



تازه های کتاب لاتین

17 از 1 :  
تاریخ : 1395/06/09

کتابخانه دانشکده کار آفرینی

از تاریخ : 1395/01/01 تا : 1395/06/09

1 HD 62.25 .D48 2015	<p><b>SUBJECT:</b> Leadership</p> <p><b>AUTHOR:</b> Sharma, Pramodita/</p> <p><b>TITLE:</b> Developing next generation leaders for transgenerational entrepreneurial family enterprises</p> <p><b>AUTHOR STATEMENT:</b> edited by Pramodita Sharma and ... [et al].</p> <p><b>PUBLISHING:</b> Edward Elgar/Cheltenham/2015</p>	
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2 HF 6146 .P78 .M378 2015	<p><b>SUBJECT:</b> Branding (Marketing)</p> <p><b>AUTHOR:</b> Marti Parreno, Jose/</p> <p><b>TITLE:</b> Engaging Consumers through Branded Entertainment and Convergent Media</p> <p><b>AUTHOR STATEMENT:</b> Jose Marti Parreno, Carla Ruiz Mafe, Lisa Scribner Business Science Reference/Hershey/2015</p>	
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3 HF 5415.15 3 .H568 2015	<p><b>SUBJECT:</b> New products -- Marketing</p> <p><b>AUTHOR:</b> Hintze, Stephanie/</p> <p><b>TITLE:</b> Value chain marketing: a marketing strategy to overcome immediate customer innovation resistance</p> <p><b>AUTHOR STATEMENT:</b> Stephanie Hintze Springer/Cham/2015</p>	
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4 HB 615 .S4787 2015	<p><b>SUBJECT:</b> Entrepreneurship</p> <p><b>AUTHOR:</b> Canals, Jordi/</p> <p><b>TITLE:</b> Shaping entrepreneurial mindsets: innovation and entrepreneurship in leadership development</p> <p><b>AUTHOR STATEMENT:</b> edited by Jordi Canals Palgrave Macmillan/Basingstoke/2015</p>	
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5 HD 31.2 .N45 2016	<p><b>SUBJECT:</b> Strategic planning</p> <p><b>AUTHOR:</b> Vrdoljak Raguz, Ivona/</p> <p><b>TITLE:</b> Neostrategic management: an international perspective on trends and challenges</p> <p><b>AUTHOR STATEMENT:</b> Ivona Vrdoljak Raguz, Najla Podrug, Lara Jelenc, editors Springer/Cham/2016</p>	
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6 HC 79 .T4A52 2015	<p><b>SUBJECT:</b> Entrepreneurship</p> <p><b>AUTHOR:</b> Al Mubarak, Hanadi Mubarak/</p> <p><b>TITLE:</b> Innovation and entrepreneurship: powerful tools for a modern knowledge-based economy</p> <p><b>AUTHOR STATEMENT:</b> Hanadi Mubarak Al-Mubarak, Ali Husain Muhammad, Michael Busler Springer/Cham/2015</p>	
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17 از 2 :  
تاریخ : 1395/06/09

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از تاریخ : 1395/01/01 تا : 1395/06/09

7 HD 2040.5 .A35 2013	<p><b>SUBJECT:</b> Agriculture--Economic aspects--Albania</p> <p><b>AUTHOR:</b> Chan-Halbrendt, Catherine,/1949-</p> <p><b>TITLE:</b> Agricultural markets in a transitioning economy: an Albanian case study</p> <p><b>AUTHOR STATEMENT:</b> edited by Catherine Chan-Halbrendt and Jean Fantle-Lepczyk CABI/Cambridge/2013</p>	
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8 HB 615 .C7428 2016	<p><b>SUBJECT:</b> Technological innovations</p> <p><b>AUTHOR:</b> Carayannis, Elias G./</p> <p><b>TITLE:</b> Creativity, innovation, and entrepreneurship across cultures: theory and practices</p> <p><b>AUTHOR STATEMENT:</b> Igor N. Dubina, Elias G. Carayannis, editors Springer/New York/2016</p>	
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9 HD 2755.5 .Z833 2016	<p><b>SUBJECT:</b> Entrepreneurship</p> <p><b>AUTHOR:</b> Zucchella, Antonella/</p> <p><b>TITLE:</b> International entrepreneurship: theoretical foundations and practices</p> <p><b>AUTHOR STATEMENT:</b> Antonella Zucchella and Paolo Scabini Palgrave Macmillan/Houndsmills/2016</p>	
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10 LB 1029 .G3 .G365 2015	<p><b>SUBJECT:</b> Computer-assisted instruction</p> <p><b>AUTHOR:</b> Reiners, Torsten./</p> <p><b>TITLE:</b> Gamification in education and business</p> <p><b>AUTHOR STATEMENT:</b> Torsten Reiners, Lincoln C. Wood Springer/Cham/2015</p>	
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11 HF 5415 .L477 2007	<p><b>SUBJECT:</b> Marketing</p> <p><b>AUTHOR:</b> Levinson, Jay Conrad/</p> <p><b>TITLE:</b> Guerrilla marketing: easy and inexpensive strategies for making big profits from your small</p> <p><b>AUTHOR STATEMENT:</b> Jay Conrad Levinson with Jeannie Levinson and Amy Levinson Houghton Mifflin/Boston/2007</p>	
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12 HF 5415 .L477 2007	<p><b>SUBJECT:</b> Marketing</p> <p><b>AUTHOR:</b> Levinson, Jay Conrad/</p> <p><b>TITLE:</b> Guerrilla marketing: easy and inexpensive strategies for making big profits from your small</p> <p><b>AUTHOR STATEMENT:</b> Jay Conrad Levinson with Jeannie Levinson and Amy Levinson Houghton Mifflin/Boston/2007</p>	
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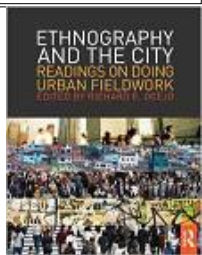


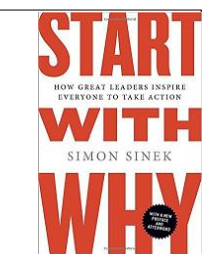
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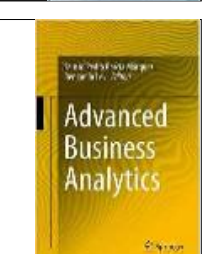
از تاریخ : 1395/01/01 تا : 1395/06/09


<p>13 GN 395 .E74 2013</p>	<p><b>SUBJECT:</b> Urban anthropology -- Fieldwork <b>AUTHOR:</b> Ocejo, Richard E./ <b>TITLE:</b> Ethnography and the city: readings on doing urban fieldwork <b>AUTHOR STATEMENT:</b> edited by Richard E. Ocejo Routledge/New York/2013.</p>	
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<p>14 HD 57.7 .S549 2009</p>	<p><b>SUBJECT:</b> Leadership <b>AUTHOR:</b> Sinek, Simon/ <b>TITLE:</b> Start with why: how great leaders inspire everyone to take action <b>AUTHOR STATEMENT:</b> Simon Sinek Portfolio/Penguin/New York/2009</p>	
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<p>15 HD 69 .P75 B85 2016</p>	<p><b>SUBJECT:</b> Industrial management <b>AUTHOR:</b> Kleinaltenkamp, Michael/ <b>TITLE:</b> Business Project Management and Marketing: Mastering Business Markets <b>AUTHOR STATEMENT:</b> Michael Kleinaltenkamp, Wulff Plinke, Ingmar Geiger Springer/Berlin/2016</p>	
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<p>16 HF 5387 .B873 2015</p>	<p><b>SUBJECT:</b> Business ethics <b>AUTHOR:</b> Ims, Knut Johannessen/1951- <b>TITLE:</b> Business and the greater good: rethinking business ethics in an age of crisis <b>AUTHOR STATEMENT:</b> Knut J. Ims, Lars Jacob Tynes Pedersen Edward Elgar/Cheltenham/2015</p>	
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<p>17 HD 30.215 .A32 2015</p>	<p><b>SUBJECT:</b> Decision making -- Computer programs <b>AUTHOR:</b> Garca Mrquez, Fausto Pedro/ <b>TITLE:</b> Advanced business analytics <b>AUTHOR STATEMENT:</b> Fausto Pedro Garca Mrquez, Benjamin Lev; editors Springer/Cham/2015</p>	
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<p>18 LC 1085 .E57 2015</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Foss, Lene/ <b>TITLE:</b> The entrepreneurial university: context and institutional change <b>AUTHOR STATEMENT:</b> edited by Lene Foss and David V. Gibson Routledge/New York/2015</p>	
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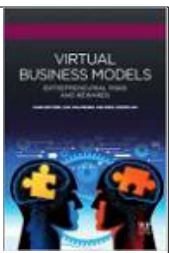
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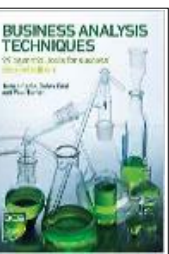
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تاریخ : 1395/06/09

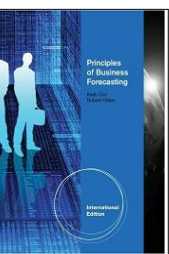
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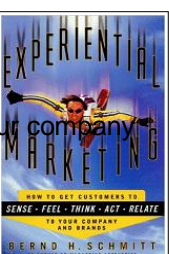
<p>19 LC 220.5 .E56 2015</p>	<p><b>SUBJECT:</b> Education, Higher -- Aims and objectives <b>AUTHOR:</b> Enos, Sandra L./ <b>TITLE:</b> Service-learning and social entrepreneurship in higher education: a pedagogy of social change <b>AUTHOR STATEMENT:</b> Sandra Enos Palgrave Macmillan/New York/2015</p>	
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<p>20 HD 30.2 .B73 V57 2016</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Bryder, Karin/ <b>TITLE:</b> Virtual business models: entrepreneurial risks and rewards <b>AUTHOR STATEMENT:</b> Karin Bryder, Anki Malmberg-Hager, Eskil Soderlind Elsevier/Amsterdam/2016</p>	
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<p>21 HD 69 .B87 C33 2015</p>	<p><b>SUBJECT:</b> Business planning <b>AUTHOR:</b> Cadle, James/ <b>TITLE:</b> Business analysis techniques: 99 essential tools for success <b>AUTHOR STATEMENT:</b> James Cadle, Debra Paul and Paul Turner The Chartered Institute for IT/Swindon/2015</p>	
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<p>22 HD 30.27 .O73 2013</p>	<p><b>SUBJECT:</b> Business forecasting <b>AUTHOR:</b> Ord, J. K./ <b>TITLE:</b> Principles of business forecasting <b>AUTHOR STATEMENT:</b> Keith Ord, Robert Fildes South-Western Cengage Learning/Mason/2013</p>	
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<p>23 G 155 .A1064 2016</p>	<p><b>SUBJECT:</b> Tourism -- Management <b>AUTHOR:</b> Egger, Roman/ <b>TITLE:</b> Open tourism: open innovation, crowdsourcing and co-creation challenging the tourism industry <b>AUTHOR STATEMENT:</b> [edited by] Roman Egger, Igor Gula, Dominik Walcher Springer/Berlin Heidelberg/2016</p>	
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<p>24 HF 5415.13 .S343 1999</p>	<p><b>SUBJECT:</b> Branding (Marketing) <b>AUTHOR:</b> Schmitt, Bernd/ <b>TITLE:</b> Experiential marketing: how to get customers to sense, feel, think, act, and relate to your company and brands <b>AUTHOR STATEMENT:</b> Bernd H. Schmitt Free Press/New York/1999</p>	
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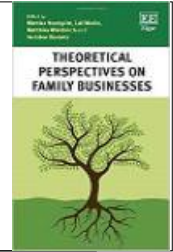
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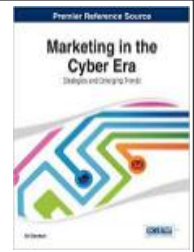
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از تاریخ : 1395/01/01 تا : 1395/06/09

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HD 62.7  
.T446  
2015  
**SUBJECT:** Family-owned business enterprises  
**AUTHOR:** Nordqvist, Mattias/  
**TITLE:** Theoretical Perspectives on Family Businesses  
**AUTHOR STATEMENT:** Mattias Nordqvist and ... [et al.]  
Edward Elgar/Cheltenham/2015



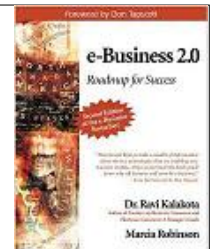
26  
HF  
5415.12  
65  
.M3275  
2014  
**SUBJECT:** Marketing  
**AUTHOR:** Ghorbani, Ali/1984-  
**TITLE:** Marketing in the cyber era: strategies and emerging trends  
**AUTHOR STATEMENT:** Ali Ghorbani  
Business Science Reference/Hershey/2014



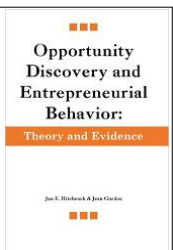
27  
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2755.5  
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2016  
**SUBJECT:** International business enterprises  
**AUTHOR:** Tuselmann, Heinz-Josef/  
**TITLE:** Impact of international business: challenges and solutions for policy and practice  
**AUTHOR STATEMENT:** Heinz Tuselmann and ...[et al.]  
Palgrave Macmillan/Houndsmills/2016



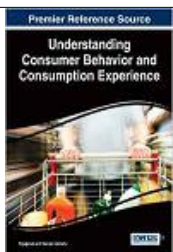
28  
HF  
5548.32  
.K348  
2001  
**SUBJECT:** Electronic commerce  
**AUTHOR:** Kalakota, Ravi./  
**TITLE:** E-business 2.0: roadmap for success  
**AUTHOR STATEMENT:** Ravi Kalakota and Marcia Robinson.  
Addison-Wesley/Boston/2001



29  
HD 62.5  
.H5 O5  
2012  
**SUBJECT:** Success in business  
**AUTHOR:** Hitchcock, Jon E./  
**TITLE:** Opportunity discovery and entrepreneurial behavior: theory and evidence  
**AUTHOR STATEMENT:** Jon E. Hitchcock, Jean Gordon  
Mill City Press/Minneapolis/2012



30  
HF  
5415.32  
.R353  
2015  
**SUBJECT:** Consumer behavior  
**AUTHOR:** Rajagopal/1957-  
**TITLE:** Understanding consumer behavior and consumption experience  
**AUTHOR STATEMENT:** Rajagopal, Raqual Castano  
Business Science Reference/Hershey/2015





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17 از 6 :  
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از تاریخ : 1395/01/01 تا : 1395/06/09

31 HD 62.7 .B37 2015	<p><b>SUBJECT:</b> Small business -- Management</p> <p><b>AUTHOR:</b> Barnes, Stewart/  <b>TITLE:</b> LEADing small business: business growth through leadership development  <b>AUTHOR STATEMENT:</b> Stewart Barnes, Steve Kempster, Sue Smith  Edward Elgar/Cheltenham/2015</p>	
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32 HD 62.47 .S55 2015	<p><b>SUBJECT:</b> Joint ventures</p> <p><b>AUTHOR:</b> Shishido, Zenichi/1956-  <b>TITLE:</b> Joint venture strategies: design, bargaining, and the law  <b>AUTHOR STATEMENT:</b> Zenichi Shishido, Munetaka Fukuda, Masato Umetani  Edward Elgar/Cheltenham/2015</p>	
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33 HD 62.37 .H35 2013	<p><b>SUBJECT:</b> Entrepreneurship</p> <p><b>AUTHOR:</b> Therin, Francois/  <b>TITLE:</b> Handbook of research on techno-entrepreneurship: how technology and entrepreneurship are shaping the development of industries and companies  <b>AUTHOR STATEMENT:</b> edited by François Thérin  Edward Elgar/Cheltenham/2013</p>	
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34 HD 2932 .I57 2015	<p><b>SUBJECT:</b> Investments, Foreign -- Developing countries</p> <p><b>AUTHOR:</b> Marinova, Svetla Trifonova/  <b>TITLE:</b> Institutional impacts on firm internationalization  <b>AUTHOR STATEMENT:</b> edited by Svetla Marinova  Palgrave Macmillan/Basingstoke/2015</p>	
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35 HD 60.5 .M53 S63 2015	<p><b>SUBJECT:</b> Social entrepreneurship -- Middle East</p> <p><b>AUTHOR:</b> Jamali, Dima/  <b>TITLE:</b> Social entrepreneurship in the Middle East  <b>AUTHOR STATEMENT:</b> edited by Dima Jamali, Alessandro Lanteri  Palgrave Macmillan/Basingstoke/2015</p>	
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36 H 62 .E748 2015	<p><b>SUBJECT:</b> Social sciences -- Methodology</p> <p><b>AUTHOR:</b> Hegde, Dinesh S./  <b>TITLE:</b> Essays on research methodology  <b>AUTHOR STATEMENT:</b> Dinesh S. Hegde, editors  Springer/New York/2015</p>	
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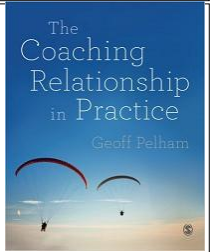



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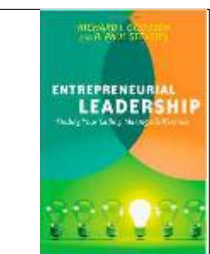
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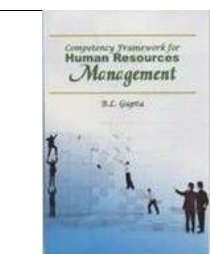
از تاریخ : 1395/01/01 تا : 1395/06/09


<p>37 BF 637 .P36P45 2016</p>	<p><b>SUBJECT:</b> Mentoring <b>AUTHOR:</b> Pelham, Geoff/ <b>TITLE:</b> The coaching relationship in practice <b>AUTHOR STATEMENT:</b> Geoff Pelham SAGE/Los Angeles/2016</p>	
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<p>38 HB 615 .A383 v.25 2015</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Kuratko, Donald F./ <b>TITLE:</b> The challenges of ethics and entrepreneurship in the global environment <b>AUTHOR STATEMENT:</b> edited by Sherry Hoskinson, Donald F. Kuratko Emerald/Howard House/2015</p>	
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<p>39 HD 69 .S8 W67 2013</p>	<p><b>SUBJECT:</b> Strategic alliances (Business) <b>AUTHOR:</b> Paasi, Jaakko/ <b>TITLE:</b> Workbook for opening innovation: bridging networked business, intellectual property and contracting <b>AUTHOR STATEMENT:</b> Jaakko Paasi ... [et al.]. Imperial College Press/London/2013</p>	
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<p>40 HB 615 .G6643 2013</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Goossen, Richard J./ <b>TITLE:</b> Entrepreneurial leadership: finding your calling, making a difference <b>AUTHOR STATEMENT:</b> Richard J. Goossen and R. Paul Stevens. InterVarsity Press/Downers Grove/2013</p>	
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<p>41 HF 5549 .G877 2011</p>	<p><b>SUBJECT:</b> Personnel management <b>AUTHOR:</b> Gupta, B. L./1960- <b>TITLE:</b> Competency framework for human resources management <b>AUTHOR STATEMENT:</b> B. L. Gupta Concept/New Delhi/2011</p>	
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<p>42 HD 3616 .M43O9 4 2015</p>	<p><b>SUBJECT:</b> Industrial policy -- Mexico <b>AUTHOR:</b> Ozel, Isik/ <b>TITLE:</b> State-business alliances and economic development: Turkey, Mexico and North Africa <b>AUTHOR STATEMENT:</b> Isik Ozel Routledge/New York/2015</p>	
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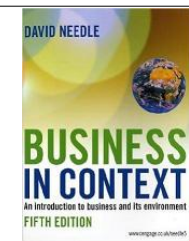
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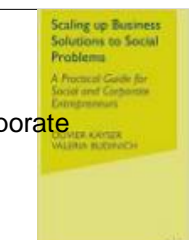
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<p>43 HF 5415.5 .S77 2015</p>	<p><b>SUBJECT:</b> Customer relations -- Management <b>AUTHOR:</b> Khanlari, Amir/ <b>TITLE:</b> Strategic Customer Relationship Management in the Age of Social Media Amir Khanlari Business Science Reference/Hershey/2015</p>	
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<p>44 HF 5415.2 .M3827 2015</p>	<p><b>SUBJECT:</b> Marketing research -- Methodology <b>AUTHOR:</b> Takhar-Lail, Amandeep/1980- <b>TITLE:</b> Market research methodologies: multi-method and qualitative approaches <b>AUTHOR STATEMENT:</b> Amandeep Takhar-Lail, Ali Ghorbani Business Science Reference/Hershey/2015</p>	
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<p>45 HD 31 .N38 2015</p>	<p><b>SUBJECT:</b> Industrial management <b>AUTHOR:</b> Needle, David/ <b>TITLE:</b> Business in context: an introduction to business and its environment <b>AUTHOR STATEMENT:</b> David Needle Chapman &amp; Hall/London/2015</p>	
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<p>46 HD 60 .K396 2015</p>	<p><b>SUBJECT:</b> Social entrepreneurship <b>AUTHOR:</b> Kayser, Olivier/1957- <b>TITLE:</b> Scaling up business solutions to social problems: a practical guide for social and corporate entrepreneurs <b>AUTHOR STATEMENT:</b> Olivier Kayser, Valeria Budinich Palgrave Macmillan/Basingstoke/2015</p>	
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<p>47 HF 5415.12 65 .C4885 2015</p>	<p><b>SUBJECT:</b> Internet marketing <b>AUTHOR:</b> Chaston, Ian/ <b>TITLE:</b> Internet marketing and big data exploration <b>AUTHOR STATEMENT:</b> Ian Chaston Palgrave Macmillan/Houndsmills/2015</p>	
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<p>48 HD 9734 .J34W5 5 2015</p>	<p><b>SUBJECT:</b> Competition, International <b>AUTHOR:</b> Williams, Densil A./ <b>TITLE:</b> Competing against multinationals in emerging markets: case studies of SMEs in the manufacturing industry <b>AUTHOR STATEMENT:</b> Densil A. Williams Palgrave Macmillan/Houndsmills/2015</p>	
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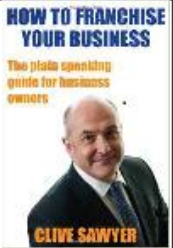
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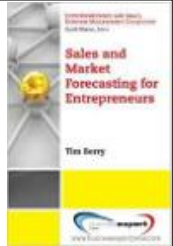
49  
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5429.23  
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2011

**SUBJECT:** Franchises (Retail trade)  
**AUTHOR:** Sawyer, Clive/1964-  
**TITLE:** How to franchise your business: the plain speaking guide for business owners  
**AUTHOR STATEMENT:** Clive Sawyer  
Live It Pub./London/2011



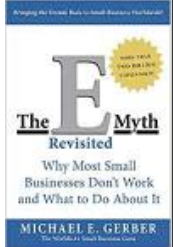
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2010

**SUBJECT:** Sales management  
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**TITLE:** Sales and market forecasting for entrepreneurs  
**AUTHOR STATEMENT:** Tim Berry  
Business Expert Press/New york/2010



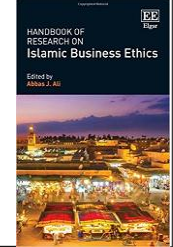
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.G46  
1995

**SUBJECT:** Entrepreneurship  
**AUTHOR:** Gerber, Michael E./  
**TITLE:** The E-myth revisited: why most businesses don't work and what to do about it  
**AUTHOR STATEMENT:** Michael E. Gerber  
Harper Business/New York/1995



52  
HF  
5387.5  
.I85 H36  
2015

**SUBJECT:** Business ethics -- Islamic countries  
**AUTHOR:** Ali, Abbas/1953-  
**TITLE:** Handbook of research on islamic business ethics  
**AUTHOR STATEMENT:** Abbas J. Ali  
Edward Elgar/Cheltenham/2015



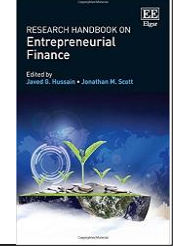
53  
HF  
5415.12  
3.E4  
2015

**SUBJECT:** Marketing  
**AUTHOR:** Egan, John/  
**TITLE:** Marketing communications  
**AUTHOR STATEMENT:** John Egan  
SAGE/Los Angeles/2015



54  
HG  
4027.7  
.R47  
2015

**SUBJECT:** Entrepreneurship -- Research  
**AUTHOR:** Hussain, Javed/  
**TITLE:** Research handbook on entrepreneurial finance  
**AUTHOR STATEMENT:** edited by Javed G. Hussain and Jonathan M. Scott  
Edward Elgar/Cheltenham/2015





تازه های کتاب لاتین


17 از 10 :  
تاریخ : 1395/06/09

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از تاریخ : 1395/01/01 تا : 1395/06/09


55  
HB 615  
.E4382  
2015

**SUBJECT:** Entrepreneurship  
**AUTHOR:** Nambisan, Satish/  
**TITLE:** Embracing entrepreneurship across disciplines: ideas and insights from engineering, science, medicine and arts  
**AUTHOR STATEMENT:** edited by Satish Nambisan  
Edward Elgar/Cheltenham/2015




56  
HB 615  
.H3673  
2015

**SUBJECT:** Entrepreneurship Research  
**AUTHOR:** Ghauri, Pervez N./1948-  
**TITLE:** Handbook of research on international entrepreneurship strategy: improving SME performance  
**AUTHOR STATEMENT:** edited by Pervez N. Ghauri, V.H. Manek Kirpalani  
Edward Elgar/Cheltenham/2015




57  
HD 59  
.P656  
2015

**SUBJECT:** Corporate image  
**AUTHOR:** Pownall, Charlie/  
**TITLE:** Managing Online Reputation: How to Protect your Company on Social Media  
**AUTHOR STATEMENT:** Charlie Pownall  
Palgrave Macmillan/Basingstoke/2015



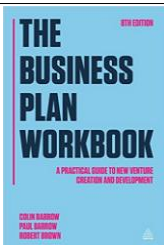
58  
HD 53  
.B476  
2015

**SUBJECT:** Entrepreneurship  
**AUTHOR:** Bessant, J. R./  
**TITLE:** Innovation and entrepreneurship  
**AUTHOR STATEMENT:** John Bessant and Joe Tidd  
John Wiley/Chichester/2015



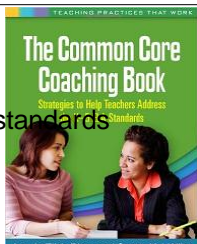
59  
HD  
30.28  
.B3685  
2015

**SUBJECT:** Business planning  
**AUTHOR:** Barrow, Colin/  
**TITLE:** The business plan workbook  
**AUTHOR STATEMENT:** Colin Barrow, Paul Barrow, Robert Brown  
Kogan Page/London/2015



60  
LB 1576  
.E4225  
2014

**SUBJECT:** Language arts (Elementary) -- Standards -- United States  
**AUTHOR:** Elish-Piper, Laurie/  
**TITLE:** The common core coaching book: strategies to help teachers address the K-5 ELA standards  
**AUTHOR STATEMENT:** Laurie Elish-Piper and Susan K. L'Allier  
Guilford Press/New York/2014



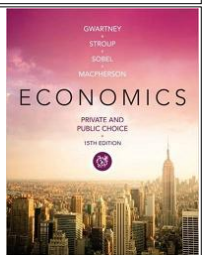



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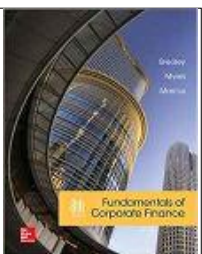
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<p>61 HB 171.5 .G96 2015</p>	<p><b>SUBJECT:</b> Economics <b>AUTHOR:</b> Gwartney, James D./ <b>TITLE:</b> Economics: private and public choice <b>AUTHOR STATEMENT:</b> James A. Gwartney and ...[etal]. Cengage Learning/Australia/2015</p>	
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<p>62 HF 5548.32 .T76 2016</p>	<p><b>SUBJECT:</b> Online social networks <b>AUTHOR:</b> Turban, Efraim/ <b>TITLE:</b> Social commerce: marketing, technology and management <b>AUTHOR STATEMENT:</b> Efraim Turban, Judy Strauss, Linda Lai Springer/Cham/2016</p>	
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<p>63 HG 4026 .B742 2015</p>	<p><b>SUBJECT:</b> Corporations -- Finance <b>AUTHOR:</b> Marcus, Alan J./ <b>TITLE:</b> Fundamentals of corporate finance <b>AUTHOR STATEMENT:</b> Richard A. Brealey; Stewart C Meyers; Alan J Marcus McGraw-Hill/New York/2015</p>	
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<p>64 HB 171.5 .B47 2016</p>	<p><b>SUBJECT:</b> Macroeconomics <b>AUTHOR:</b> Bhaskar, Krish N./ <b>TITLE:</b> Macroeconomic systems <b>AUTHOR STATEMENT:</b> [by] Krish Bhaskar and David Murray Croom Helm/London/2016</p>	
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<p>65 HB 615 .S984 2015</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Maas, G./1959- <b>TITLE:</b> Systemic entrepreneurship: contemporary issues and case studies <b>AUTHOR STATEMENT:</b> edited by Gideon Maas and Paul Jones Palgrave Macmillan/Houndsmills/2015</p>	
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<p>66 HF 5415.5 .I582 2015</p>	<p><b>SUBJECT:</b> Customer relations -- Management -- Data processing <b>AUTHOR:</b> Doligalski, Tymoteusz/ <b>TITLE:</b> Internet-based customer value management: developing customer relationships online <b>AUTHOR STATEMENT:</b> [edited by] Tymoteusz Doligalski Springer/Cham/2015</p>	
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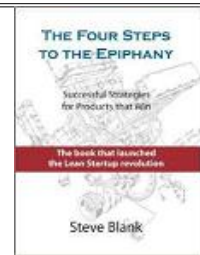


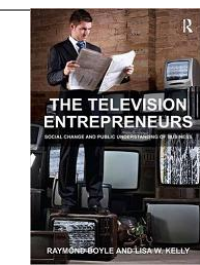
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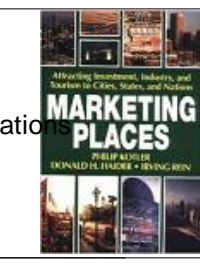
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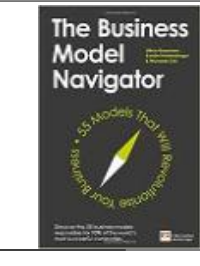
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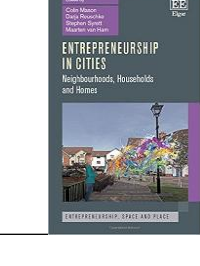
<p>67 HB 615 .B598 2013</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Blank, Steven G./ <b>TITLE:</b> The four steps to the epiphany: successful strategies for products that win <b>AUTHOR STATEMENT:</b> Steve Blank K &amp; S Ranch Publishing/Menlo Park/2013</p>	
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<p>68 PN 1992.8 .B87 B89 2012</p>	<p><b>SUBJECT:</b> Businessmen on television <b>AUTHOR:</b> Boyle, Raymond/1966- <b>TITLE:</b> The television entrepreneurs: social change and public understanding of business <b>AUTHOR STATEMENT:</b> Raymond Boyle and Lisa W. Kelly Ashgate/Burlington, VT/2012</p>	
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<p>69 HF 5415 .K6315 1993</p>	<p><b>SUBJECT:</b> Marketing <b>AUTHOR:</b> Kotler, Philip/ <b>TITLE:</b> Marketing places: attracting investment, industry, and tourism to cities, states, and nations <b>AUTHOR STATEMENT:</b> Philip Kotler, Donald H. Haider, Irving Rein Free Press/New York/1993</p>	
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<p>70 HD 30.28 .G373 2014</p>	<p><b>SUBJECT:</b> New business enterprises <b>AUTHOR:</b> Gassmann, Oliver/1967- <b>TITLE:</b> The business model navigator: 55 models that will revolutionise your business <b>AUTHOR STATEMENT:</b> Oliver Gassmann, Karolin Frankenberger, Michaela Csik Pearson Education/Harlow/2014</p>	
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<p>71 HF 5822 .F47 2014</p>	<p><b>SUBJECT:</b> Branding (Marketing) <b>AUTHOR:</b> Fleming, Jennifer/ <b>TITLE:</b> The advertising effect: how to change behaviour <b>AUTHOR STATEMENT:</b> Adam Ferrier, Jennifer Fleming Oxford University Press/South Melbourne/2014</p>	
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<p>72 HB 615 .E5827 2015</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Mason, C. M. (Colin M.)/ <b>TITLE:</b> Entrepreneurship in cities: neighbourhoods, households and homes <b>AUTHOR STATEMENT:</b> edited by Colin Mason and ...[et al.] Edward Elgar/Cheltenham/2015</p>	
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از تاریخ : 1395/01/01 تا : 1395/06/09

73 HB 615 .G464 2015	<p><b>SUBJECT:</b> Entrepreneurship</p> <p><b>AUTHOR:</b> Acs, Zoltan J./</p> <p><b>TITLE:</b> Global entrepreneurship, institutions and incentives: the Mason years</p> <p><b>AUTHOR STATEMENT:</b> Zoltan J. Acs Edward Elgar/Cheltenham/2015</p>	
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74 HF 1359 .G76 2015	<p><b>SUBJECT:</b> International economic relations</p> <p><b>AUTHOR:</b> Audretsch, David B./</p> <p><b>TITLE:</b> Globalization and public policy: a European perspective</p> <p><b>AUTHOR STATEMENT:</b> David Audretsch and ...[et al.] Springer/Cham/2015</p>	
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75 HD 62.4 .P357 2015	<p><b>SUBJECT:</b> Business education</p> <p><b>AUTHOR:</b> Taras, Vas/</p> <p><b>TITLE:</b> The Palgrave handbook of experiential learning in international business</p> <p><b>AUTHOR STATEMENT:</b> edited by Vas Taras, Maria Alejandra Gonzalez-Perez Palgrave Macmillan/Basingstoke/2015</p>	
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76 HG 4751 .S36 2015	<p><b>SUBJECT:</b> Small business -- Finance</p> <p><b>AUTHOR:</b> Scholz, Nadine/</p> <p><b>TITLE:</b> The relevance of crowdfunding: the impact on the innovation process of small entrepreneurial firms</p> <p><b>AUTHOR STATEMENT:</b> Nadine Scholz Springer Gabler/Wiesbaden/2015</p>	
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77 HB 615 .A377 v.17 2015	<p><b>SUBJECT:</b> Entrepreneurship</p> <p><b>AUTHOR:</b> Katz, Jerome A./</p> <p><b>TITLE:</b> Entrepreneurial growth: individual, firm, and region</p> <p><b>AUTHOR STATEMENT:</b> edited by Andrew C. Corbett, Jerome A. Katz, Alexander McKelvie Emerald/Howard House/2015</p>	
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78 B 52 .A325 2016	<p><b>SUBJECT:</b> Methodology</p> <p><b>AUTHOR:</b> Nado, Jennifer/</p> <p><b>TITLE:</b> Advances in experimental philosophy and philosophical methodology</p> <p><b>AUTHOR STATEMENT:</b> edited by Jennifer Nado Bloomsbury Academic/New York/2016</p>	
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17 از 14 :  
تاریخ : 1395/06/09

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از تاریخ : 1395/01/01 تا : 1395/06/09

79 LC 1085 .E58 2015	<p><b>SUBJECT:</b> Technological innovations</p> <p><b>AUTHOR:</b> Mitra, Jay/ <b>TITLE:</b> Entrepreneurship and knowledge exchange <b>AUTHOR STATEMENT:</b> edited by Jay Mitra and John Edmondson Routledge/London/2015</p>	
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80 QA 9.64 .W37 2015	<p><b>SUBJECT:</b> Electronic commerce -- Management</p> <p><b>AUTHOR:</b> Werro, Nicolas/ <b>TITLE:</b> Fuzzy classification of online customers <b>AUTHOR STATEMENT:</b> Nicolas Werro Springer/Cham/2015</p>	
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81 HF 5387 .E845 2015	<p><b>SUBJECT:</b> Business ethics</p> <p><b>AUTHOR:</b> Murphy, Patrick E./1948- <b>TITLE:</b> Ethical innovation in business and the economy <b>AUTHOR STATEMENT:</b> edited by Georges Enderle, Patrick E. Murphy Edward Elgar Publishing Limited/Cheltenham/2015</p>	
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82 HB 615 .E58 2015	<p><b>SUBJECT:</b> Entrepreneurship -- Developing countries</p> <p><b>AUTHOR:</b> Manimala, Mathew J./ <b>TITLE:</b> Entrepreneurial ecosystem: perspectives from emerging economies <b>AUTHOR STATEMENT:</b> Mathew J. Manimala, Kishinchand Poornima Wasdani, editors Springer/New York/2015</p>	
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83 HD 6072.6 .I7B34 2013	<p><b>SUBJECT:</b> Self-employed women -- Iran</p> <p><b>AUTHOR:</b> Bahramitash, Roksana/1956- <b>TITLE:</b> Gender and entrepreneurship in Iran: microenterprise and the informal sector <b>AUTHOR STATEMENT:</b> Roksana Bahramitash Palgrave Macmillan/Basingstoke/2013</p>	
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84 HF 5385 .C64 2010	<p><b>SUBJECT:</b> Mentoring in business</p> <p><b>AUTHOR:</b> Clutterbuck, David/ <b>TITLE:</b> Making coaching work: creating a coaching culture <b>AUTHOR STATEMENT:</b> David Clutterbuck and David Megginson Chartered Institute of Personnel and Development/London/2010</p>	
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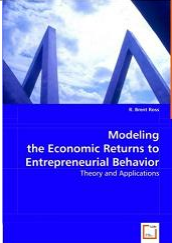



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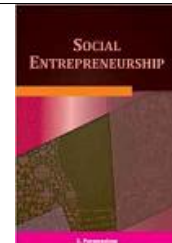
از تاریخ : 1395/01/01 تا : 1395/06/09

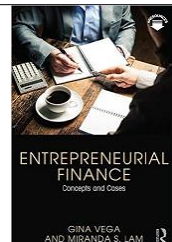
<p>85 HD 30.22 .R65 2008</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Ross, R. Brent/ <b>TITLE:</b> Modeling the economic returns to entrepreneurial behavior: theory and applications <b>AUTHOR STATEMENT:</b> R. Brent Ross VDM, Verlag Dr. Muller/Saarbrucken/2008</p>	
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<p>86 HF 5415.12 3 .E24 2015</p>	<p><b>SUBJECT:</b> Advertising <b>AUTHOR:</b> Eagle, Lynne/ <b>TITLE:</b> Marketing communications <b>AUTHOR STATEMENT:</b> Lynne Eagle ...[etal.] Routledge/London/2015</p>	
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<p>87 HD 2741 .G56 2015</p>	<p><b>SUBJECT:</b> Risk management <b>AUTHOR:</b> Ghofar, Abdul/ <b>TITLE:</b> Corporate governance and contingency theory: a structural equation modeling approach accounting <b>AUTHOR STATEMENT:</b> Abdul Ghofar, Sardar M.N. Islam Springer/Cham/2015</p>	
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<p>88 HD 45 .C373 2015</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Carayannis, Elias G./ <b>TITLE:</b> Innovation and Entrepreneurship: Theory, Policy and Practice Elias G. Carayannis, Elpida T. Samara, Yannis L. Bakourous Springer/Cham/2015</p>	
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<p>89 HD 60.5 .I4 S63 2016</p>	<p><b>SUBJECT:</b> Social entrepreneurship -- India <b>AUTHOR:</b> Paramasivan, C./ <b>TITLE:</b> Social Entrepreneurship <b>AUTHOR STATEMENT:</b> edited by C. Paramasivan New Century Publications/New Delhi/2016</p>	
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<p>90 HG 4027.7 .V44 2016</p>	<p><b>SUBJECT:</b> Small business -- Finance <b>AUTHOR:</b> Vega, Gina./ <b>TITLE:</b> Entrepreneurial finance: concepts and cases <b>AUTHOR STATEMENT:</b> Gina Vega and Miranda S. Lam Routledge/New York/2016</p>	
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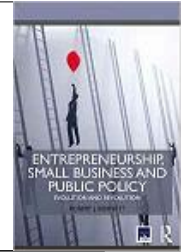
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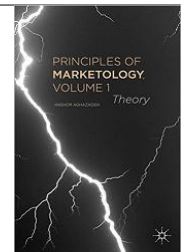
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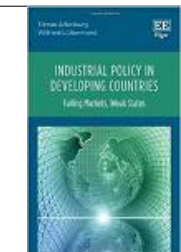
91  
HD  
2341  
.B34  
2014  
**SUBJECT:** Entrepreneurship  
**AUTHOR:** Bennett, R. J./  
**TITLE:** Entrepreneurship, small business and public policy: evolution and revolution  
**AUTHOR STATEMENT:** Robert J. Bennett  
Routledge/London/2014



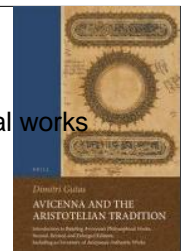
92  
HF  
5415.13  
.A346  
2015  
**SUBJECT:** Competition  
**AUTHOR:** Aghazadeh, Hashem/  
**TITLE:** Principles of marketology  
**AUTHOR STATEMENT:** Hashem Aghazadeh  
Palgrave Macmillan/New York/2015



93  
HD  
3616  
.D452A4  
8 2015  
**SUBJECT:** Industrial policy  
**AUTHOR:** Altenburg, Tilman/  
**TITLE:** Industrial policies in developing countries: failing markets, weak states  
**AUTHOR STATEMENT:** Tilman Altenburg, Wilfried Lutkenhorst  
Edward Elgar/Cheltenham/2015



94  
B 751  
.Z7G87  
2014  
**SUBJECT:** Avicenna, 980-1037  
**AUTHOR:** Gutas, Dimitri/  
**TITLE:** Avicenna and the Aristotelian tradition: introduction to reading Avicenna's philosophical works  
**AUTHOR STATEMENT:** Dimitri Gutas  
Brill/Boston/2014



95  
HD  
62.25  
.F376  
2016  
**SUBJECT:** Entrepreneurship  
**AUTHOR:** Randersen, Kathleen/  
**TITLE:** Family entrepreneurship: rethinking entrepreneurship research  
**AUTHOR STATEMENT:** edited by Kathleen Randersen, Cristina Bettinelli, Alain Fayolle and Giovanna  
Routledge/London/2016



96  
HB 615  
.S2  
2015  
**SUBJECT:** Entrepreneurship  
**AUTHOR:** Sa, Creso M./1976-  
**TITLE:** The entrepreneurship movement and the university  
**AUTHOR STATEMENT:** Creso M. Sa and Andrew J. Kretz  
Palgrave Macmillan/Houndsmills/2015





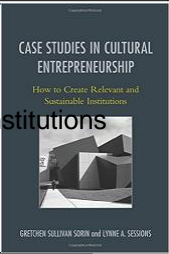


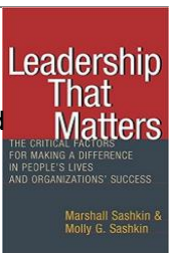
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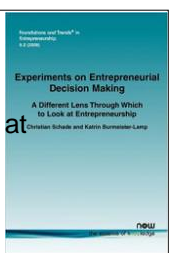
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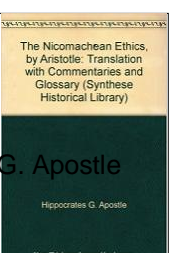
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<p>97 AM 11 .C37 2015</p>	<p><b>SUBJECT:</b> Entrepreneurship -- United States -- Case studies <b>AUTHOR:</b> Sorin, Gretchen Sullivan/ <b>TITLE:</b> Case Studies in Cultural Entrepreneurship: How to Create Relevant and Sustainable Institutions <b>AUTHOR STATEMENT:</b> edited by Gretchen Sullivan Sorin and Lynne A. Sessions Rowman and Littlefield/Lanham/2015</p>	
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<p>98 HD 57.7 .S27 2003</p>	<p><b>SUBJECT:</b> Leadership <b>AUTHOR:</b> Sashkin, Marshall/1944- <b>TITLE:</b> Leadership that matters: the critical factors for making a difference in people's lives and organizations'success <b>AUTHOR STATEMENT:</b> Marshall Sashkin, Molly G. Sashkin Berrett-Koehler/San Francisco/2003</p>	
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<p>99 HB 615 .S33 2009</p>	<p><b>SUBJECT:</b> Entrepreneurship <b>AUTHOR:</b> Schade, Christian/ <b>TITLE:</b> Experiments on entrepreneurial decision making: a different lens through which to look at <b>AUTHOR STATEMENT:</b> Christian Schade, Katrin Burmeister-Lamp Now Pub./Hanover/2009</p>	
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<p>100 B 430 .A5A66 1980</p>	<p><b>SUBJECT:</b> Ethics <b>AUTHOR:</b> Aristotle/ <b>TITLE:</b> The Nicomachean ethics <b>AUTHOR STATEMENT:</b> Aristotle; translated with commentaries and glossary by Hippocrates G. Apostle D. Reidel/Dordrecht/1980</p>	
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