E-textbooks

**Class B  Philosophy, Psychology, Religion**

Call number : B809.2 .B694 2020EB  
Author : Bowell, Tracy, 1965-, Cowan, Robert, Kemp, Gary, 1960 October 15-  
Title : Critical thinking : a concise guide  
Publication info : London ; New York, New York : Routledge, 2020

[Click here to access the e-book](#)

**Class H  Social Sciences**

Call number : HF5415 K87 2018E8  
Author : Kotler, Philip, 1931-, Armstrong, Gary (Gary M.), Opresnik, Marc Oliver  
Title : Principles of marketing  
Publication info : Harlow, Essex : Pearson Education Ltd., 2018

[Click here to access the e-book](#)

Call number : HF5415.13 .K87 2016E8  
Author : Kotler, Philip, 1931-  
Title : Marketing management  

[Click here to access the e-book](#)

Call number : HF5415.153 T85 2017E8  
Author : Trott, Paul  
Title : Innovation management and new product development  

[Click here to access the e-book](#)

Call number : HF5415.2 B96 2017E8  
Author : Burns, Alvin C., Bush, Ronald F., Veeck, Ann  
Title : Marketing research  

[Click here to access the e-book](#)
E-textbooks

Call number: HD69.B7 K29 2020E8
Author: Keller, Kevin Lane, 1956-, Swaminathan, Vanitha
Title: Strategic brand management: building, measuring, and managing brand equity
Click here to access the e-book

Call number: HF5823 W45 2019E8
Author: Moriarty, Sandra E. (Sandra Ernst), Mitchell, Nancy, 1950-, Wood, Charles, Wells, William, 1926-
Title: Advertising & IMC: principles & practice
Publication info: Harlow, United Kingdom: Pearson Education Limited, 2018
Click here to access the e-book

Call number: HF5415.123 C64 2018E6
Author: Clow, Kenneth E., Baack, Donald
Title: Integrated advertising, promotion, and marketing communications
Publication info: Harlow, England: Pearson, 2018
Click here to access the e-book

Call number: HD62.4 D43 2017E8
Author: Deresky, Helen
Title: International management: managing across borders and cultures, text and cases
Click here to access the e-book

Call number: HD9980.5 W79 2018E8
Author: Wirtz, Jochen, Lovelock, Christopher H.
Title: Essentials of services marketing
Click here to access the e-book
E-textbooks

Call number : HD70.U5 E16 2020E8
Author : Ebert, Ronald J., Griffin, Ricky W.
Title : Business essentials
Click here to access the e-book

Call number : HF5635 W871 2019E8
Author : Sangster, Alan
Title : Frank Wood's business accounting 2
Publication info : Harlow, England : Pearson, 2019
Click here to access the e-book

Call number : HD31 R63 2018E8
Author : Robbins, Stephen P., 1943-, Coulter, Mary K., Martocchio, Joseph J., Long, Lori K., 1969-
Title : Management
Publication info : Harlow, England : Pearson, 2018
Click here to access the e-book

Call number : HF1359 K94 2018E13
Author : Krugman, Paul R., Obstfeld, Maurice, Melitz, Marc J.
Title : International economics : theory and policy
Publication info : Harlow, England : Pearson, 2018
Click here to access the e-book

Call number : HF1416 H732 2017E8
Author : Hollensen, Svend
Title : Global marketing
Click here to access the e-book
E-textbooks

Call number : HF5549.2.US M74 2019E8
Author : Martocchio, Joseph J.
Title : Human resource management
Publication info : Harlow, United Kingdom : Pearson Education Limited, 2018
Click here to access the e-book

Call number : HF5549 D47 2017E9
Author : Dessler, Gary, 1942-
Title : Human resource management
Publication info : Boston, Massachusetts : Pearson, 2017
Click here to access the e-book

Call number : HF5415.13 C54 2019EB
Author : Chopra, Sunil, 1960-
Title : Supply chain management: strategy, planning and operation
Publication info : Harlow, England: Pearson, 2019
Click here to access the e-book

Call number : HF5415.32 533 2019EB
Author : Schiffman, Leon G., Wisenblit, Joseph
Title : Consumer behavior
Publication info : Harlow, United Kingdom : Pearson Education Limited, 2018
Click here to access the e-book

Call number : HF5679 R75 2018EB
Author : Romney, Marshall B., Steinbart, Paul John
Title : Accounting information systems
Publication info : Harlow, England : Pearson, 2018
Click here to access the e-book
Call number : HV6768 .C73 2019EB  
Author : Crain, Michael A. (Michael Alan)  
Title : Essentials of forensic accounting  
Publication info : Durham, North Carolina : Wiley, 2019  
Click here to access the e-book

Call number : HQ1061 .H33 2016EB  
Author : -  
Title : Handbook of theories of aging  
Click here to access the e-book

Class R Medicine

Call number : RA394.9 .I86 2018EB  
Author : Issel, L. Michele, Wells, Rebecca, 1966-  
Title : Health program planning and evaluation: a practical, systematic approach for community health  
Publication info : Burlington, MA : Jones & Bartlett Learning, 2018  
Click here to access the e-book

Call number : RC112 .W47 2017EB  
Author : Weston, Debbie, Burgess, Alison, Roberts, Sue, 1955-  
Title : Infection prevention and control at a glance  
Publication info : Chichester, West Sussex ; Hoboken, NJ : John Wiley and Sons, Ltd, 2017  
Click here to access the e-book
E-textbooks

Call number : RA971 I61 2021EB
Author : -
Title : Introduction to health care management
Publication info : Burlington, Massachusetts : Jones & Bartlett Learning, 2021
Click here to access the e-book

Call number : RA395.A3 P63 2021EB
Author : -
Title : Population health : creating a culture of wellness
Publication info : Burlington, Massachusetts : Jones & Bartlett Learning, 2021
Click here to access the e-book

Call number : RA541.M44 .O76 2018EB
Author : -
Title : The private healthcare sector in Johor : trends and prospects
Publication info : Singapore : ISEAS, Yusof Ishak Institute, 2018
Click here to access the e-book