformation**

	<b>Author</b>	Wakhlu, Bharat
	<b>Publication Data</b>	N. Delhi: Wheeler publishing, 1994
	<b>Physical Description</b>	X, 272p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Total quality management Quality control
	<b>Call Number</b>	658.562 WAK


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Readings in managerial economics

	<b>Author</b>	Ibrahim, I. B. (ed.) Seo, K. K. (ed.) Vlachos, P. G. (ed.)
	<b>Responsibility Data</b>	edited by I. B. Ibrahim, K. K. Seo and P. G. Vlachos
	<b>Publication Data</b>	Oxford: Pergamon Press, 1976
	<b>Physical Description</b>	xv, 426 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-08-019605-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial economics
	<b>Call Number</b>	338.5024658 REA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Playing in traffic on Madison Avenue: tales of advertising's glory years



<b>Author</b>	Herzbrun,David
<b>Publication Data</b>	Homewood, Illinois: Dow Jones-Irwin, 1990
<b>Physical Description</b>	VII, 225p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Herzbrun, David Copy writers--New York (N.Y.)-- Biography Copy writers--New York (N.Y.)--Anecdotes Advertising--New York (N.Y.)--History
<b>Call Number</b>	659.132097471 HER

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Creative leadership: the people-oriented task approach



<b>Author</b>	Davar,rustom S.
<b>Publication Data</b>	N. Delhi: UBS publishers, 1994
<b>Physical Description</b>	XXIII, 264p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Leadership
<b>Call Number</b>	658.4092 DAV


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multinationals beyond the market : intra-firm trade and the control of transfer pricing

	<b>Author</b>	Murray,Robin (ed.)
	<b>Responsibility Data</b>	edited by Robin Murray
	<b>Publication Data</b>	New York: John Wiley and Sons, 1981
	<b>Physical Description</b>	335 p. ; 24 cm.
	<b>ISBN</b>	0-470-27240-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Transfer pricing International business enterprises -- Management
	<b>Call Number</b>	658.816 MUL
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Accounting and analytical methods: measurement and projection of income and wealth in the micro-and macro-economy**

	<b>Author</b>	Mattessich, Richard
	<b>Publication Data</b>	Homewood, Illinois: richard D. Irwin, 1964
	<b>Physical Description</b>	XVII, 552p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Accounting
	<b>Call Number</b>	657 MAT

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering microsoft word versions 5.0 & 5.5



<b>Author</b>	Mukherjee,Prasenjit
<b>Publication Data</b>	N. Delhi: BPB publications, 1992
<b>Physical Description</b>	VIII, 241p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Word processing Microsoft word (Computer program)
<b>Call Number</b>	652.5


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision and discrete mathematics: maths for decision-making in business and industry

	<b>Author</b>	Hardwick,Ian Price,Nigel
	<b>Corporate</b>	,The Spode Group
	<b>Publication Data</b>	Chichester: Albion publishing, 1996
	<b>Physical Description</b>	VII, 256p
	<b>Series Data</b>	Written on behalf of the Spode Group by Ian Hardwick;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision-making-mathematical models Computer science-mathematics Problem solving
	<b>Call Number</b>	658.4033 SPO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### "Mac," managers talk about managing people

	<b>Author</b>	Carlisle,Elliott (Author)
	<b>Responsibility Data</b>	Elliott Carlisle
	<b>Publication Data</b>	N.Y.: Penguin books, 1985
	<b>Physical Description</b>	xiv, 128 p. : ill. ; 20 cm.
	<b>ISBN</b>	0-140073159
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management
	<b>Call Number</b>	658 CAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Text book of work study

	<b>Author</b>	Dalela, Suresh
	<b>Publication Data</b>	Delhi: Standard publishers Distributers, 1983
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	P
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management Work environment Ergonomics Work sampling
	<b>Call Number</b>	658.54 DAL
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Evaluation methodology for training: theory and practice



<b>Author</b>	<b>Bhatnagar,O.P.</b>
<b>Publication Data</b>	<b>N. Delhi: Oxford &amp; IBH pub. co., 1987</b>
<b>Physical Description</b>	<b>XI, 284p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Occupational training employees-training of</b>
<b>Call Number</b>	<b>658.312404 BHA</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Materials handling in farm production : a guide to the control of handling costs on the farm

	<b>Author</b>	Butterworth,Bill (Author)
	<b>Responsibility Data</b>	by Bill Butterworth
	<b>Publication Data</b>	London: Granada Publishing, 1979
	<b>Physical Description</b>	122 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-258-971002
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Materials handling -- Cost control Agriculture -- Cost control Farm produce -- Handling -- Cost control
	<b>Call Number</b>	658.1552 BUT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Training activites 1995

	<b>Corporate</b>	<b>,Institute of Banking Studies</b>
	<b>Publication Data</b>	<b>Amman: The Institute, 1995</b>
	<b>Physical Description</b>	<b>190p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Banks and banking--Training programs</b>
	<b>Call Number</b>	<b>658.312404 ins</b>

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Ancient wisdom and modern management



<b>Author</b>	<b>Kumar, Jagdish</b>
<b>Publication Data</b>	<b>N. Delhi: UBSPD, 1995</b>
<b>Physical Description</b>	<b>XII, 191p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Management Wisdom--Drreligious aspects</b>
<b>Call Number</b>	<b>658 KUM</b>

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organization development systems

	<b>Author</b>	Gautam, Vinayshil Batra, Surinder K.
	<b>Publication Data</b>	N. Delhi: Vikas pub. house, 1993
	<b>Physical Description</b>	XIV, 131p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational change
	<b>Call Number</b>	658.406 GAU

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Unified dictionary of commerce and accounting terms (English-French-Arabic)

	<b>Parallel Title</b>	المعجم الموحد لمصطلحات التجارة و المحاسبة (انجليزي - فرنسي - عربي)
	<b>Corporate</b>	,Arab league educational cultural and scientific organization, Burea of coordinalion of Arabization
	<b>Publication Data</b>	Tunis: ALECSO, 1995
	<b>Physical Description</b>	696 p. E + 156 p. A
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Dictionaries Commerce -- Dictionaries Accounting -- Dictionaries
	<b>Call Number</b>	650.03 ARA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of negotiation

	<b>Author</b>	Hiltrop, Jean M. Udall, Sheila
	<b>Publication Data</b>	London: Prentice hall, 1995
	<b>Physical Description</b>	IX, 169p
	<b>Series Data</b>	The essence of negotiation series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Negotiation in business
	<b>Call Number</b>	658.4052 HIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of total quality management



<b>Author</b>	Bank, Jolin
<b>Publication Data</b>	New York: Prentice Hall, 1992
<b>Physical Description</b>	XVIII, 203p
<b>Series Data</b>	Essence of management series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Total quality management
<b>Call Number</b>	658.562 BAN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of small business

	<b>Author</b>	Barrow, Colin
	<b>Publication Data</b>	New York: Prentice Hall, 1993
	<b>Physical Description</b>	X, 197p
	<b>Series Data</b>	The essence of management series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business
	<b>Call Number</b>	658.022 BAR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of operations management

	<b>Author</b>	Hill, Terry
	<b>Publication Data</b>	New York: Prentice Hall, 1993
	<b>Physical Description</b>	IX, 143p
	<b>Series Data</b>	The essence of management series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management
	<b>Call Number</b>	658 HIL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of managing people



<b>Author</b>	Williams,Hank
<b>Publication Data</b>	New York: Prentice Hall, 1994
<b>Physical Description</b>	VII, 248p
<b>Series Data</b>	Essence of management series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 WIL

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of management creativity


	<b>Author</b>	Proctor, Tony
	<b>Publication Data</b>	London: Prentice Hall, 1995
	<b>Physical Description</b>	X, 222p
	<b>Series Data</b>	The essence of management series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Group problem solving Brainstorming Creative thinking Creative ability in business
	<b>Call Number</b>	658.4094 PRO
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essence of competitive strategy


	<b>Author</b>	Faulkner,David Bowman (liff)
	<b>Publication Data</b>	NEW York: Prentice Hall, 1995
	<b>Physical Description</b>	VI, 134p
	<b>Series Data</b>	The essence of management series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Competition Corporate planing
	<b>Call Number</b>	658.4012 FAU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Secretarial duties

	<b>Author</b>	Harrison, John (Author)
	<b>Responsibility Data</b>	John Harrison
	<b>Publication Data</b>	London: Pitman Publishing, 1970
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	iv, 316 p. : ill. ; 20 cm.
	<b>ISBN</b>	0-273-31533-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Secretaries
	<b>Call Number</b>	651.374 HAR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management

	<b>Author</b>	Pinches, George E.
	<b>Publication Data</b>	New York: Harper Collins College Publishers, 1994
	<b>Physical Description</b>	(XLIV, 1042p) in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises--Finance Corporations--Finance Investments
	<b>Call Number</b>	658.15 PIN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human Resource management: the strategic perspective



<b>Author</b>	Miner,John B. Crane,Donald P.
<b>Publication Data</b>	New York: Harper Collins College Publishers, 1994
<b>Physical Description</b>	XXXIX, 712p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management Strategic planning
<b>Call Number</b>	658.3 MIN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of Marketing


	<b>Author</b>	Kinnear, Thomac C. Bernhardt, Kenneth L. Krentler, Kathleen A.
	<b>Publication Data</b>	New York: Harper Collins Publishers, 1995
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XIVII, 808p + Disk
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 KIN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global Marketing management: cases and readings

	<b>Author</b>	Buzzell,Robert D. Quelch,John A. Bartlett,Christopher A.
	<b>Publication Data</b>	Reading, Massachusetts: Addison-Westey, 1995
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	X, 686p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing--Management Export marketing-- Management--Case studies
	<b>Call Number</b>	658.848 BUZ
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting



<b>Author</b>	Wright,David
<b>Publication Data</b>	New York: Addison-Wesley Longman limited, 1996
<b>Physical Description</b>	X, 316p
<b>Series Data</b>	Longman modular texts in business and economics;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 WRI

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance

	<b>Author</b>	Gitman, Lawrence J
	<b>Publication Data</b>	reading, Massachusetts: Addison-Wesley, 1997
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	(XLII, 980p) in various pagings + Disk
	<b>Notes</b>	Accompanied with: Instructions for using the PMF disk
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations--Finance Business enterprises--Finance
	<b>Call Number</b>	658.15 GIT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The internet strategic plan: a step-by-step guide to connecting your company



<b>Author</b>	Schulman, Martin A.
<b>Publication Data</b>	New York: John Wiley & Sons, 1997
<b>Physical Description</b>	XVII, 350p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business enterprises--Computer networks--Planning Web sites--Design and construction--Planning Web servers--Planning
<b>Call Number</b>	658.054678 SCH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The 8 practices of exceptional companies: How great organizations make the most of their human assets**

	<b>Author</b>	Fitz-enz,Jac
	<b>Publication Data</b>	New York: American Management Association, 1997
	<b>Physical Description</b>	VIII, 246p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational effectiveness--Case studies Benchmarking (Management)--Case studies
	<b>Call Number</b>	658 FIT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations research : an introduction

	<b>Author</b>	Taha, Hamdy A. (Author)
	<b>Responsibility Data</b>	Hamdy A. Taha
	<b>Publication Data</b>	Upper Saddle River, NJ: Prentice-Hall International, 1997
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xx, 916 p. : ill. ; 24 cm. + 1 computer disk
	<b>ISBN</b>	0-13-281172-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Programming (Mathematics)
<b>Call Number</b>	658.4034 TAH	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organization: a guide to problems and practice



<b>Author</b>	Child,John
<b>Publication Data</b>	London: Harper and Row, 1977
<b>Physical Description</b>	243p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organization Management
<b>Call Number</b>	658.1 CHI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic operational research


	<b>Author</b>	Moore,P. G.
	<b>Publication Data</b>	London: Pitman, 1976
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	X, 203p
	<b>Series Data</b>	Topics in Operational Research Series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research
	<b>Call Number</b>	658.4034 MOR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management made simple

	<b>Author</b>	Coventry, William F. (Author)
	<b>Responsibility Data</b>	William F. Coventry
	<b>Publication Data</b>	London: W. H. Allen, 1977
	<b>Physical Description</b>	xvi, 287 p. : ill. ; 22 cm.
	<b>Series Data</b>	The made simple series;
	<b>ISBN</b>	0-491-01001-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 COV

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Of man and management



<b>Author</b>	Murthy,D. B. N.
<b>Publication Data</b>	New Delhi: UBS Publishers, 1994
<b>Physical Description</b>	XIV, 195p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 MUR

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Purchasing and supply management: text and cases

	<b>Author</b>	Dobler,Donald W. Burt,David N.
	<b>Publication Data</b>	New Delhi: Tata Mcgraw-Hill, 1996
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XIX, 963p
	<b>Series Data</b>	Mcgraw--Hill series in management;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial procurement Purchasing Materials management
	<b>Call Number</b>	658.7 DOB



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Blackwell Encyclopedia of management



<b>Author</b>	Cooper,Cary L. Argyris,Chris
<b>Publication Data</b>	Cambridge, Mass: Blackwell Pub. Inc., 1997
<b>Physical Description</b>	12 vols
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management--Dictionaries Accounting--Dictionaries Finance--Dictionaries Business ethics--Dictionaries
<b>Call Number</b>	658.001 BLA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business organisation and management

	<b>Author</b>	Shukla, M. C.
	<b>Publication Data</b>	New Delhi: S. Chand & Co., 1997
	<b>Edition</b>	18th rev. ed.
	<b>Physical Description</b>	878p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Business
	<b>Call Number</b>	658 SHU

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing information system security



<b>Author</b>	Dhillon, Gurpreet
<b>Publication Data</b>	London: Macmillan Press LTD, 1997
<b>Physical Description</b>	VIII, 210p
<b>Series Data</b>	Information systems series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information system Information services
<b>Call Number</b>	658.4038 DHI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Organizational world



<b>Author</b>	Leavitt, Harold Dill, William R. eyring, Henry B.
<b>Publication Data</b>	New York: Harcourt, Brace Javanvich, Inc., 1973
<b>Physical Description</b>	XVI, 335p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial management Corporations Management
<b>Call Number</b>	658.15 LEA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quality planning and analysis: from product development through use


	<b>Author</b>	Juran, J. M. Gryna, Frank M.
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill Pub. co., 1996
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXI, 634p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality control Quality assurance
	<b>Call Number</b>	658.562 JUR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Integrated quality control: text and cases

	<b>Author</b>	Gopalakrishnan,P.
	<b>Publication Data</b>	New Delhi: S. Chand & Co., 1987
	<b>Physical Description</b>	XIII, 263p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality control Quality control--Case studies
	<b>Call Number</b>	658.562 GOP

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Harrap's glossary of Spanish-English commerical & industrial terms Ingles-Espanol



<b>Author</b>	Rodrigues,Louis J. Soler,Josefina Bernet
<b>Publication Data</b>	London: Harrap, 1990
<b>Physical Description</b>	290p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business--Dictionaries Industry--Dictionaries Commerce--dictionaries
<b>Call Number</b>	650.03 HAR

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Java for business : using Java to win customers, cut costs, and drive growth

	<b>Author</b>	Anderson, Thomas (Author)
	<b>Responsibility Data</b>	Thomas Anderson
	<b>Publication Data</b>	New York: Van Nostrand Reinhold, 1997
	<b>Physical Description</b>	xiv, 354 p. : ill. ; 23 cm.
	<b>ISBN</b>	0-442-02517-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Java (Computer program language) Business -- Computer programs Business enterprises -- Computer networks -- Case studies Web sites -- Design Internet programming
	<b>Call Number</b>	650.02855262 AND

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business correspondence and report writing


	<b>Author</b>	Shama,R. C. Mohan,Krishna
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill Pub. Co., 1994
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 322p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business letters Letter writing Report writing
	<b>Call Number</b>	651.75 SHA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management and policy

	<b>Author</b>	Horne, James C.
	<b>Publication Data</b>	New Jersey: Prentice-Hall International, 1997
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XIX, 780p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises--Finance Corporations--Finance
	<b>Call Number</b>	658.15 HOR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: theory and practice



<b>Author</b>	Cole,G. A.
<b>Publication Data</b>	London: Letts Educational Aldine place, 1997
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	VII, 247p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Strategic planning
<b>Call Number</b>	658.4012 COL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management : theory and practice

	<b>Author</b>	Cole,G. A. (Author)
	<b>Responsibility Data</b>	G. A. Cole
	<b>Publication Data</b>	London: Letts Educational, 1996
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xiv, 462 p. : ill. ; 25 cm.
	<b>ISBN</b>	1-85805-166-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 COL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting



<b>Author</b>	Lucey, T.
<b>Publication Data</b>	London: Letts Educational Adline House, 1996
<b>Edition</b>	4th ed.
<b>Physical Description</b>	VII, 599p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 LUC

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing



<b>Author</b>	Sanhusen, Richard L.
<b>Publication Data</b>	New York: Barron, 1997
<b>Physical Description</b>	XIV, 481p
<b>Series Data</b>	Barron's business review series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Export marketing
<b>Call Number</b>	658.848 SAN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting

	<b>Author</b>	Hilton,Ronald W.
	<b>Publication Data</b>	New York: The Mcgraw-Hill Companies, 1997
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXVIII, 1028p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	657.1511 HIL

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management: analysis, planning, implementation, and control


	<b>Author</b>	<b>Kotler, Philip</b>
	<b>Publication Data</b>	<b>New Jersey: Prentice Hall International, 1997</b>
	<b>Edition</b>	<b>9th ed.</b>
	<b>Physical Description</b>	<b>XL, 838p in various pagings</b>
	<b>Series Data</b>	<b>The prentice Hall international series in marketing;</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing</b>
	<b>Call Number</b>	<b>658.8 KOT</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Typewell: typewriting course

	<b>Author</b>	Stanwell, Sheila T. (Author)
	<b>Responsibility Data</b>	Sheila T. Stanwell
	<b>Publication Data</b>	London: Edward Arnold, 1974
	<b>Physical Description</b>	v. 1 (50) p.
	<b>Notes</b>	Book 1: Keyboard mastery
	<b>ISBN</b>	0-7131-1839-3 v. 1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Typewriting
	<b>Call Number</b>	652.3 STA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting for strategic and operational control

	<b>Author</b>	Coates,Jeff Rickwood,Colin Stacey,Ray
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1996
	<b>Physical Description</b>	VIII, 329p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Accounting
	<b>Call Number</b>	658.1511 COA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic mangement accounting: text and cases



<b>Author</b>	Smith, Malcolm
<b>Publication Data</b>	Oxford: Butterworth-Heinemann, 1997
<b>Physical Description</b>	XVI, 255p + Disk
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting Strategic planning--Accounting
<b>Call Number</b>	658.1511 SMI


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Readings on market-driving strategies towards a new theory of competitive advantage

	<b>Author</b>	Carpenter, Gregory S. Glazer, Rashi Nakamoto, Kent
	<b>Publication Data</b>	Reading, Massachusetts: Addison-Wesley, 1997
	<b>Physical Description</b>	XVII, 540p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behaviour Marketing
	<b>Call Number</b>	658.8342 CAR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing


	<b>Author</b>	Hill,Elazabth O'Sullivan,Terry
	<b>Publication Data</b>	London: Longman, 1996
	<b>Physical Description</b>	X, 415p
	<b>Series Data</b>	Longman Modular Texts in Business and Economics;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 HIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introducing human resource mangement

	<b>Author</b>	Foot,Margaret Hook,Caroline
	<b>Publication Data</b>	London: Longman, 1996
	<b>Physical Description</b>	XII, 400p
	<b>Series Data</b>	Longman Modular Texts in Business and Economics;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personal management Employee rights
	<b>Call Number</b>	658.3 FOO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business finance: a pictorial guide for managers



<b>Author</b>	Burns,Paul Morris,peter
<b>Publication Data</b>	Oxford: Butterworht-Heinemann, 1997
<b>Physical Description</b>	90p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business enterprices--Finance Corporations--Finance
<b>Call Number</b>	658.15 BUR

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing strategy


	<b>Author</b>	Fifield, Paul
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1998
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	308p
	<b>Series Data</b>	The Chartered Institute of Marketing Series: Professional;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 FIF



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The fundamentals of advertising

	<b>Author</b>	Wilmshurst, John
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1985
	<b>Physical Description</b>	XIV, 267p
	<b>Series Data</b>	The Chartered Institute of Marketing Series: Student;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 WIL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing planning for services

	<b>Author</b>	McDonald, Malcolm Payne, Adrian
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1996
	<b>Physical Description</b>	X, 364p
	<b>Series Data</b>	The Chartered Institute of Marketing Series: Professional Development;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning--Marketing
	<b>Call Number</b>	658.802 MCD

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in marketing management

	<b>Author</b>	Moutinho,Luiz
	<b>Publication Data</b>	Wokingham: Addison-Wesley Publishing Company, 1995
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 390p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Management
	<b>Call Number</b>	658.8 MOU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behaviour: cocepts, contrversies, applications



<b>Author</b>	Robbins,Stephen P.
<b>Publication Data</b>	New Jersey: Prentice Hall, 1997
<b>Edition</b>	8th ed.
<b>Physical Description</b>	XXI, 789p in various pagings + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational behaviour
<b>Call Number</b>	658.3 ROB


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behaviour: an introductory

	<b>Author</b>	Buchanan,David Huiczynski,Andrzej
	<b>Publication Data</b>	London: Prentice Hall, 1997
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 744p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 BUC
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

[Al-Mojam Al Shamel le moustalhat Al-eloum al edariah, Muhasabeh, al tamweel wal Masaref]=  
A comprehensive dictionary of management, accounting, finance

	<b>Parallel Title</b>	المعجم الشامل لمصطلحات العلوم الادارية و المحاسبة و التمويل و المصارف
	<b>Author</b>	Al-Alaq, Basher Abbas
	<b>Publication Data</b>	Musrata: Al-Dar Al Jmaheria, 1996
	<b>Physical Description</b>	614p
	<b>Notes</b>	The titel is translated
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management--Dictionaries Accounting--Dictionaries Finance--Dictionaries Banks and banking--Dictionaries
	<b>Call Number</b>	650.03 ALA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing information

	<b>Author</b>	Wilson,David A.
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1997
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIV, 193p
	<b>Series Data</b>	In The Institute of Management Series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Informtion resources management
	<b>Call Number</b>	658.4038 WIL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business Studies


	<b>Author</b>	Whitehead, Geoffrey
	<b>Publication Data</b>	Oxford: Mode Simple Books, 1994
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	503p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 WHI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Meeting customer needs

	<b>Author</b>	Smith, Ian
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1997
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIV, 231p
	<b>Series Data</b>	In The Institute of Management Foundation;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing Customer service Customer relations
	<b>Call Number</b>	658.8 SMI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Study guide to accompany Fredrick A. Russ and Charles A. Kirkpatrick's marketing**



<b>Author</b>	Parent,C. R. Michael
<b>Publication Data</b>	Boston: Little, Brown and company, 1982
<b>Physical Description</b>	XXX, 206p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 PAR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Relentless: the Japanese way oof marketing



<b>Author</b>	Johansson,Johny K. Nonaka,Ikujiro
<b>Publication Data</b>	Oxford: Buterwrth Heinemann, 1996
<b>Physical Description</b>	XIX, 198p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing--Japan
<b>Call Number</b>	658.80952 JOH

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The practice of public relations

	<b>Author</b>	Black,Sam
	<b>Publication Data</b>	oxford: Butterworth-Heinemann, 1995
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XVV,186p
	<b>Series Data</b>	Marketing series: Professional development;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relation--Great Britain
	<b>Call Number</b>	659.20941 PRA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective management information systems: accent on current practices



<b>Author</b>	<b>Thierauf,Robert J.</b>
<b>Publication Data</b>	<b>Columbus: Merrill Publishing Company, 1987</b>
<b>Edition</b>	<b>2nd ed.</b>
<b>Physical Description</b>	<b>VII, 611p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Management information systems</b>
<b>Call Number</b>	<b>658.4038 THI</b>

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: a study of computer-based information systems



<b>Author</b>	Mcleod, Raymond
<b>Publication Data</b>	New York: Macmillan Publishing Company, 1990
<b>Edition</b>	4th ed.
<b>Physical Description</b>	XLVIII, 910p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 MCL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic market management

	<b>Author</b>	Aaker,David A.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1995
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XV, 379p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Management
	<b>Call Number</b>	658.8 AAK

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advanced management accounting


	<b>Author</b>	Kaplan,Robert S. Atkinson,Anthony A.
	<b>Publication Data</b>	New Jersey: Prentice Hall, 1998
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 798p
	<b>Series Data</b>	The Robert S. Kaplan series in management accounting;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	management accounting
	<b>Call Number</b>	658.1511 KAP
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative analysis in marketing management

	<b>Author</b>	Moutinho,Luiz Goode,Mark Davies,Fiona
	<b>Publication Data</b>	Chichester: John Wiley & Sons, 1998
	<b>Physical Description</b>	X, 331p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing--Management--Statistical methods Marketing--Management--Mathematical models
	<b>Call Number</b>	658.800151 MOU

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: new approaches to organization and technology

	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane Price Laudon
	<b>Publication Data</b>	London: Prentice Hall International, 1998
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxviii, 693 p.
	<b>ISBN</b>	0-13-906462-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Humanized information systems analysis and design: people building systems for people



<b>Author</b>	<b>Kozar, Kenneth A.</b>
<b>Publication Data</b>	<b>New York: McGraw-Hill Book Company, 1988</b>
<b>Physical Description</b>	<b>XIX, 506p</b>
<b>Series Data</b>	<b>McGraw-Hill series in management information systems;</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Management information systems</b>
<b>Call Number</b>	<b>658.4038 KOZ</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Prentice Hall encyclopedia dictionary of business terms



<b>Author</b>	<b>Cross, Wilbur</b>
<b>Publication Data</b>	<b>New Jersey: Prentice Hall, 1975</b>
<b>Physical Description</b>	<b>VIII, 472p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Business--Dictionaries Management--Dictionaries</b>
<b>Call Number</b>	<b>650.03 CRO</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: environments and operations

	<b>Author</b>	Daniels,John D. Radebaugh, Lee H.
	<b>Publication Data</b>	Reading, Massachusetts: Addison-Wesley, [199-]
	<b>Edition</b>	7th.ed
	<b>Physical Description</b>	XXIX, 833p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises International economic relations Investments, Foreign
	<b>Call Number</b>	658.18 DAN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision analysis: an integrated approach



<b>Author</b>	<b>Golub,Andrew Lang</b>
<b>Publication Data</b>	<b>New York: John Wiley and Sons, 1997</b>
<b>Physical Description</b>	<b>XI, 235p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Decision--Making</b>
<b>Call Number</b>	<b>658.403 GOL</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior

	<b>Author</b>	Schermerhorn, John R. (Author) Hunt, James G. (Author) Osborn, Richard N. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 1997
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXIV, 523p
	<b>Series Data</b>	Wiley Series in Management;
	<b>ISBN</b>	0-471-15416-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 SCH

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business management: an entrepreneurial emphasis


	<b>Author</b>	Longenecker,Justin G. Moore,Carlos W. Petty,J.William
	<b>Publication Data</b>	Cincinnati, Ohio: College division South Western Publishing, Co., 1994
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XVII, 828p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business--Management
	<b>Call Number</b>	658.022 LON
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business statistics: decision making with data

	<b>Author</b>	Johnson, Richard A. Wichern, Dean W.
	<b>Publication Data</b>	New York: John Wiley & Sons, 1997
	<b>Physical Description</b>	XIII, 769p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management--Statistical methods Statistical decision
	<b>Call Number</b>	658.4033 JOH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The management of information systems


	<b>Author</b>	Dickson,Gary W. Wetherbe,James C.
	<b>Publication Data</b>	New York: Mcgraw-Hill Book Company, 1984
	<b>Physical Description</b>	XVIII, 493p
	<b>Series Data</b>	Mcgraw-Hill Series in Management information systems;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 DIC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of information systems for management

	<b>Author</b>	Ahituv,Niv Neumann,Seev
	<b>Publication Data</b>	Duubuque, Iowa: Wm.C.Brown Publishers, 1986
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVII, 606p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 AHI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems concepts for management


	<b>Author</b>	Lucas, Henry C.
	<b>Publication Data</b>	New York: Mitchell McGraw-Hill, 1990
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XII, 530p
	<b>Series Data</b>	Mcgraw-Hill Series in Management Information Systems;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LUC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance

	<b>Author</b>	Ross,Stephen A. (Author) Westerfield,Randolph W. (Author) Jordan,Bradford D. (Author)
	<b>Responsibility Data</b>	Stephen A. Ross , Randolph W. Westerfield , Bradford D. Jordan
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill Publishing Company Limited, 2008
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxxii, 1 v. in various pagings ; 24 cm.
	<b>ISBN</b>	978-0-07-066702-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Don't put socks on the hippoptamus and other rules of business life



<b>Author</b>	<b>Kelley, Terry</b>
<b>Publication Data</b>	<b>Hampshire: Gower Publishing Limited, 1998</b>
<b>Physical Description</b>	<b>IX, 234p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Management--Quotations, Maxims, etc. Management--Anecdotes</b>
<b>Call Number</b>	<b>658 KEL</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 101 more business letters

	<b>Author</b>	Crosby,David (ed.)
	<b>Responsibility Data</b>	edited by David Crosby
	<b>Publication Data</b>	Ely, Cambs: Wyvern Crest Publications, 1997
	<b>Physical Description</b>	xix, 138 p. : ill. ; 30 cm.
	<b>ISBN</b>	1-899206-09-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business letters Letters writing Report writing
	<b>Call Number</b>	651.75 MOR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support systems: an applied managerial approach



<b>Author</b>	Sauter, Vicki L.
<b>Publication Data</b>	New York: John Wiley & Sons, 1997
<b>Physical Description</b>	XIX, 408p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision support systems Decision--Making Management information systems
<b>Call Number</b>	658.403 SAU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting


	<b>Author</b>	Hilton,Ronald W.
	<b>Publication Data</b>	Boston: Irwin/Mcgraw-Hill, 1999
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXXii, 816p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HIL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: concepts and strategies


	<b>Author</b>	Pride, William M. Ferrell, O. C.
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 1997
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XXXii, 666p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 PRI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding and managing organizational behavior

	<b>Author</b>	George, Jennifer M. Jones, Gareth R.
	<b>Publication Data</b>	Reading, Massachusetts: Addison - Wesley, 1999
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	Xviii, [750]p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Organizational effectiveness
	<b>Call Number</b>	658.3 GED
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Human side of organizations

	<b>Author</b>	Drafke, Michael W. Kossen, Stan
	<b>Publication Data</b>	Reading, Massachusetts: Addison - Wesley, 1997
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXIX, 537p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Psychology, Industrial Organizational behavior Interpersonal relations
	<b>Call Number</b>	658.3 DRA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource management

	<b>Author</b>	<b>Decenzo, David A. Robbins, Stephen P.</b>
	<b>Publication Data</b>	<b>New York: John Wiley and Sons, 1999</b>
	<b>Edition</b>	<b>6th ed.</b>
	<b>Physical Description</b>	<b>XXi, 546p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Personnel management</b>
	<b>Call Number</b>	<b>658.3 DEC</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management and business policy: entering 21st century global society


	<b>Author</b>	Wheelen, Thomas L. Hunger, J. David
	<b>Publication Data</b>	Reading, Massachusetts: Addison - Wesley, 1998
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXXi, [735]p
	<b>Series Data</b>	World student series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning - Case studies
	<b>Call Number</b>	658.4012 WHE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: environments and operations

	<b>Author</b>	Daniels, John D. Radebaugh, Lee H.
	<b>Publication Data</b>	Reading, Massachusetts: Addison - Wesley, 1998
	<b>Edition</b>	8th.ed
	<b>Physical Description</b>	XXXVii, [944]p
	<b>Series Data</b>	World student series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises International economic relations Investments, Foreign
	<b>Call Number</b>	658.18 DAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing research


	<b>Author</b>	Craig,C. Samuel Douglas,Susan P.
	<b>Publication Data</b>	Chichester: John Wiley and Sons, 1999
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXii, 425p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing - Research
	<b>Call Number</b>	658.848 CRA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing innovations: integrating technological, market and organizational change

	<b>Author</b>	Tidd,Joe Bessant,John Pavitt,Keith
	<b>Publication Data</b>	Chichester: John Wiley and Sons, 1997
	<b>Physical Description</b>	Xi, 377p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management Technological innovations Organizational change
	<b>Call Number</b>	658.514 TID

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production and operations management: text and cases



<b>Author</b>	Wild,Ray
<b>Publication Data</b>	London: Cassell, 1995
<b>Edition</b>	5th ed.
<b>Physical Description</b>	Viii, 919p.+ CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 WIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Applied data communications: a business - oriented approach


	<b>Author</b>	Goldman,James E.
	<b>Publication Data</b>	New York: John Wiley and Sons,Inc., 1998
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	Xiv, 663p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic data interchange Business enterprises - Communication systems Data transmission systems Computer networks
	<b>Call Number</b>	658.0546 GOL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information system: a management perspective


	<b>Author</b>	Alter, Steven
	<b>Publication Data</b>	Reading, Massachusetts: Addison - Wesley, 1999
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XViii, 523p
	<b>Series Data</b>	World student series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038011 ALT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mind skills for managers

	<b>Author</b>	Malone, Samuel A.
	<b>Publication Data</b>	London: Gower, 1996
	<b>Physical Description</b>	Xii, 228p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Executive ability Management - Psychological aspects Communication in management Interpersonal communication
	<b>Call Number</b>	658.409 MAL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding decision support systems and expert systems



<b>Author</b>	Mallach,Efem G.
<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1994
<b>Physical Description</b>	XXIII, 695p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision support systems Expert systems (Computer science)
<b>Call Number</b>	658.403 MAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Direct selling as marketing strategy of two consumer firms in Metro Manila

	<b>Author</b>	Barakat, Hamdi J. (Author)
	<b>Responsibility Data</b>	Hamdi J. Barakat
	<b>Publication Data</b>	Malabon, Metro Manila: Gregorio Araneta University Foundation, 1990
	<b>Physical Description</b>	xxi, 190 p.
	<b>Notes</b>	Thesis (PH.D.) - Gregorio Araneta University Foundation, 1990
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Direct selling Marketing Sales management
	<b>Call Number</b>	658.84 BAR






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising spot illustrations of the twenties and thirties: 1,593 cuts


	<b>Author</b>	Cabarga, Leslie
	<b>Publication Data</b>	New York: Dover Publications, INC., 1989
	<b>Physical Description</b>	109p
	<b>Series Data</b>	Dover pictorial archive series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- United States -- History -- 20th century -- Pictorial works Commercial art -- United States -- Themes motives
	<b>Call Number</b>	659.1097309042 ADV
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business information systems: analysis, design and practice


	<b>Author</b>	Curtis, Graham
	<b>Publication Data</b>	Harlow, England: Addison - Wesley Longman Publishing Company, 1998
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XIII, 577p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Business -- Data processing
	<b>Call Number</b>	658.4038 CUR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management


	<b>Author</b>	Schermerhorn, John R.
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 1999
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXXIII, [491]p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 SCH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: managing information technology in the internetworked enterprise

	<b>Author</b>	O'Brien, James A.
	<b>Publication Data</b>	Boston: Irwin McGraw-Hill, 1999
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXV, [805]p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Computer networks
	<b>Call Number</b>	658.4038 OBR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Revenue management: hard-core tactics for market domination



<b>Author</b>	<b>Cross,Robert G.</b>
<b>Publication Data</b>	<b>New York: Broadway Books, 1997</b>
<b>Physical Description</b>	<b>XII, 276p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Revenue management</b>
<b>Call Number</b>	<b>658.1554 CRO</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer-supported decision making: meeting the decision demands of modern organizations


	<b>Author</b>	Smith, Charles L.
	<b>Publication Data</b>	Greenwich, Connecticut: Ablex Publishing Corporation, 1998
	<b>Physical Description</b>	XIV, 172p
	<b>Series Data</b>	Contemporary studies in information management, policy and services;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision-making -- Data processing Decision support systems
	<b>Call Number</b>	658.403 SMI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Implementing decision support systems: methods, techniques, and tools

	<b>Author</b>	Srinivasan,Ananth Sundaram,David Davis,Joseph
	<b>Publication Data</b>	London: The McGraw - Hill Companies, 2000
	<b>Physical Description</b>	XIV, 161p
	<b>Series Data</b>	Information systems series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision support systems Decision-Making -- Data processing
	<b>Call Number</b>	658.403 SRI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International finance: management, markets and institutions



<b>Author</b>	<b>Baker, James C.</b>
<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Prentice - Hall, 1998</b>
<b>Physical Description</b>	<b>XXII, 538p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>International business enterprises -- Finance International finance</b>
<b>Call Number</b>	<b>658.1599 BAK</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International Journal of Information Management

	<b>Publication Data</b>	Oxford, UK: Butterworth - Heinemann, v. 6, n.1 (Mar. 1986)-
	<b>Volumes/Issues Held</b>	1989 v.9 n.1- 1991 v.11 n.4, 1994 v.14 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Former Frequency: Quarterly, 1986-1992 ; Continues: Social Science Information Studies ; Published 2003- : Amsterdam : Elsevier Science.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0268-4012
	<b>Subject Headings</b>	Management information systems -- Periodicals Social sciences -- Information services -- Periodicals Social sciences -- Research -- Periodicals Information science -- Periodicals
	<b>Call Number</b>	658.403805 IJI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Workforce


	<b>Publication Data</b>	Costs Mesa,CA, US: ACC Communications Inc., v. 76, n. 1 (Jan. 1997)-
	<b>Volumes/Issues Held</b>	1997 v.76 n.2- 1998 v.77 n.11, 1999 v.78 n.1-5, 2001 v.80 n.1- 2003 v.82 n.1,3-6.
	<b>Frequency</b>	
	<b>Notes</b>	Continues: Personnel journal , Continued by: Workforce Management.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1092-8332
	<b>Subject Headings</b>	Personnel management -- Periodicals
	<b>Call Number</b>	658.3005 WOR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personnel Journal

	<b>Corporate</b>	,Personnel Research Federation (U.S.)
	<b>Publication Data</b>	Costa Mesa, CA, US: ACC Communications Inc., 1927-
	<b>Physical Description</b>	Vol. 73 - 75.
	<b>Volumes/Issues Held</b>	1989 v.68 n.1-1991 v.70 n.12,1992 v.71 n.6-1996 v.75 n.12.
	<b>Frequency</b>	
	<b>Notes</b>	Former Frequency: Varies ; Continues: Journal of Personnel Research , Contiued by: Workforce.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0031-5745
	<b>Subject Headings</b>	Personnel management -- Periodicals
	<b>Call Number</b>	658.3005 PJO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Administrative Science Quarterly

	<b>Corporate</b>	,Cornell University. Graduate School of Business and Public Administration
	<b>Publication Data</b>	Ithaca, N.Y., US: Johnson Graduate School of Management , Cornell University, v.1 June 1956 -
	<b>Volumes/Issues Held</b>	1989 v.34 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0001-8392
	<b>Subject Headings</b>	Management -- Periodicals Organization -- Periodicals Public administration -- Periodicals Organization and Administration -- Periodicals
	<b>Call Number</b>	658.005 ASQ


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource management: an experiential approach

	<b>Author</b>	Bernardin,H. John Russell,Joyce E.
	<b>Publication Data</b>	Boston: Irwin McGraw - Hill, 1998
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 692p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management -- United States
	<b>Call Number</b>	658.3 BER
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic human resource management



<b>Author</b>	Schuler,Randall S. Jackson,Susan E.
<b>Publication Data</b>	Oxford: Blackwell Publishers, 1999
<b>Physical Description</b>	XX, 497p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 STR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Concise dictionary of business managemnt



<b>Author</b>	Statt,David A.
<b>Publication Data</b>	London: Routledge, 1999
<b>Physical Description</b>	X, 187p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management -- Dictionaries Business -- Dictionaries
<b>Call Number</b>	658.003 STA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Blackwell encyclopedic dictionary of international management

	<b>Author</b>	O'Connell,John
	<b>Publication Data</b>	Oxford: Blackwell Business, 1997
	<b>Physical Description</b>	317p
	<b>Series Data</b>	Encyclopedia of management;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management -- Dictionaries International business enterprises -- Management -- Dictionaries
	<b>Call Number</b>	658.5003 BLA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Academy of Management Journal

	<b>Corporate</b>	,Academy of Management (New York)
	<b>Publication Data</b>	Ada, Ohio [ etc.], US: Academy of Management, v. 6-Mar. 1963-
	<b>Physical Description</b>	Vol.37 to present
	<b>Volumes/Issues Held</b>	1989 v.32 n.1-4,1990 v.33 n.1-4,1991 v.34 n.1-2,4,1992 v.35 n.1-4,6,1993 v.36 n.1-5,1994 v.37 n.1,5 -
	<b>Frequency</b>	
	<b>Notes</b>	Continues: Journal of the Academy of Management ; Former Frequency: Quarterly.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0001-4273
	<b>Subject Headings</b>	Management -- Periodicals Industrial management -- Periodicals
	<b>Call Number</b>	658.005 AMJ


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Marketing Channels

	<b>Publication Data</b>	Binghamton, N.Y., US: The Haworth Press, V.1, n.1 (fall 1991)-
	<b>Physical Description</b>	Vol.3.
	<b>Volumes/Issues Held</b>	1993/94 v.3 n.1-4.
	<b>Frequency</b>	
	<b>Notes</b>	Cancelled
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1046-669X
	<b>Subject Headings</b>	Marketing channels -- United States -- Periodicals Physical distribution of goods -- United States -- Periodicals Business logistics -- United States -- Periodicals
	<b>Call Number</b>	658.005 JMC



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International Journal of Research in Marketing

	<b>Corporate</b>	,European Marketing Academy
	<b>Publication Data</b>	Amsterdam, NL: Elsevier Science, 1984-
	<b>Physical Description</b>	Vol.11.
	<b>Volumes/Issues Held</b>	1994 v.11 n.1-5.
	<b>Frequency</b>	
	<b>Notes</b>	Official journal of the European Marketing Academy.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0167-8116
	<b>Subject Headings</b>	Marketing -- Periodicals
	<b>Call Number</b>	658.8005 IJR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Forbes Global


	<b>Publication Data</b>	New York, US: Forbes Global Inc., 1998-
	<b>Physical Description</b>	Vol.2 to present
	<b>Volumes/Issues Held</b>	1999 v.2 n.15-26,2003 v.6 n.2-4,8-13,15-19,2004 v.7 n.6,9-13
	<b>Frequency</b>	
	<b>Notes</b>	Frequency: Biweekly (except semimonthly in June and July, with additional issue the second week of Oct.) ; Continues: Forbes Global Business & Finance.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1467-1654
	<b>Subject Headings</b>	Business -- Periodicals International trade -- Periodicals
	<b>Call Number</b>	650.05 FOR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Research Policy


	<b>Publication Data</b>	Amsterdam, NL: Elsevier Science Publishers, Nov. 1971-
	<b>Physical Description</b>	Vol.23.
	<b>Volumes/Issues Held</b>	1994 v.23 n.1-6, 1995 v.24 n.1.
	<b>Frequency</b>	
	<b>Notes</b>	Former Frequency: Varies
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0048-7333
	<b>Subject Headings</b>	Research -- Periodicals Research -- Management -- Periodicals Research, Industrial -- Periodicals
	<b>Call Number</b>	658.5705 RPO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision Support Systems


	<b>Publication Data</b>	Amsterdam, NL: North-Holland, 1985-
	<b>Physical Description</b>	Vol.11.
	<b>Volumes/Issues Held</b>	1994 v.11 n.1- 1995 v.13 n.1.
	<b>Frequency</b>	
	<b>Notes</b>	Starting 2000 title changed to: Decision Support Systems and Electronic Commerce.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	00167-9236
	<b>Subject Headings</b>	Decision support systems -- Periodicals Operations research -- Periodicals
	<b>Call Number</b>	658.005 DSS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic Management Journal

	<b>Publication Data</b>	Chichester, UK: John Wiley & Sons, v. 1, n. 1 (Jan.-Mar.1980)-
	<b>Physical Description</b>	Vol.15.
	<b>Volumes/Issues Held</b>	1994 v.15 n.1-8, 2002 v.23 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Former Frequency: Varies.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0143-2095
	<b>Subject Headings</b>	Strategic management -- Periodicals Business planning -- Periodicals Management -- Periodicals Business -- Periodicals
	<b>Call Number</b>	658.005 SMJ

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### California Management Review

	<b>Corporate</b>	,University of California
	<b>Publication Data</b>	Berkeley.Calif., US: University of California, v. 1 (Fall 1958)-
	<b>Physical Description</b>	Vol.36 to present
	<b>Volumes/Issues Held</b>	1994 v.36 n.2-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0008-1256
	<b>Subject Headings</b>	Management -- Periodicals Industrial management -- Periodicals
	<b>Call Number</b>	658.005 CMR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Hospital Marketing


	<b>Publication Data</b>	Binghamton, N.Y., US: The Haworth Press, v. 1, n. 1/2 (Fall/Winter 1986)-
	<b>Physical Description</b>	Vol.8.
	<b>Volumes/Issues Held</b>	1993/94 v.8 n.1-2.
	<b>Frequency</b>	
	<b>Notes</b>	Former Frequency: Quarterly ; Continued by: Journal of Hospital Marketing & Public Relations.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0883-7570
	<b>Subject Headings</b>	Hospitals -- Marketing -- Periodicals Advertising -- Hospitals -- Periodicals Economics, Hospital -- Periodicals Hospital administration -- Periodicals Marketing of health services -- Periodicals
	<b>Call Number</b>	658.8005 JHM



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Marketing for Higher Education


	<b>Publication Data</b>	Binghamton, N Y, US: Haworth Press, v. 1 n. 1- 1988-
	<b>Physical Description</b>	Vol.5.
	<b>Volumes/Issues Held</b>	1994 v.5 n.1-2
	<b>Frequency</b>	
	<b>Notes</b>	Former Frequency: Semiannual.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0884-1241
	<b>Subject Headings</b>	Education, Higher -- United States --Marketing -- Periodicals College publicity -- United States -- Periodicals
	<b>Call Number</b>	658.8005 JMH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Harvard Business Review


	<b>Publication Data</b>	Boston [etc.], US: Graduate School of Business Administration, Harvard University, v. 1- Oct. 1922-
	<b>Physical Description</b>	Vol.72 to present
	<b>Volumes/Issues Held</b>	1989 v.67 n.1-5, 1990 v.68 n.1,3-4,6, 1991 v.69 n.1-1993 v.71 n.6, 1994 v.72 n.3 - 1999 v.77 n.6, 2000 v.78 n.1-3,5-6, 2001 v.79 n.1-2004 v.82 n.6, 2004 v.82 n.9-
	<b>Frequency</b>	
	<b>Notes</b>	Former Frequency: Varies
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0017-8012
	<b>Subject Headings</b>	Business -- Periodicals Economic history -- Periodicals
	<b>Call Number</b>	650.05 HBR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Euro-marketing

	<b>Publication Data</b>	Binghamton, NY, US: International Business PressHaworth Press, v. 1, n.1/2- 1991-
	<b>Physical Description</b>	Vol.3.
	<b>Volumes/Issues Held</b>	1993/94 v.3 n.1-4.
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1049-6483
	<b>Subject Headings</b>	Marketing -- Periodicals Export marketing -- European Economic Community Countries -- Periodicals Marketing -- European Economic Community Countries -- Periodicals
	<b>Call Number</b>	658.8005 JEM



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computers and Operations Research

	<b>Publication Data</b>	Amsterdam, NL: Elsevier, v. 1 Mar. 1974-
	<b>Physical Description</b>	Vol.21 - 22. 1995, Vol.22, Nos.4 - 10 are not avai
	<b>See</b>	Computers & Operations Research and Their Application to Problems of World Concern
	<b>Volumes/Issues Held</b>	1994 v.21 n.1-10, 1995 v.22 n.1-3.
	<b>Frequency</b>	
	<b>Notes</b>	Ormer Frequency: Varies.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0305-0548
	<b>Subject Headings</b>	Operations research -- Periodicals Electronic data processing -- Periodicals
	<b>Call Number</b>	658.4005 COR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Marketing

	<b>Corporate</b>	,American Marketing Association ,American Marketing Society ,National Association of Marketing Teachers
	<b>Publication Data</b>	Chicago, Ill., US: American Marketing Association, v. 1- July 1936-
	<b>Physical Description</b>	Vol.35, 52, 55, 58 to present
	<b>Volumes/Issues Held</b>	1971 v.35 n.1-2, 1972 v.36 n.1, 1987 v.51 n.2,4 1988 v.52, 1989 v.53 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Formed by the union of: American Marketing Journal and: National Marketing Review.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0022-2429
	<b>Subject Headings</b>	Management -- Periodicals Marketing -- Periodicals
	<b>Call Number</b>	658.8005 JMA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations Research


	<b>Corporate</b>	,Institute for Operations Research and the Management Sciences
	<b>Publication Data</b>	Linthicum, MD, US: Institute for Operations Research and the Management Sciences, v. 4- Feb. 1956-
	<b>Physical Description</b>	Vol.42 to present
	<b>Volumes/Issues Held</b>	1989 v.37 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Continues: Journal of the Operations Research Society of America
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0030-364X
	<b>Subject Headings</b>	Operations research -- Periodicals
	<b>Call Number</b>	658.4005 ORE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Consumer Research

	<b>Corporate</b>	American Association for Public Opinion Research
	<b>Publication Data</b>	Chicago, Ill., US: University of Chicago Press, 1994-
	<b>Physical Description</b>	Vol.20 to present
	<b>Volumes/Issues Held</b>	1988 v.15 n.3-1993 v.20 n.3,1994 v.21 n.1- 2001 v.28 n.4, 2002 v.29 n.4, 2003 v.30 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0093-5301
	<b>Subject Headings</b>	Consumer behavior -- Periodicals Motivation research (marketing) -- Periodicals
	<b>Call Number</b>	658.8005 JCR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multinational finance


	<b>Author</b>	Buckley, Adrian (Author)
	<b>Responsibility Data</b>	Adrian Buckley
	<b>Publication Data</b>	Harlow, England: Financial Times Prentice Hall, 2000
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xvi, 798 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-13-013166-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Finance Foreign exchange International finance
<b>Call Number</b>	658.1599 BUC	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing plans: how to prepare them, how to use them

	<b>Author</b>	McDonald, Malcolm
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 1999
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XVIII, 578p
	<b>Series Data</b>	The chartered institute of marketing/ Butterworth - Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Planning
	<b>Call Number</b>	658.802 MCD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance


	<b>Author</b>	Gitman, Lawrence J.
	<b>Publication Data</b>	Reading Massachusetts: Addison Wesley Publishing Company, 2000
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XXXVIII, [936]p + CD-ROM
	<b>Series Data</b>	World student series edition;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance Business enterprises -- Finance
	<b>Call Number</b>	658.15 GIT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Dictionary of event management

	<b>Author</b>	Goldblatt, Joe Jeff Mckibben, Carol F.
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 1996
	<b>Physical Description</b>	VIII, 215p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Promotion of special events -- Dictionaries Publicity -- Handbooks, manuals, etc. Marketing -- Management -- Dictionaries Hospitality industry -- Marketing -- Handbooks, manuals, etc.
	<b>Call Number</b>	650.03 DIC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management and teamwork


	<b>Author</b>	Smith, Karl A.
	<b>Publication Data</b>	Boston: McGraw Hill, 2000
	<b>Physical Description</b>	VIII, 119p
	<b>Series Data</b>	McGraw - Hill's BEST -- basic engineering series and tools;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering management Teams in the workplace Industrial project management
	<b>Call Number</b>	658.404 SMI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Accounting for tastes

	<b>Author</b>	Becker, Gary S.
	<b>Publication Data</b>	Cambridge, Massachusetts: Harvard University Press, 1996
	<b>Physical Description</b>	268p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumers' preferences Consumer behavior Consumption (Economics) -- Social aspects Human capital
	<b>Call Number</b>	658.8343 BEC


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### New organizational designs: information aspects

	<b>Author</b>	Travica,Bob
	<b>Publication Data</b>	Stamford, Connecticut: Ablex Publishing Corporation, 1999
	<b>Physical Description</b>	XXI, 174p
	<b>Series Data</b>	Contemporary studies in information management, policy, and services;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information technology -- Management Organizational change
	<b>Call Number</b>	658.4038 TRA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Process of management: major feature of management performance



<b>Author</b>	McAlpine, T.S.
<b>Publication Data</b>	New Delhi: Vikas Publishing House PVT Ltd., 1994
<b>Physical Description</b>	XIII, 166p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management
<b>Call Number</b>	658 MCA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: text, cases and readings



<b>Author</b>	Hansen, Harry L.
<b>Publication Data</b>	Homewood, Illinois: Richard D. Irwin, Inc., 1956
<b>Physical Description</b>	XI, 799p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 HAN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer applications in business

	<b>Author</b>	Parameswaran,R.
	<b>Publication Data</b>	New Delhi: S. Chand and Company, 1997
	<b>Physical Description</b>	159p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing
	<b>Call Number</b>	658.05 PAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer-mediated communications : multimedia applications

	<b>Author</b>	Walters,Rob (Author)
	<b>Responsibility Data</b>	Rob Walters
	<b>Publication Data</b>	Boston: Artech House, 1995
	<b>Physical Description</b>	xvii, 420 p. : ill. ; 24 cm.
	<b>Series Data</b>	Artech House telecommunications library;
	<b>ISBN</b>	0-89006-757-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Multimedia systems Computer conferencing
	<b>Call Number</b>	651.7 WAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### York dictionary of human resources and personnel management


	<b>Author</b>	Ivanovic,A. Collin,P.H.
	<b>Publication Data</b>	Teddington, Middlesex: Peter Collin Publishing Ltd., 1997
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	248p
	<b>Series Data</b>	Higher education dictionaries;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management -- Dictionaries
	<b>Call Number</b>	658.3003 IVA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### York dictionary of American business


	<b>Author</b>	Collin,P.H. Weiland,Carol Dohn,Derek S.
	<b>Publication Data</b>	Teddington, Middlesex: Peter Collin Publishing Ltd., 1991
	<b>Physical Description</b>	302p
	<b>Series Data</b>	Higher education dictionaries;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Dictionaries
	<b>Call Number</b>	650.03 YOR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### York dictionary of business


	<b>Author</b>	Collin,P.H.
	<b>Publication Data</b>	Teddington, Middlesex: Peter Collin Publishing Ltd., 1994
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	331p
	<b>Series Data</b>	Higher education dictionaries;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Dictionaries
	<b>Call Number</b>	650.03 COL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### York dictionary of marketing

	<b>Author</b>	Ivanovic,A. Collin,P.H.
	<b>Publication Data</b>	Teddington, Middlesex: Peter Collin Publishing Ltd., 1996
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	224p
	<b>Series Data</b>	Higher education dictionaries;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Dictionaries
	<b>Call Number</b>	658.8003 IVA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to information systems: essentials for the internetworked e-business enterprise

	<b>Author</b>	O'Brien, James A.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2001
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XXVI, [579]p. in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Management -- Data processing Management information systems
	<b>Call Number</b>	658.4038 OBR
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Analyzing business information systems: an object-oriented approach

	<b>Author</b>	Wang, Shouhong
	<b>Publication Data</b>	Boca Raton: Auerbach, 1999
	<b>Physical Description</b>	XI, 196p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Information storage and retrieval systems -- Business Information technology Object-oriented methods (Computer science) System analysis
	<b>Call Number</b>	658.4038011 WAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: organization and technology in the networked enterprise


	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P.
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane P. Laudon
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxvii, 588 p.
	<b>ISBN</b>	0-13-015682-5 0-13-011732-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 LAU	
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Accounting, information technology and business solutions

	<b>Author</b>	Hollander, Anita S. Denna, Eric L. Cherrington, J. Owen
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVI, 584p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Information technology Information storage and retrieval systems -- Accounting
	<b>Call Number</b>	658.1511 HOL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Web advertising and marketing by design



<b>Author</b>	Fahey, Mary Jo
<b>Publication Data</b>	Redmond, Washington: Microsoft Press, 1998
<b>Physical Description</b>	XVI, 300p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing Internet advertising
<b>Call Number</b>	658.8002854678 FAH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Teach yourself Microsoft Project 2000

	<b>Author</b>	Quinn, Vickey L.
	<b>Publication Data</b>	Foster City, CA: IDG Books Worldwide, Inc., 2000
	<b>Physical Description</b>	XXII, 360p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Project 2000 Industrial project management -- Computer programs
	<b>Call Number</b>	658.40402855369 QUI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sams teach yourself Microsoft Project 2000 in 24 hours



<b>Author</b>	Pyron, Tim
<b>Publication Data</b>	Indianapolis, Indiana: SAMS, 2000
<b>Physical Description</b>	XVII, 566p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Microsoft Project 2000 Industrial project management -- Computer programs
<b>Call Number</b>	658.40402855369 PYR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microsoft Project 2000 for dummies



<b>Author</b>	Doucette, Martin
<b>Publication Data</b>	Foster City, California: IDG Books Worldwide, 2000
<b>Physical Description</b>	XXII, 354p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Microsoft Project 2000 Industrial project management -- Computer programs
<b>Call Number</b>	658.40402855369 DOU


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering Microsoft Project 2000

	<b>Author</b>	Courter,Gini Marquis,Annette
	<b>Publication Data</b>	San Francisco: SYBEX, 2000
	<b>Physical Description</b>	XXV, 834p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Project 2000 Industrial project management -- Computer programs
	<b>Call Number</b>	658.40402855369 COU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microsoft Project 2000 bible

	<b>Author</b>	Marmel, Elaine
	<b>Publication Data</b>	Foster city, CA: IDG Books worldwide, Inc., 1999
	<b>Physical Description</b>	XXVI, 661p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Project 2000 Industrial project management -- Computer programs
	<b>Call Number</b>	658.40402855369 MAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microsoft Project 2000 step by step

	<b>Author</b>	Chatfield, Carl S. Johnson, Timothy D.
	<b>Publication Data</b>	Redmond, Washington: Microsoft Press, 2000
	<b>Physical Description</b>	XIX, 424p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Project 2000 Industrial project management -- Computer programs
	<b>Call Number</b>	658.40402855369 CHA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet shopping yellow pages

	<b>Author</b>	Kasser, Barbara
	<b>Publication Data</b>	Berkeley, : Osborne/ McGraw - Hill, 2000
	<b>Physical Description</b>	XLIV, 324p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing Shopping -- Computer network resources -- Directories Teleshopping -- Directories Internet addresses -- Directories
	<b>Call Number</b>	658.8002854678 KAS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microsoft Word 2000 at a glance



<b>Author</b>	Joyce, Jerry Moon, Marianne
<b>Publication Data</b>	Redmond, Washington: Microsoft Press, 1999
<b>Physical Description</b>	XII, 336p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Microsoft Word Word processing
<b>Call Number</b>	652.55369 JOY


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering Word 2000

	<b>Author</b>	Mansfield,Ron Olsen,J.W
	<b>Publication Data</b>	San Francisco: SYBEX, 1999
	<b>Edition</b>	premium ed.
	<b>Physical Description</b>	XXXVII, 1064p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Word Word processing
	<b>Call Number</b>	652.55369 MAN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-Commerce development: business to consumer



<b>Corporate</b>	<b>,Microsoft Corporation</b>
<b>Publication Data</b>	<b>Redmond, Washington: Microsoft Press, 1999</b>
<b>Physical Description</b>	<b>XVI, 394p + CD-ROM</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Business -- Computer programs Electronic commerce</b>
<b>Call Number</b>	<b>658.800285 MIC</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Beginning e-Commerce with Visual Basic, ASP, SQL server 7.0 and MTS



<b>Author</b>	Reynolds,Matthew
<b>Publication Data</b>	Birmingham, UK: Wrox press, 2000
<b>Physical Description</b>	XIII, 777p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Active server pages SQL server Microsoft Visual Basic Electronic Commerce Internet programming Web sites -- Design
<b>Call Number</b>	658.800285 REY

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Web advertising and marketing by design



<b>Author</b>	Fahey, Mary Jo
<b>Publication Data</b>	Redmond, Washington: Microsoft Press, 1998
<b>Physical Description</b>	XVI, 300p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet advertising Internet marketing
<b>Call Number</b>	658.8002854678 FAH

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ISP marketing survival guide: proven strategies and secrets for outman euvering the competition



<b>Author</b>	<b>Knight,Christopher M.</b>
<b>Publication Data</b>	<b>New York: John Wiley and Sons, Inc., 2000</b>
<b>Physical Description</b>	<b>XXIV, 291p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Internet marketing Internet service providers</b>
<b>Call Number</b>	<b>658.8002854678 KNI</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### eBusiness: a beginner's guide



<b>Author</b>	Elswnpeter,Robert C. Velte,Toby J.
<b>Publication Data</b>	Berkeley: Osborne/ McGraw - Hill, 2001
<b>Physical Description</b>	XXIV, 480p
<b>Series Data</b>	Network professional's library;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce
<b>Call Number</b>	658.800285 ELS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**e-Marketing strategies: the how and whys of driving sales through e-commerce-sell any thing, any where any way, any time at any price**

	<b>Author</b>	Fiore, Frank
	<b>Publication Data</b>	Indianapolis, Indiana: Que, 2001
	<b>Physical Description</b>	XI, 310p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing Electronic commerce
	<b>Call Number</b>	658.8002854678 FIO

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Web business engineering: using offline activities to drive internet strategies



<b>Author</b>	Flor,Nick N.
<b>Publication Data</b>	Boston: Addison - Wesley, 2000
<b>Physical Description</b>	XXIII, 219p
<b>Series Data</b>	Addison - Wesley information technology series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce -- Planning Web sites -- Design Internet
<b>Call Number</b>	658.8002854678 FLO

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business solutions for e-commerce



<b>Author</b>	<b>Kienan,Brenda</b>
<b>Publication Data</b>	<b>Redmond, Washington: Microsoft Press, 2000</b>
<b>Physical Description</b>	<b>XXIII, 371p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Electronic commerce Small business -- Technological innovations</b>
<b>Call Number</b>	<b>658.8002854678 KIE</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business solutions for networking



<b>Author</b>	Neibauer, Alan
<b>Publication Data</b>	Redmond, Washington: Microsoft Press, 2000
<b>Physical Description</b>	XXII, 473p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Local area networks (Computer networks) Small business -- Computer networks
<b>Call Number</b>	658.0546 NEI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business solutions for Microsoft Windows 2000 professional



<b>Author</b>	Gilbert, Don
<b>Publication Data</b>	Redmond, Washington: Microsoft Press, 2000
<b>Physical Description</b>	XXII, 392p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Small business -- Management Microsoft Windows (Computer file)
<b>Call Number</b>	658.0220285 GIL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising and promotion: an integrated marketing communications perspective

	<b>Author</b>	Belch,George E. (Author) Belch,Michael A. (Author)
	<b>Responsibility Data</b>	George E. Belch and Michael A. Belch
	<b>Publication Data</b>	Boston: McGaw - Hill/ Irwin, 2001
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xx, 759 p.
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Sales promotion Communication in marketing
	<b>Call Number</b>	659.1 BEL

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: an introduction


	<b>Author</b>	Armstrong, Gary Kotler, Philip
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 1999
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXVII, [601]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 ARM
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing


	<b>Author</b>	Etzel,Michael J. Walker,Bruce J. Stanton,William J.
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2001
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	XXII, [739]p in various pagings
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 ETZ



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising: principles and practice


	<b>Author</b>	Wells, William Burnett, John Moriarty, Sandra
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XVII, 562p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 WEL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management


	<b>Author</b>	<b>Kotler, Philip</b>
	<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Prentice - Hall, 2000</b>
	<b>Edition</b>	<b>Millennium ed.</b>
	<b>Physical Description</b>	<b>XXXII, 131p</b>
	<b>Series Data</b>	<b>The Prentice - Hall international series in marketing;</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing</b>
	<b>Call Number</b>	<b>658.8 KOT</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Fundamentals of advertising

	<b>Author</b>	Wilmshurst, John Mackay, Adrian
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1999
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XI, 384p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 WIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising management: concepts and cases



<b>Author</b>	Mohan, Manendra
<b>Publication Data</b>	New Delhi: Tata McGraw - Hill Publishing Company Limited, 1989
<b>Physical Description</b>	XI, 418p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Advertising -- Management
<b>Call Number</b>	659.1 MOH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurship: a contemporary approach


	<b>Author</b>	Kuratko,Donald F. Hodgetts,Richard M.
	<b>Publication Data</b>	Fort Worth: The Dryden Press, 1998
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XIX, 701p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Entrepreneurship New Business enterprises Small business
	<b>Call Number</b>	658.421 KUR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Theory and problems in financial management

	<b>Author</b>	Khan,M.Y. Jain,P.K.
	<b>Publication Data</b>	New Delhi: Tata McGraw - Hill Publishing Company, 1999
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XI, [420]p in various pagings
	<b>Series Data</b>	TMH outline series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 KHA

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising management


	<b>Author</b>	Batra,Rajeev Myers,John G. Aaker,David A.
	<b>Publication Data</b>	New Delhi: Prentice - Hall, 1999
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XIII, 754p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- Management
	<b>Call Number</b>	659.1 BAT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Personal medical information : security, engineering, and ethics : personal information workshop, Cambridge, UK, June 21-22, 1996 : proceedings**

	<b>Author</b>	Anderson,Ross (ed.)
	<b>Responsibility Data</b>	Ross Anderson, ed.
	<b>Publication Data</b>	Berlin: Springer, 1997
	<b>Physical Description</b>	x, 250 p. : ill. ; 24 cm.
	<b>Notes</b>	Proceedings of a workshop entitled Personal information-security, engineering and ethics jointly sponsored by the Isaac Newton Institute for Mathematical Sciences and the British Medical Association
	<b>ISBN</b>	3-540-63244-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Medical records -- Access control -- Congresses Database security -- Congresses
	<b>Call Number</b>	651.504261 PER

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### M-commerce crash course: the technology and business of next generation internet services



<b>Author</b>	Louis,R.J.
<b>Publication Data</b>	New York: McGraw - Hill, 2001
<b>Physical Description</b>	XII, 345p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Internet Mobile communication systems
<b>Call Number</b>	658.800285 LOU

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information technology and the future enterprise: new models for managers



<b>Author</b>	Dickson,Gary W. DeSanctis,Gerardine
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
<b>Physical Description</b>	VIII, 312p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Information technology -- Management
<b>Call Number</b>	658.4038 DIC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce: a managerial perspective



<b>Author</b>	<b>Turban,Efraim</b>
<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Prentice Hall, 1999</b>
<b>Physical Description</b>	<b>520p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Electronic commerce Electronic commerce -- Management Information technology -- Management Business enterprises -- Computer networks</b>
<b>Call Number</b>	<b>658.800285 ELE</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Issues in management accounting


	<b>Author</b>	Ashton,David Hopper,Trevor Scapens,Robert W.
	<b>Publication Data</b>	London: Prentice - Hall, 1995
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVI, 374p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 ISS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting

	<b>Author</b>	Atkinson,Anthony A. ... [et al.] (Author)
	<b>Responsibility Data</b>	Anthony A. Atkinson ... [et al.]
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxviii, 595 p.
	<b>Series Data</b>	The Robert S. Kaplan series in management accounting;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 MAN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business information systems



<b>Author</b>	<b>Kumar, Muneesh</b>
<b>Publication Data</b>	<b>New Delhi: Vikas Publishing House, 1999</b>
<b>Physical Description</b>	<b>XVI, 384p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Management information systems</b>
<b>Call Number</b>	<b>658.4038 KUM</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Accounting and accountability: changes and challenges in corporate social and environmental reporting


	<b>Author</b>	Gray,Rob Owen,Dave Adams,Carol
	<b>Publication Data</b>	Harlow, England: Prentice - Hall, 1996
	<b>Physical Description</b>	332p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Social accounting Industries -- Social aspects -- Accounting Industries -- Environmental aspects -- Accounting Social responsibility of business -- Accounting
	<b>Call Number</b>	658.408 GRA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Management information systems: using cases within and industry context to solve business problems with information technology**

	<b>Author</b>	Anderson, David L.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	<b>Physical Description</b>	XXII, 440p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 AND

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in management accounting: current practices in European companies



<b>Author</b>	Groot, Tom Lukka, Kari
<b>Publication Data</b>	Harlow, England: Prentice - Hall, 2000
<b>Physical Description</b>	XVI, 336p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting -- Europe -- Case studies
<b>Call Number</b>	658.1511 CAS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing information technology: what managers need to know



<b>Author</b>	Martin,E. Wainright...
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 1998
<b>Edition</b>	3rd ed.
<b>Physical Description</b>	XX, 716p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 MAN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems foundations


	<b>Author</b>	Jessup, Leonard M. Valacich, Joseph S.
	<b>Publication Data</b>	Indianapolis, Indiana: QUE Education and Training, 1999
	<b>Physical Description</b>	XVIII, [630]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information technology
	<b>Call Number</b>	658.4038 JES
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Budgeting profit planning and control


	<b>Author</b>	Welsch, Glenn A. Hilton, Ronald W. Gordon, Paul N.
	<b>Publication Data</b>	London: Prentice - Hall International, 1988
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XX, 661p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Budget in business
	<b>Call Number</b>	658.154 WEL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customer and market-driven quality management

	<b>Author</b>	Edosomwan,Johnson A.
	<b>Publication Data</b>	New Delhi: The McGraw - Hill Publishing Company Limited, 1993
	<b>Physical Description</b>	XVIII, 250p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Total quality management Industrial management Consumer satisfaction
	<b>Call Number</b>	658.562 EDO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurship: creating and managing new ventures



<b>Author</b>	Lloyd, Bruce
<b>Publication Data</b>	Oxford: Pergamon Press, 1989
<b>Physical Description</b>	185p
<b>Series Data</b>	The best of long range planning, No.2;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	New business enterprises -- Management Entrepreneurship
<b>Call Number</b>	658.421 LLO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Barron's GMAT: how to prepare for the graduate management admission test**

	<b>Author</b>	Jaffe,Eugene D. Hilbert,Stephen
	<b>Publication Data</b>	New York: Barron, 1998
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	X, 579p
	<b>Series Data</b>	Barron's educational series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Graduate Management Admission Test Management -- Examinations, questions, etc.
	<b>Call Number</b>	650.076 JAF

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Marketing plan in colour: a pictorial guide for managers



<b>Author</b>	McDonald, Malcolm Morris, Peter
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2000
<b>Physical Description</b>	88p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing -- Planning -- Comic books, strips, etc.
<b>Call Number</b>	658.802 MCD

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance


	<b>Author</b>	Ross,Stephen A. (Author) Westerfield,Randolph W. (Author) Jaffe,Jeffrey (Author)
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXIV, 868p
	<b>Series Data</b>	The Irwin/ McGraw - Hill in finance, insurance and real estate;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing logistics

	<b>Author</b>	Christopher, Martin
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 1997
	<b>Physical Description</b>	VIII, 162p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management Business logistics
	<b>Call Number</b>	658.5 CHR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: solving business problems with information technology


	<b>Author</b>	Post,Gerald V. Anderson,David L.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXII, 666p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 POS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing


	<b>Author</b>	<b>Berkowitz, Eric N.</b>
	<b>Publication Data</b>	<b>Boston: Irwin/ McGraw - Hill, 2000</b>
	<b>Edition</b>	<b>6th ed.</b>
	<b>Physical Description</b>	<b>XXXII, 736p + CD-ROM</b>
	<b>Series Data</b>	<b>The Irwin/ McGraw - Hill series in marketing;</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing</b>
	<b>Call Number</b>	<b>658.8 MAR</b>



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Service marketing: integrating customer focus across the firm

	<b>Author</b>	Zeithaml, Valarie A. Bitner Mary Jo
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVIII, 620p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Service industries -- Marketing Customer services Marketing
	<b>Call Number</b>	658.8 ZE1
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Twentieth century management tools and techniques management



<b>Author</b>	Ramu,S. Shiva
<b>Publication Data</b>	New Delhi: Wheeler Publishing, 2000
<b>Physical Description</b>	XII, 187p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management
<b>Call Number</b>	658 RAM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing operations



<b>Author</b>	Johnson, Bob
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1998
<b>Physical Description</b>	XVI, 224p
<b>Series Data</b>	IM certificate in management series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 JOH


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of marketing


	<b>Author</b>	Kotler, Philip Armstrong, Gary
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2001
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XV, [840]p in various pagings + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 KOT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behavior

	<b>Author</b>	Schiffman,Leon G. Kanuk,Leslie Lazar
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 1999
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XIII, [496]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior Motivation research (Marketing)
	<b>Call Number</b>	658.8342 SCH
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Streetwise marketing plan: winning strategies for every small business



<b>Author</b>	Debelak, Don
<b>Publication Data</b>	Halbrook, Massachusetts: Adams Mwdia Corporation, 2000
<b>Physical Description</b>	XIV, 352p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing -- Management
<b>Call Number</b>	658.802 DEB


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behaviour in tourism

	<b>Author</b>	Swarbrooke, John Horner, Susan
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 1999
	<b>Physical Description</b>	IX, 453p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behaviour Tourism
	<b>Call Number</b>	658.8342 SWA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of marketing

	<b>Author</b>	Kotler, Philip Armstrong, Gary
	<b>Publication Data</b>	London: Prentice - Hall International, Inc., 1999
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XVIII, 118p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 KOT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production/ operations management

	<b>Author</b>	Stevenson, William J.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XVI, 912p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 STE


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management

	<b>Author</b>	Heizer, Jay H. Render, Barry
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXXI, 874p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 HEI
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior


	<b>Author</b>	Robbins, Stephen P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2001
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XXVII, 643p + CD-ROM
	<b>ISBN</b>	0-13-018635-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 ROB
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing communications

	<b>Author</b>	Pelsmacker,Patrick de Geuens,Maggie Bergh,Joeri Van Den
	<b>Publication Data</b>	Harlow, England: Prectice - Hall, 2001
	<b>Physical Description</b>	XIV, 509p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in marketing -- Europe Advertising
	<b>Call Number</b>	658.802 PEL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behavior and marketing strategy

	<b>Author</b>	Peter, J. Paul Olson, Jerry C.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXV, 545p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior Marketing
	<b>Call Number</b>	658.8342 PET
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to marketing



<b>Author</b>	Frain,John
<b>Publication Data</b>	London: An International Thomson Business Press, 1999
<b>Edition</b>	4th ed.
<b>Physical Description</b>	IX, 444p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 FRA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: origins, concepts, environment



<b>Author</b>	Wright,Ray
<b>Publication Data</b>	London: Business Press, 1999
<b>Physical Description</b>	X, 358p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 WRI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research



<b>Author</b>	West,Chris
<b>Publication Data</b>	London: Macmillan Press Ltd, 1999
<b>Physical Description</b>	XVI, 219p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing research
<b>Call Number</b>	658.83 WES


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The IEBM encyclopedia of marketing

	<b>Author</b>	<b>Baker, Michael J.</b>
	<b>Publication Data</b>	<b>London: International Thomson Business Press, 1999</b>
	<b>Physical Description</b>	<b>XIII, 865p</b>
	<b>Series Data</b>	<b>International encyclopedia of business and management series;</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing -- Encyclopedias</b>
	<b>Call Number</b>	<b>658.003 IEB</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in strategic marketing

	<b>Author</b>	Rosenthal,David Brown,Lew G.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	<b>Physical Description</b>	XIII, 610p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Decision making -- Case studies Marketing - - Management -- Case studies
	<b>Call Number</b>	658.802 ROS
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management and cost accounting



<b>Author</b>	Horngren, Charles T. ...
<b>Publication Data</b>	London: Prentice - Hall, 1999
<b>Physical Description</b>	XXII, 895p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting Cost accounting
<b>Call Number</b>	658.1511 MAN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing: reading and online resources



<b>Author</b>	Richardson,Paul
<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2001
<b>Physical Description</b>	XII, 350p
<b>Series Data</b>	McGraw Hill/ Irwin series in marketing;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing
<b>Call Number</b>	658.8002854678 RIC


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing and the internet

	<b>Author</b>	Coupey, Eloise
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2001
	<b>Physical Description</b>	XXII, 362p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing Internet World Wide Web
	<b>Call Number</b>	658.8002854678 COU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing: strategy, implementation and practice



<b>Author</b>	Chaffey,Dave...
<b>Publication Data</b>	Harlow, England: Prentice Hall, 2000
<b>Physical Description</b>	XIX, 508p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing Internet
<b>Call Number</b>	658.8002854678 INT


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business today


	<b>Author</b>	Mescon, Michael H. Bovee, Courtland L. Thill, John V.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 1998
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XLVII, [755]p in various pagings + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Management -- United States
	<b>Call Number</b>	658 MES
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Market-led strategic change: transforming the process of going to market


	<b>Author</b>	Piercy, Nigel
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	665p
	<b>Series Data</b>	The marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.8 PIE
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to management accounting


	<b>Author</b>	Horngren, Charles T. Sundem, Gary L. Stratton, William O.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall International, Inc., 1999
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XXIX, 111p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HOR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Service management and operations

	<b>Author</b>	Haksever,Cengiz...
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XX, 544p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Service industries -- Management
	<b>Call Number</b>	658 SER
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multinational business finance

	<b>Author</b>	Eiteman, David K. (Author) Stonehill, Arthur I. (Author) Moffett, Michael H. (Author)
	<b>Responsibility Data</b>	David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett ; with a contribution by Chuck Kwok
	<b>Publication Data</b>	Reading, Massachusetts: Addison - Wesley Publishing Company, 1998
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxvi, 854 p. : ill. (some col.), map ; 24 cm.
	<b>Series Data</b>	The Addison - Wesley series in finance;
	<b>ISBN</b>	0-201-52485-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Finance
	<b>Call Number</b>	658.1599 EIT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Case studies in finance managing for corporate value creation

	<b>Author</b>	Bruner,Robert F.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXVI, 958p
	<b>Series Data</b>	The Irwin/ McGraw - Hill series in finance, insurance and real estate;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance -- Case studies International business enterprises -- Finance -- Case studies Decision-making -- Case studies Women executives
	<b>Call Number</b>	658.15 BRU



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The e-business (R)evolu: living and working in an interconnected world



<b>Author</b>	Amor, Daniel
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 1999
<b>Physical Description</b>	XXXII, 636p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Electronic commerce -- Management Internet (Computer network) Business enterprises -- Computer networks
<b>Call Number</b>	658.800285 AMO


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### eCommerce: formulation of strategy

	<b>Author</b>	Plant,Robert T.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
	<b>Physical Description</b>	XXIV, 343p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce -- Case studies Business planning -- Case studies
	<b>Call Number</b>	658.800285 PLA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: principles and perspectives


	<b>Author</b>	Bearden, William O. Ingram, Thomas N. Laforge, Raymond W.
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXXVII, 596p
	<b>Series Data</b>	McGraw - Hill/Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 BEA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### e-Merchant: retail strategies for e-commerce

	<b>Author</b>	Neidorf,Joanne Neidorf,Robin
	<b>Publication Data</b>	Boston: Addison - Wesley, 2001
	<b>Physical Description</b>	XIX, 276p + CD-ROM
	<b>Series Data</b>	Addison - Wesley information technology series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Retail trade -- Computer network
	<b>Call Number</b>	658.800285 NEI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing management: meeting the global marketing challenge



<b>Author</b>	Anderson,Carol H. Vincze,Julian W.
<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2000
<b>Physical Description</b>	XXIII, [486]p in various pagings
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing -- Management Strategic planning -- Marketing
<b>Call Number</b>	658.8 AND

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing



<b>Author</b>	Sandhusen
<b>Publication Data</b>	New York: Baron,s, 2000
<b>Physical Description</b>	XV, 559p
<b>Series Data</b>	Barron,s business review series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 SAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic marketing management

	<b>Author</b>	Darymple,Douglas J. Parsons,Leonard J.
	<b>Publication Data</b>	New York: John Wiley and Sons, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 341p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.8 DAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance

	<b>Author</b>	Ross, Stephen A. Westerfield, Randolph W. Jordan, Bradford D.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2000
	<b>Edition</b>	5th ed., Standard ed.
	<b>Physical Description</b>	XXXI, [725]p in various pagings + CD-ROM
	<b>Series Data</b>	Irwin/ McGraw - Hill series in finance, insurance and real estate;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurial finance

	<b>Author</b>	Smith,Richard L. Smith,Janet Kiholm
	<b>Publication Data</b>	New York: John Wiley and Sons, 2000
	<b>Physical Description</b>	XVIII, 638p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Entrepreneurship Venture capital
	<b>Call Number</b>	658.421 SMI


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management of information technology


	<b>Author</b>	Frenzel,Carroll W. (Author)
	<b>Responsibility Data</b>	Carroll W. Frenzel
	<b>Publication Data</b>	Cambridge: Course Technology, 1999
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxii, 546 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-7600-4990-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information technology -- Management Management information systems
<b>Call Number</b>	658.4038 FRE	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business planning: an introduction


	<b>Author</b>	Campbell,David Stonehouse,George Houston,Bill
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2000
	<b>Physical Description</b>	XVII, 333p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning Business strategy
	<b>Call Number</b>	658.4012 CAM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Daft,Richard
	<b>Publication Data</b>	Fort Worth: The Dryden Press, 2000
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXXIV, 781p + CD-ROM
	<b>Series Data</b>	The Dryden press series in management;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 DAF
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational marketing



<b>Author</b>	Wilson, Dominic
<b>Publication Data</b>	London: International Thomson Business Press, 1999
<b>Physical Description</b>	VI, 299p
<b>Series Data</b>	Advanced marketing series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 WIL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing financial resources

	<b>Author</b>	<b>Broadbent,Michael Cullen,John</b>
	<b>Publication Data</b>	<b>Oxford: Butterworth - Heinemann, 1993</b>
	<b>Physical Description</b>	<b>XIV, 384p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Managerial accounting Corporations -- Finance</b>
	<b>Call Number</b>	<b>658.15 BRO</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personal effectiveness

	<b>Author</b>	Murdock,Alexander (Author) Scutt,Carol N. (Author)
	<b>Responsibility Data</b>	Alexander Murdock and Carol N. Scutt
	<b>Publication Data</b>	Oxford: Butterworth-Heinemann, 1997
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xviii, 282 p. : ill. ; 24 cm.
	<b>Series Data</b>	The institute of management series;
	<b>ISBN</b>	0-7506-3393-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Business communication Interpersonal communication
	<b>Call Number</b>	650.13 MUR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A textbook on human resource management



<b>Author</b>	Pattanayak,Biswajeet Verma,Harish C.
<b>Publication Data</b>	New Delhi: Wheeler Publishing, 1997
<b>Physical Description</b>	186p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 PAT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: the challenge of global competition

	<b>Author</b>	Ball, Donald A.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXIX, 673p + disk
	<b>Notes</b>	Accompanied with 1999 - 2000 update
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Management International business enterprises International economic relations
	<b>Call Number</b>	658.049 BAL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: competing in the global market place postscript 2002



<b>Author</b>	Hill, Charles W. L.
<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2002
<b>Edition</b>	3rd ed.
<b>Physical Description</b>	XXVIII, 692p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	International business enterprises -- Management Competition, International
<b>Call Number</b>	658.049 HIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Total organizational excellence: achieving world-class performance

	<b>Author</b>	Oakland, John S.
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 1999
	<b>Physical Description</b>	VII, 271p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Total quality management Benchmarking (Marketing) Leadership Teams in the workplace
	<b>Call Number</b>	658.4013 OAK

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The language of advertising: written texts

	<b>Author</b>	Goddard,Angela
	<b>Publication Data</b>	London: Routledge, 1998
	<b>Physical Description</b>	IX, 134p
	<b>Series Data</b>	Intertext;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- Language Advertising -- Discourse analysis
	<b>Call Number</b>	659.1014 GOD
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Twentieth century management tools and techniques: organization design



<b>Author</b>	Ramu,S. Shiva
<b>Publication Data</b>	New Delhi: Wheeler Publishing, 2000
<b>Physical Description</b>	XII, 146p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organization
<b>Call Number</b>	658.4 RAM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customer relationship management: profit through knowledge



<b>Author</b>	Gandy,Anthony
<b>Publication Data</b>	Canterbury, Kent: CIB Publishing, 2000
<b>Physical Description</b>	134p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Customer relations -- Management Relationship marketing
<b>Call Number</b>	658.812 GAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Twentieth century management tools and techniques: strategy formation



<b>Author</b>	Ramu,S. Shiva
<b>Publication Data</b>	New Delhi: Wheeler Publishing, 1999
<b>Physical Description</b>	IX, 141p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Strategic planning
<b>Call Number</b>	658.4012 RAM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Intrapreneuring in action: a handbook for business innovation**



<b>Author</b>	<b>Pinchot,Gifford Pellman,Ron</b>
<b>Publication Data</b>	<b>San Francisco: Berrett-Koehler Publishers, Inc., 1999</b>
<b>Physical Description</b>	<b>XIV, 176p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Industrial management Creative ability in business Organizational effectiveness</b>
<b>Call Number</b>	<b>658.4063 PIN</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to write business letters

	<b>Author</b>	Nauheim, Fred (Author)
	<b>Responsibility Data</b>	Fred Nauheim
	<b>Publication Data</b>	New Delhi: Crest Publishing House, 1998
	<b>Physical Description</b>	xi, 244 p. ; 22 cm.
	<b>ISBN</b>	81-242-0098-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business letters
	<b>Call Number</b>	651.75 NAU

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising in tourism and leisure

	<b>Author</b>	Morgan,Nigel Pritchard,Annette
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2000
	<b>Physical Description</b>	XII, 346p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- Tourism Advertising -- Tourist trade
	<b>Call Number</b>	659.1903384791 MOR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to write better business letters

	<b>Author</b>	Geffner, Andrea B. (Author)
	<b>Responsibility Data</b>	by Andrea B. Geffner
	<b>Publication Data</b>	New York: Barron's, 1995
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	vii, 144 p. : ill. ; 28 cm.
	<b>Series Data</b>	Barron's educational series;
	<b>ISBN</b>	0-8120-3643-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business letters
	<b>Call Number</b>	651.75 GEF

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic marketing and the consumer



<b>Author</b>	Peterson,Robert A.
<b>Publication Data</b>	London: Sage Publications, 1997
<b>Physical Description</b>	XIII, 193p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing Broadcast advertising Twenty-first century -- Forecasts
<b>Call Number</b>	658.84 ELE


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Internet marketing for less than \$500/ year: how to attract customers and client online without spending a fortune**

	<b>Author</b>	Yudkin, Marcia
	<b>Publication Data</b>	Gulf Breeze, FL: Maximum Press, 2000
	<b>Physical Description</b>	XXIII, 305p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 YUD

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing tips to busy executives



<b>Author</b>	Alexander,Peter Nobrega,John
<b>Publication Data</b>	San Joes: Writers Club Press, 2000
<b>Physical Description</b>	X, 104p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing
<b>Call Number</b>	658.84 ALE

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing for dummies

	<b>Author</b>	Catalano, Frank Smith, Bud
	<b>Publication Data</b>	Foster City, CA.: IDG Books Worldwide, 2001
	<b>Physical Description</b>	XX, 317p
	<b>Series Data</b>	For dummies;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 CAT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The internet marketing plan: the complete guide to instant web presence



<b>Author</b>	Bayne, Kim M.
<b>Publication Data</b>	New York: Wiley Computer Publishing, 2000
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XIX, 411p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing
<b>Call Number</b>	658.84 BAY

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Developing e-Commerce sites: an integrated approach



<b>Author</b>	Sharma,Vivek Sharma,Rajiv
<b>Publication Data</b>	Boston: Addison - Wesley, 2000
<b>Physical Description</b>	XVII, 617p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Web site development
<b>Call Number</b>	658.84 SHA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic marketing: integrating electronic resources into the marketing process



<b>Author</b>	Reedy,Joel Schullo,Shauna Zimmerman,Kenneth
<b>Publication Data</b>	Fort Worth: The Dryden Press, 2000
<b>Physical Description</b>	XXIV, 466p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Telemarketing Internet marketing
<b>Call Number</b>	658.84 REE

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing research: theory and practice



<b>Author</b>	Lee, Ook
<b>Publication Data</b>	Hershey: IDEA Group Publishing, 2001
<b>Physical Description</b>	II, 261p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing
<b>Call Number</b>	658.84 LEE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Data warehousing and e-Commerce



<b>Author</b>	Lewis, William J.
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2001
<b>Physical Description</b>	XIV, 288p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Data warehousing
<b>Call Number</b>	658.84 LEW

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essential guide to networking



<b>Author</b>	<b>Keogh, Jim</b>
<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Prentice Hall, 2000</b>
<b>Physical Description</b>	<b>XVIII, 407p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Computer networks -- Management Business enterprises - - Computer networks -- Management</b>
<b>Call Number</b>	<b>658.0546 KEO</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering entrepreneurship

	<b>Author</b>	Birley,Sue Muzyka,Daniel F.
	<b>Publication Data</b>	London: Prentice - Hall, 2000
	<b>Physical Description</b>	XIV, 418p
	<b>Series Data</b>	Financial times mastering series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Entrepreneurship New business enterprises
	<b>Call Number</b>	658.421 BIR
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The complete idiot's guide to making millions on the internet



<b>Author</b>	Gertler,Nat Underhill,Rod
<b>Publication Data</b>	Indianapolis, Indiana: QUE, 2000
<b>Physical Description</b>	XIV , 294p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Electronic management New business enterprises -- computer networks Internet
<b>Call Number</b>	658.84 GER

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing operation 1999-2000



<b>Author</b>	Worsam, Mike
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1999
<b>Physical Description</b>	X, 377p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 WOR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Services marketing : integrating customer focus across the firm

	<b>Author</b>	<b>Zeithaml,Valarie A. Bithner,Mary Jo</b>
	<b>Publication Data</b>	<b>New Delhi: Tata McGraw - Hill Publishing Company Limited, 2000</b>
	<b>Edition</b>	<b>2nd ed</b>
	<b>Physical Description</b>	<b>XXVIII, 620p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Service industries -- Marketing Customer services Marketing</b>
	<b>Call Number</b>	<b>658.8 ZEI</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial marketing

	<b>Author</b>	Hill, Richard M. Alexander, Ralph S. Cross, James S.
	<b>Publication Data</b>	New Delhi: A.I.T.B.S. Publishers and Distributers, 2000
	<b>Edition</b>	4th ed
	<b>Physical Description</b>	XII, 703p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 HIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management: text and cases



<b>Author</b>	<b>Rajagopal</b>
<b>Publication Data</b>	<b>New Delhi: Vikas Publishing House PVT Ltd., 2000</b>
<b>Physical Description</b>	<b>XVII, 303p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Marketing</b>
<b>Call Number</b>	<b>658.8 RAJ</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Brain Storming for managers

	<b>Author</b>	Batra,Promod Maitra,Susan Brady Batra,Vijay
	<b>Publication Data</b>	New Delhi: Think Inc., 1999
	<b>Physical Description</b>	327p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Problem solving Creative thinking Brainstorming Creative ability in business
	<b>Call Number</b>	658.403 BAT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing change:"a strategic approach to organisational dynamics



<b>Author</b>	Burnes,Bernard
<b>Publication Data</b>	Harlow, England: Prentic Hall, 2000
<b>Edition</b>	3rd.ed
<b>Physical Description</b>	XI, 565p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational change -- Management
<b>Call Number</b>	658.406 BUR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of management: essential concepts and applications

	<b>Author</b>	Robbins,Stephen P. DeCenzo,David A.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
	<b>Edition</b>	3rd.ed
	<b>Physical Description</b>	XXII, [512]p. in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 ROB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing:"readings and online resources



<b>Author</b>	Richardson,Paul
<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2001
<b>Physical Description</b>	XII, 350p
<b>Series Data</b>	McGraw - Hill/ Irwin series in marketing;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing
<b>Call Number</b>	658.84 RIC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Services marketing: people, technology, strategy



<b>Author</b>	Lovelock, Christopher
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
<b>Edition</b>	4th.ed
<b>Physical Description</b>	xviii, 717 p.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Professions -- Marketing Service industries -- Marketing
<b>Call Number</b>	658.8 LOV


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### e-Business and e-Commerce for managers

	<b>Author</b>	Deitel,H. M. (Author) Deitel,P. J. (Author) Steinbuhler,K. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2000
	<b>Physical Description</b>	xxxvii, 794 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Business enterprises -- Computer networks -- Management
	<b>Call Number</b>	658.84 DEI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing


	<b>Author</b>	Cateora, Philp R. Graham, John L.
	<b>Publication Data</b>	New York: McGraw - Hill, 2002
	<b>Edition</b>	11th ed
	<b>Physical Description</b>	XXV, 694p
	<b>Series Data</b>	The McGraw - Hill/Irwin smries in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing International business enterprises
	<b>Call Number</b>	658.848 CAT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems for the information age

	<b>Author</b>	Haag,Stephen Cummings,Maeve Dawkins,James
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XXI, 554p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 HAA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing planning and strategy

	<b>Author</b>	Jain,Subhash C.
	<b>Publication Data</b>	Cincinnati, Ohio: South - Western College Publishing, 1999
	<b>Physical Description</b>	XVIII, 925p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.8 JAI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of service marketing and management

	<b>Author</b>	Lovelock, Christopher Wright, Lauren
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 1998
	<b>Physical Description</b>	XVII, 414p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Service industries -- Marketing Service industries -- Management
	<b>Call Number</b>	658.8 LOV

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business planning: a guide to business start-up



<b>Author</b>	Butler,David
<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2000
<b>Physical Description</b>	IX, 276p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	New business enterprises -- Planning Business planning
<b>Call Number</b>	658.4012 BUT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business development: a guide to small business strategy



<b>Author</b>	Butler,David
<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2001
<b>Physical Description</b>	X, 192p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Strategic planning Small business -- Growth
<b>Call Number</b>	658.022 But


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: environments and operations


	<b>Author</b>	Daniels,John D. Radebaugh, Lee H.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 1998
	<b>Edition</b>	9th.ed
	<b>Physical Description</b>	XXX, 810p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises International economic relations Investments, Foreign
	<b>Call Number</b>	658.18 DAN
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems: foundation of e-Business

	<b>Author</b>	Alter, Steven (Author)
	<b>Responsibility Data</b>	Steven Alter
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxviii, 587 p.
	<b>ISBN</b>	0-13-043242-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Electronic commerce
	<b>Call Number</b>	658.4038011 ALT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business marketing : connecting strategy, relationships, and learning

	<b>Author</b>	Dwyer,F. Robert (Author) Tanner,Jhon F.
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2002
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XXIX, 705p
	<b>Series Data</b>	McGraw - Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-241063-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 DWY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing briefs: a revision and guide

	<b>Author</b>	Dibb,Sally Simkin,Lyndon
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
	<b>Physical Description</b>	XI, 351p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management Marketing -- Management -- Problems, exercises, etc
	<b>Call Number</b>	658.8 DIB


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Interbational marketing and export management

	<b>Author</b>	Albaum,Gerald Strandskov,Jesper Duerr,Edwin
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Edition</b>	4th.ed
	<b>Physical Description</b>	XVI, 673p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing -- Management
	<b>Call Number</b>	658.848 ALB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management: strategy and analysis


	<b>Author</b>	Krajewski, Lee J. Ritzman, Larry P.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	6th.ed
	<b>Physical Description</b>	XXV, 883p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 KRA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Management information systems:"managing information technology in the e-Business enterprise**

	<b>Author</b>	O'Brien,James A.
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXVII, [616]p in various pagings + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Information technology -- Management Management information systems Business -- Data processing
	<b>Call Number</b>	658.4038 OBR
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing management



<b>Author</b>	Khader, Jameel Ahmad
<b>Publication Data</b>	Amman: Dar Wael, 2002
<b>Physical Description</b>	290p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Export marketing -- Management
<b>Call Number</b>	658.848 KHA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Working from home

	<b>Author</b>	Hingston, Peter Balfour, Alastair
	<b>Publication Data</b>	London: Dorling Kindersley, 2001
	<b>Physical Description</b>	192p
	<b>Series Data</b>	Small Business guides;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Home-based business
	<b>Call Number</b>	658.022 HIN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ISO 9001:2000 for small businesses



<b>Author</b>	Tricker,Ray
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
<b>Edition</b>	2nd. ed
<b>Physical Description</b>	XIV, 460p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ISO 9000 Series Standards Quality Control -- Standards
<b>Call Number</b>	658.562 TRI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Innovation and entrepreneurship:"practice and principles



<b>Author</b>	Drucker,Peter F.
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
<b>Physical Description</b>	X, 258p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Small business New buiness enterprises Entrepreneurship
<b>Call Number</b>	658.421 DRU


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Key customers: how to manage them profitably


	<b>Author</b>	McDonald, Malcolm Rogers, Beth Woodburn, Diana
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2000
	<b>Physical Description</b>	XXII, 320p
	<b>Series Data</b>	The Chartered Institute of marketing/ Butterworth Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Selling -- Key accounts Marketing -- Key accounts Customer services
	<b>Call Number</b>	658.8105 MCD



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective marketing

	<b>Author</b>	Hingston, Peter
	<b>Publication Data</b>	London: A Dorling Kindersley Book, 2001
	<b>Physical Description</b>	192p
	<b>Series Data</b>	Small business guides;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 HIN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Kreitner,Robert
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2001
	<b>Edition</b>	8th. ed
	<b>Physical Description</b>	XXVIII, [634] in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 KRE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Write to win

	<b>Author</b>	Kuiper, Shirley (Author) Kohut, Gary F. (Author)
	<b>Responsibility Data</b>	Shirley Kuiper, Gary F. Kohut
	<b>Publication Data</b>	[Cincinnati, Ohio]: South-Western College Publishing, 1999
	<b>Physical Description</b>	xi, 415 p. : ill. ; 24 cm.
	<b>Notes</b>	"How to plan, research, draft, edit, write and produce successful business reports"--Cover
	<b>ISBN</b>	0-324-01505-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business report writing
	<b>Call Number</b>	651.74 KUI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing your finance



<b>Author</b>	Barrow, Colin
<b>Publication Data</b>	New York: Dorling Kindersley Book, 2001
<b>Physical Description</b>	192p
<b>Series Data</b>	Small Business guides;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business enterprises -- Finance Corporations -- Finance
<b>Call Number</b>	658.15 BAR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Starting your business



<b>Author</b>	Hingston, Peter
<b>Publication Data</b>	New York: Dorling Kindersley Book, 2001
<b>Physical Description</b>	192p
<b>Series Data</b>	Small business guides;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	New business enterprises -- Management
<b>Call Number</b>	658.11 HIN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Lee's building maintenance management



<b>Author</b>	Wordsworth,Paul
<b>Publication Data</b>	London: Blackwell Science, 2000
<b>Edition</b>	4th. ed
<b>Physical Description</b>	X, 340p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Buildings -- Maintenance -- Management
<b>Call Number</b>	658.202 WOR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing: an introduction



<b>Author</b>	Proctor, Tony
<b>Publication Data</b>	London: Routledge, 2000
<b>Physical Description</b>	XVII, 318p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing -- Decision making Marketing -- Management
<b>Call Number</b>	658.802 PRO


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Exploring corporate strategy

	<b>Author</b>	Johnson,Gerry Scholes,Kevan
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxxvii, 607 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning Strategic planning
	<b>Call Number</b>	658.4012 JOH
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing: planning and control

	<b>Author</b>	Drummond, Graeme Ensor, John
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
	<b>Edition</b>	2nd. ed
	<b>Physical Description</b>	XIV, 304p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management Marketing -- Decision making Marketing -- Planning
	<b>Call Number</b>	658.802 DRU
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Successful marketing communications: a practical guide to planning and implementation



<b>Author</b>	Ace, Cathy
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
<b>Physical Description</b>	IX, 210p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Communication in marketing
<b>Call Number</b>	658.802 ACE

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The entrepreneurial web: first, think like an e-business



<b>Author</b>	Small, Peter
<b>Publication Data</b>	New York: Ft.com, 2000
<b>Physical Description</b>	XXII, 361p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Entrepreneurship Electronic commerce Internet (Computer network) Strategic planning
<b>Call Number</b>	658.054678 SMA

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research using internet SPSS and EXCEL



<b>Author</b>	Charbaji, Abdulrazzak
<b>Publication Data</b>	El-Hamra, Lebanon: Dar Leila, [19-]
<b>Physical Description</b>	183p + disk
<b>Notes</b>	The data is on the disk accompanying the book
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing research -- Data Processing SPSS (Computer file) Microsoft EXCEL (Computer file)
<b>Call Number</b>	658.830285 CHA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The economics of information: a guide to economic and cost-benefit analysis for information professionals


	<b>Author</b>	Kingma, Bruce R.
	<b>Publication Data</b>	Englewood, Colorado: Libraries Unlimited, Inc., 2001
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	XII, 180p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cost effectiveness Information science -- Economic aspects
	<b>Call Number</b>	658.1554 KIN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behavior building marketing strategy


	<b>Author</b>	Hawkins,Del I. Best,Roger J. Coney,Kenneth A.
	<b>Publication Data</b>	Boston: Irwin/ McGraw-Hill, 2000
	<b>Edition</b>	8th. ed
	<b>Physical Description</b>	XXIV, 775p + disk
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior -- United States Market survey -- United States Consumer behavior -- United States -- Case studies
	<b>Call Number</b>	658.83420973 HAW



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management


	<b>Author</b>	Griffin,Ricky W.
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2002
	<b>Edition</b>	7th. ed
	<b>Physical Description</b>	XXXIV, 765p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 GRI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management: theory and practice

	<b>Author</b>	Brigham,Eugene Ehrhardt,Michael C.
	<b>Publication Data</b>	Singapore: Thomson Learning, 2002
	<b>Edition</b>	10th. ed
	<b>Physical Description</b>	XXVIII, [1106]p in various pagings +"CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 BRI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in strategic management


	<b>Author</b>	Strickland,A. J. Thompson,Arthur A. Gamble,John
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2001
	<b>Edition</b>	12th. ed
	<b>Physical Description</b>	XXIV, 615p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning -- United States -- Case studies Industrial management -- United States -- Case studies
	<b>Call Number</b>	658.4012 STR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundations of finance: the logic and practice of financial management


	<b>Author</b>	Keown (Author) Martin (Author) Petty (Author) Scott (Author)
	<b>Publication Data</b>	New Jersey: Prentice Hall, 2001
	<b>Edition</b>	3rd. ed
	<b>Physical Description</b>	XXXI, [622]p in various pagings + CD-ROM
	<b>Series Data</b>	Preintice Hall finance series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 FOU
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Interactive services marketing

	<b>Author</b>	Fisk, Raymond P. Grove, Stephen J. John, Joby
	<b>Publication Data</b>	Boston: Houghton Mifflin company, 2000
	<b>Physical Description</b>	XIX, 250p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Service industries -- Marketing Service industries -- Management
	<b>Call Number</b>	658.8 FIS

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### KISS : guide to managing your career

	<b>Author</b>	Lawson, Ken (Author)
	<b>Responsibility Data</b>	Ken Lawson ; foreword by Martin Yate
	<b>Publication Data</b>	New York: Dorling Kindersley Book, 2000
	<b>Physical Description</b>	415 p. : col. ill. ; 24 cm.
	<b>Series Data</b>	keep it simple series;
	<b>ISBN</b>	0-7513-2718-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Vocational guidance Career development Job hunting Success in bussiness
	<b>Call Number</b>	650.14 LAW

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### KISS guide to selling



<b>Author</b>	Lloyd, Ken
<b>Publication Data</b>	New York: Dorling Kindersley Book, 2001
<b>Physical Description</b>	352p
<b>Series Data</b>	Keep it simple series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Selling
<b>Call Number</b>	658.85 LLO

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business administration in English Language

	<b>Parallel Title</b>	ادارة الأعمال باللغة الانجليزية
	<b>Author</b>	Al-Jayosi, Mohammed Shaheen, Hisham Abid EL Kareem
	<b>Publication Data</b>	Amman: Dar Al-Barakeh, 2001
	<b>Physical Description</b>	248p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business
	<b>Call Number</b>	658 JAY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Manual for training in research and innovation management: proceedings of the second international course on research and innovation management, Moscow,**

	<b>Author</b>	Forti, August
	<b>Publication Data</b>	Singapore: World Scientific, 1994
	<b>Physical Description</b>	VIII, 144p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Research, Industrial -- Management -- Congresses Technological innovations -- Management -- Congresses
	<b>Call Number</b>	658.57 INT


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### eMarketing excellence: the heart of eBusiness

	<b>Author</b>	Smith,P. R. (Author) Chaffey,Dave (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2002
	<b>Physical Description</b>	XIII, 340p
	<b>Series Data</b>	The Chartered Institute of marketing Butterworth - Heinemann marketing series;
	<b>ISBN</b>	0-7506-5335-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing Electronic commerce
	<b>Call Number</b>	658.84 SMI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production flow analysis for planning group technology



<b>Author</b>	Burbidge,John L.
<b>Publication Data</b>	Oxford: Oxford University Press, 1996
<b>Physical Description</b>	IX, 179p
<b>Series Data</b>	Oxford series on advanced manufacturing;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production planning Production control
<b>Call Number</b>	658.503 BUR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **B2B exchanges: the killer application in the business-to-business internet revolution**



<b>Author</b>	Sculeey, Arthur B. Woods, W. William
<b>Publication Data</b>	New York: Harper Collins Publishers, 2001
<b>Physical Description</b>	XV, 288p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industrial marketing Business enterprises -- Computer networks Internet marketing
<b>Call Number</b>	658.84 SCU


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### What color is your parachute? : a practical manual for job-hunters and career-changers

	<b>Author</b>	Bolles, Richard Nelson (Author)
	<b>Responsibility Data</b>	by Richard Nelson Bolles
	<b>Publication Data</b>	Berkeley: Ten Speed Press, 2002
	<b>Edition</b>	2002 ed.
	<b>Physical Description</b>	xviii, 411 p. : ill. ; 23 cm.
	<b>ISBN</b>	1-58008-341-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Job hunting Career changes Caree choice Career mobility
<b>Call Number</b>	650.14 BOL	

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The one to one manager: real-world lessons in customer relationship management



<b>Author</b>	Peppers,Don Rogers,Martha
<b>Publication Data</b>	Oxford: Capstone, 2000
<b>Physical Description</b>	XIX, 268p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Customer relations -- Management Consumers' preferences Relationship marketing
<b>Call Number</b>	658.812 PEP

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: concepts and practices



<b>Author</b>	Hannagan, Tim ... [et al.]
<b>Publication Data</b>	London: Pitman Publishing, 1998
<b>Edition</b>	2nd. ed
<b>Physical Description</b>	XIII, 683p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management
<b>Call Number</b>	658 MAN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic marketing

	<b>Author</b>	Perreault, William D. ... [et al.]
	<b>Publication Data</b>	London: McGraw - Hill Publishing Company, 2000
	<b>Edition</b>	European ed
	<b>Physical Description</b>	XII, 516p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 BAS

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Services marketing: people, technology, strategy



<b>Author</b>	Lovelock, Christopher
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
<b>Edition</b>	4th. ed
<b>Physical Description</b>	XVIII, 717p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Professions -- Marketing Service industries -- Marketing
<b>Call Number</b>	658.8 LOV

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: leading people and organizations in the 21st century



<b>Author</b>	Dessler, Gary
<b>Publication Data</b>	Upper Saddle River. New Jersey: Prentice Hall, 2000
<b>Edition</b>	2nd. ed
<b>Physical Description</b>	XXVII, 577p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MANagement Leadership Organization
<b>Call Number</b>	658 DES


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Griffin,Ricky W.
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 1999
	<b>Edition</b>	6th. ed
	<b>Physical Description</b>	XXXI, 747p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 GRI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management


	<b>Author</b>	Bartol, Kathryn M. (Author) Martin, David C.
	<b>Responsibility Data</b>	Kathryn M. Bartol, David C. Martin
	<b>Publication Data</b>	Boston: Irwin/ McGraw-Hill, 1998
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxv, 779 p. : col. ill. ; 28 cm.
	<b>ISBN</b>	0-07-115206-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
<b>Call Number</b>	658 BAR	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of financial management

	<b>Author</b>	Brigham,Eugene F. Houston,Joel F.
	<b>Publication Data</b>	Fort Worth: Harcourt College Publishers, 1999
	<b>Edition</b>	9th. ed
	<b>Physical Description</b>	XXXVI, [1031]p in various pagings + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 BRI
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: managing information technology in the e-Business enterprise


	<b>Author</b>	O'Brien, James A.
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXVII, [643]p in various pagings + CD-ROM
	<b>ISBN</b>	0-07-112350-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE Information technology -- Management Management information systems Business -- Data processing
	<b>Call Number</b>	658.4038 OBR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### New venture creation: entrepreneurship for the 21st century


	<b>Author</b>	Timmons,Jeffry A.
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 1999
	<b>Edition</b>	5th. ed
	<b>Physical Description</b>	XXII, 612p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	New business enterprises -- Handbooks, manuals, etc. Entrepreneurship -- Handbooks, manuals, etc.
	<b>Call Number</b>	658.11 TIM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The visionary's handbook: nine paradoxes that will shape the future of your business**


	<b>Author</b>	Wacker,Watts Taylor,Jim Means,Howard
	<b>Publication Data</b>	Oxford: Capston Publishing Limited, 2000
	<b>Physical Description</b>	XIV, 254p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business forecasting Management Organizational change
	<b>Call Number</b>	658.406 WAC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing teams

	<b>Author</b>	Holpp, Lawrence
	<b>Publication Data</b>	New York: McGraw-Hill, 1999
	<b>Physical Description</b>	XV, 204p
	<b>Series Data</b>	A briefcase book;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Team in the workplace -- Management
	<b>Call Number</b>	658.402 HOL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Recognizing and rewarding employees

	<b>Author</b>	<b>Bowen,R. Brayton</b>
	<b>Publication Data</b>	<b>New York: McGraw-Hill, 2000</b>
	<b>Physical Description</b>	<b>XIII, 241p</b>
	<b>Series Data</b>	<b>A briefcase book;</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Incentives in industry Employee motivation</b>
	<b>Call Number</b>	<b>658.3142 BOW</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Six sigma for managers

	<b>Author</b>	Brue,Greg
	<b>Publication Data</b>	New York: McGraw-Hill, 2002
	<b>Physical Description</b>	XVI, 189p
	<b>Series Data</b>	A briefcase book;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality control -- Statistical methods Production management -- Statistical methods
	<b>Call Number</b>	658.5620727 BRU


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management

	<b>Author</b>	Heerkens, Gary R.
	<b>Publication Data</b>	New York: McGraw-Hill, 2002
	<b>Physical Description</b>	XIV, 250p
	<b>Series Data</b>	A briefcase book;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management
	<b>Call Number</b>	658.404 HEE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Presentation skills for managers

	<b>Author</b>	Rotondo, Jennifer Rotondo, Mike
	<b>Publication Data</b>	New York: McGraw - Hill, 2002
	<b>Physical Description</b>	XIII, 190p
	<b>Series Data</b>	A briefcase book;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business presentations
	<b>Call Number</b>	658.452 ROT
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing multiple projects

	<b>Author</b>	Tobis, Michael Tobis, Irene P.
	<b>Publication Data</b>	New York: McGraw - Hill, 2002
	<b>Physical Description</b>	XII, 212p
	<b>Series Data</b>	A briefcase book;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management
	<b>Call Number</b>	658.404 TOB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communicating effectively



<b>Author</b>	Arredondo,Lani
<b>Publication Data</b>	New York: McGraw - Hill, 2000
<b>Physical Description</b>	XI, 228p
<b>Series Data</b>	A briefcase book;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Communication in management Business communication
<b>Call Number</b>	658.45 ARR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Negotiating skills for managers



<b>Author</b>	Cohen, Steven P.
<b>Publication Data</b>	New York: McGraw - Hill, 2002
<b>Physical Description</b>	XV, 200p
<b>Series Data</b>	A briefcase book;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Negotiation in business
<b>Call Number</b>	658.4052 COH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Leadership skills for managers

	<b>Author</b>	Caroselli,Marlene
	<b>Publication Data</b>	New York: McGraw - Hill, 2000
	<b>Physical Description</b>	XII, 169p
	<b>Series Data</b>	A briefcase book;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Leadership
	<b>Call Number</b>	658.4092 CAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management


	<b>Author</b>	Kotler, Philip (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XXIX, [740]p in various paging
	<b>ISBN</b>	0-13-049715-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.8 KOT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support systems and intelligent systems


	<b>Author</b>	Turban,Efraim Aronson,Jay E. Bolloju,Narasimha
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
	<b>Edition</b>	6th. ed
	<b>Physical Description</b>	XXV, 867p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Data processing Decision support systems Expert systems (Computer science)
	<b>Call Number</b>	658.4030285633 TUR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce: a managerial perspective

	<b>Author</b>	Turban,Efraim ... [et al.]
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	International ed.
	<b>Physical Description</b>	XLI, 914p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Electronic commerce -- management Information technology -- Management
	<b>Call Number</b>	658.84 ELE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### New perspective on e-commerce: comprehensive



<b>Author</b>	Schneider, Gary P.
<b>Publication Data</b>	Boston, MA: Course Technology, 2002
<b>Physical Description</b>	1 V. (various paging)
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce
<b>Call Number</b>	658.84 SCH

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management of finance: a guide for the non-specialist



<b>Author</b>	Cox,David Fardon,Michael
<b>Publication Data</b>	Worcester: Osborne Books Limited, 1997
<b>Physical Description</b>	442p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations -- Finance
<b>Call Number</b>	658.15 COX


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Best answers to the 201 most frequently asked interview questions


	<b>Author</b>	Deluca,Matthew J. (Author)
	<b>Responsibility Data</b>	Matthew J. DeLuca
	<b>Publication Data</b>	New York: McGraw-Hill, 1997
	<b>Physical Description</b>	xix, 182 p. :ill. ; 23 cm.
	<b>ISBN</b>	0-07-016357-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employment interviewing
	<b>Call Number</b>	650.14 DEL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business rules and information systems : aligning IT with business goals

	<b>Author</b>	Morgan, Tony (Author)
	<b>Responsibility Data</b>	Tony Morgan
	<b>Publication Data</b>	Boston: Addison-Wesley, 2002
	<b>Physical Description</b>	xxi, 348 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-201-74391-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing -- Management Management information systems Information technology -- Management
	<b>Call Number</b>	650.0285 MOR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Commercial correspondence

	<b>Author</b>	Al-Rawi, Khalid W. (Author)
	<b>Responsibility Data</b>	Khalid W. Al-Rwai
	<b>Publication Data</b>	Amman: Dar Al-Manahej, 2001
	<b>Physical Description</b>	364 p. ; 24 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business letters
	<b>Call Number</b>	651.75 RAW

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The public relations handbook



<b>Author</b>	Theaker, Alison
<b>Publication Data</b>	London: Routledge, 2001
<b>Physical Description</b>	VIII, 289p
<b>Series Data</b>	Media practice;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations -- Public relations
<b>Call Number</b>	659.2 THE

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research: an applied orientation

	<b>Author</b>	Malhotra, Naresh K.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall International, 1999
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXXV, [824]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research
	<b>Call Number</b>	658.83 MAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management

	<b>Author</b>	Galloway,Les Rowbotham,Frank Azhashemi,Masoud
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2000
	<b>Physical Description</b>	XII, 342p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 GAL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management: policy, practice, and performance improvement



<b>Author</b>	Brown, Steve ... [et al.]
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
<b>Physical Description</b>	VII, 439p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 OPE

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management of technology and innovation


	<b>Author</b>	Burgelman,Robert A. Maidique,Modesto A. Wheelwright,Steven C.
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 1996
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XIII, 990p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Technology innovations -- Management New products -- Management High technology industries -- Management
	<b>Call Number</b>	658.514 BUR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 175 high-impact resumes

	<b>Author</b>	Beatty, Richard H. (Author)
	<b>Responsibility Data</b>	Richard H. Beatty
	<b>Publication Data</b>	New York: John Wiley & Sons, Inc., 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	x, 288 p. ; 28 cm.
	<b>ISBN</b>	0-471-21085-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Resumes (Employment)
	<b>Call Number</b>	650.14 BEA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Careers in fundraising



<b>Author</b>	Wagner,Lilya
<b>Publication Data</b>	New York: John Wiley & Sons, 2001
<b>Physical Description</b>	XX, 332p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Fundraising
<b>Call Number</b>	658.15224 WAG

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multinational management: a strategic approach



<b>Author</b>	<b>Cullen, John B.</b>
<b>Publication Data</b>	<b>Cincinnati, Ohio: South - Western, 2001</b>
<b>Edition</b>	<b>2nd ed.</b>
<b>Physical Description</b>	<b>XIX, 664p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>International business enterprises -- Management</b>
<b>Call Number</b>	<b>658.049 CUL</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information technology: project management


	<b>Author</b>	Schwalbe, Kathy (Author)
	<b>Publication Data</b>	Cambridge, Mass.: Course Technology, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXII, 561p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management Information technology -- Management
	<b>Call Number</b>	658.404 SCH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance


	<b>Author</b>	Ross,Stephen A. Westerfield,Randolph W. Jaffe,Jeffrey
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2001
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXIV, [952]p in variuos pagings
	<b>Series Data</b>	The McGraw - Hill/Irwin series in finance, insurance, and real estate;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 175 high-impact cover letters

	<b>Author</b>	Beatty, Richard H. (Author)
	<b>Responsibility Data</b>	Richard H. Beatty
	<b>Publication Data</b>	New York: John Wiley & Sons, Inc., 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	ix, 244 p. ; 28 cm.
	<b>ISBN</b>	0-471-21084-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cover letters Job hunting
	<b>Call Number</b>	650.142 BEA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### General management: processes and action: text and cases



<b>Author</b>	Garvin,David A.
<b>Publication Data</b>	Boston: McGraw - Hill, 2002
<b>Physical Description</b>	XI, 631p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management Industrial management Industrial management -- Case studies
<b>Call Number</b>	658 GAR

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing human resources: productivity, quality of work life, profits

	<b>Author</b>	Cascio, Wayne F. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill, 2003
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXXI, 703p
	<b>ISBN</b>	0-07-112311-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 CAS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management: text and cases

	<b>Author</b>	Dolan,Robert J. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2002
	<b>Physical Description</b>	IX, 498p
	<b>Series Data</b>	McGraw-Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-112328-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management Marketing -- Management -- Case studies
	<b>Call Number</b>	658.8 DOL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: concepts and cases


	<b>Author</b>	Thompson, Arthur A.
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2001
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	XXXIX, [1079]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning strategic planning -- Case studies
	<b>Call Number</b>	658.4012 THO
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cost management: strategies for business decisions


	<b>Author</b>	Hilton,Ronald W. (Author) Maher,Michael W. (Author) Selto,Frank H. (Author)
	<b>Responsibility Data</b>	Ronald W. Hilton, Michael W. Maher, Frank H. Selto
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxxix, 936 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Cost accounting
	<b>Call Number</b>	658.1552 HIL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Motivation and leadership at work


	<b>Author</b>	Steers, Richard M. Porter, Lyman W. Bigley, Gregory A.
	<b>Publication Data</b>	New York: The McGraw - Hill Companies, Inc., 1996
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XIV, 766p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employee motivation Leadership Psychology, Industrial
	<b>Call Number</b>	658.314 STE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing management cases

	<b>Author</b>	Cravens,David W. Lamb,Charles W. Crittenden,Victoria L.
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XVI, 685p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Case studies
	<b>Call Number</b>	658.802 CRA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: a fresh approach to developing skills, knowledge and creativity



<b>Author</b>	Joyce,Paul Woods,Adrian
<b>Publication Data</b>	London: Kogan Page Limited, 2001
<b>Physical Description</b>	IX, 578p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Strategic planning
<b>Call Number</b>	658.4012 JOY


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet business models: text and cases

	<b>Author</b>	Eisenmann, Thomas R. (ed.) Hallowell, Roger (ed.) Tripsas, Mary (ed.)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2002
	<b>Physical Description</b>	XVIII, 650p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises -- Computer networks Electronic commerce Internet
	<b>Call Number</b>	658.84 INT
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior and management


	<b>Author</b>	Ivancevich, John M. (Author) Matteson, Michael T. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2002
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXIV, 695p
	<b>ISBN</b>	0-07-112219-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 IVA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of HRM


	<b>Author</b>	Tyson,Shaun York,Alfred
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2000
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XII, 351p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 TYS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing plans: how to prepare them, how to use them

	<b>Author</b>	McDonald, Malcolm
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XIX, 630p
	<b>Series Data</b>	Butterworth - Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Planning
	<b>Call Number</b>	658.802 MCD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of information systems



<b>Author</b>	Stair,Ralph M. Reynolds,George W.
<b>Publication Data</b>	Boston: Course Technology, 2001
<b>Physical Description</b>	XVI, 365p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management information systems
<b>Call Number</b>	658.4038 STA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource management: a strategic approach



<b>Author</b>	Anthony, William P. Kecmar, K. Michele Perrewe, Pamela L.
<b>Publication Data</b>	Mason, Ohio: South - Western, 2002
<b>Edition</b>	4th ed.
<b>Physical Description</b>	XXX, 898p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 ANT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic human resource management

	<b>Author</b>	Mello, Jeffrey A. (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South - Western College Publishing, 2002
	<b>Physical Description</b>	XV, 475p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management Strategic planning Organizational effectiveness Organizational effectiveness -- Case studies Human capital Labor productivity
	<b>Call Number</b>	658.3 MEL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An introduction to human resource management



<b>Author</b>	Stredwick, John
<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2000
<b>Physical Description</b>	XIV, 393p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 STR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting

	<b>Author</b>	Albrecht,W. Steve ... [et al.] (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South - Western, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxiv, [601]p. in various pagings + CD-ROM
	<b>Notes</b>	Includes bibliographical references and indexes.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 MAN
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management and organizational behavior


	<b>Author</b>	Cook,Curtis W. (Author) Hunsaker,Phillip L. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXXVII, 608p
	<b>ISBN</b>	0-07-239662-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Organizational bahavior
	<b>Call Number</b>	658.3 COO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizations: bahavior, structure, processes

	<b>Author</b>	Gibson,James L....[et al.]
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2003
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XVIII, 574p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization Organizational behavior Leadership Organizational effectiveness
	<b>Call Number</b>	658.4 ORG
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior and management: an integrated skills approach



<b>Author</b>	Aldag,Ramon J. (Author) Kuzuhara,Loren W. (Author)
<b>Publication Data</b>	Cincinnati, Ohio: South - Western, 2001
<b>Physical Description</b>	XIX, 668p
<b>ISBN</b>	0-324-01330-2
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational behavior
<b>Call Number</b>	658.3 ALD

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human relations in organizations: applications and skill-building



<b>Author</b>	Lussier,Robert N.
<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2001
<b>Edition</b>	5th ed.
<b>Physical Description</b>	XXIII, 627p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Interpersonal relations Organizational behavior
<b>Call Number</b>	658.3145 LUS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business strategy: an introduction


	<b>Author</b>	Campbell,David Stonehouse,George Houston,Bill
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXI, 478p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning Strategic planning
	<b>Call Number</b>	658.4012 CAM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management in context

	<b>Author</b>	Galloway,Les Rowbotham,Frank Azhashemi,Masoud
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2000
	<b>Physical Description</b>	XII, 432p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 GAL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Capitalizing on knowledge: from e-business to k-business



<b>Author</b>	Skyrme,David J.
<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2001
<b>Physical Description</b>	XIX, 331p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Knowledge management Electronic commerce
<b>Call Number</b>	658.4038 SKY


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Working from home

	<b>Author</b>	Hingston, Peter Balfour, Alastair
	<b>Publication Data</b>	London: Dorling Kindersley Book, 2001
	<b>Physical Description</b>	192p
	<b>Series Data</b>	Small business guides;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Home-based businesses
	<b>Call Number</b>	658.022 HIN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective marketing



<b>Author</b>	<b>Hingston, Peter</b>
<b>Publication Data</b>	<b>London: Dorling kindersley Book, 2001</b>
<b>Physical Description</b>	<b>129p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Marketing</b>
<b>Call Number</b>	<b>658.8 HIN</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing your finances



<b>Author</b>	Barrow, Colin
<b>Publication Data</b>	London: Dorling Kindersley Book, 2001
<b>Physical Description</b>	129p
<b>Series Data</b>	Small Business Guides;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business enterprises -- Finance Corporations -- Finance
<b>Call Number</b>	658.15 BAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Measuring and managing knowledge

	<b>Author</b>	Housel, Thomas Bell, Arthur H.
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2001
	<b>Physical Description</b>	XIV, 162p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Knowledge management
	<b>Call Number</b>	658.4038 HOU


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing the global corporation: case studies in strategy and management

	<b>Author</b>	Torre, Jose de la Doz, Yves Devinney, Timothy
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIX, 587p
	<b>Series Data</b>	McGraw - Hill advanced topics in global management;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Management
	<b>Call Number</b>	658.049 TOR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing and the internet



<b>Author</b>	Coupey, Eloise
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
<b>Physical Description</b>	XXII, 362p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing Internet World Wide Web
<b>Call Number</b>	658.84 COU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Radical project management



<b>Author</b>	Thomsett,Rob
<b>Publication Data</b>	Uppper Saddle River, New Jersey: Prentice Hall, 2002
<b>Physical Description</b>	XXVI, 348p
<b>Series Data</b>	Just enough series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Project management
<b>Call Number</b>	658.404 THO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Services marketing: integrating customer focus accross the firm

	<b>Author</b>	<b>Zeithaml,Valarie A. Bitner,Mary Jo</b>
	<b>Publication Data</b>	<b>Boston: McGraw - Hill/Irwin, 2003</b>
	<b>Edition</b>	<b>3rd ed.</b>
	<b>Physical Description</b>	<b>XX, 668p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing Service industries -- Marketing Customer services</b>
	<b>Call Number</b>	<b>658.8 ZEI</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to information systems: essentials for the e-business enterprise

	<b>Author</b>	O'Brien, James A.
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2003
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XXII, [498]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Management -- Data processing Management information systems
	<b>Call Number</b>	658.4038 OBR
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Intercultural communication in the global workplace

	<b>Author</b>	Beamer,Linda Varner,Iris
	<b>Publication Data</b>	Boston: McGraw - Hill/Irwin, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXIV, 360p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management -- Social aspects Business communication -- Social aspects International business enterprises -- Social aspects Intercultural communication Multiculturalism
	<b>Call Number</b>	658.45 BEA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International management: managing across borders and cultures

	<b>Author</b>	Deresky, Helen (Author)
	<b>Responsibility Data</b>	Helen Deresky
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xv, 586 p.
	<b>ISBN</b>	0-13-039556-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Management International business enterprises -- Management -- Case studies Industrial management
	<b>Call Number</b>	658.049 DER


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essential guide to internet business technology

	<b>Author</b>	Honda,Cail Martin,Kipp
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	XXI, 439p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information technology -- Management Management information systems Business networks Electronic commerce Internet
	<b>Call Number</b>	658.054678 HON
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance

	<b>Author</b>	Brealey, Richard A. Myers, Stewart C. Marcus, Alan J.
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXXI, 798p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 BRE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Accounting for decision making and control



<b>Author</b>	Zimmerman, Jerold L.
<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
<b>Edition</b>	4th ed.
<b>Physical Description</b>	XX, 764p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 ZIM


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamental managerial accounting concepts

	<b>Author</b>	Edmonds, Thomas P. Edmonds, Cindy D. Tsay, Bor-Yi
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXX, 641p + CD-ROM
	<b>ISBN</b>	0-07-247321-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 EDM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce

	<b>Author</b>	Awad,Elias
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2002
	<b>Physical Description</b>	XX, 497p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.84 AWA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-business and e-commerce management



<b>Author</b>	Chaffey,Dave
<b>Publication Data</b>	Harlow, England: Prentice - Hill, 2002
<b>Physical Description</b>	XXI, 547p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Business enterprises -- Computer networks
<b>Call Number</b>	658.84 CHA

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary engineering economics



<b>Author</b>	Park, Chan S.
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2001
<b>Edition</b>	3rd ed.
<b>Physical Description</b>	XXXI, 920p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Engineering economy
<b>Call Number</b>	658.15 PAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The strategy process: concepts, contexts, cases

	<b>Author</b>	Mintzberg, Henry ([et al.])
	<b>Publication Data</b>	Harlow, England: Pearson Education Limited, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XVI, 489p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning -- Cases studies
	<b>Call Number</b>	658.4012 STR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurial finance: finance for small business



<b>Author</b>	Adelman, Philip J. Marks, Alan M.
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XV, 360p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Small business -- Finance
<b>Call Number</b>	658.1592 ADE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective small business management: an entrepreneurial approach


	<b>Author</b>	Scarborough, Norman M. Zimmerer, Thomas W.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXII, 730p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business -- Management New business enterprises - - Management Small business -- United States -- Management New business enterprises -- United States -- Management
	<b>Call Number</b>	658.022 SCA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to management accounting

	<b>Author</b>	Horngren, Charles T. Sundem, Gary L. Stratton, William O.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	XXIII, [815]P in various pagings
	<b>Series Data</b>	Charles T. Horngren series in accounting;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HOR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior: solutions for management



<b>Author</b>	Sweeney,Paul D. McFarlin,Dean B.
<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2002
<b>Physical Description</b>	XX, 476p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational behavior Personnel management
<b>Call Number</b>	658.3 SWE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Data warehousing and knowledge discovery: second international conference, DaWak 2000,  
London, UK, September 4-6, 2000: proceedings**

	<b>Author</b>	Kambayashi, Yahiko Mohania, Mukesh Tjoa, A. Min
	<b>Publication Data</b>	Berlin: Springer, 2000
	<b>Physical Description</b>	XII, 438p
	<b>Series Data</b>	Lecture notes in computer science; 1874;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Data warehousing -- Congresses Database searching -- Congresses
	<b>Call Number</b>	658.40380285574 DAW
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Electronic commerce and web technologies: first international conference, EC-Web 2000, London, UK, September 4-6, 2000: proceedings**

	<b>Author</b>	Bauknecht, Kurt Pernul, Gunther
	<b>Publication Data</b>	Berlin: Springer, 2000
	<b>Physical Description</b>	XII, 488p
	<b>Series Data</b>	Lecture notes in computer science; 1875;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce -- Congresses Electronic commerce - - Computer programs -- Congresses Software engineering -- Congresses
	<b>Call Number</b>	658.84 ECW






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Total relationship marketing

	<b>Author</b>	Gummesson,Evert (Author)
	<b>Publication Data</b>	Oxford: Butterworth-Heineman, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 350p
	<b>ISBN</b>	0-7506-5407-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Relationship marketing
	<b>Call Number</b>	658.812 GUM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Retail marketing



<b>Author</b>	McGoldrick, Peter J.
<b>Publication Data</b>	London: The McGraw-Hill Companies, 2002
<b>Physical Description</b>	X, 658p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Retail trade Marketing research
<b>Call Number</b>	658.87 MCG

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Implementing B2B commerce with .NET: a guide for programmers and technical managers



<b>Author</b>	Robison,Lyn
<b>Publication Data</b>	Boston: Addison-Wesley, 2002
<b>Physical Description</b>	XXVIII, 301p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Microsoft .NET framework Internet marketing
<b>Call Number</b>	658.84 ROB

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Developing and training human resources in organizations

	<b>Author</b>	Wexley, Kenneth N. Latham, Gary P.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XIV, 354p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Training of
	<b>Call Number</b>	658.3124 WEX
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cybermarketing: how to use the internet to market your goods and services



<b>Author</b>	Bickerton,Pauline Bickerton,Matthew Pardesi,Upkar
<b>Publication Data</b>	Oxford: Butterworth-Heinemann, 2000
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XVI, 355p
<b>Series Data</b>	CIM professional;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Internet marketing
<b>Call Number</b>	658.84 BIC



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Relationship marketing: strategy and implementation



<b>Author</b>	Peck,Helen...[et al.]
<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1999
<b>Physical Description</b>	XIV, 509p
<b>Series Data</b>	CIM professional;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Relationship marketing Customer services
<b>Call Number</b>	658.812 REL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Innovation in marketing


	<b>Author</b>	Doyle,Peter (ed.) Bridgewater,Susan (ed.)
	<b>Publication Data</b>	Oxford: Butterworth-Heinemann, 1998
	<b>Physical Description</b>	xii, 225 p.
	<b>Series Data</b>	Marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management -- Case studies Service industries -- Marketing -- Case studies Technological innovations -- Marketing -- Case studies
	<b>Call Number</b>	658.8 INN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internal marketing: tools and concepts for customer-focused management

	<b>Author</b>	Ahmed,Pervaiz K. (Author) Rafiq,Mohammed (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2002
	<b>Physical Description</b>	X, 299p X, 299p
	<b>Series Data</b>	The Chartered Institute of Marketing series;
	<b>ISBN</b>	0-7506-4838-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management Marketing -- Management -- Case studies Organizational effectiveness Organizational effectiveness -- Case studies
	<b>Call Number</b>	658.802 AHM





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing


	<b>Author</b>	Paliwoda, Stanley J. Thomas, Michael J.
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1998
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 509p
	<b>Series Data</b>	The Chartered Institute of Marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing
	<b>Call Number</b>	658.848 PAL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles and practice of marketing


	<b>Author</b>	Jobber,David
	<b>Publication Data</b>	London: McGraw-Hill Publishing Company, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXIV, 823p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing Marketing -- Management
	<b>Call Number</b>	658.8 JOB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International financial management


	<b>Author</b>	Madura, Jeff
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXIV, 696p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International finance Foreign exchange Asset-liability management Banks and banking, International International business enterprises -- Finance
	<b>Call Number</b>	658.1599 MAD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Integrated advertising, promotion, and marketing communications

	<b>Author</b>	Clow, Kenneth E. (Author) Baack, Donald (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	XXVI, 638p + CD-ROM
	<b>ISBN</b>	0-13-017578-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Communication in marketing
	<b>Call Number</b>	659.1 CLO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The knowledge management toolkit: orchestrating IT, strategy, and knowledge platforms


	<b>Author</b>	Tiwana, Amrit
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVII, 383p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Knowledge management
	<b>Call Number</b>	658.4038 TIW
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Product strategy and management

	<b>Author</b>	Baker, Michael Hart, Susan
	<b>Publication Data</b>	Harlow, England: Pearson Education, 1998
	<b>Physical Description</b>	IX, 507p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Product management New products -- Management -- Case studies
	<b>Call Number</b>	658.5 BAK


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: solving business problems with information technology

	<b>Author</b>	Post,Gerald V. (Author) Anderson,David L. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxi, 618 p. + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 POS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic marketing research: applications to contemporary issues



<b>Author</b>	Malhotra, Naresh K.
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
<b>Physical Description</b>	XXXIII, 685p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing research
<b>Call Number</b>	658.83 MAL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essential management accounting for managers



<b>Author</b>	Chadwick, Leslie
<b>Publication Data</b>	Harlow, England: Prentice Hall, 2001
<b>Physical Description</b>	IX, 140p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial Accounting
<b>Call Number</b>	658.1511 CHA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essential finance and accounting for managers



<b>Author</b>	Chadwick, Leslie
<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
<b>Physical Description</b>	XII, 413p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Financial statements Managerial accounting
<b>Call Number</b>	658.15 CHA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurship

	<b>Author</b>	Hisrich,Robert D. Peters,Michael P.
	<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XIX, 663p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Entrepreneurship New business enterprises -- Management Business planning Business enterprises -- Finance Success in business
	<b>Call Number</b>	658.421 HIS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business, entrepreneurship and enterprise development



<b>Author</b>	Beaver,Graham (Author)
<b>Responsibility Data</b>	Graham Beaver
<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
<b>Physical Description</b>	xii, 213 p.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Small business -- Management
<b>Call Number</b>	658.022 BEA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: managing information technology in the internetworked enterprises

	<b>Author</b>	O'Brien, James A.
	<b>Publication Data</b>	New Delhi: Galgotia Publications, 2002
	<b>Physical Description</b>	XXV, [720]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Computer networks
	<b>Call Number</b>	658.4038 OBR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business, government, and society: a managerial perspective: text and cases



<b>Author</b>	Steiner,George A. Steiner,John F.
<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2003
<b>Edition</b>	10th ed.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Industries -- Social aspects -- United States Industrial policy -- United States
<b>Call Number</b>	658.4 STE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Building electronic commerce with web database constructions



<b>Author</b>	Nelson, Anne Nelson, William H.M.
<b>Publication Data</b>	Boston: Addison-Wesley, 2002
<b>Physical Description</b>	XXVI, 582p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Web sites
<b>Call Number</b>	658.84 NEL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting



<b>Author</b>	Wright,David
<b>Publication Data</b>	Harlow, England: Pearson Education, 1996
<b>Physical Description</b>	X, 316p
<b>Series Data</b>	Longman modular texts in business and economics;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 WRI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting: principles and practice



<b>Author</b>	Upchurch, Alan
<b>Publication Data</b>	Harlow, England: Pearson Education, 1998
<b>Physical Description</b>	XIV, 706p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 UPC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business finance: applications, models and cases



<b>Author</b>	Schlosser, Michael
<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
<b>Physical Description</b>	XIX, 550p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations -- Finance Corporations -- Valuation Business enterprises -- Finance
<b>Call Number</b>	658.15 SCH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management and policy


	<b>Author</b>	Van Horne, James C.
	<b>Publication Data</b>	Patparganj, Delhi: Pearson Education, 2002
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	XVIII, 814p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 VAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cost management: a strategic emphasis


	<b>Author</b>	Blocher,Edward J. Chen,Kung H. Lin,Thomas W.
	<b>Publication Data</b>	Boston: McGraw-Hill, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXX, 1010p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cost accounting Managerial accounting
	<b>Call Number</b>	658.1552 BLO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International management: culture, strategy, and behavior


	<b>Author</b>	Hodgetts, Richard M. Luthans, Fred
	<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2003
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXVIII, 628p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Management International business enterprises -- Management -- Case studies
	<b>Call Number</b>	658.049 HOD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ERP: tools, techniques, and applications for integrating the supply chain


	<b>Author</b>	Ptak,Carol A. Schrage, Eli
	<b>Publication Data</b>	Boca Raton: St. Lucie Press, 1999
	<b>Physical Description</b>	XXVII, 424p + CD-ROM
	<b>Series Data</b>	The St. Lucie Press/APICS series on resource management;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management Management information systems/Business logistics Theory of constraints (Management)
	<b>Call Number</b>	658.5 PTA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting for non-specialists

	<b>Author</b>	Atrill, Peter McLaney, Eddie
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVI, 403p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 ATR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting for business decisions

	<b>Author</b>	Proctor,Ray (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Physical Description</b>	XXIII, 367p
	<b>Notes</b>	With contribution from Nigel Burton and Adrian Pierce
	<b>ISBN</b>	0-273-64623-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 PRO
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations research : an introduction

	<b>Author</b>	Taha, Hamdy A. (Author)
	<b>Responsibility Data</b>	Hamdy A. Taha
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xvii, 830 p. ; 24 cm. + CD-ROM
	<b>ISBN</b>	0-13-048808-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Programming (Mathematics)
	<b>Call Number</b>	658.4034 TAH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting

	<b>Author</b>	Warren,Carl S. Reeve,James M. Fess,Philip E.
	<b>Publication Data</b>	Cincinnati, Ohio: South-Western, 2001
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XIX, [601]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Accounting Managerial accounting
	<b>Call Number</b>	658.1511 WAR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial and management accounting: an introduction

	<b>Author</b>	Weetman,Pauline (Author)
	<b>Responsibility Data</b>	Pauline Weetman
	<b>Publication Data</b>	Harlow, England: FT/ Prentice-Hall, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	2 vols.
	<b>Notes</b>	v. 2: chapters 16-26 of financial and management accounting
	<b>ISBN</b>	0-273-65788-7 0-273-65778-x
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 WEE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing

	<b>Author</b>	Cravens,David W. Piercy,Nigel F.
	<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XVIII, 843p
	<b>Series Data</b>	McGraw-Hill/Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Decision making Marketing -- Management
	<b>Call Number</b>	658.802 CRA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management and cost accounting

	<b>Author</b>	Drury, Colin
	<b>Publication Data</b>	London: Thomson, 2000
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXXI, 1194p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Cost accounting
	<b>Call Number</b>	658.1511 DRU
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The fast forward MBA in finance



<b>Author</b>	Tracy, John A.
<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 1996
<b>Physical Description</b>	XIV, 266p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Corporations -- Finance Accounting Budget in business
<b>Call Number</b>	658.15 TRA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance


	<b>Author</b>	Ross, Stephen A. Westerfield, Randolph W. Jordan, Bradford D.
	<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2003
	<b>Edition</b>	6th standard ed.
	<b>Physical Description</b>	XXXI, 892p + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/Irwin series in finance, insurance, and real estate;
	<b>Notes</b>	includes index
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Resolving conflicts at work : a complete guide for everyone on the job

	<b>Author</b>	Cloke, Kenneth (Author) Goldsmith, Joan (Author)
	<b>Responsibility Data</b>	Kenneth Cloke, Joan Goldsmith
	<b>Publication Data</b>	San Francisco: Jossey-Bass, 2000
	<b>Physical Description</b>	xiv, 251 p. : ill. ; 23 cm.
	<b>ISBN</b>	0-7879-5481-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Conflict management Interpersonal relations Personnel management -- Psychological aspects Psychology, Industrial
	<b>Call Number</b>	650.13 CLO





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting for business decisions



<b>Author</b>	<b>Drury, Colin</b>
<b>Publication Data</b>	<b>London: Thomson, 2001</b>
<b>Edition</b>	<b>2nd ed.</b>
<b>Physical Description</b>	<b>XXII, 560p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Managerial accounting</b>
<b>Call Number</b>	<b>658.1511 DRU</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management: a strategic decision-making approach


	<b>Author</b>	Boyd,Harper W. ...[et al.]
	<b>Publication Data</b>	Boston, EG: McGraw-Hill/Irwin, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXI, 594p + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.8 MAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategy: process, content, context: an international perspective


	<b>Author</b>	Wit,Bob de Meyer,Ron Heugens,Pursey
	<b>Publication Data</b>	London: Thomson Learning, 1998
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVI, 1252p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Business planning International business enterprises
	<b>Call Number</b>	658.4012 WIT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective business communications

	<b>Author</b>	Murphy,Herta A. (Author) Hildebrandt,Herbert William (Author) Thomas,Jane P.
	<b>Responsibility Data</b>	Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas
	<b>Publication Data</b>	Boston, Massachusetts: Irwin/McGraw-Hill, 1997
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxii, 617 p. : col. ill. ; 26 cm.
	<b>ISBN</b>	0-07-044398-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business report writing Business communication
	<b>Call Number</b>	651.7 MUR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Exploring corporate strategy


	<b>Author</b>	Johnson,Gerry Scholes,Kevan
	<b>Publication Data</b>	London: Prentice Hall Europe, 1999
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXVI, 972p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning Strategic planning
	<b>Call Number</b>	658.4012 JOH
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management

	<b>Author</b>	Stevenson, William J. (Author)
	<b>Responsibility Data</b>	William J. Stevenson
	<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xvi, 910 p. : ill. col. ; 28 cm. + 2 CDs-ROM
	<b>Series Data</b>	The McGraw-Hill/ Irwin series Operations and decision sciences;
	<b>ISBN</b>	0-07-244390-1 0-07-244390-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 STE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing:: building advantage in the networked economy


	<b>Author</b>	Mohammed,Rafi ([et al.])
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2001
	<b>Edition</b>	International ed.
	<b>Physical Description</b>	XLI, 726p + CD-ROM
	<b>ISBN</b>	0-07-112493-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 INT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundations of financial management

	<b>Author</b>	Block, Stanley B. (Author) Hirt, Geoffrey A. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2000
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	xxviii, 677 p. + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/Irwin series in finance, insurance, and real estate;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 BLO





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: strategy formulation and implementation


	<b>Author</b>	Pearce,John A. Robinson,Richard B.
	<b>Publication Data</b>	Krishan, Nagar, Delhi: A.I.T.B.S. Publishers and Distributors, 2002
	<b>Physical Description</b>	XXIV, 988p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning
	<b>Call Number</b>	658.4012 PEA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising theory and practice


	<b>Author</b>	Sandage, C. H. Fryburger, Vernon Rotzoll, Kim
	<b>Publication Data</b>	Krishan, Nagar, Delhi: A.I.T.B.S. Publishers and Distributors, 2002
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XV, 509p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 SAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management

	<b>Author</b>	Cravens,David W. Hills,Gerald E. Woodruff,Robert B.
	<b>Publication Data</b>	Krishan Nagar, Delhi: A.I.T.B.S. Publishers and Distributors, 2002
	<b>Physical Description</b>	XX, 714p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.8 CRA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Organizational behaviour: concepts, theory and practices: managing people and organizations in the 21st century**

	<b>Author</b>	<b>Singh,Nirmal</b>
	<b>Publication Data</b>	<b>New Delhi: Deep and Deep Publications, 2001</b>
	<b>Physical Description</b>	<b>XXIII, 950p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Organizational behavior Personnel management</b>
	<b>Call Number</b>	<b>658.3 SIN</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior


	<b>Author</b>	<b>Kreitner,Robert Kinicki,Angelo</b>
	<b>Publication Data</b>	<b>Boston: Irwin/McGraw-Hill, 2000</b>
	<b>Edition</b>	<b>5th ed.</b>
	<b>Physical Description</b>	<b>XXV, 774p + CD-ROM</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Organizational behavior Personnel management</b>
	<b>Call Number</b>	<b>658.3 KRE</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance

	<b>Author</b>	Gitman, Lawrence J.
	<b>Publication Data</b>	Reading, Massachusetts: Addison-Wesley, 1997
	<b>Edition</b>	Brief ed.
	<b>Physical Description</b>	XXXII, [650]p in various pagings + CD-ROM
	<b>Series Data</b>	The Addison-Wesley series in finance;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance Business enterprises -- Finance
	<b>Call Number</b>	658.15 GIT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of management

	<b>Author</b>	Terry,George R. Franklin,Stephen G.
	<b>Publication Data</b>	Krishan Nagar, Delhi: A.I.T.B.S. Publishers and Distributors, 2003
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XVII, 614p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 TER
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Safety management

	<b>Author</b>	<b>Grimaldi, John V. Simonds, Rollin H.</b>
	<b>Publication Data</b>	<b>Krishan Nagar, Delhi: A.I.T.B.S. Publishers and Distributors, 2001</b>
	<b>Edition</b>	<b>5th ed.</b>
	<b>Physical Description</b>	<b>XV, 651p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Industrial safety -- Management</b>
	<b>Call Number</b>	<b>658.382 GRI</b>
	<b>Philadelphia University Library 2011</b>	





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Statistical quality control


	<b>Author</b>	Grant,Eugene L. Leavenworth,Richard S.
	<b>Publication Data</b>	New Delhi: Tata McGraw - Hill Publishing Company, 2000
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XIX, 764p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality control -- Statistical methods
	<b>Call Number</b>	658.6520727 GRA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Asian business wisdom from deals to dot.coms : a collection of timeless success stories from leading CEOs**

	<b>Author</b>	Dayao, Dinna Louise C. (ed.)
	<b>Responsibility Data</b>	edited by Dinna Louise C. Dayao
	<b>Publication Data</b>	Singapore: John Wiley and Sons, 2001
	<b>Edition</b>	Revised ed.
	<b>Physical Description</b>	xii, 247 p. ; 23 cm.
	<b>ISBN</b>	0-471-47911-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management -- Asia Success in business -- Asia Success in business
	<b>Call Number</b>	658 ASI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Encyclopedia of marketing research



<b>Author</b>	Ranjan,Ranjane
<b>Publication Data</b>	New Delhi: Anmol Publications, 1998
<b>Physical Description</b>	3 Vols.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing research
<b>Call Number</b>	658.83 ENC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Encyclopaedia of project management



<b>Author</b>	<b>Jitendra, M. D.</b>
<b>Publication Data</b>	<b>New Delhi: Anmol Publications, 1999</b>
<b>Physical Description</b>	<b>2 Vols.</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Project management</b>
<b>Call Number</b>	<b>658.404 ENC</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business: an integrative approach

	<b>Author</b>	Fry, Fred L. Stoner, Charles R. Hattwick, Richard E.
	<b>Publication Data</b>	Boston: Irwin/McGraw-Hill, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XX, 567p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management -- Case studies
	<b>Call Number</b>	658 FRY
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A practical guide to information systems strategic planning



<b>Author</b>	Cassidy, Anita
<b>Publication Data</b>	Boca Raton: St. Lucie Press, 1998
<b>Physical Description</b>	XVI, 282p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Information technology -- Management -- Planning Strategic planning
<b>Call Number</b>	658.4038 CAS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business and society: corporate strategy, public policy, ethics

	<b>Author</b>	Post,James E. Lawrence,Anne T. Weber,James
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XXI, 634p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Social reponsibility of business
	<b>Call Number</b>	658.408 POS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communicatin at work : principles and practices for business and the professions

	<b>Author</b>	Adler,Ronald B.
	<b>Publication Data</b>	Boston: McGraw-Hill, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXVI, 533p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Business communication Interpersonal communication
	<b>Call Number</b>	658.45 ADL
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Lessons from the future: making sense of a blurred world from the world's leading futurist



<b>Author</b>	Davis,Stan
<b>Publication Data</b>	Oxford: Capstone, 2001
<b>Physical Description</b>	XIII, 305p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Information technology -- Forecasting Business forecasting Twenty-first century -- Forecasts
<b>Call Number</b>	658.406 DAV

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Clicks and mortar: passion-driven growth in internet-driven world



<b>Author</b>	Pottruck,David S. Pearce,Terry
<b>Publication Data</b>	San Francisco: Jossey-Bass, 2001
<b>Physical Description</b>	XXXV, 314p
<b>Series Data</b>	The Jossey-Bass business and management series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business enterprises -- Computer networks Information technology -- Management Internet
<b>Call Number</b>	658.0546 POT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Coaching and mentoring

	<b>Author</b>	Stone,Florence
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	102p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Mentoring in business/Employees -- Training of Employees -- Counseling of
	<b>Call Number</b>	658.407124 STO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Complex responsive processes in organizations: learning and knowledge creation


	<b>Author</b>	Stacey,Ralph D.
	<b>Publication Data</b>	London: Routledge, 2001
	<b>Physical Description</b>	X, 258p
	<b>Series Data</b>	Complexity and emergence in organizations;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational effectiveness/Complex organizations -- Management Interorganizational relations
	<b>Call Number</b>	658.4038 STA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personnel human resource management: a diagnostic approach


	<b>Author</b>	Milkovich, George T. Boudreau, John W.
	<b>Publication Data</b>	Homewood, Illinois: Richard D. Irwin, Inc., 2003
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XVI, 872p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 MIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: managing the digital firm


	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane P. Laudon
	<b>Publication Data</b>	Patparganj, Delhi: Pearson Education, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxx, 549 p.
	<b>ISBN</b>	81-7808-563-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising and marketing communications in the Middle East


	<b>Author</b>	Darouni, Kamal G...[et al.]
	<b>Publication Data</b>	Louaize, Lebanon: Notre Dame University Press, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXXI, 508p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Communication in marketing Advertising -- Middle East -- Case studies
	<b>Call Number</b>	659.1 ADV
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### On creativity, innovation, and renewal

	<b>Author</b>	Hesselbein,Frances Johnston,Rob
	<b>Publication Data</b>	San Francisco, CA: Jossey-Bass, 2002
	<b>Physical Description</b>	XII, 156p
	<b>Series Data</b>	Drucker foundation leaderbooks;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Creative ability in business Technological innovations Organizational change
	<b>Call Number</b>	658.4 ONC
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy


	<b>Author</b>	Sullivan, William G. (Author) Bontadelli, James A. (Author) Wicks, Elin M. (Author)
	<b>Responsibility Data</b>	William G. Sullivan, James A. Bontadelli, Elin M. Wicks; with foreword by E. Paul DeGarmo
	<b>Publication Data</b>	Patparganj, Delhi: Pearson Education, 2001
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xxi, 662 p.
	<b>ISBN</b>	81-7808-349-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.152 SUL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic project management: creating organizational breakthroughs

	<b>Author</b>	Grundy, Tony Brown, Laura
	<b>Publication Data</b>	London: Thomson Learning, 2002
	<b>Physical Description</b>	XIII, 258p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management Strategic planning Decision making Organizational behavior
	<b>Call Number</b>	658.404 GRU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding corporate strategy

	<b>Author</b>	Thompson, John L.
	<b>Publication Data</b>	London: Thomson Learning, 2001
	<b>Physical Description</b>	XIX, 610p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning Decision making Strategic planning Success in business
	<b>Call Number</b>	658.4012 THO


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Business the Bill Gates way: 10 secrets of the world's richest business leader**

	<b>Author</b>	Dearlove,Des
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVI, 176p
	<b>Series Data</b>	Bigshots series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Gates, Bill, 1955- Microsoft Corporation -- Management Entrepreneurship Success in business
	<b>Call Number</b>	658 DEA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### High velocity leadership: the mars Pathfinder approach to faster, better, cheaper



<b>Author</b>	Muirhead,Brian K. Simon,William L.
<b>Publication Data</b>	New York: Harper Business, 1999
<b>Physical Description</b>	XIII, 241p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Leadership Industrial management Industrial efficiency
<b>Call Number</b>	658.409 MUI


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essential business tactics for the net

	<b>Author</b>	Chase,Larry Shulock,Eileen
	<b>Publication Data</b>	New York: Wiley Computer Publishing, 2001
	<b>Edition</b>	2nd ed.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic Commerce Business enterprises -- Computer networks Internet marketing -- Cost effectiveness World Wide Web
	<b>Call Number</b>	658.84 CHA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Beyond reengineering: how the process-centered organization is changing our work and our lives**



<b>Author</b>	Hammer, Michael
<b>Publication Data</b>	New York: Harper Business, 1996
<b>Physical Description</b>	XV, 285p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Reengineering (Management) Organizational change Industrial organization
<b>Call Number</b>	658.4063 HAM

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Sunday Times: How to motivate people



<b>Author</b>	Forsyth,Patrick
<b>Publication Data</b>	London: Kogan Page, 2000
<b>Physical Description</b>	IV, 140p
<b>Series Data</b>	The creating success series;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Employee motivation
<b>Call Number</b>	658.314 FOR

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### On high performance orgnizations: a leader to leader guide



<b>Author</b>	Hesselbein,Frances Rob
<b>Publication Data</b>	San Francisco, CA: Jossey-Bass, 2002
<b>Physical Description</b>	XII, 180p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational effectiveness Organizational change Leadership
<b>Call Number</b>	658.4 ONH

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic marketing: principles and practice



<b>Author</b>	Cannon, Tom
<b>Publication Data</b>	Krishan Nagar, Delhi: A.I.T.B.S.Publishers, 2000
<b>Edition</b>	3rd ed.
<b>Physical Description</b>	XIV, 463p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 CAN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### On leading change: a leader to leader guide



<b>Author</b>	Hesselbein,Frances Johnston,Rob
<b>Publication Data</b>	San Francisco, CA: Jossey-Bass, 2002
<b>Physical Description</b>	XII, 157p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational change Leadership
<b>Call Number</b>	658.406 ONL

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing your e-commerce business



<b>Author</b>	<b>Kienan, Brenda</b>
<b>Publication Data</b>	<b>New York: Prentice Hall, 2001</b>
<b>Physical Description</b>	<b>XXVI, 420p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Electronic commerce</b>
<b>Call Number</b>	<b>658.84 KIE</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to organizational behaviour


	<b>Author</b>	Ellis, Steve (Author) Dick, Penny
	<b>Publication Data</b>	London: McGraw-Hill Education, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XV, 313p XVI, 313p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Personnel management
	<b>Call Number</b>	658.3 ELL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Performance drivers: a practical guide to using the balanced scorecard

	<b>Author</b>	Olve,Nile-Goran Roy,Jan Wetter,Magnus
	<b>Publication Data</b>	Chichester: John Wiley & Sons, 2000
	<b>Physical Description</b>	XV, 347p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial productivity -- Measurement Strategic planning Organizational effectiveness -- Evaluation
	<b>Call Number</b>	658.4012 OLV


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business the Jack Welch way: 10 secrets of the world greatest turnaround king

	<b>Author</b>	Crainger, Stuart
	<b>Publication Data</b>	Oxford: Capstone, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	161p
	<b>Series Data</b>	Bigshots series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Welch, Jack, 1935- General electric company -- Management Chief executive officers -- United States -- Biography Industrial management -- United States Leadership -- United States
	<b>Call Number</b>	658.4063 CRA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in finance

	<b>Author</b>	DeMello, Jim
	<b>Publication Data</b>	Boston: McGraw-Hill/Irwin, 2003
	<b>Physical Description</b>	150p
	<b>Series Data</b>	The McGraw-Hill/Irwin series in finance, insurance and real estate;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance -- Case studies Business enterprises -- Finance -- Case studies
	<b>Call Number</b>	658.15 DEM
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cliffs testprep: GMAT CAT (Computer-adaptive graduate management admission test)


	<b>Author</b>	Bobrow, Jerry
	<b>Publication Data</b>	New Delhi: IDG Books, 2002
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XII, 432p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Graduate management admission test -- Study guides Management -- Examinations, questions, etc. Business -- Examinations, questions, etc.
	<b>Call Number</b>	650.076 BOB
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing


	<b>Author</b>	Sheth,Jagdish N. Eshghi,Abdolreza. Krishnan,Balaji C.
	<b>Publication Data</b>	Fort Worth: Harcourt College Publishers, 2001
	<b>Physical Description</b>	419p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 SHE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International purchasing and management

	<b>Author</b>	Branch, Alan E.
	<b>Publication Data</b>	London: Thomson Learning, 2001
	<b>Physical Description</b>	VIII, 342p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Purchasing Industrial procurement International trade Physical distribution of goods -- Management
	<b>Call Number</b>	658.72 BRA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Build your personal brand

	<b>Author</b>	Sampson,Eleri (Author)
	<b>Responsibility Data</b>	Eleri Sampson
	<b>Publication Data</b>	London: Kogan Page, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	iv, 140 p. ; 22 cm.
	<b>Series Data</b>	The Sunday Times;
	<b>ISBN</b>	0-7494-3851-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Success in business Business presentations
	<b>Call Number</b>	650.1 SAM


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business the Amazon.com way : secrets of the world's most astonishing web business

	<b>Author</b>	Saunders, Rebecca (Author)
	<b>Responsibility Data</b>	Rebecca Saunders
	<b>Publication Data</b>	Oxford: Capstone, 2001
	<b>Edition</b>	New ed.
	<b>Physical Description</b>	vii, 223 p. ; 22 cm.
	<b>Series Data</b>	Bigshots series;
	<b>ISBN</b>	1-84112-155-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Success in business
	<b>Call Number</b>	650.1 SAU


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Business the Rupert Murdoch way: 10 secrets of the world's greatest dead maker**


	<b>Author</b>	Craines, Stuart
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	X, 149p
	<b>Series Data</b>	Bigshots series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Murdoch, Rupert, 1931- -- Views on industrial management Industrial management Success in business Mass media -- Management
	<b>Call Number</b>	658.4 CRA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management and business policy: concepts

	<b>Author</b>	Wheelen, Thomas L. (Author) Hunger, J. David (Author)
	<b>Publication Data</b>	Patparganj, Delhi: Pearson Education, 2002
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXXI, [392]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning -- Case studies
	<b>Call Number</b>	658.4012 WHE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Office organization

	<b>Author</b>	Kumar,N. (Author) Mittal,R. (Author)
	<b>Responsibility Data</b>	by N. Kumar, R. Mittal
	<b>Publication Data</b>	New Dehi: Anmol Publications, 2002
	<b>Physical Description</b>	ix, 333 p. : ill. ; 22 cm.
	<b>ISBN</b>	81-261-1031-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office management
	<b>Call Number</b>	651.3 KUM

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advanced learner's dictionary of management



<b>Author</b>	Terms of experts
<b>Publication Data</b>	New Dehi: Anmol Publications PVT.Ltd., 2000
<b>Physical Description</b>	246p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management -- Dictionaries
<b>Call Number</b>	658.003 ADV

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management in small enterprises



<b>Author</b>	Meenakshisundaram,N. (Author)
<b>Publication Data</b>	New Delhi: Kanishka Publishers, Distributors, 2002
<b>Physical Description</b>	XII, 209p
<b>ISBN</b>	81-7391-441-9
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Small business -- Finance Corporations -- Finance
<b>Call Number</b>	658.15 MEE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to get an MBA


	<b>Author</b>	Witzel,Morgen (Author)
	<b>Responsibility Data</b>	Morgen Witzel
	<b>Publication Data</b>	London: Routledge, 2001
	<b>Physical Description</b>	xiv, 194 p. : ill. ; 20 cm.
	<b>ISBN</b>	0-415-22817-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Master of business administration degree Business education Industrial management -- Study and teaching (Graduate)
	<b>Call Number</b>	650.071173 WIT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Supervisory management

	<b>Author</b>	Betts,P. W.
	<b>Publication Data</b>	London: Longman, 2000
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XIII, 625p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Supervision of employees Supervisor Personnel management
	<b>Call Number</b>	658.302 BET
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Radical process change: a best practice blueprint



<b>Author</b>	Braganza,Ashley
<b>Publication Data</b>	Chichester: John Wiley & Sons, Inc, 2001
<b>Physical Description</b>	VIII, 262p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational change -- Management Corporate organizations -- Management Organizational behavior
<b>Call Number</b>	658.406 BRA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Jane Austen: pride and prejudice: a critical study



<b>Author</b>	Paul,Rajider
<b>Publication Data</b>	New Delhi: Rama Brothers, 2002
<b>Edition</b>	23rd ed.
<b>Physical Description</b>	X, 198p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Austen, Jane, 1775-1817 -- Criticism and interpretation/
<b>Call Number</b>	823.709 PAU


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Open for business : how to write letters that get results

	<b>Author</b>	Ferguson,Courtney (Author)
	<b>Responsibility Data</b>	Courtney Ferguson
	<b>Publication Data</b>	London: The McGraw-Hill Companies, 2001
	<b>Physical Description</b>	xiii, 198 p. : ill. ; 25 cm.
	<b>Notes</b>	With special section on effective e-mailing
	<b>ISBN</b>	0-07-709769-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business letters
	<b>Call Number</b>	651.75 FER


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Using financial and business calculators

	<b>Author</b>	Vashist, Mridu (Author)
	<b>Responsibility Data</b>	Mridu Vashist
	<b>Publication Data</b>	Reading, Massachusetts: Addison-Wesley, 1997
	<b>Physical Description</b>	36 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-673-97513-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Calculators -- Handbooks, manuals, etc.
	<b>Call Number</b>	650.01513 VAS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**World congress on desalination and Water sciences: the role of desalination and water management in sustaining economic growth in the Gulf, Abu Dhabi, U.A**

	<b>Author</b>	Dabbayh,Taysir Ali
	<b>Publication Data</b>	Abu Dhabi: International Desalination Association, [1995]
	<b>Physical Description</b>	III, 71p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Saline water conversion -- Arab Gulf States Arab Gulf States -- Economi conditions Economic development
	<b>Call Number</b>	628.16709569 BAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Smart things to know about decision making



<b>Author</b>	Langdon, Ken (Author)
<b>Publication Data</b>	Oxford: Capstone Publishing, 2001
<b>Physical Description</b>	174p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Decision making
<b>Call Number</b>	658.403 LAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational change



<b>Author</b>	Floyd,Peter
<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
<b>Physical Description</b>	114p
<b>Series Data</b>	ExpressExec;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Organizational change
<b>Call Number</b>	658406 FLO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Knowledge management



<b>Author</b>	Frappaolo, Carl
<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
<b>Physical Description</b>	132p
<b>Series Data</b>	ExpressExec;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Knowledge management
<b>Call Number</b>	658.4038 FRA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior


	<b>Author</b>	Middleton,John (Author)
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	126p
	<b>Series Data</b>	ExpressExec;
	<b>ISBN</b>	1-84112-217-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Organizational behavior
	<b>Call Number</b>	658.3 MID
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizations express


	<b>Author</b>	Middleton,John
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	128p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organization
	<b>Call Number</b>	658.1 MID
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational models

	<b>Author</b>	Fitzgerald, Stephen P.
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	136p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational change
	<b>Call Number</b>	658.406 FIT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business planning

	<b>Author</b>	Forsyth,Patrick
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	122p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning
	<b>Call Number</b>	658.4012 FOR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Creating the entrepreneurial organization


	<b>Author</b>	Cartwright,Roger
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	118p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational change Creative ability in business Entrepreneurship
	<b>Call Number</b>	658.421 CAR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate venturing

	<b>Author</b>	King, Nicholas
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	114p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Venture capital
	<b>Call Number</b>	658.155 KIN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Intellectual capital

	<b>Author</b>	Chatzkel, Jay (Author)
	<b>Responsibility Data</b>	Jay Chatzkel
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	118 p. ; 18 cm.
	<b>ISBN</b>	1-84112-256-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Intellectual capital
	<b>Call Number</b>	658.4038 CHA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Creating an innovative culture



<b>Author</b>	Sherwood,Dennis
<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
<b>Physical Description</b>	127p
<b>Series Data</b>	ExpressExec;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Creative ability in business
<b>Call Number</b>	658.4063 SHE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### People express

	<b>Author</b>	Wheley, Philip
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	118p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 WHI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Competitive intelligence

	<b>Author</b>	Underwood,Jim
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	110p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business intelligence Competition
	<b>Call Number</b>	658.47 UND

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic cash flow management



<b>Author</b>	Checkley,Keith
<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
<b>Physical Description</b>	132p
<b>Series Data</b>	ExpressExec;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Cash flow Cash management
<b>Call Number</b>	658.15244 CHE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Making partnerships work



<b>Author</b>	Mariotti, John L.
<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
<b>Physical Description</b>	134p
<b>Series Data</b>	ExpressExec;
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Partnership
<b>Call Number</b>	658.042 MAR

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations and technology express

	<b>Author</b>	Green,George
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	120p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 GRE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Complexit and paradox

	<b>Author</b>	Underwood,Jim
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	108p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational learning Complex organizations
	<b>Call Number</b>	658.1 UND


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communication

	<b>Author</b>	Cartwright,Roger
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	112p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Business communication
	<b>Call Number</b>	658.45 CAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operating globally

	<b>Author</b>	Zuckerman,Amy
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	120p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Management
	<b>Call Number</b>	658.049 ZUC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Body care

	<b>Author</b>	Templar, Richard
	<b>Publication Data</b>	Oxford: Capstone Publishing, 2002
	<b>Physical Description</b>	122p
	<b>Series Data</b>	ExpressExec;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employee health promotion
	<b>Call Number</b>	658.38 TEM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Arab total quality management



<b>Author</b>	El-Nagar, Fareed R.
<b>Publication Data</b>	Cairo, Egypt: Management House, 1995
<b>Physical Description</b>	152p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Total quality management
<b>Call Number</b>	658.562 NAG


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management of business systems

	<b>Author</b>	El-Naggar, Fareed R.
	<b>Publication Data</b>	Cairo, Egypt: Management House, 1994
	<b>Physical Description</b>	296p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Arab Countries Business enterprises -- Arab Countries
	<b>Call Number</b>	650.0956 NAG

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## ONLINE CATALOGUE

**Trade facilitation and e-commerce in the ESCWA region: promoting effective participation in electronic commerce: the cases of Egypt, Jordan, Lebanon and**

	<b>Corporate</b>	<b>,Economic and Social Commission for Western Asia</b>
	<b>Publication Data</b>	<b>New York: United Nations, 2001</b>
	<b>Physical Description</b>	<b>X, 74p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Electronic commerce -- Middle East -- Case studies</b>
	<b>Call Number</b>	<b>658.840956 ECO</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems for modernizing

	<b>Corporate</b>	<b>,Economic and Social Commission for Western Asia</b>
	<b>Publication Data</b>	<b>New York: United Nations, 2001</b>
	<b>Physical Description</b>	<b>VI, 144p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Management information systems Financial institutions -- Middle East Economic survey -- Middle East</b>
	<b>Call Number</b>	<b>658.4038 ECO</b>

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## ONLINE CATALOGUE

### E-commerce: the Jordanian experience

	<b>Author</b>	Sahawneh, Mohannad (Author)
	<b>Responsibility Data</b>	by Mohannad Sahawneh
	<b>Publication Data</b>	Amman: The Royal Scientific Society, 2002
	<b>Physical Description</b>	xii, 80 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce -- Jordan -- Case studies Infrastructure (Economics) -- Jordan
	<b>Call Number</b>	658.84 SAH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Gonzo marketing: winning through woest practices



<b>Author</b>	Locke, Christopher (Author)
<b>Publication Data</b>	Cambridge, MA: Perseus Publishing, 2001
<b>Physical Description</b>	X, 243p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	INTERNET MARKETING ELECTRONIC COMMERCE CUSTOMER RELATIONS -- TECHNOLOGICAL INNOVATIONS
<b>Call Number</b>	658.84 LOC


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing plans that work


	<b>Author</b>	McDonald, Malcolm H. B. (Author) Keegan, Warren J. (Author)
	<b>Publication Data</b>	Boston: Butterworth Heinemann, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	VIII, 254p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- PLANNING
	<b>Call Number</b>	658.802 MCD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Impact of the Application of ISO 9000 and ISO 14000 on selected industrial sectors: case studies

	<b>Author</b>	
	<b>Responsibility Data</b>	Economic and Social Commission for Western Asia
	<b>Corporate</b>	United Nations. Economic and Social Commission for Western Asia
	<b>Publication Data</b>	New York: United Nations , 2001
	<b>Physical Description</b>	v, 33 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ISO 9000 series standards ISO 14000 series standards Quality control -- Standards
	<b>Call Number</b>	658.562 UNI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customer relationship management: a strategic imperative in the world of e- business



<b>Author</b>	Brown, Stanley (ed.)
<b>Publication Data</b>	Toronto: John Wiley and Sons, 2000
<b>Physical Description</b>	XXVIII, 345p
<b>ISBN</b>	0-471-64409-9
<b>Subject Area</b>	Management
<b>Subject Headings</b>	CUSTOMER RELATIONS -- MANAGEMENT
<b>Call Number</b>	658.812 BRO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic thinking for the next economy


	<b>Author</b>	Cusumano,Michael A. (ed.) Markides,Constantinos C. (ed.)
	<b>Publication Data</b>	San Francisco, CA: Jossey-Bass, 2001
	<b>Physical Description</b>	XI, 317p
	<b>ISBN</b>	0-7879-5729-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	DECISION MAKING INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.4012 STA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategies for e-business success

	<b>Author</b>	Brynjolfsson,Erik (ed.) Urban,Glen L. (ed.)
	<b>Publication Data</b>	San Francisco, CA: Jossey - Bass, 2001
	<b>Physical Description</b>	XII, 334p
	<b>Series Data</b>	Jossey-Bass business and management series;
	<b>ISBN</b>	0-7879-5848-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE INTERNET MARKETING
	<b>Call Number</b>	658.84 STR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The end of management and the rise of organizational democracy

	<b>Author</b>	Cloke, Kenneth (Author) Goldsmith, Joan (Author)
	<b>Responsibility Data</b>	Kenneth Cloke, Joan Goldsmith ; foreword by Warren Bennis
	<b>Publication Data</b>	San Francisco, CA: Jossey-Bass, 2002
	<b>Physical Description</b>	xv, 310 p. ; 24 cm.
	<b>ISBN</b>	0-7879-5912-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational change Employee empowerment Self-directed work teams Management -- Employee participation Democracy
	<b>Call Number</b>	658 CLO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Smart things to know about knowledge management

	<b>Author</b>	Koulopoulos, Thomas M. (Author) Frappaolo, Carl (Author)
	<b>Publication Data</b>	Oxford: Capstone Publishing, 1999
	<b>Physical Description</b>	XIII, 222p
	<b>ISBN</b>	1-84112-041-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	KNOWLEDGE MANAGEMENT
	<b>Call Number</b>	658.4038 KOU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Smart things to know about managing projects



<b>Author</b>	Deeprise, Donna (Author)
<b>Publication Data</b>	Oxford: Capstone Publishing, 2001
<b>Physical Description</b>	XII, 242p
<b>ISBN</b>	1-84112-147-9
<b>Subject Area</b>	Management
<b>Subject Headings</b>	PROJECT MANAGEMENT
<b>Call Number</b>	658.404 DEE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Smart things to know about e-business



<b>Author</b>	Cunningham, Mike (Author)
<b>Publication Data</b>	Oxford: Capstone publishing limited, 2002
<b>Physical Description</b>	XVIII, 258p.
<b>ISBN</b>	1-84112-169-X
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ELECTRONIC COMMERCE
<b>Call Number</b>	658.84 CUN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Getting started in entrepreneurship

	<b>Author</b>	Kaplan, Jack M. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2001
	<b>Physical Description</b>	XI, 291p
	<b>Series Data</b>	The getting started in series;
	<b>ISBN</b>	0-471-29456-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ENTREPRENEURSHIP NEW BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.421 KAP


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Modern methods for quality control and improvement

	<b>Author</b>	Wadsworth,Harrison M. (Author) Stephens,Kenneth S. (Author) Godfrey,A. Blanton (Author)
	<b>Publication Data</b>	New York: John Wiley ans Sons, Inc., 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 683p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	QUALITY CONTROL QUALITY CONTROL -- STATISTICAL METHODS
	<b>Call Number</b>	658.562 WAD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Digital marketing: global strategies from the world's leading experts



<b>Author</b>	Wind, Jerry (Author) Mahajan, Vijay (Author)
<b>Publication Data</b>	New York: John Wiley and Sons, 2001
<b>Physical Description</b>	X, 416p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	INTERNET MARKETING ELECTRONIC COMMERCE CONSUMER BEHAVIOR
<b>Call Number</b>	658.84 WIN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management in practice



<b>Author</b>	Mantel, Samuel J. (editors ... [et al.]
<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
<b>Physical Description</b>	XVII, 298p + 2CDs-ROM
<b>ISBN</b>	0-471-37162-9
<b>Subject Area</b>	Management
<b>Subject Headings</b>	PROJECT MANAGEMENT
<b>Call Number</b>	658.404 PRO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Doing e-business: strategies for thriving in an electronic marketplace


	<b>Author</b>	Taylor,David (Author) Terhune,Alyse D. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
	<b>Physical Description</b>	XII, 292p
	<b>Series Data</b>	Upside books;
	<b>ISBN</b>	0-471-38065-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE
	<b>Call Number</b>	658.84 TAY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The Guru guide to the Knowledge economy: the best ideas for operating profitably in a hyper-competitive world**


	<b>Author</b>	Boyett, Joseph H. (Author) Boyett, Jimmie T. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2001
	<b>Physical Description</b>	XIV, 418p
	<b>ISBN</b>	0-471-39085-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION TECHNOLOGY -- ECONOMIC ASPECTS ELECTRONIC COMMERCE
	<b>Call Number</b>	658.84 BOY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Metacapitalism: the e-business revolution and the design of 21st century companies and markets

	<b>Author</b>	Means,Grady (Author) Schneider,David (Author)
	<b>Publication Data</b>	New York: John Willey and Sons, 2000
	<b>Physical Description</b>	XII, 186p
	<b>ISBN</b>	0-471-39335-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE CAPITALISM
	<b>Call Number</b>	658.84 MEA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Profiting from intellectual capital: extracting value from innovation

	<b>Author</b>	Sullivan,Patrick H. (Author)
	<b>Publication Data</b>	New York: John Willey and Sons, 1998
	<b>Physical Description</b>	XVIII, 366p
	<b>Series Data</b>	Intellectual property series;
	<b>ISBN</b>	0-471-41747-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	TECHNOLOGICAL INNOVATIONS -- MANAGEMENT INTELLECTUAL PROPERTY
	<b>Call Number</b>	658.577 SUL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce: B2C strategies and models


	<b>Author</b>	Elliot, Steve (ed.)
	<b>Publication Data</b>	Baffins Lane, Chichester: John Wiley and Sons, LTD, 2002
	<b>Physical Description</b>	XII, 352p
	<b>Series Data</b>	Wiley series in information systems;
	<b>ISBN</b>	0-471-48705-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE
	<b>Call Number</b>	658.84 ELE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce: strategies and models for business-to-business trading


	<b>Author</b>	Timmers,Paul (Author)
	<b>Publication Data</b>	Chichester: John Wiley and Sons, 1999
	<b>Physical Description</b>	XX, 268p
	<b>Series Data</b>	Wiley series in information systems;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE INDUSTRIAL MARKETING
	<b>Call Number</b>	658.84 TIM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business-to-business bible


	<b>Author</b>	Collin, Simon (Author)
	<b>Publication Data</b>	Chichester: John Wiley and Sons, 2000
	<b>Physical Description</b>	X, 182p
	<b>Series Data</b>	Work the web;
	<b>ISBN</b>	0-471-49896-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE ELECTRONIC COMMERCE -- COMPUTER NETWORK RESOURCES WEB SITES -- DIRECTORIES INTERNET ADDRESSES
	<b>Call Number</b>	658.84 COL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Small Business Management

	<b>Publication Data</b>	Morgantown, W. Va., US: International Council For small business, 1997-
	<b>See</b>	JSBM
	<b>Volumes/Issues Held</b>	1997 v.35 n.2-4, 1998 v.36 n.1,3- 2001 v.39 n.1.
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0047-2778
	<b>Subject Headings</b>	Small business -- Management -- Periodicals
	<b>Call Number</b>	658.02205 JSB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary business communication


	<b>Author</b>	Ober, Scot (Author)
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2001
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXIV, 647p.
	<b>ISBN</b>	0-618-01865-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	COMMUNICATION IN MANAGEMENT COMMUNICATION IN ORGANIZATIONS BUSINESS COMMUNICATION BUSINESS WRITING
	<b>Call Number</b>	658.45 OBE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary financial management

	<b>Author</b>	Moyer, Charles R. (Author) McGuigan, James R. (Author) Kretlow, William J. (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South - Western College Publishing, 2001
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXVIII, 816p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE BUSINESS ENTERPRISES -- FINANCE
	<b>Call Number</b>	658.15 MOY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance: theory and practice


	<b>Author</b>	Damodaran,Aswath (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVI, 982p.
	<b>Series Data</b>	Wiley series in finance;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 DAM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance: principles and practice

	<b>Author</b>	Watson,Denzil (Author) Head,Anthony (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 444p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 WAT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of managerial finance

	<b>Author</b>	Besley, Scott (Author) Brigham, Eugene F. (Author)
	<b>Publication Data</b>	Fort Worth: The Dryden Press, 2000
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	XXVIII, 809p
	<b>Series Data</b>	The Dryden press series in finance;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 BES


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of selling : customers for life

	<b>Author</b>	Futrell, Charles M. (Author)
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2001
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXIII, 579p + CD-ROM
	<b>Series Data</b>	The Irwin/ McGraw - Hill series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SELLING
	<b>Call Number</b>	658.85 FUT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems: foundation of e-business

	<b>Author</b>	Alter, Steven (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXVIII, 587p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS ELECTRONIC COMMERCE
	<b>Call Number</b>	658.4038011 ALT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting: analysis and interpretation

	<b>Author</b>	McWatters, Cheryl S. (Author) Morse, Dale C. (Author) Zimmerman, Jerold L. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVII, 574p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 MCW
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting


	<b>Author</b>	Garrison,Ray H. (Author) Noreen,Eric W. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XXXVI, 838p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 GAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: concepts and strategies

	<b>Author</b>	Pride, William M. (Author) Ferrell, O. C. (Author)
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2000
	<b>Physical Description</b>	XXX, [724]p in various pagings
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.8 PRI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management and strategy


	<b>Author</b>	Doyle, Peter (Author)
	<b>Publication Data</b>	Harlow, England: Prentice - Hall, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 446p
	<b>ISBN</b>	0-273-65150-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.8 DOY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing strategy

	<b>Author</b>	Ferrell,O. C. (Author) Hartline,Michael D. (Author) Lucas,George H. (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVI, 469p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- MANAGEMENT MARKETING -- MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.8 FER



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multinational financial management


	<b>Author</b>	Shapiro, Alan C. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XVI, 743p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- FINANCE
	<b>Call Number</b>	658.1599 SHA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior


	<b>Author</b>	Robbins, Stephen P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Education, 2003
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XXIX, 675p
	<b>ISBN</b>	0-13-120203-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658.3 ROB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of corporate finance

	<b>Author</b>	Brealey, Richard A. (Author) Myers, Stewart C. (Author)
	<b>Publication Data</b>	New York: The McGraw - Hill Companies, Inc., 1996
	<b>Edition</b>	5th ed.
	<b>Series Data</b>	McGraw - Hill series in finance;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 BRE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance

	<b>Author</b>	Gitman, Lawrence J. (Author)
	<b>Publication Data</b>	Boston: Addison Wesley, 2002
	<b>Edition</b>	Brief 3rd ed.
	<b>Physical Description</b>	xl, 559 p. + CD-ROM
	<b>Series Data</b>	The Addison Wesley series in finance;
	<b>ISBN</b>	0-201-78480-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE BUSINESS ENTERPRISES -- FINANCE
	<b>Call Number</b>	658.15 GIT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Purchasing and Supply Management


	<b>Author</b>	Leenders, Michiel R. ([et al.])
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2001
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	XXI, 743p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INDUSTRIAL PROCUREMENT MATERIALS MANAGEMENT
	<b>Call Number</b>	658.72 PUR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative methods for business


	<b>Author</b>	Anderson,David R. (Author) Sweeney,Dennis J. (Author) Williams,Thomas A. (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South-Western College Publishing, 2000
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXI, 757p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT SCIENCE
	<b>Call Number</b>	658.4033 AND
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Research methods for business: a skill building approach

	<b>Author</b>	Sekaran,Uma (Author)
	<b>Responsibility Data</b>	Uma Sekaran
	<b>Publication Data</b>	New York: John wiley and Sons, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xiv, 450 p. : ill. ; 25 cm.
	<b>ISBN</b>	0-471-20366-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Research -- Methodology
<b>Call Number</b>	650.072 SEK	


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource management: a strategic approach


	<b>Author</b>	Anthony, William P. (Author) Perrewe, Pamela L. (Author) Kacmar, K. Michele (Author)
	<b>Publication Data</b>	Fort Worth: Te Dryden Press, 1999
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXI, 904p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 ANT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing


	<b>Author</b>	Cravens, David W. (Author)
	<b>Publication Data</b>	Boston: Irwin/ McGraw - Hill, 2000
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XVI, 752p
	<b>Series Data</b>	Irwin/ McGraw - Hill series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- DECISION MAKING MARKETING -- MANAGEMENT MARKETING -- MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.802 CRA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The management of strategy in the marketplace

	<b>Author</b>	Cadotte, Earnest R. ([et al.])
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2003
	<b>Physical Description</b>	XXIV, 392p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INDUSTRIAL MANAGEMENT BUSINESS PLANNING MARKETING -- MANAGEMENT SELF-DIRECT WORK TEAMS LEADERSHIP PERSONNEL MANAGEMENT
	<b>Call Number</b>	658 MAN


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## ONLINE CATALOGUE

### Fundamentals of operations management


	<b>Author</b>	Davis,Mark M. (Author) Aquilano,Nicholas J. (Author) Chase,Richard B. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill /Irwin, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXVIII, [702]p in various pagings + CD-ROM
	<b>Series Data</b>	McGraw - Hill/ Irwin series: operation and decision sciences;
	<b>ISBN</b>	0-07-119469-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT
	<b>Call Number</b>	658.5 DAV
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## ONLINE CATALOGUE

### Human resource management: essential perspectives

	<b>Author</b>	Mathis,Robert L. (Author) Jackson,John H. (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 210p.
	<b>Notes</b>	
	<b>ISBN</b>	0-324-10758-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 MAT

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## ONLINE CATALOGUE

**Max -e- marketing in the net future: the seven imperatives for outsmating the competition in the net economy**

	<b>Author</b>	<b>Rapp,Stan (Author) Martin,Chuck (Author)</b>
	<b>Publication Data</b>	<b>New York: McGraw - Hill, 2001</b>
	<b>Physical Description</b>	<b>XIX, 251p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>INTERNET MARKETING BUSINESS ENTERPRISES - - COMPUTER NETWORKS</b>
	<b>Call Number</b>	<b>658.84 RAP</b>

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## ONLINE CATALOGUE

### Logistics management and strategy


	<b>Author</b>	Harrison, Alan (Author) Hoek, Remko Van (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Physical Description</b>	XVIII, 281p.
	<b>ISBN</b>	0-273-64674-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS LOGISTICS INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.5 HAR
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### Managerial decision modelling with spreadsheets

	<b>Author</b>	Render, Barry (Author) Stair, Ralph M. (Author) Balakrishnan, Nagraj (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Physical Description</b>	XXIII, 616p. + CD-ROM
	<b>ISBN</b>	0-13-066195-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT -- MATHEMATICAL MODELS MANAGEMENT SCIENCE
	<b>Call Number</b>	658.4032 REN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to management science


	<b>Author</b>	Taylor, Bernard W. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XVIII, 765p. + CD-ROM
	<b>ISBN</b>	0-13-033190-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT SCIENCE
	<b>Call Number</b>	658 TAY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Integrated operations management


	<b>Author</b>	Hanna, Mark D. (Author) Newman, W. Rocky (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice-Hall, 2001
	<b>Physical Description</b>	XXII, 753p + CD-ROM
	<b>ISBN</b>	0-13-258526-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.5 HAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundations of operations management


	<b>Author</b>	Ritzman,Larry P. (Author) Krajewski, Lee J. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2003
	<b>Physical Description</b>	XVIII, 473p + CD-ROM
	<b>ISBN</b>	13-008521-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT
	<b>Call Number</b>	658.5 RIT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management

	<b>Author</b>	Russell,Roberta S. (Author) Taylor,Bernard W. (Author)
	<b>Responsibility Data</b>	Roberta S. Russell
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XX, 824p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT
	<b>Call Number</b>	658.5 RUS
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## ONLINE CATALOGUE

### Managing projects: building and leading the team



<b>Author</b>	<b>Boddy,David (Author)</b>
<b>Publication Data</b>	<b>Harlow , England: Prentice Hall, 2002</b>
<b>Physical Description</b>	<b>XIV, 226p.</b>
<b>ISBN</b>	<b>0-273-65128-5</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>PROJECT MANAGEMENT TEAMS IN THE WORKPLACE</b>
<b>Call Number</b>	<b>658.404 BOD</b>

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundations of e-commerce



<b>Author</b>	OZ, Effy (Author)
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice-Hall, 2002
<b>Physical Description</b>	XXV, 325p.
<b>ISBN</b>	0-13-030686-X
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ELECTRONIC COMMERCE
<b>Call Number</b>	658.84 OZE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Commonspace: beyond virtual community


	<b>Author</b>	Surman,Mark (Author) Wershler-Henry,Darren (Author)
	<b>Publication Data</b>	[s.l.]: FT.com, 2001
	<b>Physical Description</b>	290p.
	<b>ISBN</b>	0-13-089361-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE
	<b>Call Number</b>	658.84 SUR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective management: a multimedia approach

	<b>Author</b>	Williams,Chuck (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South-Westren , 2002
	<b>Physical Description</b>	XXII, 680p. + 4 CDs-ROM
	<b>Notes</b>	Accompanied with student CD-ROM
	<b>ISBN</b>	0-324-07091-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT
	<b>Call Number</b>	658 WIL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of management



<b>Author</b>	Dubrin, Andrew J. (Author)
<b>Publication Data</b>	Mason, Ohio: South-Westren, 2003
<b>Physical Description</b>	XX, 517p.
<b>ISBN</b>	0-324-11467-2
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MANAGEMENT
<b>Call Number</b>	658 DUB

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management fundamentals: concepts, applications, skill development


	<b>Author</b>	Iussier, Robert N. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXIV, 564p.
	<b>ISBN</b>	0-324-11754-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT
	<b>Call Number</b>	658 LUS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business management: an entrepreneurial emphasis


	<b>Author</b>	Longenecker,Justin G. (Author) Moore,Carlos W. (Author) Petty,J. William (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2003
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	XXIX, 786p + CD-ROM
	<b>ISBN</b>	0-324-06554-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SMALL BUSINESS -- MANAGEMENT ENTREPRENEURSHIP
	<b>Call Number</b>	658.022 LON



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing: cases, concepts and challenges


	<b>Author</b>	Atkinson,John (Author) Wilson,Ian (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 1996
	<b>Physical Description</b>	X, 283p.
	<b>ISBN</b>	0-00-499037-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- CASE STUDIES
	<b>Call Number</b>	658.802 ATK
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## ONLINE CATALOGUE

### The essence of consumer behaviour

	<b>Author</b>	Blythe, Jim (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 1997
	<b>Physical Description</b>	X, 206p.
	<b>Series Data</b>	Essence of management series;
	<b>ISBN</b>	0-13-573122-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CONSUMER BEHAVIOR MARKETING RESEARCH
	<b>Call Number</b>	658.8342 BLY
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### Services marketing: a strategic approach

	<b>Author</b>	Goncalves, Karen P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 1998
	<b>Physical Description</b>	XIII, 225p.
	<b>ISBN</b>	0-13-106527-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SERVICE INDUSTRIES -- UNITED STATES -- MARKETING SERVICE INDUSTRIES -- UNITED STATES -- MARKETING -- CASE STUDIES
	<b>Call Number</b>	658.802 GON
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### Global marketing: a market-responsive approach


	<b>Author</b>	Hollensen, Svend (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXXI, 667p.
	<b>ISBN</b>	0-273-64644-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXPORT MARKETING
	<b>Call Number</b>	658.848 HOL
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### Strategic marketing for nonprofit organizations


	<b>Author</b>	Andreasen, Alan R. (Author) Kotler, Philip (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	VII, 536p.
	<b>ISBN</b>	0-13-041977-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	NONPROFIT ORGANIZATIONS -- MARKETING
	<b>Call Number</b>	658.8 KOT
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### Quantitative approaches in business studies


	<b>Author</b>	Morris,Clare (Author)
	<b>Publication Data</b>	Harlow, Enagland: Prentice Hall, 2003
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XIX, 512p.
	<b>ISBN</b>	0-273-65759-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT -- STATISTICAL METHODS DECISION MAKING -- MATHEMATICAL MODELS STATISTICAL DECISION
	<b>Call Number</b>	658.4033 MOR



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### Managing human resources through strategic partnerships


	<b>Author</b>	Jackson,Susan E. (Author) Schelur,Randall S. (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2003
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXXIV, 766p.
	<b>ISBN</b>	0-324-15265-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT PERSONNEL MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.3 JAC
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### Marketing professional services: winning new business in the professionals services sector


	<b>Author</b>	Roe,Michael M. (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heineman, 2002
	<b>Physical Description</b>	XVI, 152p.
	<b>Series Data</b>	CIM professional;
	<b>ISBN</b>	0-7506-4127-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PROFESSIONS -- MARKETING MARKETING
	<b>Call Number</b>	658.8 ROE
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## ONLINE CATALOGUE

**E-volve-or-die.com: thriving in the internet age through e-commerce management**


	<b>Author</b>	Levy, Mitchell (Author)
	<b>Publication Data</b>	Indianapolis, Indiana: New Riders, 2001
	<b>Physical Description</b>	XVI, 324p.
	<b>ISBN</b>	0-7357-1028-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE ELECTRONIC COMMERCE -- MANAGEMENT
	<b>Call Number</b>	658.84 LEV
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### The e-marketplace: strategies for success in B2B ecommerce

	<b>Author</b>	Raisch, Warren D. (Author)
	<b>Publication Data</b>	New York: McGraw - Hill, 2001
	<b>Physical Description</b>	XXIII , 343 p.
	<b>ISBN</b>	0-07-136123-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE INDUSTRIAL MARKETING -- COMPUTER NETWORK RESOURCES
	<b>Call Number</b>	658.84 RAI
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### The new manager's starter kit: essential tools for doing the job right



<b>Author</b>	Crittendon,Robert (Author)
<b>Publication Data</b>	New York: AMACOM, 2001
<b>Physical Description</b>	X, 182p
<b>ISBN</b>	0-8144-7135-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	EXECUTIVE ABILITY MANAGEMENT
<b>Call Number</b>	658.4 CRI


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### The myth of the paperless office

	<b>Author</b>	Sellen, Abigail J. (Author) Harper, Richard H. R. (Author)
	<b>Responsibility Data</b>	Abigail J. Sellen and Richard H. R. Harper
	<b>Publication Data</b>	Cambridge, Massachusetts: The MIT Press, 2001
	<b>Physical Description</b>	xi, 231 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-262-19464-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office equipment and supplies Paper
	<b>Call Number</b>	651.5 SEL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Total quality management: an executive guide to continuous improvement



<b>Author</b>	Rampersad, Hubert K. (Author)
<b>Publication Data</b>	Berlin: Springer, 2001
<b>Physical Description</b>	X, 183p.
<b>ISBN</b>	3-540-67967-7
<b>Subject Area</b>	Management
<b>Subject Headings</b>	TOTAL QUALITY MANAGEMENT
<b>Call Number</b>	658.4013 RAM


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Management and Control of Quality


	<b>Author</b>	Evans,James Lindsay,William M.
	<b>Publication Data</b>	Cincinnati, Ohio: South-Western, 2001
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXI, 890p in various pagings + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	QUALITY CONTROL TOTAL QUALITY MANAGEMENT QUALITY ASSURANCE
	<b>Call Number</b>	658.562 EVA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of entrepreneurship and small business management


	<b>Author</b>	Zimmerer, Thomas W. (Author) Scarborough, Norman M. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XV, 599p.
	<b>ISBN</b>	0-13-017280-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SMALL BUSINESS -- MANAGEMENT NEW BUSINESS ENTERPRISES -- MANAGEMENT ENTREPRENEURSHIP
	<b>Call Number</b>	658.022 ZIM



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International management: theories and practices


	<b>Author</b>	Tayeb, Monir (ed.)
	<b>Publication Data</b>	Harlow, England: Prentice - Hall, 2003
	<b>Physical Description</b>	XVII, 330p.
	<b>ISBN</b>	0-273-65127-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.049 INT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business


	<b>Author</b>	Rugman, Alan M. (Author) Hodgetts, Richard M. (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXXVI, 628p. + CD-ROM
	<b>ISBN</b>	0-273-67374-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.049 RUG



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Globalization and business

	<b>Author</b>	Daniels,John D. (Author) Badebaugh, Lee H. (Author) Sullivan, Daniel P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2002
	<b>Physical Description</b>	XIII, 399p.
	<b>ISBN</b>	0-13-062030-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT GLOBALIZATION
	<b>Call Number</b>	658.18 DAN






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organization theory: a strategic approach


	<b>Author</b>	Hodge,B. J. (Author) Anthony,William P. (Author) Gales,Lawrence M. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2002
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XIV, 418p.
	<b>ISBN</b>	0-13-033064-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATION
	<b>Call Number</b>	658.1 HOD



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing behavior in organizations


	<b>Author</b>	Greenberg, Jerald (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XIX, 406p.
	<b>ISBN</b>	0-13-032824-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658.3 GRE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems project management: methods, tools and technologies


	<b>Author</b>	McManus,John (Author) Wood-Harper,Trevor (Author)
	<b>Publication Data</b>	Harlow, England: Prentice - Hall , 2003
	<b>Physical Description</b>	XVI, 294p.
	<b>ISBN</b>	0-273-64699-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION RESOURCES MANAGEMENT MANAGEMENT INFORMATION SYSTEMS \SB100 \SA100PROJECT MANAGEMENT
	<b>Call Number</b>	658.4038011 MCM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems today

	<b>Author</b>	Jessup, Leonard M. (Author) Valacich, Joseph S. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	XX, 410p.
	<b>ISBN</b>	0-13-009414-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION TECHNOLOGY INFORMATION STORAGE AND RETRIEVAL SYSTEMS -- BUSINESS
	<b>Call Number</b>	658.05 JES


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## ONLINE CATALOGUE

### MIS cases: decision making with application software


	<b>Author</b>	Miller, Lisa M. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Education, 2003
	<b>Physical Description</b>	155p.
	<b>ISBN</b>	0-13-034832-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS -- DECISION MAKING -- CASE STUDIES APPLICATION SOFTWARE -- DECISION MAKING -- CASE STUDIES
	<b>Call Number</b>	658.4038 MIL



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## ONLINE CATALOGUE

**The Knowledge Engine: how to create fast cycles of knowledge to performance and performance to knowledge**

	<b>Author</b>	Baird,Lloyd (Author) Henderson,John C. (Author)
	<b>Publication Data</b>	San Francisco: Berrett-Koehler Publishers, 2001
	<b>Physical Description</b>	X, 146p.
	<b>ISBN</b>	1-57675-104-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	KNOWLEDGE MANAGEMENT PERFORMANCE -- MANAGEMENT
	<b>Call Number</b>	658.4038 BAI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The business of innovation: managing the corporate imagination for maximum results**


	<b>Author</b>	Bean,Roger (Author) Radford,Russell (Author)
	<b>Publication Data</b>	New York: AMACOM, 2001
	<b>Physical Description</b>	XVI, 302p
	<b>ISBN</b>	0-8144-0631-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	KNOWLEDGE MANAGEMENT ORGANIZATIONAL CHANGE
	<b>Call Number</b>	658.406 BEA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management decision-making: towards an integrated approach

	<b>Author</b>	Teale,Mark ... [et. al] (Author)
	<b>Responsibility Data</b>	Mark Teale ... [et. al]
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Physical Description</b>	XV, 371p. ; 25 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	0-201-61922-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision-making Management
	<b>Call Number</b>	658.403 MAN

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## ONLINE CATALOGUE

### Research methods for business students

	<b>Author</b>	Saunders,Mark (Author) Lewis,Philip (Author) Thornhill,Adrian (Author)
	<b>Responsibility Data</b>	Mark Saunders, Philip Lewis, Adrian Thornhill
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xviii, 504 p. : ill. (some col.) ; 25 cm.
	<b>ISBN</b>	0-273-65804-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Research -- Methodology Business -- Research -- Data processing Management -- Research -- Methodology Management -- Research -- Data processing
	<b>Call Number</b>	650.072 SAU


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Business information systems : technology, development and management for the e-business**

	<b>Author</b>	Bocij,Paul ... [et al.] (Author) Chaffey,Dave (ed.)
	<b>Responsibility Data</b>	Paul Bocij ... [et al.] ; edited by Dave Chaffey
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xviii, 736 p. : ill. ; 25 cm.
	<b>ISBN</b>	0-273-65540-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Computer network resources Business information services Electronic commerce
	<b>Call Number</b>	650.0285 BUS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The marketing plan: how to prepare and implement it



<b>Author</b>	Luther, William M. (Author)
<b>Publication Data</b>	New York: American Management Association, 2001
<b>Edition</b>	3rd ed.
<b>Physical Description</b>	XVIII, 318p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING
<b>Call Number</b>	658.802 LUT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The hero and the outlaw: building extraordinary brands through the power of archetypes**

	<b>Author</b>	Mark, Margaret (Author) Pearson, Carol S. (Author)
	<b>Publication Data</b>	New York: McGraw - Hill, 2001
	<b>Physical Description</b>	XII, 384p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCT MANAGEMENT BRAND NAME PRODUCTS BRAND NAME PRODUCTS -- MARKETING
	<b>Call Number</b>	658.827 MAR


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## ONLINE CATALOGUE

**Designing world-class e-learning: how IBM, GE, Harvard business school, Columbia university are succeeding at e-learning**

	<b>Author</b>	Schank,Roger C. (Author)
	<b>Publication Data</b>	New York: MvGraw - Hill, 2002
	<b>Physical Description</b>	XVIII, 269p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EMPLOYEES -- TRAINING OF -- CASE STUDIES COMPUTER-ASSISRED INSTRUCTION -- CASE STUDIES
	<b>Call Number</b>	658.31240285 SCH
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## ONLINE CATALOGUE

### The Seven steps to nirvana: strategic insights into e-business transformation



<b>Author</b>	Sawhney, Mohan (Author) Zabin, Jeff (Author)
<b>Publication Data</b>	New York: McGraw - Hill, 2001
<b>Physical Description</b>	XXI, 323p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ELECTRONIC COMMERCE BUSINESS ENTERPRISES -- COMPUTER NETWORKS
<b>Call Number</b>	658.84 SAW


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## ONLINE CATALOGUE

### Customer relationship management

	<b>Author</b>	Anderson,Kristen (Author) Kerr,Carol (Author)
	<b>Publication Data</b>	New York: McGraw - Hill, 2002
	<b>Physical Description</b>	XII, 164p
	<b>Series Data</b>	A briefcase books;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER RELATIONS
	<b>Call Number</b>	658.812 AND
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research: online research applications

	<b>Author</b>	Burns, Alvin C. (Author) Bush, Ronald F. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXXI, 642p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING RESEARCH
	<b>Call Number</b>	658.83 BUR
	Philadelphia University Library 2011	





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## ONLINE CATALOGUE

### Planning your internet marketing strategy: a Doctor Ebiz guide



<b>Author</b>	Wilson,Ralph F. (Author)
<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
<b>Physical Description</b>	XVI, 256p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	INTERNET MARKETING -- PLANNING ELECTRONIC COMMERCE -- PLANNING STRATEGIC PLANNING
<b>Call Number</b>	658.84 WIL

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## ONLINE CATALOGUE

### Positioning: the battle for your mind


	<b>Author</b>	Ries,Al. (Author) Trout,Jack (Author)
	<b>Publication Data</b>	New York: McGraw - Hill, 2000
	<b>Edition</b>	20th anniversary ed.
	<b>Physical Description</b>	XII, 246p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	POSITIONING (ADVERTISING)
	<b>Call Number</b>	659.1 RIE
	Philadelphia University Library 2011	



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## ONLINE CATALOGUE

### The Relationship-based enterprise: powering business success through customer relationship management

	<b>Author</b>	Mckenzie,Ray (Author)
	<b>Publication Data</b>	Toronto: McGraw - Hill, 2000
	<b>Physical Description</b>	XIV, 368p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER RELATIONS
	<b>Call Number</b>	658.812 MCK

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## ONLINE CATALOGUE

### Attracting perfect customers: the power of strategic synchronicity



<b>Author</b>	Hall, Stacey (Author) Brogniez, Jan (Author)
<b>Publication Data</b>	San Francisco: Berrett-Koehler Publishers, Inc., 2001
<b>Physical Description</b>	XIII, 204p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	CUSTOMER RELATIONS
<b>Call Number</b>	658.812 HAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations strategy


	<b>Author</b>	Oliver,Sandra (Author)
	<b>Publication Data</b>	London: Kogan Page Limited, 2001
	<b>Physical Description</b>	XV, 128p
	<b>Series Data</b>	PR in practice series;
	<b>ISBN</b>	0-7494-3541-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS STRATEGIC PLANNING
	<b>Call Number</b>	659.2 OLI
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## ONLINE CATALOGUE

**The customer delight principle: exceeding customers' expectations for bottom-line success**

	<b>Author</b>	keiningham,Timothy (Author) Vavra,Terry (Author)
	<b>Publication Data</b>	Chicago: McGraw - Hill, 2001
	<b>Physical Description</b>	XIV, 192p
	<b>Series Data</b>	American marketing association;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CONSUMER SATISFACTION SUCCESS IN BUSINESS
	<b>Call Number</b>	658.812 KEI
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## ONLINE CATALOGUE

### Attention! how to Interrupt, yell, whisper and touch consumers



<b>Author</b>	Sacharin, Ken (Author)
<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
<b>Physical Description</b>	XII, 209p
<b>ISBN</b>	0-471-38997-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ADVERTISING
<b>Call Number</b>	659.1 SAC


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The secrets of word-of-mouth marketing: how to trigger exponential sales through runaway word of mouth**

	<b>Author</b>	Silverman,George (Author)
	<b>Publication Data</b>	New York: Amacom, 2001
	<b>Physical Description</b>	XII, 258p
	<b>ISBN</b>	0-8144-7072-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING WORD-OF-MOUTH ADVERTISING
	<b>Call Number</b>	658.8 SIL

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## ONLINE CATALOGUE

### The art of.COMbat: ancient wisdom for the competitive economy



<b>Author</b>	McCarthy,Shawnn P. (Author)
<b>Publication Data</b>	New York: John Wiley and Sons, 2001
<b>Physical Description</b>	XVI, 238p
<b>ISBN</b>	0-471-41519-7
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ELECTRONIC COMMERCE
<b>Call Number</b>	658.84 MCC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-Commerce for dummies

	<b>Author</b>	Jones,Don (Author) Scott,Mark D. (Author) Villars,Richard (Author)
	<b>Publication Data</b>	New York: Hungry Minds, 2001
	<b>Physical Description</b>	XXVI, 401p
	<b>Series Data</b>	For dummies;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE
	<b>Call Number</b>	658.84 JON
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## ONLINE CATALOGUE

### Will and vision: how latecomers grow to dominate markets



<b>Author</b>	Tellis, Gerard J. (Author) Golder, Peter N. (Author)
<b>Publication Data</b>	New York: McGraw - Hill, 2001
<b>Physical Description</b>	XVIII, 340p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING -- UNITED STATES BRAND NAME PRODUCTS -- UNITED STATES
<b>Call Number</b>	658.800973 TEL

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### Romancing the customer: maximizing brand value through powerful relationship management



<b>Author</b>	Temporal,Paul (Author) Trott,Martin (Author)
<b>Publication Data</b>	Singapore: John Wiley and Sons, 2001
<b>Physical Description</b>	XII, 211p
<b>ISBN</b>	0-471-84615-5
<b>Subject Area</b>	Management
<b>Subject Headings</b>	RELATIONSHIP MARKETING BRAND NAME PRODUCTS -- MARKETING
<b>Call Number</b>	658.827 TEM


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## ONLINE CATALOGUE

### Seven power strategies for building customer loyalty

	<b>Author</b>	Timm,Paul R. (Author)
	<b>Publication Data</b>	New York: Amacom, 2001
	<b>Physical Description</b>	XIII, 224p
	<b>ISBN</b>	0-8144-0569-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER LOYALTY CUSTOMER SERVICES CUSTOMER RELATIONS
	<b>Call Number</b>	658.8812 TIM
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## ONLINE CATALOGUE

### Big brands big trouble: lessons learned the hard way



<b>Author</b>	Trout,Jack (Author)
<b>Publication Data</b>	New York: John Wiley and Sons, 2001
<b>Physical Description</b>	X, 223p
<b>ISBN</b>	0-471-41432-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BRAND NAME PRODUCTS SUCCESS IN BUSINESS COMPETITION
<b>Call Number</b>	658.827 TRO


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### Differentiate or die: survival in our era of killer competition

	<b>Author</b>	Trout,Jack (Author) Rivkin,Steve (Author)
	<b>Publication Data</b>	New York: John Wiley ans Sons, 2000
	<b>Physical Description</b>	X , 230p.
	<b>ISBN</b>	0-471-02892-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING ADVERTISING -- BRAND NAME PRODUCTS BRAND NAME PRODUCTS
	<b>Call Number</b>	658.8 TRO

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## ONLINE CATALOGUE

**The relational enterprise: moving beyond CRM to maximize all your business relationships**

	<b>Author</b>	Cooper, Kenneth Carlton (Author)
	<b>Publication Data</b>	New York: Amacom, 2002
	<b>Physical Description</b>	XX, 296p
	<b>ISBN</b>	0-8144-0669-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER RELATIONS -- MARKETING RELATIONSHIP MARKETING
	<b>Call Number</b>	658.812 COO
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### The Conference Board challenge to business : industry leaders speak their minds

	<b>Author</b>	Krass, Peter (ed.)
	<b>Responsibility Data</b>	edited by Peter Krass ; with an introduction by Richard E. Cavanagh
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2000
	<b>Physical Description</b>	viii, 311 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-471-38471-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Businesspeople -- Interviews Industrial management
	<b>Call Number</b>	658 CON

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### Applied management science: modeling, spreadsheet analysis, and communication for decision making

	<b>Author</b>	Lawrence, John A. (Author) Pasternack, Barry A. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXI, 649p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT -- MATHEMATICAL MODELS DECISION SUPPORT SYSTEMS COMMUNICATION IN MANAGEMENT MANAGEMENT SCIENCE
	<b>Call Number</b>	658.4033 LAW
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## ONLINE CATALOGUE

### Research methods in business studies: a practical guide


	<b>Author</b>	Chauri,Pervez (Author) Gronhaug,Kjell (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XV, 212p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT -- RESEARCH BUSINESS -- RESEARCH
	<b>Call Number</b>	658.0072 GHA
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### Convergence marketing: strategies for reaching the new hybrid consumer

	<b>Author</b>	Wind, Yoram (Jerry) (Author) Mahajan, Vijay (Author) Gunther, Robert E. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	XXVIII, 336p
	<b>ISBN</b>	0-13-065075-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNET MARKETING MARKETING CONSUMER BEHAVIOR COMMUNICATION IN MARKETING
	<b>Call Number</b>	658.8 WIN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Techno-ready Marketing: how and why your customers adopt technology

	<b>Author</b>	Parasuraman,A. (Author) Colby,Charles L. (Author)
	<b>Publication Data</b>	New York: The Free Press, 2001
	<b>Physical Description</b>	XIV, 224p
	<b>ISBN</b>	0-684-86494-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	TECHNOLOGICAL INNOVATIONS -- MARKETING TECHNOLOGICAL INNOVATIONS -- MANAGEMENT
	<b>Call Number</b>	658.8 PAR

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## ONLINE CATALOGUE

### Total Quality: MANAGEMENT, ORGANIZATION, AND STRATEGY


	<b>Author</b>	Evans,James R. (Author) Dean,James W. (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	VII, 399p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	TOTAL QUALITY MANAGEMENT
	<b>Call Number</b>	658.4013 EVA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Successful project management

	<b>Author</b>	Gido,Jack (Author) Clements,James P. (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South-Western College Publishing, 1999
	<b>Physical Description</b>	XXI, 405p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INDUSTRIAL PROJECT MANAGEMENT
	<b>Call Number</b>	658.5 GID
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organization: theory and design

	<b>Author</b>	Daft, Richard L. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2000
	<b>Physical Description</b>	XV, 633p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATION ORGANIZATIONAL SOCIOLOGY - - CASE STUDIES
	<b>Call Number</b>	658.4 DAF

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of organization: theory and design

	<b>Author</b>	Daft, Richard L. (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South-Western, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	VII, 213p
	<b>Notes</b>	Based on: Daft, Richard L. Organization theory and design. 7th ed. 2000
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATION ORGANIZATIONAL EFFECTIVENESS
	<b>Call Number</b>	658.1 DAF


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## ONLINE CATALOGUE

### Purchasing and supply chain management


	<b>Author</b>	Lysons, Kenneth (Author) Gillingham, Michael (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XVIII, 780p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PURCHASING INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.72 LYS
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## ONLINE CATALOGUE

### Loyalty Rules

	<b>Author</b>	<b>Reichheld, Frederick F. (Author)</b>
	<b>Publication Data</b>	<b>Boston, Massachusetts: Harvard Business School Press, 2001</b>
	<b>Physical Description</b>	<b>XIII, 213p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>CUSTOMER LOYALTY CUSTOMER RELATIONS EMPLOYEE LOYALTY LEADERSHIP</b>
	<b>Call Number</b>	<b>658.812 REI</b>
<b>Philadelphia University Library 2011</b>		



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## ONLINE CATALOGUE

### Brand warfare: 10 rules for building the killer brand: lessons for new and old economy players



<b>Author</b>	D'Alessandro,David F. (Author) Owens,Michele (Author)
<b>Publication Data</b>	New York: McGraw - Hill, 2001
<b>Physical Description</b>	XVIII, 185p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BRAND NAME PRODUCTS PRODUCT MANAGEMENT
<b>Call Number</b>	658.827 DAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The infinite asset: managing brands to build new value

	<b>Author</b>	Hill,Sam (Author) Lederer,Chris (Author)
	<b>Publication Data</b>	Boston: Harvard Business School Press, 2001
	<b>Physical Description</b>	XII, 238p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BRAND NAME PRODUCTS -- MANAGEMENT BRAND NAME PRODUCTS -- MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.827 HIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customer equity: building and management relationships as valuable assets


	<b>Author</b>	Blattberg,Robert C. (Author) Getz,Gary (Author) Thomas,Jacquelyn S. Thomas (Author)
	<b>Publication Data</b>	Boston: Harvard Business School Press, 2001
	<b>Physical Description</b>	XIX, 228p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	RELATIONSHIP MARKETING CUSTOMER SERVICES -- MARKETING CUSTOMER RELATIONS CUSTOMER LOYALTY
	<b>Call Number</b>	658.812 BLA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Credibility marketing: build your business by becoming a recognized expert (without investing a lot of time or Money)**

	<b>Author</b>	Chambers,Larry (Author)
	<b>Publication Data</b>	Chicago: Dearborn Trade Publishing, 2002
	<b>Physical Description</b>	XIX, 241p
	<b>ISBN</b>	0-7931-4886-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 CHA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: building and sustaining competitive advantage

	<b>Author</b>	Pitts,Robert A. (Author) Lei,David (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XX, 555p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING -- UNITED STATES -- CASE STUDIES INDUSTRIAL MANAGEMENT -- UNITED STATES -- CASE STUDIES COMPETITION -- UNITED STATES -- CASE STUDIES
	<b>Call Number</b>	658.4012 PIT
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Successful service operations management


	<b>Author</b>	Metters, Richard (Author) King-Metters, Kathryn (Author) Pullman, Madeleine (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2003
	<b>Physical Description</b>	xix, 374 p. + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER SERVICES -- MANAGEMENT CUSTOMER SERVICES -- MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.812 MET



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management


	<b>Author</b>	Gaither,Norman (Author) Frazier,Greg (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South - Western, 2001
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XIV, 811p + 2 CDs-ROM
	<b>Notes</b>	Rev. ed. of: Production and operations management. 8th ed. , 1999
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT
	<b>Call Number</b>	658.5 GAI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Lean performance ERP project management: implementing the virtual supply chain

	<b>Author</b>	Carroll,Brian J. (Author)
	<b>Publication Data</b>	Boca Raton: ST. Lucie Press, 2001
	<b>Physical Description</b>	XXVI, 283p
	<b>Series Data</b>	The St. Lucie press/ APICS series on reource management;
	<b>ISBN</b>	1-57444-309-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT PRODUCTION CONTROL
	<b>Call Number</b>	658.5 CAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Best practices in international business

	<b>Author</b>	Czinkota,Michael R. (Author) Ronkainen,Ilkka A. (Author)
	<b>Publication Data</b>	Fort Worth: Harcourt College Puplichers, 2001
	<b>Physical Description</b>	IX, 374p
	<b>ISBN</b>	0-03-028721-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT GLOBALIZATION -- ECONOMIC ASPECTS COMPETITION, INTERNATIONAL
	<b>Call Number</b>	658.049 CZI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding organizational behavior: a multimedia approach


	<b>Author</b>	Nelson,Debra L. (Author) Quick,James Campbell (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South-Western, 2001
	<b>Physical Description</b>	XXIII, 543p + 3CDs - ROM
	<b>ISBN</b>	0-324-10077-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658.3 NEL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Introduction to e- Supply Chain Management: engaging technology to build market-winning business partnerships**

	<b>Author</b>	Ross,David F. (Author)
	<b>Publication Data</b>	Boca Raton: ST.Lucie Press, 2002
	<b>Physical Description</b>	353 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS LOGISTICS -- DATA PROCESSING INFORMATION TECHNOLOGY INTERNET
	<b>Call Number</b>	658.70285 ROS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Collaborative manufacturing: using real-time information to support the supply chain


	<b>Author</b>	McClellan, Michael (Author)
	<b>Publication Data</b>	Boca Raton: CRC Press, 2002
	<b>Physical Description</b>	241p.
	<b>ISBN</b>	1-57444-341-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT BUSINESS LOGISTICS REAL-TIME DATA PROCESSING
	<b>Call Number</b>	658.72 MCC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ERP optimization: using your existing system to support profitable e-business initiatives

	<b>Author</b>	Jutras,Cindy M. (Author)
	<b>Publication Data</b>	Boca Raton: CRC Press, 2003
	<b>Physical Description</b>	XIII, 171p
	<b>ISBN</b>	1-57444-332-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE PRODUCTION MANAGEMENT MANAGEMENT INFORMATION SYSTEMS BUSINESS PLANNING
	<b>Call Number</b>	658.84 JUT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The customer differential: the complete guide to implementing customer relationship management**


	<b>Author</b>	Nykamp, Melinda (Author)
	<b>Publication Data</b>	New York: Amacon, 2001
	<b>Physical Description</b>	X, 212p
	<b>ISBN</b>	0-8144-0622-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER RELATIONS -- MANAGEMENT DATA MINING
	<b>Call Number</b>	658.812 NYK
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: competitiveness and globalization

	<b>Author</b>	Hitt,Michael A. (Author) Ireland,R. Duane (Author) Hoskisson,Robert E. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western College Publishing, 2003
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXXI, 1v. (various pagings)
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.4012 HIT
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary business


	<b>Author</b>	Boone,Louise E. (Author) Kurtz,David L. (Author)
	<b>Responsibility Data</b>	Louis E. Boone, David L. Kurtz
	<b>Publication Data</b>	Fort Worth: Harcourt College Publishers, 2002
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	lv, 739, [109] p. : col. ill. ; 29 cm. + CD-ROM
	<b>ISBN</b>	0-03-033226-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Business
<b>Call Number</b>	658 BOO	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Strategic public relations management: planning and managing effective communication programs**


	<b>Author</b>	Austin, Erica Weinteraub (Author) Pinkleton, Bruce E. (Author)
	<b>Publication Data</b>	Mahwah, New Jersey: Lawrence Erlbaum Associates, Publishers, 2001
	<b>Physical Description</b>	XIV, 399p
	<b>Series Data</b>	LEA's communication series;
	<b>ISBN</b>	0-8058-3160-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS -- MANAGEMENT
	<b>Call Number</b>	659.2 AUS
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information technology and management

	<b>Author</b>	Thompson,Ronald L. (Author) Cats-Baril,William L. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIX, 537p
	<b>ISBN</b>	0-07-231532-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION TECHNOLOGY -- MANAGEMENT MANAGEMENT INFORMATION SYSTEMS
	<b>Call Number</b>	658.4038 THO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customer winback: how to recapture lost customers and keep them loyal


	<b>Author</b>	Griffen,Jill (Author) Lowenstein,Michael W. (Author)
	<b>Publication Data</b>	San Francisco: Jossey - Bass, 2001
	<b>Physical Description</b>	XXII, 314p
	<b>Series Data</b>	The Jossey - Bass business and management series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER LOYALTY CUSTOMER SERVICES CUSTOMER RELATIONS
	<b>Call Number</b>	658.812 GRI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Emotional branding: the new paradigm for connecting brands to people


	<b>Author</b>	Gobe, Marc (Author)
	<b>Publication Data</b>	New York: Allworth Press, 2001
	<b>Physical Description</b>	XXXII, 319p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BRAND NAME PRODUCTS BRAND NAME PRODUCTS -- MARKETING CONSUMERS' PREFERENCES MOTIVATION RESEARCH -- MARKETING
	<b>Call Number</b>	658.827 GOB
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## ONLINE CATALOGUE

### Violence in the workplace: a prevention and management guide for businesses

	<b>Author</b>	Baron,S. Anthony (Author)
	<b>Publication Data</b>	Oxford, CA: Pathfinder Publishing of California, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	184p
	<b>ISBN</b>	0-934793-70-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EMPLOYEE CRIMES VIOLENCE-FORECASTING EMPLOYEES MENTAL HEALTH EMPLOYEE -- PSYCHOLOGY
	<b>Call Number</b>	658.38 BAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### One to one B2B: customer development strategies for the business-to-business world



<b>Author</b>	Peppers,Don (Author) Rogers,Martha (Author)
<b>Publication Data</b>	New York: Currency Doubleday, 2001
<b>Physical Description</b>	XIX, 347p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	DISTRIBUTORS (COMMERCSE) CUSTOMER RELATIONS
<b>Call Number</b>	658.812 PEP

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **The Art of Innovation: lessons in creativity from IDEO, America's leading design firm**



<b>Author</b>	<b>Kelley, Tom (Author) Littman, Jonathan (Author)</b>
<b>Publication Data</b>	<b>New York: Doubleday, 2000</b>
<b>Physical Description</b>	<b>307p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>CREATIVE ABILITY IN BUSINESS -- CASE STUDIES TECHNOLOGICAL INNOVATIONS -- CASE STUDIES</b>
<b>Call Number</b>	<b>658.4063 KEL</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The eManager: value chain management in an eCommerce world

	<b>Author</b>	Plenert, Gerhard (Author)
	<b>Publication Data</b>	Los Angeles, CA: Blackhall Publishing, 2001
	<b>Physical Description</b>	XI, 370p
	<b>ISBN</b>	1-56343-750-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE ELECTRONIC COMMERCE -- MANAGEMENT
	<b>Call Number</b>	658.84 PLE
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## ONLINE CATALOGUE

### Customers rule


	<b>Author</b>	<b>Blackwell,Roger (Author) Stephan,Kristina (Author)</b>
	<b>Publication Data</b>	<b>New York: Crown Business, 2001</b>
	<b>Physical Description</b>	<b>VIII, 244p</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>INTERNET MARKETING -- UNITED STATES CONSUMER BEHAVIOR -- UNITED STATES</b>
	<b>Call Number</b>	<b>658.84 BLA</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The new market leaders: who's winning and how in the battle for customers

	<b>Author</b>	Wiersema,Fred (Author)
	<b>Publication Data</b>	New York: The Free Press, 2001
	<b>Physical Description</b>	VII, 262p
	<b>ISBN</b>	0-7432-0465-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER RELATIONS -- LONGITUDINAL STUDIES CONSUMERS' PREFERENCES -- LONGITUDINAL STUDIES CONSUMERS -- ATTITUDES -- LONGITUDINAL STUDIES MARKETING -- PLANNING
	<b>Call Number</b>	658.812 WIE



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## ONLINE CATALOGUE

### Emotional branding: how successful brands gain the irrational edge



<b>Author</b>	Travis,Daryl (Author)
<b>Publication Data</b>	Roseville, California: Prima Venture, 2000
<b>Physical Description</b>	XIII, 306p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BUSINESS NAMES -- PSYCHOLOGICAL ASPECTS
<b>Call Number</b>	658.8343 TRA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Classics of organizational behavior

	<b>Author</b>	Natemeyer, Walter E. (ed.) McMahon, J. Timothy (ed.)
	<b>Publication Data</b>	Prospect Heights, Illinois: Waveland Press, Inc., 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVI, 487p
	<b>ISBN</b>	1-57766-172-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR MANAGEMENT
	<b>Call Number</b>	658.3 CLA
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## ONLINE CATALOGUE

### Marketing research: an aid to decision making



<b>Author</b>	Shao, Alan T. (Author)
<b>Publication Data</b>	Cincinnati, Ohio: South - Western, 2002
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XXIII, 610p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING RESEARCH
<b>Call Number</b>	658.83 SHA

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## ONLINE CATALOGUE

**Spreadsheet modeling in corporate finance to accompany financial management theory and practice by Brigham, Gapenski, and Ehrhardt and intermediate financial management by Brigham, Gapenski, and Daves**

	<b>Author</b>	Holden, Craig W. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	161p + CD-ROM
	<b>ISBN</b>	0-13-049905-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE -- MATHEMATICAL MODELS ELECTRONIC SPREADSHEETS CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 HOL

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## ONLINE CATALOGUE

### **Guanxi: relationship marketing in a Chinese context**



<b>Author</b>	<b>Wong, Y. H. (Author)</b> <b>Leung, Thomas K. P. (Author)</b>
<b>Publication Data</b>	<b>New York: International Business Press, 2001</b>
<b>Physical Description</b>	<b>XIII, 229p</b>
<b>ISBN</b>	<b>0-7890-1289-8</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>RELATIONSHIP MARKETING -- CHINA</b>
<b>Call Number</b>	<b>658.812 WON</b>

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## ONLINE CATALOGUE

### Relationship Marketing: creating stakeholder value



<b>Author</b>	Christopher, Martin (Author) Payne, Adrian (Author) Ballantyne, David (Author)
<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2002
<b>Physical Description</b>	XVI, 242p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	RELATIONSHIP MARKETING
<b>Call Number</b>	658.812 CHR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing Made Simple


	<b>Author</b>	Lancaster, Geoff (Author) Reynolds, Paul (Author)
	<b>Publication Data</b>	Oxford: Made Simple Books, 2002
	<b>Physical Description</b>	VIII, 261p
	<b>Series Data</b>	Made simple books;
	<b>ISBN</b>	0-7506-4771-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 LAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The fundamentals and practice of marketing

	<b>Author</b>	Wilmshurst,John (Author) Mackay,Adrian (Author)
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	VIII, 376p
	<b>ISBN</b>	0-7506-5449-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 WIL

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### Marketing: The one-Semester Introduction



<b>Author</b>	Lancaster,Geoff (Author) Reynolds,Paul (Author)
<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2002
<b>Physical Description</b>	V, 436p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING
<b>Call Number</b>	658.8 LAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic Marketing Management: planning, implementation and control


	<b>Author</b>	Wilson, Richard M. S. (Author) Gilligan, Colin (Author)
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 1997
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XX, 827p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- DECISION MAKING MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.802 WIL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Direct Marketing in Practice

	<b>Author</b>	Thomas,Brian (Author) Housden,Matthew (Author)
	<b>Publication Data</b>	oxford: Butterworth - Heinemann, 2002
	<b>Series Data</b>	The Chartered Institute of Marketing/ Butterworth-Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	DIRECT MARKETING
	<b>Call Number</b>	658.84 THO

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### Role of management information system in sales promotion in Maruti Udyog Limited

	<b>Author</b>	Al-Shaikh, Mustafa Said Mohammad (Author) Khairoowala, Ziauddin (Supervisor)
	<b>Responsibility Data</b>	by Mustafa Said Mohammad Al-Shaikh; under the supervision of Ziauddin Khairoowala
	<b>Publication Data</b>	Aligarh (India): Aligarh Muslim University, 1999
	<b>Physical Description</b>	369 p. ; 30 cm.
	<b>Notes</b>	Thesis (Ph.D.) -- Aligarh Muslim University, 1999
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Sales promotion
	<b>Call Number</b>	658.4038011 SHA


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## ONLINE CATALOGUE

### The effect of religiosity: socioeconomic status and ethnic intensity on the Malay consumers' purchasing decisions

	<b>Author</b>	Khraim, Hamza Salim Lutfi (Author) Mohamad, Osman (Supervisor)
	<b>Responsibility Data</b>	by Hamza Salim Lutfi
	<b>Publication Data</b>	[s. l.]: Khraim, 2000
	<b>Physical Description</b>	xix, 358 p.
	<b>Notes</b>	Thesis (Ph. D.) -- University of Malay, 2000
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Purchasing
	<b>Call Number</b>	658.72 KHR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### CRM at the speed of light: capturing and keeping customers in internet real time

	<b>Author</b>	Greenberg,Paul (Author)
	<b>Publication Data</b>	New York: McGraw-Hill/ Osborne, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVI, 480p
	<b>ISBN</b>	0-07-222416-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CUSTOMER RELATIONS -- MANAGEMENT ELECTRONIC COMMERCE
	<b>Call Number</b>	658.812 GRE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business : a changing world


	<b>Author</b>	Ferrell,O. C. (Author) Hirt,Geoffrey (Author)
	<b>Responsibility Data</b>	O. C. Ferrell, Geoffrey Hirt
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxx, 493, 11, 11, 10 p. : col. ill. ; 26 cm. cm. + CD-ROM
	<b>ISBN</b>	0-07-115107-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Management -- United States
<b>Call Number</b>	650 FER	
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global marketing: foreign entry, local marketing and global management

	<b>Author</b>	Johansson, Johny K. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 654p
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-119563-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXPORT MARKETING EXPORT MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.848 JOH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Doing business internationally: the guide to cross-cultural success


	<b>Author</b>	Walker, Danielle Medina (Author) Walker, Thomas (Author) Schmitz, Joerg (Author)
	<b>Publication Data</b>	New York: McGraw-Hill, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVII, 330p.
	<b>ISBN</b>	0-07-137832-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INDUSTRIAL MANAGEMENT -- CROSS-CULTURAL STUDIES INTERCULTURAL COMMUNICATION NEGOTIATION IN BUSINESS -- CROSS-CULTURAL STUDIES SUCCESS IN BUSINESS
	<b>Call Number</b>	658.049 WAL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The global manager

	<b>Author</b>	Bhatia,R. L. (Author)
	<b>Responsibility Data</b>	R. L. Bhatia
	<b>Publication Data</b>	New Delhi: Wheeler Publishing, 1997
	<b>Physical Description</b>	xi, 164 p. ; 22 cm.
	<b>ISBN</b>	81-7544-028-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Marketing Globalization
	<b>Call Number</b>	658 PHA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource development

	<b>Author</b>	Bhatia,B. S. (ed.) Batra,G. S. (ed.)
	<b>Publication Data</b>	New Delhi: Deep and Deep Publications PVT, 2001
	<b>Physical Description</b>	XIII, 271p.
	<b>ISBN</b>	81-7100-961-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT CAREER DEVELOPMENT
	<b>Call Number</b>	658.3 HUM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurship and small business management



<b>Author</b>	Bhatia,B. S. (ed.) Batra,G. S. (ed.)
<b>Publication Data</b>	New Delhi: Deep and Deep publication PVT, 2001
<b>Physical Description</b>	XIII, 272p.
<b>ISBN</b>	81-7100-962-X
<b>Subject Area</b>	Management
<b>Subject Headings</b>	SMALL BUSINESS -- MANAGEMENT ENTREPRENEURSHIP
<b>Call Number</b>	658.022 ENT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### You too can become an entrepreneur



<b>Author</b>	Mutsuddi,Nalinaksha (Author)
<b>Publication Data</b>	New Delhi: Wheeler Publishing, 1996
<b>Physical Description</b>	XII, 259p.
<b>ISBN</b>	81-85814-93-7
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ENTREPRENEURSHIP
<b>Call Number</b>	658.421 MUT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Integrated marketing communications


	<b>Author</b>	Pickton,David (Author) Broderick,Amanda (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2001
	<b>Physical Description</b>	XXVI, 752p.
	<b>ISBN</b>	0-273-62513-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	COMMUNICATION IN MARKETING
	<b>Call Number</b>	658.802 PIC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### WinQSB version 2.0

	<b>Author</b>	Chang, Yih-Long (Author) Desai, Kiran (Author)
	<b>Publication Data</b>	Hoboken, New Jersey: John Wiley and Sons, 2003
	<b>Physical Description</b>	230p. + CD-ROM
	<b>ISBN</b>	0-471-40672-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	WINQSB DECISION SUPPORT SYSTEMS -- SOFTWARE DECISION MAKING -- DATA PROCESSING PROBLEM SOLVING -- DATA PROCESSING
	<b>Call Number</b>	658.403 CHA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding and designing market research

	<b>Author</b>	Webb,John R. (Author)
	<b>Publication Data</b>	London: Thomson Learning, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 235p
	<b>ISBN</b>	1-86152-576-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING RESEARCH
	<b>Call Number</b>	658.83 WEB
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sales Management: teamwork, leadership, and technology



<b>Author</b>	Futrell, Charles M. (Author)
<b>Publication Data</b>	Mason, Ohio: South - Western, 2001
<b>Physical Description</b>	XXIV, 568p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	SALES MANAGEMENT
<b>Call Number</b>	658.81 FUT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Applications in human resource management: cases, exercises, and skill builders

	<b>Author</b>	Nkomo, Stella M. (Author) Fottler, Myron D. (Author) Mcafee, Bruce R. (Author)
	<b>Publication Data</b>	Cincinnati: South-Western College Publishing, 2000
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XVI, 310p
	<b>ISBN</b>	0-324-00711-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT -- CASE STUDIES PERSONNEL MANAGEMENT -- PROBLEMS, EXERCISES, ETC.
	<b>Call Number</b>	658.3 NKO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### China's emerging new economy: the internet and e-commerce

	<b>Author</b>	Wong, John (Author) Ling, Nah Seok (Author)
	<b>Publication Data</b>	Singapore: Singapore University Press, 2001
	<b>Physical Description</b>	vii, 142p
	<b>ISBN</b>	981-02-4495-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE -- CHINA INTERNET
	<b>Call Number</b>	658.84 WON
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective public relations


	<b>Author</b>	Cutlip, Scott M. (Author) Center, Allen H. (Author) Broom, Glen M. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 1999
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XX, 588p.
	<b>ISBN</b>	0-13-541211-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS
	<b>Call Number</b>	659.2 CUT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of marketing communications

	<b>Author</b>	Blythe, Jim (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	X, 267p
	<b>ISBN</b>	0-273-65858-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	COMMUNICATION IN MARKETING MARKETING
	<b>Call Number</b>	658.802 BLY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Selling today: building quality partnerships



<b>Author</b>	<b>Manning, Gerald L. (Author) Reece, Barry L.</b>
<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Prentice Hall, 2000</b>
<b>Edition</b>	<b>8th ed.</b>
<b>Physical Description</b>	<b>XXX, 505p</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>SELLING</b>
<b>Call Number</b>	<b>658.85 MAN</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative business modeling

	<b>Author</b>	Meredith,Jack R. (Author) Shafer,Scott M. (Author) Turban,Efraim (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2001
	<b>Physical Description</b>	XXIV, 454p + 2CDs-ROM
	<b>ISBN</b>	0-324-01600-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	DECISION MAKING -- MATHEMATICAL MODELS MANAGEMENT -- MATHEMATICAL MODELS
	<b>Call Number</b>	658.4033 MER


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundations in strategic management


	<b>Author</b>	Harrison, Jeffrey S. (Author) John, Caron H. (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South-Western, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 168p
	<b>ISBN</b>	0-324-07099-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING
	<b>Call Number</b>	658.4012 HAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business information systems: analysis, design and practice


	<b>Author</b>	Curtis,Graham (Author) Cobham,David (Author)
	<b>Publication Data</b>	Hawlow, England: Pearson Education Limited, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXII, 635p
	<b>ISBN</b>	0-273-65130-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS -- DATA PROCESSING INFORMATION STORAGE AND RETRIEVAL SYSTEMS -- BUSINESS MANAGEMENT INFORMATION SYSTEMS SYSTEM DESIGN SYSTEM ANALYSIS EXPERT SYSTEMS (COMPUTER SCIENCE)
	<b>Call Number</b>	658.4038 CUR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Network marketing for dummies


	<b>Author</b>	Ziglar,Zig (Author) Hayes,John P. (Author)
	<b>Publication Data</b>	New York: Hungry Minds, 2001
	<b>Physical Description</b>	XXVIII, 376p
	<b>Series Data</b>	For dummies;
	<b>ISBN</b>	0-7645-5292-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNET MARKETING MULTILEVEL MARKETING
	<b>Call Number</b>	658.84 ZIG



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Successful affiliate marketing for merchants

	<b>Author</b>	Fiore, Frank (Author) Collins, Shawn (Author)
	<b>Publication Data</b>	Indianapolis, Indiana: Que, 2001
	<b>Physical Description</b>	VIII, 344p
	<b>ISBN</b>	0-7897-2525-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MULTILEVEL MARKETING BUSINESS NETWORKS INTERNET MARKETING
	<b>Call Number</b>	658.84 FIO
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## ONLINE CATALOGUE

### Advertising



<b>Author</b>	Wright,Ray (Author)
<b>Publication Data</b>	Harlow, England: Prentice Hall, 1999
<b>Physical Description</b>	XII, 315p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ADVERTISING
<b>Call Number</b>	659.1 WRI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The practice of public relations

	<b>Author</b>	Seitel, Fraser P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXIII, 534p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS -- UNITED STATES
	<b>Call Number</b>	659.2 SEI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations practices: managerial case studies and problems


	<b>Author</b>	Center, Allen H. (Author) Jackson, Patrick (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey : Prentice - Hall , 2003
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XIV, 418p
	<b>ISBN</b>	0-13-613803-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS -- CASE STUDIES
	<b>Call Number</b>	659.2 CEN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The strategy and tactics of pricing: a guide to profitable decision making


	<b>Author</b>	Nagle, Thomas T. (Author) Holden, Reed K. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice-Hall, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXI, 398p
	<b>ISBN</b>	0-13-026248-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRICING MARKETING -- DECISION MAKING
	<b>Call Number</b>	658.816 NAG
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Retail Marketing Management

	<b>Author</b>	Gilbert,David (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 457p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	RETAIL TRADE MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.87 GIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of services marketing: concepts, strategies, and cases


	<b>Author</b>	Hoffman,K. Douglas (Author) Bateson,John E. G. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXI, 569p
	<b>ISBN</b>	0-03-028892-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SERVICE INDUSTRIES -- MARKETING
	<b>Call Number</b>	658.8 HOF
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## ONLINE CATALOGUE

### Best practices in international marketing


	<b>Author</b>	Ronkainen, Ilkka A. (Author) Czinkota, Michael R. (Author)
	<b>Publication Data</b>	Fort worth: Harcourt College Publishers, 2002
	<b>Physical Description</b>	XVIII, 393p
	<b>Series Data</b>	The Harcourt college publishers series in marketing;
	<b>ISBN</b>	0-03-034036-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXPORT MARKETING
	<b>Call Number</b>	658.848 RON
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## ONLINE CATALOGUE

### Business marketing management: a strategic view of industrial and organizational markets

	<b>Author</b>	Hutt,Michael D. (Author) Speh,Thomas W. (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2001
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXX, 716p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INDUSTRIAL MARKETING -- MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.804 HUT
	Philadelphia University Library 2011	






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## ONLINE CATALOGUE

### Consumer behavior: buying, having, and being

	<b>Author</b>	Solomon, Michael R. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice-Hall, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XVII, 549p.
	<b>Series Data</b>	The Prentice Hall international series in marketing;
	<b>ISBN</b>	0-13-091360-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CONSUMER BEHAVIOR
	<b>Call Number</b>	658.8342 SOL

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## ONLINE CATALOGUE

### Advertising: a framework



<b>Author</b>	Lane,W. Ronald (Author) Russell,J. Thomas (Author)
<b>Publication Data</b>	Upper saddle River, New Jersey: Prentice Hall, 2000
<b>Physical Description</b>	XVIII, 378p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ADVERTISING
<b>Call Number</b>	659.1 LAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding business marketing and purchasing: an interaction approach

	<b>Author</b>	Ford,David (ed.)
	<b>Publication Data</b>	London: Thomson Learning, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XIV, 488p
	<b>ISBN</b>	1-86152-769-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING PURCHASING
	<b>Call Number</b>	658.8 UND

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## ONLINE CATALOGUE

### Business to Business marketing: analysis and practice In a dynamic Environment


	<b>Author</b>	Vitale,Robert P. (Author) Giglierano,Joseph J. (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2002
	<b>Physical Description</b>	XXIII, 534p
	<b>ISBN</b>	0-324-07296-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 VIT
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### E-Commerce basics: technology foundations and e-business applications


	<b>Author</b>	Davis, William S. (Author) Benamati, John (Author)
	<b>Publication Data</b>	Boston: Addison Wesley, 2002
	<b>Physical Description</b>	XXIV, 401p.
	<b>ISBN</b>	0-201-74840-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE INFORMATION TECHNOLOGY BUSINESS ENTERPRISES -- COMPUTER NETWORKS
	<b>Call Number</b>	658.84 DAV
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### E-Commerce: business, technology, society

	<b>Author</b>	Laudon, Kenneth C. (Author) Traver, Carol Guercio
	<b>Publication Data</b>	Boston: Addison Wesley, 2001
	<b>Physical Description</b>	XXXV, 762p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE INTERNET MARKETING INFORMATION TECHNOLOGY
	<b>Call Number</b>	658.84 LAU

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## ONLINE CATALOGUE

### Marketing research: methodological foundations

	<b>Author</b>	Churchill,Gilbert A. (Author) Iacobucci,Dawn (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2002
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXVI, 1006p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING RESEARCH
	<b>Call Number</b>	658.83 CHU
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## ONLINE CATALOGUE

### Brand management: a theoretical and practical approach

	<b>Author</b>	Riezebos,Rik (Author) Kist,Bas (Author) Kootstra,Gert (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Physical Description</b>	XVI, 331p
	<b>ISBN</b>	0-273-65505-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCT MANAGEMENT
	<b>Call Number</b>	658.827 RIE
	Philadelphia University Library 2011	





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## ONLINE CATALOGUE

### Strategic brand management: building, measuring, and managing brand equity



<b>Author</b>	Keller, Kevin Lane (Author)
<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XXVII, 788p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BRAND NAME PRODUCTS -- MANAGEMENT
<b>Call Number</b>	658.827 KEL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of organizational behavior


	<b>Author</b>	Robbins, Stephen P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice-Hall, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XX, 300p
	<b>ISBN</b>	0-13-035309-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658.3 ROB
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### Managerial Accounting: tools for business decision making


	<b>Author</b>	Weygandt, Jerry J. (Author) Kieso, Donald E. (Author) Kimmel, Paul D. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXXI, [674]p in various pagings
	<b>ISBN</b>	0-471-41365-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 WEY
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## ONLINE CATALOGUE

### Marketing planning for services

	<b>Author</b>	McDonald, Malcolm (Author) Payne, Adrian (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 1996
	<b>Physical Description</b>	X, 364p
	<b>Series Data</b>	The Chartered Institute of marketing/ Butterworth - Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SERVICE INDUSTRIES -- MARKETING SERVICE INDUSTRIES -- PLANNING
	<b>Call Number</b>	658.802 MCD


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of service marketing and management

	<b>Author</b>	Lovelock, Christopher (Author) Wright, Lauren (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIX, 436p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SERVICE INDUSTRIES -- UNITED STATES -- MARKETING SERVICE INDUSTRIES -- UNITED STATES -- MANAGEMENT
	<b>Call Number</b>	658.8 LOV
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Study guide: Marketing: connecting with customers



<b>Author</b>	Harrell, Gilbert D. (Author)
<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson education, 2002
<b>Physical Description</b>	370p
<b>ISBN</b>	0-13-067058-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING -- PROBLEMS, EXERCISES, ETC.
<b>Call Number</b>	658.80076 HAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Making small business work for you

	<b>Author</b>	Birt,Ian (Author) Sleeman,Roger (Author)
	<b>Publication Data</b>	Harlow, England: Prentice - Hill, 1999
	<b>Edition</b>	2nd ed
	<b>Physical Description</b>	XII, 329p.
	<b>ISBN</b>	0-7248-1072-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SMALL BUSINESS -- MANAGEMENT SUCCESS IN BUSINESS
	<b>Call Number</b>	658.022 BIR



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## ONLINE CATALOGUE

### Human resource management

	<b>Author</b>	Dessler, Cary (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice -Hall, 2000
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXIX, 699p
	<b>ISBN</b>	0-13-014124-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 DES

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Emotion marketing: the Hallmark way of winning customers for life

	<b>Author</b>	Robinette,Scott (Author) Brand,Claire (Author) Lenz,Vicki (Author)
	<b>Publication Data</b>	New York: McGraw-Hill, 2001
	<b>Physical Description</b>	XVII, 247p
	<b>ISBN</b>	0-07-136414-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING CUSTOMER RELATIONS CUSTOMER SATISFACTION
	<b>Call Number</b>	658.8 ROB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The leader's window: mastering the four styles of leadership to build high - performing teams**



<b>Author</b>	Beck,John D. W. (Author) Yeager,Neil M. (Author)
<b>Publication Data</b>	Palo Alto, California: Davies - Black Publishing, 2001
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XX, 300p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	LEADERSHIP TEAMS IN THE WORKPLACE
<b>Call Number</b>	658.4092 BEC


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Guide to presentations

	<b>Author</b>	Munter, Mary (Author) Russell, Lynn (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	IX, 114p
	<b>Series Data</b>	The Prentice Hall guides to advanced communication;
	<b>ISBN</b>	0-13-092995-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS PRESENTATIONS
	<b>Call Number</b>	658.45 MUN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in management and organizational behavior

	<b>Author</b>	Tompkins, Teri C. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	Vol.2 (XXI, 107)p
	<b>ISBN</b>	0-13-089464-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR -- CASE STUDIES MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.3 TOM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurial finance: finance for small business


	<b>Author</b>	Adelman, Philip J. (Author) Marks, Alan M. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XV, 360p. + CD-ROM
	<b>ISBN</b>	0-13-085968-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SMALL BUSINESS -- FINANCE
	<b>Call Number</b>	658.1592 ADE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management for information systems

	<b>Author</b>	Cadle,James (ed.) Yeates,Donald (ed.)
	<b>Responsibility Data</b>	edited by James Cadle, Donald Yeates
	<b>Publication Data</b>	Harlow: Financial Times / Prentice Hall, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xvi, 384 p. : ill. ; 25 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	0-273-65145-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information resources management Project management
	<b>Call Number</b>	658.4038011 PRO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personal information management: tools and techniques for achieving professional effectiveness

	<b>Author</b>	Etzel,Barbara (Author) Thomas,Peter (Author)
	<b>Responsibility Data</b>	Barbara Etzel and Peter Thomas
	<b>Publication Data</b>	London: Macmillan Press, 1996
	<b>Physical Description</b>	xiii, 154 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-333-65429-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personal information management Management information systems Executives -- Time management
	<b>Call Number</b>	650.1 ETZ


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business and information systems

	<b>Author</b>	Nickerson, Robert C. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
	<b>Physical Description</b>	XXV, 494p
	<b>ISBN</b>	0-13-089496-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS
	<b>Call Number</b>	658.4038 NIC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Alpha teach yourself project management in 24 hours



<b>Author</b>	Mingus,Nancy (Author)
<b>Publication Data</b>	Indianapolis , IN: Alpha, 2002
<b>Physical Description</b>	XXII, 409p
<b>ISBN</b>	0-02-864223-6
<b>Subject Area</b>	Management
<b>Subject Headings</b>	PROJECT MANAGEMENT
<b>Call Number</b>	658.404 MIN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering information management

	<b>Author</b>	Marchand,Donald A. (ed.) Davenport,Thomas H. (ed.)
	<b>Publication Data</b>	London: Prentice Hall, 2000
	<b>Physical Description</b>	x, 362 p.
	<b>Notes</b>	At head of title: Financial Times
	<b>ISBN</b>	0-273-64352-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION RESOURCES MANAGEMENT
	<b>Call Number</b>	658.4038 MAS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management: best practices for IT professionals



<b>Author</b>	<b>Murch,Richard (Author)</b>
<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Prentice - Hall, 2001</b>
<b>Physical Description</b>	<b>XXIII, 247p.</b>
<b>ISBN</b>	<b>0-13-021914-2</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>PROJECT MANAGEMENT INDUSTRIAL PROJECT MANAGEMENT</b>
<b>Call Number</b>	<b>658.404 MUR</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: managing the digital firm


	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXX , 547p
	<b>ISBN</b>	0-13-033066-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS
	<b>Call Number</b>	658.4038 LAU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Dictionary of human resources management: English – Arabic


	<b>Parallel Title</b>	معجم ادارة الموارد البشرية و شؤون العاملين: انجليزي - عربي
	<b>Author</b>	Sahhaf,Habeeb (Author)
	<b>Publication Data</b>	Beirut: Librarie du Liban, 2003
	<b>Physical Description</b>	218p.
	<b>ISBN</b>	9953-33-055-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT -- DICTIONARIES
	<b>Call Number</b>	658.3003 SAH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: managing the digital firm

	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane P. Laudon
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall Prentice Hall, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxx, 549 p. + CD-ROM
	<b>ISBN</b>	0-13-061960-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Guide to meetings


	<b>Author</b>	Munter, Mary (Author) Netzley, Michael (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	IX, 93p
	<b>Series Data</b>	Prentice Hall guides to advanced communication;
	<b>ISBN</b>	0-13-033856-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS MEETINGS MEETINGS
	<b>Call Number</b>	658.456 MUN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Digital dealing: how e-markets are transforming the economy

	<b>Author</b>	Hall,Robert E. (Author)
	<b>Publication Data</b>	New York: W. W. Norton and company, 2001
	<b>Physical Description</b>	239p.
	<b>ISBN</b>	0-393-04210-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE INTERNET MARKETING AUCTIONS -- COMPUTER NETWORK RESOURCES BUSINESS ENTERPRISES -- COMPUTER NETWORKS
	<b>Call Number</b>	658.84 HAL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### المجلة الأردنية في ادارة الأعمال


	<b>Parallel Title</b>	Jordan Journal of Business Administration
	<b>Corporate</b>	الجامعة الأردنية
	<b>Publication Data</b>	عمادة البحث العلمي ، الجامعة الأردنية، -JR: 2005, عمان
	<b>Frequency</b>	
	<b>Notes</b>	تصدر عن اللجنة العليا للبحث العلمي - وزارة التعليم العالي و البحث العلمي ، و عمادة البحث العلمي في الجامعة الأردنية ،
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1815-8633
	<b>Subject Headings</b>	ادارة الأعمال -- دوريات
	<b>Call Number</b>	م أ ا 658.005



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of corporate finance

	<b>Author</b>	Brealey, Richard A. (Author) Myers, Stewart C. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXV, 1071p + CD-ROM
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in finance, insurance, and real estate;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 BRE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting

	<b>Author</b>	Garrison,Ray H. (Author) Noreen,Eric W. (Author) Seal,Willie (Author)
	<b>Publication Data</b>	London: The McGraw - Hill Companies, 2003
	<b>Edition</b>	European ed.
	<b>Physical Description</b>	XXIII, 846p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 GAR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Adventure in business: an I.M.M.E.R.S.I.O.N approach to training and consulting


	<b>Author</b>	Smolowe,Ann ([et al.])
	<b>Publication Data</b>	Needham Heights, MA: Pearson Custom Publishing, 1999
	<b>Physical Description</b>	XVI, 317p.
	<b>ISBN</b>	0-536-02216-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT GAMES TEAMS IN THE WORKPLACE LEADERSHIP
	<b>Call Number</b>	658.40353 ADV
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Responsible restructuring creative and profitable alternatives to layoffs


	<b>Author</b>	Cascio, Wayne F. (Author)
	<b>Publication Data</b>	San Francisco : Berrett-Koehler Publishers, 2002
	<b>Physical Description</b>	XV, 126p.
	<b>ISBN</b>	1-57675-129-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATE REORGANIZATIONS CORPORATE REORGANIZATIONS -- CASE STUDIES EMPLOYEES -- TRAINING OF ORGANIZATIONAL EFFECTIVENESS EMPLOYEES -- DISMISSAL OF
	<b>Call Number</b>	658.402 CAS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in e-commerce


	<b>Author</b>	Rayport, Jeffrey F. (Author) Jaworski, Bernard J. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2002
	<b>Physical Description</b>	XIX, 631p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE -- CASE STUDIES INTERNET MARKETING -- CASE STUDIES INTERNET ADVERTISING -- CASE STUDIES
	<b>Call Number</b>	658.84 RAY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing Strategy: a decision-focused approach

	<b>Author</b>	Walker, Orville C. ([et al.])
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xviii, 365 p. + CD-ROM
	<b>Series Data</b>	McGraw - Hill series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.802 MAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing Channels: a relationship management approach

	<b>Author</b>	Pelton,Loue E. (Author) Strutton,David (Author) Lumpkin,James R. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVI, 514p
	<b>Series Data</b>	The McGraw - Hill/ Irwin series series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING CHANNELS RELSTIONSHIP MARKETING
	<b>Call Number</b>	658.84 PEL





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Creating business advantage in the information age

	<b>Author</b>	Applegate, Lynda M. (Author) Austin, Robert D. (Author) McFarlan, F. Warren (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2002
	<b>Physical Description</b>	XVI, 412p
	<b>ISBN</b>	0-07-122658-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE BUSINESS -- COMPUTER NETWORK RESOURCES INTERNET
	<b>Call Number</b>	658.84 APP


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Big vision, small business: 4 keys to success without growing big

	<b>Author</b>	Walters, Jamie S. (Author)
	<b>Publication Data</b>	San Francisco: Berrett-Koehler Publishers, 2002
	<b>Edition</b>	Rev. ed.
	<b>Physical Description</b>	XVIII, 234p.
	<b>ISBN</b>	1-57675-188-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SMALL BUSINESS -- UNITED STATES SMALL BUSINESS -- UNITED STATES -- MANAGEMENT SUCCESS IN BUSINESS -- UNITED STATES
	<b>Call Number</b>	658.022 WAL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing: strategy, implementation and practice



<b>Author</b>	Chaffey,Dave ([et al.])
<b>Publication Data</b>	London: Prentice Hall, 2002
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	XXIV, 484p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	INTERNET MARKETING INTERNET
<b>Call Number</b>	658.84 INT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research: within a changing information environment


	<b>Author</b>	Hair, Joseph F. (Author) Bush, Robert P. (Author) Ortinau, David J. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXIII, 720p + CD-ROM
	<b>Series Data</b>	McGraw - Hill/ Irwin series in marketing;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING RESEARCH
	<b>Call Number</b>	658.83 HAI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**How to make collaboration work: powerful ways to build consensus, solve problems, and make decisions**

	<b>Author</b>	Straus,David (Author)
	<b>Publication Data</b>	San Francisco: Berrett-Koehler Publishers, 2002
	<b>Physical Description</b>	XVII, 247p.
	<b>ISBN</b>	1-57675-128-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	TEAMS IN THE WORKPLACE GROUP DECISION MAKING GROUP PROBLEM SOLVING COOPERATIVENESS
	<b>Call Number</b>	658.4036 STR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behavior: a European perspective


	<b>Author</b>	Solomon,Michael (Author) Bamossy,Gary (Author) Askegaard,Soren (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXIII, 630p
	<b>ISBN</b>	0-273-65182-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CONSUMER BEHAVIOR
	<b>Call Number</b>	658.8342 SOL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumers


	<b>Author</b>	Arnould, Eric (Author) Price, Linda (Author) Zinkhan, George (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2002
	<b>Physical Description</b>	XVIII, 750p
	<b>ISBN</b>	0-07-112294-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CONSUMER BEHAVIOR
	<b>Call Number</b>	658.8342 ARN
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior: human behavior at work

	<b>Author</b>	Newstrom, John W. (Author) Davis, Keith (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2002
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XXIV, 534p
	<b>ISBN</b>	0-07-118057-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR INDUSTRIAL SOCIOLOGY
	<b>Call Number</b>	658.3 NEW

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior: key concepts, skills and best practices


	<b>Author</b>	Kinicki, Angelo (Author) Kreitner, Robert (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Physical Description</b>	XXVI, 383p + CD-ROM
	<b>ISBN</b>	0-07-251492-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658.3 KIN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Employee benefits: a primer for human resource professionals

	<b>Author</b>	Martocchio, Joseph J. (Author)
	<b>Publication Data</b>	New York: McGraw - Hill, 2003
	<b>Physical Description</b>	XIV, 402p
	<b>ISBN</b>	0-07-251548-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EMPLOYEE FRINGE BENEFITS -- UNITED STATES COMPENSATION MANAGEMENT -- UNITED STATES
	<b>Call Number</b>	658.325 MAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior: emerging realities for the workplace revolution

	<b>Author</b>	Mcshane,Steven L. (Author) Glinow,Mary Ann Von (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXX , 690p + CD-ROM
	<b>ISBN</b>	0-07-115113-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658 MCS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Modern management

	<b>Author</b>	Certo, Samuel C. (Author)
	<b>Responsibility Data</b>	Samuel C. Certo
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	xxiii, 595 p. : col. ill. ; 28 cm. + CD-ROM
	<b>ISBN</b>	0-13-067089-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Industrial management Social responsibility of business Technological innovations
	<b>Call Number</b>	658 CER


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### What's next? : exploring the new terrain for business

	<b>Author</b>	Kelly,Eamonn (Author) Leyden,Peter (Author)
	<b>Responsibility Data</b>	Eamonn Kelly, Peter Leyden and members of the Global Business Network
	<b>Publication Data</b>	Chichester: John Wiley and Sons, Ltd, 2002
	<b>Physical Description</b>	viii, 360 p. ; 24 cm.
	<b>ISBN</b>	0-470-84958-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Global Business Network Globalization Business
	<b>Call Number</b>	650 KEL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management: strategic design and implementation


	<b>Author</b>	Cleland,David I. (Author) Ireland,Lewis R. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XX, 656p.
	<b>ISBN</b>	0-07-122969-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PROJECT MANAGEMENT
	<b>Call Number</b>	658.404 CLE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 201 best questions to ask on your interview

	<b>Author</b>	<b>Kador, John (Author)</b>
	<b>Responsibility Data</b>	<b>John Kador</b>
	<b>Publication Data</b>	<b>New York: McGraw-Hill, 2002</b>
	<b>Physical Description</b>	<b>xxi, 197 p. : ill. ; 23 cm.</b>
	<b>ISBN</b>	<b>0-07-138773-0</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Employment interviewing Interviewing</b>
	<b>Call Number</b>	<b>650.14 KAD</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management step-by-step



<b>Author</b>	Richman,Larry (Author)
<b>Publication Data</b>	New York: Amacom, 2002
<b>Physical Description</b>	XI, 292p
<b>ISBN</b>	0-8144-0727-7
<b>Subject Area</b>	Management
<b>Subject Headings</b>	PROJECT MANAGEMENT
<b>Call Number</b>	658.404 RIC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Designing effective organizations: how to create structured networks


	<b>Author</b>	Goold,Michael (Author) Campbell,Andrew (Author)
	<b>Publication Data</b>	San Francisco, CA: Jossey-Bass, 2002
	<b>Physical Description</b>	XII , 356p
	<b>ISBN</b>	0-7879-6064-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATION INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.1 GOO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of financial management

	<b>Author</b>	Brigham, Eugene F. (Author) Houston, Joel F. (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Western, 2001
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XXXVI, [1030]p in various pagings + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 BRI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The essentials of finance and accounting for nonfinancial managers



<b>Author</b>	Fields,Edward (Author)
<b>Publication Data</b>	New York: Amacom, 2002
<b>Physical Description</b>	VI, 292p
<b>ISBN</b>	0-8144-7122-6
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ACCOUNTING FINANCE
<b>Call Number</b>	658.15 FIE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### ABC's of relationship selling

	<b>Author</b>	Futrell, Charles M. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XIX, 470p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SELLING
	<b>Call Number</b>	658.85 FUT

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of management information systems: managing the digital firm


	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane P. Laudon
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxix, 512 p.
	<b>ISBN</b>	0-13-049542-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding business

	<b>Author</b>	Nickels, William G. (Author) McHugh, James M. (Author) McHugh, Susan M. (Author)
	<b>Responsibility Data</b>	William G. Nickels, James M. McHugh, Susan M. McHugh
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	1 v. (various pagings) : col. ill. ; 28 cm. + CD-ROM
	<b>ISBN</b>	0-07-112348-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Industrial management Business -- Vocational guidance
	<b>Call Number</b>	650 NIC



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: competing in the global marketplace

	<b>Author</b>	Hill, Charles W. L. (Author)
	<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXVIII, 703p + CD-ROM
	<b>ISBN</b>	0-07-115116-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT COMPETITION, INTERNATIONAL
	<b>Call Number</b>	658.049 HIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management control in nonprofit organizations

	<b>Author</b>	Anthony,Robert N. (Author) Young,David W. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwen, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XV, 942p
	<b>ISBN</b>	0-07-119922-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	NONPROFIT ORGANIZATIONS -- ACCOUNTING MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 ANT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global business today, postscript 2003

	<b>Author</b>	Hill, Charles W. L. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwen, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXIV, 530p + CD-ROM
	<b>ISBN</b>	0-07-282904-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL FINANCE FINANCIAL CRISES INTERNATIONAL TRADE FOREIGN EXCHANGE INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.049 HIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Robbins, Stephen R. (Author) Coulter, Mary (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XIX, 674p
	<b>ISBN</b>	0-13-031965-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT
	<b>Call Number</b>	658 ROB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Recruiting excellence: an insider's guide to sourcing top talent



<b>Author</b>	Grout,Jeff (Author) Perrin,Sarah (Author)
<b>Publication Data</b>	London: The McGraw-Hill Companies, 2002
<b>Physical Description</b>	XIV, 242p.
<b>ISBN</b>	0-07-709968-0
<b>Subject Area</b>	Management
<b>Subject Headings</b>	EMPLOYEES -- RECRUITING EMPLOYEE SELECTION EMPLOYMENT INTERVIEWING
<b>Call Number</b>	658.311 GRO

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurial management

	<b>Author</b>	Calvin,Robert J. (Author)
	<b>Publication Data</b>	New York: McGraw-Hill, 2002
	<b>Physical Description</b>	VII, 295p
	<b>Series Data</b>	The McGraw-Hill executive MBA series;
	<b>ISBN</b>	007-138200-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	NEW BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.421 CAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management


	<b>Author</b>	Gomez-Mejia,Luis R. (Author) Balkin,David B. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	International ed.
	<b>Physical Description</b>	XXXI, 448p.
	<b>ISBN</b>	0-07-112339-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT
	<b>Call Number</b>	658 GOM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to managerial accounting

	<b>Author</b>	Folk,Jeannie M. (Author) Garrison,Ray H. (Author) Noreen,Eric W. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	International ed.
	<b>Physical Description</b>	XXIV, 613p. + CD-ROM
	<b>ISBN</b>	0-07-242224-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 FOL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Capital budgeting: financial appraisal of investment projects



<b>Author</b>	Dayananda,Don ([et al.])
<b>Publication Data</b>	Cambridge: Cambridge University Press, 2002
<b>Physical Description</b>	XX, 321p.
<b>ISBN</b>	0-521-52098-3
<b>Subject Area</b>	Management
<b>Subject Headings</b>	CAPITAL BUDGET CAPITAL INVESTMENTS
<b>Call Number</b>	658.154 CAP

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Case studies in finance: managing for corporate value creation

	<b>Author</b>	Bruner,Robert F. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXX , 698p.
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	0-07-233862-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE -- CASE STUDIES INTERNATIONAL BUSINESS ENTERPRISES -- FINANCE -- CASE STUDIES DECISION MAKING -- CASE STUDIES WOMEN EXECUTIVES
	<b>Call Number</b>	658.15 BRU
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Techniques of financial analysis: a guide to value creation

	<b>Author</b>	Helfert, Erich A. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Physical Description</b>	XXIV, 570p
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	0-07-119547-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE CASH FLOW FINANCIAL STATEMENT RATIO ANALYSIS
	<b>Call Number</b>	658.15 HEL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The global challenge: frameworks for international human resource management

	<b>Author</b>	Evans,Paul (Author) Pucik,Vladimir (Author) Barsoux,Jean-Louis (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	International ed.
	<b>Physical Description</b>	XX, 554p.
	<b>ISBN</b>	0-07-112114-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 EVA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Formulation, implementation, and control of competitive strategy

	<b>Author</b>	Pearce, John A. (Author) Robinson, Richard B. (Author)
	<b>Responsibility Data</b>	John A. Pearce II, Richard B. Robinson, Jr.
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxiv, 344, [14] p. : ill. ; 25 cm.
	<b>ISBN</b>	0-07-248852-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning -- Case studies
	<b>Call Number</b>	658.4012 PEA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International management: culture, strategy, and behavior



<b>Author</b>	Hodgetts, Richard M. (Author) Luthans, Fred (Author)
<b>Publication Data</b>	Boston: McGraw - Hill/ Irwin, 2003
<b>Physical Description</b>	XXVIII, 628p
<b>ISBN</b>	0-07-119559-9
<b>Subject Area</b>	Management
<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT
<b>Call Number</b>	658.049 HOD


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: an introduction


	<b>Author</b>	Armstrong,Gary (Author) Kotler,Philip (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hall, 2003
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXVI , 627p. + CD-ROM
	<b>ISBN</b>	0-13-120275-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 ARM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior


	<b>Author</b>	Schermerhorn, John R. (Author) Hunt, James G. (Author) Osborn, Richard N. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2003
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	1 v. (various pagings) + CD-ROM
	<b>ISBN</b>	0-471-20367-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR MANAGEMENT
	<b>Call Number</b>	658 SCH



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Making markets: how firms can design and profit from online auctions and exchanges**


	<b>Author</b>	<b>Kambil,Ajit (Author) Heck,Eric Van (Author)</b>
	<b>Publication Data</b>	<b>Boston: Harvard Business School Press, 2002</b>
	<b>Physical Description</b>	<b>XII, 224p</b>
	<b>ISBN</b>	<b>1-57851-658-7</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>INTERNET MARKETING INTERNET AUCTIONS INDUSTRIAL MARKETING MARKETING -- COMPUTER PROGRAMS ELECTRONIC COMMERCE</b>
	<b>Call Number</b>	<b>658.84 KAM</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: creating competitive advantages

	<b>Author</b>	Dess, Gregory G. (Author) Lumpkin, G. T. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill / Irwin, 2003
	<b>Edition</b>	International ed.
	<b>Physical Description</b>	XXI, 455p.
	<b>ISBN</b>	0-07-115106-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING
	<b>Call Number</b>	658.4012 DES
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Successful project management


	<b>Author</b>	Gido,Jack (Author) Clements,James P. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Westren, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XX, 459p. + CD-ROM
	<b>ISBN</b>	0-324-07168-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PROJECT MANAGEMENT
	<b>Call Number</b>	658.404 GID
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International financial management

	<b>Author</b>	Madura, Jeff (Author)
	<b>Publication Data</b>	Cincinnati: South-Western College Publishing, 2000
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XXV, 660p
	<b>ISBN</b>	0-324-00955-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL FINANCE FOREIGN EXCHANGE ASSET-LIABILITY MANAGEMENT BANKS AND BANKING, INTERNATIONAL INTERNATIONAL BUSINESS ENTERPRISES -- FINANCE
	<b>Call Number</b>	658.1599 MAD


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance


	<b>Author</b>	Gitman, Lawrence J. (Author)
	<b>Publication Data</b>	Boston: Addison-Wesley, 2003
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	794p. + CD-ROM
	<b>Series Data</b>	The Addison - Wesley series in finance;
	<b>ISBN</b>	0-321-11638-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE BUSINESS ENTERPRISES -- FINANCE
	<b>Call Number</b>	658.15 GIT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managers as mentors: building partnerships for learning


	<b>Author</b>	Bell, Chip R. (Author)
	<b>Publication Data</b>	San Francisco: Berrett-Koehler Publishers, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXV, 184p.
	<b>ISBN</b>	1-57675-142-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MENTORING IN BUSINESS EXECUTIVES EMPLOYEES -- TRAINING OF EMPLOYEES -- COUNSELING OF
	<b>Call Number</b>	658.3124 BEL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### OECD guidelines for multinational enterprises: focus on responsible supply chain management: annual report 2002


	<b>Corporate</b>	<b>Organisation for Economic Co-Operation and Development</b>
	<b>Publication Data</b>	<b>Paris: OECD, 2002</b>
	<b>Physical Description</b>	<b>150 p.</b>
	<b>ISBN</b>	<b>92-64-19895-4</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>International business enterprises International business enterprises -- Government policy International economic relations</b>
	<b>Call Number</b>	<b>658.049 ORG</b>



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management for MBAs

	<b>Author</b>	Meredith,Jack R. (Author) Shafer,Scott M. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XIII, 406p
	<b>ISBN</b>	0-471-00060-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT
	<b>Call Number</b>	658.5 MER
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Analysis for marketing planning


	<b>Author</b>	Lehmann,Donald R. (Author) Winer,Russell S. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XII, 256p.
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-027547-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- UNITED STATES -- MANAGEMENT
	<b>Call Number</b>	658.802 LEH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of management

	<b>Author</b>	Koontz, Harold (Author) Wehrich, Heinz (Author)
	<b>Responsibility Data</b>	Harold Koontz, Heinz Wehrich
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill Publishing, 1998
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxiii, 530 p. : ill. ; 24 cm.
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>ISBN</b>	0-07-463227-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 KOO






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management today : principles and practice

	<b>Author</b>	Burton,Gene (Author) Thakur,Manab (Author)
	<b>Responsibility Data</b>	Gene Burton, Manab Thakur
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill Publishing Company, 1995
	<b>Physical Description</b>	xvi, 608 p. : ill. ; 25 cm.
	<b>ISBN</b>	0-07-462094-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 BUR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering the business environment

	<b>Author</b>	Cartwright,Roger I. (Author)
	<b>Responsibility Data</b>	Roger I. Cartwright
	<b>Publication Data</b>	New York: Palgrave, 2001
	<b>Physical Description</b>	xii, 272 p. ; 24 cm.
	<b>Series Data</b>	Palgrave mastering series;
	<b>ISBN</b>	0-333-92937-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Industrial management
	<b>Call Number</b>	658 CAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Handbook of public relations

	<b>Author</b>	skinner,Chris (Author) Von Essen,Llew (Author) Mersham,Gary (Author)
	<b>Publication Data</b>	Oxford: Oxford University Press, 2001
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	398p
	<b>ISBN</b>	0-19-578055-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS
	<b>Call Number</b>	659.2 SKI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Visualizing your business: let graphics tell the story



<b>Author</b>	Herrmann, Keith R. (Author)
<b>Publication Data</b>	New York: John Wiley and Sons, 2001
<b>Physical Description</b>	XXIII, 240p + CD-ROM
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BUSINESS PRESENTATIONS -- GRAPHIC METHODS
<b>Call Number</b>	658.45 HER

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Talking business: making communication work


	<b>Author</b>	Clutterbuck,David (Author) Hirst,Sheila (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2003
	<b>Physical Description</b>	XXIX, 210p.
	<b>ISBN</b>	0-7506-5499-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	COMMUNICATION IN PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.45 CLU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic information management: challenges and strategies in managing information systems

	<b>Author</b>	Galliers,Robert D. (Author) Leidner,Dorothy E. (Author)
	<b>Publication Data</b>	Oxford: ButterWorth Heinemann, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XIV, 625p
	<b>ISBN</b>	0-7506-5619-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION TECHNOLOGY -- MANAGEMENT MANAGEMENT INFORMATION SYSTEMS STRATEGIC PLANNING
	<b>Call Number</b>	658.4038 GAL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Product management


	<b>Author</b>	Lehmann,Donald R. (Author) Winer,Russell S. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXV, 502p.
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-027549-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCT MANAGEMENT
	<b>Call Number</b>	658.5 LEH
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Security and privacy for e-business

	<b>Author</b>	Ghosh, Anup K. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
	<b>Physical Description</b>	XVI, 240p
	<b>ISBN</b>	0-471-38421-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE -- SECURITY MEASURES BUSINESS ENTERPRISES -- COMPUTER NETWORKS -- SECURITY MEASURES COMPUTER SECURITY
	<b>Call Number</b>	658.84 GHO
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Accounting for management: planning and control


	<b>Author</b>	Lynch,Richard M. (Author) Williamson,Robert W. (Author)
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill, 1984
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XVIII, 542p
	<b>ISBN</b>	0-07-099203-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 LYN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Go-to-market strategy: advanced techniques and tools for selling more products, to more customers, more profitably**

	<b>Author</b>	Freidman, Lawrence G. (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2002
	<b>Physical Description</b>	XII, 294p
	<b>ISBN</b>	0-7506-7460-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 FRI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The organization of business: applying organizational theory to contemporary change

	<b>Author</b>	Ackroyd, Stephen (Author)
	<b>Publication Data</b>	Oxford: Oxford University Press, 2002
	<b>Physical Description</b>	XXIII, 296p
	<b>ISBN</b>	0-19-874269-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATION BUSINESS ENTERPRISES -- GREAT BRITAIN ORGANIZATIONAL BEHAVIOR -- GREAT BRITAIN
	<b>Call Number</b>	658.1 ACK
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic interviewing: how to hire good people

	<b>Author</b>	Camp, Richard (Author) Vielhaber, Mary E. (Author) Simonetti, Jack L. (Author)
	<b>Publication Data</b>	San Francisco: Jossey-Bass, 2001
	<b>Physical Description</b>	XVI, 181p
	<b>ISBN</b>	0-7879-5394-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EMPLOYMENT INTERVIEWING
	<b>Call Number</b>	658.31124 CAM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### CE conformity marking and new approach directives

	<b>Author</b>	Tricker,Ray (Author)
	<b>Publication Data</b>	Oxford, US: Butterworth-Heinemann, 2000
	<b>Physical Description</b>	XIV, 285p
	<b>ISBN</b>	0-7506-4813-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	QUALITY ASSURANCE -- EUROPEAN UNION COUNTRIES STANDARDIZATION -- EUROPEAN UNION COUNTRIES QUALATY CONTROL -- STANDARDS -- EUROPEAN UNION COUNTRIES
	<b>Call Number</b>	658.562094 TRI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing strategy: analysis, development and implementation


	<b>Author</b>	Doole,Isobel (Author) Lowe,Robin (Author)
	<b>Publication Data</b>	London: Thomson Learning, 2001
	<b>Physical Description</b>	XVI, 453p.
	<b>ISBN</b>	1-86152-772-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXPORT MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.848 DOO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personal effectiveness


	<b>Author</b>	Murdock,Alex (Author) Scutt,Carol N. (Author)
	<b>Responsibility Data</b>	Alex Murdock and Carol N. Scutt
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xlv, 734 p. : ill. ; 25 cm.
	<b>Series Data</b>	The Chartered management institute series;
	<b>ISBN</b>	0-7506-5622-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Business communication Interpersonal communication
	<b>Call Number</b>	650.13 MUR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: concepts and cases

	<b>Author</b>	Thompson, Arthur A. (Author) Strickland, A. J. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Edition</b>	13th ed.
	<b>Physical Description</b>	XXXIX, (1266p.) in various pagings
	<b>ISBN</b>	0-07-112132-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING STRATEGIC PLANNING -- CASES STUDIES
	<b>Call Number</b>	658.4012 THO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate entrepreneurship: entrepreneurial development within organizations


	<b>Author</b>	Morris, Michael H. (Author) Kuratko, Donald F. (Author)
	<b>Publication Data</b>	Fort worth: Harcour College Publishers, 2002
	<b>Physical Description</b>	XX, 364p.
	<b>Series Data</b>	Harcourt college publishers entrepreneurship series;
	<b>ISBN</b>	0-03-033726-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ENTREPRENEURSHIP ORGANIZATIONAL CHANGE
	<b>Call Number</b>	658.421 MOR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communicating at work: principles and practices for business and the professions

	<b>Author</b>	Adler,Ronald B. (Author) Elmhorst,Jeanne Marquardt (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XXVI, 533 p. + CD-ROM
	<b>ISBN</b>	0-07-240072-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS COMMUNICATION INTERPERSONAL COMMUNICATION
	<b>Call Number</b>	658.45 ADL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of financial management

	<b>Author</b>	van horne,james C. (Author) Wachowicz,John M. (Author)
	<b>Publication Data</b>	New Jersey: Prentice-Hall, 2001
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	XXI, 473p. XXI, 743p + CD-ROM
	<b>Series Data</b>	Prentice Hall finance series;
	<b>ISBN</b>	0-13-018998-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE BUSINESS ENTERPRISES -- FINANCE
	<b>Call Number</b>	658.15 VAN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The Hybrid company: reach all your customers through multi-channels anytime, anywhere**

	<b>Author</b>	Tiernan,Bernadette (Author)
	<b>Publication Data</b>	Chicago, IL: Dearborn Trade Publishing, 2001
	<b>Physical Description</b>	XVIII, 302p
	<b>ISBN</b>	0-7931-4294-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE INTERNET MARKETING INTERNET
	<b>Call Number</b>	658.84 TIE

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**From battlefield to boardroom: winning management strategies for today's global business**

	<b>Author</b>	Laurie,Dennis (Author)
	<b>Publication Data</b>	New York: Palgrave, 2001
	<b>Physical Description</b>	VII, 263p
	<b>ISBN</b>	0-312-23647-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT STRATEGIC PLANNING
	<b>Call Number</b>	658.049 LAU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Secrets of electronic commerce: a guide for small and medium sized exporters

	<b>Corporate</b>	Jordan Export Development and Commercial Center Corporation
	<b>Publication Data</b>	Amman: Jordan Export Development and Commercial Center Corporation, 2001
	<b>Physical Description</b>	IX, 269p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce -- Jordan Exports -- Data processing -- Jordan
	<b>Call Number</b>	658.8409565 JOR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advanced business

	<b>Author</b>	Fardon,Michael...[etal.]
	<b>Publication Data</b>	London: Osborne Books Limited, [19-]
	<b>Physical Description</b>	640p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business
	<b>Call Number</b>	650 ADV

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundation business

	<b>Author</b>	Fardon, Michael (Author)
	<b>Responsibility Data</b>	Michael Fardon
	<b>Publication Data</b>	London: Osborne Books Limited, 2000
	<b>Physical Description</b>	192 p. : co. ill. ; 25 cm.
	<b>ISBN</b>	1-872962-14-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Buisness
	<b>Call Number</b>	650 FAR
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Risk awareness and corporate governance

	<b>Author</b>	Coyle,Brian
	<b>Publication Data</b>	Canterbury, Kent, UK: Financial World Publishing
	<b>Physical Description</b>	VIII, 175p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Risk management Bank management Corporate governance Risk perception Corporate governance -- Great Britain
	<b>Call Number</b>	658.155 COY

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The business environment


	<b>Author</b>	Palmer,Adrian Hartley,Bob
	<b>Publication Data</b>	London: The McGraw-Hill Companies, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XVIII, 532p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Social responsibility of business Business ethics Commercial law
	<b>Call Number</b>	658.408 PAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manager's manual: thinking fast

	<b>Author</b>	Jay,Ros
	<b>Publication Data</b>	London: Pearson Education Limited, 2001
	<b>Physical Description</b>	633p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Decision making Time Management Employment interviewing
	<b>Call Number</b>	658 JAY


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The information e-economy: business strategies for competing in the global change

	<b>Author</b>	Turner, Colin
	<b>Publication Data</b>	London: Kogan Page Limited, 2000
	<b>Physical Description</b>	X, 213p
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information technology -- Economic aspects Telecommunication -- Technological innovations Business planning Strategic planning Competition Success in business
	<b>Call Number</b>	658.4038 TUR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The B2B e-commerce handbook: how to transform your business-to-business global marketing strategy**



<b>Author</b>	Haig, Matt
<b>Publication Data</b>	London: Kogan page limited, 2001
<b>Physical Description</b>	XIV, 273p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce Internet marketing
<b>Call Number</b>	658.84 HAI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The little book of coaching: motivating people to be winners



<b>Author</b>	<b>Blanchard,Ken Shula,Don</b>
<b>Publication Data</b>	<b>New York: Harper Businessmann, 2001</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Leadership Motivation (Psychology) Achievement motivation Teams in the workplace Football -- Coaching - - Philosophy</b>
<b>Call Number</b>	<b>658.314 BLA</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customer communications in marketing: 2001-2002


	<b>Author</b>	Wood, Gill
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
	<b>Physical Description</b>	X, 230p
	<b>Series Data</b>	The Chartered Institute of Marketing/Butterworth-Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in marketing Business communication Business communication -- Examinations, questions, etc. Customer relations Customer services Relationship marketing
	<b>Call Number</b>	658.45 WOO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information for marketing decisions: 2001-2002

	<b>Author</b>	Axelby, Graham L.
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
	<b>Physical Description</b>	X, 214p
	<b>Series Data</b>	The Chartered Institute of Marketing/Butterworth-Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	marketing -- Management Marketing research Decision making
	<b>Call Number</b>	658.8 AXE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective management for marketing: 2001-2002

	<b>Author</b>	Worsam, Mike
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2001
	<b>Physical Description</b>	X, 318p
	<b>Series Data</b>	The Chartered Institute of Marketing/Butterworth-Heinemann marketing series;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management -- Examinations -- Study guides
	<b>Call Number</b>	658.802 WOR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Research methodology in management theory and case studies



<b>Author</b>	Arya,P.P. Pal,Yesh
<b>Publication Data</b>	New Delhi: Deep and Deep Publications PVT., 2002
<b>Physical Description</b>	XXV, 650p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management -- Research -- Methodology
<b>Call Number</b>	658.0072 RES


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing people in a small business

	<b>Author</b>	Stredwick, John
	<b>Publication Data</b>	London: Kogan Page Limited, 2002
	<b>Physical Description</b>	VI, 280p
	<b>Series Data</b>	The Sunday Times business enterprise guide;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business -- Personnel management Personnel management
	<b>Call Number</b>	658.303 STR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management techniques: principles and practices



<b>Author</b>	Goel,S.L. Rajneesh,Shalini
<b>Publication Data</b>	New Delhi: Deep and Deep Publications, 2002
<b>Physical Description</b>	XVI, 714p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management
<b>Call Number</b>	658 GOE

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Budgeting for non-financial managers: how to master and maintain effective budgets



<b>Author</b>	Maitland,Iain
<b>Publication Data</b>	London: Financial Times, 1996
<b>Physical Description</b>	VI, 216p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Budget in business
<b>Call Number</b>	658.154 MAI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing and export management

	<b>Author</b>	Albaum,Gerald (Author) Strandskov,Jesper (Author) Duerr,Edwin (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XVI, 673p
	<b>ISBN</b>	0-273-65521-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXPORT MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.848 ALB
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing strategy

	<b>Author</b>	Blythe, Jim (Author)
	<b>Publication Data</b>	London: McGraw-Hill, 2003
	<b>Physical Description</b>	XVII, 299p
	<b>ISBN</b>	0-07-709842-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.8 BLY


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Executive strategy: strategic management and information technology

	<b>Author</b>	Betz, Frederick (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2001
	<b>Physical Description</b>	IX, 534p
	<b>ISBN</b>	0-471-38402-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING INDUSTRIAL MANAGEMENT -- DATA PROCESSING KNOWLEDGE MANAGEMENT MANAGEMENT INFORMATION SYSTEMS
	<b>Call Number</b>	658.4012 BET
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management consultancy: what next?



<b>Author</b>	Czerniawska, Fiona (Author)
<b>Publication Data</b>	New York: Palgrave, 2002
<b>Physical Description</b>	IX, 213p
<b>ISBN</b>	0-333-97112-4
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BUSINESS CONSULTANTS
<b>Call Number</b>	658.46 CZE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Kellogg on marketing: the Kellogg marketing Faculty, Northwestern University**



<b>Author</b>	Iacobucci,Dawn (ed.)
<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2001
<b>Physical Description</b>	XX, 427p
<b>ISBN</b>	0-471-35399-X
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING
<b>Call Number</b>	658.8 KEL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business marketing management


	<b>Author</b>	Chaston,Ian (Author) Mangles,Terry (Author)
	<b>Publication Data</b>	New York: Palgrave, 2002
	<b>Physical Description</b>	IX, 275p
	<b>ISBN</b>	0-333-98075-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- MANAGEMENT SMALL BUSINESS - - MARKETING
	<b>Call Number</b>	658.8 CHA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering marketing management

	<b>Author</b>	Cartwright,Roger (Author)
	<b>Publication Data</b>	New York: Palgrave, 2002
	<b>Physical Description</b>	X, 334p
	<b>Series Data</b>	Palgrave master series ;
	<b>ISBN</b>	0-333-94897-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.8 CAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Inside-out marketing: how to create an internal marketing strategy



<b>Author</b>	Dunmore, Michael (Author)
<b>Publication Data</b>	London: Kogan Page, 2002
<b>Physical Description</b>	VIII, 264p
<b>ISBN</b>	0-7494-3663-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING -- MANAGEMENT PERSONNEL MANAGEMENT
<b>Call Number</b>	658.8 DUN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Applied business research : qualitative and quantitative methods

	<b>Author</b>	Cavana,Robert Y. (Author) Delahaye,Brian L. (Author) Sekaran,Uma (Author)
	<b>Responsibility Data</b>	Robert Y. Cavana, Brian L. Delahaye, Uma Sekaran
	<b>Publication Data</b>	Milton: John Wiley and Sons Australia, 2001
	<b>Physical Description</b>	xvi, 472 p. : ill. ; 25 cm.
	<b>ISBN</b>	0-471-34126-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Research -- Methodology
	<b>Call Number</b>	650.072 CAV
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing strategy

	<b>Author</b>	Bradley, Frank (Author)
	<b>Publication Data</b>	London: Prentice Hall, 2001
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	417p
	<b>ISBN</b>	0-273-65571-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXPORT MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.848 BRA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems evaluation management

	<b>Author</b>	Van Grembergen, Wim (editors ... [et al.]
	<b>Publication Data</b>	Hershey: IRM press, 2002
	<b>Physical Description</b>	VIII, 322p
	<b>Notes</b>	Papers presented at the Information Resources Management Association International Conference
	<b>ISBN</b>	1-931777-18-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION TECHNOLOGY -- EVALUATION -- CONGRESSES
	<b>Call Number</b>	658.05 INF

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multinational business finance

	<b>Author</b>	Eiteman,David K. (Author) Stonehill,Arthur I. (Author) Moffett,Michael H. (Author)
	<b>Responsibility Data</b>	David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett ; with a contribution by Chuck C.Y. Kwok
	<b>Publication Data</b>	Boston: Addison Wesley Publishing Company, 2001
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	xxiii, 694, 64 p. : ill. ; 24 cm.
	<b>Series Data</b>	The Addison - Wesley series in finance;
	<b>ISBN</b>	0-201-71074-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Finance
	<b>Call Number</b>	658.1599 EIT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The business marketing course: managing in complex networks


	<b>Author</b>	Ford,David ([et al.])
	<b>Publication Data</b>	Chichester: John Wiley and Sons, Ltd, 2002
	<b>Physical Description</b>	XV, 238p
	<b>ISBN</b>	0-471-87722-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING MARKETING -- MANAGEMENT BUSINESS NETWORKS -- MANAGEMENT
	<b>Call Number</b>	658.8 BUS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An introduction to market risk measurement


	<b>Author</b>	Dowd, Kelvin (Author)
	<b>Publication Data</b>	Chichester: John Wiley and Sons, 2002
	<b>Physical Description</b>	XVIII, 284p + CD-ROM
	<b>ISBN</b>	0-470-84748-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PORTFOLIO MANAGEMENT CAPITAL MARKET FOREIGN EXCHANGE -- MANAGEMENT RISK MANAGEMENT
	<b>Call Number</b>	658.155 DOW
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project marketing: beyond competitive bidding


	<b>Author</b>	Cova, Bernard (Author) Ghauri, Pervez (Author) Salle, Robert (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons Ltd, 2002
	<b>Physical Description</b>	VIII, 223p
	<b>ISBN</b>	0-471-48664-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PROJECT MANAGEMENT MARKETING
	<b>Call Number</b>	658.404 COV
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing

	<b>Author</b>	Stokes,David (Author)
	<b>Publication Data</b>	London: Continuum, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	X, 406p
	<b>ISBN</b>	0-8264-5680-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING
	<b>Call Number</b>	658.8 STO
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Talent flow: a strategic approach to keeping good employees, helping them grow, and letting them go**

	<b>Author</b>	Levin,Robert (Author) Rosse,Joseph (Author)
	<b>Publication Data</b>	San Francisco: Jossey - Bass, 2001
	<b>Physical Description</b>	XIII, 256p
	<b>ISBN</b>	0-7879-4830-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 LEV
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems


	<b>Author</b>	Oz, Effy (Author)
	<b>Publication Data</b>	Boston: Thomson Learning, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXI, 751p
	<b>ISBN</b>	0-619-06250-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS
	<b>Call Number</b>	658.4038 OZM
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Building customer-based project organizations

	<b>Author</b>	Pinto, Jeffrey K. (Author) Rouhiainen, Pekka (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2001
	<b>Physical Description</b>	XVI, 220p
	<b>ISBN</b>	0-471-38509-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INDUSTRIAL PROJECT MANAGEMENT CUSTOMER SERVICES
	<b>Call Number</b>	658.404 PIN

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introducing management

	<b>Author</b>	Schermerhorn,John R. (Author) Chappell,David S. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2000
	<b>Physical Description</b>	XVIII, 271p
	<b>Series Data</b>	The Wiley/ Wall street journal series;
	<b>ISBN</b>	0-471-37193-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT MANAGEMENT -- STUDY AND TEACHING
	<b>Call Number</b>	658 SCH

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Blackwell encyclopedic dictionary of marketing



<b>Author</b>	Lewis, Barbara R. (ed.) Littler, Dale (ed.)
<b>Publication Data</b>	Oxford: Blackwell Business, 1999
<b>Physical Description</b>	274p
<b>ISBN</b>	0-631-21485-2
<b>Subject Area</b>	Management
<b>Subject Headings</b>	MARKETING -- DICTIONARIES
<b>Call Number</b>	658.8003 BLA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in strategic marketing management: business strategies in Muslim countries

	<b>Author</b>	Quelch, John A. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice - Hill, 2001
	<b>Physical Description</b>	VI, 178p
	<b>ISBN</b>	0-13-028357-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING -- ISLAMIC COUNTRIES -- CASE STUDIES MARKETING -- ISLAMIC COUNTRIES -- MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.802 QUE


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering entrepreneurship

	<b>Author</b>	Birley,Sue (Author) Muzyka,Daniel F. (Author)
	<b>Publication Data</b>	London: Prentice - Hill, 2000
	<b>Physical Description</b>	XIV, 418p
	<b>Notes</b>	At head of title: financial times
	<b>ISBN</b>	0-273-64928-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ENTREPRENEURSHIP
	<b>Call Number</b>	658.421 BIR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to information systems project management



<b>Author</b>	<b>Olson,David L. (Author)</b>
<b>Publication Data</b>	<b>Boston: Irwin/ McGraw - Hill, 2001</b>
<b>Physical Description</b>	<b>XVIII, 279p + CD-ROM</b>
<b>ISBN</b>	<b>0-07-229498-1</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>INFORMATION RESOURCES MANAGEMENT MANAGEMENT INFORMATION SYSTEMS</b>
<b>Call Number</b>	<b>658.4038011 OLS</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Developing management skills for leadership

	<b>Author</b>	Parker,Chris (Author) Stone,Brian (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2002
	<b>Physical Description</b>	X , 328p
	<b>ISBN</b>	0-273-64618-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	LEADERSHIP MANAGEMENT
	<b>Call Number</b>	658.4092 PAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decisions and elections: explaining the unexpected



<b>Author</b>	Saari,Donald G. (Author)
<b>Publication Data</b>	Cambridge: Cambridge University Press, 2001
<b>Physical Description</b>	XIII, 240p
<b>ISBN</b>	0-521-00404-7
<b>Subject Area</b>	Management
<b>Subject Headings</b>	SOCIAL CHOICE DECISION MAKING ELECTIONS
<b>Call Number</b>	658.403 SAA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision by objectives: how to convince others that you are right

	<b>Author</b>	Forman, Ernest H. (Author) Selly, Mary Ann (Author)
	<b>Publication Data</b>	New Jersey: World Scientific Publishing, 2001
	<b>Physical Description</b>	XVIII, 402p
	<b>ISBN</b>	981-02-4143-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	DECISION MAKING MANAGEMENT BY OBJECTIVES
	<b>Call Number</b>	658.403 FOR
	Philadelphia University Library 2011	





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Unnatural leadership: going against intuition and experience to develop ten new leadership instincts

	<b>Author</b>	Dotlich, David L. (Author) Cairo, Peter C. (Author)
	<b>Publication Data</b>	San Francisco: Jossey-Bass, 2002
	<b>Physical Description</b>	XVIII, 268p
	<b>Series Data</b>	The Jossey-Bass business and management series;
	<b>ISBN</b>	0-7879-5618-x
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	LEADERSHIP
	<b>Call Number</b>	658.4092 DOT

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business finance for managers: an essential guide to planning, control and decision making

	<b>Author</b>	Fitzgerald,Ray (Author)
	<b>Publication Data</b>	London: Kogan Page, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xv, 440 p.
	<b>ISBN</b>	0-7494-3850-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance Financial statements Business enterprises -- Finance
	<b>Call Number</b>	658.15 FIT


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The official MBA handbook 2001/2002


	<b>Author</b>	Golzen, Godfrey (Author)
	<b>Publication Data</b>	London: Prentice - Hall, 2001
	<b>Edition</b>	17th ed.
	<b>Physical Description</b>	IX, 481p + CD-ROM
	<b>Notes</b>	Listings and text on accreditation process from Association of MBAs
	<b>ISBN</b>	0-273-65442-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business education -- Great Britain -- Directories Master of business administration degree -- Great Britain -- Handbooks, manuals, etc. Business -- Vocational guidance
	<b>Call Number</b>	650 GOL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The official MBA handbook 2000/2001

	<b>Author</b>	<b>Golzen, Godfrey (Author)</b>
	<b>Publication Data</b>	<b>London: Prentice - Hall, 2000</b>
	<b>Edition</b>	<b>16th ed.</b>
	<b>Physical Description</b>	<b>VIII, 495p + CD-ROM</b>
	<b>ISBN</b>	<b>0-273-64997-3</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Business education -- Great Britain -- Directories Master of business administration degree -- Great Britain -- Handbooks, manuals, etc. Business -- Vocational guidance</b>
	<b>Call Number</b>	<b>650 GOL</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering team leadership

	<b>Author</b>	Cartwright,Roger (Author)
	<b>Publication Data</b>	New York: Palgrave Macmillan, 2002
	<b>Physical Description</b>	X, 210p
	<b>Series Data</b>	Palgrave master series;
	<b>ISBN</b>	0-333-99298-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	LEADERSHIP TEAMS IN THE WORKPLACE SUPERVISION OF EMPLOYEES
	<b>Call Number</b>	658.4092 CAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Rational analysis for a problematic world revisited: problem structuring methods for complexity, uncertainty and conflict

	<b>Author</b>	Rosenhead,Jonathan (ed.) Mingers,John (ed.)
	<b>Publication Data</b>	Chichester: Jogn Wiley and Sons, Ltd., 2001
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XVI, 366p
	<b>ISBN</b>	0-471-49523-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	DECISION MAKING PROBLEM SOLVING UNCERTAINTY
	<b>Call Number</b>	658.403 RAT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Avoiding Disaster: how to keep your business going when catastrophe strikes



<b>Author</b>	Laye, John (Author)
<b>Publication Data</b>	New Jersey: John Wiley and Sons, Inc., 2002
<b>Physical Description</b>	XI, 259p
<b>ISBN</b>	0-471-22915-6
<b>Subject Area</b>	Management
<b>Subject Headings</b>	CRISIS MANAGEMENT CORPORATE TURNAROUNDS INDUSTRIAL MANAGEMENT
<b>Call Number</b>	658.4056 LAY

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### New entrepreneur's guidebook : leading your venture to business success



<b>Author</b>	McClure,Paul (Author)
<b>Publication Data</b>	Canterbury, kent: Financial World Publishing, 2001
<b>Physical Description</b>	X, 110 p
<b>ISBN</b>	0-85297-599-6
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ENTREPRENEURSHIP
<b>Call Number</b>	658.421 MCC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Risky business: corruption, fraud, terrorism and other threats to global business


	<b>Author</b>	Poole-Robb, Stuart (Author) Bailey, Alan (Author)
	<b>Publication Data</b>	London: Kogan Page Ltd., 2002
	<b>Physical Description</b>	XIII, 300p
	<b>ISBN</b>	0-7494-3817-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	COUNTRY RISK INVESTEMENTS, FOREIGN INTERNATIONAL BUSINESS ENTERPRISES -- CORRUPT PRACTICES TERRORISM -- PREVENTION
	<b>Call Number</b>	658.049 POO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Manage your reputation: how to plan public relations to build and protect the organization's most powerful asset**

	<b>Author</b>	Haywood,Roger (Author)
	<b>Publication Data</b>	London: Kogan Page, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 276p
	<b>ISBN</b>	0-7494-3794-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS
	<b>Call Number</b>	659.2 HAY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting

	<b>Author</b>	Needles,Belverd E. (Author) Crosson,Susan V. (Author)
	<b>Publication Data</b>	Boston: Houghton Mifflin company, 2002
	<b>Edition</b>	2002 ed.
	<b>Physical Description</b>	XXXIII, 621p
	<b>ISBN</b>	0-618-10230-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 NEE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Successful global account management: key strategies and tools for managing global customers



<b>Author</b>	Wilson, Kevin (Author) Speare, Nick (Author) Reese, Sam (Author)
<b>Publication Data</b>	London: Kogan Page Limited, 2002
<b>Physical Description</b>	XVIII, 242p
<b>ISBN</b>	0-7494-3604-2
<b>Subject Area</b>	Management
<b>Subject Headings</b>	CUSTOMER RELATIONS
<b>Call Number</b>	658.812 WIL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management control systems

	<b>Author</b>	Anthony, Robert N. (Author) Govindarajan, Vijay (Author)
	<b>Responsibility Data</b>	Robert N. Anthony, Vijay Govindarajan
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2001
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	xxii, 778 p. : ill. ; 23 cm.
	<b>ISBN</b>	0-07-231635-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management Industrial management -- Case studies Cost control
	<b>Call Number</b>	658 ANT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business planning: a comprehensive framework and process


	<b>Author</b>	Truitt, Wesley B. (Author)
	<b>Publication Data</b>	London: Quorum Books, 2002
	<b>Physical Description</b>	XVII, 222p
	<b>ISBN</b>	1-56720-475-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS PLANNING BUSINESS ENTERPRISES -- PLANNING
	<b>Call Number</b>	658.4012 TRU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Retail marketing

	<b>Author</b>	Sullivan, Malcolm (Author) Adcock, Dennis (Author)
	<b>Publication Data</b>	London: Thomson, 2002
	<b>Physical Description</b>	X, 350p
	<b>ISBN</b>	1-86152-602-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	RETAIL TRADE MARKETING
	<b>Call Number</b>	658.87 SUL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Purchasing

	<b>Author</b>	Harding, Michael (Author) Hading, Mary Lu (Author)
	<b>Publication Data</b>	Hauppauge, New York: Barron's, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	VI, 259p.
	<b>Series Data</b>	Barron's business library;
	<b>ISBN</b>	0-7641-1405-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INDUSTRIAL PROCUREMENT
	<b>Call Number</b>	658.72 HAR
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Professional 's guide to target marketing: how to gain profitable new business

	<b>Author</b>	Cottle,David W. (Author)
	<b>Publication Data</b>	San Deigo: Harcourt Professional pUBLISHING, 2000
	<b>Physical Description</b>	XXIV, 407p + CD-ROM
	<b>ISBN</b>	0-15-607051-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	TARGET MARKETING SMALL BUSINESS -- MANAGEMENT
	<b>Call Number</b>	658.804 COT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A framework for marketing management


	<b>Author</b>	Kotler, Philip (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XX, 363p
	<b>ISBN</b>	0-13-120427-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING MARKETING -- MANAGEMENT
	<b>Call Number</b>	658.8 KOT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multiple choice questions (MCQS) in management accounting

	<b>Author</b>	Copu,J. (Author) Chockalingam,S.M. (Author) Aravazhi,D. (Author)
	<b>Publication Data</b>	New Delhi: Vikas publishing House, 2002
	<b>Physical Description</b>	XI, 344p
	<b>ISBN</b>	81-259-1091-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING -- EXAMINATION QUESTIONS
	<b>Call Number</b>	658.1511076 GOP
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Direct marketing: a step-by-step guide to effective planning and targeting



<b>Author</b>	Mullin,Roddy (Author)
<b>Publication Data</b>	London: Kogan page, 2002
<b>Physical Description</b>	XII, 180p
<b>ISBN</b>	0-7494-3677-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	DIRECT MARKETING DIRECT SELLING
<b>Call Number</b>	658.84 MUL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: an integrated approach


	<b>Author</b>	Wild,John J. (Author) Wild,Kenneth L. (Author) Han,Jerry C. Y. (Author)
	<b>Publication Data</b>	New Jersey: Prentice Hall, 1999
	<b>Physical Description</b>	XXVI , 573p
	<b>ISBN</b>	0-13-862186-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT INTERNATIONAL TRADE
	<b>Call Number</b>	658.049 WIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Doing business on the internet

	<b>Author</b>	Collin,Simon (Author)
	<b>Publication Data</b>	London: Kogan Page, 1999
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	X, 212p
	<b>ISBN</b>	0-7494-3109-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE BUSINESS ENTERPRISES -- COMPUTER NETWORK RESOURCES INTERNET
	<b>Call Number</b>	658.84 COL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business research methods

	<b>Author</b>	Zikmund, William G. (Author)
	<b>Publication Data</b>	Mason, Ohio: South Western, 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	XIX, 748p
	<b>ISBN</b>	0-03-035084-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT -- RESEARCH BUSINESS -- RESEARCH
	<b>Call Number</b>	658.403072 ZIK


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Powerful business speeches: how to motivate and persuade whatever the business situation

	<b>Author</b>	Bowden,John (Author)
	<b>Publication Data</b>	Oxford: How to Books, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	128p
	<b>Series Data</b>	The how to series;
	<b>ISBN</b>	1-85703-672-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS
	<b>Call Number</b>	650 BOW
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategies for ecommerce success


	<b>Author</b>	Fazlollahi, Bijan (Author)
	<b>Publication Data</b>	Hershey: IRM Press, 2002
	<b>Physical Description</b>	X , 333p
	<b>ISBN</b>	1-931777-08-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE
	<b>Call Number</b>	658.84 FAZ
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organising a conference: how to plan and run a successful event


	<b>Author</b>	Appleby,Pauline (Author)
	<b>Publication Data</b>	Oxford: How to Books, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	192 p.
	<b>Series Data</b>	Business essentials;
	<b>ISBN</b>	1-85703-651-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Congresses and conventions -- Handbooks, manuals, etc. Meetings -- Handbooks, manuals, etc.
	<b>Call Number</b>	658.456 APP
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Becoming a successful manager: how to make a smooth transition from managing yourself to managing others**

	<b>Author</b>	Grossman,Jack H. (Author) Parkinson,J. Robert (Author)
	<b>Publication Data</b>	Chicago: Contemporary Books, 2001
	<b>Physical Description</b>	XI, 187p
	<b>ISBN</b>	0-658-01489-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXECUTIVE ABILITY SELF-MANAGEMENT (PSYCHOLOGY) INTERPERSONAL RELATIONS EMPLOYEE MOTIVATION
	<b>Call Number</b>	658.409 GRO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business


	<b>Author</b>	Mcdonald, Frank (Author) Burton, Fred (Author)
	<b>Publication Data</b>	Cincinnati, Ohio: South - Western College Publishers, 2002
	<b>Physical Description</b>	XV , 374p
	<b>ISBN</b>	1-86152-452-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.049 MCD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Success for the new global manager: What you need to know to work across distances, countries, and cultures**

	<b>Author</b>	Dalton,Maxine ([et al.]
	<b>Publication Data</b>	San Francisco: Jossey - Bass, 2002
	<b>Physical Description</b>	XIV, 204p
	<b>ISBN</b>	0-7879-5845-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXECUTIVE ABILITY INTERCULTURAL COMMUNICATION INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT CORPORATIONS, AMERICAN -- MANAGEMENT SUCCESS IN BUSINESS
	<b>Call Number</b>	658.049 SUC



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Transforming the company: manage change, compete and win

	<b>Author</b>	Coulson-Thomas, Colin (Author)
	<b>Publication Data</b>	London: Kogan Page, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XVII , 395p
	<b>ISBN</b>	0-7494-3651-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL CHANGE CREATIVE ABILITY IN BUSINESS
	<b>Call Number</b>	658.406 COU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting


	<b>Author</b>	Louderback, Joseph G. (Author) Holmen, Jay S. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Westren, 2003
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XVIII, 718p
	<b>ISBN</b>	0-324-11863-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 LOU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global business

	<b>Author</b>	Czinkota, Michael R ([et al.])
	<b>Publication Data</b>	Fort Worth: Harcourt College Publishers, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXXII, 581p
	<b>Series Data</b>	The Harcourt college publishers series in management;
	<b>ISBN</b>	0-03-000659-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.049 GLO
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economic analysis


	<b>Author</b>	Newman,Donald G. (Author) Lavelle,Jerome P. (Author) Eschenbach ,Ted G. (Author)
	<b>Publication Data</b>	New York: Oxford University Press, 2002
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	X , 694p
	<b>ISBN</b>	0-19-515152-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ENGINEERING ECONOMY
	<b>Call Number</b>	658.15 NEW
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-business and e-commerce infrastructure: technologies supporting the e-business initiative

	<b>Author</b>	Chaudhury, Abhjit (Author) Kuilboer, Jean-Pierre (Author)
	<b>Publication Data</b>	Boston: Irwin/ McGraw-Hill, 2002
	<b>Physical Description</b>	XXIV, 448p
	<b>ISBN</b>	0-07-247875-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE -- TECHNOLOGICAL INNOVATIONS BUSINESS ENTERPRISES -- COMPUTER NETWORKS
	<b>Call Number</b>	658.84 CHA

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy

	<b>Author</b>	Blank,Leland (Author) Tarquin,Anthony (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XX, 741p
	<b>Series Data</b>	McGraw - Hill series in industrial engineering and management science;
	<b>ISBN</b>	0-07-243234-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ENGINEERING ECONOMY
	<b>Call Number</b>	658.152 BLA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to e-commerce


	<b>Author</b>	Rayport, Jeffrey F. (Author) Jaworski, Bernard J. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Physical Description</b>	XXXVIII, 664p.
	<b>ISBN</b>	0-07-112492-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ELECTRONIC COMMERCE
	<b>Call Number</b>	658.84 RAY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Count your chickens before they hatch

	<b>Author</b>	Chaudhuri, Arindam (Author)
	<b>Responsibility Data</b>	Arindam Chaudhuri
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 2001
	<b>Physical Description</b>	xiii, 192 p. : ill. ; 22 cm.
	<b>ISBN</b>	81-259-1073-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Success in business
	<b>Call Number</b>	650.1 CHA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Production and operations management

	<b>Author</b>	Murthy,P. Rama (Author)
	<b>Publication Data</b>	New Delhi: New Age International, 2002
	<b>Physical Description</b>	XIV, 445p
	<b>ISBN</b>	81-224-1363-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT
	<b>Call Number</b>	658.5 MUR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in sales and distribution management


	<b>Author</b>	Gupta,S. L. (ed.) Rampal,M. K. (ed.)
	<b>Publication Data</b>	Mumbai: Himalaya Publishing House, 2002
	<b>Physical Description</b>	167p
	<b>ISBN</b>	81-7866-416-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SALES MANAGEMENT
	<b>Call Number</b>	658.81 CAS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information system management

	<b>Author</b>	Bansal,S. K. (Author)
	<b>Publication Data</b>	New Delhi: APH publishing Corporation, 2002
	<b>Physical Description</b>	273p
	<b>ISBN</b>	81-7648-372-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS
	<b>Call Number</b>	658.4038 BAN

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing for value


	<b>Author</b>	Iyer,S. S. (Author)
	<b>Publication Data</b>	New Delhi: New Age International Limited Publishers, 2002
	<b>Physical Description</b>	XII, 209p
	<b>ISBN</b>	81-224-1376-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT
	<b>Call Number</b>	658 IYE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of operations management


	<b>Author</b>	Wild,Ray (Author)
	<b>Publication Data</b>	London: Continuum, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	VI, 450p +CD-ROM
	<b>ISBN</b>	0-8264-5271-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT
	<b>Call Number</b>	658.5 WIL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Supply chain management based on SAP systems: order management in manufacturing companies

	<b>Author</b>	Knolmayer, Gerhard (Author) Mertens, Peter (Author) Zeier, Alexander (Author)
	<b>Publication Data</b>	Berlin: Springer, 2002
	<b>Physical Description</b>	XI, 244p
	<b>Series Data</b>	SAP excellence;
	<b>ISBN</b>	3-540-66952-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS LOGISTICS MATERIALS MANAGEMENT
	<b>Call Number</b>	658.7 KNO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personnel and human resource management

	<b>Author</b>	Cole,Gerald (Author)
	<b>Publication Data</b>	London: Continuum, 2002
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XVII, 506p
	<b>ISBN</b>	0-8264-5863-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 COL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing information: IT for business processes

	<b>Author</b>	Wilson,David A. (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XII, 269p
	<b>Series Data</b>	Chartered management institute series;
	<b>ISBN</b>	0-7506-5621-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS INFORMATION STORAGE AND RETRIEVAL SYSTEMS -- BUSINESS
	<b>Call Number</b>	658.4038 WIL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customer relationship management: electronic customer care in the new economy



<b>Author</b>	Muther, Andreas (Author)
<b>Publication Data</b>	Berlin: Springer, 2002
<b>Physical Description</b>	XIII ,137p
<b>ISBN</b>	3-540-41377-4
<b>Subject Area</b>	Management
<b>Subject Headings</b>	CUSTOMER RELATIONS -- MANAGEMENT ELECTRONIC COMMERCE
<b>Call Number</b>	658.812 MUT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cost management: a strategic emphasis


	<b>Author</b>	Blocher,Edward J. (Author) Chen,Kung H. (Author) Lin,Thomas W. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXX, 1010p
	<b>ISBN</b>	0-07-112302-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	COST ACCOUNTING MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1552 BLO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting: creating value in a dynamic business environment

	<b>Author</b>	Hilton,Ronald W. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2001
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	XXXII, 858p. +CD-ROM
	<b>ISBN</b>	0-07-112076-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 HIL
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting

	<b>Author</b>	Carrison,Ray H. (Author) Noreen,Eric W. (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XXXVI, 838p +CD-ROM
	<b>ISBN</b>	0-07-115100-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGERIAL ACCOUNTING
	<b>Call Number</b>	658.1511 GAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases and problems in marketing research


	<b>Author</b>	Cupta,S. L. (ed.)
	<b>Publication Data</b>	Mumbai: Himalaya publishing house, 2002
	<b>Physical Description</b>	117p
	<b>ISBN</b>	81-7866-414-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MARKETING RESEARCH MARKETING RESEARCH -- CASE STUDIES
	<b>Call Number</b>	658.83 CAS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The company of the future: how the communications revolution is changing management

	<b>Author</b>	Cairncross,Frances (Author)
	<b>Publication Data</b>	Boston: Harvard Business School Press, 2002
	<b>Physical Description</b>	XV, 229p
	<b>ISBN</b>	1-57851-657-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INFORMATION TECHNOLOGY -- MANAGEMENT COMMUNICATION IN MANAGEMENT INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.45 CAI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic entrepreneurship: creating a new mindset

	<b>Author</b>	Hitt, Michael A. (editors ... [et al.])
	<b>Publication Data</b>	Oxford: Blackwell, 2002
	<b>Physical Description</b>	XVII , 363p
	<b>Series Data</b>	Strategic management society book series;
	<b>ISBN</b>	0-631-23410-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ENTREPRENEURSHIP STRATEGIC PLANNING INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.421 STR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The responsibility virus: stop taking charge or taking orders and start making critical decisions



<b>Author</b>	Martin,Roger L. (Author)
<b>Publication Data</b>	London: Prentice Hall, 2003
<b>Physical Description</b>	XI 286p
<b>ISBN</b>	0-273-66343-7
<b>Subject Area</b>	Management
<b>Subject Headings</b>	LEADERSHIP MANAGEMENT RESPONSIBILITY DECISION MAKING ORGANIZATIONAL EFFECTIVENESS
<b>Call Number</b>	658.4092 MAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Leading teams: setting the stage for great performances



<b>Author</b>	Hackman, J. Richard (Author)
<b>Publication Data</b>	Boston: Harvard Business School Press, 2002
<b>Physical Description</b>	XIII, 312p
<b>ISBN</b>	1-57851-333-2
<b>Subject Area</b>	Management
<b>Subject Headings</b>	LEADERSHIP TEAMS IN THE WORKPLACE PERFORMANCE
<b>Call Number</b>	658.4092 HAC


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The power of a good fight: how to embrace conflict to drive productivity, creativity, and innovation**

	<b>Author</b>	Eisaguirre,Lynne (Author)
	<b>Publication Data</b>	Indianapolis, IN.: Alpha, 2002
	<b>Physical Description</b>	XVII, 301p
	<b>ISBN</b>	0-02-864269-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CONFLICT MANAGEMENT ANGER IN THE WORKPLACE INTERPERSONAL CONFRONTATION EMPLOYEE COMPETITIVE BEHAVIOR LABOR PRODUCTIVITY CREATIVE ABILITY IN BUSINESS SUPERVISION OF EMPLOYEES
	<b>Call Number</b>	658.4053 EIS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Key management questions: smart questions for every business situation

	<b>Author</b>	Lambert, Tom (Author)
	<b>Responsibility Data</b>	Tom Lambert
	<b>Publication Data</b>	London: Prentice Hall, 2003
	<b>Physical Description</b>	xxx, 252 p.
	<b>ISBN</b>	0-273-66153-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business meetings Negotiation in business Communication in management Executive ability
	<b>Call Number</b>	658.456 LAM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Key management ratios: master the management metrics that drive and control your business**



<b>Author</b>	Walsh,Ciaran (Author)
<b>Publication Data</b>	London: Prentice Hall, 2003
<b>Physical Description</b>	XIV, 378p
<b>ISBN</b>	0-273-66345-3
<b>Subject Area</b>	Management
<b>Subject Headings</b>	RATIO ANALYSIS MANAGEMENT -- STATISTICAL METHODS STATISTICAL DECISION
<b>Call Number</b>	658.4033 WAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The bible on leadership: from Moses to Matthew management lessons for contemporary leaders

	<b>Author</b>	Woolfe, Lorin (Author)
	<b>Publication Data</b>	New York: Amacom, 2002
	<b>Physical Description</b>	XIII, 240p
	<b>ISBN</b>	0-8144-0682-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	LEADERSHIP EXECUTIVE ABILITY MANAGEMENT LEADERSHIP IN THE BIBLE
	<b>Call Number</b>	658.4092 WOO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Harvard business review on breakthrough leadership

	<b>Publication Data</b>	<b>Boston: Harvard Business School Publishing, 2001</b>
	<b>Physical Description</b>	<b>VII, 190p</b>
	<b>Series Data</b>	<b>The Harvard business review paperback series;</b>
	<b>ISBN</b>	<b>1-57851-805-9</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>LEADERSHIP EXECUTIVE ABILITY TECHNOLOGICAL INNOVATIONS -- MANAGEMENT</b>
	<b>Call Number</b>	<b>658.4092 HAR</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The 90-minute manager: business lessons from the dugout



<b>Author</b>	<b>Bolchover,David (Author) Brady,Chris (AUTHOR)</b>
<b>Publication Data</b>	<b>London: Prentice Hall, 2002</b>
<b>Physical Description</b>	<b>296p</b>
<b>ISBN</b>	<b>0-273-65613-9</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>MANAGEMENT SOCCER MANAGERS EXECUTIVE ABILITY</b>
<b>Call Number</b>	<b>658.4 BOL</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Secrets of an executive coach: proven methods for helping leaders excel under pressure

	<b>Author</b>	Downs,Alan (Author)
	<b>Publication Data</b>	New York: Amacom, 2002
	<b>Physical Description</b>	XII, 244p
	<b>ISBN</b>	0-8144-0697-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXECUTIVES -- TRAINING OF EXECUTIVE ABILITY MENTORING IN BUSINESS BUSINESS CONSULTANTS
	<b>Call Number</b>	658.40785 DOW
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Building, leading, and managing strategic alliances: how to work effectively and profitably with partner companies**


	<b>Author</b>	Kuglin,Fred A. (Author) Hook,Jeff (Author)
	<b>Publication Data</b>	New York: Amacom, 2002
	<b>Physical Description</b>	XIII, 272p
	<b>ISBN</b>	0-8144-0683-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC ALLIANCES (BUSINESS)
	<b>Call Number</b>	658.044 KUG
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Make your contacts count : networking know-how for cash, clients, and career success**

	<b>Author</b>	Baber,Anne (Author) Waymon,Lynne (Author)
	<b>Responsibility Data</b>	Anne Baber, Lynne Waymon
	<b>Publication Data</b>	New York: AMACOM, 2002
	<b>Physical Description</b>	x, 294 p. : ill. ; 23 cm.
	<b>ISBN</b>	0-8144-7093-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Career development Business networks Social networks Interpersonal relations Business etiquette Success in business
	<b>Call Number</b>	650.13 BAB


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The fundamentals of organizational behavior: what managers need to know

	<b>Author</b>	Tosi, Henry L. (Author) Mero, Neal P. (Author)
	<b>Publication Data</b>	Oxford: Blackwell Publishing, 2003
	<b>Physical Description</b>	XI, 301p
	<b>ISBN</b>	1-4051-0074-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL BEHAVIOR -- HANDBOOKS, MANUALS, ETC. MANAGEMENT -- HANDBOOKS, MANUALS, ETC.
	<b>Call Number</b>	658.3 TOS
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Harvard business review on advances in strategy

	<b>Publication Data</b>	Boston: Harvard Business School Press, 2002
	<b>Physical Description</b>	VII, 243p
	<b>Series Data</b>	The Harvard business review paperback series;
	<b>ISBN</b>	1-57851-803-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING BUSINESS PLANNING ELECTRONIC COMMERCE -- MANAGEMENT INTERNET
	<b>Call Number</b>	658.4012 HAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The 100 absolutely unbreakable laws of business success

	<b>Author</b>	Tracy, Brian (Author)
	<b>Responsibility Data</b>	Brian Tracy
	<b>Publication Data</b>	San Francisco: Berrett-Koehler Publishers, 2002
	<b>Physical Description</b>	xvi, 319 p. ; 22 cm.
	<b>ISBN</b>	1-57675-126-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Success in business Entrepreneurship -- Psychological aspects
	<b>Call Number</b>	650.1 TRA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Fundamentals of project management: developing core competencies to help outperform the competition**


	<b>Author</b>	Lewis, James P. (Author)
	<b>Publication Data</b>	New York: Amacom, 2001
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 148p
	<b>ISBN</b>	0-8144-7132-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PROJECT MANAGEMENT
	<b>Call Number</b>	658.404 LEW
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Developing global executives: the lessons of international experience


	<b>Author</b>	McCall,Morgan W. (Author) Hollenbeck,George P. (Author)
	<b>Publication Data</b>	Boston: Harvard Business School Press, 2002
	<b>Physical Description</b>	XIX , 259p
	<b>ISBN</b>	1-57851-336-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXECUTIVES -- TRAINING OF EXECUTIVE ABILITY GLOBALIZATION INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658.407124 MCC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing workplace chaos : solutions for handling information, paper, time, and stress

	<b>Author</b>	Hutchings, Patricia J. (Author)
	<b>Responsibility Data</b>	Patricia J. Hutchings
	<b>Publication Data</b>	New York, US: Amacom, 2002
	<b>Physical Description</b>	xxiii, 231 p. : ill. ; 23 cm.
	<b>ISBN</b>	0-8144-7127-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Paperwork (Office practice) -- Management Time management Stress management
	<b>Call Number</b>	650.1 HUT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Creating and dominating new markets

	<b>Author</b>	Meyer, Peter (Author)
	<b>Publication Data</b>	New York: Amacom, 2002
	<b>Physical Description</b>	XII, 241p
	<b>ISBN</b>	0-8144-0678-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	NEW PRODUCTS MARKETING CREATIVE ABILITY IN BUSINESS
	<b>Call Number</b>	658.8 MEY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Public relations on the net: winning strategies to inform and influence the Media, the investment community, the government, the Public, and more!**


	<b>Author</b>	Holtz,Shel (Author)
	<b>Publication Data</b>	New York: Amacom, 2002
	<b>Edition</b>	2nd.ed
	<b>Physical Description</b>	XX, 444p
	<b>ISBN</b>	0-8144-7152-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNET IN PUBLIC RELATIONS
	<b>Call Number</b>	659.202854678 HOL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International management

	<b>Author</b>	Holt,David H. (Author) Wigginton,Karen W. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXI, 722p
	<b>ISBN</b>	0-03-031962-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT
	<b>Call Number</b>	658.049 HOL






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing people

	<b>Author</b>	Thomson,Rosemary (Author)
	<b>Publication Data</b>	Oxford: Butterworth Heinemann, 2002
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XIII, 235p
	<b>Series Data</b>	Chartered management institute series;
	<b>ISBN</b>	0-7506-5618-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 THO
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The informed student guide to marketing


	<b>Author</b>	<b>Kitchen, Philip J. (ed.) Proctor, Tony (ed.)</b>
	<b>Publication Data</b>	<b>London: Thomson learning, 2001</b>
	<b>Physical Description</b>	<b>XI, 321p</b>
	<b>ISBN</b>	<b>1-86152-546-X</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>MARKETING</b>
	<b>Call Number</b>	<b>658.8 INF</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Pollution prevention economics: financial impacts on business and industry


	<b>Author</b>	Aldrich, James R. (Author)
	<b>Publication Data</b>	New York: McGraw - Hill, 1996
	<b>Physical Description</b>	XXII, 160p
	<b>ISBN</b>	0-07-000993-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ENVIRONMENTAL AUDITING POLLUTION -- ECONOMIC ASPECTS ENVIRONMENTAL LAW -- COMPLIANCE COSTS ENVIRONMENTAL POLICY
	<b>Call Number</b>	658.1553 ALD
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Working wisdom: timeless skills and vanguard strategies for learning organizations


	<b>Author</b>	Aubrey,Robert (Author) Cohen,Paul M. (Author)
	<b>Publication Data</b>	San Francisco: Jossey-Bass Publishers, 1995
	<b>Physical Description</b>	XXI, 192p
	<b>Series Data</b>	The Jossey-Bass management series;
	<b>ISBN</b>	0-7879-0058-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EMOLOYEES -- TRAINING OF EMPLOYER-SUPPORTED EDUCATION -- PLANNING CONTINUING EDUCATION -- PLANNING
	<b>Call Number</b>	658.3124 AUB



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Leading at the edge of chaos: how to create the nimble organization


	<b>Author</b>	Conner,Daryl R.
	<b>Publication Data</b>	New York: John Wiley and Sons,Inc, 1998
	<b>Physical Description</b>	XVI, 352p.
	<b>ISBN</b>	0-471-29557-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ORGANIZATIONAL CHANGE -- MANAGEMANT CORPORATE REORGANIZATIONS -- MANAGEMENT ORGANIZATIONAL BEHAVIOR
	<b>Call Number</b>	658.406 CON
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Jumping the curve: Innovation and strategic choice in an age of transition


	<b>Author</b>	Imparato,Nicholas (Author) Harari,Oren (Author)
	<b>Publication Data</b>	San Francisco: Jossey-Bass Publishers, 1994
	<b>Physical Description</b>	XXV, 324 p
	<b>Series Data</b>	Jossey-Bass management series;
	<b>ISBN</b>	0-7879-0183-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING ORGANIZATIONAL CHANGE ORGANIZATIONAL BEHAVIOR CORPORATE CULTURE
	<b>Call Number</b>	658.4012 IMP



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 101 best resumes to sell yourself

	<b>Author</b>	Block, Jay A. (Author)
	<b>Responsibility Data</b>	Jay A. Block
	<b>Publication Data</b>	New York: McGraw-Hill, 2002
	<b>Physical Description</b>	xiv, 263 p. : ill. ; 28 cm.
	<b>ISBN</b>	0-07-138552-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Resumes (Employment)
	<b>Call Number</b>	650.14 BLO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Retail buying

	<b>Author</b>	Diamond,Jay (Author) Pintel,Gerald (Author)
	<b>Publication Data</b>	New Jersey: Prentice - Hall, 2001
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	XV, 366p
	<b>ISBN</b>	0-13-025432-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PURCHASING
	<b>Call Number</b>	658.72 DIA
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International marketing


	<b>Author</b>	Czinkota, Michael R. (Author) Ronkainen, Ilkka A. (Author)
	<b>Publication Data</b>	Mason, Ohio: Thomson South-Western, 2002
	<b>Edition</b>	2002 update
	<b>Physical Description</b>	XXXIII, 815p
	<b>ISBN</b>	0-03-035389-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	EXPORT MARKETING
	<b>Call Number</b>	658.848 CZI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to business


	<b>Author</b>	Madura,Jeff (Author)
	<b>Publication Data</b>	Mason, Ohio: South - Westrn, 2004
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXXV, 716p + CD-ROM
	<b>Notes</b>	Accompanied with business plan package
	<b>ISBN</b>	0-324-18626-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS INDUSTRIAL MANAGEMENT
	<b>Call Number</b>	658 MAD
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The management and marketing of services

	<b>Author</b>	Mudie, Peter (Author) Cottam, Angela (Author)
	<b>Publication Data</b>	Oxford: Butterworth - Heinemann, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	x, 306p
	<b>ISBN</b>	0-7506-3594-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SERCICE INDUSTRIES -- MANAGEMENT SERVICE INDUSTRIES -- MARKETING
	<b>Call Number</b>	658 MUD


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Spreadsheet modeling in corporate finance to accompany financial management by Keown, Martin, Petty, and Scott**

	<b>Author</b>	Holden, Craig W. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2002
	<b>Physical Description</b>	161p. + CD-ROM
	<b>ISBN</b>	0-13-087946-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE -- MATHEMATICAL MODELS ELECTRONIC SPREADSHEETS CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 HOL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Beyond world class: building character, relationships, and profits



<b>Author</b>	Ross, Alan M. (Author)
<b>Publication Data</b>	Chicago, IL: Dearborn Trade Publishing, 2002
<b>Physical Description</b>	X, 228p
<b>ISBN</b>	0-7931-4905-3
<b>Subject Area</b>	Management
<b>Subject Headings</b>	CUSTOMER RELATIONS CORPORATE CULTURE HUMAN CAPITAL SUCCESS IN BUSINESS
<b>Call Number</b>	658.812 ROS

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Net strategy: charting the digital course for your company's growth



<b>Author</b>	Spiegel,Robert (Author)
<b>Publication Data</b>	Chicago, IL: Dearborn Financial Publishing, 2000
<b>Physical Description</b>	XVII, 302p
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BUSINESS ENTERPRISES -- COMPUTER NETWORKS ELECTRONIC COMMERCE INTERNET
<b>Call Number</b>	658.84 SPI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce (E-commerce)

	<b>Author</b>	Maali,Iyad Nussibah,Sahar Daoud,Omar
	<b>Publication Data</b>	Amman: Philadelphia University, 2002
	<b>Physical Description</b>	59 leaves
	<b>Notes</b>	Graduation Project (BSC) -- Philadelphia University, 2002
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Internet
	<b>Call Number</b>	658.800285 MAA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance: theory and practice

	<b>Author</b>	Damodaran,Aswath (Author)
	<b>Publication Data</b>	New York: John Wiley & Sons , INC., 1997
	<b>Physical Description</b>	XXVI, 876p.
	<b>Series Data</b>	Wiley series in finance;
	<b>ISBN</b>	0-471-07680-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPOTATIONS -- FINANCE
	<b>Call Number</b>	658.15 DAM
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managers divided: organization politics and information technology management


	<b>Author</b>	Knights,David (Author) Murray,Fergus (Author)
	<b>Publication Data</b>	Chichester: John Wiley & Sons, 1994
	<b>Physical Description</b>	XVIII, 271p.
	<b>Series Data</b>	Wiley series in information systems;
	<b>ISBN</b>	0-471-93586-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS -- EUROPE INFORMATION TECHNOLOGY -- EUROPE -- MANAGEMENT STRATEGIC PLANNING -- EUROPE -- CASE STUDIES
	<b>Call Number</b>	658.4038011 KNI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance and investment: decisions and strategies


	<b>Author</b>	Pike,Richard (Author) Neale,Bill (Author)
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXVIII, 883p.
	<b>ISBN</b>	0-273-65138-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- GREAT BRITAIN -- FINANCE INVESTMENTS -- GREAT BRITAIN CORPORATIONS -- EUROPE -- FINANCE
	<b>Call Number</b>	658.150941 PIK



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Schermerhorn, John R. (Author)
	<b>Responsibility Data</b>	John R. Schermerhorn, Jr.
	<b>Publication Data</b>	New York: John Wiley and Sons, Inc., 2002
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	1 v. (various pagings) : col. ill. ; 29 cm.
	<b>Notes</b>	Include career readiness workbook
	<b>ISBN</b>	0-471-43570-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 SCH

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A framework for human resource management

	<b>Author</b>	Dessler, Gary (Author)
	<b>Publication Data</b>	Patparganj, Delhi: Pearson Education, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XI, 320p.
	<b>ISBN</b>	81-7808-582-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.3 DES

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business and its environment

	<b>Author</b>	Baron,David P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	XXX, 864p.
	<b>ISBN</b>	0-13-122903-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	SOCIAL RESPONSIBILITY OF BUSINESS INDUSTRIAL POLICY COMMERCIAL LAW BUSINESS ETHICS
	<b>Call Number</b>	658.408 BAR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cases in operations management

	<b>Author</b>	Johnston,Robert ([et al.]
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XII, 515p.
	<b>ISBN</b>	0-273-65531-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT -- CASE STUDIES INDUSTRIAL MANAGEMENT -- CASE STUDIES
	<b>Call Number</b>	658.5 CAS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate financial management


	<b>Author</b>	Emery,Douglas R. (Author) Finnerty,John D. (Author) Stowe,John D. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXI, 899p.
	<b>ISBN</b>	0-13-083226-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATONS -- FINANCE
	<b>Call Number</b>	658.15 EME



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support systems: in the 21st century

	<b>Author</b>	Marakas, George M. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXIII, 611p. + CD-ROM
	<b>ISBN</b>	0-13-122848-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	DECISION SUPPORT SYSTEMS DATABASE MANAGEMENT DATA MINING
	<b>Call Number</b>	658.403 MAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management: principles and applications


	<b>Author</b>	Keown, Arthur J. ([et al.])
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Education, 2002
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XXV, 761p.
	<b>ISBN</b>	0-13-094441-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	BUSINESS ENTERPRISES -- FINANCE CORPORATIONS -- FINANCE
	<b>Call Number</b>	658.15 FIN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Integrated advertising, promotion, and marketing communications


	<b>Author</b>	Clow, Kenneth E. (Author) Baack, Donald (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVII, 538p. + CD-ROM
	<b>ISBN</b>	0-13-140546-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ADVERTISING COMMUNICATION IN MARKETING
	<b>Call Number</b>	659.1 CLO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: environments and operations

	<b>Author</b>	Daniels,John D. (Author) Radebaugh,Lee H. (Author) Sullivan,Daniel P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	XXXIII, 701p.
	<b>ISBN</b>	0-13-121726-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES INTERNATIONAL ECONOMIC RELATIONS INVESTMENTS, FOREIGN
	<b>Call Number</b>	658.18 DAN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: principles and practices for tomorrow's leaders


	<b>Author</b>	Dessler, Gary (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	XXVI, 534p. + CD-ROM
	<b>ISBN</b>	0-13-120972-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT LEADERSHIP ORGANIZATION
	<b>Call Number</b>	658 DES
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: concepts


	<b>Author</b>	David, Fred R. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	XXX, 336p.
	<b>ISBN</b>	0-13-120235-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING STRATEGIC PLANNING -- CASE STUDIES
	<b>Call Number</b>	658.4012 DAV
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management and business policy

	<b>Author</b>	Wheelen, Thomas L. (Author) Hunger, J. David (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	1 v. (various pagings)
	<b>ISBN</b>	0-13-122551-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING STRATEGIC PLANNING -- CASE STUDIES
	<b>Call Number</b>	658.4012 WHE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Additional problems and exercises to accompany Operations management and Principles of operations management

	<b>Author</b>	Heizer, Jay (Author) Render, Barry (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson education, 2003
	<b>Physical Description</b>	92 p.
	<b>ISBN</b>	0-13-047584-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PRODUCTION MANAGEMENT -- PROBLEMS EXCERCISES, ETC.
	<b>Call Number</b>	658.50076 HEI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advanced brand management: from vision to valuation



<b>Author</b>	Temporal,Paul (Author)
<b>Publication Data</b>	Singapore: John Wiley & Sons, 2002
<b>Physical Description</b>	XV, 296p.
<b>ISBN</b>	0-471-47925-X
<b>Subject Area</b>	Management
<b>Subject Headings</b>	BRAND NAME PRODUCTS -- MANAGEMENT
<b>Call Number</b>	658.827 TEM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to spot the next breakthrough blindsided that will change your business



<b>Author</b>	Harris,Jim (Author)
<b>Publication Data</b>	Oxford: Capstone, 2002
<b>Physical Description</b>	viii, 331p.
<b>ISBN</b>	1-84112-242-4
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ORGANIZATIONAL CHANGE ORGANIZATIONAL EFFECTIVENESS DECISION MAKING
<b>Call Number</b>	658.406 HAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business expectations: are you using technology to its fullest ?



<b>Author</b>	Bergeron,Bryan (Author) Blander,Jeffrey (Author)
<b>Publication Data</b>	New York: John Wiley & Sons, 2002
<b>Physical Description</b>	XI, 244p.
<b>ISBN</b>	0-471-20834-5
<b>Subject Area</b>	Management
<b>Subject Headings</b>	ELECTRONIC COMMERCE INFORMATION TECHNOLOGY
<b>Call Number</b>	658.84 BER

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communicating project management: the integrated vocabulary of project management and systems engineering

	<b>Author</b>	Mooz, Hal (Author) Forsberg, Kevin (Author) Cotterman, Howard (Author)
	<b>Publication Data</b>	Hoboken, NJ: John Wiley and Sons, 2003
	<b>Physical Description</b>	XXI, 360p.
	<b>ISBN</b>	0-471-26924-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PROJECT MANAGEMENT -- DICTIONARIES SYSTEMS ENGINEERING -- DICTIONARIES
	<b>Call Number</b>	658.5003 MOO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Continuity management: preserving corporate knowledge and productivity when employees leave**


	<b>Author</b>	Beazley,Hamilton (Author) Boenisch,Jeremiah (Author) Harden,David (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2002
	<b>Physical Description</b>	XVII, 269p.
	<b>ISBN</b>	0-471-21906-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTELLECTUAL CAPITAL KNOWLEDGE MANAGEMENT PERSONNEL MANAGEMENT
	<b>Call Number</b>	658.4038 BEA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business


	<b>Author</b>	Wild,John J. (Author) Wild,Kenneth L. (Author) Han,Jerry C. Y. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXVIII, 528p.
	<b>ISBN</b>	0-13-035311-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	INTERNATIONAL BUSINESS ENTERPRISES -- MANAGEMENT INTERNATIONAL TRADE
	<b>Call Number</b>	658.049 WIL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Paying for performance: a guide to compensation management**


	<b>Author</b>	Chingos, Peter T. (ed.)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XXV, 389p.
	<b>ISBN</b>	0-471-17690-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	COMPENSATION MANAGEMENT
	<b>Call Number</b>	658.322 PAY
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management of resources and relationship: concepts and cases

	<b>Author</b>	Harrison, Jeffrey S. (Author)
	<b>Publication Data</b>	New York: John Wiley and Sons, 2003
	<b>Physical Description</b>	XXII, 463p.
	<b>ISBN</b>	0-471-22292-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	STRATEGIC PLANNING STRATEGIC PLANNING -- CASE STUDIES
	<b>Call Number</b>	658.4012 HAR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective teamwork



<b>Author</b>	West,Michael A. (Author)
<b>Publication Data</b>	New Delhi: Excel Books, 1996
<b>Physical Description</b>	xvi, 127p
<b>ISBN</b>	81-7446-038-1
<b>Subject Area</b>	Management
<b>Subject Headings</b>	TEAMS IN THE WORKPLACE
<b>Call Number</b>	658.402 WES

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems management in practice


	<b>Author</b>	McNurlin, Barbara C. (Author) Sprague, Ralph H. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxiii, 582p.
	<b>ISBN</b>	0-13-122548-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	MANAGEMENT INFORMATION SYSTEMS INFORMATION RESOURCES MANAGEMENT
	<b>Call Number</b>	658.4038011 MCN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Study guide: Human resource management/ by Gary Dessler


	<b>Author</b>	Gowan,Mary (AUTHOR) Dessler,Gary (AUTHOR)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2000
	<b>Physical Description</b>	128p.
	<b>ISBN</b>	0-13-016406-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PERSONNEL MANAGEMENT -- PROBLEMS, EXERCISES, ETC.
	<b>Call Number</b>	658.30076 GOW
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Study guide to accompany Principles of managerial finance/ by Lawrence J. Gitman**

	<b>Author</b>	Eakins, Stanley G. (AUTHOR)
	<b>Publication Data</b>	Boston: Addison Wesley, 2003
	<b>Physical Description</b>	1 v. (various pagings)
	<b>ISBN</b>	0-201-84482-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	CORPORATIONS -- FINANCE -- PROBLEMS, EXERCISES, ETC. BUSINESS ENTERPRISES -- FINANCE -- PROBLEMS, EXERCISES, ETC.
	<b>Call Number</b>	658.15076 EAK
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

المجلة العلمية لكلية الادارة و الاقتصاد

	<b>Parallel Title</b>	Journal of Administrative Sciences and Economics
	<b>Corporate</b>	جامعة قطر
	<b>Publication Data</b>	جامعة قطر , [1990- QA: الدوحة
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ادارة الأعمال -- دوريات الاقتصاد -- دوريات المحاسبة -- دوريات
	<b>Call Number</b>	م ع ل 658.05

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### المجلة المصرية للدراسات التجارية


	<b>Parallel Title</b>	The Egyptian Journal for Commercial Studies
	<b>Corporate</b>	جامعة المنصورة,
	<b>Publication Data</b>	جامعة المنصورة ، كلية التجارة, EG: 19 ]-
	<b>Frequency</b>	
	<b>Supplementary Notes</b>	.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ادارة الأعمال -- دوريات الاقتصاد -- دوريات
	<b>Call Number</b>	م م د 650.05



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Product design and development

	<b>Author</b>	Ulrich,Karl T. (Author) Eppinger,Steven D. (Author)
	<b>Responsibility Data</b>	Karl T. Ulrich, Steven D. Eppinger
	<b>Publication Data</b>	Boston: McGraw-Hill, 2004
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xviii, 366 p.
	<b>ISBN</b>	007-123273-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management Production management Industrial engineering New products -- Management
	<b>Call Number</b>	658.5752 ULR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Troubled IT projects: prevention and turaround


	<b>Author</b>	Smith,John M. (Author)
	<b>Publication Data</b>	London: The Institution of Electrical Engineers, 2001
	<b>Physical Description</b>	xiii, 256p.
	<b>Series Data</b>	IEEE professional applications of computing series; 3
	<b>ISBN</b>	0-85296-104-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PROJECT MANAGEMENT INFORMATION TECHNOLOGY -- MANAGEMENT
	<b>Call Number</b>	658.404 SMI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Web commerce technology handbook

	<b>Author</b>	Minoli,Daniel (Author) Minoli,Emma (Author)
	<b>Publication Data</b>	New Delhi: Tata Mcgraw-Hill Publishing Company, 1997
	<b>Physical Description</b>	xviii, 621 p
	<b>ISBN</b>	0-07-463742-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Internet marketing World Wide Web Web sites -- Design Internet
	<b>Call Number</b>	658.84 MIN

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Research methodology in management



<b>Author</b>	Michael, V. P. (Author)
<b>Publication Data</b>	Mumbai: Himalaya Publishing House, 2004
<b>Physical Description</b>	336 p.
<b>ISBN</b>	81-7866-875-0
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management -- Research -- Methodology
<b>Call Number</b>	658.0072 MIC


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 1001 ways to motivate yourself and others


	<b>Author</b>	Kim,Sang H. (Author)
	<b>Responsibility Data</b>	Sang H. Kim
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2004
	<b>Physical Description</b>	175 p. ; 22 cm.
	<b>ISBN</b>	81-7224-630-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employee motivation Success in business
	<b>Call Number</b>	658.314 KIM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 101 great resumes


	<b>Author</b>	
	<b>Responsibility Data</b>	Career Press editors
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2003
	<b>Physical Description</b>	214 p. : ill. ; 25 cm.
	<b>ISBN</b>	81-7224-949-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Resumes (Employment)
	<b>Call Number</b>	650.14 GRE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Conduct effective interviews : how to find out what you need to know and achieve the right results**

	<b>Author</b>	Bobson,Ann (Author)
	<b>Responsibility Data</b>	Ann Dobson
	<b>Publication Data</b>	Mumbai: Jaico publishing House, 1999
	<b>Physical Description</b>	126 p. : ill. ; 22 cm.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-691-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employment interviewing
	<b>Call Number</b>	650.14 DOB
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Conduct effective negotiations: how to get the deal you want

	<b>Author</b>	Forsyth,Patrick (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2001
	<b>Physical Description</b>	104 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-887-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Negotiation in business
	<b>Call Number</b>	658.4052 FOR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Conduct staff appraisals: how to manage the process for the benefit of both the organization and its individual members**

	<b>Author</b>	Hunt,Nigel (Author)
	<b>Responsibility Data</b>	Nigel Hunt
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	160 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-889-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Rating of
	<b>Call Number</b>	658.3125 HUN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Counsel people at work: a practical approach to staff care



<b>Author</b>	Humphries,John (Author)
<b>Publication Data</b>	Mumbai: Jaico Publishing House, 1999
<b>Physical Description</b>	104 p.
<b>Series Data</b>	How to;
<b>ISBN</b>	81-7224-690-0
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Personnel management
<b>Call Number</b>	658.3 HUM


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Do successful mail order marketing: how to build a really cost effective operation from scratch**

	<b>Author</b>	Bruce, Ian (Author)
	<b>Responsibility Data</b>	Ian Bruce
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, [1990]
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	108 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-684-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Mail-order business
	<b>Call Number</b>	658.872 BRU

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Do your own P.R. : getting the right publicity for your organisation


	<b>Author</b>	Phillipson,Ian (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 1998
	<b>Physical Description</b>	128 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-688-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations
	<b>Call Number</b>	659.2 PHI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Employ & manage staff: a practical handbook for managers and supervisors

	<b>Author</b>	Wyatt,Wendy (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	176 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-686-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 WYA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Making decisions: how to develop the skills that make for good decisions

	<b>Author</b>	Juniper,Dean (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2003
	<b>Physical Description</b>	164 p.
	<b>Series Data</b>	How to: business and management;
	<b>ISBN</b>	81-7224-935-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision-making Strategic planning
	<b>Call Number</b>	658.403 JUN


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Manage your time : what to do and how to do it in order to do more**


	<b>Author</b>	Amos, Juile-Ann (Author)
	<b>Responsibility Data</b>	Juile-Ann Amos
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2001
	<b>Physical Description</b>	128 p. ; 22 cm.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-888-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Time management
	<b>Call Number</b>	650.1 AMO
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manage a sales team: a practical guide to sales leadership


	<b>Author</b>	Humphries, John (Author)
	<b>Responsibility Data</b>	John Humphries
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2002
	<b>Physical Description</b>	140 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-669-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Sales management Teams in the workplace -- Management
	<b>Call Number</b>	658.81 HUM
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manage an office : planning and creating a successful workplace


	<b>Author</b>	Dobson,Ann (Author)
	<b>Responsibility Data</b>	Ann Dobson
	<b>Publication Data</b>	Mumbai: Jaico publishing House, 1999
	<b>Physical Description</b>	160 p. : ill. ; 22 cm.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-683-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office management
	<b>Call Number</b>	651.3 DOB
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manage budgets and cash flows: how to set and achieve financial targets in an organisation

	<b>Author</b>	Taylor,Peter (Author)
	<b>Publication Data</b>	Mumbai: Jaico publishing House, 1999
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	154 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-687-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Budgeting Cash management
	<b>Call Number</b>	658.154 TAY
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manage computers at work: a step-by-step guide for beginners



<b>Author</b>	Jones,Graham (Author)
<b>Responsibility Data</b>	Graham Jones
<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2003
<b>Physical Description</b>	154 p.
<b>Series Data</b>	How to;
<b>ISBN</b>	81-7224-699-4
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Business -- Data processing Management -- Data processing
<b>Call Number</b>	658.05 JON

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manage meetings: how to prepare, how to take part and how to follow up effectively


	<b>Author</b>	Dobson,Ann (Author)
	<b>Publication Data</b>	Mumbai: Jaico publishing House, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	124 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-692-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Meetings Business communication
	<b>Call Number</b>	658.456 DOB
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manage people at work: a practical guide to effective leadership


	<b>Author</b>	Humphries, John (Author)
	<b>Responsibility Data</b>	John Humphries
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	154 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-672-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 HUM



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manage yourself : how to achieve your personal goals in life and at work

	<b>Author</b>	Amos,Julie-Ann (Author)
	<b>Responsibility Data</b>	Julie-Ann Amos
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	125 p. ; 22 cm.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-696-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Success in business Self control Self management (Psychology)
	<b>Call Number</b>	650.13 AMO


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Managing individual performance: a systematic seven step approach to enhancing employee performance and results**

	<b>Author</b>	Baldwin, Kieran (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2003
	<b>Physical Description</b>	157 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-932-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Rating of Performance -- Management
	<b>Call Number</b>	658.3125 BAL


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing successful teams: how to get the results you want by working effectively with others


	<b>Author</b>	Humphries, John (Author)
	<b>Responsibility Data</b>	John Humphries
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2003
	<b>Physical Description</b>	120 p.
	<b>Series Data</b>	How to: business and management;
	<b>ISBN</b>	81-7224-931-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Teams in the workplace -- Training of
	<b>Call Number</b>	658.402 HUM
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing through people: how to get the best from your most valuable resource


	<b>Author</b>	Humphries, John (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	160 p.
	<b>Series Data</b>	How to: business and management;
	<b>ISBN</b>	81-7224-934-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 HUM
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Prepare business plan: how to lay the right foundations for business success


	<b>Author</b>	Record,Matthew (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	158 p.
	<b>Series Data</b>	How to;
	<b>ISBN</b>	81-7224-681-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning
	<b>Call Number</b>	658.4012 REC
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Research methods for management

	<b>Author</b>	Shjahan,S. (Author)
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2004
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiv, 391 p.
	<b>ISBN</b>	81-7224-491-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Research -- Methodology
	<b>Call Number</b>	658.0072 SHA

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Dictionary of management

	<b>Author</b>	Maidan, M. C. (ed.)
	<b>Publication Data</b>	Mumbai: Himalaya Publishing House, 1997
	<b>Physical Description</b>	380 p.
	<b>ISBN</b>	81-7866-586-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Dictionaries
	<b>Call Number</b>	650.03 DIC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business correspondence and communication skills



<b>Author</b>	<b>Kapoor,A. N. (Author)</b>
<b>Publication Data</b>	<b>New Delhi: S. Chand &amp; Company Ltd., 2004</b>
<b>Physical Description</b>	<b>vi, 385 p.</b>
<b>ISBN</b>	<b>81-219-0589-3</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Commercial correspondence Letter writing</b>
<b>Call Number</b>	<b>651.75 KAP</b>

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to write first-class memos : the handbook for practical memo writing


	<b>Author</b>	Baugh,L. Sue (Author)
	<b>Responsibility Data</b>	L. Sue Baugh
	<b>Publication Data</b>	New Delhi: Viva Books Private Limited, 2000
	<b>Physical Description</b>	vii, 216 p. : ill. ; 22 cm.
	<b>ISBN</b>	81-85617-65-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business writing Memorandums English language -- Business English
	<b>Call Number</b>	651.755 SAU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to write first-class business correspondence : the handbook for business writing

	<b>Author</b>	Baugh,L. Sue (Author) Fryar,Maridell (Author) Thomas,David A. (Author)
	<b>Responsibility Data</b>	L. Sue Baugh, Maridell Fryar, David A. Thomas
	<b>Publication Data</b>	New Delhi: Viva Books Private Limited, 2000
	<b>Physical Description</b>	ix, 302 p. : ill. ; 22 cm.
	<b>ISBN</b>	81-85617-64-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business writing English language -- Business English
	<b>Call Number</b>	651.75 BAU



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource development in a knowledge-based economy

	<b>Publication Data</b>	Abu Dhabi: The Emirates Center for Strategic Studies and Research, 2003
	<b>Physical Description</b>	xiv, 392 p.
	<b>Meeting Data</b>	ECSSR'S Annual Conference (7th: Abu Dhabi: 2002)
	<b>Notes</b>	ECSSR's seventh Annual Conference on Human Resource Development in a Knowledge-based Economy held in Abu Dhabi fom February 9-11, 2002
	<b>ISBN</b>	9948-00-413-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management -- Congresses Knowledge management -- Congresses Knowledge workers -- Congresses
	<b>Call Number</b>	658.3 ECS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information Systems Research

	<b>Publication Data</b>	<b>Linthicum, MD, US: Institute for Operations Research and the Management Sciences, 2001-</b>
	<b>Volumes/Issues Held</b>	<b>2001 v.12, n.1-</b>
	<b>Frequency</b>	
	<b>Notes</b>	<b>A journal of the Institute of Management Sciences.</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>ISSN</b>	<b>1047-7047</b>
	<b>Subject Headings</b>	<b>Electronic data processing -- Research -- Periodicals Information storage and retrieval systems -- Research -- Periodicals Computers -- Research -- Periodicals Information technology -- Research -- Periodicals</b>
	<b>Call Number</b>	<b>658.403801105 ISR</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of International Marketing and Marketing Research

	<b>Publication Data</b>	Warwickshire, England, UK: European Marketing Association, 2003-
	<b>Volumes/Issues Held</b>	2003 v.28 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1010-7347
	<b>Subject Headings</b>	Marketing -- Periodicals Marketing research -- Periodicals
	<b>Call Number</b>	658.8005 JMI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Transnational Management Development

	<b>Publication Data</b>	New York, US: International Business Press, 2000-
	<b>Volumes/Issues Held</b>	2000 v.5 n.4.
	<b>Frequency</b>	
	<b>Notes</b>	The official publication of the International Management Development Association
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1068-6061
	<b>Subject Headings</b>	International business enterprises -- Management -- Periodicals
	<b>Call Number</b>	658.04905 JTM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Teaching in International Business

	<b>Publication Data</b>	Binghamton, N.Y., US: International Business Press, v. 1, n.1- 1989-
	<b>Volumes/Issues Held</b>	2000 v.11 n.4.
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0897-5930
	<b>Subject Headings</b>	International business enterprises -- Study and teaching -- Periodicals Business education -- Periodicals
	<b>Call Number</b>	658.04905 JTI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Management

	<b>Publication Data</b>	Amsterdam, NL: Elsevier Science, 2002-
	<b>Volumes/Issues Held</b>	2002 v.28 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Official Journal of the Southern Management Association.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0149-2063
	<b>Subject Headings</b>	Management -- Periodicals
	<b>Call Number</b>	658.005 JMA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### JMR, Journal of Marketing Research

	<b>Corporate</b>	American Marketing Association,
	<b>Publication Data</b>	Chicago, IL, US: American Marketing Association, 2002-
	<b>See</b>	Journal of Marketing Research
	<b>Volumes/Issues Held</b>	2002 v.39 n.2-
	<b>Frequency</b>	
	<b>Notes</b>	Title from cover.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0022-2437
	<b>Subject Headings</b>	Marketing research -- Periodicals
	<b>Call Number</b>	658.8305 JMR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Accounting, Management & Insurance Review


	<b>Corporate</b>	,Cairo University
	<b>Publication Data</b>	Cairo, EG: Cairo University. Faculty of Commerce, N. 5, 2001-
	<b>Volumes/Issues Held</b>	2001 n.5.
	<b>Notes</b>	Frequency: Unknown.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business administration -- Periodicals Accounting -- Periodicals Management -- Periodicals Insurance -- Periodicals
	<b>Call Number</b>	650.05 AMI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic Finance


	<b>Corporate</b>	<b>Institute of Management Accountants</b>
	<b>Publication Data</b>	<b>Montvale, NJ, US: Institute of Management Accountants, V. 80, n. 9 (Mar.1999)-</b>
	<b>Volumes/Issues Held</b>	<b>1999 v. 80, no. 9-</b>
	<b>Frequency</b>	
	<b>Notes</b>	<b>Continues: Management Accounting</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>ISSN</b>	<b>1524-833X</b>
	<b>Subject Headings</b>	<b>Finance -- Periodicals Managerial accounting -- Periodicals Cost accounting -- Periodicals</b>
	<b>Call Number</b>	<b>658.152205 SFI</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cost effective maintenance for competitive advantages

	<b>Author</b>	Alsyouf,Imad (Author)
	<b>Responsibility Data</b>	Imad Alsayouf
	<b>Publication Data</b>	Sweden: Vaxjo University Press, 2004
	<b>Physical Description</b>	1 v. (various pagings)
	<b>Notes</b>	Thesis (Ph.D.) -- Vaxjo University, Sweden, 2004
	<b>ISBN</b>	91-7636-401-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Total productive maintenance Plant maintenance -- Case studies Competition
	<b>Call Number</b>	658.202 ALS
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Game theory


	<b>Author</b>	Fudenberg,Drew (Author) Tirole,Jean (Author)
	<b>Publication Data</b>	Cambridge, Massachusetts: The MIT Press, 1991
	<b>Physical Description</b>	xxiii, 579 p.
	<b>ISBN</b>	0-262-06141-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Game theory Economic, Mathematical
	<b>Call Number</b>	658.40353 FUD
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering culture: control and commitment in a high-tech corporation

	<b>Author</b>	Kunda,Gideon (Author)
	<b>Publication Data</b>	Philadelphia: Temple University Press, 1992
	<b>Physical Description</b>	vii, 297 p.
	<b>Series Data</b>	Labor and social change;
	<b>ISBN</b>	1-56639-075-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporate culture -- Case studies Organizational effectiveness -- Case studies Control (Psychology) -- Case studies Employee motivation -- Case studies Quality of work life -- Case studies
	<b>Call Number</b>	658.4 KUN






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to get into advertising: a guide to careers in advertising, media and marketing communications

	<b>Author</b>	Neidle, Andrea (Author)
	<b>Publication Data</b>	London: Continuum, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	224 p.
	<b>ISBN</b>	8264-5767-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 NEI

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective business communication

	<b>Author</b>	Harrim, Hussein (Author)
	<b>Responsibility Data</b>	Hussein Harrim
	<b>Publication Data</b>	Amman: Dar Al-Hamed, 2003
	<b>Physical Description</b>	xi, 288 p. ; 24 cm.
	<b>ISBN</b>	9957-32-012-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Business report writing
	<b>Call Number</b>	651.7 HAR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management: processes and value chains

	<b>Author</b>	Krajewski, Lee J. (Author) Ritzman, Larry P. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice-Hall, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxvi, 831 p. + CD-ROM
	<b>ISBN</b>	0-13-127310-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 KRA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Manufacturing planning and control for supply chain management

	<b>Author</b>	Vollmann, Thomas E. ... [et al.] (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2005
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxii, 712 p.
	<b>Series Data</b>	The McGraw-Hill/ Irwin series in operations and decision sciences;
	<b>ISBN</b>	007-112133-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production planning Production control
	<b>Call Number</b>	658.5 MAN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems: managing the digital firm

	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane P. Laudon
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxxii, 534 p.
	<b>ISBN</b>	0-13-120681-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising, promotion, and supplemental aspects of integrated marketing communications


	<b>Author</b>	Shimp, Terence A. (Author)
	<b>Publication Data</b>	Mason, Ohio: South-Western, 2003
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxi, 650 p.
	<b>ISBN</b>	0-03-035271-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in marketing Sales promotion Advertising Direct marketing
	<b>Call Number</b>	658.82 SHI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce: a managerial perspective

	<b>Author</b>	Turban,Efraim ... [et al.] (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2004
	<b>Physical Description</b>	xxxviii, 714 p.
	<b>ISBN</b>	0-13-123015-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Electronic commerce -- Management
	<b>Call Number</b>	658.84 ELE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance

	<b>Author</b>	Ross,Stephen A. (Author) Westerfield,Randolph W. (Author) Jaffe,Jeffrey (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxxiii, 942 p. + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/ Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	007-123844-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support systems and intelligent systems


	<b>Author</b>	Turban,Efraim (Author) Aronson,Jay E. (Author) Liang,Ting-Peng (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxiv, 936 p.
	<b>ISBN</b>	0-13-123013-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Data processing Decision support systems Expert systems (Computer science)
	<b>Call Number</b>	658.4030285 TUR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of marketing


	<b>Author</b>	Kotler, Philip (Author) Armstrong, Gary (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	xxix, 661 p.
	<b>ISBN</b>	0-13-121276-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 KOT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management of company finance

	<b>Author</b>	Samuels,J. M. (Author) Wilkes,F. M. (Author) Brayshaw,R. E. (Author)
	<b>Publication Data</b>	London: International Thomson Business Press, 1995
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xvi, 1040 p.
	<b>ISBN</b>	1-86152-229-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 SAM



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management gurus and management fashions: a dramatistic inquiry



<b>Author</b>	Jackson,Brad (Author)
<b>Publication Data</b>	London: Routledge, 2003
<b>Physical Description</b>	xvi, 208 p.
<b>ISBN</b>	0-415-24946-5
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Management -- Case studies Leadership -- Case studies Executive ability -- Case studies
<b>Call Number</b>	658.4 JAC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Al-Munammy: information systems encyclopedic dictionary: terms and concepts: English-  
Arabic-Frensh**


	<b>Parallel Title</b>	المنمي لنظم المعلومات: معجم موسوعي للمفاهيم و المصطلحات: انكليزي - عربي - فرنسي
	<b>Author</b>	Al-Hassanieh, Salim I. (Author)
	<b>Responsibility Data</b>	Salim I. Al-Hassanieh
	<b>Publication Data</b>	Al-Riyad: Obeikan Bookshop, 2003
	<b>Physical Description</b>	738 p. E.+ 33 p. A.
	<b>ISBN</b>	9960-40-206-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems -- Dictionaries
	<b>Call Number</b>	658.403801103 HAS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Foundations of information systems


	<b>Author</b>	Zwass, Vladimir (Author)
	<b>Publication Data</b>	Boston: McGraw-Hill, 1997
	<b>Physical Description</b>	xxii, 695 p.
	<b>Series Data</b>	Management information systems series;
	<b>ISBN</b>	0-07-115638-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038011 ZWA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Perfect customer care: all you need to get it right first time**


	<b>Author</b>	Johns, Ted (Author)
	<b>Responsibility Data</b>	Ted Johns
	<b>Publication Data</b>	Parktown: Random House Business Books, 2003
	<b>Physical Description</b>	198 p.
	<b>Series Data</b>	Perfect series;
	<b>ISBN</b>	1-8441-3153-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Customer services
	<b>Call Number</b>	658.812 JOH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Perfect interview : all you need to get it right first time**

	<b>Author</b>	Eggert,Max (Author)
	<b>Responsibility Data</b>	Max Eggert
	<b>Publication Data</b>	London: Random House Business Books, 2003
	<b>Physical Description</b>	149 p. ; 20 cm.
	<b>Series Data</b>	Perfect series;
	<b>ISBN</b>	1-8441-3143-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employment interviewing Job hunting
	<b>Call Number</b>	650.14 EGG
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Perfect business plan: all you need to get it right first time


	<b>Author</b>	Johnson,Ron (Author)
	<b>Responsibility Data</b>	Ron Johnson
	<b>Publication Data</b>	London: Random House Business books, 2003
	<b>Physical Description</b>	xi, 129 p.
	<b>Series Data</b>	Perfect series;
	<b>ISBN</b>	1-8441-3148-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning
	<b>Call Number</b>	658.4012 JOH
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Perfect leader: all you need to get it right first time**


	<b>Author</b>	<b>Leigh,Andrew (Author) Maynard,Michael (Author)</b>
	<b>Publication Data</b>	<b>London: Random House Business Books, 2003</b>
	<b>Physical Description</b>	<b>125 p.</b>
	<b>Series Data</b>	<b>Perfect series;</b>
	<b>ISBN</b>	<b>1-8441-3147-5</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Leadership</b>
	<b>Call Number</b>	<b>658.4092 LEI</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Perfect presentation: all you need to get it right first time**


	<b>Author</b>	Leigh, Andrew (Author) Maynard, Michael (Author)
	<b>Publication Data</b>	London: Random House Business Books, 2003
	<b>Physical Description</b>	104 p.
	<b>Series Data</b>	Perfect series;
	<b>ISBN</b>	1-8441-3020-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business presentations
	<b>Call Number</b>	658.452 LEI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Perfect time management: all you need to get it right first time**


	<b>Author</b>	Johns, Ted (Author)
	<b>Publication Data</b>	London: Random House Business Books, 2003
	<b>Physical Description</b>	xi, 186 p.
	<b>Series Data</b>	Perfect series;
	<b>ISBN</b>	1-8441-3157-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Time management
	<b>Call Number</b>	650.1 JOH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary advertising

	<b>Author</b>	Arens, William F. (Author)
	<b>Responsibility Data</b>	William F. Arens
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2002
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxxii, 614 p. + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-241544-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 ARE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of corporate finance

	<b>Author</b>	Ross,Stephen A. (Author) Westerfield,Randolph W. (Author) Jordan,Bradford D. (Author)
	<b>Responsibility Data</b>	Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxx, 574 p.
	<b>Series Data</b>	The McGraw-Hill/ Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	0-07-234064-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Student problem manual for use with Essentials of corporate finance/by Stephen A. Ross,  
Randolph W. Westerfield, Bradford D. Jordan, 3rd ed.**


	<b>Author</b>	Eyssell, Thomas H. (Author)
	<b>Responsibility Data</b>	prepared by Theomas H.Eyssell
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2001
	<b>Physical Description</b>	iii, 184 p.
	<b>ISBN</b>	0-07-234055-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance -- Problems, exercises, etc.
	<b>Call Number</b>	658.15 EYS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance

	<b>Author</b>	Brealey, Richard A. (Author) Myers, Stewart C. (Author) Marcus, Alan J. (Author)
	<b>Publication Data</b>	Boston: Mc Graw-Hill/ Irwin, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxxi, 798 p. + CD-ROM
	<b>Series Data</b>	McGraw-Hill/ Irwin series in finance, insurance, and real estate;
	<b>Notes</b>	Accompanied with study guide prepared by Matthew will
	<b>ISBN</b>	007233777-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 BRE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Study guide for use with fundamentals of corporate finance

	<b>Author</b>	Brealey ,Richard A. (Author) Myers,Stewart C. (Author) Marcus,Alan J. (Author)
	<b>Responsibility Data</b>	Richard A. Brealey, Stewart C. Myers, Alan J. Marcus; prepared by Matthew Will
	<b>Publication Data</b>	Boston: Mc Graw-Hill/ Irwin, 2001
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	vi, 338 p.
	<b>ISBN</b>	0-07-233781-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance -- Problems, exercises, etc. Corporations -- Finance -- Examinations -- Study guides
	<b>Call Number</b>	658.15076 BRE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-commerce: a managerial perspective

	<b>Author</b>	Joseph,P. T. (Author)
	<b>Responsibility Data</b>	P. T. Joseph
	<b>Publication Data</b>	New Delhi: Prentice-Hall of India, 2004
	<b>Physical Description</b>	xiv, 337 p.
	<b>ISBN</b>	81-203-2089-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce -- Management
	<b>Call Number</b>	658.84 JOS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting and financial management

	<b>Publication Data</b>	<b>New Delhi: The Indian Institute of Bankers, 2004</b>
	<b>Physical Description</b>	<b>viii, 488 p.</b>
	<b>Notes</b>	<b>For CAIIB examination</b>
	<b>ISBN</b>	<b>1403-90973-3</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Corporations -- Finance Managerial accounting</b>
	<b>Call Number</b>	<b>658.15 MAN</b>
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basics of e-commerce: legal and security issues



<b>Publication Data</b>	New Delhi: Prentice-Hall of India, 2004
<b>Physical Description</b>	vii, 195 p.
<b>ISBN</b>	81-203-2432-3
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Electronic commerce
<b>Call Number</b>	658.84 BAS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to management accounting

	<b>Author</b>	Horngren, Charles T. (Author) Sundem, Gary L. (Author) Stratton, William O. (Author)
	<b>Responsibility Data</b>	Charles T. Horngren, Gary L. Sundem, William O. Stratton
	<b>Publication Data</b>	Upper Saddle River, NJ: Prentice Hall, 2005
	<b>Edition</b>	13th ed.
	<b>Physical Description</b>	xix, 824 p.
	<b>ISBN</b>	0-13-127307-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HOR
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## ONLINE CATALOGUE

### Introduction to operations research


	<b>Author</b>	Hillier, Frederick S. (Author) Lieberman, Gerald J. (Author)
	<b>Responsibility Data</b>	Frederick S. Hillier, Gerald J. Lieberman
	<b>Publication Data</b>	Boston: McGraw-Hill, 2005
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxv, 1061 p. + CD-ROM
	<b>ISBN</b>	007-123828-X 0-07252744-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research
	<b>Call Number</b>	658.4034 HIL
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### **Crafting and executing strategy: the quest for competitive advantage: concepts and cases**


	<b>Author</b>	Thompson ,Arthur A (Author) Strickland,A. J. (Author) Gamble,John E. (Author)
	<b>Responsibility Data</b>	Arthur A. Thompson, A. J. Strickland, John E. Gamble
	<b>Publication Data</b>	Boston: McGraw-Hill , 2005
	<b>Edition</b>	14th ed.
	<b>Physical Description</b>	1 v. (various pagings)
	<b>ISBN</b>	0-07111220-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning -- Case studies
<b>Call Number</b>	658.4012 THO	
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### Managing change effectively: approaches, methods, and case examples

	<b>Author</b>	kirkpatrick,Donald L. (Author)
	<b>Responsibility Data</b>	Donald L. Kirkpatrick
	<b>Publication Data</b>	Boston: Butterworth Heinemann, 2001
	<b>Physical Description</b>	xviii, 192 p.
	<b>Series Data</b>	Improving human performance series;
	<b>ISBN</b>	0-87719-383-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational change Organizational effectiveness
	<b>Call Number</b>	658.406 KIR
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### Total quality management: mastering your small business


	<b>Author</b>	Rossiter, Jill (Author)
	<b>Responsibility Data</b>	Jill Rossiter
	<b>Publication Data</b>	London: The Chartered Institute of Bankers, 1998
	<b>Physical Description</b>	xii, 252 p.
	<b>ISBN</b>	0-85297-486-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Total quality management Small business
	<b>Call Number</b>	658.562 ROS
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## ONLINE CATALOGUE

### Introduction to management accounting


	<b>Author</b>	Horngren, Charles T. (Author) Sundem, Gary L. (Author) Stratton, William O. (Author)
	<b>Responsibility Data</b>	Charles T. Horngren, Gary L. Sundem, William O. Stratton
	<b>Publication Data</b>	New Delhi: Prentice-Hall of India, 2004
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	xxiii, 789 p.
	<b>ISBN</b>	81-203-2504-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HOR
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## ONLINE CATALOGUE

### Strategic management: concepts and cases

	<b>Author</b>	David, Fred R. (Author)
	<b>Responsibility Data</b>	Fred R. David
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2005
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	1 v. (various pagings)
	<b>ISBN</b>	0-13-127675-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Strategic planning -- Case studies
	<b>Call Number</b>	658.4012 DAV


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## ONLINE CATALOGUE

### Principles of operations management

	<b>Author</b>	Heizer, Jay (Author) Render, Barry (Author)
	<b>Responsibility Data</b>	Jay Heizer, Render Barry
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxxii, 638 p. + CD-ROM
	<b>ISBN</b>	0-13-120975-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 HEI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of management information systems: managing the digital firm


	<b>Author</b>	Laudon, Kenneth C. (Author) Laudon, Jane P. (Author)
	<b>Responsibility Data</b>	Kenneth C. Laudon, Jane P. Laudon
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2005
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxviii, 636 p.
	<b>ISBN</b>	0-13-127311-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 LAU
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## ONLINE CATALOGUE

### Enterprise information systems: a pattern-based approach


	<b>Author</b>	Dunn, Cheryl L. (Author) Cherrington, J. Owen (Author) Hollander, Anita S. (Author)
	<b>Responsibility Data</b>	Cheryl L. Dunn, J. Owen Cherrington, Anita S. Hollander
	<b>Publication Data</b>	Boston : McGraw-Hill/Irwin, 2005
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxi, 522 p. : ill. ; 24 cm.
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	978-0-07-111120-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information storage and retrieval systems -- Accounting Managerial accounting -- Data processing Managerial accounting
	<b>Call Number</b>	658.4038011 DUN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Strategic Marketing

	<b>Publication Data</b>	Abingdon, UK: Taylor & Francis Group, v. 1, n, 1 (Mar. 1993)-
	<b>Volumes/Issues Held</b>	2004 v.12 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0965-254x
	<b>Subject Headings</b>	Marketing -- Periodicals Marketing -- Management -- Periodicals Marketing -- Decision making -- Periodicals
	<b>Call Number</b>	658.805 JSM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cost management: for CA final examination

	<b>Author</b>	Lal, Jawahar (Author)
	<b>Responsibility Data</b>	Jawahar Lal
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill Publishing Company Limited, 2004
	<b>Physical Description</b>	xiv, 874 p
	<b>ISBN</b>	0-07-052794-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting Cost accounting
	<b>Call Number</b>	658.1552 LAL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Risk: the new management imperative in finance


	<b>Author</b>	Gleason, James T. (Author)
	<b>Responsibility Data</b>	James T. Gleason
	<b>Publication Data</b>	Mumbai: Jaico Publishing House, 2004
	<b>Physical Description</b>	xvi, 275 p.
	<b>ISBN</b>	81-7992-216-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Risk management
	<b>Call Number</b>	658.155 GLE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic financial management


	<b>Author</b>	Rao,P. Mohana (ed.) Jain,Trilok Kumar (ed.)
	<b>Responsibility Data</b>	[edited by] P. Mohana Rao, Trilok Kumar Jain
	<b>Publication Data</b>	New Delhi: Deep & Deep Publications, 2001
	<b>Physical Description</b>	xiii, 296 p.
	<b>ISBN</b>	81-7629-322-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 STR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer applications in business management


	<b>Author</b>	Mehta,Versha (Author) Kumar,N. (Author)
	<b>Responsibility Data</b>	by Versha Mehta, N. Kumar
	<b>Publication Data</b>	New Delhi: Anmol Publications, 2003
	<b>Physical Description</b>	viii, 499 p.
	<b>ISBN</b>	81-261-1497-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Mmanagement -- Data processing Business -- Data processing
	<b>Call Number</b>	658.05 MEH



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer applications in management


	<b>Author</b>	Saini,A. K. (Author) Kumar,Pradeep (Author)
	<b>Responsibility Data</b>	by A. K. Saini, Pradeep Kumar
	<b>Publication Data</b>	New Delhi : Anmol Publications, 2003
	<b>Physical Description</b>	xiv, 454 p.
	<b>ISBN</b>	81-261-1358-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Data processing Business -- Data processing
	<b>Call Number</b>	658.05 SAI



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## ONLINE CATALOGUE

### Computer applications in management

	<b>Author</b>	Goel ,Ritendra (Author) Kakkar,D. N. (Author)
	<b>Responsibility Data</b>	Rirendra Goel, D. N. Kakkar
	<b>Publication Data</b>	New Delhi: New Age International, 2003
	<b>Physical Description</b>	iv, 491 p.
	<b>ISBN</b>	81-224-1483-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Data processing Bussiness -- Data processing
	<b>Call Number</b>	658.05 GOE


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## ONLINE CATALOGUE

### Comprehensive business mathematics

	<b>Author</b>	Gupta,Parmanand (Author) Chug,Om. P. (Author)
	<b>Responsibility Data</b>	Parmanand Gupta, Om. P. Chug
	<b>Publication Data</b>	New Delhi: Laxmi Publications, [2000]
	<b>Physical Description</b>	441 p : ill. ; 24 cm.
	<b>ISBN</b>	81-7008-456-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
	<b>Call Number</b>	650.01513 GUP
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Commerce and business research: new horizons

	<b>Author</b>	Batra,G. S. (ed.) Dangwal,R. C. (ed.)
	<b>Responsibility Data</b>	edited by G. S. Batra and R. C. Dangwal
	<b>Publication Data</b>	New Delhi: Deep & Deep Publications, 2001
	<b>Physical Description</b>	xiv, 362 p.
	<b>ISBN</b>	81-7629-103-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Research Commerce -- Research
	<b>Call Number</b>	658.0072 COM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business communication

	<b>Author</b>	Sudan,Amrik Singh (Author) Kumar,N. (Author)
	<b>Responsibility Data</b>	By Amrik Singh Sudan, N. Kumar
	<b>Publication Data</b>	New Delhi: Anmol Publications, 2003
	<b>Physical Description</b>	287 p. : ill. ; 22 cm.
	<b>ISBN</b>	81-261-1495-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	651.7 SUD
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business communication : oral and written

	<b>Author</b>	Gopal, Namita (Author)
	<b>Responsibility Data</b>	Namita Gopal
	<b>Publication Data</b>	New Delhi: Galgotia Publications, 2004
	<b>Physical Description</b>	viii, 374 p. ; 24 cm.
	<b>ISBN</b>	81-7515-455-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	651.7 GOP
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# PHILADELPHIA UNIVERSITY LIBRARY

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### Business communication and customer relations


	<b>Author</b>	Madhukar,R. K. (Author)
	<b>Responsibility Data</b>	R. K. Madhukar
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 2001
	<b>Physical Description</b>	xv, 247 p.
	<b>ISBN</b>	81-259-1043-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Customer relations
	<b>Call Number</b>	658.45 MAD
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## ONLINE CATALOGUE

### Effective business communication


	<b>Author</b>	Kaul,Asha (Author)
	<b>Responsibility Data</b>	Asha Kaul
	<b>Publication Data</b>	New Delhi: Prentice Hall of India, 2003
	<b>Physical Description</b>	viii, 172 p. : ill. ; 24 cm.
	<b>ISBN</b>	81-203-1709-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	651.7 KAU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective communication management


	<b>Author</b>	Singh ,Y. P. (ed.)
	<b>Responsibility Data</b>	edited by Y. P. Singh
	<b>Publication Data</b>	New Delhi: Anmol Publications, 2002
	<b>Physical Description</b>	viii, 294 p.
	<b>ISBN</b>	81-261-1222-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management
	<b>Call Number</b>	658.45 EFF
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## ONLINE CATALOGUE

### Good English business

	<b>Author</b>	Kleiser ,Grenville (Author)
	<b>Responsibility Data</b>	Grenville Kleiser
	<b>Publication Data</b>	New Delhi: APH Publishing Corporation , 2004
	<b>Physical Description</b>	153 p. ; 23 cm.
	<b>ISBN</b>	81-7648-562-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	English language -- Business English Commercial correspondence
	<b>Call Number</b>	651.75 KLE
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### Powerful communication skills: how to communicate with confidence


	<b>Author</b>	McKenna, Colleen (Author)
	<b>Responsibility Data</b>	by Colleen McKenna
	<b>Publication Data</b>	New Delhi : Viva Books Private Limited, 2003
	<b>Physical Description</b>	116 p.
	<b>ISBN</b>	81-7649-376-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Business communication
	<b>Call Number</b>	658.45 MCK
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### Organizing and participating in meetings

	<b>Author</b>	Leigh ,Judith (Author)
	<b>Responsibility Data</b>	Judith Leigh
	<b>Publication Data</b>	Oxford: Oxford University Press , 2002
	<b>Physical Description</b>	144 p.
	<b>Series Data</b>	One step ahead;
	<b>ISBN</b>	0-19-866284-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business meetings
	<b>Call Number</b>	658.456 LEI
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### Professional communication skills

	<b>Author</b>	Bhatia,Pravin S. R. (Author) Sheikh,A. M. (Author)
	<b>Responsibility Data</b>	Pravin S. R. Bhatia, A. M. Sheikh
	<b>Publication Data</b>	New Delhi: S. Chand & Company LTD, 2003
	<b>Physical Description</b>	vi, 178 p. : ill. ; 24 cm.
	<b>ISBN</b>	81-219-2092-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Letter writing Report writing
	<b>Call Number</b>	651.7 BHA
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## ONLINE CATALOGUE

### Report writing in business: the effective communication of information


	<b>Author</b>	Bentley, T. J. (Author)
	<b>Responsibility Data</b>	T. J. Bentley
	<b>Publication Data</b>	New Delhi: Viva Books Private Limited, 2004
	<b>Physical Description</b>	xv, 114 p. ; 22 cm.
	<b>ISBN</b>	81-7649-494-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business report writing
	<b>Call Number</b>	651.78 BEN
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## ONLINE CATALOGUE

### Corporate creativity: the winning edge

	<b>Author</b>	Khandwalla, Pradip N. (Author)
	<b>Responsibility Data</b>	Pradip N. Khandwalla
	<b>Publication Data</b>	New Delhi: Tata Mc Graw Hill Publishing Company, 2003
	<b>Physical Description</b>	xii, 362 p.
	<b>ISBN</b>	0-07-049949-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Creative ability in business Technological innovations
	<b>Call Number</b>	658.40714 KHA
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## ONLINE CATALOGUE

### Lifelong creativity: an unending quest

	<b>Author</b>	Khandwalla, Pradip N. (Author)
	<b>Responsibility Data</b>	Pradip N. Khandwalla
	<b>Publication Data</b>	New Delhi : Tata McGraw- Hill Publishing Company, 2004
	<b>Physical Description</b>	xvi, 418 p
	<b>ISBN</b>	0-07-049959-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Creative ability in business
	<b>Call Number</b>	658.40714 KHA


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### The e-business book: a step-by-step guide to e-commerce and beyond


	<b>Author</b>	Smith,Dayle M. (Author)
	<b>Responsibility Data</b>	Dayle M. Smith
	<b>Publication Data</b>	New Delhi: Viva Books Private limited, 2003
	<b>Physical Description</b>	xvii, 247 p.
	<b>ISBN</b>	81-7649-337-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce -- Management
	<b>Call Number</b>	658.84 SMI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Dictionary of e-commerce

	<b>Author</b>	Erikson,J. (ed.)
	<b>Responsibility Data</b>	compiled and edited by J. Erikson
	<b>Publication Data</b>	New Delhi: Anmol Publications, 2003
	<b>Physical Description</b>	vii, 228 p.
	<b>ISBN</b>	81-261-1461-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce -- Dictionaries
	<b>Call Number</b>	658.8403 DIC
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## ONLINE CATALOGUE

**Managing people in the new economy: targeted HR practices that persuade people to unlock their knowledge power**

	<b>Author</b>	Thite, Mohan (Author)
	<b>Responsibility Data</b>	Mohan Thite
	<b>Publication Data</b>	New Delhi: Response Books, 2004
	<b>Physical Description</b>	xviii, 293 p.
	<b>ISBN</b>	0-7619-9836-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Knowledge management Personnel management
	<b>Call Number</b>	658.4038 THI


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## ONLINE CATALOGUE

**E-knowledge: search for excellence**


	<b>Author</b>	Deva, Vasu (Author)
	<b>Responsibility Data</b>	Vasu Deva
	<b>Publication Data</b>	New Delhi: Commonwealth, 2003
	<b>Physical Description</b>	212 p.
	<b>ISBN</b>	81-7169-784-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Knowledge management
	<b>Call Number</b>	658.4038 DEV
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## ONLINE CATALOGUE

### Behavior in organizations: understanding and managing the human side of work

	<b>Author</b>	Greenberg, Jerald (Author) Baron, Robert A. (Author)
	<b>Responsibility Data</b>	Jerald Greenberg, Robert A. Baron
	<b>Publication Data</b>	Delhi: Pearson Education, 2004
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxviii, 691 p.
	<b>ISBN</b>	81-297-0414-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior Personnel management
	<b>Call Number</b>	658.3 GRE
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### Case studies in management; award winning case studies of dalmia research programme

	<b>Author</b>	Vrat,Prem (ed.) Ahuja,K. K. (ed.) Jain,P. K. (ed.)
	<b>Responsibility Data</b>	evaluation committee Prem Vrat, K. K. Ahuja, P. K. Jain
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 2003
	<b>Physical Description</b>	viii, 296 p. : ill. ; 24 cm.
	<b>ISBN</b>	81-259-1203-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Case studies
	<b>Call Number</b>	658 CAS


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Dictionary of management


	<b>Author</b>	Singh,S. K. (ed.)
	<b>Publication Data</b>	New Delhi: Commonwealth Publishers, 2003
	<b>Physical Description</b>	340 p.
	<b>ISBN</b>	81-7169-463-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Dictionaries
	<b>Call Number</b>	658.003 DIC
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## ONLINE CATALOGUE

### Knowledge management: a resource book


	<b>Author</b>	Raman,A. Thothathri (Author)
	<b>Responsibility Data</b>	A. Thothathri
	<b>Publication Data</b>	New Delhi: Excel Books, 2003
	<b>Physical Description</b>	xvi, 304 p.
	<b>ISBN</b>	81-7446-352-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Knowledge management
	<b>Call Number</b>	658.4038 RAM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management


	<b>Author</b>	Stoner,James A. F. (Author) Freeman,R. Edward (Author) Gilbert,Daniel R. (Author)
	<b>Responsibility Data</b>	James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert
	<b>Publication Data</b>	Delhi: Pearson Education, 2004
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxv, 630 p.
	<b>ISBN</b>	81-297-0252-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 STO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organization 21C: someday all organizations will lead this way


	<b>Author</b>	Chowdhury,Subir (Author)
	<b>Responsibility Data</b>	Subir Chowdhury
	<b>Publication Data</b>	Delhi: Pearson Education, 2004
	<b>Physical Description</b>	xxviii, 384 p.
	<b>ISBN</b>	81-297-0374-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Leadership Creative ability in business Organizational change Corporate culture
	<b>Call Number</b>	658,402 CHO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Risk management


	<b>Author</b>	Bell,David E. (Author) Schleifer,Arthur (Author)
	<b>Responsibility Data</b>	David E. Bell, Arthur Schleifer
	<b>Publication Data</b>	New Delhi: Vikas Publishing House, 1995
	<b>Physical Description</b>	xvi, 263 p.
	<b>Series Data</b>	Managerial decision analysis series;
	<b>ISBN</b>	981-243-665-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Risk management
	<b>Call Number</b>	658.155 BEL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to information systems

	<b>Author</b>	Leon,Alexis (Author) Leon,Mathews (Author)
	<b>Responsibility Data</b>	Alexis Leon, Mathews Leon
	<b>Publication Data</b>	Chennai, India: Vijay Nicole, 2004
	<b>Physical Description</b>	xviii, 454 p.
	<b>ISBN</b>	81-820-9010-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Management -- Data processing Management information systems
	<b>Call Number</b>	658.4038 LEO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management

	<b>Author</b>	Robbins,Stephen P. ...[et al.] (Author)
	<b>Responsibility Data</b>	Stephen P. Robbins ... [et al.]
	<b>Publication Data</b>	[London]: Prentice Hall, 2003
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxxi, 757 p.
	<b>ISBN</b>	1-74009-661-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 MAN






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 50 activities for coaching/ mentoring


	<b>Author</b>	Berry, Donna (Author) Cadwell, Charles (Author) Fehrmann, Joe (Author)
	<b>Responsibility Data</b>	Donna Berry, Charles Cadwell and Joe Fehrmann
	<b>Publication Data</b>	New Delhi: Ane Books, 2003
	<b>Physical Description</b>	v, 288 p.
	<b>ISBN</b>	81-8052-003-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Training of Achievement motivation Mentoring in business Personnel management
	<b>Call Number</b>	658.3124 BER



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 50 activities for conflict resolution: group learning and self development exercises


	<b>Author</b>	Lambert,Jonamay (Author) Myers,Selma (Author)
	<b>Responsibility Data</b>	Jonamay Lambert and Selma Myers
	<b>Publication Data</b>	New Delhi: Ane Books, 2003
	<b>Physical Description</b>	xi, 163 p.
	<b>ISBN</b>	81-8052-004-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Conflict management
	<b>Call Number</b>	658.4053 LAM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### 50 activities for diversity training

	<b>Author</b>	Lambert,Jonamay (Author) Myers,Selma (Author)
	<b>Responsibility Data</b>	Jonamay Lambert and Selma Myers
	<b>Publication Data</b>	New Delhi: Ane Books, 2003
	<b>Physical Description</b>	xi, 313 p.
	<b>ISBN</b>	81-8052-006-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management -- Problems, exercises, etc. Intercultural communication Minorities -- Employment
	<b>Call Number</b>	658.3 LAM


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic thinking: leadership and the management of change


	<b>Author</b>	Hendry,John (ed.) Johnson,Gerry (ed.) Newton,Julia (ed.)
	<b>Responsibility Data</b>	edited by John Hendry and Gerry Johnson with Julia Newton
	<b>Publication Data</b>	Chichester: John Wiley and Sons, 1993
	<b>Physical Description</b>	xix, 350 p.
	<b>Series Data</b>	The strategic management series;
	<b>ISBN</b>	0-471-93990-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Organizational change
	<b>Call Number</b>	658.4012 STR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems: founadtion of e-business


	<b>Author</b>	Alter, Steven (Author)
	<b>Responsibility Data</b>	Steven Alter
	<b>Publication Data</b>	Delhi: Pearson Education, 2004
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxviii, 587 p.
	<b>ISBN</b>	81-297-0253-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Electronic commerce
	<b>Call Number</b>	658.4038011 ALT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Product design: techniques in reverse engineering and new product development

	<b>Author</b>	Otto, Kevin N. (Author) Wood, Kristen L. (Author)
	<b>Responsibility Data</b>	Kevin N. Otto, Kristin L. Wood
	<b>Publication Data</b>	Delhi: Pearson Education, 2004
	<b>Physical Description</b>	xxi, 1065 p.
	<b>ISBN</b>	81-297-0271-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Design, Industrial New products Product management
	<b>Call Number</b>	658.5752 OTT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information and Organization

	<b>Publication Data</b>	Amsterdam, NL: Elsevier, 1991-
	<b>Volumes/Issues Held</b>	2001 v.11 n.1-2002 v.12 n.4,2004 v.14 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Formerly (until Jan. 2001): Accounting, Management and Information Technologies.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1471-7727
	<b>Subject Headings</b>	Accounting -- Data processing -- Periodicals Business -- Data processing -- Periodicals Information technology -- Periodicals
	<b>Call Number</b>	650.05 IOR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Creative cash flow reporting: uncovering sustainable financial performance

	<b>Author</b>	Mulford, Charles W. (Author) Comiskey, Eugene E. (Author)
	<b>Responsibility Data</b>	Charles W. Mulford and Eugene E. Comiskey
	<b>Publication Data</b>	Hoboken, New Jersey: John Wiley & Sons, 2005
	<b>Physical Description</b>	xv, 414 p.
	<b>ISBN</b>	0-471-46918-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cash flow -- Accounting
	<b>Call Number</b>	658.15244 MUL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Global Marketing


	<b>Publication Data</b>	Binghamton, NY, US: International Business Press , v. 1, n. 1/2 (Fall/Winter 1987)-
	<b>Volumes/Issues Held</b>	2002 v.16 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0891-1762
	<b>Subject Headings</b>	Export marketing -- Periodicals Marketing -- Periodicals
	<b>Call Number</b>	658.8005 JGM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of International Consumer Marketing


	<b>Publication Data</b>	Binghamton, NY, US: International Business Press, v. 1, n. 1- 1988-
	<b>Volumes/Issues Held</b>	2002 v.15 n.1
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0896-1530
	<b>Subject Headings</b>	Marketing research -- Periodicals Foreign trade promotion -- Periodicals
	<b>Call Number</b>	658.8005 JIC
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Business -to- Business Marketing


	<b>Publication Data</b>	Binghamton, NY, US: Best Business Books, v. 1, n. 1-1992-
	<b>Volumes/Issues Held</b>	2002 v.9 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1051-712X
	<b>Subject Headings</b>	Industrial marketing -- Periodicals
	<b>Call Number</b>	658.8005 JBB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of Marketing Theory and Practice

	<b>Corporate</b>	,Association of Marketing Theory and Practice (U.S.)
	<b>Publication Data</b>	Statesboro, GA, US: Association of Marketing Theory and Practice, v. 1, n. 1 (Fall 1992)-
	<b>Volumes/Issues Held</b>	2002 v.10 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1069-6679
	<b>Subject Headings</b>	Marketing -- Periodicals Marketing research -- Periodicals
	<b>Call Number</b>	658.8005 JMT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of the Academy of Marketing Science


	<b>Corporate</b>	,Academy of Marketing Science
	<b>Publication Data</b>	Thousand Oaks, CA, US: Sage Publications, v. 1, n. 1 (Spring 1973)-
	<b>Volumes/Issues Held</b>	2002 v.30 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0092-0703
	<b>Subject Headings</b>	Marketing -- Periodicals
	<b>Call Number</b>	658.8005 JAM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MIT Sloan Management Review

	<b>Corporate</b>	,Sloan School of Management
	<b>Publication Data</b>	Cambridge, MA, US: Massachusetts Institute of Technology, v. 39, n. 2 (Winter 1998)-
	<b>Frequency</b>	
	<b>Notes</b>	Continues: Sloan Management Review.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1532-9194
	<b>Subject Headings</b>	Industrial management -- Periodicals Organization and Administration -- Periodicals
	<b>Call Number</b>	658.005 MSM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Academy of Management Review

	<b>Corporate</b>	,Academy of Management
	<b>Publication Data</b>	Ada, Ohio, US: Academy of Management, v. 1- Jan. 1976-
	<b>Volumes/Issues Held</b>	2003 v.28 n.3-
	<b>Frequency</b>	
	<b>Notes</b>	Supersedes in part: Academy of Management Journal.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0363-7425
	<b>Subject Headings</b>	Management -- Periodicals
	<b>Call Number</b>	658.005 AMR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### SAM Advanced Management Journal

	<b>Corporate</b>	,Society for Advancement of Management
	<b>Publication Data</b>	Corpus Christi, TX, US: Society for Advancement of Management, 1935-
	<b>Volumes/Issues Held</b>	2003 v.68 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Continues: Advanced Management Journal.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0036-0805
	<b>Subject Headings</b>	Management -- Periodicals
	<b>Call Number</b>	658.005 SAM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Journal of International Selling and Sales Management

	<b>Corporate</b>	,European Marketing Association
	<b>Publication Data</b>	Brixham, Devon, UK: European Marketing Association, v. 1, n. 1 (Spring 1995)-
	<b>Volumes/Issues Held</b>	2001 v.7 n.1-
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1356-0565
	<b>Subject Headings</b>	Selling -- Periodicals Export marketing -- Periodicals Sales management -- Periodicals
	<b>Call Number</b>	658.81005 JIS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Intelligent Systems in Accounting, Finance and Management


	<b>Publication Data</b>	Chichester, West Sussex , UK: John Wilet & Sons, V. 12 n. 1 (Jan./Mar. 2004)-
	<b>Volumes/Issues Held</b>	2004 v.12 n.1-
	<b>Frequency</b>	
	<b>Notes</b>	Continues: International Journal of Intelligent Systems in Accounting, Finance & Management
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1055-615X
	<b>Subject Headings</b>	Accounting -- Data processing -- Periodicals Business -- Data processing -- Periodicals Expert systems (Computer science) -- Periodicals Artificial intelligence -- Periodicals
	<b>Call Number</b>	650.05 ISA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business Week


	<b>Publication Data</b>	New York, US: McGraw-Hill, n. 1- Sep. 7, 1929-
	<b>Volumes/Issues Held</b>	2003 n.52-2004 n.3-
	<b>Frequency</b>	
	<b>Notes</b>	Supersedes: Magazine of Business ; Frequency: Weekly (except one issue in Jan. and one issue in Aug.)
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0007-7135
	<b>Subject Headings</b>	Business -- Periodicals
	<b>Call Number</b>	650.05 BWE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behavior and marketing strategy

	<b>Author</b>	Peter,J. Paul (Author) Olson,Jerry C. (Author)
	<b>Responsibility Data</b>	J. Paul Peter, Jerry C. Olson
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxv, 578 p.
	<b>Series Data</b>	McGraw - Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-111177-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior Marketing
	<b>Call Number</b>	658.8342 PET

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business communication design : creativity, strategies, and solutions

	<b>Author</b>	Angell,Pamela (Author) Rizkallah,Teeanna (Author)
	<b>Responsibility Data</b>	Pamela Angell with Teeanna Rizkallah
	<b>Publication Data</b>	New York: McGraw-Hill/ Irwin, 2004
	<b>Physical Description</b>	xxv, 518 p. : col. ill. ; 26 cm.
	<b>ISBN</b>	0-07-119921-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	651.7 ANG
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource management


	<b>Author</b>	DeNisi,Angelo S. (Author) Griffin,Ricky W. (Author)
	<b>Responsibility Data</b>	Angelo S. DeNisi, Ricky W. Griffin
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2001
	<b>Physical Description</b>	xxxi, 583 p.
	<b>ISBN</b>	0-395-68512-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 DEN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management for competitive advantage


	<b>Author</b>	Chase, Richard B. (Author) Jacobs, F. Robert (Author) Aquilano, Nicholas J. (Author)
	<b>Responsibility Data</b>	Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2004
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	xvi, 765 p. + CD-ROM
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in operations and decision sciences;
	<b>ISBN</b>	0-07-121555-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 CHA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global business today

	<b>Author</b>	Hill, Charles W. L. (Author)
	<b>Responsibility Data</b>	Charles W. L. Hill
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2004
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xix, 582 p. + CD-ROM
	<b>ISBN</b>	0-07-121471-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Management International trade Investments, Foreign
	<b>Call Number</b>	658.049 HIL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: the core


	<b>Author</b>	Kerin,Roger A. (Author) Hartley,Steven W. (Author) Rudelius,William (Author)
	<b>Responsibility Data</b>	Roger A. Kerin, Steven W. Hartley, William Rudelius
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2004
	<b>Physical Description</b>	1v. (various pagings)
	<b>ISBN</b>	0-07-121478-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 KER



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary financial management fundamentals

	<b>Author</b>	Moyer,R. Charles (Author) McGuigan,James R. (Author) Rao,Ramesh P. (Author)
	<b>Responsibility Data</b>	R. Charles Moyer, James R. McGuigan, Ramesh P. Rao
	<b>Publication Data</b>	Mason, Ohio: Thomson/ South-Western, 2005
	<b>Physical Description</b>	xxii, 586 p.
	<b>ISBN</b>	0-324-01577-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance Business enterprises -- Finance
	<b>Call Number</b>	658.15 MOY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Effective organisational communication : perspectives, principles and practices

	<b>Author</b>	Blundel, Richard (Author)
	<b>Responsibility Data</b>	Richard Blundel
	<b>Publication Data</b>	Harlow, England: Financial Times Prentice Hall, 2004
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxiii, 355 p. : ill. ; 25 cm.
	<b>ISBN</b>	0-273-68569-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	651.7 BLU

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Excellence in business communication


	<b>Author</b>	<b>Thill,John V. (Author) Bovee,Courtland L. (Author)</b>
	<b>Responsibility Data</b>	<b>John V. Thill, Courtland L. Bovee</b>
	<b>Publication Data</b>	<b>New Jersey: Pearson Prentice Hall, 2005</b>
	<b>Edition</b>	<b>6th ed.</b>
	<b>Physical Description</b>	<b>1 v. (various pagings) : col ill. ; 28 cm.</b>
	<b>ISBN</b>	<b>0-13-127321-3</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Business communication</b>
	<b>Call Number</b>	<b>651.7 THI</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global marketing: an interactive approach


	<b>Author</b>	Gillespie, Kate (Author) Jeannet, Jean-Pierre (Author) Hennessey, H. David
	<b>Responsibility Data</b>	Kate Gillespie, Jean-Pierre Jeannet, H. David Hennessey.
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2004
	<b>Physical Description</b>	xxii, 553 p.
	<b>ISBN</b>	0-618-00508-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing Export marketing -- Management
	<b>Call Number</b>	658.87 GIL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business communication


	<b>Author</b>	Lehman,Carol M. (Author) DuFrene,Debbie D. (Author)
	<b>Responsibility Data</b>	Carol M. Lehman, Debbie D. DuFrene
	<b>Publication Data</b>	Mason, Ohio: Thomson/ South-Western, 2005
	<b>Edition</b>	14th ed.
	<b>Physical Description</b>	1 v. (various pagings) : col. ill. ; 26 cm. + CD-ROM
	<b>ISBN</b>	0-324-22520-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Commercial correspondence Business report writing
	<b>Call Number</b>	651.7 LEH



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### IT project management: on track from start to finish

	<b>Author</b>	Philips,Joseph (Author)
	<b>Responsibility Data</b>	Joseph Phillips
	<b>Publication Data</b>	New York: McGraw-Hill Osborne, 2004
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxii, 235 p. + CD-ROM
	<b>ISBN</b>	0-07-223202-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information technology -- Management Project management
	<b>Call Number</b>	658.4038 PHI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems essentials

	<b>Author</b>	Haag,Stephen (Author) Cummings,Maeve (Author)
	<b>Responsibility Data</b>	Stephen Haag, Maeve Cummings
	<b>Publication Data</b>	Boston : McGraw-Hill / Irwin, 2009
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxix, 429 p. : col. ill. 28 cm.
	<b>ISBN</b>	978-0-07-128549-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information technology
	<b>Call Number</b>	658.4038011 HAA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Copywriting

	<b>Author</b>	Gabay, J. Jonathan (Author)
	<b>Responsibility Data</b>	J. Jonathan Gabay
	<b>Publication Data</b>	London: Hodder Headline, 2003
	<b>Physical Description</b>	ix, 294 p.
	<b>Series Data</b>	Teach yourself;
	<b>ISBN</b>	0-340-86728-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising copy
	<b>Call Number</b>	659.132 GAB



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of financial risk management


	<b>Author</b>	Horcher, Karen A. (Author)
	<b>Responsibility Data</b>	Karen A. Horcher
	<b>Publication Data</b>	Hoboken, New Jersey: John Wiley and Sons, 2005
	<b>Physical Description</b>	257 p.
	<b>ISBN</b>	0-471-70616-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Risk management Financial futures
	<b>Call Number</b>	658.155 HOR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Basic business communication : skills for empowering the internet generation

	<b>Author</b>	Lesikar,Raymond V. (Author) Flatley,Marie E. (Author)
	<b>Responsibility Data</b>	Raymond V. Lesikar, Marie E. Flatley.
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2005
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	xxx, 606 p. : ill. (chiefly col.) ; 28 cm.
	<b>ISBN</b>	0-07-111152-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence English language -- Business English Business communication
	<b>Call Number</b>	651.74 LES


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Modern competitive strategy


	<b>Author</b>	Walker, Gordon (Author)
	<b>Responsibility Data</b>	Gordon Walker
	<b>Publication Data</b>	Boston: McGraw-Hill, 2004
	<b>Physical Description</b>	xvii, 290 p.
	<b>ISBN</b>	007-123274-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Industrial management
	<b>Call Number</b>	658.4012 WAL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Workforce Management


	<b>Publication Data</b>	Costa Mesa, CA, US: Crain Communications , 2003-
	<b>Volumes/Issues Held</b>	2003 v.82 n.8-
	<b>Frequency</b>	
	<b>Notes</b>	Continues: Workforce
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1547-5565
	<b>Subject Headings</b>	Personnel management -- Periodicals
	<b>Call Number</b>	658.3005 WMA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management Accounting Quarterly

	<b>Corporate</b>	<b>,Institute of Management Accountants</b>
	<b>Publication Data</b>	<b>Montvale, NJ, US: Institute of Management Accountants, v. 1, n. 1 (Fall 1999)-</b>
	<b>Volumes/Issues Held</b>	<b>1999/2000 v.1 n.1-3.</b>
	<b>Frequency</b>	
	<b>Subject Area</b>	<b>Management</b>
	<b>ISSN</b>	<b>1528-5359</b>
	<b>Subject Headings</b>	<b>Managerial accounting -- Periodicals Accounting -- Periodicals Management -- Periodicals Business -- Periodicals</b>
	<b>Call Number</b>	<b>658.151105 MAQ</b>


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management


	<b>Author</b>	Slack,Nigel (Author) Chambers,Stuart (Author) Johnston,Robert (Author)
	<b>Responsibility Data</b>	Nigel Slack, Stuart Chambers, Robert Johnston
	<b>Publication Data</b>	Harlow, England: FT/ Prentice Hall, 2004
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxi, 794 p.
	<b>ISBN</b>	0-273-67906-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 SLA	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management for information systems

	<b>Author</b>	Cadle ,James (ed.) Yeats,Donald (ed.)
	<b>Responsibility Data</b>	edited by James Cadle and Donald Yeates
	<b>Publication Data</b>	Harlow: Financial Times /Prentice Hall, 2004
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xv, 432 p. : ill. ; 25 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	0-273-68580-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information resources management Project management
	<b>Call Number</b>	658.4038011 PRO






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles and practice of marketing

	<b>Author</b>	Jobber,David (Author)
	<b>Responsibility Data</b>	David Jobber
	<b>Publication Data</b>	London: The McGraw-Hill Companies, 2004
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxxiv, 942 p.
	<b>ISBN</b>	0-07-710708-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing Marketing -- Europe -- Case studies
	<b>Call Number</b>	658.8 JOB


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance

	<b>Author</b>	Firer, Colin ... [et al.]. (Author)
	<b>Responsibility Data</b>	Colin Firer ... [et al.].
	<b>Publication Data</b>	London: The McGraw-Hill Companies, 2004
	<b>Edition</b>	3rd South African ed.
	<b>Physical Description</b>	xxxiii, 862 p.
	<b>ISBN</b>	0-07-710736-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 FUN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information and communication technology for competitive intelligence

	<b>Author</b>	Vriens,Dirk (ed.)
	<b>Responsibility Data</b>	[edited by] Dirk Vriens
	<b>Publication Data</b>	Hershey: IRM Press, 2004
	<b>Physical Description</b>	x, 305 p.
	<b>ISBN</b>	1-59140-214-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business intelligence Information storage and retrieval systems -- Management Information resources management -- Data processing Communication in management -- Data processing
	<b>Call Number</b>	658.470285 INF


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Speech recognition for the health professions : (using Dragon NaturallySpeaking)


	<b>Author</b>	Bliss, Michael Freeman (Author)
	<b>Responsibility Data</b>	Michael Freeman Bliss
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2005
	<b>Physical Description</b>	xvi, 222 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-13-099394-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Medical records -- Data processing Automatic speech recognition
	<b>Call Number</b>	651.5042610285 BLI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource management


	<b>Author</b>	Stone, Raymond J. (Author)
	<b>Responsibility Data</b>	Raymond J. Stone
	<b>Publication Data</b>	Milton: John Wiley and Sons, 2002
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xix, 868 p.
	<b>ISBN</b>	0-471-34380-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 STO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The internet entrepreneurs: business rules are good: break them


	<b>Author</b>	Price, Christopher (Author)
	<b>Responsibility Data</b>	Christopher Price
	<b>Publication Data</b>	London: FT. Com, 2000
	<b>Physical Description</b>	xxiv, 196 p.
	<b>ISBN</b>	0-273-64921-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises -- Computer networks Business enterprises -- Computer network resources Business networks Electronic commerce Internet
	<b>Call Number</b>	658.05 PRI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Computer-managed maintenance systems: a step-by-step guide to effective management maintenance, labor, and inventory

	<b>Author</b>	Cato, William W. (Author) Mobley, R. Keith (Author)
	<b>Responsibility Data</b>	William W. Cato and R. Keith Mobley
	<b>Publication Data</b>	Boston: Butterworth-Heinemann, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiv, 180 p.
	<b>ISBN</b>	0-7506-7473-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Plant maintenance -- Management Factory management - - Data processing
	<b>Call Number</b>	658.202 CAT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance: theory and practice

	<b>Author</b>	Lumby, Steve (Author) Jones, Chris (Author)
	<b>Responsibility Data</b>	Steve Lumby and Chris Jones
	<b>Publication Data</b>	London: Thomson, 2003
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xix, 796 p.
	<b>ISBN</b>	1-86152-926-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 LUM
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing

	<b>Author</b>	Cox, Barbara G. (Author) Koelzer, William (Author)
	<b>Responsibility Data</b>	Barbara G. Cox, William Koelzer
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2004
	<b>Physical Description</b>	xii, 324 p.
	<b>ISBN</b>	0-13-033628-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 COX

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting

	<b>Author</b>	Garrison,Ray H. (Author) Noreen,Eric W. (Author)
	<b>Responsibility Data</b>	Ray H. Garrison, Eric W. Noreen
	<b>Publication Data</b>	Boston: Irwin/ McGraw-Hill, 2000
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	xxxv, 923 p.
	<b>ISBN</b>	0-07-116949-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 GAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### نظم مساندة القرارات


	<b>Author</b>	(التكريتي, سعد غالب ياسين) مؤلف
	<b>Responsibility Data</b>	سعد غالب ياسين التكريتي
	<b>Publication Data</b>	عمان: دار المناهج للنشر , 2004
	<b>Physical Description</b>	ص. 366
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	أنظمة دعم القرارات اتخاذ القرارات
	<b>Call Number</b>	ت ك ر 658.403



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Industrial engineering and production management


	<b>Author</b>	Telsang,Martand (Author) Chaund,S. (Author)
	<b>Responsibility Data</b>	Martand Telsang
	<b>Publication Data</b>	New Delhi: S. Chand and Company Ltd., 2004
	<b>Physical Description</b>	xvi, 687 p.
	<b>ISBN</b>	81-219-1773-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial engineering Production management
	<b>Call Number</b>	658.5 TEL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Proposal writing: a guide for writing convincing funding proposals


	<b>Author</b>	Al-Far,Amal (ed.) Jaimoukha,Amjad (ed.)
	<b>Responsibility Data</b>	edited and arranged by Amal Al-Far and Amjad Jaimoukha
	<b>Publication Data</b>	Amman: The Royal Scientific Society, 2004
	<b>Physical Description</b>	22 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Proposal writing in business
	<b>Call Number</b>	658.15224 GUI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Knowledge management


	<b>Author</b>	Awad,Elias M. (Author) Ghaziri,Hassan M. (Author)
	<b>Responsibility Data</b>	Elias M. Awad, Hassan M. Ghaziri
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2004
	<b>Physical Description</b>	xxiii, 456 p.
	<b>ISBN</b>	0-13-122784-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Knowledge management Information resources management
	<b>Call Number</b>	658.4038 AWA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Designing and producing the television commercial


	<b>Author</b>	Elin,Larry (Author) Lapides,Alan (Author)
	<b>Responsibility Data</b>	Larry Elin, Alan Lapides
	<b>Publication Data</b>	Boston: Pearson Allyn and Bacon, 2004
	<b>Physical Description</b>	x, 254 p.
	<b>ISBN</b>	0-205-36538-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Television advertising
	<b>Call Number</b>	659.143 ELI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Developing the public relations campaign: a team-based approach

	<b>Author</b>	Bobbitt,Randy (Author) Sullivan,Ruth (Author)
	<b>Responsibility Data</b>	Randy Bobbitt, Ruth Sullivan
	<b>Publication Data</b>	Boston: Pearson A and B, 2005
	<b>Physical Description</b>	xvii, 284 p.
	<b>ISBN</b>	0-205-35924-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations
	<b>Call Number</b>	659.2 BOB
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grant seeking in an electronic age


	<b>Author</b>	Mikelonis,Victoria M. (Author) Betsinger,Signe T. (Author) Kampf,Constance (Author)
	<b>Responsibility Data</b>	Victoria M. Mikelonis, Signe T. Betsinger, Constance Kampf
	<b>Publication Data</b>	New York: Pearson/ Longman, 2003
	<b>Physical Description</b>	xxii, 490 p.
	<b>Series Data</b>	The Allyn and Bacon series in technical communication;
	<b>ISBN</b>	0-321-16007-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Proposal writing for grants -- United States -- Handbooks, manuals, etc. Fund raising -- Computer network resources -- Handbooks, manuals, etc. Proposal writing for grants -- Computer network resources -- Handbooks, manuals, etc.
	<b>Call Number</b>	658.15224 MIK
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Just a click away: advertising on the internet**


	<b>Author</b>	Kaye, Barbara K. (Author) Medoff, Norman J. (Author)
	<b>Responsibility Data</b>	Barbara K. Kaye, Norman J. Medoff
	<b>Publication Data</b>	Boston: Allyn and Bacon, 2001
	<b>Physical Description</b>	x, 146 p.
	<b>ISBN</b>	0-205-31875-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet advertising
	<b>Call Number</b>	659.13 KAY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Writing winning proposals: PR cases


	<b>Author</b>	Hagley, Tom (Author)
	<b>Responsibility Data</b>	Tom Hagley
	<b>Publication Data</b>	Boston: Pearson Allyn and Bacon, 2006
	<b>Physical Description</b>	x, 295 p.
	<b>ISBN</b>	0-205-46101-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Proposal writing in the social sciences Communication in organizations Public relations
	<b>Call Number</b>	658.453 HAG
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations campaigns and techniques: building bridges into the 21st century

	<b>Author</b>	Matera, Fran R. (Author) Artigue, Ray J. (Author)
	<b>Responsibility Data</b>	Fran R. Matera, Ray J. Artigue
	<b>Publication Data</b>	Boston: Allyn and Bacon, 2000
	<b>Physical Description</b>	vii, 280 p.
	<b>ISBN</b>	0-205-15815-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations
	<b>Call Number</b>	659.2 MAT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Adventures in public relations: case studies and critical thinking


	<b>Author</b>	Guth,David W. (Author) Marsh,Charles (Author)
	<b>Responsibility Data</b>	David W. Guth, Charles Marsh
	<b>Publication Data</b>	Boston: Pearson Allyn and Bacon, 2005
	<b>Physical Description</b>	xii, 370 p.
	<b>ISBN</b>	0-205-40570-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations Public relations -- United States -- Case studies
	<b>Call Number</b>	659.2 GUT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Technical marketing communication


	<b>Author</b>	Harner,Sandra W. (Author) Zimmerman,Tom G. (Author)
	<b>Responsibility Data</b>	Sandra W. Harner, Tom G. Zimmerman
	<b>Publication Data</b>	New York: Longman, 2002
	<b>Physical Description</b>	xvii, 236 p.
	<b>Series Data</b>	The Allyn and Bacon series in technical communication;
	<b>ISBN</b>	0-205-32444-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication of technical information Marketing
	<b>Call Number</b>	658.804 HAR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Writing proposals: a rhetoric for managing change

	<b>Author</b>	Johnson-Sheehan, Richard (Author)
	<b>Responsibility Data</b>	Richard Johnson-Sheehan
	<b>Publication Data</b>	New York: Longman, 2002
	<b>Physical Description</b>	xii, 268 p.
	<b>Series Data</b>	The Allyn and Bacon series in technical communication;
	<b>ISBN</b>	0-205-32689-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Proposal writing in business
	<b>Call Number</b>	658.15224 JOH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations: a values-driven approach

	<b>Author</b>	Guth,David W. (Author) Marsh,Charles (Author)
	<b>Responsibility Data</b>	David W. Guth, Charles Marsh
	<b>Publication Data</b>	Boston: Pearson Education, 2006
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xix, 604 p.
	<b>ISBN</b>	0-205-45953-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations Public relations -- Moral and ethical aspects
	<b>Call Number</b>	659.2 GUT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Toward the common good: perspectives in international public relations


	<b>Author</b>	Tilson,Donn James (ed.) Alozie,Emmanuel C. (ed.)
	<b>Responsibility Data</b>	[edited by] Donn James Tilson, Emmanuel C. Alozie
	<b>Publication Data</b>	Boston: Pearson Allyn and Bacon, 2004
	<b>Physical Description</b>	xxii, 440 p.
	<b>ISBN</b>	0-205-36138-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations -- Cross-cultural studies
	<b>Call Number</b>	659.2 TOW
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations: writing and media techniques

	<b>Author</b>	Wilcox,Dennis L. (Author)
	<b>Responsibility Data</b>	Dennis L. Wilcox
	<b>Publication Data</b>	Boston: Pearson A and B, 2004
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xiv, 578 p.
	<b>ISBN</b>	0-205-42917-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations Public relations -- United States -- Authorship
	<b>Call Number</b>	659.2 WIL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations: strategies and tactics

	<b>Author</b>	Wilcox,Dennis L. (Author) Cameron,Glen T. (Author)
	<b>Responsibility Data</b>	Dennis L. Wilcox, Glen T. Cameron
	<b>Publication Data</b>	Boston: Pearson A and B, 2005
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xx, 620 p.
	<b>ISBN</b>	0-205-45072-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations
	<b>Call Number</b>	659.2 WIL
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The managerial mind

	<b>Author</b>	Ewing, David E. (Author)
	<b>Responsibility Data</b>	David W. Ewing
	<b>Publication Data</b>	New York: The Free Press, 1965
	<b>Physical Description</b>	xvi, 218 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Executives Industrial management
	<b>Call Number</b>	658.4 EWI
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Bankruptcy, credit risk, and high yield junk bonds

	<b>Author</b>	Altman,Edward I. (Author)
	<b>Responsibility Data</b>	Edward I. Altman
	<b>Publication Data</b>	Oxford: Blackwell Publishers, 2002
	<b>Physical Description</b>	xxix, 540 p. : ill. ; 26 cm.
	<b>ISBN</b>	0-631-22563-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Bankruptcy -- Forecasting Credit -- Management Risk management Junk bonds
	<b>Call Number</b>	658.15 ALT

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary business communication


	<b>Author</b>	Ober, Scot (Author)
	<b>Responsibility Data</b>	Scot Ober
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2006
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxii, 644 p.
	<b>ISBN</b>	0-618-47252-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Communication in organizations Business communication Business writing
	<b>Call Number</b>	658.45 OBE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy


	<b>Author</b>	Blank,Leland (Author) Tarquin,Anthony (Author)
	<b>Responsibility Data</b>	Leland Blank, Anthony Tarquin
	<b>Publication Data</b>	Boston: McGraw-Hill, 2005
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xix, 770 p.
	<b>Series Data</b>	McGraw-Hill series in industrial engineering and management science;
	<b>ISBN</b>	0-07-110901-3 0-07111558-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.152 BLA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Sales management

	<b>Author</b>	Dalrymple, Douglas J. (Author) Cron, William L. (Author) DeCarlo, Thomas E. (Author)
	<b>Responsibility Data</b>	Douglas J. Dalrymple, William L. Cron, Thomas E. DeCarlo
	<b>Publication Data</b>	Hoboken, NJ: John Wiley and Sons, Inc., 2004
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xix, 601 p.
	<b>ISBN</b>	0-471-45171-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Sales management Sales Management -- Case studies
	<b>Call Number</b>	658.81 DAL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing problems: cases and comments

	<b>Author</b>	<b>Kerin,Roger A. (Author) Peterson,Robert A. (Author)</b>
	<b>Responsibility Data</b>	<b>Roger A. Kerin, Robert A. Peterson</b>
	<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Prentice Hall, 2004</b>
	<b>Edition</b>	<b>10th ed.</b>
	<b>Physical Description</b>	<b>viii, 696 p.</b>
	<b>ISBN</b>	<b>0-13-123030-1</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Marketing -- Decision making -- Case studies Marketing - - Management -- Case studies</b>
	<b>Call Number</b>	<b>658.802 KER</b>

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: managing credit: how to master the basic skills of credit control

	<b>Author</b>	Hedges ,Roy (Author)
	<b>Responsibility Data</b>	Roy Hedges
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	187 p.
	<b>ISBN</b>	0-7172-9737-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Credit -- Management
	<b>Call Number</b>	650 GRO


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: mastering public speaking: how to prepare and deliver a successful speech or presentation


	<b>Author</b>	Nicholls, Anne (Author)
	<b>Responsibility Data</b>	Anne Nicholls
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	166 p.
	<b>ISBN</b>	0-7172-9734-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public speaking
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: organising effective training: how to plan and run successful courses and seminars


	<b>Author</b>	Chalmers ,James (Author)
	<b>Responsibility Data</b>	James Chalmers
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International, 1999
	<b>Physical Description</b>	128 p.
	<b>ISBN</b>	0-7172-9749-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Training of Seminars -- Handbooks, manuals, etc. Workshop -- Handbooks, manuals, etc.
	<b>Call Number</b>	650 GRO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: writing business letters: how to tackle your day-to-day business correspondence successfully

	<b>Author</b>	Dobson,Ann (Author)
	<b>Responsibility Data</b>	Ann Dobson
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	183 p.
	<b>ISBN</b>	0-7172-9748-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business writing
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: collecting a debt: how to enforce payment of money owed to you


	<b>Author</b>	Hedges ,Roy (Author)
	<b>Responsibility Data</b>	Roy Hedges
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	143 p.
	<b>ISBN</b>	0-7172-9745-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Debtor and creditor
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: delivering customer service: how to win a competitive edge through managing customer relationships successfully**


	<b>Author</b>	Payne,Shelia (Author)
	<b>Responsibility Data</b>	Shelia Payne
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	188 p.
	<b>ISBN</b>	0-7172-9740-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Customer services Customer relaions
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: how to employ and manage staff: a practical handbook for managers and supervisors

	<b>Author</b>	Wyatt, Wendy (Author)
	<b>Responsibility Data</b>	Wendy Waytt
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	176 p.
	<b>ISBN</b>	0-7172-9743-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: conducting staff appraisals: how to manage the process for the benefit of both the organisation and its individual members**


	<b>Author</b>	Hunt,Nigel (Author)
	<b>Responsibility Data</b>	Nigel Hunt
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	160 p.
	<b>ISBN</b>	0-7172-9739-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Rating of
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: preparing a business plan: how to lay the right foundations for business success

	<b>Author</b>	Record, Matthew (Author)
	<b>Responsibility Data</b>	Matthew Record
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	158 p.
	<b>ISBN</b>	0-7172-9735-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business planning Strategic planning
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: how to manage a sales team: a practical guide to sales leadership


	<b>Author</b>	Humphries, John (Author)
	<b>Responsibility Data</b>	John Humphries
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	140 p.
	<b>ISBN</b>	0-7172-9747-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Sales management Team in the workplace -- Management
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: managing budgets and cash flows: how to set and achieve financial targets in an organisation


	<b>Author</b>	Taylor ,Peter (Author)
	<b>Responsibility Data</b>	Peter Taylor
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	154 p.
	<b>ISBN</b>	0-7172-9742-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Budget in business. Cash management
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: dealing with your bank: how to assert yourself as a paying customer

	<b>Author</b>	Cain ,Brian (Author)
	<b>Responsibility Data</b>	Brian Cain
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	139 p.
	<b>ISBN</b>	0-7172-9731-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Banks and banking
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: conducting effective negotiations: how to get the deal you want


	<b>Author</b>	Forsyth ,Patrick (Author)
	<b>Responsibility Data</b>	Patrick Forsyth
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	105 p.
	<b>ISBN</b>	0-7172-9732-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Negotiation in business Negotiation
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: how to communicate at work: making a success of your working relationships

	<b>Author</b>	Dobson ,Ann (Author)
	<b>Responsibility Data</b>	Ann Dobson
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	189 p.
	<b>ISBN</b>	0-7172-9738-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Interpersonal communication
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing your personal finances: how to achieve financial security and survive the shrinking welfare state

	<b>Author</b>	Claxton, John (Author)
	<b>Responsibility Data</b>	John Claxton
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	154 p.
	<b>ISBN</b>	0-7172-9744-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Finance, Personal Financial security.
	<b>Call Number</b>	650 GRO

Philadelphia University Library 2011






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: managing through people: how to get the best from your most valuable resource**


	<b>Author</b>	Humphries ,John (Author)
	<b>Responsibility Data</b>	John Humphries
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	160 p.
	<b>ISBN</b>	0-7172-9736-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: how to understand finance at work: a guide to better management and decision making


	<b>Author</b>	Marshall, Peter (Author)
	<b>Responsibility Data</b>	Peter Marshall
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	150 p.
	<b>ISBN</b>	0-7172-9741-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises -- Finance.
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: mastering Business English: how to improve your business communication skills


	<b>Author</b>	Bennie ,Michael (Author)
	<b>Responsibility Data</b>	Michael Bennie
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	208 p.
	<b>ISBN</b>	07172-9750-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication English language -- Business English
	<b>Call Number</b>	650 GRO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: managing projects: how to plan implement and achieve specific objectives


	<b>Author</b>	Chalmers ,James (Author)
	<b>Responsibility Data</b>	James Chalmers
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	133 p.
	<b>ISBN</b>	0-7172-9733-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: managing yourself: how to achieve your personal goals in life and at work

	<b>Author</b>	Amos ,Julie-Ann (Author)
	<b>Responsibility Data</b>	Julie-Ann Amos
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 1999
	<b>Physical Description</b>	122 p.
	<b>ISBN</b>	0-7172-9746-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The net effect

	<b>Author</b>	Lord,Richard (Author)
	<b>Responsibility Data</b>	Richard Lord
	<b>Publication Data</b>	London: Random House, 2000
	<b>Physical Description</b>	xviii, 254 p.
	<b>Notes</b>	"Title on cover: the net effect: a survival guide for companies in the internet era"
	<b>ISBN</b>	0-7126-6974-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Internet
	<b>Call Number</b>	658.84 LOR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### المجلة العربية للعلوم الادارية

	<b>Parallel Title</b>	Arab Journal of Administrative Sciences
	<b>Corporate</b>	جامعة الكويت,
	<b>Publication Data</b>	-جامعة الكويت ، مجلس النشر العلمي. KW: 1994, الكويت
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>ISSN</b>	1029-855X
	<b>Subject Headings</b>	ادارة الأعمال -- دوريات
	<b>Call Number</b>	م ع ع 658.005



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### مجلة الدراسات المالية و التجارية

	<b>Parallel Title</b>	Journal of Financial and Commercial Studies
	<b>Corporate</b>	جامعة القاهرة,
	<b>Publication Data</b>	[جامعة القاهرة ، كلية تجارة بني سويف, -EG: 199], القاهرة
	<b>Frequency</b>	
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ادارة الأعمال -- دوريات المحاسبة -- دوريات الاقتصاد -- دوريات التأمين -- دوريات
	<b>Call Number</b>	م د م 658.005






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Leading corporate citizens: vision, values, value added

	<b>Author</b>	Waddock,Sandra (Author)
	<b>Responsibility Data</b>	Sandra Waddock
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xvi, 388 p.
	<b>ISBN</b>	0-07-287949-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Social responsibility of business Values Human ecology Common good Citizenship
	<b>Call Number</b>	658.408 WAD
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Contemporary business


	<b>Author</b>	Boone,Louis E. (Author) Kurtz,David L. (Author)
	<b>Responsibility Data</b>	Louis E. Boone, David L. Kurtz
	<b>Publication Data</b>	Mason, Ohio: Thomson/ South-Western, 2005
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	li, 622, [107] : col. ill. ; 29 cm. + 4 CDs-ROM
	<b>Notes</b>	Accompanied by: Audio chapter reviews/ scripts by Fernando Rodriguez; narration by Nancy James and Paul Bailey
	<b>ISBN</b>	0-324-22512-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Business
	<b>Call Number</b>	658 BOO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing management

	<b>Author</b>	Kotler,Philip (Author) Keller,Kevin Lane (Author)
	<b>Responsibility Data</b>	Philip Kotler, Kevin Lane Keller
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	xxxix, 729 p.
	<b>ISBN</b>	0-13-145757-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.8 KOT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: e-business: how to make money running a business on the internet

	<b>Author</b>	Durie, Bruce (Author)
	<b>Responsibility Data</b>	Bruce Durie
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	161 p.
	<b>ISBN</b>	0-7172-8567-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	650 GRO

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: recruiting for results: how to grow the business by hiring the best performers

	<b>Author</b>	Kneeland, Steve (Author) (غوسلينغ, جيمس) مؤلف (هولز, دافيد) مؤلف
	<b>Responsibility Data</b>	Steve Kneeland
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	132 p.
	<b>ISBN</b>	0-7172-8561-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Recruiting Employment interviewing Employee selection
	<b>Call Number</b>	650 GRO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: managing your time: what to do and how to do it in order to do more**


	<b>Author</b>	Amos,Julie-Ann
	<b>Responsibility Data</b>	Julie-Ann Amos
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	128 p.
	<b>ISBN</b>	0-7172-8559-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Time management Success in business
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: managing your first computer: how to perform core tasks and gain knowledge and confidence**


	<b>Author</b>	Dolman,Carol (Author) Saunders,Marcus (Author)
	<b>Responsibility Data</b>	Carol Dolman, Marcus Saunders
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	144 p.
	<b>ISBN</b>	0-7172-8563-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microcomputers
	<b>Call Number</b>	650 GRO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: investing in people: how to achieve in higher standards and a competitive edge at work**

	<b>Author</b>	Turnbull,Harley (Author)
	<b>Responsibility Data</b>	Harley Turnbull
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	184 p.
	<b>ISBN</b>	0-7172-8564-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Training of -- Great Britain. Investors in People Business planning -- Great Britain
	<b>Call Number</b>	650 GRO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: managing performance reviews: how to ensure your appraisals, improve individual performance and organisational results**

	<b>Author</b>	Hunt,Nigel (Author)
	<b>Responsibility Data</b>	Nigel Hunt
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	168 p.
	<b>ISBN</b>	0-7172-8566-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employees -- Rating of
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Grolier business library: go your own P.R.: getting the right publicity for your organisation

	<b>Author</b>	Phillipson, Ian (Author)
	<b>Responsibility Data</b>	Ian Phillipson
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	128 p.
	<b>ISBN</b>	0-7172-8565-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations -- Corporations
	<b>Call Number</b>	650 GRO


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: making decisions: how to develop the skills that make for good decisions**


	<b>Author</b>	<b>Juniper,Dean (Author)</b>
	<b>Responsibility Data</b>	<b>Dean Juniper</b>
	<b>Publication Data</b>	<b>Wanchai, Hong Kong: Grolier International Inc., 2003</b>
	<b>Physical Description</b>	<b>164 p.</b>
	<b>ISBN</b>	<b>0-7172-8558-8</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Decision-making</b>
	<b>Call Number</b>	<b>650 GRO</b>
<b>Philadelphia University Library 2011</b>		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: using the internet: how to get started and find what you want for business, education, and pleasure**


	<b>Author</b>	Jones, Graham (Author)
	<b>Responsibility Data</b>	Graham Jones
	<b>Publication Data</b>	Wanchai, Hong Kong: Grolier International, 2003
	<b>Physical Description</b>	114 p.
	<b>ISBN</b>	0-7172-8560-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet World Wide Web
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**How to sell at margins higher than your competitors: winning every sale at full price, rate or fee**


	<b>Author</b>	Steinmetz, Lawrence L. (Author) Brooks, William T. (Author)
	<b>Responsibility Data</b>	Lawrence L. Steinmetz and William T. Brooks
	<b>Publication Data</b>	Hoboken, New Jersey: John Wiley & Sons, 2006
	<b>Physical Description</b>	xiv, 258 p.
	<b>ISBN</b>	0-471-74483-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Selling Pricing Profit
	<b>Call Number</b>	658.81 STE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce 2006: a managerial perspective


	<b>Author</b>	Turban,Efracim ... [et al.]. (Author)
	<b>Responsibility Data</b>	Efracim Turban ... [et al.]
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006
	<b>Physical Description</b>	xl, 792 p.
	<b>ISBN</b>	0-13-185461-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Electronic commerce -- Management
	<b>Call Number</b>	658.84 ELE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Grolier business library: organising a conference: how to plan and run an outstanding and effective event**

	<b>Author</b>	Appleby,Pauline (Author)
	<b>Responsibility Data</b>	Pauline Appleby
	<b>Publication Data</b>	Wanchai, Honk Kong: Grolier International Inc., 2003
	<b>Physical Description</b>	124 p.
	<b>ISBN</b>	0-7172-8562-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Congresses and conventions -- Management
	<b>Call Number</b>	650 GRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**GMAT: the only study guide with 800 real GMAT questions and their answers by the creators of the test**

	<b>Author</b>	
	<b>Responsibility Data</b>	by the Graduate Management Admission Council (GMAC)
	<b>Corporate</b>	Graduate Management Admission Council (GMAC)
	<b>Publication Data</b>	Oxford: Blacwell Publishing, 2005
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	832 p.
	<b>ISBN</b>	1-4051-4176-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Graduate Management Admission Test -- Study guides Management -- Examinations, questions, etc. Business -- Examinations, questions, etc.
	<b>Call Number</b>	650.076 GRA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mastering statistical process control: a handbook for performance improvement using cases


	<b>Author</b>	Stapenhurst, Tim (Author)
	<b>Responsibility Data</b>	Tim Stapenhurst
	<b>Publication Data</b>	Amsterdam: Elsevier Butterworth Heinemann, 2005
	<b>Physical Description</b>	xxxv, 460 p.
	<b>ISBN</b>	0-7506-6529-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality control -- Statistical methods Process control -- Statistical methods
	<b>Call Number</b>	658.562015195 STA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Customers.com: how to create a profitable business strategy for the Internet and beyond


	<b>Author</b>	Seybold ,Patricia B. (Author) Marshak,Ronni T. (Author)
	<b>Responsibility Data</b>	Patricia B. Seybold with Ronni T. Marshak
	<b>Publication Data</b>	New York: Times business, 1998
	<b>Physical Description</b>	xx, 360 p.
	<b>ISBN</b>	0-8129-3037-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Customer services -- Communication systems Internet marketing World Wide Web Internet
	<b>Call Number</b>	658.812 SEY



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Applied choice analysis: a primer

	<b>Author</b>	Hensher,David A. (Author) Rose,John M. (Author) Greene,William H. (Author)
	<b>Responsibility Data</b>	David A. Hensher, John M. Rose, William H. Greene
	<b>Publication Data</b>	Cambridge: Cambridge University Press, 2005
	<b>Physical Description</b>	xxiv, 717 p.
	<b>ISBN</b>	0-521-60577-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision making -- Mathematical models
	<b>Call Number</b>	658.4033 HEN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business in action


	<b>Author</b>	Bovee,Courtland L. (Author) Thill,John V. (Author)
	<b>Responsibility Data</b>	Courtland L. Bovee, John V. Thill
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2005
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xiv, 489 p.
	<b>ISBN</b>	0-13-196868-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Commerce Industrial management
	<b>Call Number</b>	650 BOV
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International business: the challenges of globalization


	<b>Author</b>	Wild,John J. (Author) Wild,Kenneth L. (Author) Han,Jerry C. Y. (Author)
	<b>Responsibility Data</b>	John J. Wild, Kenneth L. Wild, Jerry C.Y. Han
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxv, 500 p.
	<b>ISBN</b>	0-13-127676-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Management International trade
	<b>Call Number</b>	658.049 WIL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management for non-specialists

	<b>Author</b>	Atrill, Peter (Author)
	<b>Responsibility Data</b>	Peter Atrill
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2000
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xviii, 476 p.
	<b>ISBN</b>	0-13-022775-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Finance
	<b>Call Number</b>	658.15 ATR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Beyond value at risk: the new science of risk management


	<b>Author</b>	Down, Kevin (Author)
	<b>Responsibility Data</b>	Kevin Dowd
	<b>Publication Data</b>	Chichester: John Wiley & Sons, 1998
	<b>Physical Description</b>	xi, 274 p.
	<b>Series Data</b>	Wiley series in Frontiers in Finance;
	<b>ISBN</b>	0-471-97622-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Financial futures Risk management
	<b>Call Number</b>	658.155 DOW
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Planning for power advertising: a user's manual for students and practitioners

	<b>Author</b>	Halve, Anand Bhaskar (Author)
	<b>Responsibility Data</b>	Anand Bhaskar Halve
	<b>Publication Data</b>	New Delhi: Response Books, 2005
	<b>Physical Description</b>	260 p.
	<b>ISBN</b>	0-7619-3354-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 HAL
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-marketing

	<b>Author</b>	Strauss,Judy (Author) El-Ansary,Adel (Author) Frost,Raymond (Author)
	<b>Responsibility Data</b>	Judy Strauss, Adel El-Ansary, Raymond Frost
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall Education, 2006
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxiii, 456 p.
	<b>ISBN</b>	0-13-196902-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 STR
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Changing places of work


	<b>Author</b>	Felstead, Alan (Author) Jewson, Nick (Author) Walters, Sally (Author)
	<b>Responsibility Data</b>	Alan Felstead, Nick Jewson, and Sally Walters
	<b>Publication Data</b>	New York: Palgrave Macmillan, 2005
	<b>Physical Description</b>	viii, 200 p.
	<b>ISBN</b>	0-333-94908-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Office layout Work environment Technological innovations Organizational effectiveness
	<b>Call Number</b>	658.23 FEL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Personal productivity with information technology


	<b>Author</b>	Davis,Gordon B. (Author) Naumann,J. David (Author)
	<b>Responsibility Data</b>	Gordon B. Davis, J. David Naumann
	<b>Publication Data</b>	New York: The McGraw-Hill, 1997
	<b>Physical Description</b>	xv, 528 p.
	<b>ISBN</b>	0-07-015916-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial productivity Information technology
	<b>Call Number</b>	658.4038 DAV
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advertising, promotion, and new media


	<b>Author</b>	Stafford, Marla R. (ed.) Faber, Ronald J. (ed.)
	<b>Responsibility Data</b>	edited by Marla R. Stafford, Ronald J. Faber
	<b>Publication Data</b>	New Delhi: Prentice Hall of India, 2005
	<b>Physical Description</b>	xii, 380 p.
	<b>ISBN</b>	81-203-2739-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet advertising Advertising Interactive multimedia Interactive marketing
	<b>Call Number</b>	659.13 ADV



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of multinational finance

	<b>Author</b>	Moffett, Michael (Author) Stonehill, Arthur I. (Author) Eiteman, David K. (Author)
	<b>Responsibility Data</b>	Michael H. Moffett, Arthur I. Stonehill, David. K. Eiteman
	<b>Publication Data</b>	Boston: Pearson Addison Wesley, 2005
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xx, 583, [35] p. : col. ill. ; 26 cm.
	<b>Series Data</b>	The Addison - Wesley series in finance;
	<b>ISBN</b>	0-321-28031-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Finance International finance Foreign exchange
	<b>Call Number</b>	658.1599 MOF



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing planning: a global perspective

	<b>Author</b>	Hollensen, Svend (Author)
	<b>Responsibility Data</b>	Svend Hollensen
	<b>Publication Data</b>	London: McGraw-Hill, 2006
	<b>Physical Description</b>	xix, 455 p.
	<b>ISBN</b>	0-07-710418-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management
	<b>Call Number</b>	658.802 HOL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Dictionary of management terms: English – French – Arabic


	<b>Parallel Title</b>	قاموس المصطلحات الادارية: انكليزي - فرنسي - عربي
	<b>Author</b>	Coveney,James (Author) Moore,Sheila J. (Author)
	<b>Responsibility Data</b>	James Coveney, Sheila J. Moore; Arabic terms edited by wagdi Rizk Ghali, Hani G. Tabri
	<b>Publication Data</b>	Beirut: Librairie du Liban, 1990
	<b>Physical Description</b>	x, 109 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Terminology Management -- Dictionaries
	<b>Call Number</b>	658.0014 COV
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Turnaround, shutdown and outage management : effective planning and step-by-step execution of planned maintenance operations**

	<b>Author</b>	Lenahan, Tom (Author)
	<b>Responsibility Data</b>	Tom Lenahan
	<b>Publication Data</b>	Amsterdam: Elsevier, 2006
	<b>Physical Description</b>	viii, 269 p.
	<b>ISBN</b>	0-7506-6787-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Industrial management Plant maintenance
	<b>Call Number</b>	658 LEN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management: theory and practice


	<b>Author</b>	Brigham,Eugene F. (Author) Ehrhardt,Michael C. (Author)
	<b>Responsibility Data</b>	Eugene F. Brigham, Michael C. Ehrhardt
	<b>Publication Data</b>	Mason, Ohio: Thomson/ South-Western, 2005
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xxiii, 1000 p. + CD-ROM
	<b>ISBN</b>	0-324-22499-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 BRI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial institutions management : a modern perspective


	<b>Author</b>	Saunders,Anthony (Author)
	<b>Responsibility Data</b>	Anthony Saunders
	<b>Publication Data</b>	Boston: McGraw-Hill, 2000
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xx, 742 p. : ill., maps ; 26 cm.
	<b>Series Data</b>	The Irwin/ McGraw-Hill series in finance, insurance and real estate;
	<b>ISBN</b>	0-07-116985-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Financial institutions -- United States -- Management Risk management -- United States Financial services industry -- United States -- Management
	<b>Call Number</b>	332.1068 SAU



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management and project network techniques


	<b>Author</b>	Lockyer,Keith (Author) Gordon,James (Author)
	<b>Responsibility Data</b>	Keith Lockyer, James Gordon
	<b>Publication Data</b>	Harlow, England: Financial Times/ Prentice Hall, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xii, 257 p.
	<b>Notes</b>	7th ed. of Critical path analysis and other project network techniques
	<b>ISBN</b>	0-273-69378-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Critical path analysis Project management
	<b>Call Number</b>	658.404 LOC



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Business information systems : technology, development and management for the e-business**

	<b>Author</b>	<b>Bocij,Paul (Author) Chaffey,Dave (Author) Hickie,Simon (Author) Greasley,Andrew (ed.)</b>
	<b>Responsibility Data</b>	<b>Paul Bocij, Dave Chaffey, Simon Hickie; Andrew Greasley, editor</b>
	<b>Publication Data</b>	<b>Harlow, England: Financial Times/ Prentice Hall, 2006</b>
	<b>Edition</b>	<b>3rd ed.</b>
	<b>Physical Description</b>	<b>xxviii, 827 p. : col. ill. ; 27 cm.</b>
	<b>ISBN</b>	<b>0-273-68814-6</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Business -- Computer network resources Business information services Electronic commerce</b>
	<b>Call Number</b>	<b>650.0285 BOC</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing human resources: personnel management in transition

	<b>Author</b>	Bach, Stephen (ed.)
	<b>Responsibility Data</b>	edited by Stephen Bach
	<b>Publication Data</b>	Malden, MA: Blackwell Publishing, 2005
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xiv, 480 p.
	<b>Notes</b>	"previously published as personnel management"
	<b>ISBN</b>	1-4051-1851-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management Personnel management -- Great Britain
	<b>Call Number</b>	658.3 MAN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Control and management of integrated industrial complexes: proceedings of the IFAC workshop, Toulouse, France, 6-8 September 1977**

	<b>Author</b>	Singh, Madan G. (ed.) Titli, Andre (ed.)
	<b>Responsibility Data</b>	edited by Madan G. Singh and Andre Titli
	<b>Publication Data</b>	Oxford: Pergamon Press, 1978
	<b>Physical Description</b>	xi, 259 p.
	<b>Meeting Data</b>	Ifac Workshop on the Control and Management of Integrated Industrial Complexes ( 1977: Toulouse)
	<b>ISBN</b>	0-08-022020-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Automatic control -- Congresses System analysis -- Congresses Industrial management -- Congresses
	<b>Call Number</b>	658.4032 IFA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An introduction to management science: quantitative approaches to decision making


	<b>Author</b>	Anderson,David R. (Author) Sweeney,Dennis J. (Author) Williams,Thomas A. (Author)
	<b>Responsibility Data</b>	David R. Anderson, Dennis J. Sweeney, Thomas A. Williams
	<b>Publication Data</b>	New York: West Publishing Company, 1994
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxii, 814 p.
	<b>ISBN</b>	0-314-02479-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision making Management science
	<b>Call Number</b>	658.403 AND
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Cross-cultural perspectives on knowledge management

	<b>Author</b>	Pauleen,David J. (ed.)
	<b>Responsibility Data</b>	edited by David Pauleen
	<b>Publication Data</b>	Westport, Connecticut: Libraries Unlimited, 2007
	<b>Physical Description</b>	xix, 259 p.
	<b>Series Data</b>	Libraries unlimited knowledge management series;
	<b>ISBN</b>	1-59158-331-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Knowledge management Corporate culture
	<b>Call Number</b>	658.4038 CRO

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## ONLINE CATALOGUE

### Fundamental financial and managerial accounting concepts

	<b>Author</b>	Edmonds, Thomas P. ... [et al.] (Author)
	<b>Responsibility Data</b>	Thomas P. Edmonds ... [et al.].
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2007
	<b>Physical Description</b>	xlii, 1254 p.
	<b>ISBN</b>	0-07-110649-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Accounting Managerial accounting
	<b>Call Number</b>	658.1511 FUN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management accounting

	<b>Author</b>	Hansen, Don R. (Author) Mowen, Maryanne M. (Author)
	<b>Responsibility Data</b>	Don R. Hansen, Maryanne M. Mowen
	<b>Publication Data</b>	Mason, OH: Thomson/ South-Western, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xviii, 877 p.
	<b>Notes</b>	Includes passcode to InfoTrac College Edition, the Online Library; free 4-month subscription (WWW.infotrac-college.com).
	<b>ISBN</b>	0-324-30170-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HAN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Mathematics of finance

	<b>Author</b>	El-Khawaga, Moustafa A. (Author)
	<b>Responsibility Data</b>	Moustafa A. El-Khawaga
	<b>Publication Data</b>	Beirut: Dar Kreidieh, 2005
	<b>Physical Description</b>	100 p. : ill. ; 24 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
	<b>Call Number</b>	650.01513 KHA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An introduction to mathematics for business

	<b>Author</b>	El-Khawaga, Moustafa A. (Author)
	<b>Responsibility Data</b>	by Moustafa A. El-Khawaga
	<b>Publication Data</b>	Beirut: Dar Kreidieh, 2005
	<b>Physical Description</b>	150 p. : ill. ; 24 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
	<b>Call Number</b>	650.0151 KHA

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# PHILADELPHIA UNIVERSITY LIBRARY

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### Introduction to operations research

	<b>Author</b>	Hillier, Frederick S. (Author) Lieberman, Gerald J. (Author)
	<b>Responsibility Data</b>	Frederick S. Hillier, Gerald J. Lieberman
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill, 2006
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxxi, 1061 p. + CD-ROM
	<b>ISBN</b>	0-07-060092-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research
	<b>Call Number</b>	658.4034 HIL
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## ONLINE CATALOGUE

### Industrial safety management: hazard identification and risk control


	<b>Author</b>	Deshmukh, L. M. (Author)
	<b>Responsibility Data</b>	L. M. Deshmukh
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill, 2006
	<b>Physical Description</b>	xix, 369 p.
	<b>ISBN</b>	0-07-061768-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial safety -- Management Industrial safety
	<b>Call Number</b>	658.382 DES
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# PHILADELPHIA UNIVERSITY LIBRARY

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### Building the learning organization: mastering the 5 elements for corporate learning

	<b>Author</b>	Marquardt, Michael J. (Author)
	<b>Responsibility Data</b>	Michael J. Marquardt
	<b>Publication Data</b>	Palo Alto, CA: Davis-Black Publishing, Inc., 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xx, 266 p.
	<b>ISBN</b>	0-89106-165-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational learning
	<b>Call Number</b>	658.3124 MAR

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# PHILADELPHIA UNIVERSITY LIBRARY

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### The T.Q.M. movement: what total quality management is really all about

	<b>Author</b>	Drummond, Helga (Author)
	<b>Responsibility Data</b>	Helga Drummond
	<b>Publication Data</b>	New Delhi: UBS Publishers, 1995
	<b>Physical Description</b>	156 p.
	<b>ISBN</b>	81-7476-000-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Total quality management
	<b>Call Number</b>	658.4013 DRU
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The theory and practice of revenue management


	<b>Author</b>	Talluri, Kalyan T. (Author) Van Ryzin, Garrett J. (Author)
	<b>Responsibility Data</b>	Kalyan T. Talluri, Garrett J. van Ryzin
	<b>Publication Data</b>	Boston: Kluwer Academic Publishers, 2004
	<b>Physical Description</b>	xxix, 712 p.
	<b>Series Data</b>	International series in operations research and management science;
	<b>ISBN</b>	1-4020-7701-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Revenue management
	<b>Call Number</b>	658.1554 TAL
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## ONLINE CATALOGUE

### Elements of systems analysis for business data processing

	<b>Author</b>	Gore,Marvin (Author) Stubbe,John (Author)
	<b>Responsibility Data</b>	Marvin Gore, John Stubbe
	<b>Publication Data</b>	Dubuque, Iowa: Wm. C. Brown Publishers, 1979
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiv, 450 p.
	<b>ISBN</b>	0-697-08130-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Data processing Management information systems System analysis -- Data processing
	<b>Call Number</b>	658.05 GOR


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## ONLINE CATALOGUE

### Management, systems, and society: an introduction


	<b>Author</b>	Johnson, Richard A. ... [et al.]. (Author)
	<b>Responsibility Data</b>	Richard A. Johnson ... [et al.].
	<b>Publication Data</b>	Pacific Palisades, California: Goodyear Publishing Company, 1976
	<b>Physical Description</b>	xii, 463 p.
	<b>ISBN</b>	0-87620-540-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management System analysis Industrial organization Industries -- Social aspects
	<b>Call Number</b>	658 MAN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The art of Japanese management: applications for American executives


	<b>Author</b>	Pascale, Richard Tanner (Author) Athos, Anthony G. (Author)
	<b>Responsibility Data</b>	Richard Tanner Pascale, Anthony G. Athos
	<b>Publication Data</b>	New York: Warner Books, 1981
	<b>Physical Description</b>	363 p.
	<b>ISBN</b>	0-446-32322-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- United States Management -- Japan Comparative management
	<b>Call Number</b>	658 PAS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Handbook of leadership: a survey of theory and research

	<b>Author</b>	Stogdill,Ralph M. (Author)
	<b>Responsibility Data</b>	Ralph M. Stogdill
	<b>Publication Data</b>	New York: The Free Press, 1974
	<b>Physical Description</b>	viii, 613 p.
	<b>ISBN</b>	0-02-931660-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Leadership -- Handbooks, manuals, etc.
	<b>Call Number</b>	658.4092 STO
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business mathematics

	<b>Author</b>	Miller, Charles D. (Author) Salzman, Stanley A. (Author) Hoelzle, Louis F. (Author)
	<b>Responsibility Data</b>	Charles D. Miller, Stanley A. Salzman, Louis F. Hoelzle
	<b>Publication Data</b>	[New York]: Harper Collins Publishers, 1990
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxii, 593, 56 p. : ill. (some col.) ; 28 cm.
	<b>ISBN</b>	0-673-38901-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
<b>Call Number</b>	650.01513 MIL	


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quantitative analysis for management

	<b>Author</b>	Render, Barry (Author) Stair, Ralph M. (Author) Hanna, Michael E. (Author)
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	XXIII, 726p + CD-ROM
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	DECISION MAKING -- MATHEMATICAL MODELS MANAGEMENT -- STATISTICAL METHODS
	<b>Call Number</b>	658.403 REN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management and organisational behaviour

	<b>Author</b>	Bloisi, Wendy (Author) Cook, Curtis W. (Author) Hunsaker, Philip L. (Author)
	<b>Responsibility Data</b>	Wendy Bloisi, Curtis W. Cook, Phillip L. Hunsaker
	<b>Publication Data</b>	London: The McGraw-Hill, 2007
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxviii, 919 p. : col. ill. ; 27 cm.
	<b>ISBN</b>	07-711107-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management Organizational behavior
<b>Call Number</b>	658 BLO	
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems management in practice

	<b>Author</b>	McNurlin, Barbara C. (Author) Sprague, Ralph H. (Author)
	<b>Responsibility Data</b>	Barbara C. McNurlin, Ralph H. Sprague, Jr.
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxv, 642 p.
	<b>ISBN</b>	0-13-196877-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information resources management
	<b>Call Number</b>	658.4038011 MCN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How to recognize & reward employees: 150 ways to inspire peak performance



<b>Author</b>	Deeprise, Donna (Author)
<b>Responsibility Data</b>	Donna Deeprise
<b>Publication Data</b>	New York: American Management Association, 2007
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	xi, 131 p.
<b>ISBN</b>	0-8144-7331-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Incentives in industry Employee motivation
<b>Call Number</b>	658.3142 DEE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**The manager's guide to rewards: what you need to know to get the best for--and from--your employees**

	<b>Author</b>	Jensen,Doug (Author) McMullen, Tom (Author) Stark,Mel (Author)
	<b>Responsibility Data</b>	Doug Jensen, Tom McMullen, Mel Stark
	<b>Publication Data</b>	New York: American Management Association, 2007
	<b>Physical Description</b>	xii, 241 p.
	<b>ISBN</b>	0-8144-0886-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Incentive awards Incentives in industry Employee motivation
	<b>Call Number</b>	658.3142 JEN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Becoming a real-time enterprise: harnessing the power of RTE to maximize competitive advantage**

	<b>Author</b>	Tabrizi, Behnam N. (Author)
	<b>Responsibility Data</b>	Behnam N. Tabrizi
	<b>Publication Data</b>	New York: McGraw-Hill, 2007
	<b>Physical Description</b>	xix, 218 p.
	<b>ISBN</b>	0-07-147479-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Real-time data processing -- Management Business -- Data processing -- Management
	<b>Call Number</b>	658.05 TAB

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### GMAT 800

	<b>Author</b>	Goodman, Eric (Author)
	<b>Responsibility Data</b>	Eric Goodman; Kaplan Test Prep and Admissions
	<b>Publication Data</b>	New York: Simon & Schuster, 2006
	<b>Physical Description</b>	xii, 386 p.
	<b>ISBN</b>	0-7432-7931-X
	<b>Subject Area</b>	Management
	<b>Abstract</b>	
	<b>Subject Headings</b>	Graduate Management Admission Test -- Study guides Management -- Examinations, questions, etc.
	<b>Call Number</b>	650.076 GOD


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### GMAT comprehensive program

	<b>Author</b>	
	<b>Responsibility Data</b>	by the Staff of Kaplan Test Prep and Admissions
	<b>Publication Data</b>	New York : Simon & Schuster, 2006u
	<b>Edition</b>	2006 ed.
	<b>Physical Description</b>	xiii, 392 p.
	<b>ISBN</b>	0-7432-6541-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Graduate Management Admission Test -- Study guides Management -- Examinations, questions, etc. Business -- Examinations, questions, etc.
	<b>Call Number</b>	650.076 GMA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### All marketers are liars: the power of telling authentic stories in a low-trust world



<b>Author</b>	Godin ,Seth (Author)
<b>Responsibility Data</b>	Seth Godin
<b>Publication Data</b>	London: Penguin Book, 2005
<b>Physical Description</b>	xiii, 186 p.
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 GOD


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Understanding business

	<b>Author</b>	Nickels, William G. (Author) McHugh, James M. (Author) McHugh, Susan M. (Author)
	<b>Responsibility Data</b>	William G. Nickels, James M. McHugh, Susan M. McHugh
	<b>Publication Data</b>	Boston: McGraw Hill/ Irwin, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxxix, 707 p : ill. (chiefly col.), col. maps ; 28 cm. + CD-ROM
	<b>ISBN</b>	0-07-111171-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business Industrial management Business -- Vocational guidance
	<b>Call Number</b>	650 NIC





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management: strategic design and implementation


	<b>Author</b>	Cleland,David I. (Author) Ireland,Lewis R. (Author)
	<b>Responsibility Data</b>	David I. Cleland, Lewis R. Ireland
	<b>Publication Data</b>	New York: McGraw Hill, 2007
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxii, 523 p.
	<b>ISBN</b>	0-07-147160-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management
	<b>Call Number</b>	658.404 CLE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The long tail: why the future of business is selling less of more


	<b>Author</b>	Anderson,Chris (Author)
	<b>Responsibility Data</b>	Chris Anderson
	<b>Publication Data</b>	New york: Hyperion, 2006
	<b>Physical Description</b>	xii, 238 p.
	<b>ISBN</b>	1-4013-0237-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Market segmentation Internet marketing Marketing -- Technological innovations
	<b>Call Number</b>	658.802 AND
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### Global brand strategy: unlocking branding potential across countries, cultures & markets


	<b>Author</b>	Van Gelder,Sicco (Author)
	<b>Responsibility Data</b>	Sicco Van Gelder
	<b>Publication Data</b>	London: Kogan Page, 2005
	<b>Physical Description</b>	xii, 260 p.
	<b>ISBN</b>	0-7494-4469-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Brand name products -- Planning Brand name products -- Marketing Brand name products -- Management Export marketing
	<b>Call Number</b>	658.827 VAN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Using MIS


	<b>Author</b>	<b>Kroenke,David M. (Author)</b>
	<b>Responsibility Data</b>	<b>David M. Kroenke</b>
	<b>Publication Data</b>	<b>Upper Saddle River, New Jersey: Pearson Prentice Hall, 2007</b>
	<b>Physical Description</b>	<b>xxiv, 395 p.</b>
	<b>ISBN</b>	<b>0-13-143372-5</b>
	<b>Subject Area</b>	<b>Management</b>
	<b>Subject Headings</b>	<b>Management Information systems</b>
	<b>Call Number</b>	<b>658.4038011 KRO</b>
<b>Philadelphia University Library 2011</b>		



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## ONLINE CATALOGUE

### Accounting for decision making and control

	<b>Author</b>	Zimmerman, Jerold L. (Author)
	<b>Responsibility Data</b>	Jerold L. Zimmerman
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xvi, 800 p.
	<b>ISBN</b>	0-07-111554-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 ZIM


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## ONLINE CATALOGUE

### Supervisory management


	<b>Author</b>	Greer, Charles R. (Author) Plunkett, W. Richard (Author)
	<b>Responsibility Data</b>	Charles R. Greer, W. Richard Plunkett
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2007
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xxii, 678 p.
	<b>ISBN</b>	0-13-229412-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Supervision of employees
	<b>Call Number</b>	658.302 GRE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Analysis for financial management

	<b>Author</b>	Higgins, Robert C. (Author)
	<b>Responsibility Data</b>	Robert C. Higgins
	<b>Publication Data</b>	Boston: McGraw-Hill, 2007
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xvi, 430 p.
	<b>Series Data</b>	The McGraw-Hill/Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	007-125422-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.151 HIG


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management: people, performance, change

	<b>Author</b>	Gomez-Mejia,Luis R. (Author) Balkin,David B. (Author) Cardy,Robert L. (Author)
	<b>Responsibility Data</b>	Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2005
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xl, 836 p. + CD-ROM
	<b>ISBN</b>	0-07-293911-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
<b>Call Number</b>	658 GOM	
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting


	<b>Author</b>	Garrison,Ray H. (Author) Noreen,Eric W. (Author) Brewer,Peter C. (Author)
	<b>Responsibility Data</b>	Ray H. Garrison, Eric W. Noreen, Peter C. Brewer
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xvi, 863 p. + CD-ROM
	<b>ISBN</b>	0-07-111550-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 GAR	
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## ONLINE CATALOGUE

### Services marketing: integrating customer focus across the firm


	<b>Author</b>	Zeithaml, Valarie A. (Author) Bitner, Mary Jo (Author) Gremler, Dwayne D. (Author)
	<b>Responsibility Data</b>	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler
	<b>Publication Data</b>	Boston: McGraw Hill, 2006
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxvii, 708 p.
	<b>ISBN</b>	007-124496-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing Service industries -- Marketing Customer services
	<b>Call Number</b>	658.8 ZE1
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### Marketing research: an applied orientation


	<b>Author</b>	Malhotra, Naresh K. (Author)
	<b>Responsibility Data</b>	Naresh K. Malhotra
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2007
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxx, 811 p. + CD-ROM
	<b>ISBN</b>	0-13-222117-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research Marketing research -- Methodology
	<b>Call Number</b>	658.83 MAL



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### Kleppner's advertising procedure


	<b>Author</b>	Lane, W. Ronald (Author) King, Karen Whitehill (Author) Russell, J. Thomas (Author)
	<b>Responsibility Data</b>	W. Ronald Lane, Karen Whitehill King, J. Thomas Russell
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2005
	<b>Edition</b>	16th ed.
	<b>Physical Description</b>	xvii, 766 p.
	<b>ISBN</b>	0-13-127392-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising
	<b>Call Number</b>	659.1 LAN



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### Business research methods


	<b>Author</b>	Cooper,Donald R. (Author) Schindler,Pamela S. (Author)
	<b>Responsibility Data</b>	Donald R. Cooper, Pamela S. Schindler
	<b>Publication Data</b>	Boston: McGraw-Hill, 2006
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	xxi , 744 p. + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/Irwin series operations and decision sciences;
	<b>ISBN</b>	007-124430-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management -- Research
	<b>Call Number</b>	658.0072 COO



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### International business: environments and operations


	<b>Author</b>	Daniels, John D. (Author) Radebaugh, Lee H. (Author) Sullivan, Daniel P. (Author)
	<b>Responsibility Data</b>	John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan
	<b>Publication Data</b>	Upper Saddle River, NJ: Pearson Prentice Hall, 2007
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xxxviii, 792 p.
	<b>ISBN</b>	0-13-186942-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises International economic relations Investments, Foreign
	<b>Call Number</b>	658.18 DAN
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## ONLINE CATALOGUE

### Corporate finance: essentials

	<b>Author</b>	Ross, Stephen A. (Author) Westerfield, Randolph W. (Author) Jordan, Bradford D. (Author)
	<b>Responsibility Data</b>	Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2007
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxxv, 569 p.
	<b>Series Data</b>	The McGraw-Hill/ Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	0-07-110734-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS



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### Foundations of marketing

	<b>Author</b>	Jobber,David (Author) Fahy,John (Author)
	<b>Responsibility Data</b>	David Jobber and John Fahy
	<b>Publication Data</b>	London: McGraw Hill, 2006
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxiii, 376 p.
	<b>ISBN</b>	0-07-710918-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
<b>Call Number</b>	658.8 JOB	
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### Cost-benefit analysis: concepts and practice

	<b>Author</b>	Boardman,Anthony E. ... [et al.] (Author)
	<b>Responsibility Data</b>	Anthony E. Boardman ... [et al.]
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Peatson Prentice Hall, 2006
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xv, 560 p.
	<b>ISBN</b>	0-13-143583-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Cost effectiveness
	<b>Call Number</b>	658.1554 COS


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### Internet marketing: foundations and applications

	<b>Author</b>	Siegel,Carolyn (Author)
	<b>Responsibility Data</b>	Carolyn Siegel
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2004
	<b>Physical Description</b>	xvi, 404 p.
	<b>ISBN</b>	0-618-15043-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing Internet advertising
	<b>Call Number</b>	658.84 SIE

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### International marketing


	<b>Author</b>	Cateora, Philip R. (Author) Graham, John L. (Author)
	<b>Responsibility Data</b>	Philip R. Cateora, John L. Graham
	<b>Publication Data</b>	Boston: McGraw-Hill, 2007
	<b>Edition</b>	13th ed.
	<b>Physical Description</b>	xxxii, 702 p.
	<b>ISBN</b>	0-07-110594-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing International business enterprises
<b>Call Number</b>	658.848 CAT	
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### New venture creation: entrepreneurship for the 21st century

	<b>Author</b>	Timmons,Jeffry A. (Author) Spinelli,Stephen (Author)
	<b>Responsibility Data</b>	Jeffry A. Timmons and Stephen Spinelli, Jr.
	<b>Publication Data</b>	Boston: McGraw-Hill, 2007
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxx, 658 p.
	<b>ISBN</b>	007-125438-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	New business enterprises -- Handbooks, manuals, etc. Entrepreneurship -- Handbooks, manuals, etc.
	<b>Call Number</b>	658.11 TIM


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### The well-timed strategy: managing the business cycle for competitive advantage


	<b>Author</b>	Navarro, Peter (Author)
	<b>Responsibility Data</b>	Peter Navarro
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Wharton School Publishing, 2006
	<b>Physical Description</b>	xx, 244 p.
	<b>ISBN</b>	0-13-149420-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Competetion Business cycles
	<b>Call Number</b>	658.4012 NAV
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### Business communication essentials

	<b>Author</b>	Bovee,Courtland L. (Author) Thill,John V. (Author)
	<b>Responsibility Data</b>	Courtland L. Bovee, John V. Thill
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2005
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	1 v. (various pagings) : ill. : 28 cm. + CD-ROM
	<b>ISBN</b>	0-13-147245-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Business writing Business presentations
	<b>Call Number</b>	651.7 BOV


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### Consumer behavior


	<b>Author</b>	Schiffman, Leon G. (Author) Kanuk, Leslie Lazar (Author)
	<b>Responsibility Data</b>	Leon G. Schiffman, Leslie Lazar Kanuk
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2007
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	xix, 561 p.
	<b>ISBN</b>	0-13-186960-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior Motivation research (Marketing)
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### Communication skills : preparing for career success

	<b>Author</b>	Cheesebro,Thomas (Author) O'Connor,Linda (Author) Rios,Francisco (Author)
	<b>Responsibility Data</b>	Thomas Cheesebro, Linda O'Connor, Francisco Rios
	<b>Publication Data</b>	Upper saddle River, New Jersey: Pearson Prentice Hall, 2007
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xi, 243 p. : ill. ; 26 cm.
	<b>ISBN</b>	0-13-232796-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication
	<b>Call Number</b>	651.7 CHE





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### Project management: a managerial approach


	<b>Author</b>	Meredith,Jack R. (Author) Mantel,Samuel J. (Author)
	<b>Responsibility Data</b>	Jack R. Meredith, Samuel J. Mantel
	<b>Publication Data</b>	New Delhi: Wiley - India, 2006
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xiv, 690 p. : ill. ; 24 cm. + CD-ROM
	<b>ISBN</b>	81-265-0910-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management
<b>Call Number</b>	658.404 MER	
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business forecasting with accompanying Excel-based ForecastX software


	<b>Author</b>	Wilson,J. Holton (Author) Keating,Barry (Author)
	<b>Responsibility Data</b>	J. Holton Wilson, Barry Keating
	<b>Publication Data</b>	Boston: McGraw Hill, 2007
	<b>Edition</b>	5th ed
	<b>Physical Description</b>	xiii, 461 p. + CD-ROM
	<b>ISBN</b>	007-124494-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Economic forecasting
	<b>Call Number</b>	658.40355 WIL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Negotiation: readings, exercises, cases


	<b>Author</b>	Lewicki,Roy J. (Author) Barry,Bruce (Author) Saunders,David M. (Author)
	<b>Responsibility Data</b>	Roy J. Lewicki, Bruce Barry, David M. Saunders
	<b>Publication Data</b>	Boston: McGraw-Hill, 2007
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	x, 718 p.
	<b>ISBN</b>	007-125428-5
	<b>Subject Area</b>	Management
	<b>Abstract</b>	
	<b>Subject Headings</b>	Negotiation in business Negotiation Negotiation -- Case studies
	<b>Call Number</b>	658.4052 LEW



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate finance: fundamentals


	<b>Author</b>	Ross,Stephen A. (Author) Westerfield,Randolph W. (Author) Jordan,Bradford D. (Author)
	<b>Responsibility Data</b>	Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan
	<b>Publication Data</b>	Boston: McGraw-Hill, 2006
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xlii, 844 p. + CD-ROM
	<b>ISBN</b>	007-125450-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 ROS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Entrepreneurship: successfully launching new ventures


	<b>Author</b>	Barringer, Bruce R. (Author) Ireland, R. Daune (Author)
	<b>Responsibility Data</b>	Bruce R. Barringer, R. Duane Ireland
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006
	<b>Physical Description</b>	xxii, 482 p.
	<b>Notes</b>	"Acompained with OneKey that all you need for online materials"
	<b>ISBN</b>	0-13-061855-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Entrepreneurship New business enterprises
	<b>Call Number</b>	658.11 BAR
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managing quality: intergrating the supply chain

	<b>Author</b>	Foster,S. Thomas (Author)
	<b>Responsibility Data</b>	S. Thomas Foster
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice-Hall, 2007
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxiii, 568 p. + CD-ROM
	<b>ISBN</b>	0-13-220644-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality of products Quality control
	<b>Call Number</b>	658.4013 FOS

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business analysis & valuation: using financial statements

	<b>Author</b>	Palepu, Krishna G. (Author) Healy, Paul M. (Author) Bernard, Victor L. (Author)
	<b>Responsibility Data</b>	Krishna G. Palepu, Paul M. Healy, Victor L. Bernard
	<b>Publication Data</b>	Ohio: Thomson/ South-Western, 2004
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	1 v. (various pagings) + CD-ROM
	<b>ISBN</b>	0-324-11894-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises -- Valuation Financial statements
	<b>Call Number</b>	658.15 PAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-business and e-commerce management: strategy, implementation and practice

	<b>Author</b>	Chaffey,Dave (Author)
	<b>Responsibility Data</b>	Dave Chaffey
	<b>Publication Data</b>	Harlow, England: Financial Times/ Prentice Hall, 2007
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxvii, 663 p.
	<b>Notes</b>	"Accompanied with student access kit for online materials"
	<b>ISBN</b>	0-273-70752-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Business enterprises -- Computer networks
	<b>Call Number</b>	658.84 CHA





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management: the managerial process

	<b>Author</b>	Gray, Clifford F. (Author) Larson, Erik W. (Author)
	<b>Responsibility Data</b>	Clifford F. Gray, Erik W. Larson
	<b>Publication Data</b>	Boston: McGraw-Hill, 2006
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xviii, 574 p. + 2CDs-ROM
	<b>Series Data</b>	The McGraw-Hill/ Irwin series, operations and decision sciences;
	<b>ISBN</b>	007-124446-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management Time management Risk management
	<b>Call Number</b>	658.404 GR

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### New products management

	<b>Author</b>	Crawford,Merle (Author) Di Benedetto,Anthony (Author)
	<b>Responsibility Data</b>	Merle Crawford, Anthony Di Benedetto
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xx, 540 p.
	<b>ISBN</b>	0-07-124433-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	New products -- Management
	<b>Call Number</b>	658.575 CRA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Integrated marketing communications in advertising and promotion

	<b>Author</b>	Shimp, Terence A. (Author)
	<b>Responsibility Data</b>	Terence A. Shimp
	<b>Publication Data</b>	Mason, OH: Thomson South - Western, 2007
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xx, 629 p.
	<b>ISBN</b>	0-324-40808-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in marketing Sales promotion Advertising Direct marketing
	<b>Call Number</b>	658.82 SHI
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy

	<b>Author</b>	Sullivan, William G. (Author) Wicks, Elin M. (Author) Luxhoj, James T. (Author)
	<b>Responsibility Data</b>	William G. Sullivan, Elin M. Wicks, James T. Luxhoj
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2006
	<b>Edition</b>	13th ed.
	<b>Physical Description</b>	xviii, 675 p. + CD-ROM
	<b>ISBN</b>	0-13-148649-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
<b>Call Number</b>	658.152 SUL	

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of corporate finance


	<b>Author</b>	Brealey, Richard A. (Author) Myers, Stewart C. (Author) Marcus, Alan J. (Author)
	<b>Responsibility Data</b>	Richard A. Brealey, Stewart C. Myers, Alan J. Marcus
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2007
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxx , 722 p. + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	0-07-110592-1
	<b>Subject Area</b>	Management
	<b>Abstract</b>	
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 BRE
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Decision support and data warehouse systems

	<b>Author</b>	Mallach, Efrem G. (Author)
	<b>Responsibility Data</b>	Efrem G. Mallach
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill, 2000
	<b>Physical Description</b>	xix, 664 p.
	<b>ISBN</b>	0-07-048684-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Decision support systems Data warehousing
	<b>Call Number</b>	658.403 MAL
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

ادارة الأعمال بالغة الانجليزية و كتابة الرسائل

	<b>Parallel Title</b>	Business administration in English and letters writing
	<b>Author</b>	(حمود, خضير كاظم (مؤلف)
	<b>Responsibility Data</b>	خضر كاظم حمود
	<b>Publication Data</b>	عمان: دار المسيرة للنشر و التوزة و الطباعة, 2006
	<b>Edition</b>	ط. 3
	<b>Physical Description</b>	ص. 260
	<b>Notes</b>	يحتوي الكتاب على نصوص باللغة الانجليزية
	<b>ISBN</b>	9957-06-088-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ادارة الأعمال كتابة الرسائل
<b>Call Number</b>	ح م و 658	


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Product design: techniques in reverse engineering and new product development

	<b>Author</b>	Otto, Kevin N. (Author) Wood, Kristin L. (Author)
	<b>Responsibility Data</b>	Kevin N. Otto, Kristin L. Wood
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2001
	<b>Physical Description</b>	xxi, 1065 p.
	<b>ISBN</b>	0-13-021271-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Design, Industrial New products Production management
	<b>Call Number</b>	658.5752 OTT
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The business student's handbook : learning skills for study and employment

	<b>Author</b>	Cameron, Sheila (Author)
	<b>Responsibility Data</b>	Sheila Cameron
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2005
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xix, 410 p. : ill. ; 25 cm.
	<b>ISBN</b>	0-273-68883-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Vocational guidance -- Handbooks, manuals, etc. Business students -- Employment -- Handbooks, manuals, etc.
	<b>Call Number</b>	650.1 CAM

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems : managing information technology in the business enterprise


	<b>Author</b>	O'Brien, James A. (Author)
	<b>Responsibility Data</b>	James A. O'Brien
	<b>Publication Data</b>	Boston: McGraw Hill/ Irwin, 2004
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxix, 529 p. + CD-ROM
	<b>ISBN</b>	0-07-121498-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information technology -- Management Management information systems Business -- Data processing Electronic commerce
	<b>Call Number</b>	658.4038 OBR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to managerial accounting

	<b>Author</b>	Brewer,Peter C. (Author) Garrison ,Ray H. (Author) Noreen,Eric W. (Author)
	<b>Responsibility Data</b>	Peter C. Brewer, Ray H. Garrison, Eric W. Noreen
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2007
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxix , 642 p.
	<b>ISBN</b>	0-07-110294-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 BRE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting

	<b>Author</b>	Garrison,Ray H. (Author) Noreen,Eric W. (Author) Brewer,Peter C. (Author)
	<b>Responsibility Data</b>	Ray H. Garrison, Eric W. Noreen, Peter C. Brewer
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xvi, 863 p. + CD-ROM
	<b>ISBN</b>	0-07-111794-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 GAR	


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business driven technology

	<b>Author</b>	Haag,Stephen (Author) Baltzan,Paige (Author) Phillips,Amy (Author)
	<b>Responsibility Data</b>	Stephen Haag, Paige Baltzan, Amy Phillips
	<b>Publication Data</b>	Boston: McGraw-Hill, 2006
	<b>Physical Description</b>	xxxiv, 557 p. + CD-ROM
	<b>ISBN</b>	0-07-111702-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Information technology -- Management Management information systems Information resources management Industrial management -- Technological innovations
	<b>Call Number</b>	658.4038 HAA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research

	<b>Author</b>	Cooper,Donald R. (Author) Schindler,Pamela S. (Author)
	<b>Responsibility Data</b>	Donald R. Cooper, Pamela S. Schindler
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Physical Description</b>	xix, 790 p. + CD-ROM
	<b>Series Data</b>	The McGraw-Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-283786-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research
	<b>Call Number</b>	658.83 COO


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## ONLINE CATALOGUE

### Human resource management

	<b>Author</b>	Ivancevich, John M. (Author)
	<b>Responsibility Data</b>	John M. Ivancevich
	<b>Publication Data</b>	Boston: McGraw-Hill, 2007
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	xviii, 638 p.
	<b>ISBN</b>	007-125423-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 IVA


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## ONLINE CATALOGUE

### Management information systems: solving business problems with information technology

	<b>Author</b>	Post,Gerald V. (Author) Anderson,David L. (Author)
	<b>Responsibility Data</b>	Gerald V. Post, David L. Anderson
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xx, 604 p.
	<b>ISBN</b>	0-07-111638-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 POS
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### Juran's quality planning and analysis: for enterprise quality


	<b>Author</b>	Gryna, Frank M. (Author) Chua, Richard C. H. (Author) DeFeo, Joseph A. (Author)
	<b>Responsibility Data</b>	Frank M. Gryna, Richard C.H. Chua, Joseph A. DeFeo
	<b>Publication Data</b>	Boston: McGraw-Hill, 2007
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxvi, 774 p.
	<b>Series Data</b>	McGraw-Hill series in industrial engineering and management science;
	<b>Notes</b>	"Earlier editions of this book were written by J. M. Juran."
	<b>ISBN</b>	007-125421-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality control
	<b>Call Number</b>	658.562 GRY
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Strategy: core concepts, analytical tools, readings**


	<b>Author</b>	Thompson, Arthur A. (Author) Gamble, John E. (Author) Strickland, A.J. (Author)
	<b>Responsibility Data</b>	Arthur A. Thompson, John E. Gamble, A. J. Strickland
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxxix, 458 p.
	<b>ISBN</b>	0-07-111671-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Management
<b>Call Number</b>	658.4012 THO	
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## ONLINE CATALOGUE

### Supply chain logistics management

	<b>Author</b>	Bowersox,Donald J. (Author) Closs,David J. (Author) Cooper,M. Bixby (Author)
	<b>Responsibility Data</b>	Donald J. Bowersox, David J. Closs, M. Bixby Cooper
	<b>Publication Data</b>	Boston: McGraw-Hill, 2007
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiv, 410 p.
	<b>Series Data</b>	The McGraw-Hill/Irwin series operations and decision sciences;
	<b>ISBN</b>	007-125414-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business logistics
	<b>Call Number</b>	658.7 BOW


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# PHILADELPHIA UNIVERSITY LIBRARY

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### Strategic management: creative competitive advantages

	<b>Author</b>	Dess, Gregory G. (Author) Lumpkin, G. T. (Author) Taylor, Marilyn L. (Author)
	<b>Responsibility Data</b>	Gregory G. Dess, G. T. Lumpkin, Marilyn L. Taylor
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2005
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxix, 530 p.
	<b>ISBN</b>	0-07-287290-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning
	<b>Call Number</b>	658.4012 DES


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management: creating competitive advantages

	<b>Author</b>	Dess, Gregory G. (Author) Lumpkin, G. T. (Author) Eisner, Alan B. (Author)
	<b>Responsibility Data</b>	Gregory G. Dess, G. T. Lumpkin, Alan B. Eisner
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2007
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxii, 559 p.
	<b>ISBN</b>	0-07-110599-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning
	<b>Call Number</b>	658.4012 DES


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Purchasing and supply management, with 50 supply chain cases

	<b>Author</b>	Leenders, Michiel R. ... [et al.]. (Author)
	<b>Responsibility Data</b>	Michiel R. Leenders ... [et al.].
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	13th ed.
	<b>Physical Description</b>	xix, 564 p.
	<b>ISBN</b>	0-07-111738-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial procurement Materials management
	<b>Call Number</b>	658.72 PUR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Human resource management

	<b>Author</b>	Byars,Lloyd L. (Author) Rue,Leslie W. (Author)
	<b>Responsibility Data</b>	Lloyd L. Byars, Leslie W. Rue
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xiii, 429 p.
	<b>ISBN</b>	0-07-111561-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 BYA
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior: key concepts, skills & best practices

	<b>Author</b>	Kinicki,Angelo (Author) Kreitner,Robert (Author)
	<b>Responsibility Data</b>	Angelo Kinicki, Robert Kreitner
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxviii, 460 p. + CD-ROM
	<b>ISBN</b>	0-07-111611-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658.3 KIN
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## ONLINE CATALOGUE

### Information technology project management: a concise study

	<b>Author</b>	Kelkar, S. A. (Author)
	<b>Responsibility Data</b>	S. A. Kelkar
	<b>Publication Data</b>	New Delhi: Prentice-Hall of India, 2006
	<b>Physical Description</b>	ix, 654 p.
	<b>ISBN</b>	81-203-2865-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management Information technology -- Management
	<b>Call Number</b>	658.404 KEL

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## ONLINE CATALOGUE

المراسلات التجارية: و الودية و مصطلحات المال و الأعمال

	<b>Author</b>	(دودين, ماجد سليمان) مؤلف
	<b>Responsibility Data</b>	ماجد سليمان دودين
	<b>Publication Data</b>	عمان: مكتبة المجتمع العربي للنشر و التوزيع, 2008
	<b>Physical Description</b>	ص 374
	<b>Notes</b>	يحتوي الكتاب على نصوص باللغة الانجليزية
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	المراسلات التجارية كتابة الرسائل
	<b>Call Number</b>	د و د 651.75

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations research : an introduction

	<b>Author</b>	Taha, Hamdy A. (Author)
	<b>Responsibility Data</b>	Hamdy A. Taha
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2007
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xx, 813 p. : ill. ; 24 cm. + CD-ROM
	<b>ISBN</b>	0-13-188923-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Programming (Mathematics)
<b>Call Number</b>	658.4034 TAH	
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## ONLINE CATALOGUE

### Business and administrative dictionary: English – Arabic


	<b>Parallel Title</b>	القاموس الاقتصادي و الاداري: عربي - انجليزي
	<b>Author</b>	[Al-Refaie],[Amal Omar Bseim] (Author)
	<b>Responsibility Data</b>	[Amal Omar Bseim Al-Refaie]
	<b>Publication Data</b>	Halab: Ray, 2007
	<b>Physical Description</b>	397 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Dictionaries
	<b>Call Number</b>	650.03 REF
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

المراسلات التجارية بين النظرية و التطبيق : عربي - انجليزي

	<b>Parallel Title</b>	Business letters theory and practice : english – arabic
	<b>Author</b>	(الحموي, شريف) مؤلف (عودة, رشيد) مؤلف
	<b>Responsibility Data</b>	شريف الحموي, رشيد عودة
	<b>Publication Data</b>	عمان: دار يافا العلمية للنشر و التوزيع, 2006
	<b>Edition</b>	ط. 3
	<b>Physical Description</b>	E :ص.: ع + 122 ص 185
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	المراسلات التجارية
	<b>Call Number</b>	ح م و 651.75


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Franchising in the U.S.: pros and cons

	<b>Author</b>	Coltman, Michael M. (Author)
	<b>Responsibility Data</b>	Michael M. Coltman
	<b>Publication Data</b>	North Vancouver, Canada: Self-Counsel Press, 1988
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	x, 148 p.
	<b>Series Data</b>	Self-Counsel series;
	<b>ISBN</b>	0-88908-923-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Franchises (Retail trade) -- United States
	<b>Call Number</b>	658.87080973 COL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The use of CPM in construction : a manual for general contractors and the construction industry


	<b>Author</b>	
	<b>Responsibility Data</b>	prepared and published by the Associated General Contractors of America
	<b>Corporate</b>	Associated General Contractors of America
	<b>Publication Data</b>	Washington: The Contractors, 1976
	<b>Physical Description</b>	192 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Construction industry -- Management Critical path analysis
	<b>Call Number</b>	658.4032 ASS
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strengthen your performance in psychological tests

	<b>Author</b>	Cesari, Cecile (Author)
	<b>Responsibility Data</b>	Cecile Cesari
	<b>Publication Data</b>	London: Foulsham, 1989
	<b>Physical Description</b>	94 p.
	<b>ISBN</b>	0-572-0228-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Employment tests Psychological tests Employee selection
	<b>Call Number</b>	658.3112 CES
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The discourse of advertising

	<b>Author</b>	Cook, Guy (Author)
	<b>Responsibility Data</b>	Guy Cook
	<b>Publication Data</b>	London: Routledge, 2006
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xii, 256 p.
	<b>Series Data</b>	The INTERFACE series;
	<b>ISBN</b>	0-415-23455-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Discourse analysis Advertising -- Language
	<b>Call Number</b>	659.1014 COO

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Concepts of business management

	<b>Author</b>	Khader, Jameel Ahmad (Author)
	<b>Responsibility Data</b>	Jameel Ahmad Khader
	<b>Publication Data</b>	Al-Ahsa: Kifah P. P Press, 2007
	<b>Physical Description</b>	xix, 341 p.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management
	<b>Call Number</b>	658 KHA

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Exploring corporate strategy: text and cases

	<b>Author</b>	Johnson,Gerry (Author) Scholes,Kevan (Author)
	<b>Responsibility Data</b>	Gerry Johnson, Kevan Scholes
	<b>Publication Data</b>	New York: Prentice Hall, 1993
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxiv, 733 p.
	<b>ISBN</b>	0-13-297441-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporate planning Strategic planning
	<b>Call Number</b>	658.4012 JOH


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Innovating to compete : lessons for diffusing and managing change in the workplace


	<b>Author</b>	Walton ,Richard E. (Author)
	<b>Responsibility Data</b>	Richard E. Walton, with the assistance of Christopher Allen and Michael Gaffney
	<b>Publication Data</b>	San Francisco: Jossey -Bass Publishers, 1987
	<b>Physical Description</b>	xix, 361 p.
	<b>Series Data</b>	The Jossey-Bass management series;
	<b>ISBN</b>	1-55542-056-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Shipping -- Personnel management Shipping -- Management Industrial management Comparative management
	<b>Call Number</b>	658.4063 WAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to management accounting


	<b>Author</b>	Horngren, Charles T. ... [et al.] (Author)
	<b>Responsibility Data</b>	Charles T. Horngren ... [et al.]
	<b>Publication Data</b>	Upper Saddle River, NJ: Pearson Prentice Hall, 2008
	<b>Edition</b>	14th ed.
	<b>Physical Description</b>	xxi, 831 p.
	<b>Series Data</b>	Charles T. Horngren series in accounting;
	<b>ISBN</b>	0-13-612921-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 INT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The practice of marketing

	<b>Author</b>	Runyon, Kenneth E. (Author)
	<b>Responsibility Data</b>	Kenneth E. Runyon
	<b>Publication Data</b>	Columbos, Ohio: Charles E. Merrill Publishing Company, 1982
	<b>Physical Description</b>	xi, 616 p.
	<b>ISBN</b>	0-615-09886-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 RUN

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Primavera project planner, reference



<b>Publication Data</b>	<b>Bala Cynwyd, PA: Primavera Systems, Inc., 1990</b>
<b>Physical Description</b>	<b>viii, 470 p.</b>
<b>ISBN</b>	<b>0-926282-04-2</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Production scheduling -- Software</b>
<b>Call Number</b>	<b>658.53 PRI</b>


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems

	<b>Author</b>	McLeod,Raymond (Author) Schell,George (Author)
	<b>Responsibility Data</b>	Raymond McLeod, Jr., George Schell
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2007
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	xxix, 447 p.
	<b>ISBN</b>	0-13-188918-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038011 MCL
	<b>Philadelphia University Library 2011</b>	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting


	<b>Author</b>	Garrison,Ray H. (Author) Noreen,Eric W. (Author) Brewer,Peter C. (Author)
	<b>Responsibility Data</b>	Ray H. Garrison, Eric W. Noreen, Peter C. Brewer
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2008
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	xxi, 792 p.
	<b>ISBN</b>	978-0-07-110113-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
<b>Call Number</b>	658.1511 GAR	
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Managerial accounting: creating value in a dynamic business environment

	<b>Author</b>	Hilton,Ronald W. (Author)
	<b>Responsibility Data</b>	Ronald W. Hilton
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2008
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxxv, 824 p.
	<b>ISBN</b>	978-0-07-110114-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 HIL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to managerial accounting

	<b>Author</b>	Brewer,Peter C. (Author) Garrison,Ray H. (Author) Noreen,Eric W. (Author)
	<b>Responsibility Data</b>	Peter C. Brewer, Ray H. Garrison, Eric W. Noreen
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2008
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xxx, 633 p.
	<b>ISBN</b>	978-0-07-128763-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 BRE

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to management accounting

	<b>Author</b>	Horngren, Charles T. ... [et al.] (Author)
	<b>Responsibility Data</b>	Charles T. Horngren ... [et al.]
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2008
	<b>Edition</b>	14th ed.
	<b>Physical Description</b>	xxi, 831, [65] p.
	<b>Series Data</b>	Charles T. Horngren series in accounting;
	<b>ISBN</b>	978-0-13-240569-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Managerial accounting
	<b>Call Number</b>	658.1511 INT


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Introduction to e-commerce


	<b>Author</b>	Turban,Efraim (Author) King,David (Author)
	<b>Responsibility Data</b>	Efraim Turban and David King
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2003
	<b>Physical Description</b>	xxxiv, 537 p.
	<b>ISBN</b>	0-13-122450-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.84 TUR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Integrated advertising, promotion and marketing communications


	<b>Author</b>	Clow, Kenneth E. (Author) Baak, Donald (Author)
	<b>Responsibility Data</b>	Kenneth E. Clow, Donald Baack
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2007
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxiii, 515 p.
	<b>ISBN</b>	0-13-186622-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in marketing Advertising
	<b>Call Number</b>	659.1 CLO
	<b>Philadelphia University Library 2011</b>	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of marketing


	<b>Author</b>	Kotler,Philip (Author) Armstrong,Gary (Author)
	<b>Responsibility Data</b>	Philip Kotler, Gary Armstrong
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2008
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	xxxii, 599 p.
	<b>ISBN</b>	0-13-239002-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 KOT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: an introduction

	<b>Author</b>	Armstrong,Gary (Author) Kotler,Philip (Author)
	<b>Responsibility Data</b>	Gary Armstrong, Philip Kotler
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2005
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxvi, 581 p.
	<b>ISBN</b>	0-13-142410-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 ARM
	Philadelphia University Library 2011	






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce


	<b>Author</b>	Schneider, Gary P. (Author)
	<b>Responsibility Data</b>	Gary P. Schneider
	<b>Publication Data</b>	Boston, MA: Thomson Course Technology, 2002
	<b>Edition</b>	3rd annual ed.
	<b>Physical Description</b>	xxiv, 568 p.
	<b>ISBN</b>	0-619-06311-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.84 SCH



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The Middle East advertising guide, 2007 - 2008

	<b>Publication Data</b>	Beirut: Kropps Middle East, 2008
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	280 p.
	<b>Notes</b>	Includes Glossary of advertising and marketing terms
	<b>ISBN</b>	9953-0-0867-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- Middle East -- Directories
	<b>Call Number</b>	659.102556 MID
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Relationship selling


	<b>Author</b>	Johnston,Mark W. (Author) Marshall,Greg W. (Author)
	<b>Responsibility Data</b>	Mark W. Johnston, Greg W. Marshall
	<b>Publication Data</b>	New York: McGraw-Hill/ Irwin, 2008
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxvii,446 p.
	<b>ISBN</b>	0-07-110108-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Selling Relationship marketing Customer relations
	<b>Call Number</b>	658.85 JOH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Global marketing


	<b>Author</b>	Gillespie,Kate (Author) Jeannet,Jean-Pierre (Author) Hennessey,H. David (Author)
	<b>Responsibility Data</b>	Kate Gillespie, Jean-Pierre Jeannett, H. David Hennessey
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 2007
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xviii, 619 p.
	<b>ISBN</b>	0-618-65953-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Export marketing Export marketing -- Management
<b>Call Number</b>	658.848 GIL	
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## ONLINE CATALOGUE

### Principles of managerial finance

	<b>Author</b>	Gitman, Lawrence J. (Author)
	<b>Responsibility Data</b>	Lawrence J. Gitman
	<b>Publication Data</b>	Boston: Pearson Addison Wesley, 2006
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xliv, 831 p.
	<b>Notes</b>	Accompanied with student access kit
	<b>ISBN</b>	0-321-31150-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance Business enterprises -- Finance
	<b>Call Number</b>	658.15 GIT

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## ONLINE CATALOGUE

### Consumer behavior: buying, having, and being

	<b>Author</b>	Solomon, Michael R. (Author)
	<b>Responsibility Data</b>	Michael R. Solomon
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2006
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xviii, 654 p.
	<b>ISBN</b>	0-13-218694-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior
	<b>Call Number</b>	658.8342 SOL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Relationship selling and sales management

	<b>Author</b>	Johnston,Mark W. (Author) Marshall,Greg W. (Author)
	<b>Responsibility Data</b>	Mark W. Johnston, Greg W. Marshall
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2005
	<b>Physical Description</b>	xxiv, 451 p. + CD-ROM
	<b>Series Data</b>	McGraw-Hill / Irwin series in marketing;
	<b>ISBN</b>	0-07-289296-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Selling Relationship marketing Customer relations
	<b>Call Number</b>	658.85 JOH

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## ONLINE CATALOGUE

### Marketing channels

	<b>Author</b>	Coughlan, Anne T. ... [et al.]. (Author)
	<b>Responsibility Data</b>	Anne T. Coughlan ... [et al.].
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2006
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxii, 602 p.
	<b>ISBN</b>	0-13-191346-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing channels
	<b>Call Number</b>	658.84 MAR

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## ONLINE CATALOGUE

### Human resources and personnel management


	<b>Author</b>	Werther, William B. (Author) Davis, Keith (Author)
	<b>Responsibility Data</b>	William B. Werther, Jr., Keith Davis
	<b>Publication Data</b>	Boston: Irwin/ McGraw-Hill, 1996
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxxiv, 637 p.
	<b>Series Data</b>	McGraw-Hill series in management;
	<b>ISBN</b>	0-07-114849-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 WER



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Internet marketing: integrating online and offline strategies

	<b>Author</b>	Roberts, Mary Lou (Author)
	<b>Responsibility Data</b>	Mary Lou Roberts
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2003
	<b>Physical Description</b>	xix, 471 p.
	<b>Series Data</b>	McGraw-Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-112417-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 ROB


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## ONLINE CATALOGUE

### Operations management for competitive advantage


	<b>Author</b>	Chase, Richard B. (Author) Jacobs, F. Robert (Author) Aquilano, Nicholas J. (Author)
	<b>Responsibility Data</b>	Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	xix, 806 p. + CD-ROM
	<b>ISBN</b>	978-0-07-111552-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
<b>Call Number</b>	658.5 CHA	
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations management

	<b>Author</b>	Heizer,Jay (Author) Render,Barry (Author)
	<b>Responsibility Data</b>	Jay Heizer, Barry Render
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall , 2006
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxxv, 806 p. + CD-ROM
	<b>ISBN</b>	0-13-185755-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Production management
	<b>Call Number</b>	658.5 HEI
	<b>Philadelphia University Library 2011</b>	



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## ONLINE CATALOGUE

### Management: skills and application

	<b>Author</b>	Rue ,Leslie W. (Author) Byars ,Lloyd L. (Author)
	<b>Responsibility Data</b>	Leslie W. Rue, Lloyd L. Byars
	<b>Publication Data</b>	Boston: Irwin/ McGraw-Hill, 2000
	<b>Edition</b>	9th ed.
	<b>Physical Description</b>	xxii 469 p.
	<b>ISBN</b>	0-07-22885-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 RUE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Management information systems


	<b>Author</b>	O'Brien,James A. (Author) Marakas,George M. (Author)
	<b>Responsibility Data</b>	James A. O'Brien, George M. Marakas
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xxxi, 592 P.
	<b>ISBN</b>	0-07-111629-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038 OBR



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing research: within a changing information environment

	<b>Author</b>	Hair, Joseph F. (Author) Bush, Robert P. (Author) Ortinau, David J. (Author)
	<b>Responsibility Data</b>	Joseph F. Hair, Jr., Robert P. Bush, David J. Ortinau
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2006
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxvii, 730 p.
	<b>Series Data</b>	McGraw-Hill/ Irwin series in marketing;
	<b>ISBN</b>	0-07-710936-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing research
	<b>Call Number</b>	658.83 HAI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Services marketing: concepts, strategies & cases

	<b>Author</b>	Hoffman,K. Douglas (Author) Bateson,John E. G. (Author)
	<b>Responsibility Data</b>	K. Douglas Hoffman, John E.G. Bateson
	<b>Publication Data</b>	Mason, OH: Thomson, 2006
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xix, 588 p.
	<b>ISBN</b>	0-324-42283-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Service industries -- Marketing
	<b>Call Number</b>	658.8 HOF
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing mistakes and successes

	<b>Author</b>	Hartley, Robert F. (Author)
	<b>Responsibility Data</b>	Robert F. Hartley
	<b>Publication Data</b>	Hoboken, NJ: John Wiley & Sons, Inc., 2006
	<b>Edition</b>	10th ed.
	<b>Physical Description</b>	viii, 374 p.
	<b>ISBN</b>	0-471-74321-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- United States -- Case studies
	<b>Call Number</b>	658.800973 HAR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The marketing plan handbook


	<b>Author</b>	Wood, Marian Burk (Author)
	<b>Responsibility Data</b>	Marian Burk Wood
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2005
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xv, 200 p. + CD-ROM
	<b>ISBN</b>	0-13-196866-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Management -- Handbooks, manuals, etc.
	<b>Call Number</b>	658.802 WOO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing: an introduction


	<b>Author</b>	Armstrong,Gary (Author) Kotler,Philip (Author)
	<b>Responsibility Data</b>	Gary Armstrong, Philip Kotler
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2007
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxxii, 522 p.
	<b>ISBN</b>	0-13-186591-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 ARM
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-business matters: a guide for small and medium-sized enterprises


	<b>Author</b>	Whelan,Jonathan (Author) Maxelon,Ken (Author)
	<b>Responsibility Data</b>	Jonathan Whelan, Ken Maxelon
	<b>Publication Data</b>	Harlow, England: Prentice Hall, 2001
	<b>Physical Description</b>	xxi, 234 p.
	<b>ISBN</b>	0-130-31191-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Small business
	<b>Call Number</b>	658.84 WHE
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Modern financial management

	<b>Author</b>	Ross, Stephen A. ... [et al.]. (Author)
	<b>Responsibility Data</b>	Stephen A. Ross ... [et al.].
	<b>Publication Data</b>	Boston: McGraw-Hill/ Irwin, 2008
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxxiii, 926 p.
	<b>Series Data</b>	The McGraw - Hill/ Irwin series in finance, insurance, and real estate;
	<b>ISBN</b>	978-0-07-128652-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 MOD

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Small business management

	<b>Author</b>	Siropolis,Nicholas (Author)
	<b>Responsibility Data</b>	Nicholas Siropolis
	<b>Publication Data</b>	Boston: Houghton Mifflin Company, 1997
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xxvi, 642 p.
	<b>ISBN</b>	0-395-80887-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Small business -- Management New business enterprises - - Management
	<b>Call Number</b>	658.022 SIR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic marketing problems: cases and comments

	<b>Author</b>	Kerin,Roger A. (Author) Peterson,Robert A. (Author)
	<b>Responsibility Data</b>	Roger A. Kerin, Robert A. Peterson
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2007
	<b>Edition</b>	11th ed.
	<b>Physical Description</b>	x, 722 p.
	<b>ISBN</b>	0-13-187152-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Decision making -- Case studies Marketing - - Management -- Case studies
	<b>Call Number</b>	658.802 KER


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Oxford handbook of commercial correspondence

	<b>Author</b>	Ashley,A. (Author)
	<b>Responsibility Data</b>	A. Ashley
	<b>Publication Data</b>	Oxford: Oxford University Press, 2004
	<b>Physical Description</b>	304 p. : ill. ; 28 cm.
	<b>ISBN</b>	0-19-457213-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business communication Electronic mail messages
	<b>Call Number</b>	651.75 ASH

Philadelphia University Library 2011





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Business

	<b>Author</b>	Griffin,Ricky W. (Author) Ebert,Ronald J. (Author)
	<b>Responsibility Data</b>	Ricky W. Griffin, Ronald J. Ebert
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice-Hall, 2006
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxv, 595 p.
	<b>ISBN</b>	0-13-149537-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management -- United States Business enterprises -- United States
	<b>Call Number</b>	658 GRI



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **Fashion icon : the power and influence of graphic design**


	<b>Author</b>	Toth, Mike (Author) D'Amato, Jennie (Author)
	<b>Responsibility Data</b>	Mike Toth and Jennie D'Amato
	<b>Publication Data</b>	Gloucester, Massachusetts: Rockport Publishers, 2003
	<b>Physical Description</b>	176 p.
	<b>ISBN</b>	1-56496-949-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- Fashion Graphic design (Typography) Fashion merchandising
	<b>Call Number</b>	659.19687 TOT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### DigiMarketing : the essential guide to new media & digital marketing

	<b>Author</b>	Wertime,Kent (Author) Fenwick,Ian (Author)
	<b>Responsibility Data</b>	Kent Wertime and Ian Fenwick
	<b>Publication Data</b>	Singapore: John Wiley & Sons, 2008
	<b>Physical Description</b>	xiv, 406 p.
	<b>ISBN</b>	978-0470-822319
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing Social media -- Marketing Strategic planning
	<b>Call Number</b>	658.84 WER


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Effective publications management: keeping print communications on time, on budget, on message**


	<b>Author</b>	Lips, Cathy Connor (Author)
	<b>Responsibility Data</b>	Cathy Connor Lips
	<b>Publication Data</b>	New York: Allworth Press, 2007
	<b>Physical Description</b>	xii, 195 p.
	<b>ISBN</b>	978-1-58115-486-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Publications -- Management
	<b>Call Number</b>	659.2 LIP
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Message matters: succeeding at the crossroads of mission and market

	<b>Author</b>	Leet, Rebecca K. (Author)
	<b>Responsibility Data</b>	Rebecca K. Leet
	<b>Publication Data</b>	Saint Paul, Minn: Fieldstone Alliance, 2007
	<b>Physical Description</b>	149 p.
	<b>ISBN</b>	978-0-940069-63-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Nonprofit organizations -- Management Charities -- Management Endowments -- Management Associations, institutions, etc. -- Management Corporations -- Public relations
	<b>Call Number</b>	658.048 LEE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The definitive handbook of business continuity management



<b>Author</b>	Hiles, Andrew (ed.)
<b>Responsibility Data</b>	edited by Andrew Hiles
<b>Publication Data</b>	Chichester, England: John Wiley & Sons, 2007
<b>Edition</b>	2nd ed.
<b>Physical Description</b>	xxx, 636 p.
<b>ISBN</b>	978-0-470-51638-6
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Crisis management Emergency management Business planning
<b>Call Number</b>	658.4056 DEF


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### How disruption brought order: the story of a winning strategy in the world of advertising


	<b>Author</b>	Dru, Jean-Marie (Author)
	<b>Responsibility Data</b>	Jean-Marie Dru
	<b>Publication Data</b>	New York: Palgrave Macmillan, 2007
	<b>Physical Description</b>	236 p.
	<b>ISBN</b>	0-230-60069-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising agencies Advertising -- Cross-cultural studies TWBA (Firm)
	<b>Call Number</b>	659.111 DRU
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Visual merchandising: window and in-store displays for retail

	<b>Author</b>	Morgan, Tony (Author)
	<b>Responsibility Data</b>	Tony Morgan
	<b>Publication Data</b>	London: Laurence King Publishing, 2008
	<b>Physical Description</b>	208 p.
	<b>ISBN</b>	978-1-85669-539-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Display of merchandise -- Design Show windows -- Design Merchandising
	<b>Call Number</b>	659.157 MOR
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International Journal of Advertising

	<b>Publication Data</b>	Oxfordshire, UK: The World Advertising Research Center, Vol. 2 no. 1 (Jan./Mar. 1983)-
	<b>Frequency</b>	
	<b>Notes</b>	The Quarterly Review of Marketing Communications ; Continues: Journal of Advertising.
	<b>Subject Area</b>	Management
	<b>ISSN</b>	0265-0487
	<b>Subject Headings</b>	Advertising -- Periodicals Marketing -- Periodicals Market surveys -- Periodicals
	<b>Call Number</b>	659.105 IJA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Leadership insights: 15 unique perspectives on effective leadership

	<b>Author</b>	Mintzberg, Henry ... [et. al] (Author)
	<b>Responsibility Data</b>	Henry Mintzberg ... [et. al]
	<b>Publication Data</b>	[Boston, Mass.]: Harvard Business Review, [1990-]
	<b>Physical Description</b>	128 p. ; 28 cm
	<b>Notes</b>	Harvard Business Review Article Collection
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Leadership
	<b>Call Number</b>	658.4092 LEA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Conflict resolution and etiquette [videorecording]


	<b>Author</b>	
	<b>Responsibility Data</b>	Cambridge Educational (Firm) ; Films for the Humanities & Sciences (Firm)
	<b>Corporate</b>	,Cambridge Educational (Firm) ,Films for the Humanities & Sciences (Firm)
	<b>Publication Data</b>	Lawrenceville, NJ : Films Media Group, 2007
	<b>Series Data</b>	Back to the basics;
	<b>Notes</b>	DVD Educational videos
	<b>Description</b>	1 videodisc (30 min.) : sd., col. ; 4 3/4 in.
	<b>Subject Area</b>	Management
	<b>Other Number</b>	07-28-08 GSR
	<b>Abstract</b>	Examines conflict management with a step-by-step analysis for conflict resolution. Stresses the value of communication and collaboration and includes interviews with a diverse group of employees and managers who discuss their experiences with conflict.
	<b>Subject Headings</b>	Conflict management Problem solving Business communication Interpersonal communication
	<b>Call Number</b>	658.4053 CON



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communicating for managerial effectiveness

	<b>Author</b>	Clampitt ,Phillip G. (Author)
	<b>Responsibility Data</b>	Phillip G. Clampitt
	<b>Publication Data</b>	Thousand Oaks: Sage Publications, 2005
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xv, 287 p. : ill. ; 26 cm.
	<b>ISBN</b>	0-7619-3099-X
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management
	<b>Call Number</b>	658.45 CLA


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communicating globally : intercultural communication and international business

	<b>Author</b>	Schmidt, Wallace V. ... [et al.] (Author)
	<b>Responsibility Data</b>	Wallace V. Schmidt ... [et al.]
	<b>Publication Data</b>	Los Angeles : Sage Publications, 2007
	<b>Physical Description</b>	xvi, 319 p. : ill. ; 23 cm.
	<b>ISBN</b>	978-1-4129-1317-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication -- Cross-cultural studies Intercultural communication International business enterprises Cross-cultural orientation
	<b>Call Number</b>	658.45 COM


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Communicating in global business negotiations : a geocentric approach

	<b>Author</b>	Rudd ,Jill E. (Author) Lawson ,Diana R. (Author)
	<b>Responsibility Data</b>	Jill E. Rudd, Diana R. Lawson
	<b>Publication Data</b>	Los Angeles : Sage Publications, 2007
	<b>Physical Description</b>	xi, 276 p. ; 23 cm.
	<b>ISBN</b>	978-1-4129-1658-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Negotiation in business Business communication Intercultural communication
	<b>Call Number</b>	658.4052 RUD


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate communication : a guide to theory and practice

	<b>Author</b>	Cornelissen ,Joep (Author)
	<b>Responsibility Data</b>	Joep Cornelissen
	<b>Publication Data</b>	Los Angeles : Sage Publications, 2008
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xv, 280 p. : ill. ; 25 cm.
	<b>ISBN</b>	978-1-84787-246-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Business communication
	<b>Call Number</b>	658.45 COR

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Corporate communications : convention, complexity, and critique

	<b>Author</b>	Christensen ,Lars Thoger (Author) Morsing ,Mette (Author) Cheney ,George (Author)
	<b>Responsibility Data</b>	Lars Thoger Christensen, Mette Morsing, George Cheney
	<b>Publication Data</b>	Los Angeles : Sage Publications, 2008
	<b>Physical Description</b>	xii, 251 p. : ill. ; 25 cm.
	<b>ISBN</b>	978-1-4129-3103-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business communication Corporate image Corporate culture
	<b>Call Number</b>	658.45 CHR






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### International public relations : negotiating culture, identity, and power


	<b>Author</b>	Curtin ,Patricia A. (Author) Gaither ,T. Kenneth (Author)
	<b>Responsibility Data</b>	Patricia A. Curtin, T. Kenn Gaither
	<b>Publication Data</b>	Thousand Oaks: Sage Publications, 2007
	<b>Physical Description</b>	xiii, 304 p. : ill. ; 23 cm.
	<b>ISBN</b>	1-4129-1415-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations Public relations -- Cross-cultural studies Intercultural communication Culture and globalization
	<b>Call Number</b>	659.2 CUR
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Ongoing crisis communication : planning, managing, and responding

	<b>Author</b>	Coombs ,W. Timothy (Author)
	<b>Responsibility Data</b>	W. Tomothy Coombs
	<b>Publication Data</b>	Los Angeles : Sage Publications, 2007
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xiii, 209 p. : ill. ; 23 cm.
	<b>ISBN</b>	978-1-4129-4992-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Crisis management Communication in management
	<b>Call Number</b>	658.4056 COO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational communication : perspectives and trends


	<b>Author</b>	Papa,Michael J. (Author) Daniels ,Tom D. (Author) Spiker,Barry K. (Author)
	<b>Responsibility Data</b>	Michael J. Papa, Tom D. Daniels, Barry K. Spiker
	<b>Publication Data</b>	Los Angeles: Sage Publications, 2008
	<b>Physical Description</b>	xxi, 449 p. : ill. ; 24 cm.
	<b>ISBN</b>	978-1-4129-1684-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in organizations
	<b>Call Number</b>	658.45 PAP



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The theory and practice of corporate communication : a competing values perspective


	<b>Author</b>	Belasen, Alan T. (Author)
	<b>Responsibility Data</b>	Alan T. Belasen
	<b>Publication Data</b>	Los Angeles: Sage Publications, 2008
	<b>Physical Description</b>	xxvii, 271 p. : ill. ; 26 cm.
	<b>ISBN</b>	978-1-4129-5035-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in management Communication in organizations Corporate culture Communication in management -- Case studies Communication in organizations -- Case studies Corporate culture -- Case studies
	<b>Call Number</b>	658.45 BEL



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The new handbook of organizational communication : advances in theory, research, and methods

	<b>Author</b>	Jablin, Fredric M. (ed.) Putnam, Linda L. (ed.)
	<b>Responsibility Data</b>	Fredric M. Jablin, Linda L. Putman, editors
	<b>Publication Data</b>	Thousand Oaks: Sage Publications, 2001
	<b>Physical Description</b>	xxxi, 911 p. : ill. ; 26 cm.
	<b>ISBN</b>	1-4129-1525-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Communication in organizations
	<b>Call Number</b>	658.45 NEW
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic issues management : organizations and public policy challenges

	<b>Author</b>	Heath,Robert L. (Author) Palenchar,Michael J. (Author)
	<b>Responsibility Data</b>	Robert L. Heath, Michael J. Palenchar
	<b>Publication Data</b>	Los Angeles: Sage Publications, 2009
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xii, 412 p. : ill. ; 23 cm.
	<b>ISBN</b>	978-1-4129-5211-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations -- United States Issues management -- United States Industrial management -- Social aspects -- United States Strategic planning -- United States Industrial policy -- United States
	<b>Call Number</b>	659.2 HEA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Student workbook for Public relations writing : principles in practice


	<b>Author</b>	Treadwell,Donald (Author) Treadwell,Jill B. (Author)
	<b>Responsibility Data</b>	Donald Treadwell, Jill B. Treadwell
	<b>Publication Data</b>	Thousand Oaks: Sage Publications, 2005
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	162 p. : ill. ; 23 cm.
	<b>Notes</b>	to accompany "Public relations writing : principles in practice"
	<b>ISBN</b>	1-4129-1444-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations Public relations -- Authorship Business writing
	<b>Call Number</b>	659.2 TRE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations writing : principles in practice

	<b>Author</b>	Treadwell,Donald (Author) Treadwell,Jill B. (Author)
	<b>Responsibility Data</b>	Donald Treadwell, Jill B. Treadwell
	<b>Publication Data</b>	Thousand Oaks : Sage Publications, 2005
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxvi, 517 p. : ill. ; 26 cm.
	<b>Notes</b>	accompanied with student workbook
	<b>ISBN</b>	1-4129-0551-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations Public relations -- Authorship Business writing
	<b>Call Number</b>	659.2 TRE





# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Public relations : concepts, practice and critique

	<b>Author</b>	L'Etang, Jacquie (Author)
	<b>Responsibility Data</b>	Jacquie L'Etang
	<b>Publication Data</b>	Los Angeles: Sage Publications, 2008
	<b>Physical Description</b>	xiii, 290 p. : ill. ; 24 cm.
	<b>ISBN</b>	978-1-4129-3048-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations
	<b>Call Number</b>	659.2 LET


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Today's public relations : an introduction

	<b>Author</b>	Heath,Robert L. (Author) Coombs,W. Timothy (Author)
	<b>Responsibility Data</b>	Robert L. Heath, W. Timothy Coombs
	<b>Publication Data</b>	Thousand Oaks: Sage Publications, 2006
	<b>Physical Description</b>	xix, 539 p. : ill. ; 25 cm.
	<b>ISBN</b>	1-4129-2635-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Public relations
	<b>Call Number</b>	659.2 HEA
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## ONLINE CATALOGUE

### 6 Primavera | المرجع التقني للبرنامج [بريمافيرا 6


	<b>Author</b>	(محمود, باسم منلا (مترجم
	<b>Responsibility Data</b>	ترجمة و اعداد باسم منلا محمود
	<b>Publication Data</b>	حلب: شعاع للنشر و العلوم, 2009
	<b>Physical Description</b>	ص. ؛ 24 سم 600
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	برنامج حاسوب)) Primavera ادارة المشاريع - تطبيقات حاسوب (بريمافيرا (برنامج حاسوب
	<b>Call Number</b>	م ر ج 658.4040285



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information technology for management : transforming organizations in the digital economy


	<b>Author</b>	Turban,Efracim ... [et al.] (Author)
	<b>Responsibility Data</b>	Efracim Turban ... [et al.]
	<b>Publication Data</b>	Hoboken, NJ : John Wiley and Sons, Inc., 2008
	<b>Edition</b>	6th ed.
	<b>Physical Description</b>	xx, 662, [38] p. : col. ill. ; 27 cm.
	<b>ISBN</b>	978-0-471-78712-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems
	<b>Call Number</b>	658.4038011 INF
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### New era of management

	<b>Author</b>	Daft ,Richard L. (Author)
	<b>Responsibility Data</b>	Richard L. Daft
	<b>Publication Data</b>	Mason, OH: Thomson South-Western, 2008
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxxi, 815 p. : col. ill. ; 28 cm.
	<b>ISBN</b>	978-0-324-53777-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management
	<b>Call Number</b>	658 DAF


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Schaum's outline of theory and problems of mathematics of finance

	<b>Author</b>	Ayres, Frank (Author)
	<b>Responsibility Data</b>	by Frank Ayres, Jr
	<b>Publication Data</b>	New York: McGraw-Hill Book Company, 1983
	<b>Edition</b>	international ed.
	<b>Physical Description</b>	230 p. : ill. ; 28 cm.
	<b>Series Data</b>	Schaum's outline series;
	<b>ISBN</b>	0-07-099068-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics Business mathematics -- Problems, exercises, etc.
	<b>Call Number</b>	650.01513 AYR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems essentials


	<b>Author</b>	Haag ,Stephen (Author) Cummings ,Maeve (Author)
	<b>Responsibility Data</b>	Stephen Haag, Maeve Cummings
	<b>Publication Data</b>	Boston : McGraw-Hill/ Irwin, 2004
	<b>Physical Description</b>	xxx, 462 p. : col. ill. ; 28 cm. + CD-ROM
	<b>ISBN</b>	0-07310581-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information technology
	<b>Call Number</b>	658.4038011 HAA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### **PMP : project management professional exam study guide**

	<b>Author</b>	Heldman ,Kim (Author)
	<b>Responsibility Data</b>	Kim Heldman
	<b>Publication Data</b>	Indianapolis, Ind.: Wiley Publishing, Inc., 2007
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	l, 594 p. : ill. ; 24 cm. + CD-ROM
	<b>ISBN</b>	978-0-470-15250-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management -- Examinations, questions, etc.
	<b>Call Number</b>	658.404 HEL

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### MCTS self-paced training kit (Exam 70-632) : managing projects with Microsoft Office Project 2007


	<b>Author</b>	Ballew ,Joli (Author) Reynolds,Deanna (Author) Biafore,Bonnie (Author)
	<b>Responsibility Data</b>	Joli Ballew and Deanna Reynolds with Bonnie Biafore
	<b>Publication Data</b>	Redmond, Washington: Microsoft Press, 2008
	<b>Physical Description</b>	xxiii, 531 p. : ill. ; 23 cm. + 2 CDs-ROM
	<b>ISBN</b>	978-0-7356-2507-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Project Project management -- Computer programs -- Examinations, questions, etc. Electronic data processing personnel -- Certification Microsoft software -- Examinations -- Study guides
	<b>Call Number</b>	658.404028553 BAL
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PMP : project management professional study guide

	<b>Author</b>	Phillips, Joseph (Author)
	<b>Responsibility Data</b>	Joseph Phillips
	<b>Publication Data</b>	New York: McGraw-Hill, 2006
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxix, 591 p. : ill. ; 24 cm. + CD-ROM
	<b>ISBN</b>	0-07-226290-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management -- Examinations -- Study guides
	<b>Call Number</b>	658.404 PHI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microsoft Project 2007 Bible

	<b>Author</b>	Marmel, Elaine (Author)
	<b>Responsibility Data</b>	Elaine Marmel
	<b>Publication Data</b>	Hoboken, NJ : Wiley Publishing, Inc., 2007
	<b>Physical Description</b>	xxxv, 921 p. : ill. ; 24 cm. + CD-ROM
	<b>ISBN</b>	0-470-00992-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Project Project management -- Computer programs
	<b>Call Number</b>	658.404028553 MAR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Microsoft Office Project 2007 Step by Step


	<b>Author</b>	Chatfield,Carl (Author) Johnson,Timothy (Author)
	<b>Responsibility Data</b>	Carl Chatfield, Timothy Johnson
	<b>Publication Data</b>	Redmond, WA : Microsoft Press, 2007
	<b>Physical Description</b>	xlviii, 507 p. : ill. ; 23 cm. + CD-ROM
	<b>ISBN</b>	978-0-7356-2305-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Microsoft Project Project management -- Computer programs
	<b>Call Number</b>	658.404028553 CHA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management with the IBM Rational Unified Process


	<b>Author</b>	Gibbs,R. Dennis (Author)
	<b>Responsibility Data</b>	R. Dennis Gibbs
	<b>Publication Data</b>	Upper Saddle River, NJ : IBM Press/Pearson plc, 2007
	<b>Physical Description</b>	xix, 287 p. : ill. ; 24 cm.
	<b>ISBN</b>	0-321-33639-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management Information technology -- Management Computer software -- Development Software engineering
	<b>Call Number</b>	658.404 GIB



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The workplace : interpersonal strengths and leadership


	<b>Author</b>	Pace, Joe (Author)
	<b>Responsibility Data</b>	Joe Pace
	<b>Publication Data</b>	Boston: McGraw Hill, 2006
	<b>Physical Description</b>	vii, 114, [6] p. : ill. ; 28 cm
	<b>Series Data</b>	Professional development series; Book 2
	<b>ISBN</b>	978-0-07-328610-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Teams in the work Work environment
	<b>Call Number</b>	658.4022 PAC
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The workplace : personal skills for success


	<b>Author</b>	Pace, Joe (Author)
	<b>Responsibility Data</b>	Joe Pace
	<b>Publication Data</b>	Boston : McGraw-Hill, 2006
	<b>Physical Description</b>	vii, 100, [4] p. : ill. ; 28 cm
	<b>Series Data</b>	Professional development series; Book 3
	<b>ISBN</b>	978-0-07-328630-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Vocational qualifications Life skills Self management (psychology)
	<b>Call Number</b>	650.1 PAC
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The workplace : chart your career

	<b>Author</b>	Pace, Joe (Author)
	<b>Responsibility Data</b>	Joe Pace
	<b>Publication Data</b>	Boston : McGraw-Hill, 2006
	<b>Physical Description</b>	1 v. (various pagings) : ill. ; 28 cm
	<b>Series Data</b>	Professional development series; Book 4
	<b>ISBN</b>	978-0-07-328633-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Career development Success
	<b>Call Number</b>	650.1 PAC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The workplace : today and tomorrow

	<b>Author</b>	Pace, Joe (Author)
	<b>Responsibility Data</b>	Joe Pace
	<b>Publication Data</b>	Boston : McGraw-Hill, 2006
	<b>Physical Description</b>	ix, 125 [9] p. : ill. ; 28 cm
	<b>Series Data</b>	Professional development series; Book 1
	<b>ISBN</b>	978-0-07-328609-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Vocational guidance -- United States Occupations -- United States Work environment
	<b>Call Number</b>	658.385 PAC

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Packaging makeovers : graphic redesign for market change

	<b>Author</b>	King-Gordon, Stacey (Author)
	<b>Responsibility Data</b>	Stacey King-Gordon
	<b>Publication Data</b>	Gloucester, Mass.: Rockport Publishers, 2005
	<b>Physical Description</b>	160 p. : ill. ; 28 cm
	<b>ISBN</b>	1-59253-110-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Branding (Marketing) Packaging -- Design
	<b>Call Number</b>	658.823 KIN
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### دراسة لسوق التأجير في المملكة الأردنية الهاشمية

	<b>Parallel Title</b>	A study of the leasing market in the Hashemite Kingdom of Jordan
	<b>Author</b>	
	<b>Responsibility Data</b>	مؤسسة التمويل الدولية. برنامج مؤسسة التمويل الدولية للخدمات الاستشارية في الشرق الأوسط و شمال أفريقيا
	<b>Corporate</b>	مؤسسة التمويل الدولية
	<b>Publication Data</b>	القاهرة]: مؤسسة التمويل الدولية. برنامج مؤسسة التمويل الدولية للخدمات الاستشارية في الشرق الأوسط و شمال أفريقيا, 2009
	<b>Physical Description</b>	ص. ؛ 30 سم 32، 32
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	التأجير التمويل الاجارة بشرط التمليك الشراء التأجيري
<b>Call Number</b>	م و س 658.15242	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Services marketing: people, technology, strategy


	<b>Author</b>	Lovelock,Christopher (Author) Wirtz,Jochen (Author)
	<b>Responsibility Data</b>	Christopher Lovelock , Jochen Wirtz
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Prentice Hall, 2004
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xviii, 652 p. ; 25 cm
	<b>ISBN</b>	0-13-113865-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Professions -- Marketing Service industries -- Marketing
<b>Call Number</b>	658.8 LOV	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Electronic commerce 2008: a managerial perspective


	<b>Author</b>	Turban,Efracim ... [et al.]. (Author)
	<b>Responsibility Data</b>	Efracim Turban ... [et al.]
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Prentice Hall, 2008
	<b>Physical Description</b>	xlix, 910 p. ; 28 cm
	<b>ISBN</b>	978-0-13-513544-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Electronic commerce -- Management
	<b>Call Number</b>	658.872 ELE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Model business letters : a classified selection of modern business letters for use in schools and in business**


	<b>Parallel Title</b>	كيف تكتب المراسلات التجارية باللغة الانجليزية: مجموعة نموذجية مختارة و مصنفة من المراسلات التجارية للاستعمال في المدارس و ميادين العمل
	<b>Author</b>	Gartside,L. (Author)
	<b>Responsibility Data</b>	L. Cartside
	<b>Publication Data</b>	Beirut: Librairie du Liban, 1983
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	530 p. ; 22 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Commercial correspondence Business writing Letter writing Form letters
<b>Call Number</b>	651.752 GAR	
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing real people ,real choices

	<b>Author</b>	Solomon,Michael R. (Author) Marshall,Greg W. (Author) Stuart,Elnora W. (Author)
	<b>Responsibility Data</b>	Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart
	<b>Publication Data</b>	Upper Saddle River, New Jersey: Pearson Education, Inc., 2009
	<b>Edition</b>	6th ed., Pearson International
	<b>Physical Description</b>	624 p. : ill. (chiefly col.), map ; 28 cm.
	<b>ISBN</b>	978-0-13-714253-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 SOL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management : a managerial approach

	<b>Author</b>	Meredith,Jack R. (Author) Mantel,Samuel J. (Author)
	<b>Responsibility Data</b>	Jack R. Meredith, Samuel J. Mantel, Jr
	<b>Publication Data</b>	Hoboken, NJ: John Wiley & Sons, Inc., 2010
	<b>Edition</b>	7th ed.
	<b>Physical Description</b>	xv, 587 p. : ill. ; 26 cm. + CD-ROM
	<b>Notes</b>	International student version
	<b>ISBN</b>	978-0-470-40026-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management
	<b>Call Number</b>	658.404 MER

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Quality

	<b>Author</b>	Summers, Donna C. S. (Author)
	<b>Responsibility Data</b>	Donna C. S. Summers
	<b>Publication Data</b>	Boston: Prentice Hall, 2010
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xii, 560 p. : ill. ; 29 cm.
	<b>ISBN</b>	978-0-13-159249-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Quality assurance Process control -- Statistical methods
	<b>Call Number</b>	658.562 SUM


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Multinational business finance


	<b>Author</b>	Eiteman,David K. (Author) Stonehill,Arthur I. (Author) Moffett,Michael H. (Author)
	<b>Responsibility Data</b>	David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett ; with a contribution by Chuck Kwok
	<b>Publication Data</b>	Reading, Massachusetts: Addison - Wesley, 1998
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxvi, 854 p. : ill. (some col.), map ; 24 cm.
	<b>Series Data</b>	The Addison - Wesley series in finance;
	<b>ISBN</b>	0-201-32552-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	International business enterprises -- Finance
	<b>Call Number</b>	658.1599 EIT



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial management : core concepts


	<b>Author</b>	Brooks, Raymond M. (Author)
	<b>Responsibility Data</b>	Raymond M. Brooks
	<b>Publication Data</b>	Boston: Prentice Hall, 2010
	<b>Physical Description</b>	xxvii, 607 p. ; 28 cm.
	<b>Series Data</b>	The Prentice Hall series in finance;
	<b>ISBN</b>	978-0-321-60939-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business enterprises -- Finance Corporations -- Finance
	<b>Call Number</b>	658.15 BRO



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### An undergraduate introduction to financial mathematics

	<b>Author</b>	Buchanan ,J. Robert (Author)
	<b>Responsibility Data</b>	J. Robert Buchanan
	<b>Publication Data</b>	New Jersey: World Scientific Publishing, 2008
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xvi, 355 p. ; 23 cm.
	<b>ISBN</b>	978-981-283-535-2
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business mathematics
	<b>Call Number</b>	650.01513 BUC

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Financial analysis, planning & forecasting : theory and application

	<b>Author</b>	Lee ,Alice C . (Author) Lee,John C. (Author) Lee,Cheng F. (Author)
	<b>Responsibility Data</b>	Alice C. Lee , John C. Lee , Cheng F. Lee
	<b>Publication Data</b>	New Jersey: World Scientific, 2009
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxxi, 1101 p. : ill. ; 23 cm.
	<b>ISBN</b>	978-981-270-608-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance Business enterprises -- Finance
	<b>Call Number</b>	658.15 LEE


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Consumer behaviour


	<b>Author</b>	Noel ,Hayden (Author)
	<b>Responsibility Data</b>	Hayden Noel
	<b>Publication Data</b>	Lausanne : AVA Academia, 2009
	<b>Physical Description</b>	175 p. : ill. ; 23 cm.
	<b>Series Data</b>	Basics marketing ; 01
	<b>ISBN</b>	978-2-940373-84-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Consumer behavior Marketing
	<b>Call Number</b>	658.8342 NOE



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The fundamentals of creative advertising

	<b>Author</b>	Burtenshaw, Ken (Author) Mahon, Nik (Author) Barfoot, Caroline (Author)
	<b>Responsibility Data</b>	Ken Burtenshaw, Nik Mahon, Caroline Barfoot
	<b>Publication Data</b>	Lausanne : AVA Publishing, 2006
	<b>Physical Description</b>	176 p. : ill. ; 23 cm.
	<b>Series Data</b>	AVA Academia series;
	<b>ISBN</b>	978-2-940373-18-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising Advertising campaigns Commercial art
	<b>Call Number</b>	659.1 BUR


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The fundamentals of branding

	<b>Author</b>	Davis, Melissa (Author)
	<b>Responsibility Data</b>	Melissa Davis
	<b>Publication Data</b>	Lausanne: AVA Publishing, 2009
	<b>Physical Description</b>	183 p. : ill. ; 23 cm.
	<b>Series Data</b>	AVA Academia series;
	<b>ISBN</b>	978-2-940373-98-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Brand name products Branding (Marketing)
	<b>Call Number</b>	658.827 DAV
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Dictionary of business and financial terms


	<b>Parallel Title</b>	المعجم الوافي لمصطلحات المال و الأعمال
	<b>Author</b>	As'ad,Afif Tahir A.K. (Author)
	<b>Responsibility Data</b>	Afif Tahir A.K. As'ad
	<b>Publication Data</b>	Amman: As'ad., 2009
	<b>Physical Description</b>	633 p. ; 24 cm.
	<b>Notes</b>	English - Arabic
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Business -- Dictionaries Finance -- Dictionaries
	<b>Call Number</b>	650.03 ASA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of managerial finance


	<b>Author</b>	Gitman, Lawrence J. (Author)
	<b>Responsibility Data</b>	Lawrence J. Gitman
	<b>Publication Data</b>	Boston: Pearson Prentice Hall, 2009
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	1 v. (various pagings) : col. ill. ; 26 cm.
	<b>Series Data</b>	The Prentice Hall series in finance;
	<b>Notes</b>	Accompanied with student access kit
	<b>ISBN</b>	978-0-321-55528-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance Business enterprises -- Finance
	<b>Call Number</b>	658.15 GIT
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Marketing aesthetics : the strategic management of brands, identity, and image

	<b>Author</b>	Schmitt ,Bernd (Author) Simonson,Alex (Author)
	<b>Responsibility Data</b>	Bernd Schmitt , Alex Simonson
	<b>Publication Data</b>	New York: The Free Press, 1997
	<b>Physical Description</b>	xv, 345 p. : ill. ; 23 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	0-684-82655-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporate image Brand name products
	<b>Call Number</b>	658.827 SCH
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Publicity and media relations checklists : 59 proven checklists to save time, win attention, and maximize exposure with every public relations and publicity contact**

	<b>Author</b>	Yale ,David R. (Author)
	<b>Responsibility Data</b>	David R. Yale
	<b>Publication Data</b>	Lincolnwood (Chicago), Ill.: NTC Business Books, 1995
	<b>Physical Description</b>	ix, 190 p. ; 28 cm.
	<b>ISBN</b>	0-8442-3218-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial publicity Public relations Mass media and business
	<b>Call Number</b>	659 YAL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### A critical guide to management training media

	<b>Author</b>	Ellet ,William (ed.)
	<b>Responsibility Data</b>	edited by William Ellet
	<b>Publication Data</b>	Boston, Mass.: Harvard Business School Publishing, 1997
	<b>Physical Description</b>	xxx, 535 p. ; 23 cm.
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	0-87584-768-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Study and teaching -- Audio-visual aids -- Evaluation Management -- Study and teaching -- Interactive multimedia -- Evaluation Management -- Study and teaching -- Evaluation Executives -- Training of -- Evaluation
	<b>Call Number</b>	658.400715 CRI
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Principles of general management : the art and science of getting results across organizational boundaries

	<b>Author</b>	Colley ,John L. ... [et al.] (Author)
	<b>Responsibility Data</b>	John L. Colley , Jr.... [et al.]
	<b>Publication Data</b>	New Haven : Yale University Press, 2007
	<b>Physical Description</b>	xx, 465 p. ; 24 cm.
	<b>Notes</b>	Published in association with the Darden Graduate School of Business Administration. Includes bibliographical references and index.
	<b>ISBN</b>	978-0-300-11709-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Industrial management Strategic planning Corporate governance
	<b>Call Number</b>	658 PRI


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of financial management

	<b>Author</b>	Chandra ,Prasanna (Author)
	<b>Responsibility Data</b>	Prasanna Chandra
	<b>Publication Data</b>	New Delhi: Tata McGraw-Hill Publishing Company Limited, 2007
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	1v. (various pagings) ; 24 cm.
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	0-07-059961-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance
	<b>Call Number</b>	658.15 CHA


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E- Commerce

	<b>Author</b>	Dewan ,Bhushan (Author)
	<b>Responsibility Data</b>	Bhushan Dewan
	<b>Publication Data</b>	Ram Nagar, New Delhi: S. Chand and Company Ltd., 2010
	<b>Physical Description</b>	128 p. ; 24 cm.
	<b>Notes</b>	Under the title: An overview of E-commerce for students and general readers.
	<b>ISBN</b>	81-219-2083-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.84 DEW

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Color harmony : packaging : more than 800 colorways for package designs that work**



<b>Publication Data</b>	<b>Beverly, Mass: Rockport Publishers , 2008</b>
<b>Physical Description</b>	<b>256 p. : chiefly col. ill. + 1 CD-ROM (4 3/4 in.)</b>
<b>ISBN</b>	<b>978-1-59253-402-9</b>
<b>Subject Area</b>	<b>Management</b>
<b>Subject Headings</b>	<b>Packaging -- Design Color in design</b>
<b>Call Number</b>	<b>658.823 ORI</b>

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Design matters : packaging 01 : an essential primer for today's competitive market



<b>Publication Data</b>	Beverly, Mass.: Rockport Publishers, 2008
<b>Physical Description</b>	191 p. : ill. ; 25 cm.
<b>Series Data</b>	Design matters;
<b>ISBN</b>	978-1-59253-342-8
<b>Subject Area</b>	Management
<b>Subject Headings</b>	Packaging -- Design
<b>Call Number</b>	658.564 CAP


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Idea industry : how to crack the advertising career code


	<b>Author</b>	Robbs ,Brett (Author) Morrison ,Deborah (Author)
	<b>Responsibility Data</b>	Brett Robbs & Deborah Morrison
	<b>Publication Data</b>	New York: One Club Publishing, 2008
	<b>Physical Description</b>	230 p. : ill. ; 23 cm.
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	978-0-929837-33-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- Vocational guidance
	<b>Call Number</b>	659.157 ROB
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Advanced corporate finance: a practical approach

	<b>Author</b>	Elali,Wajeeh (Author) Trainor,Therese (Author)
	<b>Responsibility Data</b>	Wajeeh Elali, Therese Trainor
	<b>Publication Data</b>	Toronto, Ont.: Pearson/ Addison Wesley, 2009
	<b>Physical Description</b>	x, 694 p. ; 25 cm.
	<b>Notes</b>	Includes index. At head of title: Certified General Accountants Association of Canada.
	<b>ISBN</b>	978-0-321-49407-8
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Corporations -- Finance -- Textbooks Business enterprises -- Finance -- Textbooks
	<b>Call Number</b>	658.15 ELA
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering project management

	<b>Author</b>	Smith ,N. J. (ed.)
	<b>Responsibility Data</b>	edited by N. J. Smith
	<b>Publication Data</b>	Oxford: Blackwell Publishing, 2008
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxii, 375 p. ; 25 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-1-4051-6802-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering -- Management Construction industry -- Management
	<b>Call Number</b>	658.404 ENG

Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### University efficiency in business administration

	<b>Parallel Title</b>	الكفاءة الجامعية في ادارة الأعمال
	<b>Author</b>	Hmood,Khadair K. (Author) Al-Lozi,Muasa S. (Author)
	<b>Responsibility Data</b>	Khadair K. Hmood, Muasa S. Al-Lozi
	<b>Publication Data</b>	Amman: Ithraa Publishing and Distribution, 2008
	<b>Physical Description</b>	479 p. ; 24 cm.
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Miscellanea Management -- Examinations, questions, etc.
	<b>Call Number</b>	658 HMO


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Project management for information systems


	<b>Author</b>	Cadle ,James (Author) Yeats,Donald (Author)
	<b>Responsibility Data</b>	James Cadle, Donald Yeates
	<b>Publication Data</b>	Harlow: Pearson Prentice Hall, 2008
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xvii, 446 p. ; 25 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-0-13-206858-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information resources management Project management
	<b>Call Number</b>	658.4038011 CAD



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy

	<b>Author</b>	Sullivan, William G. (Author) Wicks, Elin M. (Author) Koelling, C. Patrick (Author)
	<b>Responsibility Data</b>	William G. Sullivan, Elin M. Wicks, C. Patrick Koelling
	<b>Publication Data</b>	Upper Saddle River, N.J: Pearson/Prentice Hall, 2009
	<b>Edition</b>	14th ed., pearson international ed.
	<b>Physical Description</b>	688 p. ; 23 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-0-13-208342-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.152 SUL






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of engineering economics

	<b>Author</b>	Park ,Chan S. (Author)
	<b>Responsibility Data</b>	Chan S. Park
	<b>Publication Data</b>	Upper Saddle River, N.J.: Pearson/Printice Hall, 2009
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	xxxiii, 647 p. : ill. ; 23 cm.
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	978-0-13-135457-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.152 PAR


Philadelphia University Library 2011



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Schaum's outline of theory and problems of engineering economics

	<b>Author</b>	Sepulveda ,Jose A. (Author) Souder ,William E. (Author) Gottfried ,Byron S. (Author)
	<b>Responsibility Data</b>	bt Jose A. Sepulveda, William E. Souder and Byron S. Gottfried
	<b>Publication Data</b>	New York: McGraw-Hill, 1984
	<b>Physical Description</b>	184 p. ; 27 cm.
	<b>Series Data</b>	Schaum's outline series;
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	0-07-023834-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.155 SEP



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

التحديات التي تواجه منظمات الأعمال المعاصرة: الأزمة المالية العالمية و الآفاق المستقبلية


	<b>Author</b>	(القيوتي ,محمد ... [و آخرون] مؤلف) (أحمد,مروة ... [و آخرون] محرر)
	<b>Responsibility Data</b>	[محمد القويوتي ... [و آخرون] ؛ [تحرير] مروة أحمد ... [و آخرون]
	<b>Publication Data</b>	عمان: مكتبة المجتمع العربي للنشر و التوزيع, 2011
	<b>Physical Description</b>	ج 4
	<b>Notes</b>	[أوراق المؤتمر السادس الذي عقدته جامعة فيلادلفيا]
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	ادارة الأعمال - مؤتمرات الأزمة المالية العالمية، 2008-2009 الأعمال التجارية الأزمات الاقتصادية الفساد في المؤسسات البنوك الرقابة الادارية المنشآت الصغيرة الرضى الوظيفي المحاسبة الأسواق المالية التسويق السياسة المالية الرهونات المؤتمرات العالم العربي الأردن
	<b>Call Number</b>	ت ح د 658



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Instructor's manual with transparency masters [To accompany] The strategy and tactics of pricing: a guide to profitable decision making , third edition/ Thomas T. Nagle, Reed K. Holden**

	<b>Author</b>	Nagle, Thomas T. (Author) Holden, Reed K. (Author)
	<b>Responsibility Data</b>	Thomas T. Nagle, Reed K. Holden
	<b>Publication Data</b>	Upper Saddle River, NJ.: Pearson Education, 2002
	<b>Physical Description</b>	v.1 (various paging) ; 28 cm.
	<b>ISBN</b>	0-13-040856-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Pricing -- Study and teaching Marketing -- Decision making -- Study and teaching --
	<b>Call Number</b>	658.816 NAG


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Strategic management and organisational dynamics : the challenge of complexity


	<b>Author</b>	Stacey,Ralph D. (Author)
	<b>Responsibility Data</b>	Ralph D. Stacey
	<b>Publication Data</b>	Harlow: Prentice Hall , 2003
	<b>Edition</b>	4th ed.
	<b>Physical Description</b>	xiii, 486 p. ; 25 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	0-273-65898-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Strategic planning Organizational behavior
	<b>Call Number</b>	658.4012 STA
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Test item file 2 [supplement to] Management/ Stephen P. Robbins, Mary Coulter, seventh edition**


	<b>Author</b>	Cates, Tommy (Author) Overby, John (Author)
	<b>Responsibility Data</b>	Tommy Cates, John Overby
	<b>Publication Data</b>	Upper Saddle River, N.J. : Prentice-Hall, 2002
	<b>Physical Description</b>	286 p. ; 28 cm.
	<b>ISBN</b>	0-13-034214-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management -- Examinations
	<b>Call Number</b>	658 CAT
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**Instructor's resource manual : Principles of marketing / Philip Kotler, Gary Armstrong, tenth edition**


	<b>Author</b>	Brooks, John R. (Author)
	<b>Responsibility Data</b>	John R. Brooks
	<b>Publication Data</b>	Upper Saddle River, NJ.: Pearson Prentice-Hall, 2004
	<b>Physical Description</b>	606 p. ; 27 cm.
	<b>ISBN</b>	0-13-101954-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing -- Problems, exercises, etc.
	<b>Call Number</b>	658 BRO
Philadelphia University Library 2011		



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

**electronic.marketing@internet : marketing on the internet**

	<b>Author</b>	Adam, Stewart (Author) Westberg, Kate (Author)
	<b>Responsibility Data</b>	Stewart Adam and Kate Westberg
	<b>Publication Data</b>	New York : Prentice Hall, 1998
	<b>Physical Description</b>	x, 61 p. ; 26 cm.
	<b>ISBN</b>	0-7248-0401-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Internet marketing
	<b>Call Number</b>	658.84 ADA
Philadelphia University Library 2011		






# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Operations research : models and methods


	<b>Author</b>	Jensen ,Paul A. (Author) Bard ,Jonathan F. (Author)
	<b>Responsibility Data</b>	Paul A. Jensen and Jonathan F. Bard
	<b>Publication Data</b>	Hoboken, N.J.: John Wiley & Sons, Inc., 2003
	<b>Physical Description</b>	xii, 675 p. ; 28 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-0-471-38004-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Operations research Operations research -- Mathematical models Programming (Mathematics)
	<b>Call Number</b>	658.4034 JEN
	Philadelphia University Library 2011	



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Organizational behavior


	<b>Author</b>	McShane ,Steven L. (Author) Von Glinow,Mary Ann (Author)
	<b>Responsibility Data</b>	Steven L. McShane, Mary Ann Von Glinow
	<b>Publication Data</b>	Boston: McGraw-Hill , 2010
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	xxxii, 633 p. : ill. ; 26 cm.
	<b>Notes</b>	Includes bibliographical references and indexes.
	<b>ISBN</b>	978-007-107866-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Organizational behavior
	<b>Call Number</b>	658 MCS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Fundamentals of human resource management

	<b>Author</b>	Noe ,Raymond A. ... [et al.] (Author)
	<b>Responsibility Data</b>	Raymond A. Noe ... [et al.]
	<b>Publication Data</b>	Boston: McGraw-Hill, 2009
	<b>Edition</b>	3rd ed.
	<b>Physical Description</b>	xxxi, 527 p. : ill. ; 25 cm.
	<b>Notes</b>	Includes bibliographical references and indexes.
	<b>ISBN</b>	978-007-126808-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Personnel management
	<b>Call Number</b>	658.3 FUN


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Essentials of marketing : a marketing strategy planning approach

	<b>Author</b>	Perreault ,William D. (Author) Cannon,Joseph P. (Author) McCarthy ,E. Jerome (Author)
	<b>Responsibility Data</b>	William D. Perreault , jr., Joseph P. Cannon, E. Jerome McCarthy
	<b>Publication Data</b>	Boston: McGraw-Hill, 2010
	<b>Edition</b>	12th ed.
	<b>Physical Description</b>	xxxix, 691 p. : ill. , maps ;27 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-007108499-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Marketing
	<b>Call Number</b>	658.8 PER
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### PMP : project management professional exam study guide

	<b>Author</b>	Heldman ,Kim (Author)
	<b>Responsibility Data</b>	Kim Heldman
	<b>Publication Data</b>	Indianapolis, Ind.: Wiley Publishing, Inc., 2009
	<b>Edition</b>	5th ed.
	<b>Physical Description</b>	li, 614 p. : ill. ; 24 cm. + CD-ROM
	<b>Notes</b>	A study guide to: A guide to the project management body of knowledge (PMBOK guide). Includes index.
	<b>ISBN</b>	978-0-470-45558-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Project management -- Examinations, questions, etc.
	<b>Call Number</b>	658.404 HEL


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-Commerce


	<b>Author</b>	Roy ,Shujit (Author)
	<b>Responsibility Data</b>	Shujit Roy
	<b>Publication Data</b>	Jaipur: Aadi Publications, 2010
	<b>Physical Description</b>	328 p. ; 22 cm.
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	978-93-80902-04-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.054678 ROY



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-Commerce


	<b>Author</b>	Pankaj,S. (Author)
	<b>Responsibility Data</b>	S. Pankaj
	<b>Publication Data</b>	New Delhi: APH Publishing Corporation , 2010
	<b>Physical Description</b>	362 p. ; 22 cm.
	<b>ISBN</b>	81-7648-805-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.054678 PAN
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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-business : theory and practice

	<b>Author</b>	Canzer,Brahm (Author)
	<b>Responsibility Data</b>	Brahm Canzer
	<b>Publication Data</b>	New Delhi: Cengage Learning, 2011
	<b>Edition</b>	India ed.
	<b>Physical Description</b>	283 p. ; 24 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-81-315-1479-5
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.054678 CAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-commerce and web marketing

	<b>Author</b>	Hanson,Ward A. (Author) Kalyanam ,Kirthi (Author)
	<b>Responsibility Data</b>	Ward A. Hanson, Kirthi Kalyanam
	<b>Publication Data</b>	New Delhi: Cengage Learning, 2011
	<b>Edition</b>	India ed.
	<b>Physical Description</b>	506 p. : ill. ; 24 cm.
	<b>Notes</b>	Includes index.
	<b>ISBN</b>	978-81-315-1222-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Internet marketing
	<b>Call Number</b>	658.872 HAN

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-commerce

	<b>Author</b>	Brinda,S. (Author) Mangavani,R. (Author)
	<b>Responsibility Data</b>	S. Brinda, R. Mangavani
	<b>Publication Data</b>	New Delhi: Kalyani Publishers, 2010
	<b>Edition</b>	2nd rev. ed.
	<b>Physical Description</b>	300 p. ; 24 cm.
	<b>Notes</b>	Under title: (As per latest syllabus of Andra Pradesh for B.Com. (Comp.)) B.Com, II year, Osmania University.(From cover)
	<b>ISBN</b>	978-81-272-6145-0
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.054678 BRI

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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-business essentials


	<b>Author</b>	Chatterjee,Rajat (Author)
	<b>Responsibility Data</b>	Rajat Chatterjee
	<b>Publication Data</b>	New Delhi: Global India Publications , 2010
	<b>Physical Description</b>	306 p. ; 22 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-93-80228-67-9
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.054678 CHA



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-commerce strategies


	<b>Author</b>	Mishra, Prashant (Author)
	<b>Responsibility Data</b>	Prashant Mishra
	<b>Publication Data</b>	New Delhi: Global India Publications, 2010
	<b>Physical Description</b>	306 p. ; 22 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-93-80228-63-1
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.054678 MIS



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-commerce formulation of strategy

	<b>Author</b>	Kumar, Arun (Author)
	<b>Responsibility Data</b>	Arun Kumar
	<b>Publication Data</b>	New Delhi: Global India Publications , 2010
	<b>Physical Description</b>	310 p. ; 22 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-93-80228-69-3
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce
	<b>Call Number</b>	658.054678 KUM


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### E-commerce: new platform for business

	<b>Author</b>	Gupta, Archana (Author)
	<b>Responsibility Data</b>	Archana Gupta
	<b>Publication Data</b>	New Delhi: Global India Publications , 2010
	<b>Physical Description</b>	315 p. ; 22 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-93-80228-71-6
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Electronic commerce Business -- Data processing
	<b>Call Number</b>	658.054678 GUP


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# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Information systems management in practice


	<b>Author</b>	McNurlin, Barbara C. (Author) Sprague, Ralph H. (Author) Bui, Tung (Author)
	<b>Responsibility Data</b>	Barbara C. McNurlin, Ralph H. Sprague, Jr., Tung Bui
	<b>Publication Data</b>	Upper Saddle River, N.J: Prentice Hall/Pearson, 2009
	<b>Edition</b>	8th ed.
	<b>Physical Description</b>	xxx, 597 p. ; 24 cm.
	<b>Notes</b>	Includes bibliographical references and index.
	<b>ISBN</b>	978-0-13-157951-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Management information systems Information resources management
	<b>Call Number</b>	658.4038011 MCN



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### Engineering economy

	<b>Author</b>	Blank,Leland (Author) Tarquin,Anthony (Author)
	<b>Responsibility Data</b>	Leland Blank, Anthony Tarquin
	<b>Publication Data</b>	New York: McGraw-Hill , 2012
	<b>Edition</b>	7th ed., International ed.
	<b>Physical Description</b>	xx, 620 p. : ill. ; 28 cm.
	<b>Notes</b>	Includes bibliographical references and index
	<b>ISBN</b>	978-007-108609-7
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Engineering economy
	<b>Call Number</b>	658.15 BLA



