



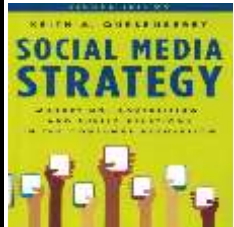
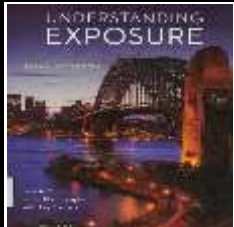
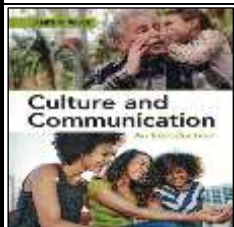
NATIONAL UNIVERSITY
LEARNING
RESOURCE CENTER

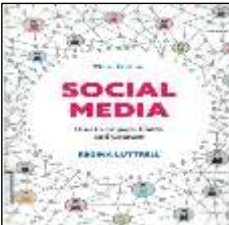
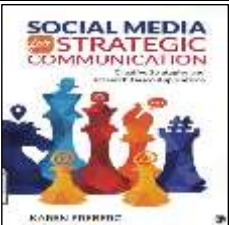
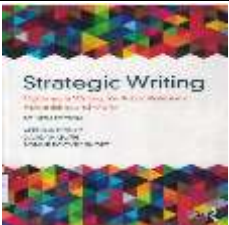
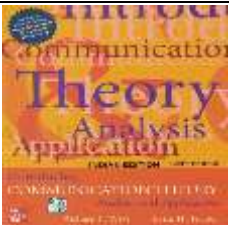


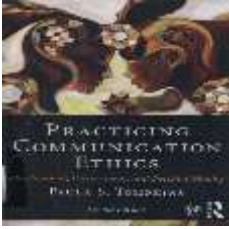
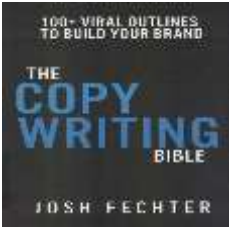
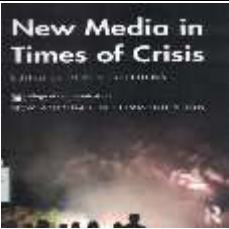
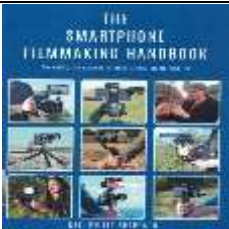
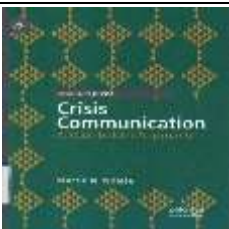
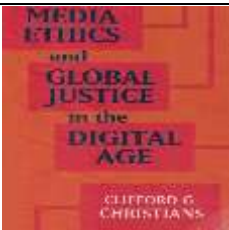
NEWLY ACQUIRED BOOKS

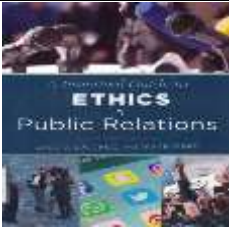
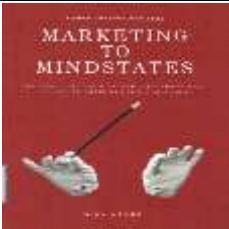
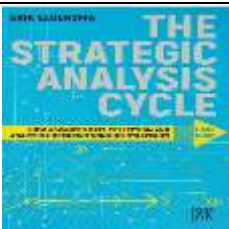
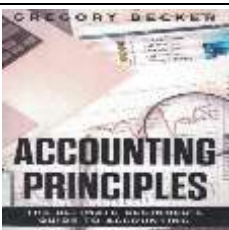


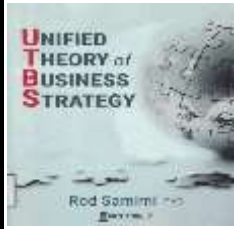
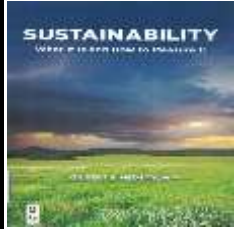
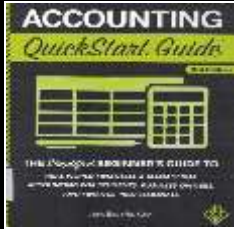
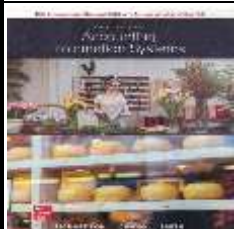
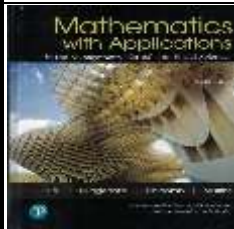
OCTOBER 2022

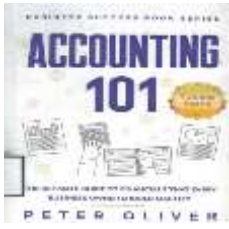
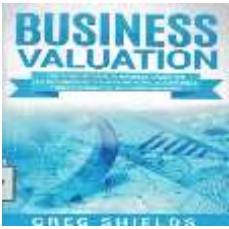
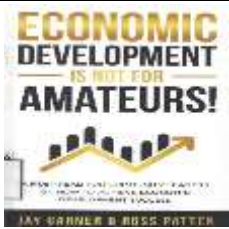
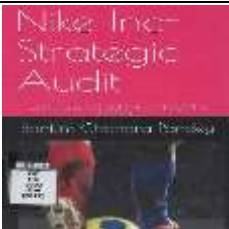
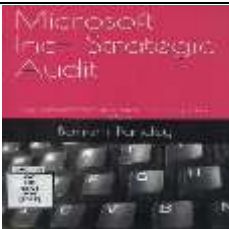
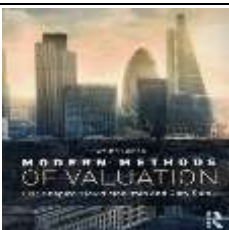
	Location	Call Number	Title	Author
	CEAS-ABCOMM	GC HE 7775 .S77 2018	Media now: understanding media, culture, and technology	Joseph Straubhaar, Robert Larose, Lucinda Davenport
	CEAS-ABCOMM	GC HF 5415.1265 .Qu47 2019	Social media strategy: marketing, advertising, and public relations in the consumer revolution	Keith A. Quesenberry
	CEAS-ABCOMM	GC TR 591 .P48 2016	Understanding exposure: how to shoot great photographs with any camera	Bryan Peterson
	CEAS-ABCOMM	GC HF 6146.I58 .Y68 2017	Ogilvy on advertising in the digital age	Miles Young
	CEAS-ABCOMM	GC T 386.A36 .A58 2019	Adobe InDesign CC: 2019 release	Kelly Kordes Anton, and Tina DeJarld
	CEAS-ABCOMM	GC P 94.6 .W55 2017	Culture and communication: an introduction	James M. Wilce

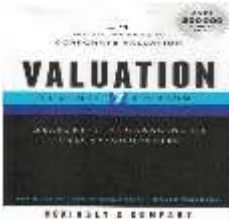
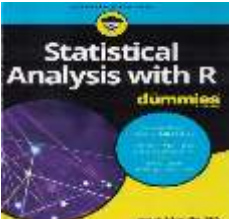
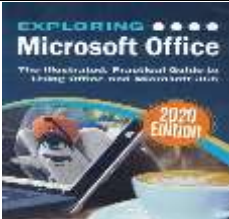
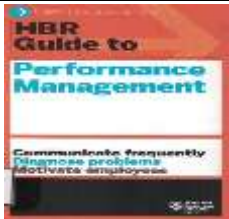
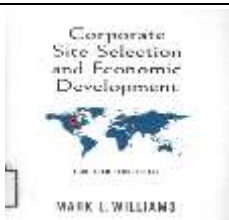
	Location	Call Number	Title	Author
	CEAS-ABCOMM	GC NC 997 .H34 2017	White space is not your enemy: a beginner's guide to communicating visually through graphic, web & multimedia design	Rebecca Hagen, and Kim Golombisky
	CEAS-ABCOMM	GC HM 742 .L88 2019	Social media: how to engage, share, and connect	Regina Luttrell
	CEAS-ABCOMM	GC HM 742 .F74 2019	Social media for strategic communication: creative strategies and research-based applications	Karen Freberg
	CEAS-ABCOMM	GC PE 1479.B87 .M37 2018	Strategic writing: multimedia writing for public relations, advertising, and more	Charles Marsh, David W. Guth, and Bonnie Poovey Short
	CEAS-ABCOMM	GC Q 360 .W47 2018	Introducing communication theory: analysis and application	Richard West and Lynn H. Turner
	CEAS-ABCOMM	REF HF 5823 .A38 2018	The Advertising handbook	Jonathan Hardy, Helen Powell, and Iain MacRury
	CEAS-ABCOMM	GC TR 862 .L36 2018	DSLR Cinema: a beginner's guide to filmmaking on a budget	Kurt Lancaster

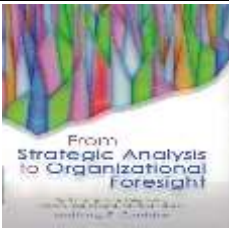
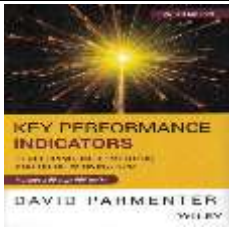
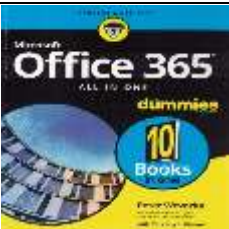
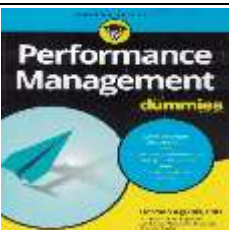
	Location	Call Number	Title	Author
	CEAS-ABCOMM	GC P 94 .T66 2019	Practicing communication ethics: development, discernment, and decision making	Paula S. Tompkins
	CEAS-ABCOMM	GC HF 5823 .F43 2018	The Copywriting Bible: 100+ viral outlines to build your brand	Josh Fechter
	CEAS-ABCOMM	GC HD 49.3 .S63 2018	Social media use in crisis and risk communication: emergencies, concerns and awareness	Harald Hornmoen and Klas Backholm
	CEAS-ABCOMM	GC PN 4784.D57 .N49 2019	New media in times of crisis	Keri K. Stephens
	CEAS-ABCOMM	REF PN 1992.94 .S54 2021	The Smartphone filmmaking handbook: revealing the secrets of smartphone movie making	Neil Philip Sheppard
	CEAS-ABCOMM	GC HD 49.3 .N35 2019	Crisis communication: a stakeholder approach	Martin N. Ndlela
	CEAS-ABCOMM	GC P 94 .C47 2019	Media ethics and global justice in the digital age	Clifford G. Christians

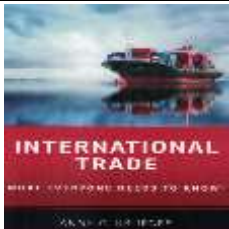
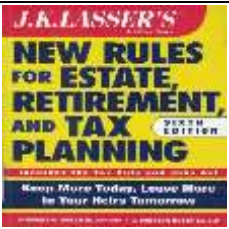
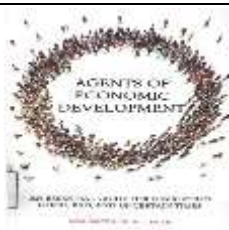
	Location	Call Number	Title	Author
	CEAS-ABCOMM	GC HM 831 .T84 2017	Communication and social change: a citizen perspective	Thomas Tufte
	CEAS-ABCOMM	GC JA 85 .P79 2019	The Psychology of political communicators: how politicians, culture, and the media construct and shape public discourse	Edited by Ofer Feldman and Sonja Zmerli
	CEAS-ABCOMM	GC HM 1221 .L88 2018	A Practical guide to ethics in public relations	Regina Luttrell and Jamie Ward
	CEAS-ABCOMM	RES HF 5415.32 .L43 2021	Marketing to mindstates: the practical guide to applying behavioral design to research and marketing	Will Leach
	CBA-BSMA	GC GE 190.E86 .S87 2019	Sustainability, innovation and participatory governance: a cross-national study of the EU Eco-management and audit scheme	Edited by Hubert Heinelt and Randall Smith
	CBA-BSMA, BSA, BSAIS	REF HD 30.28 .E44 2017	The Strategic analysis cycle: how advanced data collection and analysis underpins winning strategies handbook	Erik Elgersma
	CBA-BSMA, BSA, BSAIS	GC HF 5636 .B43 2019	Accounting principles: the ultimate beginner's guide to accounting	Gregory Becker

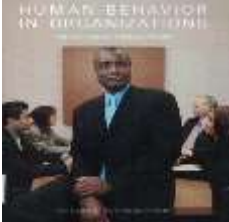
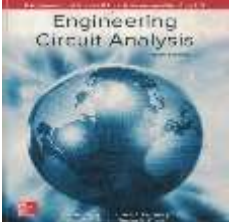
	Location	Call Number	Title	Author
	CBA-BSMA, BSA, BSAIS	RES HD 30.28 .S26 2020	Unified theory of business strategy	Rod Samimi
	CBA-BSMA	GC HD 60 .H43 2019	Sustainability: what it is and how to measure it	Gilbert S. Hedstrom
	CEAS-ABCOMM	GC HM 1206 .T87 2019 c.2	An introduction to communication	Lynn H. Turner, and Richard West
	CBA-BSMA, BSA, BSAIS	GC HF 5636 .B38 2018	Accounting quickstart guide: the simplified beginner's guide to real-world financial & managerial accounting for students, business owners, and finance professionals	Josh Bauerle
	CBA-BSMA, BSA, BSAIS	RES HF 5679 .R53 2021	Accounting information systems	Vernon J. Richardson, C. Janie Chang, and Rodney Smith
	CBA-BSMA, BSA, BSAIS, BSBA-FM, BSBA-MM	GC QA 37.3 .M38 2019	Mathematics with applications in the management, natural, and social sciences	Margaret L. Lial, Thomas W. Hungerford, John P. Holcomb Jr., and Bernadette Mullins
	CBA-BSMA, BSA, BSAIS	GC HF 5386 .S53 2019	Ninja future: secrets to success in the new world of innovation	Gary Shapiro

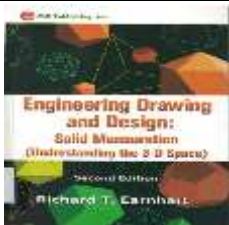
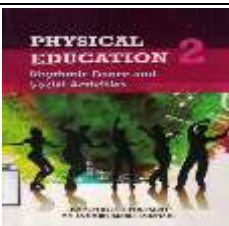
	Location	Call Number	Title	Author
	CBA-BSMA, BSA, BSAIS	GC HF 5636 .O45 2017	Accounting 101: the ultimate guide to financials that every business owner should master	Peter Oliver
	CBA-BSMA, BSA	GC HG 4028.V3 .S55 2018	Business valuation: the ultimate guide to business valuation for beginners, including how to value a business through financial valuation methods	Greg Shields
	CBA-BSMA, BSA, BSAIS	GC HD 30.28 .H57 2017	Strategic analysis of business	Hiriyappa B.
	CBA-BSMA, BSA, BSAIS	RES HD 82 .G37 2020	Economic development is not for amateurs: a must-read for community leaders on how to achieve economic development success	Jay Garner and Ross Patten
	CBA-BSMA	GC HD 9992 .P36 [2017]	Nike Inc.- Strategic audit: SWOT, PESTLE, Competitor, & Financial analysis	Bankim Chandra Pandey
	CBA-BSMA	GC HD 58.95 .P36 [2017]	Microsoft Inc.- Strategic audit: Key performance indicator and competitor analysis	Bankim Pandey
	CBA-BSMA, BSA	GC HD 1387 .S53 2019	Modern methods of valuation	Eric Shapiro, David Mackmin, and Gary Sams

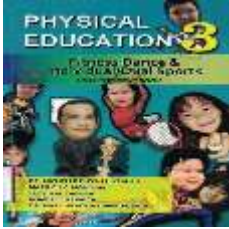
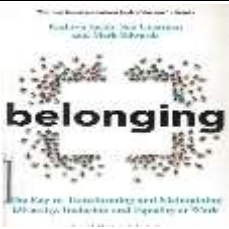
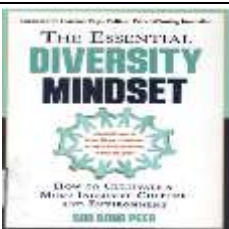
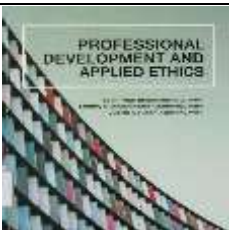
	Location	Call Number	Title	Author
	CBA-BSMA, BSA	RES HG 4028 .K65 2020	Valuation: measuring and managing the value of companies	McKinsey & Company; Tim Koller, Marc Goedhart, David Wessels
	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA-FM	GC QA 276.45.R3 .S36 2017	Statistical analysis with R (For dummies)	Joseph Schmuller
	CBA-BSMA, BSA, BSAIS	RES HF 5548.4.M525 .W55 2020	Exploring Microsoft Office (2020 Edition)	Kevin Wilson
	CBA-BSMA	GC HF 5549 .H37 2017	HBR guide to performance management	Harvard Business Review Press
	CBA-BSMA, BSA, BSAIS	RES HD 30.28 .S77 2020	Strategic analytics: insights you need from Harvard Business Review	Harvard Business Review Press
	CBA-BSMA, BSA	RES HG 4028.V3 .S86 2021	The Company valuation playbook	Charles Sunnucks
	CBA-BSMA, BSA, BSAIS	RES HD 60 .W55 2021	Corporate site selection and economic development: a 30-year perspective	Mark L. Williams

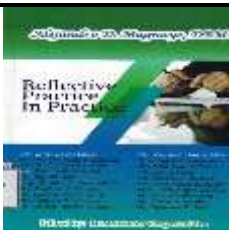
	Location	Call Number	Title	Author
	CBA-BSMA	RES KF 6585 .D59 [2021]	The Ultimate tax strategy guide: powerful techniques to lower personal taxes tremendously and build tax-free wealth for retirement	Andrew Dixon
	CBA-BSMA, BSBA-MM, BSBA- FM	RES HF 5549 .G55 2020	Human resource management essentials: you always wanted to know	Jaquina Gilbert
	CBA-BSMA, BSA, BSAIS	GC HD 30.28 .G53 2017	From strategic analysis to organizational foresight: 65 techniques for diagnosing present realities and potential futures	Matthew E. Gladden
	CBA-BSMA	RES HF 5549.5.P37 .P37 2020	Key performance indicators: developing, implementing, and using winning KPIs	David Parmenter
	CBA-BSMA	GC KF 6297.Z9 .B68 2019	Lower your taxes - big time: wealth-building, tax reduction secrets from an IRS insider	Sandy Botkin
	CBA-BSMA, BSA, BSAIS	GC HF 5548.4.M525 .W48 2019	Office 365: all-in-one (For dummies)	Peter Weverka, and Timothy L. Warner
	CBA-BSMA	GC HF 5549.5.P35 .A48 2019	Performance management (For dummies)	Herman Aguinis

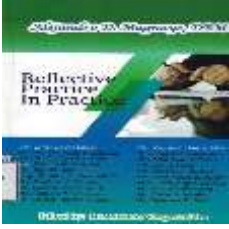
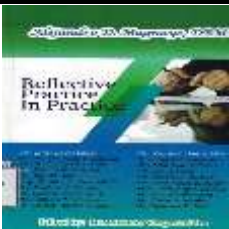
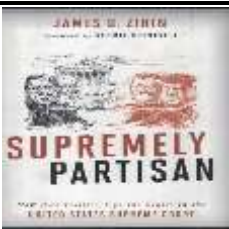
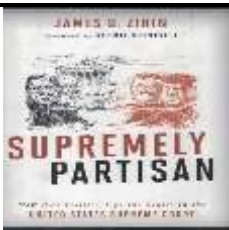
	Location	Call Number	Title	Author
	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA- FM	GC HF 5549.5.P35 .B37 2019	Corporate governance and effectiveness: why companies win or lose	Dipak R. Basu, and Victoria Miroshnik
	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA- FM	GC H 62 .D83 2019	Data story: explain data and inspire action through story	Nancy Duarte
	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA- FM	RES HF 1379 .K78 2020	International trade: what everyone needs to know	Anne O. Krueger
	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA- FM	RES HG 1615 .G74 2020	Analyzing banking risk: A framework for assessing corporate governance and risk management	Hennie van Greuning, and Sonja Brajovic Bratanovic
	CBA-BSMA	GC KF 6585 .W45 2019	JK Lasser's New rules for estate, retirement, and tax planning	Stewart H. Welch III, and J. Winston Busby
NULB000018605	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA- FM	RES K 1 .A87 2020	Asper review of international business and trade law (Volume XX 2020)	Bryan Schwartz, and Evaristus Oshionebo (Editors-in-chief)
	CBA-BSMA, BSA, BSAIS	RES HD 82 .W33 2020	Agents of economic development: an essential guide for navigating good, bad & uncertain times	Neal Wade, and William C. Smith

	Location	Call Number	Title	Author
	CBA-BSMA, BSA, BSAIS	GC HF 5667 .C47 2019	2019 Certified internal auditor (Part 1: Question Bank)	Havels Learning System
	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA-FM	GC HF 5718 .H88 2017	A Short primer on innovative evaluation reporting	Kylie Hutchinson
	CBA-BSMA, BSA, BSAIS	GC HD 58.7 .V36 2009	Human behavior in organizations (Third Custom Edition for Purdue University)	Rodney C. Vandever and Michael L. Menefee
	CBA-BSMA, BSA, BSAIS, BSBA-MM, BSBA-FM	RES HD 30.28 .S53 2020	Business planning: a consultant's handbook for feasibility report and project management	Stephen S. Sharang
	CBA-BSMA, BSA, BSAIS	GC HF 5679 .R66 2018	Accounting information systems	Marshall B. Romney and Paul John Steinbart
	COE-General Engineering	RES QD 75.22 .I58 2020	Introduction to analytical chemistry	Douglas A. Skoog, Donald M. West, F. James Holler, Stanley R. Crouch, and Show-Chuen Chen
	COE-General Engineering	GC TK 454 .E44 2019 c.2	Engineering circuit analysis	William H. Hayt Jr., Jack E. Kemmerly, Jamie D. Phillips, Steven M. Durbin

	Location	Call Number	Title	Author
	COE-General Engineering	GC QA 184 .L37 2019	Elementary linear algebra	Ron Larson
	COE-General Engineering	GC QD 31.3 .C44 2018	Chemistry for engineering students	Lawrence S. Brown, Tom Holme, James F. Petersen, Dorothy Sack, and Robert E. Gabler
	COE-General Engineering	FIL QA 465 .E37 2021 c.2	Engineering drawing and design: solid mensuration (understanding the 3-D space)	Richard T. Earnhart
	COE-General Engineering	GC QC 23 .S47 2019 c.2	Physics for scientists and engineers with modern physics	Raymond A. Serway, and John W. Jewett
	COE-General Engineering	GC TA 351 .P98 2020 c.2	Engineering mechanics: dynamics (metric edition)	Andrew Paytel, and Jaan Kiusalaas
	COE-General Engineering	GC QD 31.3 .P75 2018	Principles and reactions: Chemistry for engineering students	William L. Masterton, Celine N. Hurley, James F. Peterson, Dorothy Sack, Robert E. Gabler
	GS-CEAS-MPE; CEAS-BPed	GV 341 .P86 2020	Physical education 2: rhythmic dance and social activities	Michelle D. Punzalan and Antonio Jardin Habana Jr.

	Location	Call Number	Title	Author
	GS-CEAS-MPE; CEAS-BPed	GV 445 .P49 2019	Physical education 3: fitness dance & individual/dual sports	Michelle D. Punzalan, Marilou C. Mondina, Jayvin M. Taguba, Ronda L. Navalta, and Mary Grace Medina-Bulatao
	CEAS-General Education	FIL Q 175.5 .S35 2018 c.2	Science, technology, and society	Janice Patria Javier Serafica, Greg Tabios Pawilen, Bernardo Nicolas Caslib Jr., and Eden Joy Pastor Alata
	GS-CEAS- MSPSYCH, MAED-EDM	HF 5549.5.M5 .J33 2022	Belonging: the key to transforming and maintaining diversity, inclusion and equality at work	Kathryn Jacob, Sue Unerman, and Mark Edwards
	GS-CEAS- MSPSYCH, MAED-EDM	HF 5549 .B56 2021	People before tech: the importance of psychological safety and teamwork in the digital age	Duena Bloomstrom
	GS-CEAS- MSPSYCH, MAED-EDM	HF 5549.5.M63 .N45 2021	Work made fun gets done!: easy ways to boost energy, morale, and results	Bob Nelson, and Mario Tamayo
	GS-CEAS- MSPSYCH, MAED-EDM	HF 5549.5.M5 .P44 2021	The Essential diversity mindset: how to cultivate a more inclusive culture and environment	Soo Bong Peer
	CTHM-BSHM, BSTM	RES LB 1715 .B84 2022	Professional development and applied ethics	John Paul Buenaventura, Liberty Buenaventura-Gutierrez, Aldrin Cauzon Agasen

	Location	Call Number	Title	Author
	CBA-BSMA, BSBA-MM, BSBA- FM	GC HF 5549 .G55 2020 c.2	Human resource management essentials: you always wanted to know	Jaquina Gilbert
	CEAS-General Education;BSPS YCH	FIL BF 441 .I85 2021 c.1	Metacognition: thinking about thinking	Rowena Vargas-Isidro
	CEAS-General Education; BSPSYCH	FIL BF 441 .I85 2021 c.2	Metacognition: thinking about thinking	Rowena Vargas-Isidro
	CEAS-General Education; BSPSYCH	FIL BF 441 .I85 2021 c.3	Metacognition: thinking about thinking	Rowena Vargas-Isidro
	CEAS-General Education; BSPSYCH	FIL BF 441 .I85 2021 c.4	Metacognition: thinking about thinking	Rowena Vargas-Isidro
	CEAS-General Education	FIL LB 1025.3 .M34 2022 c.1	Reflective practice in practice	Alejandro D. Magnaye
	CEAS-General Education	FIL LB 1025.3 .M34 2022 c.2	Reflective practice in practice	Alejandro D. Magnaye

	Location	Call Number	Title	Author
	CEAS-General Education	FIL LB 1025.3 .M34 2022 c.3	Reflective practice in practice	Alejandro D. Magnaye
	CEAS-General Education	FIL LB 1025.3 .M34 2022 c.4	Reflective practice in practice	Alejandro D. Magnaye
	CEAS-General Education	FIL LB 1025.3 .M34 2022 c.5	Reflective practice in practice	Alejandro D. Magnaye
	CEAS-General Education	FIL LB 1025.3 .M34 2022 c.6	Reflective practice in practice	Alejandro D. Magnaye
	CEAS-General Education	FIL LB 1025.3 .M34 2022 c.7	Reflective practice in practice	Alejandro D. Magnaye
	CEAS-ABPOLSCI	GC KF 8748 .Z57 2016 c.1	Supremely partisan: how raw politics tips the scales in the United States Supreme Court	James D. Zirin
	CEAS-ABPOLSCI	GC KF 8748 .Z57 2016 c.2	Supremely partisan: how raw politics tips the scales in the United States Supreme Court	James D. Zirin
TOTAL: 96				