

Booklist year 1

2021-2022

Study programme: International Business

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Please do not buy all books for the whole year immediately. It will give you some time to obtain second hand books during the year. As we focus on sustainability, this is your first opportunity to reuse or redistribute ☺. Total book costs for year 1 : Around € 400,00 (If you buy them new.) However it is wise to have the books for teaching term 1 in your possession when the academic year starts, as you will need them forthwith.

Books

| Title | Author(s) | ISBN | Indicative price |
|--|---------------------------------------|--|------------------|
| Year 1, term 1 | | | |
| (2016) <i>Management</i> OR 2020 <i>Management</i> Andover (UK) Cengage or similar. Also used in other study units | Daft, R.L. & Benson, A. | 9781408063859 or 9781473770799 | € 50,00 ? |
| Intercultural Sensitivity, 4 th edition, Assen: Koninklijke Van Gorcum BV Or 5th edition | Nunez, C., Nunez-Mahdi, R. & Popma, I | 9789023255550 (4 th) 9789023256885 (5 th) | € 24,00 ? |
| Year 1, term 2 | | | |
| <i>Principles of Marketing</i> , Global Edition. 16 th ed OR 17 th ed. OR 18 th ed. London: Pearson Educated limited Also used in other study units | Kotler, P., Armstrong, G. | 9781292092591 OR 9781292220284 OR 9781292941132 | € 70,00 |
| (2016) <i>Understanding Digital Marketing- Marketing Strategies for engaging the digital generation</i> 4th ed. London: Kogan Page (also available in e-book) | Ryan, D. & Jones, C | 9780 749478438 | € 30,00 |
| OR <i>eMarketing – the Essential guide to marketing in a digital world</i> 5th edition 978-0-620-56515-8 | Rob Stokes and the minds of Quirk | 978-0-620-56515-8 | Free on internet |
| <i>Accounting and finance for non-specialists</i> . London: Pearson Educated limited (2017 or 2018) | Atrill, P. & McLaney, E.J. | 9781292135601 OR 9781292244013 (11 th ed) | € 60,00 |

| Year 1, term 3 | | | |
|---|--------------------------------------|---|---|
| <p><i>A Circular Economy Handbook for Business and Supply Chains: Repair, Remake, Redesign, Rethink</i> (2017) Kogan Page Ltd</p> <p>OR</p> <p><i>A Circular Economy Handbook 2nd ed (2021)</i></p> | <p>Weetman, C.</p> | <p>9780749476755 (2017)</p> | <p>€ 70.00</p> <p>e-book</p> <p>€ 40,00</p> |
| <p><i>Operations management, an integrated approach (5th ed.)</i> Singapore: John Wiley & Sons. (2013)</p> <p>OR</p> <p><i>Operations management, an integrated approach</i> 2020 EMEA ed.</p> <p>Will be used in other study units</p> | <p>Reid, R.D. & Sanders, N.R</p> | <p>9781789665314 (2021)</p> <p>9781118323632</p> <p>9781119668176</p> | <p>€ 65,00</p> <p>€ 65.00</p> |
| Year 1, term 4 | | | |
| <p><i>The Lean Startup London: Currency</i> (2011) (or E-version etc.)</p> <p>Articles and readers via electronic learning environment</p> | <p>Ries, E.</p> <p>.</p> | <p>9780670921607</p> | <p>€ 18,00</p> |