

**THƯ MỤC CHUYÊN ĐỀ QUẢN LÝ VÀ PHÁT TRIỂN DU LỊCH
(GIAI ĐOẠN XUẤT BẢN TỪ NĂM 2011-2023)**

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| 433 | MBA cơ bản / Tom Gorman. - H.: Lao động - xã hội, 2011 - 483 Tr. ; 14x24 cm, Phân loại: 658 GOR 2011, Tài liệu tham khảo |
| 434 | Phân tích kết quả hoạt động kinh doanh của công ty cổ phần cơ khí Vinh: Luận văn tốt nghiệp khóa 52./ Phan Thị Thu Hương. - H.: Trường ĐHNHN; 2011 - 70 Tr.: 27cm x20cm, Phân loại: 658.15 PHH 2011, Giáo trình |
| 435 | Công tác quản trị nhân sự tại xí nghiệp xếp dỡ Tân Cảng thuộc liên hiệp các xí nghiệp của công ty TNHH một thành viên Cảng Hải Phòng: Luận văn tốt nghiệp khóa 52./ Trần Quang Duy. - H.: Trường ĐHNHN; 2011 - 91 Tr.: 27cm x20cm, Phân loại: 658 TRD 2011, Giáo trình |
| 436 | Nghiên cứu chiến lược Marketing MIX nhằm phát triển thị trường của công ty cổ phần Bê tông xây dựng Hà Nội: Luận văn tốt nghiệp khóa 52./ Nguyễn Thị Thủy. - H.: Trường ĐHNHN; 2011 - 112 Tr.: 27cm x20cm, Phân loại: 658 NGT 2011, Giáo trình |
| 437 | Bài giảng marketing căn bản / Đặng Văn Tiến. GVC. ThS.. - H. : Lao động - xã hội, 2011. - 159 Tr. ; 19x 26.5 cm., Phân loại: 658.800 1 ĐAT 2011, Giáo trình |
| 438 | Bài giảng kế hoạch doanh nghiệp / Chu Thị Kim Loan, TS.. - H. : Lao động - xã hội, 2011. - 139 Tr. ; 19x 26.5 cm., Phân loại: 658.071 1 CHL 2011, Giáo trình |
| 439 | Tài chính doanh nghiệp căn bản: Lý thuyết và thực hành quản lý ứng dụng cho các doanh nghiệp Việt Nam / Nguyễn Minh Kiều. - H. : Lao động - Xã hội, 2011 - 897 tr . ; 24 cm., Phân loại: 658.15 NGK 2011, Giáo trình |
| 440 | Bài Giảng kinh doanh quốc tế / Chu Thị Kim Loan (ch.b.), THS. Nguyễn Văn Phương.. - H. : Lao động - xã hội, 2011. - 155 Tr. ; 27 cm., Phân loại: 658.180 71 1 CHL 2011, Giáo trình |
| 441 | Giáo trình quản lý chất lượng / TS.Ngô Phúc Hạnh. - H. : Khoa học và Kỹ thuật, 2011 - 319 tr., 24 cm., Phân loại: 658.507 11 NGH 2011, Tài liệu tham khảo |
| 442 | Giáo trình lý thuyết nhận dạng ứng dụng trong quản lý / GS.TS. Đỗ Hoàng Toàn. - H.: Khoa học và Kỹ thuật ; 2011 - 420 Tr. ; 24 cm, Phân loại: 658.307 11 ĐOT 2011, Tài liệu tham khảo |

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| 443 | Giáo trình quản lý dự án / Từ Quang Phương. PGS.TS, Chủ biên. - H. : Đại học Kinh tế Quốc dân, 2011 - 326 Tr.; 14 x 24 cm., Phân loại: 658.404 0711 TUP 2011, Tài liệu tham khảo |
| 444 | Phân tích và dự báo kinh doanh Lý thuyết, Bài tập và Bài giải. Câu hỏi trắc nghiệm, Hướng dẫn thực hành chi tiết bằng Excel./ Phan Đức Dũng TS.. - H. : Lao động Xã hội, 2011 - 389Tr. ; 14.5x24 cm, Phân loại: 658 PHD 2011, Tài liệu tham khảo |
| 445 | Hướng dẫn lập. quản lý dự toán thu chi ngân sách 2012 Quy định mới về sử dụng tài sản công các đơn vị hành chính sự nghiệp và đơn vị sự nghiệp có thu./ Thuỳ Linh, Việt Trinh (Sưu tầm và hệ thống hoá). - H.. Tài chính, 2011 - 493Tr. ; 19xx27 cm, Phân loại: 658.15 HUO 2011, Tài liệu tham khảo |
| 446 | Quản trị học : Bài tập, nghiên cứu tình huống. / Bùi Văn Danh, Nguyễn Văn Dung, Lê Quang Khôi.. - H.. : Lao động, 2011. - 297Tr. ; 13xx24 cm., Phân loại: 658.076 BUD 2011, Tài liệu tham khảo |
| 447 | Quản trị nguồn nhân lực Bài tập và nghiên cứu tình huống / Bùi Văn Danh TS.; Nguyễn Văn Dung MBA.; Lê Quang Khôi ThS.. - Tp.HCM. : Phương Đông, 2011 - 309 Tr. ; 24 cm, Phân loại: 658.307 6 BUD 2011, Tài liệu tham khảo |
| 448 | Quản lý dịch vụ công ở nông thôn : Từ lý luận đến thực tiễn ở đồng bằng Sông Hồng / Lê Hữu Ảnh (Chủ biên).. - H. : Chính trị Quốc gia-Sự thật, 2012. - 282 Tr. ; 24 cm., Phân loại: 658 LEA 2012, Giáo trình |
| 449 | Từ Marketing đến chuỗi giá trị nông sản và thực phẩm : Cơ sở lý luận và thực tiễn / Trần Hữu Cường (Chủ biên).. - H. : Chính trị Quốc gia-Sự thật, 2012. - 820 Tr. ; 24 cm., Phân loại: 658.8 TRC 2012, Giáo trình |
| 450 | Phương pháp phân tích dự án phát triển / Mai Thanh Cúc PGS.TS., Nguyễn Thị Minh Hiền PGS.TS., Mai Lan Phương ThS.. - H. : Chính trị Quốc gia-Sự thật, 2012. - 259 Tr. ; 24 cm., Phân loại: 658.404 MAC 2012, Giáo trình |
| 451 | Giáo trình cơ sở quản lý tài chính: Dành cho các trường đại học, cao đẳng khối kinh tế / Nghiêm Sĩ Thương. TS. - H. : Giáo dục Việt Nam, 2011 - 331 Tr. ; 16 x 14 cm, Phân loại: 658.150 711 NGT 2011, Tài liệu tham khảo |
| 452 | Quản trị học Bài tập, nghiên cứu tình huống./ Bùi Văn Danh, Nguyễn Văn Dung, Lê Quang Khôi. - H.. Lao động, 2011 - 297Tr. ; 13xx24 cm, Phân loại: 658.076 BUD 2011, Tài liệu tham khảo |

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| 453 | Mathematical Programming for Agricultural, Environmental, and Resource Economics / Harry M. Kaiser, Kent D. Messer. - New York : John Wiley & Sons, Inc., 2011 - 494 Tr. ; 24 cm, Phân loại: 658.403 3 KAI 2011, Tài liệu tham khảo |
| 454 | Giáo trình kỹ năng quản trị = Management skills / Ngô Kim Thanh, Nguyễn Thị Hoài Dung, đồng chủ biên.. - H. : Đại học kinh tế quốc dân, 2012. - 519 Tr. ; 16 x 24 cm., Phân loại: 650.0711 GIA 2012, Tài liệu tham khảo |
| 455 | Giáo trình quản trị marketing : Dành cho các trường đại học, cao đẳng khối kinh tế / Phạm Thị Huyền. TS; Trương Đình Chiến. PGS. TS.. - H. : Giáo dục Việt Nam, 2012. - 251 Tr. ; 16 x 24 cm., Phân loại: 658.807 11 PHH 2012, Giáo trình |
| 456 | Quản trị bán hàng / Trần Thị Thập. TS.. - H. : Thông tin và truyền thông, 2012. - 288 Tr. ; 14.5 x 20.5 cm., Phân loại: 658.81 TRT 2012, Giáo trình |
| 457 | Quản trị kênh phân phối / Trương Đình Chiến. PGS. TS.. - H. : Đại học kinh tế quốc dân, 2012. - 399 Tr. ; 14.5 x 20.5 cm., Phân loại: 658.800 711 TRC 2012, Giáo trình |
| 458 | Giáo trình quản trị học / Bùi Thị Nga, ThS.. - H. : Đại học Nông Nghiệp, 2012. - 160 Tr. ; 19 x 26.5 cm., Phân loại: 658.071 1 BUN 2012, Giáo trình |
| 459 | Bí mật thiên niên kỷ bạn biết gì về điều bạn chưa từng biết. Tập 1 - Quyền 3, Dương Hồng Lễ, chủ biên, Trần Trung Kiên. - Thành phố Hồ Chí Minh : Phương Đông, 2012 - 258 Tr. ; 16 x 24 cm, Phân loại: 658.8 DUL 2012/1, Tài liệu tham khảo |
| 460 | Human resource management demystified / Robert G. DelCampo. - New York [etc.] : McGraw-Hill, 2011 - 224 p. ; 26 cm, Phân loại: 658.3 DEL 2011, Tài liệu tham khảo |
| 461 | Quản lý tài chính, kế toán trong các tổ chức công / Lê Chi Mai, chủ biên, Nguyễn Ngọc Thao ... [et al.]. - H. : Chính trị quốc gia - sự thật, 2013 - 259 Tr. ; 16 x 24 cm, Phân loại: 658.15 QUA 2013, Tài liệu tham khảo |
| 462 | Giáo trình quản lý học / Nguyễn Thị Ngọc Huyền, Đoàn Thị Thu Hà, Đỗ Thị Hải Hà, đồng chủ biên. - H. : Đại học kinh tế quốc dân, 2012 - 974 Tr. ; 16 x 24 cm, Phân loại: 658 GIA 2012, Tài liệu tham khảo |
| 463 | Quản trị rủi ro và khủng hoảng / Đoàn Thị Hồng Vân, chủ biên, Kim Ngọc Đạt, Hà Đức Sơn. - H. : Lao động xã hội, 2013 - 411 Tr. ; 16 x 24 cm., Phân loại: 658 ĐOV 2013, Tài liệu tham khảo |

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| 464 | 945 tình huống vướng mắc trong quản lý & điều hành doanh nghiệp thường gặp trong hoạt động kinh doanh dành cho giám đốc / Tài Thành, Vũ Thanh, sưu tầm. - H. : Dân trí, 2013 - 447 Tr. ; 20 x 28 cm., Phân loại: 658.4 CHI 2013, Tài liệu tham khảo |
| 465 | Giáo trình hệ thống thông tin quản lý / Trần Thị Song Minh. - H. : Đại học Kinh tế quốc dân, 2012 - 503 Tr. ; 16 x 24 cm., Phân loại: 658.05 TRM 2012, Tài liệu tham khảo |
| 466 | Giáo trình quản trị kinh doanh. Tập 1 /Nguyễn Ngọc Huyền, chủ biên, Lê Công Hoa ... [et al]. - H. : Đại học Kinh tế quốc dân, 2013 - 449 Tr. ; 16 x 24 cm., Phân loại: 658.007 11 NGH 2013/1, Tài liệu tham khảo |
| 467 | Giáo trình quản trị kinh doanh. Tập 2 /Nguyễn Ngọc Huyền, chủ biên, Trịnh Hoài Sơn ... [et al]. - H. : Đại học Kinh tế quốc dân, 2013 - 855 Tr. ; 16 x 24 cm., Phân loại: 658.007 11 NGH 2013/2, Tài liệu tham khảo |
| 468 | Cẩm nang điều hành doanh nghiệp vừa và nhỏ = Handbook of small and medium enterprises operation / Diệp Anh. - H. : Đại học Kinh tế quốc dân, 2012 - 355 Tr. ; 14.5 x 20.5 cm., Phân loại: 658.04 DIA 2012, Tài liệu tham khảo |
| 469 | E - riches 2.0: Làm giàu trên mạng bằng các công cụ web 2.0 / Scott Fox, Nguyễn Linh Giang dịch. - H. : Lao động - xã hội, 2012 - 431 Tr. ; 13 x 20.5 cm, Phân loại: 658.872 FOX 2012, Tài liệu tham khảo |
| 470 | Thực thi: Hoàn thành kế hoạch bằng phương pháp quản trị có nguyên tắc / Larry Bossidy, Ram Charan. - H. : Lao động - xã hội, 2012 - 351 Tr. ; 13 x 20.5 cm, Phân loại: 658.406 BOS 2012, Tài liệu tham khảo |
| 471 | Phát triển kỹ năng lãnh đạo / John C. Maxwell. - H. : Lao động - xã hội, 2012 - 287 Tr. ; 10 x 15 cm, Phân loại: 658.4 MAX 2013, Tài liệu tham khảo |
| 472 | Bí mật Marketing trong thị trường High - Tech: Cách marketing và bán sản phẩm công nghệ cao cho khách hàng phổ thông / Geoffrey A. Moore, Nguyễn Thu Trang, dịch. - H. : Bách Khoa Hà Nội, 2013 - 370 Tr. ; 13 x 20.5 cm, Phân loại: 658.83 MOO 2013, Tài liệu tham khảo |
| 473 | 21 nguyên tắc vàng của nghệ thuật lãnh đạo / John C. Maxwell, Đinh Việt Hòa dịch. - H. : Lao động - xã hội, 2013 - 315 Tr. ; 13 x 20.5 cm, Phân loại: 658.4 MAX 2013, Tài liệu tham khảo |
| 474 | Quản trị trong thời khủng hoảng / Peter Drucker. - H. : Lao động xã hội, 2012 - 295 Tr. ; 13 x 20.5 cm, Phân loại: 658 DRC 2012, Tài liệu tham khảo |

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| 475 | Xây dựng bộ máy lãnh đạo để trường tồn / Noel M. Tichy, Eli Cohen. - H. : Lao động xã hội, 2012 - 295 Tr. ; 13 x 20.5 cm, Phân loại: 658.409 2 TIC 2012, Tài liệu tham khảo |
| 476 | Quản trị quá trình đổi mới & sáng tạo: Chiến lược, quy trình phương pháp triển khai và lợi nhuận / Allan Afuah. - H. : Đại học Kinh tế quốc dân, 2012 - 735 Tr. ; 14 x 20.5 cm, Phân loại: 658.406 3 AFU 2012, Tài liệu tham khảo |
| 477 | Free Marketing: 101 cách marketing giá rẻ hoặc miễn phí để phát triển doanh nghiệp của bạn trực tuyến & phi trực tuyến / Jim Cockrum. - H. : Lao động - xã hội, 2013 - 500 Tr. ; 13 x 20.5 cm, Phân loại: 658.8 COC 2013, Tài liệu tham khảo |
| 478 | Cẩm nang marketig trực tuyến = Internet marketing bible / Zeke Camusio. - H. : Khoa học và kỹ thuật, 2013 - 207 Tr. ; 13 x 20.5 cm, Phân loại: 658.872 CAM 2013, Tài liệu tham khảo |
| 479 | Từ bỏ sản phẩm và thương hiệu: Mô hình, chiến lược và bên trong các thương hiệu quốc tế / Vũ Anh Dũng. - H. : Khoa học và kỹ thuật, 2013 - 199 Tr. ; 13 x 20.5 cm, Phân loại: 658.827 VUD 2013, Tài liệu tham khảo |
| 480 | Chiến lược marketing hoàn hảo = The marketing plant / William M. Luther, Hồng Hạnh dịch. - H. : Dân trí, 2014 - 347 Tr. ; 13 x 20.5 cm, Phân loại: 658.8 LUT 2014, Tài liệu tham khảo |
| 481 | Nhà lãnh đạo giỏi giải quyết vấn đề như thế nào? / John C. Maxwell, Vân Khanh, Đỗ Quyên dịch. - H. : Lao động - xã hội, 2013 - 335 Tr. ; 13 x 20.5 cm, Phân loại: 658.4 MAX 2013, Tài liệu tham khảo |
| 482 | Quản trị chuỗi cung ứng những trải nghiệm tuyệt vời = Supply Chain Management best practices / David Blanchard. - H. : Lao động xã hội, 2013 - 397 Tr.; 16 x 24 cm, Phân loại: 658.72 BLA 2013, Tài liệu tham khảo |
| 483 | Corporate financial management / Arnold, Glen. - Harlow, England, 2012 - XXXVII, 992 p. , 24 cm, Phân loại: 658.15 ARN 2012, Tài liệu tham khảo |
| 484 | Entrepreneurship: A small business approach. / Charles E. Bamford, Garry D. Bruton. - New York. : McGraw-Hill / Irwin, 2011 - xix ,347 p. ; 25cm,, Phân loại: 658.11 BAM 2011, Tài liệu tham khảo |
| 485 | Management strategy: Achieving sustained competitive advantage / Alfred A. Marcus. - New York : McGraw-Hill Companies, 2011 - xxi, 231 p. ; 24 cm, Phân loại: 658.401 2 MAR 2011, Tài liệu tham khảo |

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| 486 | Marketing strategy : a decision-focused approach / Orville C. Walker, Jr., John W. Mullins.. - New York : McGraw-Hill/Irwin, 2011 - xv, 352 p. : 26 cm., Phân loại: 658.802 WAL 2011, Tài liệu tham khảo |
| 487 | Operations management : Contemporary concepts and cases / Roger G. Schroeder, Susan Meyer Goldstein, M.Johnny Rungtusanatham. - New York : Irwin/Mc-Graw-Hill, 2011 - 558 p. ; 26 cm, Phân loại: 658.5 SCH 2011, Tài liệu tham khảo |
| 488 | Manufacturing planning and control systems for supply chain management / F.Robert Jacobs... [et al.].. - New York : Irwin/Mc-Graw-Hill, 2011 - 480 p. ; 26 cm, Phân loại: 658.5 MAN 2011, Tài liệu tham khảo |
| 489 | Managing operations across the supply chain / Morgan Swink ... [et al.] -1st ed.. - New York : McGraw-Hill/Irwin, 2011 - xxxi, 575 p. : 30 cm., Phân loại: 658.5 MAN 2011, Tài liệu tham khảo |
| 490 | Giáo trình quản lý nguồn nhân lực trong tổ chức công chức / Nguyễn Ngọc Quân, Nguyễn Tấn Thịnh. - H. : Giáo dục Việt Nam, 2012 - 362 Tr. ; 16 x 24 cm., Phân loại: 658.3 NGQ 2012, Tài liệu tham khảo |
| 491 | Giáo trình kiểm soát quản lý / Nguyễn Thị Phương Hoa. - H. : Đại học Kinh tế quốc dân, 2011 - 207r. ; 16x 24 m, Phân loại: 658.007 11 NGH 2011, Tài liệu tham khảo |
| 492 | Giáo trình quản trị chiến lược và chính sách kinh doanh / Nguyễn Mạnh Hùng, Lê Việt Long ... [et al.]. - H. : Phương Đông, 2013 - 289 Tr. ; 16 x 24 cm, Phân loại: 658 GIA 2013, Tài liệu tham khảo |
| 493 | Những chuyên đề quan trọng trong lĩnh vực nhân sự: Chiến lược quản trị - tuyển dụng - bố trí công việc - đánh giá nhân sự - nghệ thuật phát triển và yếu tố quyết định thành công trong doanh nghiệp / Lê Văn Lập (S.t). - H. : Lao động, 2011 - 495 Tr. ; 20 x 28 cm., Phân loại: 658.3 NGH 2011, Tài liệu tham khảo |
| 494 | Hướng dẫn phân tích hoạt động tài chính và các quy định mới nhất về chế độ kế toán, kiểm toán, chính sách thuế, hóa đơn trong doanh nghiệp / Quý Long, Kim Thư (S.t). - H. : Tài Chính, 2011 - 523 Tr. ; 20 x 28 cm., Phân loại: 658.152 HUO 2011, Tài liệu tham khảo |
| 495 | Tâm lý học quản trị kinh doanh / Nguyễn Hữu Thụ. - H. : Đại học quốc gia Hà Nội, 2013 - 255 Tr. ; 16 x 24 cm, Phân loại: 658 NGT 2013, Tài liệu tham khảo |

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| 496 | Hướng dẫn áp dụng ISO 9001:2008 ở Việt Nam / Nguyễn Chí Phương. - H. : Khoa học Kỹ thuật , 2014 - 212 Tr. ; 16x24 cm, Phân loại: 658.401 3 NGP 2014, Tài liệu tham khảo |
| 497 | Quản lý chất lượng sản xuất ở Việt Nam : Cẩm nang của lãnh đạo doanh nghiệp và các nhà quản lý sản xuất / Nguyễn Văn Chiên. - H. : Khoa học và Kỹ thuật, 2014 - 160 Tr. ; 14.5 x 20.5 cm, Phân loại: 658.5 NGC 2014, Tài liệu tham khảo |
| 498 | Hệ thống kiểm soát nội bộ / Bùi Bằng Đoàn.. - H. : Nông nghiệp, 2014. - 207 Tr. ; 19 x 27 cm., Phân loại: 658.401 BUD 2014, Giáo trình |
| 499 | Giáo trình quản trị kinh doanh nông nghiệp và thực phẩm / Trần Hữu Cường, c.b.. - H. : Nxb Đại học Nông nghiệp, 2013. - 310 Tr. ; 19 x 26.5 cm., Phân loại: 658.007 11 GIA 2013, Giáo trình |
| 500 | 17 nguyên tắc vàng trong làm việc nhóm / John C. Maxvvel. - H. : Lao động , 2013 - 246 Tr. ; 14 x 21 cm, Phân loại: 658.4 MAX 2013, Tài liệu tham khảo |
| 501 | Hành trình biến thương hiệu thành biểu tượng : Những bài học xây dựng thương hiệu văn hóa từ các biểu tượng huyền thoại / Douglas B. Holt. - H. : Lao động , 2014 - 515 Tr. ; 21 cm, Phân loại: 658.827 HOL 2014, Tài liệu tham khảo |
| 502 | Thuật quản trị / Brian Tracy ; Nguyễn Huyền dịch. - H. : Lao động , 2015 - 127 Tr. ; 21 cm, Phân loại: 658 TRA 2015, Tài liệu tham khảo |
| 503 | Thuật marketing / Brian Tracy ; Nhật Minh dịch. - H. : Lao động , 2015 - 135 Tr. ; 21 cm, Phân loại: 658.8 TRA 2015, Tài liệu tham khảo |
| 504 | Thuật thúc đẩy nhân viên / Brian Tracy ; Anh Tuấn dịch. - H. : Thế giới; Công ty sách Alphabooks, 2015 - 155 Tr. ; 15 x 21 cm, Phân loại: 658.314 TRA 2014, Tài liệu tham khảo |
| 505 | Quản trị dự án : Những nguyên tắc căn bản / Heagney Joseph; Minh Tú (dịch), Nguyễn Văn Kỳ (hiệu đính).. - H. : Lao động - xã hội, 2014. - 319Tr. ; 15 x 21 cm., Phân loại: 658.404 HEA 2014, Tài liệu tham khảo |
| 506 | Xây dựng bộ máy điều hành vững mạnh : Một cuốn sách gối đầu của mọi CEO / David A. Nadler, Beverly A. BeHan, Mark B. Nadler. - H. : Lao động xã hội, 2014 - 519 Tr. ; 15 x 21 cm, Phân loại: 658.407 NAD 2014, Tài liệu tham khảo |
| 507 | Thuật lãnh đạo = Leadership : Ngay lúc này, bạn đã có trong mình mọi thứ bạn cần để đối phó với bất kỳ điều gì mà thế giới "ném vào bạn" / Brian Tracy. - H. : Thế giới, 2015 - 143 Tr. ; 15 x 21 cm, Phân loại: 658.4 TRA 2015, Tài liệu tham khảo |

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| 508 | Cẩm nang marketing trực tuyến / Zeke Camusio ; Trường đại học FPT dịch. - H. : Bách khoa Hà Nội; Trường đại học FPT, 2015 - 207 Tr. ; 21 cm, Phân loại: 658.872 CAM 2015, Tài liệu tham khảo |
| 509 | Giáo trình quản trị tác nghiệp / Trương Đức Lực, Nguyễn Đình Trung (ch.b.), Mai Xuân Đước.... - H. : Kinh tế quốc dân, 2013 - 447 Tr. ; 15 x 21 cm, Phân loại: 658 GIA 2013, Tài liệu tham khảo |
| 510 | Bài tập quản trị chất lượng / Đỗ Thị Đông (ch.b.). - H. : Kinh tế quốc dân, 2013 - 174 Tr. : 15 x 21 cm, Phân loại: 658.076 ĐOD 2013, Tài liệu tham khảo |
| 511 | Quản trị chuỗi cung ứng : Sách chuyên khảo / Nguyễn Thành Hiếu (Ch.b.). - H. : Đại học kinh tế quốc dân, 2015 - 503 Tr.; 16 x 24 cm, Phân loại: 658.72 NGH 2015, Tài liệu tham khảo |
| 512 | Giáo trình quản lý dự án đầu tư xây dựng / Phan Nhật Duy, Đoàn Ngọc Hiệp. - H.: Xây dựng, 2015 - 136 Tr. ; 17 x 24 cm., Phân loại: 658.404 PHD 2015, Tài liệu tham khảo |
| 513 | Sử dụng thông tin kế toán để ra quyết định quản lý tài chính / Phan Tiến Đạt. - H.: Tài chính, 2015 - 268 Tr. ; 17 x 24 cm., Phân loại: 658.151 1 PHD 2015, Tài liệu tham khảo |
| 514 | Khoa học quản lý / Lê Văn Phùng (c.b). Nguyễn Địch, Trần Thị Tuyết. - H. : Thông tin và truyền thông, 2014 - 177 Tr. ; 16 x 24 cm, Phân loại: 658 LEP 2014, Tài liệu tham khảo |
| 515 | Giáo trình marketing quốc tế / Trần Minh Đạo, Vũ Trí Dũng (đồng c.b.). - H. : Đại học Kinh tế quốc dân, 2012 - 263 Tr. ; 14.5 x 20.5 cm, Phân loại: 658.84 GIA 2012, Tài liệu tham khảo |
| 516 | Lãnh đạo doanh nghiệp Việt Nam: Hội đồng quản trị - Ban điều hành - Khung năng lực - Thẻ điểm cân bằng (BSC) - Chỉ số hoàn thành (KPI): Sách chuyên khảo / Lê Quân. - H. : Đại học quốc gia Hà Nội, 2015 - 467 Tr. ; 16x24 cm., Phân loại: 658.409 2 LEQ 2015, Tài liệu tham khảo Tóm tắt: Tổng hợp những kiến thức cơ bản về nghề lãnh đạo từ việc giới thiệu cơ cấu tổ chức của một công ti; chức năng nhiệm vụ của các cấp như hội đồng quản trị, ban điều hành cho đến những thuật ngữ, lí thuyết quản trị hiện đại như KPI, thẻ điểm cân bằng, khung năng lực, phát triển năng lực lãnh đạo doanh nghiệp... |
| 517 | Kỹ năng giao tiếp trong kinh doanh / B.s: Trịnh Quốc Trung (Ch.b.), Lê Thẩm Dương, Phan Ngọc Minh.... - H. : Lao động - xã hội, 2015 - 201 Tr. ; 16x24 cm., Phân loại: 658.4 KYN 2014, Tài liệu tham khảo |

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| 518 | Công thức tài chính doanh nghiệp : Gồm 101 công thức tài chính cơ bản / Đỗ Thiên Anh Tuấn. - H. : Lao động - xã hội, 2014 - 168 Tr. ; 19x24 cm., Phân loại: 658.15 ĐOT 2014, Tài liệu tham khảo |
| 519 | Business: connecting principles to practice / William G. Nickels, James M. McHugh, Susan M. McHugh. - New York : McGraw - Hill Irwin, 2012 - 567 Tr. ; 25 cm., Phân loại: 658 NIC 2012, Tài liệu tham khảo |
| 520 | Business driven technology / Paige Baltzan. - New York. : McGraw-Hill Irwin, 2013 - 498 Tr ; 26 cm., Phân loại: 658.403 8 BAL 2013, Tài liệu tham khảo |
| 521 | Principles of Corporate finance / Richard A. Brealey, Stewart C. Myers, Franklin Allen. - New York. : McGraw-Hill Irwin, 2011 - 524 Tr. 26 cm., Phân loại: 658.15 BRE 2011, Tài liệu tham khảo |
| 522 | Higher ambition: How great leaders create economic and social value / Michael Beer... [et.al.]. - Boston. : Harvard business review press, 2011 - 247 Tr. 26 cm., Phân loại: 658.409 2 HIG 2011, Tài liệu tham khảo |
| 523 | Harvard business review on aligning technology with strategy. . - Boston. : Harvard business review press, 2011 - 204 Tr. 21 cm., Phân loại: 658.514 HAR 2011, Tài liệu tham khảo |
| 524 | Corporation 2020: Transforming business for tomorrow's World / Pavan Sukhdev. - Washington. : Island press, 2012 - 275 Tr. 21 cm., Phân loại: 658.408 SUK 2012, Tài liệu tham khảo |
| 525 | Power genes: Understanding your power persona and how to wield it at Work / Maggie Cradock. - Boston. : Harvard Business Review Press, 2011 - 216 Tr. 21 cm., Phân loại: 658.409 4 CRA 2011, Tài liệu tham khảo |
| 526 | Hành vi người tiêu dùng Việt Nam đối với hàng nội, hàng ngoại trong thời đại toàn cầu hoá : Sách chuyên khảo / B.s.: Trương Đình Chiến (ch.b.), Phạm Thị Huyền, Nguyễn Ngọc Quang... - H. : Giáo Dục, 2015 - 251 Tr. ; 16 x 24 cm, Phân loại: 658.834 2 TRC 2015, Tài liệu tham khảo Tóm tắt: Trình bày các vấn đề cơ bản về lý thuyết hành vi người tiêu dùng trong thời đại toàn cầu hoá; hành vi mua, đánh giá thực trạng tiêu dùng hàng nội, hàng ngoại của cư dân thành thị, kết quả nghiên cứu hành vi mua thực phẩm dành cho trẻ em sản xuất trong nước; kinh nghiệm thế giới và cuộc vận động Người Việt Nam ưu tiên dùng hàng Việt Nam; một số chính sách, hành động để thúc đẩy hành vi tiêu dùng của người Việt Nam |

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| 527 | <p>Truyền thông marketing tích hợp / Trần Thị Thập. - H. : Thông tin và truyền thông, 2015 - 256 Tr. : 16 x 24 cm, Phân loại: 658.802 TRT 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Tổng quan về truyền thông marketing tích hợp. Mô hình quá trình truyền thông. Mô hình hoạch định truyền thông marketing tích hợp. Các chiến lược phương tiện truyền thông. Các công cụ truyền thông đại chúng, truyền thông cá nhân. Khía cạnh xã hội và pháp lý đối với hoạt động truyền thông</p> |
| 528 | <p>Quản lý dự án công nghệ thông tin / Lê Văn Phùng (c.b), Trần Nguyên Hương, Lê Hương Giang. - H. : Thông tin và truyền thông, 2015 - 251 Tr. ; 16 x 24 cm, Phân loại: 658.404 LEP 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Gồm các chuyên đề dự án quản lý dự án, cách lập kế hoạch dự án công nghệ thông tin, các phương tiện phục vụ quản lý dự án, tổ chức triển khai giám sát điều chỉnh kế hoạch dự án và quản lý các hoạt động kết thúc dự án.</p> |
| 529 | <p>Thống kê công nghiệp hiện đại với ứng dụng viết trên R, MINITAB và JMP : Thống kê trong thực tiễn / Ron S. Kenett, Shelemyahu Zacks ; Nguyễn Văn Minh Mẫn dịch.. - H. : Bách Khoa, 2016. - 635 Tr. ; 16 x 24 cm., Phân loại: 658.562 KEN 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu vai trò của thống kê trong các tổ chức công nghiệp và dịch vụ hiện đại. Kế hoạch lấy mẫu phù hợp. Thiết kế và phân tích thí nghiệm thống kê. Phân tích độ tin cậy và ước tính, dự báo độ tin cậy theo phương pháp Bayes</p> |
| 530 | <p>Chiến lược marketing hiện đại từ thực tiễn thương trường / Bùi Thị Hải Yến, Hoàng Tùng. - H. : Giáo dục, 2014 - 255 tr. : 24 cm, Phân loại: 658.827 BUY 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày những lý thuyết nổi trội và hiệu quả trong việc xây dựng một chiến lược marketing đúng đắn, tạo dựng một thương hiệu thành công và định vị thương hiệu một cách rõ nét trong tâm thức khách hàng</p> |

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| 531 | <p>Giáo trình một số lý thuyết đương đại về quản trị kinh doanh: Ứng dụng trong nghiên cứu : Dành cho chương trình tiên tiến sĩ / Nguyễn Văn Thắng (ch.b.). - H. : Đại học Kinh tế Quốc dân, 2015 - 247 Tr. ; 24 cm, Phân loại: 658.001 NGT 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu luận điểm cơ bản của các lý thuyết đương đại về quản trị kinh doanh: Lý thuyết thể chế; lý thuyết quản trị dựa trên nguồn lực; lý thuyết doanh nghiệp từ góc nhìn tri thức; văn hoá tổ chức và một số hướng nghiên cứu đương đại; lý thuyết công bằng từ qui trình; lý thuyết về cam kết với tổ chức; lý thuyết qui kết, lòng tin và marketing quan hệ...</p> |
| 532 | <p>Giáo trình nghiên cứu kinh doanh: = Business Research / B.s.: Lê Công Hoa, Nguyễn Thành Hiếu (ch.b.), Đào Thanh Tùng... - H. : Đại học Kinh tế Quốc dân, 2014 - 318 Tr. : 24 cm, Phân loại: 658.007 2 GIA 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày những vấn đề cơ bản về quá trình, đề xuất, thiết kế trong nghiên cứu kinh doanh; thiết kế mẫu nghiên cứu; thu thập dữ liệu thứ cấp và dữ liệu sơ cấp; phân tích dữ liệu cũng như báo cáo kết quả nghiên cứu</p> |
| 533 | <p>Lý thuyết trò chơi trong kinh doanh / Nguyễn Thị Thu Hương, Hoàng Đình Minh (ch.b.), Chu Nguyên Bình.... - H. : Chính trị Quốc gia - Sự thật, 2016 - 190 Tr. ; 14.5 x 20.5 cm, Phân loại: 658.4 LYT 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày những vấn đề cơ bản về lý thuyết trò chơi kinh doanh và các yếu tố của trò chơi trong kinh doanh như: người chơi, quy tắc chơi, giá trị gia tăng.... Giới thiệu các trò chơi cạnh tranh với việc mô tả trò chơi cạnh tranh, các giả thiết về trò chơi cạnh tranh....; trò chơi hợp tác với các hình thức thương lượng và đấu giá</p> |
| 534 | <p>Marketing tới khách hàng tổ chức: Sách chuyên khảo / Phạm Thị Huyền, Nguyễn Thị Thu Hiền, Phạm Văn Tuấn. - H. : Giáo dục, 2015 - 267 Tr. : 24 cm, Phân loại: 658.8 PHH 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu tổng quan về marketing, hành vi mua, chiến lược marketing, chính sách sản phẩm, giá, kênh phân phối truyền thông tới khách hàng tổ chức</p> |
| 535 | <p>Leadership for engineers : The magic of mindset / Ronald J. Bennett, Elaine Millam.. - New York : McGraw-Hill, 2013. - xvii, 184 p. : 23 cm., Phân loại: 658.4092 BEN 2012, Tài liệu tham khảo</p> |

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| 536 | <p>Innovative teams : Unlock creative energy, generate new ideas, brainstorm effectively. . - Boston, Massachusetts : Harvard Business, 2015 - 1072 p. ; 25 cm (20 minute manager series), Phân loại: 658.402 2 INN 2015, Tài liệu tham khảo</p> |
| 537 | <p>HBR's 10 must reads on teams. . - Boston, Massachusetts : Harvard Business School, 2013 - v, 192 pages ; 21 cm., Phân loại: 658.402 2 HBR 2013, Tài liệu tham khảo</p> <p>Tóm tắt: Leading experts such as Jon Katzenbach, Teresa Amabile, and Tamara Erickson provide the insights and advice you need to: Boost team performance through mutual accountability Motivate large, diverse groups to tackle complex projects Increase your teams' emotional intelligence Prevent decision deadlock Extract results from a bunch of touchy superstars Fight constructively with top-management colleagues</p> |
| 538 | <p>HBR guide to coaching employees. . - Boston, Massachusetts : Harvard Business School , 2015 - 169 p ; 24 cm, Phân loại: 658.312 4 HBR 2015, Tài liệu tham khảo</p> <p>Tóm tắt: In the HBR Guide to Coaching Employees you'll learn how to: Create realistic but inspiring plans for growth Ask the right questions to engage your employees in the development process Give them room to grapple with problems and discover solutions Allow them to make the most of their expertise while compelling them to stretch and grow Give them feedback they'll actually apply Balance coaching with the rest of your workload</p> |
| 539 | <p>International Business : A course on the essentials / Riad A. Ajami, G. Jason Goddard.. - Routledge, Taylor & Francis Group. ;, 2014. - xxv, 428 pages : 24 cm., Phân loại: 658.049 AJR 2014, Tài liệu tham khảo</p> <p>Tóm tắt: This book suitable for both undergraduate and graduate courses on international business, has been revised to reflect the many changes in the international business environment over the last decade. The book's student-friendly format, clear treatment of essential topics, and extensive use of case studies make it easily adaptable for students at different levels. This updated edition features timely coverage of the European Union sovereign debt crisis, and the importance of letters of credit and sovereign wealth funds in international trade.</p> |
| 540 | <p>Principles of Managerial Finance / Lawrence J. Gitman, Roger Juchau, Jack Flanagan. - Pearson. ; 2011 - 802 p. , Phân loại: 658.150 994 GIL 2011, Tài liệu tham khảo</p> |

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| 541 | Global Business Today / Charles W. L. Hill, G. Tomas M. Hult. - N.Y. : McGraw Hill Education, 2016 - 541 p. , Phân loại: 658.049 HIC 2016, Tài liệu tham khảo |
| 542 | Marketing Management / Philip Kotler, Kevin Lane Keller. - 2016 - , Phân loại: 658.8 KOP 2016, Tài liệu tham khảo |
| 543 | Marketing Strategy: Text and Cases / O. C. Ferrell, Michael D. Hartline. - Cengage Learning, 2014 - 587 p. , Phân loại: 658.8 FEO 2014, Tài liệu tham khảo |
| 544 | Business Strategy in Asia: A Casebook / Kulwant Singh, Nitin Pangarkar, Loizos Heracleous. - Cengage Learning, 2013 - 376 p. ; 25 cm, Phân loại: 658.401 2 SIN 2013, Tài liệu tham khảo |
| 545 | Entrepreneurship: The Art, science, and process for success / Charles E. Bamford, Garry D. Bruton. - N.Y. ; McGraw - Hill education, 2016 - 325p. ; 30cm, Phân loại: 658 BAC 2016, Tài liệu tham khảo Tóm tắt: Emphasizes three core tenets necessary to start an entrepreneurial venture: The Art of turning an entrepreneurial venture into a success; The Science of practice as the heart of starting and running a successful entrepreneurial venture; The Process that tie these two areas together into a coherent and organized business |
| 546 | Talk Like TED : The 9 Public Speaking Secrets of the World's Top Minds / Carmine Gallo. - New York. ; St. Martin's press, 2015 - , Phân loại: 658.452 CAG 2015, Tài liệu tham khảo |
| 547 | Managerial Accounting: Creating value in a dynamic business environment / Ronald W. Hilton, David E. Platt. - NY. : McGraw Hill Education, 2017 - 816 p. , Phân loại: 658.15 HIR 2017, Tài liệu tham khảo |
| 548 | Beyond the Business Plan: 10 principles for new venture explorers / Simon Bridge, Cecilia Hegarty. - Palgrave Macmillan. ; 2013 - 275 p. , Phân loại: 658.1 BRS 2013, Tài liệu tham khảo Tóm tắt: This insightful practical guide argues that the traditional business plan may not be appropriate for many new ventures and presents an alternative, effectual approach that encourages flexibility and development through exploration and experience. 10 principles demonstrate how to respond better to uncertainty during the business development process |
| 549 | Effective Management / Chuck Williams. - 2013 - , Phân loại: 658 WIC 2013, Tài liệu tham khảo |

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| 550 | Supply chain management: from vision to implementation / Stanley E. Fawcett , Lisa M. Ellram , Jeffrey A. Ogden. - Pearson, 2014 - 520 p. ; 28 cm, Phân loại: 658.7 FAS 2014, Tài liệu tham khảo |
| 551 | Organizational Behavior: Improving Performance and Commitment in the Workplace / Jason A. Colquitt, Jeffery A. Lepine, Michael J. Wesson. - NY. : McGraw Hill Education, 2017 - 585 p. , Phân loại: 658.3 COJ 2017, Tài liệu tham khảo Tóm tắt: What is OB?; job performance and organizational commitment; Job satisfaction; Stress; Motivation, trust, justice and ethics, learning and decision making, personality and cultural values,... |
| 552 | The triple bottom line : how today's best-run companies are achieving economic, social, and environmental success--and how you can too / Andrew W. Savitz, with Karl Weber.. - San Francisco : Jossey-Bass, 2014 - viii, 335 pages ; 24 cm, Phân loại: 658.408 SAV 2014, Tài liệu tham khảo |
| 553 | Quản trị tri thức trong doanh nghiệp / Đặng Thị Việt Đức, Nguyễn Thu Hương. - H. : Thông tin và truyền thông, 2016 - 163tr. ; 24cm, Phân loại: 658 ĐAD 2016, Tài liệu tham khảo Tóm tắt: Tổng quan về tri thức và quản trị tri thức. Giới thiệu một số nội dung về quản trị tri thức trong doanh nghiệp gồm: Sáng tạo tri thức, nắm bắt và mã hoá tri thức, chia sẻ tri thức và cộng đồng thực hành, ứng dụng và quản lý nhân viên tri thức trong doanh nghiệp |
| 554 | Công cụ quản trị sản xuất của các doanh nghiệp Nhật Bản / Hứa Thuỳ Trang, Phạm Vũ Khiêm, Nguyễn Tiến Đông. - H. : Bách khoa Hà Nội, 2016 - 299tr. ; 27cm, Phân loại: 658.5 HUT 2016, Tài liệu tham khảo Tóm tắt: Tổng quan về những chiến lược cho doanh nghiệp sản xuất khi áp dụng công cụ quản trị doanh nghiệp của Nhật Bản. Trình bày kỹ thuật quản trị Lean Six Sigma; kỹ thuật quản trị theo tư duy giá trị sản xuất và dịch vụ của doanh nghiệp; kỹ thuật tổ chức sản xuất; kỹ thuật kiểm soát hiệu quả quản trị sản xuất; đảm bảo chất lượng trong hệ thống quản trị sản xuất |
| 555 | Bộ sách xây dựng kế hoạch marketing hoàn hảo: Dành riêng cho doanh nghiệp Việt Nam. Tập 1 Nền tảng marketing: Hướng dẫn những công cụ thiết yếu để xây dựng kế hoạch marketing /Nguyễn Hoàng Phương. - H. : Thông tin và truyền thông, 2012 - 163tr. ; 27cm, Phân loại: 658.8 NGP 2012/1, Tài liệu tham khảo |

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| 556 | Quản trị kinh doanh và các kỹ năng bán hàng hiệu quả / Quang Minh (sưu tầm và hệ thống). - H. : Lao động, 2015 - 415 Tr. ; 20 x 28 cm, Phân loại: 658.85 QUA 2015, Tài liệu tham khảo |
| 557 | Nghiên cứu marketing: Dành cho sinh viên và những người làm marketing trong các doanh nghiệp / Nguyễn Thị Hoàng Yến. - H. : Thông tin và truyền thông, 2016 - 200 Tr. ; 24 cm., Phân loại: 658.8 NGY 2016, Tài liệu tham khảo Tóm tắt: Giới thiệu tổng quan về nghiên cứu marketing gồm: Xác định mục tiêu nghiên cứu, thiết kế nghiên cứu, thu thập thông tin (thứ cấp, định tính và định lượng), phân tích dữ liệu và viết báo cáo kết quả nghiên cứu |
| 558 | Bộ sách xây dựng kế hoạch marketing hoàn hảo: Dành riêng cho doanh nghiệp Việt Nam. Tập 2 Lập kế hoạch marketing /Nguyễn Hoàng Phương. - H. : Thông tin và truyền thông, 2012 - 404 tr. ; 27 cm, Phân loại: 658.8 NGP 2012/2, Tài liệu tham khảo |
| 559 | Bộ sách xây dựng kế hoạch marketing hoàn hảo: Dành riêng cho doanh nghiệp Việt Nam. Tập 3 Thực hiện và đánh giá kế hoạch marketing /Nguyễn Hoàng Phương. - H. : Thông tin và truyền thông, 2012 - 36 tr. ; 27 cm, Phân loại: 658.8 NGP 2012/3, Tài liệu tham khảo |

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| 560 | <p>Your strategy needs a strategy : how to choose and execute the right approach / Martin Reeves, Knut Haanaes, Janmejaya Sinha.. - 2015 - 271 pages : 25 cm, Phân loại: 658.401 2 REE 2015, Tài liệu tham khảo</p> <p>Tóm tắt: "What approach does your company use to develop and execute its strategy? We are confronted with a plethora of different approaches and frameworks which purport to answer this question-from the classic Michael Porter approach to Kim and Mauborgne's blue ocean strategy to Steve Jobs' "build it and they will come" philosophy. The answer? There is no one approach that works for everyone-but there is a best approach for your specific context. And it has never been more important to choose the right one: not only has the number of different approaches proliferated ten-fold over the past 40 years, but the environments in which executives must formulate and execute strategy have become increasingly diverse and complex. The difference between winning and losing has never been greater. And using the right approach pays off: firms that successfully match their approach to their environment realize significantly better returns than those who don't. And, they avoid the common frustrations stemming from lack of perceived relevance and engagement around on the strategy process. How you choose and execute the right approach is the focus of this book. From Global BCG strategy experts Martin Reeves, Knut Haanæs, Janmejaya Sinha (and based on the bestselling article in Harvard Business Review), Your Strategy Needs a Strategy offers a practical guide to help you to match your approach to strategy to your environment and execute it effectively, to combine different approaches for companies which operate in multiple</p> |
| 561 | <p>Fail better : Design smart mistakes and succeed sooner / Anjali Sastry, Kara Penn. - Boston : Harvard Business Review Press, 2014 - ix, 318 pages : 24 cm, Phân loại: 658.401 SAS 2014, Tài liệu tham khảo</p> |
| 562 | <p>Determination of value: Guidance on developing and supporting credible opinions / Francisco Rosillo. - Hoboken. ; John Wiley & Sons, 2013 - xiii, 24 cm, Phân loại: 658.15 ROS 2013, Tài liệu tham khảo</p> <p>Tóm tắt: This book provides knowledge and guidance to valuation practitioners on achieving a new level of professionalism and credibility, as well as to those stakeholders in the valuation process in need of assessing the credibility of an appraiser's work product for decision-making purposes. It introduces a well defined framework of key credibility concepts and procedures at each step of the appraisal process, including reasonableness tests, valuation methodologies, financial analysis, economic and industry analysis, engagement planning, and informed judgment.</p> |

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| 563 | <p>Content to commerce: Engaging consumers across paid, owned and earned channels / Avi Savar. - Hoboken, New Jersey. ; Wiley, 2013 - xlvi, 24 cm, Phân loại: 658.8 SAV 2013, Tài liệu tham khảo</p> <p>Tóm tắt: Xã hội đã thay đổi cơ bản cách chúng ta làm kinh doanh ngày nay. Cuốn sách này là một kế hoạch chi tiết tuyệt vời để làm thế nào các nhãn hiệu có thể lái thành công tiếp thị truyền thông xã hội ở quy mô</p> |
| 564 | <p>The wisdom of failure: how to learn the tough leadership lessons without paying the price / Laurence G. Weinzimmer, Jim McConoughey.. - San Francisco: Jossey-Bass, 2013 - viii, 282 p. ; 24 cm., Phân loại: 658.409 2 WEI 2013, Tài liệu tham khảo</p> |
| 565 | <p>Your customer rules! : delivering the Me2B experiences that today's customers demand / Bill Price, David Jaffe.. - San Francisco, CA: Jossey-Bass, A Wiley Brand, 2015 - xii, 251 p. ; 24 cm., Phân loại: 658.812 PRI 2015, Tài liệu tham khảo</p> |
| 566 | <p>Starting an online business for dummies / Greg Holden. - Hoboken, New Jersey : John Wiley & Sons, 2013 - xiv, 440 p. ; 24 cm., Phân loại: 658.054 678 HOL 2013, Tài liệu tham khảo</p> <p>Tóm tắt: Introduction; Launching your online business; Creating a business website; Social networking and marketing; Expanding beyond your website; Keeping your business legal and fiscally responsible</p> |
| 567 | <p>The future of value: how sustainability creates value through competitive differentiation / Eric Lowitt; foreword by William Sarni.. - San Francisco: Jossey-Bass, 2011 - xxi, 248 p. ; 24 cm., Phân loại: 658.408 LOW 2011, Tài liệu tham khảo</p> <p>Tóm tắt: Introduction how sustainability creates value: Sustainable companies are market Leaders,...; How to create value in your organization: Crafting sustainability strategy, leading strategy and management efforts,...</p> |
| 568 | <p>The innovator's field guide: market tested methods and frameworks to help you meet your innovation challenges / Peter Skarzynski and David Crosswhite. - San Francisco: Jossey-Bass, 2014 - vii, 277 p. ; 21 x 26+ cm., Phân loại: 658.406 3 SKA 2014, Tài liệu tham khảo</p> <p>Tóm tắt: The Innovator's Field Guide focuses on the most pressing innovation problems and specific challenges innovation leaders will face and offers concrete solutions, tools, and methods to overcome them. Each chapter describes a specific innovation challenge and details proven ways to address that challenge</p> |

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| 569 | Business gamification for dummies / Kris Duggan, Kate Shoup. - Hoboken: John Wiley & Sons, 2013 - xviii, 284 p. : 24 cm, Phân loại: 658.872 DUG 2013, Tài liệu tham khảo |
| 570 | <p>The first 90 days : proven strategies for getting up to speed faster and smarter / Michael D. Watkins.. - USA. : Boston, 2013. - xvi, 278 pages : 22 cm., Phân loại: 658.4 WAT 2013, Tài liệu tham khảo</p> <p>Tóm tắt: "Since its original release, The First 90 Days has become the bestselling globally acknowledged bible of leadership and career transitions. In this updated and expanded 10th anniversary edition, internationally known leadership transition expert Michael D. Watkins gives you the keys to successfully negotiating your next move--whether you're onboarding into a new company, being promoted internally, or embarking on an international assignment. In The First 90 Days, Watkins outlines proven strategies that will dramatically shorten the time it takes to reach what he calls the "breakeven point" - when your organization needs you as much as you need the job. This new edition includes a substantial new preface by the author on the new definition of a career as a series of transitions; and notes the growing need for effective and repeatable skills for moving through these changes. As well, updated statistics and new tools make this book more reader-friendly and useful than ever. As hundreds of thousands of readers already know, The First 90 Days is a road map for taking charge quickly and effectively during critical career transition periods--whether you are a first-time manager, a mid-career professional on your way up, or a newly minted CEO</p> |
| 571 | Laddering : unlocking the potential of consumer behavior / Eric V. Holtzclaw.. - Canada : Wiley , 2013. - 208 p. ; 22 cm., Phân loại: 658.834 2 HOL 2013, Tài liệu tham khảo |
| 572 | Leading the Starbucks way : 5 principles for connecting with your customers, your products and your people / Joseph Michelli.. - New York : McGraw-Hill Education, 2014 - xi, 286 p. : 23 cm, Phân loại: 658.409 2 MIC 2014, Tài liệu tham khảo |
| 573 | HBR's 10 must reads on making smart decisions . - Boston, Massachusetts : Harvard Business Review Press, 2013 - v, 183 p ; 21 cm, Phân loại: 658.403 HBR 2013, Tài liệu tham khảo |

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| 574 | <p>HBR guide to project management . - Boston : Harvard Business Review Press, 2012 - x, 171 p. ; 23 cm, Phân loại: 658.404 HBR 2012, Tài liệu tham khảo</p> <p>Tóm tắt: This guide will give you the tools and confidence you need to define smart goals, meet them, and capture lessons learned so future projects go even more smoothly. The HBR Guide to Project Management will help you: Build a strong, focused team. Break major objectives into manageable tasks. Create a schedule that keeps all the moving parts under control. Monitor progress toward your goals. Manage stakeholders' expectations. Wrap up your project and gauge its success.</p> |
| 575 | <p>Giáo trình kế toán quản trị / Đỗ Quang Giám (ch.b.), Trần Quang Trung.. - H. : Đại học Nông nghiệp, 2016. - 182tr. : 24cm., Phân loại: 658.151 1 ĐOG 2016, Giáo trình</p> <p>Tóm tắt: Trình bày tổng quan về kế toán quản trị, phân loại chi phí trong doanh nghiệp; các phương pháp lập dự toán sản xuất kinh doanh; phân tích mối quan hệ chi phí - khối lượng - lợi nhuận; nhận diện và ứng dụng thông tin xác đáng trong quyết định kinh doanh; các phương pháp định giá sản phẩm và dịch vụ dựa vào chi phí</p> |
| 576 | <p>Xây dựng và phát triển thương hiệu chỉ dẫn địa lý ở Việt Nam : Sách chuyên khảo / Vũ Tuấn Hưng. - H. : Chính trị Quốc gia, 2015 - 316tr. : 21cm, Phân loại: 658.827 VUH 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Tìm hiểu về thương hiệu và chỉ dẫn địa lý. Quá trình xây dựng và phát triển thương hiệu chỉ dẫn địa lý cũng như kinh nghiệm quốc tế trong lĩnh vực này. Thực trạng và giải pháp xây dựng và phát triển thương hiệu chỉ dẫn địa lý ở Việt Nam hiện nay</p> |
| 577 | <p>International business: Competing in the Global Marketplace / Charles W. L. Hill, G. Tomas M. Hult. - New York : McGraw - Hill education, 2017 - 666 P. ; 27 cm, Phân loại: 658.049 HIL 2017, Tài liệu tham khảo</p> |
| 578 | <p>Cases in marketing management / Edited by: Kenneth E. Clow, Donald Baack.. - Los Angeles : Sage, 2012. - 523 P. ; 25 cm., Phân loại: 658.8 CAS 2012, Tài liệu tham khảo</p> |
| 579 | <p>Experiencing MIS / David M. Kroenke, Randall J. Boyle. - London. : Pearson, 2017 - 718 p. ; 25 cm, Phân loại: 658.05 KRO 2017, Tài liệu tham khảo</p> |
| 580 | <p>Integrated business processes with ERP systems / Simha R. Magal, Jeffrey Word. - USA. : John Wiley & Sons, 2012 - 358 p. ; 25 cm, Phân loại: 658.05 MAG 2012, Tài liệu tham khảo</p> |

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| 581 | Management Information Systems : Managing the Digital Firm / Kenneth C. Laudon, Jane P. Laudon. - Harlow, England : Pearson , 2018 - 647 p. ; 27 cm, Phân loại: 658.403 8011 LAU 2018, Tài liệu tham khảo |
| 582 | International Business : Environments & Operations / John Daniels, Lee Radebaugh and Daniel Sullivan. - Pearson, 2019 - 679 p. ; 30 cm, Phân loại: 658.049 DAN 2019, Tài liệu tham khảo |
| 583 | Concepts in enterprise resource planning / Ellen F. Monk, Bret J. Wagner. - Australia : Couse technology, 2013 - xviii, 254 p. ; 24 cm., Phân loại: 658.401 2 MON 2013, Tài liệu tham khảo |
| 584 | Using MIS / David M. Kroenke, Randall J. Boyle. - Boston : Pearson, 2017 - xxxiv, 564 p. ; 27 cm., Phân loại: 658.403 8011 KRO 2017, Tài liệu tham khảo |
| 585 | Kế toán cho công tác quản lý / Bùi Bằng Đoàn (ch.b) Bùi Thị Mai Linh.. - H. : Học viện nông nghiệp, 2018. - 231Tr. ; 19 x 27cm., Phân loại: 658.151 1 BUD 2018, Giáo trình Tóm tắt: Trình bày về quan hệ giữa kế toán và công tác quản lý, tổ chức kế toán trách nhiệm cho quản lý, kế toán tập hợp chi phí và tính giá thành sản phẩm, thông tin kế toán cho quản lý, sử dụng thông tin kế toán cho việc ra quyết định và xây dựng hệ thống báo cáo kế toán cho quản lý |
| 586 | Entrepreneurship : A small business approach / Charles E. Bamford, Garry D. Bruton.. - New York : McGraw-Hill, 2011. - xix, 347 p. ; 27 cm., Phân loại: 658.11 CHA 2011, Tài liệu tham khảo |
| 587 | Employee engagement for dummies / by Bob Kelleher ; foreword by Wayne F. Cascio.. - Hoboken, NJ : John Wiley & Sons, c2014. - xii, 344 p. : 24 cm., Phân loại: 658.314 KEL 2014, Tài liệu tham khảo Tóm tắt: Learn to implement the necessary plans to create and sustain an engaging culture for your employees. This guide shows you how to attract and retain the best people while boosting their productivity, morale, and creativity. |
| 588 | Successful marketing strategies for nonprofit organizations : Winning in the age of the elusive donor / Barry McLeish.. - New York : John Wiley & Sons, Inc, c2011. - xxxii ;245 p. : ; 21 cm., Phân loại: 658.802 MCL 2011, Tài liệu tham khảo |
| 589 | Driving sustainability to business success : The DS factor - management system integration and automation / M. Jayne Pilot.. - Hobeken : John Wiley & Son, 2014. - xv;350 p. ; 21 cm., Phân loại: 658.408 PIL 2014, Tài liệu tham khảo |

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| 590 | Business / O.C. Ferrell, Geoffrey A. Hirt, Linda Ferrell.. - New York : McGraw-Hill Irwin, 2011. - vii,359 p. : 26 cm., Phân loại: 658 FER 2011, Tài liệu tham khảo |
| 591 | Getting innovation right : how leaders leverage inflection points to drive success / Seth Kahan.. - - xviii, 246 pages : 25 cm., Phân loại: 658.4063 KAH 2013, Tài liệu tham khảo |
| 592 | The six sigma way : How to maximize the impact of your change and improvement efforts / Peter S. Pande, Robert P. Neuman, Roland R. Cavanaugh.. - Second edition. - xix, 427 pges ; 22 cm., Phân loại: 658.5 PAN 2013, Tài liệu tham khảo |
| 593 | Reinventing the entrepreneur : turning your dream business into a reality / MaryEllen Tribby.. - - xi, 272 pages ; 24 cm., Phân loại: 658.11 TRI 2013, Tài liệu tham khảo |
| 594 | Start up life : surviving and thriving in a relationship with an entrepreneur / Brand Feld, Amy Batchelor.. - - xv, 203 pages ; 24 cm., Phân loại: 658.11 FEL 2013, Tài liệu tham khảo |
| 595 | Rough diamonds : the four traits of successful breakout firms in BRIC countries / Seung Ho Park, Nan Zhou, Gerardo R. Ungson.. - - xxii, 218 pages ; 25 cm., Phân loại: 658.406 PAR 2013, Tài liệu tham khảo |
| 596 | Professional services marketing : how the best firms build premier brands, thriving lead generation engines, and cultures of business development success / Mike Schultz, John Doerr, and Lee W. Frederiksen, PhD.. - - xv, 352 pages ; : 24 cm., Phân loại: 658.8 SCH 2013, Tài liệu tham khảo |

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| 597 | <p>The open organization : igniting passion and performance / Jim Whitehurst, CEO, Red Hat, with a foreword by Gary Hamel.. - - xiv, 227 pages ; 24 cm., Phân loại: 658.3152 WHI 2015, Tài liệu tham khảo</p> <p>Tóm tắt: This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and "chief" problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing-one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? "Adapt or die." Indeed, the successful company Whitehurst leads-the open source giant Red Hat-has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age.^</p> |
| 598 | <p>Double your income with network marketing : create financial security in just minutes a day...without quitting your job / Ty Tribble.. - Hoboken, New Jersey : John Wiley & Sons, Inc., ©2012. - xi, 179 pages ; 22 cm., Phân loại: 658.872 TRI 2012, Tài liệu tham khảo</p> <p>Tóm tắt: For anyone looking for a practical blueprint in creating an additional stream of home-based income, this book is for you. Control Your Financial Future will offer a fresh look at the home based business industry offering an original step-by-step plan for home business success that will include a detailed look at the network marketing industry. By combining specific, turnkey strategies with inspiring stories of successful home based entrepreneurs readers will move through the author's "success blueprint" learning: How to create financial security in just a few focused hours a week, The ways to turn a hobby or interest into a thriving home business, The freedom that a home business/internet marketing lifestyle can provide, Why job security is dead and how new entrepreneurs are firing their boss in favor of the home business lifestyle</p> |

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| 599 | <p>Blue ocean strategy : how to create uncontested market space and make the competition irrelevant / W. Chan Kim, Renée Mauborgne.. - - xxviii, 287 pages : 25 cm., Phân loại: 658.802 KIM 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Written by the business world's new gurus, Blue Ocean Strategy continues to challenge everything you thought you knew about competing in today's crowded market place. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, authors W. Chan Kim and Renee Mauborgne argue that lasting success comes from creating 'blue oceans': untapped new market spaces ripe from growth. And the business world has caught on - companies around the world are skipping the bloody red oceans of rivals and creating their very own blue oceans. With over one million copies sold world wide, Blue Ocean Strategy is quickly reaching "must read" status among smart business readers.</p> |
| 600 | <p>Build for change : revolutionizing customer engagement through continuous digital innovation / Alan Trefler.. - - xiii, 175 pages : 24 cm., Phân loại: 658.812 TRE 2014, Tài liệu tham khảo</p> |
| 601 | <p>Go mobile : location-based marketing, apps, mobile optimized ad campaigns, 2D codes and other mobile strategies to grow your business / Jeanne Hopkins, Jamie Turner.. - Hoboken, N.J. : Wiley, c2012. - xx, 234 p. : 24 cm., Phân loại: 658.872 BUS 2012, Tài liệu tham khảo</p> |

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| 602 | <p>The good fail : entrepreneurial lessons from the rise and fall of Microworkz / Richard Keith Latman.. - - xix, 153 pages ; 24 cm., Phân loại: 658.421 LAT 2012, Tài liệu tham khảo</p> <p>Tóm tắt: An inside look at how companies and executives rise and fall, with important lessons for all aspiring entrepreneursThe Good Fail is part business story, part guilty pleasure, exploring Richard Keith Latman's very public missteps and the painful lessons he learned as a result, presented to fellow entrepreneurs, in his own words, for the first time. Written in a lively, conversational style, the book answers questions many computer industry veterans have been asking for more than a decade about what went wrong at Microworkz, the failed former free PC enterprise. Chronicling Latman's long roller-coaster journey back and offering pointed advice about effective business development, negotiating, human resource management, and leadership, which Latman has successfully applied at his latest ventures, iMagicLab and Latman Interactive, the book is an important set of insights for entrepreneurs everywhere. Offers 19 practical lessons learned, which can help put other entrepreneurs on the path to success faster Includes invaluable insight into how to overcome even the worst public business failures Provides a behind-the-scenes look from the ultimate insider at an important time in computer industry history Presents a case study of how personal and business lives can negatively impact each other Microworkz's failure can be your success. The Good Fail provides both important insights into how to start a business that will reap rewards, and warnings about how to avoid going astray"--Provided by publisher</p> |
| 603 | <p>Social media marketing for dummies / by Shiv Singh and Stephanie Diamond.. - Hoboken, NJ : Wiley, c2012. - xviii, 390 p. : 25 cm., Phân loại: 658.872 SIN 2012, Tài liệu tham khảo</p> |
| 604 | <p>Wiser : getting beyond groupthink to make groups smarter / Cass R. Sunstein, Reid Hastie.. - - 252 pages : 22 cm., Phân loại: 658.436 SUN 2015, Tài liệu tham khảo</p> |
| 605 | <p>Let's close a deal : turn contacts into paying customers for your company, product, service or cause / Christine Clifford.. - - xvii, 189 pages ; 24 cm., Phân loại: 658.85 CLI 2013, Tài liệu tham khảo</p> |
| 606 | <p>The book of business awesome : how engaging your customers and employees can make your business thrive / Scott Stratten.. - Hoboken, N.J. : John Wiley & Sons, 2012. - ix, 123, 127 p. ; 24 cm., Phân loại: 658.812 STR 2012, Tài liệu tham khảo</p> |

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| 607 | Lead & influence : get more ownership, commitment, and achievement from your team / Mark Fritz.. - - xx, 187 pages ; 24 cm., Phân loại: 658.4092 FRI 2014, Tài liệu tham khảo |
| 608 | <p>A culture of purpose : how to choose the right people and make the right people choose you / Christoph Lueneburger ; forward by Daniel Goleman.. - San Francisco, CA : Jossey-Bass, A Wiley Brand, 2014. - xi, 260 pages : 24 cm., Phân loại: 658.4092 LUE 2014, Tài liệu tham khảo</p> <p>Tóm tắt: The greatest challenge of leadership in our time is building a culture of purpose. The best minds of our time are looking not just for jobs, but for meaning. In order to attract the top talent that is necessary to thrive in a turbulent world, leaders must create organizations that are deeply invested in the long-term success of our planet, so that the most passionate hearts and creative intellects will want to work there--because there's no place they'd rather be. What must leaders do to meet this challenge?The powerful solution for building a culture of purpose is sustainability. In casual parlance, sustainability has become synonymous with "green," but the causes of environmentalism are not fully expressive of how sustainability affects leaders and organizations today</p> |
| 609 | Maximizing return on investment using ERP applications / Arthur J. Worster, Thomas R. Weirich, Frank J.C. Andera.. - Hoboken, N.J. : John Wiley & Sons, c2012. - xxviii, 211 p. ; 24 cm., Phân loại: 658.4038011 WOR 2012, Tài liệu tham khảo |
| 610 | Customer's new voice : extreme relevancy and experience through volunteered customer information / John McKean.. - Hoboken, New Jersey : John Wiley & Sons, Inc., [2015]. - xxii, 321 pages : 23 cm., Phân loại: 658.8543 MCK 2015, Tài liệu tham khảo |

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| 611 | <p>Building a small business that Warren Buffett would love / Adam Brownlee.. - Hoboken, N.J. : Wiley, 2012. - xi, 194 p. : 24 cm., Phân loại: 658.022 BRO 2012, Tài liệu tham khảo</p> <p>Tóm tắt: The guide to making money the Warren Buffett wayThe book that presents the same fundamentals that Warren Buffet used to turn an initial \$105,000 investment into a \$40 billion fortune in a way the general reader can apply, Building A Small Business that Warren Buffett Would Love is a succinct, logical, and straightforward guide to financial success. Highlighting one simple message: that Warren Buffett successfully invests in great businesses with strong fundamentals, it argues that these fundamentals can be replicated in a small business to yield outstanding results. Offering a solution for people wanting to start a business to provide additional income in today's uncertain economy, and designed to help entrepreneurs build fundamentally sound, small businesses using Warren Buffett's business investment perspective, the book covers: An overview of Warren Buffett's investment methodology and how it applies to small businesses The details of the Buffett investment criteria--a consumer monopoly, strong earnings, low long term debt, and high ROE with the ability to reinvest earnings--and the application of these fundamentals to both start-up and existing small businesses An approach to building a small business that applies the well respected principles of Warren Buffett, the book presents an exciting new look at the steps to success that have been proven trustworthy by one of the richest men in the world</p> |
| 612 | <p>Built in social : essential social marketing practices for every small business / Jeff Korhan.. - - viii, 216 pages : 23 cm., Phân loại: 658.872 KOR 2013, Tài liệu tham khảo</p> |
| 613 | <p>I have a strategy (no you don't) : the illustrated guide to strategy / written and illustrated by Howell J. Mallham ; foreword by Jeff Leitner.. - San Francisco : Jossey-Bass, c2013. - xvi, 215 p. : 19 cm., Phân loại: 658.4012 MAL 2013, Tài liệu tham khảo</p> |
| 614 | <p>Beating the global odds : successful decision-making in a confused and troubled world / Paul A. Laudicina.. - Hoboken, N.J. : John Wiley & Sons, c2012. - xiv, 206 p. : 24 cm., Phân loại: 658.403 LAU 2012, Tài liệu tham khảo</p> |

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| 615 | <p>Overload! : How Too Much Information is Hazardous to your Organization / Jonathan B. Spira.. - Hoboken, New Jersey : John Wiley & Sons, Inc., 2011. - xx, 260 pages : 24 cm., Phân loại: 658.4038 SPI 2011, Tài liệu tham khảo</p> <p>Tóm tắt: This groundbreaking book reveals how different kinds of information overload impacts workers and businesses as a whole. It helps businesses get a grip on the financial costs of e-mail overload and interruptions and how working in an information overloaded environment impacts employee production, efficiency, and moral. The book then shows how to fight information overload, including some interesting cases is what companies like IBM, Morgan Stanley, and Intel are doing about it. Chapter contents follow: Chapter 1 Information Revolutions from Papyrus to e-Readers, Chapter 2 The Shift Occurs: The Construction of an Information Society, Chapter 3 Where Information Comes From, Chapter 4 What We do with Information, Chapter 5 What Too much Information is Doing, Chapter 6 Fighting Back, Chapter 7 Managing Information and Maintaining Sanity, Chapter 8 Enterprise of the Future: The All-Informed Organization. Author also wants to provide interactive content through a URL where readers can quiz themselves on their information overload quotient</p> |
| 616 | <p>Competitive intelligence for dummies / by Jim Underwood.. - Hoboken, NJ : John Wiley & Sons, 2013. - xiv, 362 pages : 23 cm., Phân loại: 658.472 UND 2013, Tài liệu tham khảo</p> <p>Tóm tắt: Competitive intelligence is the art of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, individuals, concepts, information, ideas, or data needed to support executives and managers in making strategic decisions for an organization. Competitive Intelligence For Dummies introduces you to this fascinating subject and gives you the tools you need to incorporate it into your business decision-making process.</p> |
| 617 | <p>Business Intelligence Applied : Implementing an Effective Information and Communications Technology Infrastructure / Michael S. Gendron.. - Hoboken, New Jersey : WILEY, 2013. - xvii, 254 pages : 24 cm., Phân loại: 658.472 GEN 2013, Tài liệu tham khảo</p> |

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| 618 | <p>Online community management for dummies / Deborah Ng.. - Hoboken, N.J. : Wiley ; Chichester : John Wiley [distributor], 2012. - xviii, 314 p. : 24 cm., Phân loại: 658.4 NGD 2012, Tài liệu tham khảo</p> <p>Tóm tắt: Aims at providing community managers the information they need to get a handle on their online communities and make them successful Addresses the role of the community manager, the core community management tasks, and how to create an online community Highlights ways to build relationships within your community, evaluate return on investment, and handle and respond to criticism Offers advice for establishing policies and transparency and encouraging community interaction Online Community Management For Dummies is the ideal introductory guide for making sure that visitors to your site have a good experience and return for more.</p> |
| 619 | <p>Decision-making for dummies / by Dawna Jones.. - Hoboken, NJ : John Wiley & Sons, Inc., 2014. - xii, 370 pages : 24 cm., Phân loại: 658.403 JON 2014, Tài liệu tham khảo</p> <p>Tóm tắt: A hands-on resource that helps leaders understand the impact of their choices-- not only on business, but also on their credibility and reputation. Jones helps you figure out how to choose your actions wisely and confidently.</p> |
| 620 | <p>Customer experience for dummies / by Roy Barnes and Bob Kelleher.. - Hoboken, NJ : John Wiley & Sons, Inc., 2015. - xiv, 342 pages : 23 cm., Phân loại: 658.812 BAR 2015, Tài liệu tham khảo</p> <p>Tóm tắt: You know that creating an engaging customer experience is essential to keep your company relevant and top of mind. Barnes and Kelleher offer practical, easy-to-implement solutions for incorporating customer engagement into your business plans to attract loyal, happy customers.</p> |

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| 621 | <p>Innovative presentations for dummies / by Ray Anthony and Barbara Boyd.. - Hoboken, NJ : John Wiley and Sons, [2014]. - xiii, 360 pages : 24 cm., Phân loại: 658.452 ANT 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Be the leader audiences will follow with innovative presentations." Innovative Presentations For Dummies is a practical guide to engaging your audience with superior, creative, and ultra-compelling presentations. Using clear language and a concise style, this book goes way beyond PowerPoint to enable you to reimagine, reinvent, and remake your presentations. Learn how to stimulate, capture, and hold your audience in the palm of your hand with sound, sight, and touch, and get up to speed on the latest presentation design methods that make you a speaker who gets audiences.</p> |
| 622 | <p>Small business marketing kit for dummies / Barbara Findlay Schenck.. - Hoboken : John Wiley & Son, Inc, 2012. - xviii, 364 p. : ; 24 cm., Phân loại: 658.8 STR 2012, Tài liệu tham khảo</p> |
| 623 | <p>The innovator's dilemma : When new technologies cause great firms to fail / Clayton M. Christensen.. - Massachusetts : Harvard Business Review Press, 2013. - xxvii, 252 p. ; 24 cm., Phân loại: 658 CHR 2013, Tài liệu tham khảo</p> <p>Tóm tắt: The bestselling classic on disruptive innovation, renowned author Clayton M. Christensen. His work is cited by the world's best-known thought leaders, from Steve Jobs to Malcolm Gladwell. In this classic bestseller-now updated with a fresh new package-innovation expert Clayton Christensen shows how even the most outstanding companies can do everything right-yet still lose market leadership. Read this international bestseller to avoid a similar fate. Clay Christensen-who authored the award-winning Harvard Business Review article "How Will You Measure Your Life?"-explains why most companies miss out on new waves of innovation. No matter the industry, he says a successful company with established products WILL get pushed aside unless managers know how and when to abandon traditional business practices. Offering both successes and failures from leading companies as a guide, The Innovator's Dilemma gives you a set of rules for capitalizing on the phenomenon of disruptive innovation. Sharp, cogent, provocative, and one of the most influential business books of all time-The Innovator's Dilemma is the book no manager or entrepreneur should be without. Add this newly released edition to your library. Published by Harvard Business Review Press</p> |

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| 624 | <p>Immunity to change : How to overcome it and unlock potential in yourself and your organization / Robert Kegan, Lisa Laskow Lahey.. - Boston : Harvard Business Press, 2016. - xvii, 340 p. : 24 cm., Phân loại: 658.406 KEG 2009, Tài liệu tham khảo</p> <p>Tóm tắt: In Immunity to Change, authors Robert Kegan and Lisa Lahey show how our individual beliefs--along with the collective mind-sets in our organizations--combine to create a natural but powerful immunity to change. By revealing how this mechanism holds us back, Kegan and Lahey give us the keys to unlock our potential and finally move forward. And by pinpointing and uprooting our own immunities to change, we can bring our organizations forward with us.</p> |
| 625 | <p>Tổ chức công việc theo khoa học / Nguyễn Hiến Lê.. - H. : Hồng Đức, 2018. - 311 Tr. ; 19 cm., Phân loại: 658.4 NGL 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày định nghĩa, mục đích và lịch sử của phương pháp tổ chức công việc theo khoa học. Giới thiệu hai học thuyết Fayol, Taylor và thực hành trong việc tổ chức, quản lí doanh nghiệp. Phân tích những điều kiện thuận lợi để làm việc</p> |
| 626 | <p>Bán hàng, quảng cáo & kiếm tiền trên facebook. / Nguyễn Phan Anh.. - Hà Nội : Truyền thông và thông tin, 2018. - 429 Tr. ; 15.5 x 24 cm., Phân loại: 658.872 NGA 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Hướng dẫn việc xây dựng và phát triển hệ thống kinh doanh bán hàng trên mạng xã hội Facebook như: Chiến lược bán hàng, xây dựng thương hiệu cá nhân, nghiên cứu khách hàng, xây dựng nội dung fanpage, tối ưu quảng cáo, quản trị đơn hàng, cách kiếm tiền...</p> |
| 627 | <p>Làm việc nhóm : 101 những điều nhà lãnh đạo cần biết / John C. Maxwell, Huỳnh Nhật Tân dịch.. - H. : Hồng Đức, 2018. - 157 Tr. ; 19 cm., Phân loại: 658.4022 MAX 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu sức mạnh của làm việc nhóm: Giải thích vì sao phải làm việc nhóm, sự tác động của một nhóm vận hành tốt là gì, liệu nhóm có chinh phục được mục tiêu không? làm thế nào để một nhóm phát triển bền vững. Động lực của nhóm như: Đặc điểm của một nhóm hoạt động, thành viên nhóm, cách xây dựng một nhóm chiến thắng, cách tạo năng lượng tích cực cho nhóm, làm thế nào để khai thác tối đa tiềm năng sáng tạo của nhóm, đồng đội yếu kém ảnh hưởng đến nhóm thế nào?</p> |

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| 628 | <p>Thành công : 101 những điều nhà lãnh đạo cần biết / John C. Maxwell, Hoàng Ngọc Bích dịch.. - H. : Hồng Đức, 2018. - 178 Tr. ; 19 cm., Phân loại: 658.4092 MAX 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày về cách hình dung đúng đắn về thành công: Thành công là gì? Chúng ta nên đi theo con đường nào? Thất bại đóng vai trò gì đối với thành công? Làm thế nào để bắt đầu. Những phẩm chất cốt lõi để thành công như: Đối tượng hợp tác, người khác có thấy tôi đáng tin cậy không?, Tôi có tiếp tục khi người khác dừng lại và phấn đấu không ngừng học hỏi hay không? Thành công ở cấp độ tiếp theo: Chúng ta đã sẵn sàng đảm nhận việc khó chưa? Tôi đã sẵn sàng để thăng cấp cuộc chơi của mình và sẵn sàng để lãnh đạo ở cấp độ tiếp theo chưa?</p> |
| 629 | <p>Bí mật thành công của những người bán hàng xuất sắc : Cẩm nang mọi người bán hàng đều có = The only sales guide you'll ever need / Anthony, Iannarino, Thùy Dương dịch.. - H. : Hồng Đức, 2019. - 369 Tr. ; 19 cm., Phân loại: 658.85 IAN 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu hai phần. Phần 1: Tư duy: Niềm tin và hành vi dẫn đến thành công trong bán hàng như tự kỷ luật, lạc quan, sự quan tâm, sự cạnh tranh, khả năng xoay xở, khởi xướng, sự kiên trì, giao tiếp, trách nhiệm giải trình, làm chủ các yếu tố tư duy để tạo ảnh hưởng. Phần 2: Bộ kỹ năng: Khả năng thành công trong bán hàng như: Chốt đơn hàng, tìm kiếm khách hàng, kể chuyện, đàm phán, nhảy bèn trong kinh doanh, quản lý thay đổi, tinh thần lãnh đạo, thực hành các yếu tố trong bộ kỹ năng để tạo ra lợi thế cạnh tranh.</p> |
| 630 | <p>Bán mà như không: Marketing thực chiến trong thời 4.0 / Harry Beckwith, Đặng Thùy Linh dịch.. - H. : Hồng Đức, 2018. - 355 Tr. ; 21 cm., Phân loại: 658.87 BEC 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày về những giá trị cốt lõi của marketing như: Khởi động; Quan sát và nghiên cứu: kể cả bạn thân nhất cũng sẽ nói dối bạn; Marketing không phải một phòng ban; Lập kế hoạch: 18 lỗi nguy hiểm; Mỏ neo, những vết mụn và american express: khách hàng tiềm năng tư duy như thế nào; Bạn nói càng nhiều, mọi người nghe càng ít; Định vị và tập trung; Những con mèo xấu xí, giày lười và trang sức giá cắt cổ: Nghệ thuật làm giá; Viết tắt chữ trên áo sơ mi chứ đừng viết tắt tên công ty bạn; Cách đặt tên và tạo thương hiệu; Cách tiết kiệm 500.000 đô: Truyền thông và bán hàng; Giữ những thứ bạn có: Nuôi dưỡng quan hệ và giữ khách hàng</p> |

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| 631 | <p>Bán hàng bằng trái tim : 10 nguyên tắc vàng mọi người bán hàng đều cần biết / Shari Levitin, Bùi Thị Mến dịch.. - H. : Hồng Đức, 2018. - 284 tr. ; 21 cm., Phân loại: 658.85 LEV 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày thành công bắt đầu từ phương trình tăng trưởng. Cảm xúc dẫn tới quyết định. Tự do nằm trong khuôn khổ. Trong bán hàng, không không bao giờ có nghĩa không. Niềm tin bắt đầu ừ sự đồng cảm. Những vấn đề về liên chính. Bất cứ thứ gì mà được nói thì cũng được hỏi. Cam kết tình cảm đi trước cam kết kinh tế. Loại bỏ sự phản kháng cần kiên trì. Tìm kiếm sai lầm không bao giờ là điều đúng đắn.</p> |
| 632 | <p>Lãnh đạo 101 : Những điều nhà lãnh đạo cần biết / John C. Maxwell, Phạm Xuân Thu dịch.. - H. : Hồng Đức, 2018. - 166 tr. ; 21 cm., Phân loại: 658.4092 MAX 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày sự phát triển, những đặc điểm và tầm ảnh hưởng của một nhà lãnh đạo.</p> |
| 633 | <p>Bùng nổ bán hàng cùng Shark Robert Herjavec = You don't have to be a shark: Creating your own success - America shark tank / Robert Herjavec, Nguyệt Minh dịch.. - H. : Hồng Đức, 2019. - 375 tr. ; 21 cm., Phân loại: 658.85 HER 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Cuốn sách xen giữa biết bao câu chuyện về ngành bán hàng, về kinh doanh, về Shark Tank và cuộc sống riêng của tác giả như: Tập những bước đi đầu tiên trên một sàn nhảy khác; Mọi người đều đang bán thứ gì đó cho người khác; Các lớp học trong trường học nợ xấu; Nghệ thuật bán hàng đúng đắn; Thả lỏng đối với những cuộc gọi chào hàng; Chuyện hoang đường nhất về bán hàng và cuộc sống; Quy tắc 80/20 trong cuộc sống; Tôi học bán hàng từ khiêu vũ và học khiêu vũ từ bán hàng; Năm điều mọi nhân viên đều cần biết;..</p> |

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| 634 | <p>100 phương pháp truyền động lực cho đội nhóm chiến thắng : Cách những nhà lãnh đạo xuất chúng tạo ra đội nhóm nhân viên bất khả chiến bại và thành tích không tưởng = 100 ways to motivate others / Steve Chandler, Scott Richardson, Hy Thị Lan Oanh dịch.. - H. : Hồng Đức, 2019. - 354 tr. ; 21 cm., Phân loại: 658.4022 CHA 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày những phương pháp truyền động lực của các nhà lãnh đạo cho các nhân viên của mình để tạo ra một đội nhóm làm việc bất khả chiến bại và các thành tích không tưởng như: Tỉnh thức; Luôn chỉ cho họ; Tập trung như một chiếc máy ảnh; Suy nghĩ đơn giản về việc quản lý; Khai thác sức mạnh của sự bảo đảm; Khai thác sức mạnh của sự bảo đảm; Dừng phản đối; Tiếp tục học hỏi, Biết thế nào không phải là lãnh đạo; Lắng nghe nhân viên; Chiến đấu thật nhẹ nhàng; Quyết định trở nên xuất sắc; Giúp nhân viên thấy cái "mong muốn"; Học cách khuyến khích sự thử nghiệm; Kết nối sự say mê</p> |
| 635 | <p>Foundations of financial management / Stanley B. Block, Texas Christian University, Geoffrey A. Hirt, DePaul University, Bartley R. Danielsen, North Carolina State University.. - New York : Mc Graw Hill, 2019. - 684 pages : 26 cm., Phân loại: 658.15 BLO 2019, Tài liệu tham khảo</p> <p>Tóm tắt: This book is overview provides foundations of financial management. In part 1 begins with the goals and activities of financial management. In Part 2 financial analysis and planning, review of accounting, financial analysis, financial forecasting, operating and financial leverage. In part 3 working capital management working capital and the financing decision current asset management, sources of short-term financing. In part 4 the capital budgeting process the time value of money, valuation and rates of return, cost of capital, the capital budgeting decision, risk and capital budgeting decisionk, risk and capital budgeting capital budgeting. In part 5 Long-term financing capital markets, investment banking:public and private placement, long-term debt and lease financing, common and preferred stock financing, dividend policy and retained earnings, convertibles, warrants, and drivatives. In part 6 Expanding the perspective of corporate finance.</p> |

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| 636 | <p>Organizational behavior and management / Robert Konopaske, Associate Professor of Management, McCoy College of Business Administration, Texas State University, John M. Ivancevich, Hugh Roy and Lillie Crazz Cullen Chair and Professor of Organizational Behavior and Management, C. T. Bauer College of Business, University of Houston, Michael T. Matteson, Professor Emeritus Organizational Behavior and Management, C. T. Bauer College of Business, University of Houston.. - New York :, : Mc Graw Hill education., 2018. - xix, 604 pages ; 26 cm., Phân loại: 658.3 KON 2018, Tài liệu tham khảo</p> <p>Tóm tắt: This book encourages the development of probing and diagnostic skills to understand , interpret, and predict behaviour. These elements are directed to predict the behaviour of people working in organizations. It also presents the most current theories, research, and applications, while retaining classic works in organizational behavior.This book is organized into five parts containing a total of 17 chapters</p> |
| 637 | <p>Cost-benefit analysis : concepts and practice / Anthony E. Boardman, University of British Columbia, Vancouver, [and three others].. - United Kingdom : Cambridge University Press, 2018. - vi, 594 pages ; 25 cm., Phân loại: 658.1554 COS 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Cost-Benefit Analysis provides accessible, comprehensive, authoritative, and practical treatments of the protocols for assessing the relative efficiency of public policies. Its review of essential concepts from microeconomics, and its sophisticated treatment of important topics with minimal use of mathematics helps students from a variety of backgrounds build solid conceptual foundations. It provides thorough treatments of time discounting, dealing with contingent uncertainty using expected surpluses and option prices, taking account of parameter uncertainties using Monte Carlo simulation and other types of sensitivity analyses, revealed preference approaches, stated preference methods including contingent valuation, and other related methods. Updated to cover contemporary research, this edition is considerably reorganized to aid in student and practitioner understanding, and includes eight new cases to demonstrate the actual practice of cost-benefit analysis. Widely cited, it is recognized as an authoritative source on cost-benefit analysis. Illustrations, exhibits, chapter exercises, and case studies help students master concepts and develop craft skills.</p> |

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| 638 | <p>Operations research an introduction / Hamdy A. Taha, University of Arkansas, Fayetteville.. - Harlow, England : Pearson, 2017. - xxix, 813 pages ; 24 cm., Phân loại: 658.4034 THA 2017, Tài liệu tham khảo</p> <p>Tóm tắt: This book provides overview operations research includes: What is operations research?, Modeling with linear programming, The simplex method and sensitivity analysis, Duality and post optimal analysis, Transportation model and its variants, Network model, Advanced linear programming, Goal programming, Integer linear programming, Heuristic programming, Traveling salesperson problem(TSP), Deterministic dynamic programming, Inventory modeling (with introduction to supply chains), Review of basic probability, Decision analysis and games, Probabilistic inventory models, Markov chains, Queuing systems, Simulation modeling, Classical optimization theory, Nonlinear programming algorithms.</p> |
| 639 | <p>Strategic management: concepts and cases : a competitive advantage approach / Fred R. David, Francis Marion University, Florence, South Carolina, Forest R. David, Strategic Planning Consultant.. - Boston : Pearson, 2017. - xxxiii, 651 pages ; 28 cm., Phân loại: 658.4012 DAV 2017, Tài liệu tham khảo</p> |
| 640 | <p>Quản trị sự thay đổi trong các tổ chức : = Managing change in organizations / Phạm Vũ Khiêm, Hứa Thùy Trang.. - H. : Bách khoa Hà Nội, 2018. - 199 Tr. ; 14.5 x 20.5 cm., Phân loại: 658.406 PHK 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Tổng quan về thay đổi và quản trị sự thay đổi tổ chức; những rào cản đối với thay đổi tổ chức; văn hóa thay đổi của tổ chức; mô hình tiêu biểu của thay đổi tổ chức; hoạch định và kế hoạch thay đổi tổ chức; tổ chức thực hiện và truyền thông cho sự thay đổi; thay đổi và phát triển tổ chức</p> |

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| 641 | <p>Từ ý tưởng đổi mới sáng tạo đến sản phẩm hàng hoá / Bùi Tiến Dũng.. - H. : Khoa học và Kỹ thuật, 2018. - 319 Tr. ; ; 24 cm., Phân loại: 658.4063 BUD 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày những vấn đề cơ bản về đổi mới sáng tạo; nguồn hình thành đề xuất đổi mới sáng tạo; phương thức đưa ý tưởng đổi mới sáng tạo vào thực tiễn; hệ thống, chính sách đổi mới sáng tạo quốc gia, đổi mới sáng tạo trong doanh nghiệp, trường đại học và các tổ chức nghiên cứu và triển khai, lãnh đạo, quản lý đổi mới sáng tạo; toàn cầu hoá và tình huống về quản lý đổi mới sáng tạo trong các doanh nghiệp đổi mới sáng tạo tại Việt Nam</p> |
| 642 | <p>The sales boss : the real secret to hiring, training and managing a sales team / Jonathan Whistman.. - - USA. : 2016., Phân loại: 658.8102 WHI 2016, Tài liệu tham khảo</p> <p>Tóm tắt: The Sales Boss: The Real Secret to Hiring, Training and Managing a Sales Team, is a comprehensive guide on how to create a winning sales team. In any business, nothing happens until somebody sells something. Nobody pays their mortgages, no kids get sent to college, and no retirements get funded until the salesperson is able to close business and get revenue coming in the door. In a company with a sales manager, the hiring, training and success of the sales people lay directly at the feet of the manager. The importance and significance of this role can well be illustrated by a recent study that shows that 95% of the CEOs in mid-size companies have at some point in their career filled the role of Sales Manager prior to being promoted to run the company. Clearly, this job matters. The hopes and dreams of the entire company depend on the job being done masterfully. The Sales Boss refers to a sales leader operating at peak performance and overseeing a team of people that outperforms the competition. Inside the cover of this book, the reader will begin a journey that will help them take a deep look into the psychology behind getting a team operating at the highest levels. A step-by- step guide to hiring, training, and managing the team follows this introduction and will leave the reader not only with an understanding of what needs to be done but with direct examples of how they can do it</p> |

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| 643 | <p>The rise of the platform marketer : Performance marketing with google, facebook, and twitter, plus the latest high-growth digital advertising platforms / Craig Dempster, John Lee.. - USA. : Wiley ;, 2015. - 227 Tr. ; 24 cm., Phân loại: 658.8 DEM 2015, Tài liệu tham khảo</p> <p>Tóm tắt: This book shows you how to take advantage of the massive growth and proliferation of social and other digital media, with clear strategy for developing the new capabilities, tools, metrics, and processes essential in the age of platform marketing. Coverage includes identity management, audience management, consumer privacy and compliance, media and channel optimization, measurement and attribution, experience design, and integrated technology, plus a discussion on how the company as a whole must evolve to keep pace with marketing's increasingly rapid evolution and capabilities. The expansion of digital platforms has created addressability opportunity through search, video, display, and social media, offering today's foremost opportunity for competitive advantage. This book outlines the capabilities and perspective required to reap the rewards, helping you shift your strategy to align with the demands and expectations of the modern consumer.</p> |
| 644 | <p>Building an innovative learning organization : a framework to build a smarter workforce, adapt to change, and drive growth / Russell Sarder.. - Hoboken, New Jersey : Wiley, [2016]. - 262 pages : 22 cm., Phân loại: 658.3124 SAR 2016, Tài liệu tham khảo</p> |

Brand admiration : building a business people love / C. Whan Park, Deborah J. MacInnis, Andreas B. Eisengerich ; Foreword by Allen Weiss.. - USA. : Wiley, 2016. - xxii, 261 pages ; 22 cm., Phân loại: 658.827 WIL 2016, Tài liệu tham khảo

645

Tóm tắt: Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration

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| 646 | <p>Courage to execute : what elite U.S. military units can teach business about leadership and team performance / \$c James D. Murphy. . - USA. : Wiley, 2014. - xi, 196 pages ; 24 cm., Phân loại: 658.401 MUR 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Courage to Execute outlines the six basic principles that operate at the foundation of high performance, which include leadership, organization, communication, knowledge, experience, and discipline, known together as LOCKED. When all are practiced effectively, teamwork emerges. But the most elusive quality that exists at the heart of all elite military teams, the element that organizations and businesses deeply desire to perform more efficiently and effectively, is trust. Trust is easily spent, but hard won. Author James Murphy, an employer of approximately fifty senior military officers that have served in elite units such as the U.S. Navy Blue Angels, U.S. Navy SEALs, and U.S. Army Rangers, shares a multitude of personal leadership stories that illustrates the principles of LOCKED. Courage to Execute will help you develop effective leadership skills and build high-performance teams that out-compete your rivals every time.</p> |
| 647 | <p>Demand-driven inventory optimization and replenishment : creating a more efficient supply chain / Robert A. Davis.. - USA. : Wiley, 2016. - xvi, 304 pages : 24 cm., Phân loại: 658.787 DAV 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Remove built-in supply chain weak points to more effectively balance supply and demand Demand-Driven Inventory Optimization and Replenishment shows how companies can support supply chain metrics and business initiatives by removing the weak points built into their inventory systems. Beginning with a thorough examination of Just in Time, Efficient Consumer Response, and Collaborative Forecasting, Planning, and Replenishment, this book walks you through the mathematical shortcuts set up in your management system that prevent you from attaining supply chain excellence. This expanded second edition includes new coverage of inventory performance, business verticals, business initiatives, and metrics, alongside case studies that illustrate how optimized inventory and replenishment delivers results across retail, high-tech, men's clothing, and food sectors</p> |

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| 648 | <p>The empowered manager : positive political skills at work / Peter Block.. - USA. : Wiley, 2017. - 1 online resource. , Phân loại: 658.4085 BLO 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Empowerment produces the conditions for high performance. Especially for middle managers and below. Empowered cultures attract and retain talent. They produce high achievement, high accountability and high commitment. The Empowered Manager uncovers a roadmap to creating a more accountable culture in today's fragmented and virtual world. Bestselling author Peter Block is a true visionary: author of the classic Flawless Consulting, his work is about empowerment, stewardship, chosen accountability, and reconciliation of community. In this book, he returns his eye toward management to renew our efforts to create a shift in the traditional hierarchy. Twenty years after the original book, Block talks of why it is so difficult to both open the door to empowerment and more importantly, have people walk through it</p> |
| 649 | <p>Act like a leader, think like a leader / Herminia Ibarra.. - Boston : Harvard business, 2015. - 221 pages ; 24 cm., Phân loại: 658.4092 IBA 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Today's breakneck pace of change has an immense impact on leaders- and as a result, on the organizations they run. All too often, people remain stuck in outdated mindsets and modes of operating, even after others recognize the need for change. Leaders need to learn to pivot even when there are no obvious signals guiding their way. Leadership expert Herminia Ibarra (INSEAD) upends traditional, introspective advice and says act first-and then change your way of thinking. In this unconventional book, Ibarra, one of the world's foremost experts on leadership transitions, provides the first practical guide on how to change when you also need to lead. Defying standard leadership development guidance, which encourages deep self-reflection into strengths and weaknesses, this book shows that the most effective way to change is through action, not analysis, and by learning from experience, not introspection. In short, it will teach you to change from the outside in by first acting like a leader and then thinking like one. Based on Ibarra's flagship executive education program at INSEAD, this book is for new and seasoned leaders alike who need to understand the new rules for success in their own organization, and in the global business environment at large. It's the essential guidebook for anyone who wants to upgrade their role or be the leader their organization needs them to be</p> |

Built for growth : how builder personality shapes your business, your team, and your ability to win / Chris Kuenne and John Danner.. - Boston : Harvard business review press. - viii, 269 pages : 25 cm., Phân loại: 658.4092 KUE 2017, Tài liệu tham khảo

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Tóm tắt: Many factors shape the success or failure of a new business, whether it's a stand-alone start-up or a new venture inside a larger corporation. But the most important and least understood of these factors is the personality of the builder--the founder or leader's particular combination of beliefs and preferences that drives his or her motivation, decision making, and leadership style. And it's the one factor you, as a business builder yourself, can directly control. This book decodes the interplay between builder personality and new business success or failure. Using a patented analytic methodology, authors Chris Kuenne and John Danner discovered four distinct types of highly successful "business builder" personalities--the Driver, the Explorer, the Crusader, and the Captain--each displaying special gifts and predictable gaps or shortcomings in growing their companies and new ventures. Built for Growth blends exclusive research findings, personal interviews, and experienced analysis to illustrate how each type handles the five dynamic challenges of building businesses of lasting value: converting an idea into reality, recruiting inspired talent, transforming buyers into partners, aligning financial and other supporters, and scaling the business. With vivid stories and practical tools, this book gives you unprecedented insight into the personalities of each Builder Type and how you can use that insight to assess yourself and others and improve your odds of success. Built for Growth is

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| 651 | <p>The connectors : How the world's most successful businesspeople build relationships and win clients for life / Maribeth Kuzmeski.. - Hoboken : John Wiley & Sons, 2012. - xiv, 258 p. : 22 cm., Phân loại: 658.812 KUS 2009, Tài liệu tham khảo</p> <p>Tóm tắt: This book explains how to develop better, more profitable connections as illustrated proven by some of the world’s most successful professionals. Even if you're not a “people person,” you can dramatically grow your business or your career through a few simple approaches to relationship-building. The Connectors presents a five-step methodology that lead to lifelong clients, repeat customers, and endless referrals. Inside, you'll learn how to: Stop networking and start truly connecting. Create an avalanche of referrals and an army of happy customers. Become a "connector," even if you’ve never been a "people person". Find your social IQ and improve it. Put relationship-building principles to work daily. Focus on others and reap the rewards yourself. Ask the right questions and sell without selling. Differentiate yourself through the impact you have on others</p> |
| 652 | <p>The high potential's advantage : Get noticed, impress your bosses, and become a top leader / Jay A. Conger, Allan H. Church.. - Boston : Harvard Business Review Press, 2018. - viii, 252 p. : 25 cm., Phân loại: 658.4092 CON 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Are you a high potential? Your managers and HR department are constantly wondering that about you - and assessing whether or not you have what it takes to advance. Here's how to get them to answer yes. Being seen as a high potential leader is essential to getting promoted and reaching an organization's upper echelons, but most companies keep their top talent list a closely guarded secret. And the assessment process they use to decide who is and isn't a future leader is an even greater mystery. The High Potential's Advantage takes readers "behind the scenes" and shows them how to get on, and stay on, their company's fast track.</p> |

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| 653 | <p>The new rules of sales and service : how to use agile selling, real-time customer engagement, big data, content, and storytelling to grow your business / David Meerman Scott.. - - xi, 292 pages ; 24 cm., Phân loại: 658.8 SCO 2016, Tài liệu tham khảo</p> <p>Tóm tắt: The essential roadmap for the new realities of selling when buyers are in charge Sales and service are being radically redefined by the biggest communications revolution in human history. Today buyers are in charge! There is no more 'selling'--there is only buying. When potential customers have near perfect information on the web, it means salespeople must transform from authority to consultant, product narratives must tell a story, and businesses must be agile enough to respond before opportunity is lost. The New Rules of Sales and Service demystifies the new digital commercial landscape and shows you how to stay ahead of the pack. Companies large and small are revolutionizing the way business gets done, and this book takes you inside the new methods and strategies that are critical to success in the modern market. Real-world examples illustrate the new marketplace in action, and demonstrate the brilliant utility of taking a new look at your customer and your business.</p> |
| 654 | <p>HBR's 10 must reads on sales / Thomas V. Bonoma, Philip Kotler, Neil Rackham.... - Boston : Harvard Business Review Press, 2017. - v, 176 p. : 21 cm., Phân loại: 658.81 HBR 2017, Tài liệu tham khảo</p> <p>Tóm tắt: This book will inspire you to: Understand your customer's buying center. Integrate your sales and marketing operations. Assess your business cycle and its impact on your sales force. Transition away from solution sales. Leverage the power of micromarkets. Introduce tiebreaker selling and consensus selling. Motivate your sales force properly</p> |
| 655 | <p>The art of strategic leadership : how leaders at all levels prepare themselves, their teams, and organizations for the future / Steven J. Stowell, Ph.D. and Stephanie S. Mead, MBA/.. - Hoboken, New Jersey : Wiley, 2016. - xii, 192 pages ; 23 cm., Phân loại: 658.4092 STO 2016, Tài liệu tham khảo</p> |

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| 656 | <p>HBR guide to performance management / . . - Boston : Harvard Business Review Press, 2017. - ix, 244 pages : 23 cm., Phân loại: 658.3128 HBR 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Are your employees meeting their goals? Is their work improving over time? Understanding where your employees are succeeding--and falling short--is a pivotal part of ensuring you have the right talent to meet organizational objectives. In order to work with your people and effectively monitor their progress, you need a system in place. The HBR Guide to Performance Management provides a new multi-step, cyclical process to help you keep track of your employees' work, identify where they need to improve, and ensure they're growing with the organization. You'll learn to: Set clear employee goals that align with company objectives Monitor progress and check in regularly Close performance gaps Understand when to use performance analytics Create opportunities for growth, tailored to the individual Overcome and avoid burnout on your team</p> |
| 657 | <p>Off-centered leadership : the Dogfish Head guide to motivation, collaboration and smart growth / Sam Calagione.. - Hoboken, New Jersey : Wiley, 2016. - xviii, 254 pages : 23 cm., Phân loại: 658.8092 CAL 2016, Tài liệu tham khảo</p> |

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| 658 | <p>Big data, big innovation : enabling competitive differentiation through business analytics / Evan Stubbs.. - Hoboken, New Jersey : Wiley, 2014. - xvii, 232 pages : 24 cm., Phân loại: 658.4013 STU 2014, Tài liệu tham khảo</p> <p>Tóm tắt: A practical guide to leveraging your data to spur innovation and growth. Your business generates reams of data, but what do you do with it? Reporting is only the beginning. Your data holds the key to innovation and growth - you just need the proper analytics. In Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics, author Evan Stubbs explores the potential gold hiding in your un-mined data. As Chief Analytics Officer for SAS Australia/New Zealand, Stubbs brings an industry insider's perspective to guide you through pattern recognition, analysis, and implementation. Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics details a groundbreaking approach to ensuring your company's upward trajectory. Use this guide to leverage your customer information, financial reports, performance metrics, and more to build a rock-solid foundation for future growth. Build an effective analytics team, and empower them with the right tools Learn how big data drives both evolutionary and revolutionary innovation, and who should be responsible Identify data collection and analysis opportunities and implement action plans Design the platform that suits your company's current and future needs Quantify performance with statistics, programming, and research for a more complete picture of operations Effective management means combining data, people, and analytics to create a synergistic force for innovation and growth. If you want your company to move forward</p> |
| 659 | <p>HBR's 10 must reads on strategic marketing /. . - Boston, Mass. : Harvard Business Review Press, c2013. - v, 206 p. : 21 cm., Phân loại: 658.802 HBR 2013, Tài liệu tham khảo</p> |

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| 660 | <p>HBR's 10 must reads : the definitive management ideas of the year from Harvard Business Review 2019. . - Boston, Massachusetts : Harvard Business Review Press, 2019. - xi, 253 pages : 21 cm., Phân loại: 658 HBR 2019, Tài liệu tham khảo</p> <p>Tóm tắt: We've combed through the ideas, insights, and best practices from the past year of Harvard Business Review to help you get up to speed fast on the relevant concepts driving business today. Discover new ideas and sample the latest thinking of our vast array of management experts. Revisit these topics now to make sure your organization is incorporating the best, most up-to-date practices, or keep this book as a reference so you can turn to these memorable pieces when you need them the most. The collection includes articles on leadership, strategy, and innovation, as well as articles that will help you manage yourself and others. A year's worth of management wisdom, all in one place. Includes two bonus articles.</p> |
| 661 | <p>Difficult conversations : craft a clear message, manage emotions, focus on a solution. . - Boston : Harvard business review press, 2016. - ix, 110 pages ; 18 cm., Phân loại: 658.45 DIF 2016, Tài liệu tham khảo</p> <p>Tóm tắt: You have to talk with a colleague about a fraught situation, but you're worried that they'll yell, or blame you, or shut down. You fear your emotions could block you from a resolution. But you can communicate in a way that's constructive--not combative. Difficult Conversations walks you through: Uncovering the root cause of friction. Maintaining a positive mind-set. Untangling the problem together. Agreeing on a way forward.</p> |

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| 662 | <p>The little black book of innovation : how it works, how to do it / Scott D. Anthony.. - Boston, Mass. : Harvard Business Review Press, 2017. - xxi, 283 p. : 22 cm., Phân loại: 658.4063 ANT 2017, Tài liệu tham khảo</p> <p>Tóm tắt: In The Little Black Book of Innovation, long-time innovation expert Scott D. Anthony draws on stories from his research and field work with companies like Procter & Gamble to demystify innovation. Anthony presents a simple definition of innovation and illuminates its vital role in organizational success and personal growth. Anthony also provides a powerful 28-day program for mastering innovation's key steps: finding insight, generating ideas, building businesses, and strengthening capabilities. With its wealth of illustrative case studies from around the globe, this engaging and potent playbook is a must-read for anyone seeking to turn themselves or their companies into true innovation powerhouses.</p> |
| 663 | <p>HBR's 10 must reads 2018 : The definitive management ideas of the year from Harvard Business Review / A. G. Lafley, Roger L. Martin, Daniel Kahneman.... - Boston, Massachusetts : Harvard Business Review Press, 2018. - xi, 202 p. ; 21 cm., Phân loại: 658 HBR 2018, Tài liệu tham khảo</p> |
| 664 | <p>HBR's 10 must reads 2016 : The definitive management ideas of the year from Harvard Business Review / A. G. Lafley, Roger L. Martin, Daniel Kahneman.... - Boston, Massachusetts : Harvard Business Review Press, 2016. - xi, 181 p. : 21 cm., Phân loại: 658 HBR 2016, Tài liệu tham khảo</p> |
| 665 | <p>HBR's 10 must reads 2017 : The definitive management ideas of the year from Harvard Business Review / A. G. Lafley, Roger L. Martin, Daniel Kahneman.... - Boston, Massachusetts : Harvard Business Review Press, 2017. - x, 166 p. : 21 cm., Phân loại: 658 HBR 2017, Tài liệu tham khảo</p> |

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| 666 | <p>HBR's 10 must reads on strategy / Michael E. Porter, James C. Collins, Jerry I. Porras.... - Boston, Massachusetts : Harvard Business Review Press, 2011. - 266 p. ; 21 cm., Phân loại: 658.4012 HBR 2011, Tài liệu tham khảo</p> <p>Tóm tắt: In this book: Michael Porter on creating competitive advantage and distinguishing your company from rivals John Kotter on leading change through eight critical stages Daniel Goleman on using emotional intelligence to maximize performance Peter Drucker on managing your career by evaluating your own strengths and weaknesses Clay Christensen on orchestrating innovation within established organizations Tom Davenport on using analytics to determine how to keep your customers loyal Robert Kaplan and David Norton on measuring your company's strategy with the Balanced Scorecard Rosabeth Moss Kanter on avoiding common mistakes when pushing innovation forward Ted Levitt on understanding who your customers are and what they really want C. K. Prahalad and Gary Hamel on identifying the unique, integrated systems that support your strategy</p> |
| 667 | <p>HBR's 10 must reads on leadership / Daniel Goleman, Peter F. Drucker, John P. Kotter.... - Boston, Massachusetts : Harvard Business Review Press, 2011. - v, 217 p. ; 21 cm., Phân loại: 658.4092 HBR 2011, Tài liệu tham khảo</p> <p>Tóm tắt: HBR's 10 Must Reads On Leadership will inspire you to: Motivate others to excel Build your team's self-confidence in others, Provoke positive change Set direction, Encourage smart risk-taking Manage with tough empathy, Credit others for your success, Increase self-awareness, Draw strength from adversity</p> |
| 668 | <p>HBR's 10 must reads on managing people / Daniel Goleman, Frederick Herzberg, Jean-François Manzoni.... - Boston, Massachusetts : Harvard Business Review Press, 2011. - v, 224 p. : 21 cm., Phân loại: 658.3 HBR 2011, Tài liệu tham khảo</p> <p>Tóm tắt: HBR's 10 Must Reads on Managing People will inspire you to: Tailor your management styles to fit your people, Motivate with more responsibility, not more money, Support first-time managers, Build trust by soliciting input, Teach smart people how to learn from failure, Build high-performing teams, Manage your boss</p> |

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| <p>669</p> | <p>Primal leadership : unleashing the power of emotional intelligence / Daniel Goleman, Richard Boyatzis, Annie McKee.. - Boston, Massachusetts : Harvard business review press, 2013. - xxi, 306 pages ; 22 cm., Phân loại: 658.4092 GOL 2013, Tài liệu tham khảo</p> <p>Tóm tắt: This is the book that established "emotional intelligence" in the business lexicon--and made it a necessary skill for leaders. Managers and professionals across the globe have embraced Primal Leadership, affirming the importance of emotionally intelligent leadership. Its influence has also reached well beyond the business world: the book and its ideas are now used routinely in universities, business and medical schools, professional training programs, and by a growing legion of professional coaches. This refreshed edition, with a new preface by the authors, vividly illustrates the power--and the necessity--of leadership that is self-aware, empathic, motivating, and collaborative in a world that is ever more economically volatile and technologically complex. It is even timelier now than it was when it was originally published. From bestselling authors Daniel Goleman, Richard Boyatzis, and Annie McKee, this groundbreaking book remains a must-read for anyone who leads or aspires to lead</p> |
| <p>670</p> | <p>HBR's 10 must reads on innovation / Roger L. Martin, Vijay Govindarajan, Chris Trimble.... - Boston, Massachusetts : Harvard Business Review Press, 2013. - v, 179 pages : 21 cm., Phân loại: 658.4063 HBR 2013, Tài liệu tham khảo</p> <p>Tóm tắt: If you read nothing else on inspiring and executing innovation, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you innovate effectively. Leading experts such as Clayton Christensen, Peter Drucker, and Rosabeth Moss Kanter provide the insights and advice you need to: Decide which ideas are worth pursuing. Innovate through the front lines—not just from the top. Adapt innovations from the developing world to wealthier markets. Tweak new ventures along the way using discovery-driven planning. Tailor your efforts to meet customers' most pressing needs. Avoid classic pitfalls such as stifling innovation with rigid processes.</p> |

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| 671 | <p>HBR's 10 must reads on communication / Gary A. William, Robert B. Miller, Robert B. Cial... - Boston, Massachusetts : Harvard Business Review Press, 2013. - v, 190 p. : 21 cm., Phân loại: 658.45 HBR 2013, Tài liệu tham khảo</p> <p>Tóm tắt: The best leaders know how to communicate clearly and persuasively. If you read nothing else on communicating effectively, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you express your ideas with clarity and impact—no matter what the situation. Leading experts such as Deborah Tannen, Jay Conger, and Nick Morgan provide the insights and advice you need to: Pitch your brilliant idea—successfully. Connect with your audience. Establish credibility. Inspire others to carry out your vision. Adapt to stakeholders' decision-making style. Frame goals around common interests. Build consensus and win support.</p> |
| 672 | <p>Lead the work : navigating a world beyond employment / John Boudreau, Ravin Jesuthasan, David Creelman.. - - xxi, 277 pages ; 24 cm., Phân loại: 658.301 BOU 2015, Tài liệu tham khảo</p> <p>Tóm tắt: A detailed look at the evolution of employment and its far-reaching implications Beyond Employment takes an incisive look at the evolving nature of work, and how it's affecting management and productivity at the organizational level. Where getting things done once meant assigning it to an employee, today's leaders are increasingly at risk if they fail to recognize that talent can float into and out of an organization. Long-term employment has given way to medium- or short-term employment, marking the first step in severing the bond that once fixed an individual inside an organization. Getting work done by means other than an employee was once considered a fringe event, but now leading organizations are accepting and taking advantage of the notion that talent has shown itself to be mutable. This book explores this phenomenon in detail and provides a new roadmap to help managers navigate this new environment. The workplace has undergone many changes over the years, but the emerging trend away from traditional employment represents a massive shift that has profound implications for the business model of every organization, large or small. This book describes how management is changing, and how managers must adapt to survive. Examine the dispersed organization and the changing nature of employment Learn how work is becoming impermanent and individualized Find new strategies for managing and leading Get up to speed on the decision science for the new era Workplaces evolve like biological beings; only the strong</p> |

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| 673 | <p>Smart business : what Alibaba's success reveals about the future of strategy / by Ming Zeng.. - Boston, Massachusetts : Harvard Business Review Press, 2018. - x, 296 pages ; 24 cm., Phân loại: 658.872 ZEN 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Executives already know that the classic approach to strategy--analyze, plan, execute--is losing relevance as the business landscape becomes more interconnected and automated. But they don't yet know what replaces the traditional strategy toolkit. Some executives even think that strategy is dead. According to Ming Zeng, the Chief Strategy Officer of the Alibaba Group, strategy is decidedly not dead, but it is radically changed. He has spent over a decade observing how companies in the Alibaba Group and the firms it does business with are becoming "smarter," through interconnected networks that facilitate hundreds of thousands of simultaneous interactions every second and the algorithms that learn from all those interactions to automatically and continually improve the decisions and actions companies take on behalf of serving their customers. Zeng explains how strategy is fundamentally redefined--bearing little resemblance to the principles, practices, and frameworks he learned as a PhD student and then taught as a professor in academic institutions around the world--when companies are "smart." Revealing the revolutionary practices that he and his team have adopted at Alibaba to leverage these technological trends, Smart Business provides the new toolkit for formulating and executing strategy. Informed by the cutting-edge practices of Alibaba and other companies around the world, this book builds on the author's previous academic research to put Alibaba's strategies and approaches into a broader context that applies to all</p> |
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| 674 | <p>The mind of the leader : how to lead yourself, your people, and your organization for extraordinary results / Rasmus Hougaard and Jacqueline Carter.. - Boston, Massachusetts : Harvard business review press, 2018. - pages cm. , Phân loại: 658.4092 HOU 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Most leaders think they're effective at motivating their employees, but study after study shows that employees are more disengaged and uninspired than ever. The solution lies not in more management training or fun off-sites but in looking within--into the mind of the leader. Based on their years-long research and practice, Rasmus Hougaard and Jacqueline Carter, of the Potential Project, have conclusively found that three qualities stand out as being foundational for leaders today: mindfulness, selflessness, and compassion--what they call the MSC Leadership Mind, the ideal mind of the leader. Mindfulness addresses the distractedness that kills our focus, stunts our productivity, and makes us action-addicted multitaskers. Selflessness addresses the general lack of fulfillment in work life by helping us--and the people we lead--find true happiness and meaning. And compassion addresses today's social disintegration by enhancing true human connections, followership, and engagement. While some think these traits are innate, Hougaard and Carter, together with hundreds of their associates working with thousands of leaders around the world, have developed a system to help leaders of all kinds learn and cultivate the MSC Leadership Mind. By addressing their own needs first, then those of their people, and finally the culture of their organization, every leader can learn to embody what makes for great leadership in today's challenging organizational environment</p> |
| 675 | <p>HBR's 10 must reads on change management / John P. Kotter, David A. Garvin, Michael A. Roberto.... - Boston, Massachusetts : Harvard Business Review Press, 2011. - v, 210 p. : 21 cm., Phân loại: 658.406 HBR 2011, Tài liệu tham khảo</p> <p>Tóm tắt: HBR's 10 Must Reads on Change Management will inspire you to: Lead change through eight critical stages Establish a sense of urgency Overcome addiction to the status quo Mobilize commitment Silence naysayers Minimize the pain of change Concentrate resources Motivate change when business is good</p> |

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| 676 | <p>The moment of clarity : using the human sciences to solve your toughest business problems / Christian Madsbjerg, Mikkel B. Rasmussen.. - Boston, Massachusetts : Harvard Business Review Press, [2014]. - vi, 214 pages ; 24 cm., Phân loại: 658.834 MAD 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Christian Madsbjerg and Mikkel Rasmussen, principals at ReD Associates, argue for the role of a new set of tools to understand the "soft" factors that influence how people buy and consume ideas and products. Drawn from the authors' work with companies like Lego, Samsung, Adidas, Intel, IBM, and Coke, the book will teach you how to understand people holistically in their environments-how they live, what they think and do all day, what their habits are, and how they understand the world. For brand fanatics and business leaders alike</p> |
| 677 | <p>HBR guide to negotiating / Jeff Weiss.. - Boston, Massachusetts : Harvard Business Review Press, 2016. - xvii, 177 pages : 21 cm., Phân loại: 658.4052 WEI 2016, Tài liệu tham khảo</p> <p>Tóm tắt: This book delivers tips and advice to move you from a game of concessions and compromises to one of collaboration and creativity, resulting in better outcomes and better working relationships. You'll learn how to: Prepare for your conversation. Understand everyone's interests. Craft the right message. Work with multiple parties. Disarm aggressive negotiators. Choose the best solution.</p> |

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| 678 | <p>The new global road map : enduring strategies for turbulent times / by Pankaj Ghemawat.. - Boston, Massachusetts : Harvard business review press, 2018. - x, 254 pages : 25 cm., Phân loại: 658.4012 GHE 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Executives can no longer predicate international growth strategies on the assumption that globalization will continue to advance. But how should they respond to the growing pressures against globalization? Should they reshape their global strategies or stay the course? What can businesses do to control their destinies in this time of uncertainty? The New Global Road Map explains the key trends affecting global business today and--separating fact from fiction--gives readers an informed understanding of how globalization levels around the world are changing and where they are likely to go in the future. With the most up-to-date data and analysis, Ghemawat dispels dangerous myths and provides a clear view of what is and isn't changing in the global business environment. Building on this analysis, with fresh examples from a diverse set of companies across industries and geographies, Ghemawat provides frameworks and tools to help executives revise their strategies, restructure their global footprints, realign their organizations, and rethink how they work with local governments and institutions. In an era of rising nationalism and increased skepticism about the benefits of globalization, The New Global Road Map is the definitive guide for how to compete, where to compete, and how to organize on a changing global stage</p> |
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| 679 | <p>HBR guide to leading teams : Balance skills and styles. Establish clear roles. Promote healthy dissent / Mary Shapiro.. - Boston, Massachusetts : Harvard Business Review Press, 2015. - 165 p. : 21 cm., Phân loại: 658.4022 SHA 2015, Tài liệu tham khảo</p> <p>Tóm tắt: How often have you sat in team meetings complaining to yourself, “Why does it take forever for this group to make a simple decision? What are we even trying to achieve?” As a team leader, you have the power to improve things. It’s up to you to get people to work well together and produce results. Written by team expert Mary Shapiro, the HBR Guide to Leading Teams will help you avoid the pitfalls you’ve experienced in the past by focusing on the often-neglected people side of teams. With practical exercises, guidelines for structured team conversations, and step-by-step advice, this guide will help you: Pick the right team members. Set clear, smart goals. Foster camaraderie and cooperation. Hold people accountable. Address and correct bad behavior. Keep your team focused and motivated.</p> |
| 680 | <p>HBR guide to project management : Motivate your team. Avoid scope creep. Deliver results. . - Boston, Massachusetts : Harvard Business Review Press, 2012. - x, 171 p. ; 21 cm., Phân loại: 658.404 HBR 2012, Tài liệu tham khảo</p> <p>Tóm tắt: This guide will give you the tools and confidence you need to define smart goals, meet them, and capture lessons learned so future projects go even more smoothly. The HBR Guide to Project Management will help you: Build a strong, focused team. Break major objectives into manageable tasks. Create a schedule that keeps all the moving parts under control. Monitor progress toward your goals. Manage stakeholders' expectations. Wrap up your project and gauge its success</p> |
| 681 | <p>HBR guide to persuasive presentations : Inspire action. Engage the audience. Sell your ideas / Nancy Duarte.. - Boston, Massachusetts : Harvard Business Review Press, 2012. - xvii, 229 p. : 21 cm., Phân loại: 658.452 HBR 2012, Tài liệu tham khảo</p> <p>Tóm tắt: The HBR Guide to Persuasive Presentations will help you: Win over tough crowds Organize a coherent narrative Create powerful messages and visuals Connect with and engage your audience Show people why your ideas matter to them Strike the right tone, in any situation</p> |

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| 682 | <p>Talent wins : the new playbook for putting people first / by Ram Charan, Dominic Barton, and Dennis Carey.. - Boston, Massachusetts : Harvard business review press. - pages cm. , Phân loại: 658.3 CHA 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Most executives today recognize the competitive advantage of human capital, and yet the talent practices their organizations use are stuck in the twentieth century. Typical HR talent-planning processes (which are too expensive and take too long to implement) are designed for predictable environments, traditional ways of getting work done, and organizations where "lines and boxes" still define how people are managed. As work and organizations have become more fluid--and business strategy is no longer about planning years out but about sensing and seizing new opportunities and adapting to a constantly changing environment--companies must deploy talent in new ways to remain competitive. Written for CEOs and leaders across the organization, Talent Rules provides a much-needed framework for transforming how companies acquire, manage, and deploy talent--for today's agile, digital, analytical, technologically driven strategic environment--and for creating the HR function the business needs. With examples of companies that are well along the path of reinventing their approaches to talent, such as Amgen, AT&T, BlackRock, GE, Haier, J&J, and PepsiCo, as well as the juggernauts and the start-ups of Silicon Valley, this book provides leaders with a seven-part plan for:</p> <p>Integrating talent and capital Making talent drive strategy Designing and redesigning the work of the organization Scaling up individual talent Creating an M&A strategy for talent Reinventing the role of HR Living the talent agenda</p> |
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| 683 | <p>HBR guide to delivering effective feedback : Boost employee performance communicate openly reinforce established goals. . - Boston, Massachusetts : Harvard Business Review Press, 2016. - x, 203 p. ; 21 cm., Phân loại: 658.314 HBR 2016, Tài liệu tham khảo</p> <p>Tóm tắt: To help your employees meet their goals and fulfill their potential, you need to provide them with regular feedback. But the prospect of sharing potentially negative news can be overwhelming. How do you construct your message so that it's not only well received but also expressed in a way that encourages change? Whether you're commending exemplary work or addressing problem behavior, the HBR Guide to Delivering Effective Feedback provides you with practical advice and tips to transform any performance discussion—from weekly check-ins to annual reviews—into an opportunity for growth and development. You'll learn to: Establish trust with your direct reports. Assess their performance fairly. Emphasize improvement, even in criticism. React calmly to a defensive feedback recipient. Recognize and motivate star performers. Create individualized development plans.</p> |
| 684 | <p>The Medici effect : what elephants and epidemics can teach us about innovation : with a new preface and discussion guide / Frans Johansson.. - Boston, Massachusetts : Harvard Business Review Press, 2017. - xxix, 219 pages ; 21 cm., Phân loại: 658.4063 JOH 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Why do so many world-changing insights come from people with little or no related experience? Charles Darwin was a geologist when he proposed the theory of evolution. And it was an astronomer who finally explained what happened to the dinosaurs. Frans Johansson's The Medici Effect shows how breakthrough ideas most often occur when we bring concepts from one field into a new, unfamiliar territory, and offers examples how we can turn the ideas we discover into path-breaking innovations. Clayton M. Christensen--bestselling author of The Innovator's Dilemma--has described The Medici Effect as "one of the most insightful books about managing innovation I have ever read. Its assertion that breakthrough principles of creativity occur at novel intersections is an enduring principle of creativity that should guide innovators in every field." Now with a new preface and a reading guide, The Medici Effect is timeless classic that will help you reach your innovative peak</p> |

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| 685 | <p>Leading digital : turning technology into business transformation / George Westerman, Didier Bonnet, Andrew McAfee.. - Boston, massachusetts : Harvard business review press, 2014. - vi, 292 pages : 25 cm., Phân loại: 658.4038 WES 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Leading Digital makes the provocative argument that the next imminent phase of digital technology adoption - driven by the convergence of mobility, analytics, social media, cloud computing, and embedded devices - will make everything that's happened so far look like a prelude. The authors, a trio of highly regarded thought leaders on corporate digital transformation, say changes in the digital realm so far have focused on high tech and media companies - but there's still a whopping 94% of the business economy that needs to change. This book will show them how. George Westerman of MIT, Didier Bonnet of Capgemini Consulting, and Andrew McAfee, also at MIT, say there is opportunity for these businesses to learn from those that have already mastered the digital landscape. Based on a study of more than 400 large, mainstream firms in every industry around the globe, the authors usefully break down how these organizations have used their own digital transformation to gain strategic, competitive advantage. Readers will learn how these digital leaders have transformed their businesses through smart and rigorous digital investments, and through smart and effective leadership of the change. Leading Digital offers practical, real-life tested frameworks that can be instantly applied. Case studies include Nike, Caesars, Burberry, Asian Paints, Pages Jaunes, Codelco, and more</p> |
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| 686 | <p>Prediction machines : the simple economics of artificial intelligence / Ajay Agrawal, Joshua Gans, Avi Goldfarb.. - Boston, Massachusetts : Harvard business review press, 2018. - x, 250 pages ; 25 cm., Phân loại: 658.0563 AGR 2018, Tài liệu tham khảo</p> <p>Tóm tắt: The idea of artificial intelligence--job-killing robots, self-driving cars, and self-managing organizations--captures the imagination, evoking a combination of wonder and dread for those of us who will have to deal with the consequences. But what if it's not quite so complicated? The real job of artificial intelligence, argue these three eminent economists, is to lower the cost of prediction. And once you start talking about costs, you can use some well-established economics to cut through the hype. The constant challenge for all managers is to make decisions under uncertainty. And AI contributes by making knowing what's coming in the future cheaper and more certain. But decision making has another component: judgment, which is firmly in the realm of humans, not machines. Making prediction cheaper means that we can make more predictions more accurately and assess them with our better (human) judgment. Once managers can separate tasks into components of prediction and judgment, we can begin to understand how to optimize the interface between humans and machines. More than just an account of AI's powerful capabilities, Prediction Machines shows managers how they can most effectively leverage AI, disrupting business as usual only where required, and provides businesses with a toolkit to navigate the coming wave of challenges and opportunities</p> |
| 687 | <p>Management tips / from Harvard Business Review.. - Boston, Mass. : Harvard Business Review Press, c2011. - vii, 214 p. ; 16 cm., Phân loại: 658 MAN 2011, Tài liệu tham khảo</p> <p>Tóm tắt/; This handy guide is packed with quick tips on a broad range of topics, organized into three major skills every manager must master: * Managing yourself * Managing your team * Managing your business Drawing from HBR's popular Management Tip of the Day, the book puts the best management practices and insights, from top thinkers in the field, right at your fingertips. Pick it up any time you have a few minutes to spare, and you'll have a fresh, powerful idea you can immediately put into action. You may not be able to do much about being time-starved. But with Management Tips from the Harvard Business Review as your guide, you'll stand the best chance of succeeding in your role as a manager</p> |

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| 688 | <p>It's not rocket science : 4 simple strategies for mastering the art of execution / Dave Anderson.. - Hoboken, Newjersey : Wiley, 2015. - xxi, 223 pages ; 24 cm., Phân loại: 658.8 ADN 2015, Tài liệu tham khảo</p> <p>Tóm tắt: It's Not Rocket Science blasts through the trends and false promises permeating the business world to help you and your company get back to basics and get things done. Why doggedly pursue the "next big thing" when the most effective drivers of growth are right under your nose? This book asserts that you've already heard, been taught, and know well the key fundamentals that spell business success, and presents a compelling, four strategy blueprint for returning your business culture and strategies to a rock solid foundation of execution excellence. Each chapter opens with The Challenge, which outlines a current condition that exists due to a departure from common sense behaviors, and tasks you with following the appropriate execution principles to get your business on the right track. After a thorough explanation of "what" and "why," each chapter gives you the actionable "how" so you can implement these valuable steps and master the art of execution in your organization. Shifting sands do not make for a sustainable structure. If your organization is to be robust and strong enough to weather any storm, the strength must come from the very core; the ability for each member of your team to execute daily and effectively towards your organization's most compelling goals. Frankly, the last things most organizations need is another goal they'll miss because they can't execute well. This book reminds you of the four timeless execution methods and strategies that have proven themselves over centuries, and shows you how they are implemented in</p> |
| 689 | <p>HBR guide to coaching employees : Give effective feedback. Foster steady growth. Motivate star performers. . - Boston, Massachusetts : Harvard Business Review Press, 2015. - 169 p. ; 21 cm., Phân loại: 658.3124 HBR 2015, Tài liệu tham khảo</p> <p>Tóm tắt: In the HBR Guide to Coaching Employees you'll learn how to: Create realistic but inspiring plans for growth Ask the right questions to engage your employees in the development process Give them room to grapple with problems and discover solutions Allow them to make the most of their expertise while compelling them to stretch and grow Give them feedback they'll actually apply Balance coaching with the rest of your workload</p> |

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| 690 | <p>Leading through language : choosing words that influence and inspire / Bart Egnal.. - Hoboken, New Jersey : Wiley, 2016. - xxv, 226 pages ; 24 cm., Phân loại: 658.45 ENG 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Become a more effective leader--cut the jargon and say what you mean Leveraging. Strategizing. Opening the kimono. Unlocking human capital. Trying to nail that BHAG. All on a go forward basis. These are only a few examples of the jargon-ridden language that is too often the mainstay of business communication. Jargon frustrates, confuses, and generally alienates listeners. Yet it's also everywhere, and using it can often seem like a mandatory requirement for anyone who wants to establish credibility in a professional workplace. To be an effective leader, you must be brave enough to be the first to drop jargon in favor of simple, coherent language. This can be difficult if you've spent years immersed in business culture, but Leading Through Language will show just how much you've come to rely on jargon, why it's holding you back, and how to trim it away to more effectively convey information and ideas. Understand why jargon is reviled, yet ubiquitous Learn why "business speak" gets in the way of business Discover what kind of language influences and inspires others Convey ideas with clarity, energy, and conviction Approach all communication as an act of leadership Communication often falls by the wayside in favor of more measurable data-backed performance metrics; but good communication has the power to improve metrics in every area of an organization. Leading Through Language is the business world's much-needed guide to true leadership communication, showing you how to eliminate idle talk</p> |
| 691 | <p>HBR guide to building your business case : Tell a compelling story. Identify stakeholders. Analyze risk and return / Raymond Sheen, Amy Gallo.. - Boston, Massachusetts : Harvard Business Review Press, 2015. - 149 p. ; 21 cm., Phân loại: 658.4012 SHE 2015, Tài liệu tham khảo</p> <p>Tóm tắt: The HBR Guide to Building Your Business Case, written by project management expert Raymond Sheen, gives you the guidance and tools you need to make a strong case. You'll learn how to: Spell out the business need for your idea, Align your case with strategic goals, Build the right team to shape and test your idea, Calculate the return on investment, Analyze risks and opportunities, Present your case to stakeholders</p> |

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| 692 | <p>HBR guide to finance basics for managers : Speak the language. Decide with data. Manage profitably. . - Boston, Massachusetts : Harvard Business Review Press, 2012. - ix, 174 p. ; 21 cm., Phân loại: 658.15 HBR 2012, Tài liệu tham khảo</p> <p>Tóm tắt: The HBR Guide to Finance Basics for Managers will help you: Learn the language of finance Compare your firm's financials with rivals' Shift your team's focus from revenues to profits Assess your vulnerability to industry downturns Use financial data to defend budget requests Invest smartly through cost/benefit analysis</p> |
| 693 | <p>Changing your company from the inside out : a guide for social intrapreneurs / Gerald F. Davis and Christopher J. White.. - Boston, Massachusetts : Harvard business review press, 2015. - x, 191 pages ; 25 cm., Phân loại: 658.408 DAV 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Changing Your Company from the Inside Out offers you the tools you need to champion initiatives that are meaningful to you, socially responsible, and align with your company's mission and strategy. Drawing on the lessons of dynamic social movements-from the Civil Rights Movement to the Arab Spring-and the real-world successes of corporate intrapreneurs, Davis and White present concrete strategies and tactics for effecting meaningful change in companies. This is an indispensable and practical guide for anyone seeking to create a sustainable venture within an existing enterprise</p> |

HBR guide to making every meeting matter : Craft a clear agenda tame troublemakers follow through. . - Boston, Massachusetts : Harvard Business Review Press, 2016. - xi, 225 p. : 21 cm., Phân loại: 658.456 HBR 2016, Tài liệu tham khảo

694

Tóm tắt: Meetings. They hold such promise for moving your business forward, but they rarely deliver. We all know the steps we're supposed to take to run an effective meeting, but we seldom follow them. Why? Perhaps it just doesn't seem worth the time to pinpoint what we want to accomplish, craft an agenda, handpick participants, issue prework, and, after the meeting, send out notes summarizing key decisions and next steps. But meeting preparation and follow-up is time well spent. This guide offers practical tips to make your meetings easier to prepare for, more enjoyable to run, and more productive. In time, these steps will become so ingrained you won't be able to imagine running a meeting any other way. You'll learn how to: determine whether you even need to meet manage basic meeting prep orchestrate group decision making get the most out of web- and phone-conferencing tools cope with chronic latecomers, windbags, and other common problems turn a bad meeting around keep the momentum going with prompt meeting follow-up develop a reputation for running great meetings

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| 695 | <p>HBR guide to buying a small business / Richard S. Ruback, Royce Yudkoff.. - Boston, Massachusetts : Harvard Business Review Press, 2017. - x, 302 p. ; 21 cm., Phân loại: 658.162 HBR 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards--as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the 'HBR Guide to Buying a Small Business,' Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you; Raise capital for your acquisition; Find and evaluate the right prospects; Avoid the pitfalls that could derail your search; Understand why a 'dull' business might be the best investment; Negotiate a potential deal with the seller; Avoid deals that fall through at the last minute</p> |
| 696 | <p>The non nonprofit : for-profit thinking for nonprofit success / Steve Rothschild ; foreword by Bill George.. - San Francisco, CA : Jossey-Bass, c2012. - xii, 238 p. ; 24 cm., Phân loại: 658.048 ROT 2012, Tài liệu tham khảo</p> |
| 697 | <p>Winning the story wars : why those who tell-- and live-- the best stories will rule the future / Jonah Sachs.. - Boston, Massachusetts : Harvard Business Review Press, 2012. - viii, 264 p. : 25 cm., Phân loại: 658.802 SAC 2012, Tài liệu tham khảo</p> <p>Tóm tắt: Globally recognized storyteller, designer and entrepreneur Jonah Sachs argues that only those brands that tell values-driven stories through the right channels will revolutionize marketing, and systematically breaks down how communicators can go beyond the sell by creating stories that inspire people not just to listen, but to proselytize.</p> |
| 698 | <p>Leading change / John P. Kotter.. - Boston, Massachusetts : Harvard Business Review Press, 2012. - xii, 194 p : 24 cm., Phân loại: 658.406 KOT 2012, Tài liệu tham khảo</p> |

699

Build an A-team : play to their strengths and lead them up the learning curve / Whitney Johnson.. - Boston, Massachusetts : Harvard business review press, 2018. - 194 pages : 22 cm., Phân loại: 658.4022 JOH 2018, Tài liệu tham khảo
Tóm tắt: Do you want to have a high-performing team that strives for greatness, even in the face of uncertainty? Do you want to be a boss people love, while also driving high performance? Building morale and high performance are about engagement, and engagement is all about learning, argues Whitney Johnson. In over twenty years of research, investing, consulting, and coaching, Johnson has seen that people need continuous learning and fresh challenges to stay engaged. In this book you'll learn how to build an "A" team by leading team members on their current learning curve, how to design their jobs to maximize learning and engagement, and how to implement a seven-step process for advancing up the learning curve. We all want opportunities to learn, experiment, and grow in our jobs. The best bosses know this, and they know how to make it happen through thoughtful role design and just enough challenge. The result is a team that learns how to thrive, no matter what the industry throws at them

The Clayton M. Christensen reader : selected articles from the world's foremost authority on disruptive innovation. . - Boston, Massachusetts : Harvard business review press, 2016. - xii, 212 pages : 21 cm., Phân loại: 658 CHR 2016, Tài liệu tham khảo

700

Tóm tắt: No business can afford to ignore the theory of disruptive innovation. But the nuances of Clayton Christensen's foundational thinking on the subject are often forgotten or misinterpreted. To achieve continuing growth in your business while defending against upstarts, you need to understand clearly what disruption is and how it works, and know how it applies to your industry and your company. In this collection of Christensen's most influential articles—carefully selected by Harvard Business Review's editors—his incisive arguments, clear theories, and readable stories give you the tools you need to understand disruption and what to do about it. The collection covers a broad spectrum of topics—business model innovation, mergers and acquisitions, value-chain shifts, financial incentives, product development—these articles illuminate the impact and implications of disruptive innovation as well as Christensen's broader thinking on management theory and its application in business and in life

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| 701 | <p>Breaking bad habits : how to reinvigorate your business by defying industry norms / by Freek Vermeulen.. - Boston, Massachusetts : Harvard business review press, 2017. - pages cm. , Phân loại: 658.4063 VER 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Every organization follows a set of best practices - ideas, processes, and philosophies that have become accepted in their respective industries. In many cases, best practices are a good thing: they allow organizations to operate more quickly and efficiently. But, even though they're created and then followed with good intentions, best practices can also have pernicious effects. In the UK, for example, the government ranked IVF clinics based on their success rates, and made the rankings public. On the surface, this seems like a good thing. The government, in an effort to be more transparent, was hoping to provide patients as much information as possible. The problem is that the rankings changed the behavior of a lot of clinics, mostly in negative ways. With the rankings in mind, clinic administrators sought patients with a high-probability of getting pregnant in order to goose their success rates and climb higher in the rankings. In the end, the best practice led to bad incentives and misinformed patients. In Breaking Bad Habits, Freek Vermeulen explains the hidden dangers of best practices, how to identify the bad from the good, and how to protect oneself in the future. Most important, he also offers a path toward competitive advantage: once companies weed out their worse practices, they can transform their previous inefficiencies into new sources of innovation</p> |
| 702 | <p>Accelerate : building strategic agility for a faster moving world / John P. Kotter.. - Boston, Massachusetts : Harvard business review press, 2014. - x, 206 pages ; 22 cm., Phân loại: 658.4012 KOT 2014, Tài liệu tham khảo</p> |
| 703 | <p>Playing to win : How strategy really works / A. G. Lafley, Roger L. Martin.. - Boston, Massachusetts : Harvard Business Review Press, 2013. - 260 p. : 24 cm., Phân loại: 658.4012 LAF 2013, Tài liệu tham khảo</p> |

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The analytical marketer : how to transform your marketing organization / Adele Sweetwood.. - Boston, Massachusetts : Harvard business review press, 2016. - xi, 181 pages ; 25 cm., Phân loại: 658.802 SWE 2016, Tài liệu tham khảo

Tóm tắt: Analytics are driving big changes, not only in what marketing departments do but in how they are organized, staffed, led, and run. Leaders are grappling with issues that range from building an analytically driven marketing organization and determining the kinds of structure and talent that are needed, to leading interactions with IT, finance, and sales and creating a unified view of the customer. The Analytical Marketer provides critical insight into the changing marketing organization--digital, agile, and analytical--and the tools for reinventing it. Written by the senior global vice president of marketing for SAS, The Analytical Marketer is based on firsthand experience. Challenged to change by its company's own analytical products, the SAS marketing organization was forced to rethink itself in order to take advantage of the new capabilities that those tools offer the modern marketer. Key marketers and managers at SAS tell their stories alongside the author's candid lessons learned as she led the marketing organization's transformation. With additional examples from other leading companies, this book is a practical guide to creating a set of best practices and a new marketing culture that thrives on and adds value through data and analytics

Leading transformation : How to take charge of your company's future / Nathan R. Furr, Kyle Nel, Thomas Zoëga Ramsøy.. - Boston, Massachusetts : Harvard Business Review Press, 2018. - vi, 243 pages : 24 cm., Phân loại: 658.4063 FUR 2018, Tài liệu tham khảo

705

Tóm tắt: Leaders know that their job is to lead transformation to keep pace with technology and an ever-changing business environment. They also know that they are bound to fail doing so. But not because they can't solve a technology or strategy problem. They will fail because of the intractable human problems--fear, habits and routines, politics, the inability to see what doesn't yet exist--associated with change. These challenges are as old as the hills, but what if there were finally a way to transcend them? This book reveals a radical new method for doing just that. Written by the manager who designed and implemented it, the neuroscientist who helped make it work, and the academic who explains why it works and how to do it, Leading Transformation introduces an innovative yet proven process for creating breakthrough change. Broken down into three steps--envisioning the possible, breaking down resistance, and prototyping the future--this process uses cutting edge tools such as science fiction, artifact trails and neuroprototypes to overcome people's inability to conjure up or react to what doesn't yet exist, override powerful habits and routines that prevent people from changing, and create compelling non-linear narratives about the organization's future and how to get there. Used successfully by organizations such as Lowe's, IKEA, Levi's, Microsoft, Google and NASA--with numerous other companies around the world learning how to apply it--the process revealed in this book gives

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| 706 | <p>Alive at work : the neuroscience of helping your people love what they do / Daniel M. Cable.. - Boston, Massachusetts : Harvard business review press, 2018. - viii, 203 pages : 25 cm., Phân loại: 658.314 CAB 2018, Tài liệu tham khảo</p> <p>Tóm tắt: We've all seen the oft-cited Gallup poll that reports that an alarming majority of the workforce is disengaged and unmotivated. In <i>Alive at Work</i>, social psychologist Dan Cable argues that the reason for all the unhappiness is biological: organizations, in an effort to routinize work and establish clear-cut performance metrics, are suppressing what neuroscientists call our Seeking Systems, the part of our brain that craves exploration and learning. The good news is that organizations can activate our Seeking Systems, and, as Cable explains, it doesn't take extensive overhauls to their cultures to do so. With small changes, managers and supervisors can make meaningful impacts on our lives and restore our zest for work. For instance, the book reveals: how new hires exhibited their best traits and were less likely to quit in the future after sharing stories about themselves during on-boarding seminars, how Italian factory workers reduced their anxiety about a new process by playing with Legos, how employees at Make-A-Wish reduced burnout by crafting their own job titles. Filled with real-life examples from the author's own research and consulting, <i>Alive at Work</i> equips managers--and anyone looking to find more joy in their nine-to-five existence--with the guidance to maximize the curiosity and passion that lives within themselves and others</p> |
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| 707 | <p>Entering Startupland : an essential guide to finding the right job / Jeffrey Bussgang.. - Boston, Massachusetts : Harvard business review press, 2017. - 230 pages ; 25 cm., Phân loại: 658.1 BUS 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Many professionals aspire to work for a start-up. Executives from large companies view them as models to help them adapt to today's dynamic innovation economy. Yes, start-ups look magical, but they can also be chaotic and inaccessible. Many books are written for those who aspire to be founders, but a company only has one or two of those. What's needed are hundreds of employees to do the day-to-day work required to operate a fledgling company and grow it into something of value. This practical, step-by-step guide provides an insider's analysis of various start-up roles and responsibilities, including product development, marketing, growth strategy, and sales, to help you figure out if you want to join a start-up and what to expect if you do. You'll gain insight into how successful start-ups operate and learn to assess which of them you might want to join--or emulate. Inside this book you'll find: A tour of typical start-up roles to help you determine which one might be the best fit for you Profiles of start-up executives in many different functions who share their stories and describe their responsibilities A practical approach to your job search that will help you position yourself to find the start-up opportunity that's right for you Written by an experienced venture capitalist, entrepreneur, and Harvard Business School professor, Welcome to StartUpLand will guide you as you seek your ideal entry point into this popular, cutting-edge organizational paradigm</p> |
| 708 | <p>Managing projects : create your schedule, monitor your budget, meet your goals. . - Boston, Massachusetts : Harvard business review press, 2014. - ix, 129 pages ; 18 cm., Phân loại: 658.404 MAN 2014, Tài liệu tham khảo</p> <p>Tóm tắt: You've been asked to manage a key project--or perhaps you've volunteered for an assignment that could advance your career. So how do you make sure the project succeeds? Managing Projects walks you quickly through the basics, including: Drawing up a realistic schedule and project plan Monitoring key tasks and benchmarks Communicating with stakeholders Bringing the project to a close.</p> |

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| 709 | <p>Running meetings : lead with confidence, move your project forward, manage conflicts. . - Boston, Massachusetts : Harvard business review press, 2014. - viii, 116 pages ; 18 cm., Phân loại: 658.456 RUN 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Whether you're new to running meetings or a seasoned executive with no time to waste, leading effective (and even pleasant!) meetings is a must. Running Meetings guides you through the basics of: Crafting a useful agenda. Inviting the right team members. Making sure everyone's voice is heard while avoiding conflict. Capturing decisions, ideas, and follow-up tasks.</p> |
| 710 | <p>Giving effective feedback : check in regularly, handle conversations, bring out the best. . - Boston, Massachusetts : Harvard business review press, 2014. - viii, 96 pages ; 18 cm., Phân loại: 658.3125 GIV 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Includes index. Whether you're dealing with a problem employee or praising the good work of a colleague, you need to communicate in a way that promotes positive change in others. Giving Effective Feedback quickly walks you through the basics of delivering feedback that gets results, including: Choosing the right time to talk. Engaging in productive dialogue. Helping both star and struggling performers. Developing a plan for effective follow-up.</p> |
| 711 | <p>Performance reviews : evaluate performance, offer constructive feedback, discuss tough topics. . - Boston, Massachusetts : Harvard business review press, 2015. - viii, 116 pages ; 18 cm., Phân loại: 658.3125 PER 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Conducting performance reviews can be stressful. But these conversations are critical to your employees' development, allowing you to formally communicate with them about their accomplishments relative to their goals. Performance Reviews guides you through the basics. You'll learn to: Gather and analyze the right information. Document your assessment. Address performance problems. Set challenging goals.</p> |

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| 712 | <p>Finance basics : decode the jargon, navigate key statements, gauge performance / Harvard Business School.. - Boston, Massachusetts : Harvard business review press, 2014. - ix,131 pages ; 18 cm., Phân loại: 658.15 FIN 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Intimidated by corporate finance? The numbers (and the jargon) can feel overwhelming--but you have to understand them to manage effectively. Finance Basics explains the fundamentals simply and quickly, introducing you to key terms and concepts such as: How to navigate financial statements. How to weigh costs and benefits. What's involved in budgeting and forecasting. How to gauge a company's financial health</p> |
| 713 | <p>Hacking sales : the ultimate playbook and tool guide to building a high velocity sales machine / Max Altschuler.. - Hoboken, New Jersey : Wiley, 2016. - xvi, 144 pages ; 24 cm., Phân loại: 658.81 ALT 2016, Tài liệu tham khảo</p> |
| 714 | <p>Generational selling tactics that work : quick and dirty secrets for selling to any age group / Cam Marston.. - Hoboken, NJ : John Wiley & Sons, 2011. - xiii, 241 p. : 24 cm., Phân loại: 658.85 MAR 2011, Tài liệu tham khảo</p> |

The innovator's solution : Creating and sustaining successful growth / Clayton M. Christensen, Michael E. Raynor.. - Boston, Massachusetts : Harvard Business Review Press, 2013. - x, 301 p. : 25 cm., Phân loại: 658.4063 CHR 2013, Tài liệu tham khảo

715

Tóm tắt: A seminal work by bestselling author Clayton M. Christensen, now with a refreshed package. In the international bestseller *The Innovator's Dilemma*, Clayton Christensen exposed the Achilles' heel of many companies: by ignoring the disruptive technologies that evolve to displace them, they help initiate their own demise. In *The Innovator's Solution*, Christensen and Michael Raynor take the idea of disruption one step further--explaining how companies can and should become disruptors themselves. Now with a new look, *The Innovator's Solution* proves just how timely and relevant these ideas continue to be in today's hyper-accelerated business environment. Christensen (author of the award-winning Harvard Business Review article, "How Will You Measure Your Life?"), and Raynor give usable advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. Citing in-depth research and theories tested in hundreds of companies across many industries, *The Innovator's Solution* is an important addition to any innovation library and an essential read for entrepreneurs and business builders. Published by Harvard Business Review Press

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| 716 | <p>Becoming agile : how the SEAM approach to management builds adaptability / Christopher G. Worley, Veronique Zardet, Marc Bonnet, Amandine Savall.. - Hoboken, New jersey : Jossey-bass. - xix, 165 pages ; 23 cm., Phân loại: 658.406 BEC 2015, Tài liệu tham khảo</p> <p>Tóm tắt: This book illustrates the process of becoming an agile organization. Reflecting the principles presented in The Agility Factor, readers are taken on a real-world journey of transformation and change. This short-format case study of the French company Brioche Pasquier highlights how one organization successfully implemented the principles of agility using the socio-economic approach to management, detailing each step of the process and describing how every decision brought the goal closer within reach. Readers get inside the heads of decision makers to gain insight into how tough decisions were made, how new, important, and flexible management tools were implemented, and how the necessary changes ultimately benefitted both the organization and the people who made it work. From overarching policy to day-to-day procedure, the story provides a clear example of how an agile organization is developed, giving readers a foundation upon which to implement similar changes in their own organization.</p> |
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The innovator's method : Bringing the lean startup into your organization / Nathan Furr, Jeff Dyer.. - Boston, Massachusetts : Harvard Business Review Press, 2014. - ix, 268 pages : 25 cm., Phân loại: 658.4063 FUR 2014, Tài liệu tham khảo

717

Tóm tắt: A radical new method-adapting the latest techniques honed by successful start-ups-for managing innovation in established businesses. Call it "lean start-up," "design thinking," or "agile." No matter the name, it's clear that a new method is revolutionizing how to successfully create, refine, and bring ideas to market-without traditional business planning. But because these ideas and techniques run counter to conventional managerial thinking and practice, managers in established organizations have difficulty implementing them. No longer. Based on field work with thousands of managers and validated inside dozens of companies, innovation experts Nathan Furr and Jeff Dyer show when and how to apply a "lean start-up" approach to innovation in established businesses. The Innovator's Method takes managers through these new practices for managing innovation. With detailed cases from the authors' work implementing these ideas with companies such as Intuit, NEC, P&G, Virgin Airlines, Kia, Folio, Citi, Hallmark, and Verizon, The Innovator's Method picks up where Jeff Dyer's The Innovator's DNA leaves off, showing how to test, validate and commercialize ideas with the lean and agile techniques that successful entrepreneurs use

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| 718 | <p>It's not the how or the what but the who : succeed by surrounding yourself with the best / Claudio Fernandez Araoz.. - Boston, Massachusetts : Harvard Business Review Press, 2014. - viii, 244 pages : 25 cm., Phân loại: 658.3 FER 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Succeed by mastering the art of the who Why surround yourself with the best? Because it matters-in all aspects of life. In fact, in professional environments, getting people right-what global leadership authority Claudio Fernandez-Araoz calls "the art of great; who' decisions"-marks the difference between success and failure. To thrive, you need to identify those with the highest potential, get them in your corner and on your team, and help them grow. Yet surprisingly very few of us are able to meet that challenge. This series of short and engaging essays outlines the obstacles to great "who" decisions and offers solutions to address them in a systematic way. Drawing from several decades of experience in global executive search and talent development, as well as the latest management and psychology research, Fernandez-Araoz offers wisdom and practical advice to improve the choices we make about employees and mentors, business partners and friends, top corporate leaders and even elected officials. The personal stories and cutting-edge studies described in the book will help you understand both your own failings and the external forces commonly at play in staffing decisions. The author shares concrete recommendations on how to select the best people, bring out their strengths, foster collective greatness in the groups you've assembled, and create not only better organizations but also a better society. Starting with the cases of Amazon</p> |
| 719 | <p>HBR's 10 must reads: the definitive management ideas of the year from Harvard Business Review 2016. . - Boston, Massachusetts : Harvard business review press, 2016. - xi, 181 pages ; 21 cm., Phân loại: 658 HBR 2016, Tài liệu tham khảo</p> <p>Tóm tắt: We've combed through the ideas, insights, and best practices from the past year of Harvard Business Review to help you get up to speed fast on the relevant concepts driving business today. Discover new ideas and sample the latest thinking of our vast array of management experts. Revisit these topics now to make sure your organization is incorporating the best, most up-to-date practices, or keep this book as a reference so you can turn to these memorable pieces when you need them the most. The collection includes articles on leadership, strategy, and innovation, as well as articles that will help you manage yourself and others. A year's worth of management wisdom, all in one place. Includes two bonus articles</p> |

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| 720 | <p>Research in organizational behavior : An annual series of analytical essays and critical reviews / Vol.6 Howard M. Weiss, Seymour Adler, Faye Crosby... ; Ed.: Barry M. Staw, L. L. Cummings. - London : Jai Press, 2013. - x, 475 p. : 24 cm., Phân loại: 658.4 RES 1984, Tài liệu tham khảo</p> <p>Tóm tắt: This book combines 10 papers editorial statement by Barry M.Staw and L.L Cumming, Personality and organizational behavior by Howard M Weiss and Seymour, Relative deprivation in organizational setting by Faye Crosby, Goal setting a theoretical analysis a motivational technology by James C.Naylor and Daniel R Ilgen, Third party conflict intervention a procedural framework by Blair H.Sheppard, Information richness a new approach to managerial behavior and organization design by Richard L Daft and Robert H Lengel, The effectiveness by Kim S Cameron, Occupational commuties culture and control in organizations by John Van Maanen and Stephen R Barley, Transorganizational development by Thomas G Cumming, Cross-national organizational reseach the grasp of blind man by Karlene H Roberts and Nakiye A Boyacigiller</p> |
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What's your digital business model? : six questions to help you build the next-generation enterprise / by Peter D. Weill and Stephanie L. Woerner.. - Boston, Massachusetts : Harvard Business Review Press, 2018. - 239 pages ; 24 cm.,
Phân loại: 658.05 WEI 2018, Tài liệu tham khảo

721

Tóm tắt: What is your digital business model? While many leaders of companies recognize the threat from digital--and the potential opportunity--they lack a common language or a compelling framework to help them assess it and, more importantly, to direct them. They don't know how to think about their digital business model. In this probing and practical book, Peter Weill and Stephanie Woerner provide much-needed tools, self-assessments, motivating examples, and key financial analyses of where the profits will likely be made. Based on five years of study at the MIT Center for Information Systems Research, the book provides a powerful yet simple framework that has been field-tested globally with more than a dozen senior management teams. The authors found that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities: (1) Supplier, (2) Omni-channel, (3) Modular Producer, and (4) Ecosystem Driver. The framework helps companies clarify where they are currently in an increasingly digital business landscape and highlights what's needed to move toward another, higher-value digital business model. In meeting the growing challenge to "go digital," this smart book will help you grapple with the threats,

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| 722 | <p>The soft edge : Where great companies find lasting success / Rich Karlgaard ; Foreword: Tom Peters ; Afterword: Clayton M. Christensen.. - San Francisco : Jossey-Bass, 2014. - xix, 251 p. ; 24 cm., Phân loại: 658.4 KAR 2014, Tài liệu tham khảo</p> <p>Tóm tắt: High performance has always required shrewd strategy and superb execution. These factors remain critical, especially given today's unprecedented business climate. But Rich Karlgaard--Forbes publisher, entrepreneur, investor, and board director--takes a surprising turn and argues that there is now a third element that's required for competitive advantage. It fosters innovation, it accelerates strategy and execution, and it cannot be copied or bought. It is found in a perhaps surprising place--your company's values. Karlgaard examined a variety of enduring companies and found that they have one thing in common; all have leveraged their deepest values alongside strategy and execution, allowing them to fuel growth as well as weather hard times. Karlgaard shares these stories and identifies the five key variables that make up every organization's "soft edge" consisting: Trust, Smarts, Teamwork, Taste, and Story.</p> |
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| 723 | <p>Thoughtfully ruthless : The key to exponential growth / Val Wright.. - Hoboken : Wiley, 2016. - xv, 208 p. : 24 cm., Phân loại: 658.409 WRI 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Thoughtfully Ruthless lays out the secret to rapid business growth by showing you how to magically invent more time, catapult your energy, and boost the productivity of your resources. Author Val Wright has worked with leaders of all stripes—from doctors to musicians to Fortune 50 C-suite executives—to help them unlock their potential and achieve the next level of success. Her experiences have shown time and time again that it's not the economy, or the market conditions, or the competition that's holding your business back. The secret to exponential growth lies within how leaders ruthlessly manage their time, energy, and resources in parallel. Everyone is on a virtual center stage with the whole world watching and reporting every move, leaders need to know how to be ruthless in a thoughtful way. This book shows you how to become that kind of leader, and how to adopt the habits, skills, and practices of some of the most successful business leaders of our time. You'll learn how to become sensibly selfish, how to spend your time and energy, and what issues to delegate or ignore so you can clear your slate to focus on what really matters to you. In a world where rapid growth is the new norm, we have input overload. Leadership is much-lauded but commonly under-practiced in business today. This book is designed to help you shape your leadership to drive business growth, get you promoted faster, and create a life that you love. This book provides a model for growth-oriented leadership, and lays out the essential practices you should start</p> |
| 724 | <p>Unselling : the new customer experience / Scott Stratten.. - Hoboken : Wiley, 2014. - vi, 234 pages ; 24 cm., Phân loại: 658.8 STR 2014, Tài liệu tham khảo</p> |

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| 725 | <p>Fundraising with businesses : 40 new (and improved!) strategies for nonprofits / Joe Waters.. - Hoboken : Wiley, 2014. - xx, 284 pages ; 24 cm., Phân loại: 658.15224 WAT 2014, Tài liệu tham khảo</p> <p>Tóm tắt: This book presents forty practical fundraising strategies to help small to medium-sized nonprofits raise more money from businesses, Fundraising with Businesses breathes new life into nonprofit / for-profit relationships to begin a new era of doing good and well. It also presents new and improved fundraising strategies for raising money from businesses—from in-store register promotions and shopping fundraisers to online workplace giving solutions and digital campaigns involving popular social networking sites. The fundraising potential of working with businesses is greater than ever. Read Fundraising with Businesses and discover the tools to turn existing and new business relationships into successful—and lucrative—partnerships.</p> |
| 726 | <p>Visual six sigma : making data analysis lean / Ian Cox, Marie A. Gaudard, Mia L. Stephens.. - Hoboken, New Jersey : Wiley & Sons, 2016. - xvii, 553 pages ; 26 cm., Phân loại: 658.4013 COX 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Streamline data analysis with an intuitive, visual Six Sigma strategy Visual Six Sigma provides the statistical techniques that help you get more information from your data. A unique emphasis on the visual allows you to take a more active role in data-driven decision making, so you can leverage your contextual knowledge to pose relevant questions and make more sound decisions. You'll learn dynamic visualization and exploratory data analysis techniques that help you identify occurrences and sources of variation, and the strategies and processes that make Six Sigma work for your organization. This updated third edition includes new information on data quality, presentation, and analysis, with new, streamlined case studies featuring the latest functionalities in JMP 11 and JMP 11 Pro, complete with illustrative screenshots. The companion website includes a test bank, end-of-chapter questions, and free 30-day access to a fully functional demo version of JMP software from the SAS Institute, so you can immediately begin putting your newfound knowledge to work. The Six Sigma strategy helps you identify and remove causes of defects and errors in manufacturing and business processes; the more pragmatic Visual approach opens the strategy beyond the realms of statisticians to provide value to all business leaders amid the growing need for more accessible quality management tools. See where, why, and how your data varies Find clues to underlying behavior in your data Identify key models and drivers Build your own Six-Sigma</p> |

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| 727 | <p>Corporate value creation : an operations framework for nonfinancial managers / Lawrence C. Karlson.. - Hoboken, New Jersey : John Wiley & Son, 2015. - 1 online resource. 27 cm., Phân loại: 658.155 KRA 2015, Tài liệu tham khảo</p> <p>Tóm tắt: This book provides a thorough understanding of the qualitative and quantitative aspects of managing a business for the purpose of value creation. Readers will find detailed information on financial reports, valuation, modeling and forecasting, and more, including discussion of best practices that functional management can embrace to leverage performance. The book also helps the reader tie them all together by using a step-by-step approach to build or modify a business plan that includes a complete set of financial statements. Corporate Value Creation is a thorough, detailed guide but it is also valuable for managers who are looking for information on a specific topic or simply wanting to understand at a high level what's involved in running a successful business</p> |
| 728 | <p>Cross-border mergers and acquisitions / edited by Scott C. Whitaker.. - Hoboken, New Jersey : John Wiley & Son, 2016. - xxii, 440 pages ; 24 cm., Phân loại: 658.162 CRO 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Navigate cross border M&#38;A for a flawless integration execution Cross Border Mergers and Acquisitions is a practical toolbox for corporate strategy and development professionals dealing with the many challenges involved in cross border M&#38;A. With a detailed discussion of key market specifics and broadly-applicable critical insight, this book demystifies the cross border M&#38;A process and provides a host of practical tools that ease strategic implementation. A geographical overview explains the trends in major M&#38;A markets including Australia, Brazil, China, Russia, the U.K., and the U.S., and industry-specific guidance covers Financial Services, Aerospace and Defense, Health Care, Tech, Manufacturing, and more. Leading experts relate lessons learned while managing actual PMI processes, and the discussion of cultural impacts and specific situational needs provides deep insight into the type of leadership a flawless integration requires. Corporate restructuring and internationalization efforts are increasingly relying on cross border mergers and acquisitions. Strategies, motives, and consequences are a complex navigational minefield, but this insightful guide provides solid, actionable guidance for leading a successful integration. Understand the region-specific details that make an impact Overcome common challenges and manage complex deals Gain practical insight and valuable tools for leading integration Learn the most current best practices for PMI processes Cross border M&#38;A is complex, with</p> |

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| 729 | <p>Uncommon service : how to win by putting customers at the core of your business / Frances Frei, Anne Morriss.. - Boston, Mass. : Harvard Business Review Press, 2012. - x, 247 p. : 24 cm., Phân loại: 658.812 FRE 2012, Tài liệu tham khảo</p> |
| 730 | <p>The alliance : Managing talent in the networked age / Reid Hoffman, Ben Casnocha, Chris Yeh.. - Boston : Harvard Business Review Press, 2014. - ix, 193 pages : 22 cm., Phân loại: 658.3 HOF 2014, Tài liệu tham khảo</p> <p>Tóm tắt: This book includes employment in the networked age, tour of duty, building alignment in a tour of duty, implementing transformational tour of duty, employee network intelligence, implementing network intelligence programs, corporate alumni networks, implementing an alumni network</p> |
| 731 | <p>Marketing : the core / Roger A. Kerin, Steven W. Hartley, William Rudelius.. - New York, NY : McGraw-Hill/Irwin, 2013. - xlvii, 507 p. : 28 cm., Phân loại: 658.8 KER 2013, Tài liệu tham khảo</p> <p>Tóm tắt: This book is designed to meet the needs of a wide spectrum of faculty – from the professor who just wants a good textbook and a few key supplements, to the professor who wants a top-notch fully integrated multimedia program. This book utilises a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing: The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies. The distinctive features of the approach are illustrated below: High Engagement Style - Easy-to-read, interactive, writing style that engages students through active learning techniques. Personalised Marketing - A vivid and accurate description of businesses, marketing professionals, and entrepreneurs – through cases, exercises, and testimonials – that allows students to personalise marketing and identify possible career interests. Marketing Decision Making – The use of extended examples, cases, and videos involving people making marketing decisions. Integrated Technology - The use of powerful technical resources and learning solutions. Traditional and Contemporary Coverage - Comprehensive and integrated coverage of traditional and contemporary concepts. Rigorous Framework - A pedagogy based on the use of Learning</p> |

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| 732 | <p>Content marketing for dummies / by Susan Gunelius.. - Hoboken, NJ : Wiley Pub., 2011. - xiv, 346 p. : 24 cm., Phân loại: 658.872 GUN 2011, Tài liệu tham khảo</p> <p>Tóm tắt: Learn what content marketing is and how to develop a strategy for your business. The trick to success lies in understanding both the tools available and the strategic thought process that makes them work.</p> |
| 733 | <p>The Leadership journey : how to master the four critical areas of being a great leader / Gary Burnison, CEO of Korn Ferry afterword by Ken Blanchard.. - Hoboken, New Jersey : WILEY, 2015. - x, 96 pages : 19 cm., Phân loại: 658.4092 BUR 2015, Tài liệu tham khảo</p> <p>Tóm tắt: The Leadership Journey charts a course through four critical areas of being a great leader. Written by Korn Ferry CEO Gary Burnison, this book brings world-renown people and talent development expertise to bear in a discussion about 'good' versus 'great' leadership. Successful leadership at any level is about getting results, but how do the best of the best manage to consistently deliver bigger and better things? This book shares the 'secret sauce' of successful leadership, and provides an actionable framework for discovering—and developing—your own leadership skills and potential. Anyone can have the right hands-on skills, but true leadership finesse lies in the much tougher realm of developing self-awareness to lead yourself first; navigating by a fixed point of personal and organizational purpose; journeying with others who want to follow you; and plotting a course that's beyond the line of sight of what everyone sees. By distilling the broad and complex topic of leadership into highly accessible points and discussions, The Leadership Journey is perfect traveling companion for everyone along the leadership path. This book gives you a practical framework for becoming the kind leader your team needs to succeed. Master the key elements of great leadership. Understand why hard skills aren't enough. Learn how to motivate and lead others. Achieve more by helping others inspire and empower themselves. Grounded in practical and proven real-world</p> |

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| 734 | <p>Creating business plans : gather your resources, describe the opportunity, get buy-in. . - Boston, Massachusetts : Harvard Business Review Press, 2014. - viii, 141 pages : 18 cm., Phân loại: 658.401 CRE 2014, Tài liệu tham khảo</p> <p>Tóm tắt: A well-crafted business plan generates enthusiasm for your idea and boosts your odds of success--whether you're proposing a new initiative within your organization or starting an entirely new company. Creating Business Plans quickly walks you through the basics. You'll learn to: Present your idea clearly. Develop sound financial plans. Project risks--and rewards. Anticipate and address your audience's concerns.</p> |
| 735 | <p>Business plans kit for dummies / by Steven D. Peterson, PhD, Peter Jaret, and Barbara Findlay Schenck.. - Hoboken : John Wiley & Son, 2016. - xiv, 392 pages ; 24 cm., Phân loại: 658.4012 PET 2016, Tài liệu tham khảo</p> <p>Tóm tắt: If you're looking to establish, expand, or re-energize a business, the best place to start is with a sound business plan—and the book of Business Plans Kit For Dummies is here to help you get you started. From getting your hands on start-up money from investors to successfully growing or reimagining your venture, it offers everything you need to craft a well-defined business plan that will set you on a course to get your business moving in the right direction. Business Plans Kit For Dummies is brimming with all the tools and expert guidance you need to bring a successful business plan to life and keep your company afloat in any economic environment. Including the latest tips and resources, and packed with lots of helpful examples and sample forms, it offers everything you need to craft a winning business plan and increase the likelihood your business will not only survive, but thrive.</p> |

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| 736 | <p>Find grant funding now! : the five-step prosperity process for entrepreneurs and business / Sarah Beth Aubrey.. - Hoboken, New Jersey : John Wiley & Son, 2014. - xxv, 226 pages : 24 cm., Phân loại: 658.15224 AUB 2014, Tài liệu tham khảo</p> <p>Tóm tắt: This book is built around the Five-Step Prosperity Process Aubrey uses for her clients every day. Other features will include sample forms, such as Letters of Intent, grant searching checklists, budgets, narrative formation, sample merit review, checklist for the top five feasibility points, 30 and 60 day grant project management plans, and very importantly, the customized Grant Readiness Assessment Tool. The book will have sidebars with quotes and resources and a custom illustrated schematic of the Five Step Prosperity Process that is highlighted in each chapter to show where at in the process as they progress through the book. It will also include snap tags in each chapter that link to videos and excerpts of additional content. There are books on grant writing and there are books on business, there are even books that tell you how to start a grant writing business. This book is about how and when you could use grants to get cash to start or expand your business. This is the book the small business financial market has been missing</p> |
| 737 | <p>Performance reviews : evaluate performance offer constructive feedback discuss tough topics. . - Boston, Massachusetts : Harvard Business Review Press, 2015. - viii, 116 p. : 18 cm., Phân loại: 658.3125 PER 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Conducting performance reviews can be stressful. But these conversations are critical to your employees' development, allowing you to formally communicate with them about their accomplishments relative to their goals. Performance Reviews guides you through the basics. You'll learn to: Gather and analyze the right information. Document your assessment. Address performance problems. Set challenging goals.</p> |

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| 738 | <p>Financial intelligence : A manager's guide to knowing what the numbers really mean / Karen Berman, Joe Knight with John Case.. - Boston, Massachusetts : Harvard business review press, 2013. - xv, 284 pages ; 24 cm., Phân loại: 658.1511 BER 2013, Tài liệu tham khảo</p> <p>Tóm tắt: This new, completely updated edition brings the numbers up to date and continues to teach the basics of finance to managers who need to use financial data to drive their business. It also addresses issues that have become even more important in recent years--including questions around the financial crisis and those around broader financial and accounting literacy. Accessible, jargon-free, and filled with entertaining stories of real companies, Financial Intelligence gives nonfinancial managers the confidence to understand the nuance beyond the numbers--to help bring everyday work to a new level.</p> |
| 739 | <p>Getting beyond better : How social entrepreneurship works / Roger L. Martin, Sally Osberg.. - Boston : Harvard Business Review Press, 2015. - xiii, 248 p. : 21 cm., Phân loại: 658.408 MAR 2015, Tài liệu tham khảo</p> <p>Tóm tắt: In this compelling book, strategy guru Roger L. Martin and Skoll Foundation President and CEO Sally R. Osberg describe how social entrepreneurs target systems that exist in a stable but unjust equilibrium and transform them into entirely new, superior, and sustainable equilibria. All of these leaders--call them disrupters, visionaries, or changemakers--develop, build, and scale their solutions in ways that bring about the truly revolutionary change that makes the world a fairer and better place. The book begins with a probing and useful theory of social entrepreneurship, moving through history to illuminate what it is, how it works, and the nature of its role in modern society. The authors then set out a framework for understanding how successful social entrepreneurs actually go about producing transformative change. There are four key stages: understanding the world; envisioning a new future; building a model for change; and scaling the solution. With both depth and nuance, Martin and Osberg offer rich examples and personal stories and share lessons and tools invaluable to anyone who aspires to drive positive change, whatever the context. Getting Beyond Better sets forth a bold new framework, demonstrating how and why meaningful change actually happens in the world and providing concrete lessons and a practical model for businesses, policymakers, civil society organizations, and individuals who seek to transform our world for good.</p> |

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| 740 | <p>The Peter F. Drucker reader : selected articles from the father of modern management thinking. . - Boston, Massachusetts : Harvard Business Review Press, 2017. - xi, 165 pages ; 21 cm., Phân loại: 658 DRU 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Peter Drucker revolutionized management thinking before there was management thinking. For nearly half a century he inspired and educated managers--and powerfully shaped the nature of business--with his landmark articles in Harvard Business Review. Through Drucker's unique lens, this volume presents a rare opportunity to trace the evolution of the great shifts in organizations and to grasp more firmly the role of managers in the ongoing effort to balance change with continuity. The book also offers managers and executives a collection of best practices as well as introspective questions that will help them improve as organizational leaders. Infused with a perspective that holds new relevance today, these selections reveal a celebrated thinker at his best. Drucker paints a clear and comprehensive picture of management thinking and practice--both as it is and as it will be</p> |
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Reinventing jobs : a 4-step approach for applying automation to work / Ravin Jesuthasan and John W. Boudreau.. - Boston, Massachusetts : Harvard Business Review Press, 2018. - xi, 213 pages : 25 cm., Phân loại: 658.514 JES 2018, Tài liệu tham khảo

741

Tóm tắt: Once the decision has been made to adopt automation and artificial intelligence technologies, leaders face difficult and stubborn questions about how to implement that decision: How, when, and where should we apply automation in our organizations? Is it a stark choice between humans versus machines? How do we stay on top of these technological trends as work and automation continue to evolve? Work and human capital experts Ravin Jesuthasan and John Boudreau argue that leaders need a new set of tools to answer these daunting questions. Going beyond traditional concepts like a "job," Jesuthasan and Boudreau show leaders that automation calls for a reexamination of what a job really is and show how to determine variations of tasks within jobs and then reconstruct those elements into new and different combinations. Furthermore, transcending the endless debate about humans being replaced by machines, the authors show how smart leaders instead are optimizing human-automation combinations that are not only more efficient but generate higher returns on improved performance. Based on groundbreaking primary research, this book provides an original, structured approach and a new set of tools for applying automation and artificial intelligence in your organization. Jesuthasan and Boudreau provide a practical four-step framework--deconstruct, optimize, automate, and reconfigure--through which you and others throughout your

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| 742 | <p>If you really want to change the world : a guide to creating, building, and sustaining breakthrough ventures / Henry Kressel, Norman Winarsky.. - Boston, Massachusetts : Harvard business review press, 2015. - xii, 215 pages : ; 25 cm., Phân loại: 658.11 KRE 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Silicon Valley's popular approach to creating new ventures is rooted in trial and error-test markets with new concepts and a minimum amount of capital, and hope for valuable businesses to emerge. But this fail-fast, hit-or-miss, step-and-pivot, or tech-first philosophy can leave a trail of destruction and loss in its wake. It can be like a random walk in the forest-without a compass. This book is about helping the great entrepreneurs find true north. Henry Kressel and Norman Winarsky-technologists, inventors, and investors with stellar track records-have an approach for those who wish to create a market-leading company that will make an impact on the world: a disciplined and staged approach they've used to launch, invest in, and develop dozens of successful companies-and to create whole new markets. The method they describe takes the entrepreneur by the hand, step-by-step, through the critical stages of development of a great venture, from concept to acquisition or public offering, to being a mature company seeking to maintain its culture of innovation. It is a guide by innovators and for innovators, with approaches that are timeless. If You Really Want to Change the World is your guide to creating massively successful ventures. Drawing on the authors' experiences as well as those of their partners from around the world, Kressel and Winarsky share the stories of their triumphs and misses as of a way of demonstrating their method and inspiring their readers. They guide</p> |
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| 743 | <p>Youthnation : building remarkable brands in a youth-driven culture / Matt Britton.. - Hoboken, New Jersey : John Wiley & Son, 2015. - xxv, 292 pages : 24 cm., Phân loại: 658.827 BRI 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Youth is no longer an age? It's a commodity. 'YouthNation' is an indispensable brand roadmap to the youth-driven economy. Exploring the idea that youth is no longer an age, it's a commodity that's available to everyone. This book shows what it takes to stay connected, agile, authentic, and relevant in today's marketplace. Readers will learn the ins and outs of the new consumer, and the tools, methods, and techniques that ensure brand survival in the age of perpetual youth. Coverage includes marketing in a post-demographic world, crafting the story of the brand, building engaged communities, creating experiences that inspire loyalty and evangelism, and the cutting-edge tricks that help businesses large and small harness the enormous power of youth. The old marketing models are over, and the status quo is dead. Businesses today have to embody the ideals of youth culture in order to succeed, by tapping the new and rapidly evolving resources in business and in life. When everything is changing at the pace of a teenager's attention span, how do businesses future-fit for long-term success? This book provides a plan, and the thoughts, strategies, and brass tacks advice for putting it into action. Use New-Gen psychographics to target markets. Build stronger evangelism with a compelling brand narrative. Create loyal communities with immersive and engaging experiences. Navigate the radically-changed landscape of the future marketplace. In today's hyper-socialized, Facebook fanatic, selfie-obsessed world, youth is the primary driver</p> |
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Content marketing strategies for dummies / by Stephanie Diamond.. - Hoboken, NJ : John Wiley & Sons, Inc., 2016. - xii, 386 pages : 23 cm., Phân loại: 658.872 DIA 2016, Tài liệu tham khảo

744

Tóm tắt: Blogs and social platforms are all the rage right now—especially for strategists looking to cultivate influence among target audience members through content marketing. Content Marketing Strategies For Dummies explains how you can use content marketing to gain an edge over your competition, even in the most crowded of marketplaces. This timely text introduces you to the Five C Cycle: Company Focus, Customer Experience, Content Creation, Channel Promotion, and Closed-Loop Analysis. The Five C Cycle drives the creation and documentation of a targeted content marketing strategy, and allows you to approach your content marketing campaign with confidence. By helping you determine your company's focus, uncover your customers' experience with data, develop channel promotions across social platforms, create actionable online content, and use closed-loop analysis to build on previous success, this will become your go-to content marketing guide. Content marketing entails creating and curating content online via blog posts, social media platforms, and more. The goal is to acquire and retain customers by creating content that brings value to their lives, and that encourages them to engage with your brand. This easy-to-understand guide will help you do just that. Analyze customer data to better understand your target audience's journey. Leverage social platforms, such as Facebook and Twitter, to develop channel promotions. Create and curate intelligent, engaging content that leads to action. Build upon your previous

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| 745 | <p>HBR guide to dealing with conflict / Amy Gallo.. - Boston, Massachusetts : Harvard Business Review Press, 2017. - xxviii, 193 pages ; 23 cm., Phân loại: 658.4053 GAL 2017, Tài liệu tham khảo</p> <p>Tóm tắt: While some of us enjoy a lively debate with colleagues and others prefer to suppress our feelings over disagreements, we all struggle with conflict at work. Every day we navigate an office full of competing interests, clashing personalities, limited time and resources, and fragile egos. Sure, we share the same overarching goals as our colleagues, but we don't always agree on how to achieve them. We work differently. We rub each other the wrong way. We jockey for position. How can you deal with conflict at work in a way that is both professional and productive--where it improves both your work and your relationships? You start by understanding whether you generally seek or avoid conflict, identifying the most frequent reasons for disagreement, and knowing what approaches work for what scenarios. Then, if you decide to address a particular conflict, you use that information to plan and conduct a productive conversation. The HBR Guide to Dealing with Conflict at Work will give you the advice you need to: Understand the most common sources of conflict Explore your options for addressing a disagreement Recognize whether you--and your counterpart--typically seek or avoid conflict Prepare for and engage in a difficult conversation Manage your and your counterpart's emotions Develop a resolution together Know when to walk away</p> |
| 746 | <p>Presentations : sharpen your message, persuade your audience, gauge your impact. . - Boston, Massachusetts : Harvard business review press, 2014. - ix, 98 pages : 18 cm., Phân loại: 658.452 PRE 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Feeling stressed about your upcoming presentation? Whether you're nervous about how you'll organize your thoughts or how you'll articulate them on the big day, Presentations provides the quick guidelines and expert tips you need to: Craft your message. Prepare and rehearse effectively. Engage your audience. Manage Q&A sessions.</p> |

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| 747 | <p>The Harvard Business Review entrepreneur's handbook : everything you need to launch and grow your new business. . - Boston, Massachusetts : Harvard Business Review Press, [2018]. - pages cm. , Phân loại: 658.11 HAR 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Starting an independent new business is rife with both opportunity and risk. From the basics of writing a business plan to the challenges of financing your new venture, the HBR Entrepreneur's Handbook is your essential resource for getting your startup off the ground. Topics include: Navigating the world of venture capital funding Turning innovations into successful realities in the marketplace Building a business model that makes sense for your business Developing the sales and marketing programs needed for your venture What entrepreneurial leaders must do to build culture and set direction</p> |
| 748 | <p>Delegating work : match skills with tasks, develop your people, overcome barriers. . - Boston, Massachusetts : Harvard business review press, 2014. - viii, 92 pages ; 18 cm., Phân loại: 658.3128 DEL 2014, Tài liệu tham khảo</p> |
| 749 | <p>Running virtual meetings : test your technology, keep their attention, connect across time zones. . - Boston, Massachusetts : Harvard business review press, 2016. - x, 125 pages ; 18 cm., Phân loại: 658.4 RUN 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Whether you're hosting a conference call or running a WebEx meeting, virtual meetings are ripe for problems. Poor call quality, people forgetting to mute, people staying muted rather than participating--the list of things that can and do go wrong is endless. But you can prepare and lead an effective meeting from afar. This book will quickly bring you up to speed. With guiding principles and tips for making your virtual meeting run smoothly, you'll tick through every item on your agenda. Running Virtual Meetings guides you through the basics of: - Conducting efficient and productive virtual meetings - Preparing for a successful meeting--from crafting a realistic agenda to performing a technological test-drive - Managing common problems, such as connectivity issues, low talkers, blowhards, and background noise - Following up and holding people accountable when your attendees are spread all over the globe</p> |

An everyone culture : becoming a deliberately developmental organization / Robert Kegan and Lisa Laskow Lahey ; with Matthew L. Miller, Andy Fleming and Deborah Helsing.. - - viii, 308 pages ; 24 cm., Phân loại: 658.312 KEG 2016, Tài liệu tham khảo

750

Tóm tắt: A Radical New Model for Unleashing Your Company's Potential In most organizations nearly everyone is doing a second job no one is paying them for-namely, covering their weaknesses, trying to look their best, and managing other people's impressions of them. There may be no greater waste of a company's resources. The ultimate cost: neither the organization nor its people are able to realize their full potential. What if a company did everything in its power to create a culture in which everyone-not just select "high potentials"- could overcome their own internal barriers to change and use errors and vulnerabilities as prime opportunities for personal and company growth? Robert Kegan and Lisa Lahey (and their collaborators) have found and studied such companies-Deliberately Developmental Organizations. A DDO is organized around the simple but radical conviction that organizations will best prosper when they are more deeply aligned with people's strongest motive, which is to grow. This means going beyond consigning "people development" to high-potential programs, executive coaching, or once-a-year off-sites. It means fashioning an organizational culture in which support of people's development is woven into the daily fabric of working life and the company's regular operations, daily routines, and conversations. An Everyone Culture dives deep into the worlds of three leading companies that embody this breakthrough approach. It

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| 751 | <p>Virtual collaboration : work from anywhere, overcommunicate, avoid isolation. . - Boston, Massachusetts : Harbard business review press, 2016. - xii, 121 pages ; 18 cm., Phân loại: 658.4 VIR 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Whether you work at a home office or in one location of a global company, you need to work well with others to meet your professional and organizational goals. This book offers strategies for collaborating with colleagues more effectively no matter where you are. You'll learn tips and strategies for addressing a wide range of virtual work challenges, from conference calls to team chat room etiquette to navigating time zones to coping when technologies fail to avoiding feeling disconnected when you're not interacting one-on-one at the coffee station. Virtual Collaboration guides you through the basics of: - Deciding whether remote work is right for you - Communicating effectively over a variety of media - Clarifying the processes, goals, and tools you'll use to communicate and collaborate with your colleagues - Navigating common challenges, such as technology glitches, isolation, conflict, and performance issues</p> |
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HBR guide to being more productive. . - Boston, Massachusetts : Harvard Business Review Press, [2017]. - xii, 234 pages : 23 cm., Phân loại: 658.409 HBR 2017, Tài liệu tham khảo

752

Tóm tắt: Every day begins with the same challenge: too many tasks on your to-do list and not enough time to accomplish them. Perhaps you tell yourself to just buckle down and get it all done--skip lunch, work a longer day. Maybe you throw your hands up, recognize you can't do it all, and just begin fighting the biggest fire or greasing the squeakiest wheel. And yet you know how good it feels on those days when you're working at peak productivity, taking care of difficult and meaty projects while also knocking off the smaller tasks that have been hanging over your head forever. Those are the times when your day didn't run you--you ran your day. To have more of those days more often, you need to discover what works for you given your strengths, your preferences, and the things you must accomplish. Whether you're an assistant or the CEO, whether you've been in the workforce for 40 years or are just starting out, this guide will help you be more productive. You'll discover different ways to: Motivate yourself to work when you really don't want to Take on less, but get more done Preserve time for your most important work Improve your focus Make the most of small pockets of time between meetings Set boundaries with colleagues--without alienating them Take time off without tearing your hair out

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| 753 | <p>Think bigger : and 39 other other winning strategies from successful entrepreneurs / Michael W. Sonnenfeldt.. - Hoboken, New Jersey : Wiley & Son, 2017. - 1 online resource. , Phân loại: 658.409 SON 2017, Tài liệu tham khảo</p> <p>Tóm tắt: In looking for answers, one obvious place to start would be to talk to self-made men and women who themselves are successful. That's exactly what Michael W. Sonnenfeldt—an accomplished entrepreneur—has done here in this ground-breaking book. Among the things you'll learn are: Why grit and focus trump intelligence just about every time. Why having—and listening to— a wise mentor will create shortcuts to getting more done. What you need to do to avoid getting in your own way. And why. Shirtsleeves to shirtsleeves in three generations' can be avoided by taking some simple, commonsense steps. Think BIGGER will inspire you, no matter where you are in your business career. It will also show you that the skills you use to grow wealth can be applied to making the world a better place.</p> |
| 754 | <p>HBR's 10 must reads for new managers. . - Boston, Massachusetts : Harvard Business Review Press, [2017]. - 188 pages ; 23 cm., Phân loại: 658 HBR 2017, Tài liệu tham khảo</p> <p>Tóm tắt: This book will inspire you to: Develop your emotional intelligence Influence your colleagues with the science of persuasion Assess your team and enhance its performance Network effectively to achieve business goals and for personal advancement Navigate relationships with employees, bosses, and peers Get support from above View the big picture in your decision-making Balance your team's work and personal life in a high-intensity workplace</p> |
| 755 | <p>HBR's 10 must reads on AI, analytics, and the new machine age. . - Boston, Massachusetts : Harvard Business Review Press, [2019]. - 181 pages : 21 cm., Phân loại: 658.4083 HBR 2019, Tài liệu tham khảo</p> <p>Tóm tắt: In this book you will learn how: data science, driven by artificial intelligence and machine learning, is yielding unprecedented business insights; blockchain has the potential to restructure the economy; drones and driverless vehicles are becoming essential tools; 3-D printing is making new business models possible; augmented reality is transforming retail and manufacturing; smart speakers are redefining the rules of marketing; and humans and machines are working together to reach new levels of productivity.</p> |

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| 756 | <p>HBR guide to thinking strategically. . - Boston, Massachusetts : Harvard Business Review Press, [2019]. - xii, 291 pages ; : 23 cm., Phân loại: 658.4012 HBR 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Includes bibliographical references and index. Bring strategy into your daily work. As a manager, it's your responsibility to ensure that your work--and the work of your team--aligns with the overarching objectives of your organization. But when you're faced with competing projects and limited time, it's difficult to keep strategy front-of-mind. How do you think about the long term when the short term demands your attention? You need to change the way you think. The "HBR Guide to Thinking Strategically" provides practical tips and advice to help you see the big picture, so you can take that perspective into account in every aspect of your daily work--from making decisions to setting team priorities to attacking your own to-do list. You'll learn how to: understand your organization's strategy; align your team with key objectives; set and execute strategic priorities; spot trends in your company and in your industry; consider future outcomes when making decisions; manage trade-offs</p> |
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Competing on analytics : the new science of winning / by Thomas H. Davenport and Jeanne G. Harris.. - Boston, Massachusetts : Harvard Business Review Press, 2017. - ix, 295 pages ; 24 cm., Phân loại: 658.4013 THO 2017, Tài liệu tham khảo

757

Tóm tắt: Leading companies are doing more than just collecting and storing data in large quantities--they're now driving their competitive strategies based on data-driven insights. And achieving impressive results: Identifying the most profitable customers, accelerating product innovation, optimizing supply chains and pricing, and leveraging the true drivers of financial performance. The secret weapon? Analytics--sophisticated quantitative and statistical analysis and predictive modeling supported by data-savvy leaders and powerful information technology. In *Competing on Analytics*, Davenport and Harris explain how analytics are transforming the basis of competition in industry after industry. They show how organizations as diverse as Procter & Gamble, Capital One, CEMEX, and the Boston Red Sox are using these tools to outperform rivals, by applying analytics to finance, manufacturing, R&D, HR, and with customers and suppliers. Presenting a practical framework of the five stages of analytical competition, this book provides managers with the roadmap for becoming an analytical competitor

The case study handbook : a student's guide / William Ellet.. - Boston, Massachusetts : Harvard business review press, 2018. - vi, 253 pages : 24 cm.,
Phân loại: 658 ELL 2018, Tài liệu tham khảo

Tóm tắt: If you're enrolled in an executive education or MBA program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying, challenging, or downright frustrating. That's not surprising: cases are not expository writing and good ones are often nonlinear and even misleading in their presentation and organization. Apply the conventional approach to understanding business cases, and you may waste time (at best) and arrive at faulty understandings (at worst). In *The Case Study Handbook*, William Ellet presents a potent new approach for analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (solving a problem, making a decision, or forming an evaluation) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Extensive examples of effective and ineffective writing further reinforce your learning. The book also includes a chapter on how to talk about cases more effectively in class. *The Case Study Handbook* will be an indispensable learning aid for any current or prospective MBA or executive education student.

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| 759 | <p>Get backed : Craft your story, build the perfect pitch deck, launch the venture of your dreams / Evan Baehr, Evan Loomis.. - Boston, Massachusetts : Harvard Business Review Press, 2015. - xii, 237 p. : 25 cm., Phân loại: 658.15224 BAE 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Now that you have your big idea, how will you find and convince your first investor? You need a pitch deck, of course--the perfect set of slides to convince investors to back you and your venture. But a pitch deck isn't merely a business plan put into PowerPoint--nor does a pitch deck magically turn into investor capital. Pitch decks are artifacts that communicate the vision and competence of the founder and can be used as part of an investor road show to raise capital. In Get Backed , Evan Baehr and Evan Loomis--two veterans of the start-up world--will show you how to create a compelling pitch deck and how to plan and execute a fundraising road show to garner financial support for your business. Authoritative, instructive, and visually compelling, Get Backed will help you not only raise your first million but also think more clearly about your vision, your company, and your relationships. Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.</p> |
| 760 | <p>Good charts : The HBR guide to making smarter, more persuasive data visualizations / Scott Berinato.. - Boston, Massachusetts : Harvard Business Review Press, 2016. - viii, 255 p. : 25 cm., Phân loại: 658.452 BER 2016, Tài liệu tham khảo</p> <p>Tóm tắt: A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. Building good charts is quickly becoming a need-to-have skill for managers. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create feelings behind our eyes." Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.</p> |

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| 761 | <p>Good charts workbook : Tips, tools, and exercises for making better data visualizations / Scott Berinato.. - Boston, Massachusetts : Harvard Business Review Press, 2019. - viii, 279 p. : 25 cm., Phân loại: 658.452 BER 2019, Tài liệu tham khảo</p> <p>Tóm tắt: You know right away when you see an effective chart or graphic. It hits you with an immediate sense of its meaning and impact. But what actually makes it clearer, sharper, and more effective? If you're ready to create your own "good charts"--data visualizations that powerfully communicate your ideas and research and that advance your career--the Good Charts Workbook is the hands-on guide you've been looking for. The original Good Charts changed the landscape by helping readers understand how to think visually and by laying out a process for creating powerful data visualizations. Now, the Good Charts Workbook provides tools, exercises, and practical insights to help people in all kinds of enterprises gain the skills they need to get started. Harvard Business Review Senior Editor and dataviz expert Scott Berinato leads you, step-by-step, through the key challenges in creating good charts--controlling color, crafting for clarity, choosing chart types, practicing persuasion, capturing concepts--with warm-up exercises and mini-challenges for each. The Workbook includes helpful prompts and reminders throughout, as well as white space for users to practice the Good Charts talk-sketch-prototype process. Good Charts Workbook is the must-have manual for better understanding the dataviz around you and for creating better charts to make your case more effectively</p> |
| 762 | <p>Big data @ work : dispelling the myths, uncovering the opportunities / Thomas H. Davenport.. - Boston, Massachusetts : Harvard Business review press. - ix, 228 pages : 24 cm., Phân loại: 658.4038 DAV 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Why Big Data is important to you and your organization -- How Big Data will change your job, your company and your industry -- Developing a big data strategy -- The human side of Big Data -- The technology side of Big Data -- What it takes to succeed with Big Data -- What you can learn from start-ups and online firms -- What you can learn from large companies: Big Data and analytics 3.0.</p> |

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| 763 | <p>Becoming a manager : how new managers master the challenges of leadership / Linda A. Hill.. - Boston, Massachusetts : Harvard business review press, 2019. - xix, 420 pages ; 24 cm., Phân loại: 658.4092 HIL 2019, Tài liệu tham khảo</p> <p>Tóm tắt: In your career, or anyone's, there is one transition that stands out as the most crucial--going from individual performer to competent manager. New managers have to learn how to lead others rather than do the work themselves, to win trust and respect, to motivate, and to strike the right balance between delegation and control. Many fail to make the transition successfully. In this timeless, essential book, Harvard Business School professor and leadership guru Linda Hill traces the experiences of nineteen new managers over the course of their first year in the role. She reveals the complexity of the transition, highlighting the expectations of the managers, their subordinates, and their superiors. We hear the new managers describe how they reframed their understanding of their roles and responsibilities, how they learned to build effective work relationships, how and when they used individual and organizational resources, and how they learned to cope with the inevitable stresses of leadership. Hill shows that becoming a manager is a profound psychological adjustment--a true transformation--as well as a process of learning from experience. And she also offers concrete advice on dealing effectively with organizational politics, developing and leading diverse teams, and how managers can prepare themselves to lead over the course of their careers. No book has captured what it takes to make the crucial transition to leadership at work better than <i>Becoming a Manager</i></p> |
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| 764 | <p>Driving digital strategy : A guide to reimagining your business / Sunil Gupta.. - Boston, Massachusetts : Harvard Business Review Press, 2018. - viii, 267 p. ; 25 cm., Phân loại: 658.4012 GUP 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Digital transformation is no longer news. It is a necessity. Sunil Gupta, head of the digital transformation practice at Harvard Business School, provides a framework for large organizations to think through where and how to begin their transformation. Traditional boundaries of industries no longer define competition; businesses have to deal with partners who are both friends and enemies; competitive advantage does not come from low-cost or product differentiation strategies; how companies create and capture value is dramatically changing. This book shows how to rethink the four fundamental pillars of business to reinvent business for this new world. Business leaders, Gupta argues, need to reexamine four fundamental aspects of their business to thrive in the digital era--their business strategy, their value chain, their customers, and their organization. The book addresses questions that arise as companies navigate through this transition and provides a road map for this transformation. Filled with rich case studies and deep analysis, it shows how established firms can mitigate the threat as well as leverage the opportunities in the digital era.</p> |
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| 765 | <p>Conscious capitalism field guide : tools for transforming your organization / Raj Sisodia, Timothy Henry, and Thomas Eckschmidt ; with Jessica Agneessens and Haley Rushing.. - Boston, Massachusetts : Harvard Business review press. - xxii, 406 pages ; 24 cm., Phân loại: 658.406 SIS 2018, Tài liệu tham khảo</p> <p>Tóm tắt: John Mackey and Raj Sisodia's iconic book, Conscious Capitalism, introduced business leaders to a set of core principles--higher purpose, stakeholder integration, conscious leadership, and conscious culture--that are being widely adopted by leading companies around the world and transforming how they do business. Now, a "field guide" codifies these best practices, with a systematic process and proven tools for sharing and implementing the four core principles throughout the organization. This practical guide provides hands-on materials--exercises, assessments, and checklists--used to implement the tenets of conscious capitalism and build conscious leadership in companies such as Whole Foods Market, Southwest Airlines, Life is Good, The Container Store, Barry-Wehmiller, Zappos, and many others. Organized according to each of the four core principles, chapters provide exercises, worksheets, and instructions--for use both individually and with teams--as well as advice, examples, and real-life stories to help leaders apply these ideas and make them come alive in their organizations. This is the authoritative resource for practicing higher purpose, stakeholder orientation, conscious culture, and conscious leadership--and becoming a more conscious organization</p> |
| 766 | <p>Aligning strategy and sales : the choices, systems, and behaviors that drive effective selling / Frank V. Cespedes.. - Boston, massachusetts : Harvard business review press, 2014. - x, 313 pages : 24 cm., Phân loại: 658.8101 CES 2014, Tài liệu tham khảo</p> |

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| 767 | <p>The founder's mentality : how to overcome the predictable crises of growth / Chris Zook & James Allen.. - Boston, Massachusetts : Harvard Business Review Press, [2016]. - 214 pages ; 25 cm., Phân loại: 658.406 ZOO 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment-find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that 90 percent of the challenges to growth are internal: increasing distance from the front lines, loss of accountability, and proliferating processes and bureaucracy, to name only a few. More crucial is their finding that companies experience a set of predictable internal crises, at predictable stages, as they grow; and that for even the healthiest companies, these crises, if not managed properly, can stifle the company's ability to grow further-and actively lead it into decline. The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"-an insurgent's clear mission and purpose, an unambiguous owner mindset, and a relentless obsession with the front line (behaviors typically embodied by a bold, ambitious founder)-to restore the speed, focus, and connection to customers, all of which are lost as companies grow. Based on the authors' decade-long study of companies in more than forty countries, any leader-not only a founder-can use a founder's mentality to overcome these predictable challenges and set their companies back on a path</p> |
| 768 | <p>Giáo trình kỹ năng quản lý và làm việc nhóm / Quyền Đình Hà (c.b), Đỗ Thị Nhài, Nguyễn Thị Phương.. - H. : Học viện Nông nghiệp, 2021. - vi, 101 Tr. : ; 19 x 27cm., Phân loại: 658.40220711 QUH 2021, Giáo trình</p> <p>Tóm tắt: Giới thiệu nhập môn kỹ năng quản lý và làm việc nhóm. Các hoạt động nhóm. Kỹ năng giao tiếp, phối hợp trong làm việc nhóm và kỹ năng quản lý nhóm</p> |
| 769 | <p>Giáo trình marketing căn bản / Nguyễn Văn Phương (ch.b), Chu Thị Kim Loan...[và các tác giả khác]. - H. : Học viện Nông nghiệp, 2021. - ix, 192 tr. ; PDF., Phân loại: 658.800711 GIA 2021, Giáo trình</p> <p>Tóm tắt: Trình bày những kiến thức cơ bản về marketing, hệ thống thông tin và môi trường marketing; nghiên cứu hành vi khách hàng, thị trường mục tiêu và định vị sản phẩm trên thị trường; sản phẩm, giá, phân phối và xúc tiến trong marketing hỗn hợp.</p> |

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| 770 | <p>Giao tiếp thông minh và nghệ thuật bán hàng : Kỹ năng giao tiếp hiệu quả với khách hàng / Bích Phương.. - H. : Dân trí, 2019. - 391 Tr. ; : 14.5 x 20.5 cm., Phân loại: 658.85 BIP 2019, Tài liệu tham khảo</p> |
| 771 | <p>Lập kế hoạch marketing hiệu quả / Rohit Bhargava ; Hạnh Dung dịch.. - H. : Phụ nữ Việt Nam, 2020. - 251 Tr. ; 13 x 20 cm., Phân loại: 658.87 BHA 2020, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu các phương pháp lập kế hoạch cho marketing online, marketing trực tiếp, lập kế hoạch chiến lược, nghiên cứu khách hàng và xác định mục tiêu, thực thi kế hoạch marketing, đánh giá kết quả và năng lực thực thi, xây dựng thương hiệu</p> |
| 772 | <p>Kỹ năng quản lý doanh nghiệp hiệu quả / Liz Wiseman, Kim Phụng (dịch).. - H. : Dân trí, 2019. - 510 Tr. ; 13 x 20.5 cm., Phân loại: 658.4 WIS 2019, Tài liệu tham khảo</p> |
| 773 | <p>Tài chính doanh nghiệp : = Corporate Finance / Ross, Westerfield, Jaffe.. - Tp. Hồ Chí Minh : Kinh tế Tp. Hồ Chí Minh, 2017. - 1095 Tr. ; : 19 x 27 cm., Phân loại: 658.15 ROS 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày tổng quan về tài chính doanh nghiệp; Định giá và hoạch định ngân sách vốn; Rủi ro; Cấu trúc vốn và chính sách cổ tức; Tài trợ dài hạn; Hợp đồng và tài chính ngắn hạn</p> |
| 774 | <p>Lãnh đạo đích thực : = Authentic leadership / Bill George ; Dịch: Nguyễn Dương Hiếu, Nguyễn Thị Thu Hương.. - Tp. Hồ Chí Minh : Kinh tế Tp. Hồ Chí Minh, 2018. - 316 Tr. ; : 15 x 23 cm., Phân loại: 658.4092 GEO 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày các nguyên tắc lãnh đạo theo tư duy kiểu mới, đối lập với lối suy nghĩ thông thường về lãnh đạo và quản trị, nhằm hướng tới sự phát triển dài lâu bằng cách xây dựng doanh nghiệp thành một tổ chức bền vững và làm lợi cho mọi chủ thể liên quan, khách hàng, người lao động và cổ đông</p> |
| 775 | <p>Chiến lược đại dương xanh : Làm thế nào để tạo khoảng trống thị trường và vô hiệu hoá đối thủ cạnh tranh? / W. Chan Kim, Renée Mauborgne ; Phương Thủy dịch ; Ngô Phương Hạnh h.đ.. - H. : Công Thương, 2021. - 313 Tr. ; : 24 cm., Phân loại: 658.4 CHA 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Đưa ra những bí quyết về chiến lược kinh doanh để có được thành công trong quản trị doanh nghiệp: Vạch lại ranh giới thị trường, tập trung vào bức tranh lớn, tìm kiếm khách hàng tiềm năng, thiết lập trật tự ưu tiên về chiến lược, vượt qua những trở ngại trong nội bộ tổ chức, điều hành thành chiến lược</p> |

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| 776 | Chiến lược đại dương xanh : / Nguyễn Thị Ngọc Huyền, Đoàn Thị Thu Hà, Đỗ Thị Hải Hà (ch.b).. - H. : Đại học Kinh tế Quốc dân, 2018. - 974 Tr. ; : 16 x 24 cm., Phân loại: 658 GIA 2018, Tài liệu tham khảo Tóm tắt: Tổng quan về quản lý, môi trường quản lý, quyết định quản lý, lập kế hoạch, tổ chức, lãnh đạo và kiểm soát |
| 777 | Xây dựng văn hóa doanh nghiệp / Jonathan Raymond ; Hoàng Trang dịch.. - H. : Lao động, 2016. - 326 Tr. ; ; 13 x 20 cm., Phân loại: 658.4092 RAY 2016, Tài liệu tham khảo Tóm tắt: Cung cấp chiến lược cụ thể cho các nhà lãnh đạo quản lí nâng cao hiệu quả làm việc nhóm, phát triển con người và các mối quan hệ, dẫn dắt và giữ chân nhân tài, xây dựng môi trường làm việc lành mạnh và cách giải quyết xung đột nơi công sở |
| 778 | Giáo trình quản trị logistics : Dành cho ngành kinh tế và quản trị kinh doanh / Đặng Đình Đào, Trần Văn Bảo (đồng c.b), ... [và các tác giả khác].. - H. : Tài chính, 2018. - 311 Tr. ; : 14.5 x 20.5 cm., Phân loại: 658.500711 GIA 2018, Tài liệu tham khảo Tóm tắt: Trình bày những vấn đề chung về logistics. Quản trị logistics doanh nghiệp. Cơ sở của quản trị logistics. Quản trị nhu cầu. Quản trị dự trữ. Quản trị kho hàng hoá. Quản trị dịch vụ giao nhận hàng hoá... |
| 779 | Kinh doanh online: Xu hướng kiếm tiền thời đại số / Jonathan P. Allen ; Khai Nguyễn dịch.. - H. : Công Thương ; Công ty Văn hoá và Truyền thông 1980 Books, 2019. - 387 Tr. ; : 16 x 24 cm., Phân loại: 658.872 ALL 2019, Tài liệu tham khảo Tóm tắt: Hướng dẫn quy trình tự làm chủ doanh nghiệp số: lên ý tưởng, xây dựng đề xuất kinh doanh, xây dựng nguyên mẫu, thử nghiệm ý tưởng kinh doanh trên các khách hàng tiềm năng, khai trương doanh nghiệp... Qua đó, hướng dẫn cho các sinh viên việc sử dụng các nền tảng công nghệ để bắt tay vào khởi nghiệp |
| 780 | The Little Book of Trading : Trend Following Strategy for Big Winnings / Michael W. Covel.. - Canada : John Wiley & Sons, Inc., 2012. - xxxvii, 210 pages : 14 cm., Phân loại: 658 COV 2012, Tài liệu tham khảo |

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| 781 | <p>Thuật quản lý bán hàng / Brian Tracy ; Kim Dung dịch.. - H. : Thế giới, 2018. - 163 Tr. ; ; 13 x 20.5 cm., Phân loại: 658.81 TRA 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Tìm hiểu các phương pháp làm nên thành công của người bán hàng, học cách quản lý và duy trì đội ngũ bán hàng ổn định. Hướng dẫn cách lập kế hoạch bán hàng, xây dựng tiêu chí, duy trì tiến độ, kiểm soát chi phí nhân lực, thưởng phạt tương xứng và chịu trách nhiệm trước công ty về hiệu quả của đội ngũ bán hàng</p> |
| 782 | <p>The revenue acceleration rules : supercharge marketing and sales through artificial intelligence, predictive technologies and account-based strategies / by Shashi Upadhyay, Kent McCormick.. - Hoboken, New Jersey : John Wiley & Sons, Inc., 2018. - xii, 180 pages ; 23 cm., Phân loại: 658.1554 UPA 2018, Tài liệu tham khảo</p> |
| 783 | <p>Small business management : launching and growing entrepreneurial ventures / Justin G. Longenecker, J. William Petty, Leslie E. Palich, Frank Hoy.. - Australia : Cengage, 2020. - xxii, 598 pages ; 29 cm., Phân loại: 658.02 SMA 2020, Tài liệu tham khảo</p> <p>Tóm tắt: This book provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your management future. The book places you in the role of decision-maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The authors provide the background you need to create, manage and analyze a business plan for your own venture. Unforgettable examples, and coverage of the most current developments in business management today keep this engaging book as current and practical now as it was when it led the market with its first edition more than 50 years ago.</p> |
| 784 | <p>Ứng dụng Écgônômi trong thiết kế và tổ chức lao động / Nguyễn Bạch Ngọc.. - H. : Khoa học và kỹ thuật, 2021. - 408 Tr. : 21 cm., Phân loại: 658.312 NGN 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày đại cương về Écgônômi. Một số đặc điểm sinh lý của con người trong hoạt động lao động. Chế độ lao động - nghỉ ngơi chế độ dinh dưỡng. Hoạt động trí óc. Đơn điệu - tần số thao tác - rối loạn cơ - xương. Nhân trắc học Écgônômi. Cơ sinh học Écgônômi. Các nguyên tắc Écgônômi trong thiết kế công việc. Các nguyên tắc Écgônômi trong thiết kế vị trí lao động. Écgônômi màu sắc nội thất. Écgônômi và chiếu sáng (Écgônômi thị giác). Écgônômi trong thiết kế sản phẩm.</p> |

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| 785 | <p>Principles of risk analysis : decision making under uncertainty / Charles Yoe.. - Boca Raton : CRC Press/Taylor & Francis Group, 2019. - 1 online resource. , Phân loại: 658.155 YOE 2019, Tài liệu tham khảo</p> <p>Tóm tắt: The book details the tasks of risk management, risk assessment, and risk communication in a straightforward, conceptual manner. Provides sufficient detail to empower professionals in any discipline to become risk practitioners. Expands the risk management emphasis with a new chapter to serve private industry and a growing public sector interest in the growing practice of enterprise risk management. Describes dozens of quantitative and qualitative risk assessment tools in a new chapter. Practical guidance and ideas for using risk science to improve decisions and their outcomes is found in a new chapter on decision making under uncertainty. Practical methods for helping risk professionals to tell their risk story are the focus of a new chapter. Features an expanded set of examples of the risk process that demonstrate the growing applications of risk analysis. This book remains a discipline guide to the principles of risk analysis that is accessible to all interested practitioners.</p> |
| 786 | <p>Price elasticity of demand and marketing: mastering elasticity to market strategically / John Story.. - - 48 pages : ; 24 cm., Phân loại: 658.816 STO 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Strategic pricing requires an understanding of demand elasticity and how it impacts profitability. Price Elasticity of Demand and Marketing goes beyond the typical introduction to elasticity and explores strategic applications, supported by concrete examples. This book is enlightened by nearly 20 years of teaching marketing strategy to MBA students. It includes the concepts they have found most enlightening, presented in the manner they have found most helpful. Whether you are a student, or a practitioner, of marketing, this book will change how you think about price elasticity of demand as a strategic tool.</p> |
| 787 | <p>Elgar introduction to theories of human resources and employment relations / edited by Keith Townsend [and 3 others].. - Cheltenham, UK ; Northampton, MA : Edward Elgar Publishing, 2019. - xi, 374 pages ; 25 cm., Phân loại: 658.3 ELG 2019, Tài liệu tham khảo</p> <p>Tóm tắt: This Elgar Introduction provides an overview of some of the key theories that inform human resource management and employment relations as a field of study.</p> |

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| 788 | <p>Issues in entrepreneurship & small business management : articles from SAGE Business researcher / Articles from SAGE Business Researcher.. - Los Angeles : SAGE Publications, 2018. - xvii, 374 pages : 24 cm., Phân loại: 658.022 ISS 2018, Tài liệu tham khảo</p> <p>Tóm tắt: This book offers an in-depth and nuanced look at a wide range of today's latest issues and controversies in entrepreneurship. This new collection of timely readings delves into current topics such as learning from failure, social entrepreneurship, flat management, crowdfunding, and more. Written with the rigor and immediacy of the best explanatory journalism, each issue provides deep, balanced, and authoritative coverage on the selected topic and key research, pointing students to reliable resources for further inquiry. These articles are perfect for outside reading assignments or in-class debates for any introductory entrepreneurship course.</p> |
| 789 | <p>Cost - Benefit analysis for project appraisal / Per-Olov Johansson and Bengt Kristrom.. - United Kingdom : Cambridge university press, 2016. - xiv, 235 pages : ; 24 cm., Phân loại: 658.1554 JOH 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Written by two leading experts, this is a compact guide to the key tools and methods necessary to carry out cost-benefit analysis (CBA). The authors use modern economic tools to obtain general equilibrium cost-benefit rules that can be used to evaluate small projects, as well as large and even mega projects. Intertemporal issues like discounting, the shadow price of capital, and the treatment of risk are covered, and a state-of-the-art summary of available methods for the valuation of unpriced commodities is also included. In addition, the book provides detailed expositions of the marginal cost of public goods (MCPF), the marginal excess burden of taxes (MEB), and second-best evaluation rules, and shows how these concepts are interrelated. The importance of undertaking due diligence in evaluations is highlighted. This is an excellent toolkit for graduate students learning about the principles of CBA, and is a useful guide for government officials and policymakers.</p> |

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| 790 | <p>Fundamentals of risk management : understanding, evaluating and implementing effective enterprise risk management / Paul Hopkin and Clive Thompson.. - London ; : Kogan Page, 2022. - xxv, 446 pages ; 25 cm., Phân loại: 658.155 HOP 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Effective risk management allows opportunities to be maximized and uncertainty to be minimized. This guide for emerging professionals provides a comprehensive understanding of risk management with tools, tips and tactics on how to offer expert insights and drive success. Fundamentals of Risk Management is a detailed and comprehensive introduction to commercial and business risk for students and risk professionals. Completely aligned with ISO 31000 and the COSO ERM Framework, this book covers the key principles of risk management and how to deal with the different types of risk organizations face. The frameworks of business continuity planning, enterprise risk management, and project risk management are covered alongside an overview of international risk management standards and frameworks, strategy and policy. The revised sixth edition includes updates throughout as well as providing new content on trends such as cyber risk, black swan events and climate risk. Supported by relevant international case examples including BP, Singapore Airlines and Darktrace, this book provides a full analysis of changes in contemporary risk areas including digital risk management, risk culture and appetite, supply chain and statutory risk reporting. Supporting online resources include lecture slides with figures, tables and key points from the book</p> |
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| 791 | <p>Implementing Integrated Business Planning : A Guide Exemplified With Process Context and SAP IBP Use Cases / by Robert Kepczynski, Alecsandra Dimofte, Raghav Jandhyala, Ganesh Sankaran, Andrew Boyle.. - Cham : Springer International Publishing : Imprint: Springer, 2019. - 1 online resource (XVI, 461 pages 526 illustrations, 328 illustrations in color.). , Phân loại: 658.4038 IMP 2019, Tài liệu tham khảo</p> <p>Tóm tắt: This book provides comprehensive guidance on leveraging SAP IBP technology to connect strategic, tactical and operational planning into one coherent process framework, presenting experience shared by practitioners in workshops, customer presentations, business, and IT transformation projects. It also offers use cases and a wealth of practical tips to ensure that readers understand the challenges and advantages of IBP implementation. The book starts by characterizing disconnected planning and contrasting this with key elements of a transformation project approach. It explains the functional foundations and SAP Hybris, Trade Promotion Planning, Customer Business Planning, ARIBA, and S/4 integration with SAP IBP. It then presents an example of a process for integrating finance in IBP. Annual business planning and monthly strategic product planning are taken as examples of explain Strategic Planning. The core of the book is dedicated to tactical sales and operations planning (S&OP) and its process steps, product demand, supply review, integrated reconciliation and management business review, illustrating all steps with use cases. It also describes unconstrained and constrained-but-optimized supply planning, inventory optimization, and shelf life planning in detail, and</p> |
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| 792 | <p>Global Value Chains, Flexibility and Sustainability / edited by Julia Connell, Renu Agarwal, Sushil, Sanjay Dhir.. - Singapore : Springer Singapore : Imprint: Springer, 2018. - 1 online resource (XXI, 339 pages). , Phân loại: 658.7 GLO 2018, Tài liệu tham khảo</p> <p>Tóm tắt: This book provides a conceptual framework of global value chains, flexibility and sustainability, supported by research projects, case applications and models in various related areas organized into three parts. In the first part of the book, various authors discuss how to improve the efficiency and effectiveness of global value chains through various types of analyses. While the focus is on cluster management, and mergers and joint ventures, the legal aspects of control and liability concerning the integration of value chains, is also examined in one of the contributions. The second part includes chapters concerning 'Strategy and Flexibility'. Strategies concern topics such as inventory management, talent management, strategic alignment, decision making, behavioural change and HR systems. The third and final part of the volume concerns the topic of 'Sustainability', wherein the contributions focus on various initiatives intended to promote sustainability across respective value chains bearing in mind the concept of flexibility. The book is a valuable resource for a varied audience, ranging from management students and researchers, to practicing business managers, as well as for professional institutions, consultants, and corporate organizations.</p> |
| 793 | <p>Các chỉ số cốt yếu trong quản lý : Chỉ dẫn căn kẽ cách phân tích các chỉ số tài chính trọng yếu trong doanh nghiệp / Ciaran Walsh ; Trần Thị Thu Hằng dịch ; Trịnh Thanh Huy h.đ.. - H. : Lao động - xã hội, 2020. - 437 Tr. : 16 x 24 cm., Phân loại: 658.4033 WAS 2020, Tài liệu tham khảo</p> <p>Tóm tắt: Gồm các bài viết về khoa học và đạo đức khoa học. Trình bày các khái niệm, những vấn đề cơ bản, nội dung thiết yếu trong nghiên cứu khoa học nói chung và cách thức công bố kết quả nghiên cứu khoa học theo chuẩn mực quốc tế</p> |

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| 794 | <p>Quản lý khủng hoảng và phát triển doanh nghiệp trong thời đại 4.0 / Philip Kotler, John A. Caslione ; Hoàng Thị Minh Phúc dịch.. - H. : Công Thương ; Công ty Văn hoá và Truyền thông 1980 Books, 2019. - 374 Tr. : 13 x 20 cm., Phân loại: 658.4056 KOT 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Đưa ra những giải pháp giúp các doanh nghiệp trang bị lớp giáp vững chắc trong kỷ nguyên hỗn loạn, khi khủng hoảng có thể xảy ra bất cứ lúc nào. Đồng thời, không bỏ lỡ tiềm năng phát triển khi đối thủ phạm sai lầm để trở thành doanh nghiệp kinh doanh bền vững</p> |
| 795 | <p>Nghiệp vụ đấu thầu / Nguyễn Quang Duệ, Đào Thị Thu Trang.. - H. : Thông tin và Truyền thông, 2018. - 215 Tr. : 16 x 24 cm., Phân loại: 658.4058 NGD 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Bao gồm một số vấn đề cơ bản về đấu thầu, chuẩn bị, tổ chức, đánh giá, phê duyệt hồ sơ dự thầu, kết thúc đấu thầu, tổ chức các hình thức và quản lý hoạt động đấu thầu</p> |
| 796 | <p>Lập kế hoạch kinh doanh hiệu quả : Bí quyết tăng trưởng thần tốc cho doanh nghiệp / Brian Finch ; Skype Phan dịch.. - H. : Thanh niên ; Công ty Văn hoá và Truyền thông 1980 Books, 2020. - 313 Tr. : 13.5 x 20.5 cm., Phân loại: 658.4012 FIN 2020, Tài liệu tham khảo</p> <p>Tóm tắt: Hướng dẫn xây dựng một kế hoạch kinh doanh của riêng mình theo trình tự: cấu trúc của một bản kế hoạch kinh doanh; tóm tắt kế hoạch; thông tin doanh nghiệp; thị trường; cơ chế hoạt động; đội ngũ quản lí; đề xuất kinh doanh; dự bán kinh doanh; thông tin tài chính; các rủi ro; các vấn đề pháp lí và tính bảo mật; chuyển nhượng doanh nghiệp; cải thiện hiệu suất kinh doanh; đấu thầu kinh doanh</p> |
| 797 | <p>Thuật bán hàng / Brian Tracy ; Anh Tuấn dịch.. - H. : Thế giới ; Công ty Sách Alpha, 2019. - 210 Tr. : 13.5 x 20.5 cm., Phân loại: 658.85 TRA 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Chia sẻ ý tưởng và kỹ năng trong lĩnh vực bán hàng như: Kỹ năng quản lý cá nhân, hiểu sâu sắc về sản phẩm, xây dựng lợi thế cạnh tranh, cung cấp dịch vụ khách hàng tuyệt vời... giúp người bán hàng thành công</p> |
| 798 | <p>Quản trị kinh doanh bán lẻ trực tuyến / Trần Thị Thập.. - H. : Thông tin và truyền thông, 2018. - 271 Tr. : ; 14 x 20.5 cm., Phân loại: 658.872 TRT 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày tổng quan về quản trị bán lẻ; bán lẻ trực tuyến; quản trị bán lẻ trực tuyến; website và hệ thống thông tin bán lẻ trực tuyến</p> |

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| 799 | <p>Khái niệm kinh doanh số 4.0 / Nguyễn Đức Dũng dịch.. - H. : Thế giới, 2019. - 254 Tr. : ; : 17 x 24 cm., Phân loại: 658.872 KHA 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu về kinh doanh số và thương mại điện tử. Phân tích thị phần của thương mại điện tử như: Mô hình kinh doanh thương mại điện tử, quản trị hạ tầng kinh doanh số, môi trường điện tử, chiến lược kinh doanh số, quản trị chuỗi cung ứng, mua sắm điện tử, tiếp thị số, quản trị quan hệ khách hàng. Trình bày những thách thức trong quá trình triển khai thực hiện chuyển đổi sang kinh doanh số, vấn đề quản trị tri thức, phân tích và thiết kế giao diện, triển khai dịch vụ kinh doanh số và tối ưu hoá</p> |
| 800 | <p>Giáo trình thống kê trong nghiên cứu thị trường / Ch.b.: Trần Thị Kim Thu, Đỗ Văn Huân.. - H. : Đại học Kinh tế quốc dân, 2018. - 403 Tr. : 24 cm., Phân loại: 658.830711 TRT 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu những vấn đề chung về thống kê trong nghiên cứu thị trường; Phương pháp thu thập dữ liệu thống kê; Thiết kế công cụ đo lường thống kê; Phương pháp thống kê mô tả; Phương pháp thống kê suy luận; Ứng dụng phân tích tương quan và hồi quy; Kỹ thuật phân tích nhân tố; Kỹ thuật phân đoạn thị trường</p> |
| 801 | <p>Bán lẻ thông minh : = Smart retail: 7 chiến lược thành công từ các thương hiệu danh tiếng Apple, Netflix, Starbucks, Ikea... / Richard Hammond; Lê Uyên Thảo dịch.. - H. : Thế giới ; Công ty Văn hoá Sách Sài Gòn, 2022. - 333 Tr. ; 21 cm., Phân loại: 658.872 HAM 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu phương pháp nhằm xây dựng chiến lược bán lẻ, có kế hoạch thay đổi phương thức vận hành hay phát triển kênh bán hàng trực tuyến và nhu cầu của người tiêu dùng hiện nay, đưa ra những chỉ dẫn bán lẻ từ các chuyên gia nhiều năm kinh nghiệm trong các tập đoàn bán lẻ lớn</p> |
| 802 | <p>Kinh điển về khởi nghiệp : 24 bước khởi sự kinh doanh thành công / Bill Aulet ; Dịch: Giang Lâm, Hoàng Anh.. - H. : Lao động, 2021. - 367 Tr. : 21 cm., Phân loại: 658.11 AUL 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Chia sẻ những kinh nghiệm giúp bạn khởi sự kinh doanh thành công như: Xác định rõ khách hàng, giá trị mang lại cho khách hàng, làm gì để đưa sản phẩm tới tay khách hàng, cách thức tạo ra doanh thu, kế hoạch thiết kế và phát triển sản phẩm, cách thức tạo vốn và tăng quy mô của doanh nghiệp</p> |

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| 803 | <p>Kỹ năng lãnh đạo hiệu quả : = The leader habit : Master the skills you need to lead--in just minutes a day / Martin Lanik ; Đỗ Hoàng Lan dịch.. - H. : Đại học Kinh tế Quốc dân; Công ty Văn hoá và Truyền thông 1980 Books, 2021. - 442 Tr. : 21 cm., Phân loại: 658.4092 LAN 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Tập hợp và hướng dẫn luyện tập 22 thói quen cốt lõi cần có để trở thành một người dẫn đầu xuất sắc</p> |
| 804 | <p>Cẩm nang doanh nhân : = HBR entrepreneur's handbook : Hành trang khởi sự doanh nghiệp thời hiện đại / Harvard Business Review ; Hoàng Nam Lê dịch.. - H. : Công Thương, 2021. - 306tr. : 16 x 24 cm., Phân loại: 658.11 CAM 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Cung cấp những kiến thức căn bản và thiết yếu nhất mà một doanh nhân khởi nghiệp cần nắm vững, từ việc xác định ngành kinh doanh phù hợp với bản thân, phác thảo hình hài doanh nghiệp, xây dựng và nuôi dưỡng nó cho đến khi doanh nghiệp mở rộng và phát triển</p> |
| 805 | <p>Làm việc nhóm: 10 quy tắc để phối hợp nhóm hiệu quả / John J. Murphy ; Trần Hoàng Anh dịch.. - H. : Dân trí, 2022. - 93 Tr. ; 21 cm., Phân loại: 658.4022 MUR 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Đưa ra 10 quy tắc để làm việc nhóm hiệu quả cao, giúp nuôi dưỡng sức mạnh, thúc đẩy tinh thần trách nhiệm trong các mối quan hệ làm việc nhóm, cùng nhóm đạt được kết quả vượt trội hơn bất kỳ những gì một cá nhân riêng lẻ đạt được để tạo được sự cam kết, lòng trung thành và nhiệt huyết cho các thành viên trong nhóm</p> |
| 806 | <p>Leader mindset : = Thay đổi tư duy lãnh đạo / Loan Văn Sơn.. - H. : Thanh Niên, 2021. - 358 tr. : ; 16 x 24 cm., Phân loại: 658.4092 LOS 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Đưa ra những câu chuyện, bài học thực tế của những tập đoàn, doanh nghiệp trong và ngoài nước, rút ra bài học kinh nghiệm tạo ra công cụ mang tính giải pháp, cài đặt lại những giá trị cốt lõi của người lãnh đạo - tầng sâu xa của cấu tạo tư duy góp phần thành công cho doanh nghiệp</p> |

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| 807 | <p>Digital business and e-commerce management : strategy, implementation and practice / Dave Chaffey, David Edmundson-Bird and Tanya Hemphill.. - Harlow, England ; New York : Pearson, 2019. - 640 pages ; 27 cm., Phân loại: 658.872 CHA 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Digital Business and E-Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world. In this seventh edition of the book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent academic and practitioner thinking. Covering all aspects of digital business including strategy, digital comms and transformation, Digital Business and E-Commerce Management gives you a structured approach to review, plan and implement a digital business strategy for all types of organisation, The latest on digital marketing techniques in SEO. Whether you're a student studying digital business and e-commerce, a marketer or a business manager, Digital Business and E-Commerce Management is the essential text to help you understand and apply the concepts of 'Digital', strategy and implementation.</p> |
| 808 | <p>How to write a business plan / Mike P. McKeever.. - Berkeley, CA : Nolo, 2018. - 322 pages : 23 cm., Phân loại: 658.15224 MCK 2018, Tài liệu tham khảo</p> <p>Tóm tắt: You need a sound business plan to start a business or raise money to expand an existing one. This book contains clear step-by-step instructions and forms to put together a convincing business plan with realistic financial projections, effective marketing strategies, and overall business goals. You'll learn how to: figure out if your business idea will make money, determine and forecast cash flow, create profit and loss forecasts, prepare marketing and personnel plans, find potential sources of financing, and present your well-organized plan to lenders and other backers, and learn about best practices for raising money.</p> |

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| 809 | <p>Business analytics : Methods, Models, and Decisions / James R. Evans, University of Cincinnati.. - Harlow, England : Pearson, 2021. - 704 pages : ; 25 cm., Phân loại: 658.4033 EVA 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Business Analytics teaches the fundamental concepts of modern business analytics and provides vital tools in understanding how data analysis works in today's organisations. Author James Evans takes a fair and comprehensive, approach, examining business analytics from both descriptive and predictive perspectives. Students learn how to apply basic principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions.</p> |
| 810 | <p>The Secrets to Writing a Successful Business Plan : A Pro Shares A Step-by-Step Guide to Creating a Plan That Gets Results / Hal Shelton.. - Rockville : Summit Valley Press, 2017. - 312 pages ; 25cm., Phân loại: 658.4012 SHE 2017, Tài liệu tham khảo</p> <p>Tóm tắt: This book maintains the original laser focus on writing the plan. It also adds much material on the vibrant crowdfunding platforms as well as providing a new section on issues faced by early stage companies. This book is for entrepreneurs who are thinking of starting a small business or nonprofit, and for small business owners who want to grow an existing business or solve an operating problem. This book will also help if you are looking for assurance that you are headed in the right direction, seeking help with a section of your business plan that you do not understand, feeling that a section of your business plan is not robust enough and want pointers, or wanting to learn where and how to apply for funding. Entrepreneurs should always surround themselves with mentors and advisors, so you will also find ideas on where to find these valuable resources. The Secrets to Writing a Successful Business Plan is packed with actionable advice and real-life examples from Shelton's experience as a senior executive, score small business mentor, and angel investor.</p> |

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| 811 | <p>E-logistics : managing digital supply chains for competitive advantage / edited by Yingli Wang and Stephen Pettit.. - London ; New York, NY : Kogan Page, 2021. - xix. 271 pages : 23 cm., Phân loại: 658.70285 ELO 2021, Tài liệu tham khảo</p> <p>Tóm tắt: E-Logistics serves as the nerve system for the whole supply chain and enables smooth information flow within and between organizations. This new and updated edition provides the latest and most comprehensive coverage on digitalization in logistics and supply chain. It covers all transport modes and the role of ICT in supporting an integrated freight and supply chain network. E-Logistics provides a cross-academic and industry perspective with leading academics and practitioners as contributing authors. A variety of successful e-logistics business approaches are discussed covering a range of commercial sectors and transport modes. Subsequent chapters address in depth support systems for B2C and B2B e-commerce and e-fulfilment, warehouse management, RFID, electronic marketplaces, global supply network visibility and service chain automation. Industry case studies are used to support the discussion. The new edition also covers emerging technologies such as AI, machine learning and autonomous vehicles, Internet of Things, Robotics, drone and last mile deliveries</p> |
| 812 | <p>Seo 2022 learn search engine optimization with smart internet marketing strategies : Expanded & Updated / Adam Clarke.. - USA. : Simple effectiveness Publishing, 2022. - 243 pages ; 25 cm., Phân loại: 658.872 CLA 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Seo 2022 explains the inner working of google's algorithm, and reveals the latest and greatest industry resources, so you can always stay ahead of google's updates. armed with this knowledge, you can achieve top rankings and generate hundreds or even thousands of new customers to your site.</p> |

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| 813 | <p>Consumer behavior : buying, having, and being / Michael R. Solomon, Saint Joseph's University.. - Hoboken, NJ : Pearson, [2019]. - 640 pages ; 27 cm., Phân loại: 658.8342 SOL 2019, Tài liệu tham khảo</p> <p>Tóm tắt: In the 13th Edition, up-to-date content reflects major marketing trends and changes that impact the study of consumer behavior. This book played a significant role in broadening that focus to the larger sphere of consumption. That includes what happens before, during and after the point of purchase. It includes a mix of academic and industry research to show students that there is nothing as practical as a good theory. It expands its prior focus on participatory marketing. It is up to date and relevant to students' live.</p> |
| 814 | <p>Strategic brand management / Alexander Chernev, Kellogg School of Management, Northwestern University.. - [Chicago, Illinois] : Cerebellum Press, Inc., 2020. - vi, 258 pages : 24 cm., Phân loại: 658.8343 CHE 2020, Tài liệu tham khảo</p> <p>Tóm tắt: In Strategic Brand Management , Alexander Chernev, professor of marketing at the renowned Kellogg School of Management at Northwestern University, lays out a systematic approach to understanding the key principles of building enduring brands. This book presents a cohesive framework for brand management that delineates the unique role of brands as a means of creating market value. Topics covered include developing a meaningful value proposition, designing brand attributes, developing an impactful brand communication campaign, managing brand portfolios, cobranding, brand repositioning and realignment, managing brand extensions, measuring brand impact, the legal aspects of protecting the brand, and developing a strategic brand management plan. Clear, succinct, and practical, Strategic Brand Management is the definitive text on building strong brands.</p> |

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| 815 | <p>Giáo trình Công tác lãnh đạo trong doanh nghiệp / Trần Hữu Cường (c.b), Nguyễn Văn Phương, Vũ Thị Hằng Nga.. - H. : Học viện Nông nghiệp, 2021. - ix,158 tr. : 19 x 27 cm., Phân loại: 658.40920711 TRC 2021, Giáo trình</p> <p>Tóm tắt: Trình bày tổng quan về công tác lãnh đạo trong doanh nghiệp; lý thuyết và khung lý thuyết nghiên cứu về công tác lãnh đạo trong doanh nghiệp; tầm ảnh hưởng và cơ sở hình thành quyền lực trong lãnh đạo doanh nghiệp; hành vi của nhà lãnh đạo trong doanh nghiệp; công tác lãnh đạo theo mục tiêu và tình huống, mối quan hệ giữa hành vi và tình huống trong doanh nghiệp; năng lực lãnh đạo trong doanh nghiệp; tính cách và kỹ năng lãnh đạo, kỹ năng tổ chức cuộc họp và thuyết trình trong lãnh đạo doanh nghiệp</p> |
| 816 | <p>International human resource management : globalization, national systems and multinational companies / Tony Edwards and Chris Rees.. - Harlow, England : Pearson, 2017. - xix, 379 pages : 25 cm., Phân loại: 658.3 INT 2017, Tài liệu tham khảo</p> |
| 817 | <p>Agricultural marketing management / Lakshmi Dhar Hatai.. - New Delhi : New india publishing agency, 2016. - ix,124 p. : ; 24 cm., Phân loại: 658.8 HAT 2016, Tài liệu tham khảo</p> |
| 818 | <p>Giáo trình hệ thống kiểm soát nội bộ / Trần Quang Trung, Ngô Thị Thu Hằng (ch.b.), Vũ Thị Hải, Nguyễn Thị Thùy Dung, Lê Thanh Hà.. - H. : Nxb. Học viện Nông Nghiệp, 2022. - viii, 164 tr. : 19 x 27 cm., Phân loại: 658.401 GIA 2022, Giáo trình</p> <p>Tóm tắt: Trình bày tổng quan về hệ thống kiểm soát nội bộ; Các bộ phận cấu thành hệ thống kiểm soát nội bộ; Thiết lập hệ thống kiểm soát nội bộ; Hoạt động của hệ thống kiểm soát nội bộ trong doanh nghiệp; Đánh giá và hoàn thiện hệ thống kiểm soát nội bộ</p> |

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| 819 | <p>Lợi thế bán hàng : Cách tạo dựng và duy trì doanh số vượt trội / Dale Carnegie, J. Oliver Crom, Michael Crom - Tp HCM. : Nxb tổng hợp, 2017. - 358 Tr. ; : 14.5 x 20.5 cm., Phân loại: 658.85 SAL 2017, Tài liệu tham khảo</p> <p>Tóm tắt: Tư vấn chi tiết từng bước trong qui trình 11 bước bán hàng, qua đó giúp người bán nâng cao và duy trì doanh số bán hàng ở mức cao nhất có thể, bao gồm: Cách tìm kiếm cơ hội kinh doanh từ những khách hàng cũ và mới, tầm quan trọng của việc tìm hiểu thông tin trước khi tiếp cận khách hàng tiềm năng, xác định nhu cầu của khách hàng cũng như mối quan tâm chủ yếu của họ, các tiêu chuẩn mua hàng và động cơ mua hàng chủ yếu...</p> |
| 820 | <p>Giải quyết xung đột trong cuộc sống : = Resolve conflicts in your life / Dale Carnegie; Hoàng Huân dịch.. - Hà Nội : Lao động, 2020. - 221 Tr. ; 21 cm., Phân loại: 658.4053 CAR 2020, Tài liệu tham khảo</p> <p>Tóm tắt: Đưa ra cách giải quyết xung đột và cách thương thuyết khi đối mặt với nghịch cảnh, tinh thần chúng ta có thể sa sút, thất vọng, chán nản. Tuy nhiên, tất cả chúng ta đều có khả năng phục hồi trong tình trạng đó. Hãy cố gắng để sửa sai và vượt qua giai đoạn tâm lý bất ổn này</p> |
| 821 | <p>Tổ chức công việc làm ăn / Nguyễn Hiến Lê.. - H. : Hồng Đức, 2018. - 252 Tr. ; 13 x 20.5 cm., Phân loại: 658.4 NGL 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu hai học thuyết Fayol và Taylor, phương pháp tổ chức một xí nghiệp, yêu cầu đối với người tổ chức; kỹ năng tổ chức công việc quản lí, tài chính, kế toán, kỹ thuật, thương mại và an ninh xã hội</p> |
| 822 | <p>Hiệu năng : Châm ngôn của nhà doanh nghiệp / Nguyễn Hiến Lê.. - H. : Hồng Đức, 2018. - 212 Tr. ; 13 x 20.5 cm., Phân loại: 658 NGL 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày một số phương pháp để nâng cao hiệu năng làm việc như: Duy trì nhiệt huyết, Mạo hiểm để thay đổi; Suy nghĩ để tìm ý tưởng; Quảng cáo; Tiêu tiền đúng cách; Giúp đỡ nhân loại</p> |
| 823 | <p>Triết lý cuộc đời / Jim Rohn ; Thủy Hương dịch.. - H. : Lao động, 2022. - 145 Tr. ; : ; 13 x 19 cm., Phân loại: 158 ROH 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày những đúc kết suy ngẫm, triết lý về kinh doanh và cuộc đời, nhằm truyền cảm hứng cho những ai theo đuổi thành công trong công việc và cuộc sống cá nhân</p> |

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| 824 | <p>Trí tuệ xúc cảm - Ứng dụng trong công việc / Daniel Goleman ; Alpha Books h.đ. ; Dịch: Phương Thuý.... - H. : Công thương, 2022. - 447 Tr. ; : ; 13 x 20.5 cm., Phân loại: 658.409019 GOL 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Giải thích về tầm quan trọng của trí tuệ cảm xúc và chỉ ra cách thức để nuôi dưỡng, phát triển chúng; phân tích việc vận dụng trí tuệ cảm xúc trong công việc, giúp các nhà quản lí, lãnh đạo đưa ra được những quyết định sáng suốt trong công việc và đạt được thành công</p> |
| 825 | <p>Triết lý kinh doanh của Kyocera / Inamori Kazuo ; Thanh Huyền dịch.. - H. : Công thương, 2023. - 435 Tr. ; 13 x 19 cm., Phân loại: 658 KAZ 2023, Tài liệu tham khảo</p> <p>Tóm tắt: Đưa ra triết lý kinh doanh cơ bản đó là cách người lãnh đạo khởi tạo và thống nhất tư tưởng trong doanh nghiệp của mình nhằm vươn tới những đỉnh cao trong sự nghiệp</p> |
| 826 | <p>Giáo trình lập và phân tích dự án kinh doanh / Nguyễn Hải Núi (ch.b), B.s.: Nguyễn Quốc Chính, Phạm Hương Dịu,... - H. : Nxb. Học viện Nông nghiệp, 2023. - viii, 160 Tr. ; 27 cm., Phân loại: 658.4040711 GIA 2023, Giáo trình</p> <p>Tóm tắt: Trình bày tổng quan về dự án kinh doanh; Lập dự án kinh doanh; Phân tích kỹ thuật công nghệ của dự án kinh doanh; Phân tích tài chính của dự án kinh doanh; Phân tích tác động kinh tế - xã hội và môi trường của dự án kinh doanh; Phân tích rủi ro của kinh doanh</p> |
| 827 | <p>Giáo trình kinh doanh quốc tế / Chu Thị Kim Loan (ch.b.), Nguyễn Văn Hương, Nguyễn Văn Phương - H. : Học viện Nông nghiệp, 2023. - vii, 202 tr. : ; 19 x 27 cm., Phân loại: 330.0285 GIA 2023, Giáo trình</p> <p>Tóm tắt: Giới thiệu tổng quan về kinh doanh quốc tế. Sự khác biệt giữa các quốc gia về hệ thống chính trị, luật pháp, kinh tế, văn hóa và điều kiện tự nhiên. Định chế kinh tế và tài chính quốc tế. Thương mại quốc tế; Thị trường tài chính; Thị trường quốc tế ...</p> |
| 828 | <p>Cẩm nang quản lý : = HBR manager's handbook: 17 kỹ năng quản lý có tâm và có tầm / Harvard Business Review; Nguyễn Huyền dịch.. - H. : Công thương, 2021. - 364 tr. : 24 cm., Phân loại: 658.4092 CAM 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Những kỹ năng cần thiết giúp nhà quản lý có tầm ảnh hưởng cần phải nắm vững để trở thành nhà quản lý thành công; quản lý cá nhân và đội ngũ của mình vận hành hiệu quả nhất có thể; đưa ra những quyết định chiến lược quản trị công việc kinh doanh của mình</p> |

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| 829 | <p>Truyền thông xã hội : Cách tạo lập và đưa ra một chiến lược thành công từ financial times / Martin Thomas; Phí Mai dịch.. - H. : Công Thương; Công ty Sách Thái Hà, 2022. - 403 tr. : 21 cm., Phân loại: 658.872 THO 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày cách phát triển một chiến lược truyền thông xã hội thành công; khai thác sức mạnh của truyền thông xã hội để thúc đẩy doanh nghiệp phát triển; quản trị rủi ro và đo lường hiệu suất truyền thông xã hội; phát triển thương hiệu truyền thông xã hội cá nhân và kỹ năng lãnh đạo doanh nghiệp</p> |
| 830 | <p>Tứ thư lãnh đạo : Thuật quản trị / Hoà Nhân ; Dịch: Trần Thu Hiền.... - H. : Công thương, 2023. - 426 tr. : ; 15.5 x 24 cm., Phân loại: 658.4092 HON 2023, Tài liệu tham khảo</p> <p>Tóm tắt: Phân tích những yếu tố cần thiết dành cho các nhà lãnh đạo từ đó hướng dẫn bạn cách nhìn người, dùng người, cách sử dụng nhân tài sao cho hiệu quả nhất</p> |
| 831 | <p>Tứ thư lãnh đạo : Thuật dụng ngôn / Hoà Nhân ; Dịch: Nguyễn Thị Thanh.... - H. : Công thương, 2023. - 401 tr. : ; 15.5 x 24 cm., Phân loại: 658.4092 HON 2023, Tài liệu tham khảo</p> <p>Tóm tắt: Phân tích những yếu tố cần thiết dành cho các nhà lãnh đạo: Hội nghị, thuyết phục, phê bình... giúp bạn trở thành một người lãnh đạo có tài ăn nói, diễn thuyết, phản biện, từ đó thu phục được nhân tâm và làm nên việc lớn</p> |
| 832 | <p>Tứ thư lãnh đạo : Thuật lãnh đạo / Hoà Nhân ; Dịch: Nguyễn Thị Thanh.... - H. : Công thương, 2022. - 421 tr. : ; 15.5 x 24 cm., Phân loại: 658.4092 HON 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Phân tích những yếu tố cần thiết dành cho các nhà lãnh đạo: mục tiêu, hành động, tự tin, kiểm chế, chí tiến thủ... từ đó giúp bạn có được các tố chất của một người lãnh đạo giỏi</p> |
| 833 | <p>Quản lý: Những điều cốt lõi : Dành cho mọi cá nhân, tổ chức và doanh nghiệp / Malik Fredmund ; Dương Thu dịch.. - H. : Đại học Quốc gia Hà Nội, 2021. - 344 tr. : 17 x 24 cm., Phân loại: 658 MAL 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Tổng kết những nội dung cốt lõi về quản lý và cung cấp kiến thức căn bản về những yếu tố cần thiết để tạo thành quản lý đúng và tốt theo tính hiệu quả của quản lý con người, quản lý doanh nghiệp, các chức năng quản lý tổng thể và phương pháp thực thi</p> |

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| 834 | <p>Quản lý rủi ro : = On managing risk / Robert S. Kaplan, Anette Mikes, Karan Girotra... ; Nguyễn Ngọc Anh dịch.. - H. : Đại học Kinh tế Quốc dân, 2022. - 151 tr. : 27 cm., Phân loại: 658.155 QUA 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Gồm các bài viết về quản lý rủi ro giúp doanh nghiệp tránh các lỗi phổ biến trong quản lý rủi ro, 3 loại rủi ro riêng biệt và điều chỉnh các quy trình quản lý rủi ro, nắm bắt sự không chắc chắn như một yếu tố chính của sự đổi mới đột phá, áp dụng những phương pháp để giảm thiểu các mối đe dọa chính trị, nâng cấp khả năng dự báo của tổ chức để đạt được lợi thế cạnh tranh, phát hiện và vô hiệu hoá các cuộc tấn công mạng bắt nguồn từ bên trong công ty</p> |
| 835 | <p>Các nhà quản lý mới : Dẫn dắt đội nhóm mà bạn kế thừa / Linda A. Hill, Michael D. Watkins, Carol A. Walker... ; Nguyễn Đức Thụy dịch.. - H. : Đại học Quốc gia Hà Nội, 2022. - 159 tr. : 19 x 27 cm., Phân loại: 658 CAC 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Tuyển tập 11 bài viết tạo cảm hứng phát triển trí tuệ cảm xúc, gây ảnh hưởng tới các đồng nghiệp thông qua khoa học về sự thuyết phục, đánh giá và nâng cao năng lực đội nhóm: Lần đầu tiên làm sếp; dẫn dắt đội nhóm mà bạn kế thừa; không để những nhà quản lý non tay "tự diệt"; quản lý nơi làm việc cường độ cao...</p> |

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| 836 | <p>The standard for project management and a guide to the project management body of knowledge (PMBOK guide). . - Newtown Square, Pennsylvania : Project Management Institute, Inc., 2021. - 1 online resource. , Phân loại: 658.404 STA 2021, Tài liệu tham khảo</p> <p>Tóm tắt: "Over the past few years, emerging technology, new approaches, and rapid market changes disrupted our ways of working, driving the project management profession to evolve. Each industry, organization and project face unique challenges, and team members must adapt their approaches to successfully manage projects and deliver results. With this in mind, A Guide to the Project Management Body of Knowledge (PMBOK®' Guide) - Seventh Edition takes a deeper look into the fundamental concepts and constructs of the profession. Including both The Standard for Project Management and the PMBOK®' Guide, this edition presents 12 principles of project management and eight project performance domains that are critical for effectively delivering project outcomes. This edition of the PMBOK®' Guide: Reflects the full range of development approaches (predictive, traditional, adaptive, agile, hybrid, etc.); Devotes an entire section to tailoring development approaches and processes; Expands the list of tools and techniques in a new section, "Models, Methods, and Artifacts"; Focuses on project outcomes, in addition to deliverables; and Integrates with PMIstandards+, giving users access to content that helps them apply the PMBOK®' Guide on the job. The result is a modern guide that better enables project team members to be proactive, innovative, and nimble in delivering project outcomes"--</p> |
| 837 | <p>Tứ thư lãnh đạo : Thuật xử thế / Hoà Nhân ; Dịch: Trần Thu Hiền.... - H. : Lao động, 2021. - 435 tr. : ; 15.5 x 24 cm., Phân loại: 658.4092 HON 2021, Tài liệu tham khảo</p> <p>Tóm tắt: Phân tích những yếu tố cần thiết dành cho các nhà lãnh đạo: Giao tiếp, trang phục, tâm lý, lễ nghi, uy tín... để có được đầy đủ kỹ năng để quản lý nhân viên, đối nhân xử thế, mở rộng mạng lưới quan hệ</p> |
| 838 | <p>Nhà quản lý : Tâm & Tài / T.1 Thanh Thuỷ (ch.b.). - H. : Văn hoá Thông tin, 2014. - 355 Tr. : 25 cm., Phân loại: 658.400922 THT 2014, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu cuộc đời, sự nghiệp của 33 nhà quản lý có " Tâm" có "Tài", vượt qua thử thách, khẳng định tài năng, nhân cách, có những cống hiến cho xã hội, đất nước, khẳng định bản lĩnh anh hùng trên các mặt trận kinh tế, chính trị, khoa học, xã hội. Qua đó cung cấp cho độc giả những bài học về quản trị trong công tác của những nhà quản lý tài năng, chia sẻ những bí quyết thành công của một nhà quản lý trong thời đại mới</p> |

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| 839 | <p>Giáo trình phương pháp nghiên cứu trong quản trị kinh doanh / Nguyễn Hải Núi, Đồng Đại Dũng (ch.b.), Nguyễn Quốc Chính... [et al.].. - H. : Nxb. Học viện Nông nghiệp, 2023. - ix, 171 Tr. ; 19 x 27 cm., Phân loại: 658.0711 GIA 2023, Giáo trình</p> <p>Tóm tắt: Trình bày tổng quan về nghiên cứu và phương pháp nghiên cứu trong quản trị kinh doanh; Xác định vấn đề và tổng quan tài liệu nghiên cứu; Thiết kế nghiên cứu; Thu thập dữ liệu nghiên cứu; Phân tích dữ liệu; Trình bày kết quả nghiên cứu</p> |
| 840 | <p>Giáo trình quản trị nhân lực / Lê Thị Thu Hương (ch.b.), Nguyễn Quốc Chính, Nguyễn Công Tiệp... [et al.].. - H. : Nxb. Học viện Nông nghiệp, 2023. - ix, 216 Tr. ; 19 x 27 cm., Phân loại: 658.3 GIA 2023, Giáo trình</p> <p>Tóm tắt: Tổng quan về quản trị nhân lực; Hoạch định nhân lực; Phân tích và thiết kế công việc; Tuyển dụng nhân lực; Đào tạo và phát triển nhân lực; Quản trị sự thực hiện công việc; Thù lao lao động; Tạo động lực trong lao động</p> |
| 841 | <p>Quản trị học : = Management / B.s.: Nguyễn Thị Liên Diệp, Trần Anh Minh.. - H. : Tài chính, 2022. - 302 Tr. : 14.5 x 20.5 cm., Phân loại: 658 QUA 2022, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày những vấn đề chung của quản trị học và các chức năng của quản trị như: Nhà quản trị và công việc quản trị, sự tiến triển của tư tưởng quản trị, môi trường của tổ chức, văn hoá với quản trị của tổ chức, quyết định quản trị, hoạch định, tổ chức, điều khiển, kiểm tra</p> |
| 842 | <p>Phát triển kinh tế dịch vụ Việt Nam trong điều kiện hội nhập quốc tế / Phạm Thị Khanh, chủ biên, Trần Thị Tuyết Lan, Nguyễn Thị Miền. - H. : Chính trị quốc gia - sự thật, 2012 - 206 Tr. ; 14.5 x 20.5 cm, Phân loại: 338.47 PHK 2012, Tài liệu tham khảo</p> |
| 843 | <p>Giáo trình marketing du lịch / Nguyễn Văn Mạnh, Nguyễn Đình Hòa. - H. : Kinh tế quốc dân, 2015 - 439 Tr. ; 16x21 cm, Phân loại: 338.479 1 GIA 2015, Tài liệu tham khảo</p> |
| 844 | <p>Kinh tế xây dựng trong cơ chế thị trường / Bùi Mạnh Hùng. - H. : Xây dựng, 2015 - 496 Tr. ; 17 x 24 cm, Phân loại: 338.456 9 BUH 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Khái quát vai trò, đặc điểm của công nghiệp xây dựng trong nền kinh tế thị trường; những vấn đề kinh tế trong thiết kế và ứng dụng khoa học, công nghệ trong xây dựng, lao động, tiền lương và tổ chức sản xuất xây dựng; vốn sản xuất kinh doanh của doanh nghiệp xây dựng, giá, chi phí, lợi nhuận, giá đấu thầu xây dựng trong cơ chế thị trường...</p> |

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| 845 | <p>Lập kế hoạch và quản lý dự án đầu tư xây dựng : Sách chuyên khảo / Lê Anh Dũng. - H. : Xây dựng , 2015 - 274 Tr. ; 27 cm., Phân loại: 338.456 9 LED 2015, Tài liệu tham khảo</p> <p>Tóm tắt: Giới thiệu tổng quan về dự án và quản lý dự án; các mô hình quản lý dự án thông dụng trong xây dựng; công tác lập kế hoạch và quản lý tiến độ dự án; quản lý chất lượng, chi phí và quản lý rủi ro trong xây dựng; theo dõi, đánh giá và quản lý thông tin dự án</p> |
| 846 | <p>Kinh tế công nghệ phần mềm / Huỳnh Quyết Thắng. - H. : Bách khoa Hà Nội, 2016 - 256 tr. : 24 cm, Phân loại: 338.470 051 HUT 2016, Tài liệu tham khảo</p> <p>Tóm tắt: Tổng quan về kinh tế công nghệ phần mềm. Ước lượng đánh giá chi phí xây dựng và xác định giá bán phần mềm. Phân tích tài chính các dự án phần mềm. Các phương pháp và kỹ thuật chọn lọc trong kinh tế công nghệ phần mềm. Quản trị rủi ro. Một số chủ đề nâng cao trong kinh tế công nghệ phần mềm</p> |
| 847 | <p>Biosafety Resource Book: Introduction to molecular biology and genetic engineering / Food and Agriculture Organization of the United Nations. - Rome : Food and Agriculture Organization of the United Nations, 2011 - 132 p ; 24 cm, Phân loại: 338.476 606 BIO 2011, Tài liệu tham khảo</p> |
| 848 | <p>Biosafety Resource Book: Legal aspects / Food and Agriculture Organization of the United Nations. - FAO, 2011 - 104 p ;, Phân loại: 338.476 606 BIO 2011, Tài liệu tham khảo</p> |
| 849 | <p>Biosafety Resource Book: Test and post release monitoring of genetically modified organisms / Food and Agriculture Organization of the United Nations. - FAO, 2011 - 121 p ;, Phân loại: 338.476 606 BIO 2011, Tài liệu tham khảo</p> |
| 850 | <p>Biosafety Resource Book: Ecological aspects / Elizabeth Hodson de Jaramillo, Alessandra Sensi, Oliver Brandenburg,... - FAO, 2011 - 80 p ;, Phân loại: 338.476 606 BIO 2011, Tài liệu tham khảo</p> |
| 851 | <p>Biosafety Resource Book: Risk analysis / Alessandra sensi, Oliver Brandenburg, Kakoli Ghosh. - FAO, 2011 - 80 p ;, Phân loại: 338.476 606 BIO 2011, Tài liệu tham khảo</p> |

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| 852 | <p>Phát triển sản phẩm du lịch đặc thù vùng núi phía Bắc. . - H. : Thể thao và du lịch, 2019. - 227 Tr. ; 14.5 x 20.5 cm., Phân loại: 338.47 NGP 2019, Tài liệu tham khảo</p> <p>Tóm tắt: Trình bày cơ sở lý luận phát triển du lịch vùng núi phía Bắc. Phát triển sản phẩm du lịch đặc thù vùng núi phía Bắc. Định hướng phát triển sản phẩm du lịch đặc thù vùng núi phía Bắc</p> |
| 853 | <p>Phát huy thế mạnh biển đảo Việt Nam trong thể thao và du lịch / Phạm, Hồng Lâm.. - H. : Thể thao và du lịch, 2018. - 255 Tr. ; 14.5 x 20.5 cm., Phân loại: 338.47 PHL 2018, Tài liệu tham khảo</p> <p>Tóm tắt: Khái quát những vấn đề về tiềm năng, thách thức của biển đảo nước ta. Đưa ra những giải pháp, kiến nghị nhằm phát huy thế mạnh của biển, đảo trong hoạt động thể thao và du lịch như: lặn biển, lướt ván, dù bay, bóng ném bãi biển...du lịch biển nghỉ dưỡng, lễ hội vùng biển...góp phần vào việc phát triển kinh tế, xã hội, giữ vững quốc phòng và an ninh</p> |
| 854 | <p>The next factory of the world : how Chinese investment is reshaping Africa / by Irene Yuan Sun.. - Boston : Harvard business review press, 2017. - 211 pages : 25 cm., Phân loại: 338.4096 SUN 2017, Tài liệu tham khảo</p> <p>Tóm tắt: China is now the biggest foreign player in Africa: largest trade partner, largest infrastructure financier, and fastest-growing source of foreign direct investment. Chinese entrepreneurs are flooding into Africa, investing in long-term assets, such as factories and heavy equipment. The fact that China sees Africa not for its poverty but for its potential wealth is a striking departure from the attitude of the West, in particular the United States. For fifty years the West has engaged in countless poverty-alleviation and development-aid programs in Africa, yet Africa still has the largest number of people living in extreme poverty of any region in the world. Considering Africa's difficult history of colonialism, one might suspect that the current story of China in Africa is merely a story about exploitation of resources. Author Irene Yuan Sun follows these entrepreneurs and finds, instead, that they are factory owners, building in Africa what they so recently learned to build in China--a global manufacturing powerhouse. This gives rise to a tantalizing possibility: that Africa can industrialize in the coming generation. With a manufacturing-led transformation, Africa would be following in the footsteps of the United States in the nineteenth century, Japan in the early twentieth, and the Asian Tigers in the late twentieth century. Many may consider this an old-fashioned way to develop, but it's the only one that's proven to raise living standards across entire societies for generations. And with every new Chinese factory boss setting up machinery and</p> |