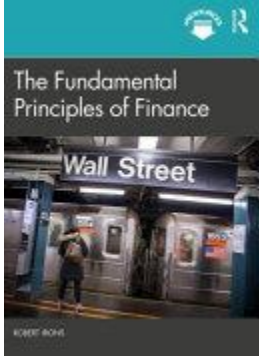
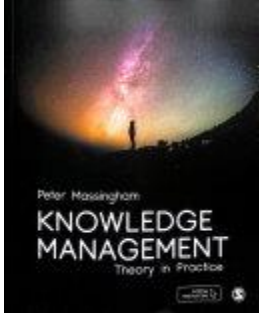
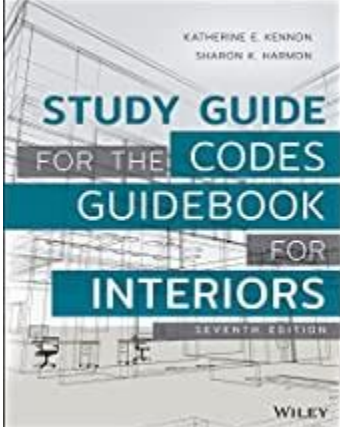
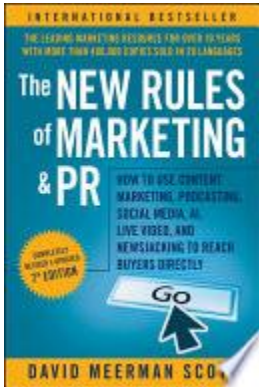


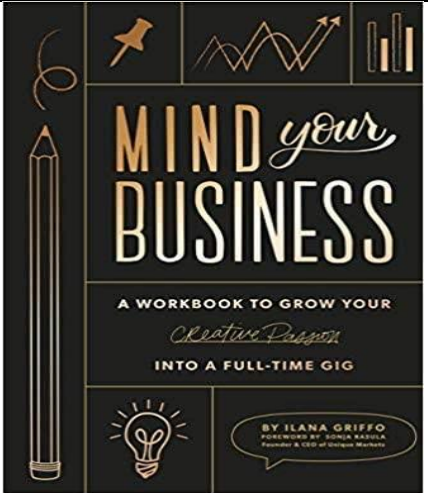
New Arrivals Reference Books 2020/21

#	Title	Author	Book Cover
1	The fundamental principles of finance	Irons, Robert	
2	Knowledge management : theory in practice	Massingham, Peter	
3	Study guide for the codes guidebook for interiors	Kennon, Katherine E	
4	The new rules of marketing & PR : how to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly	Scott, David Meerman	

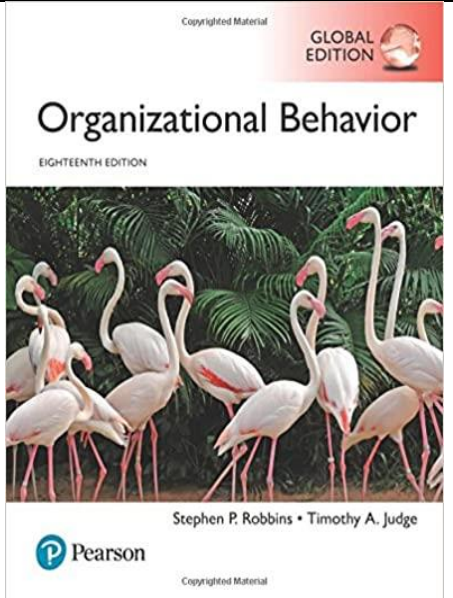
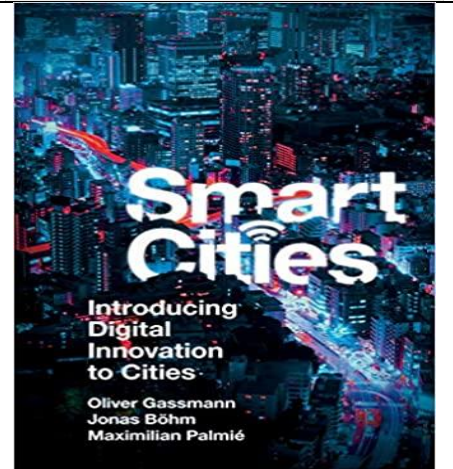
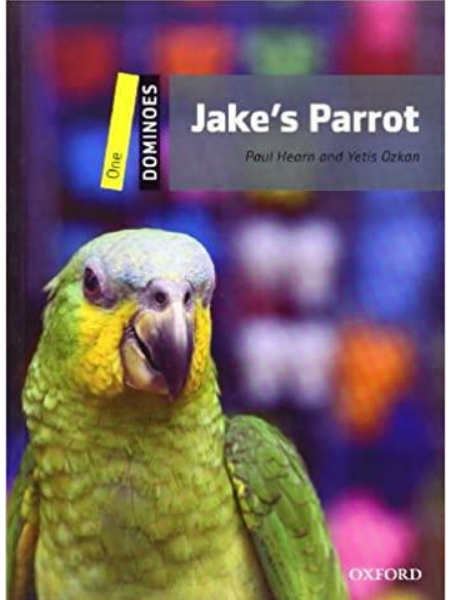
New Arrivals Reference Books 2020/21

5	Financial accounting theory	Scott, William R. O'Brien, Patricia C.	
6	International marketing strategy : the country of origin effect on decision-making in practice	Pegan, Giovanna Vianelli, Donata de Luca, Patrizia	
7	Introduction to Electronic Commerce and Social Commerce	Efraim Turban, Judy Whiteside, David King, Jon Outland	
8	Digital marketing strategy : an integrated approach to online marketing	Simon Kingsnorth	
9	Computer applications in business	Hem Chand Jain, H.N. Tiwari	

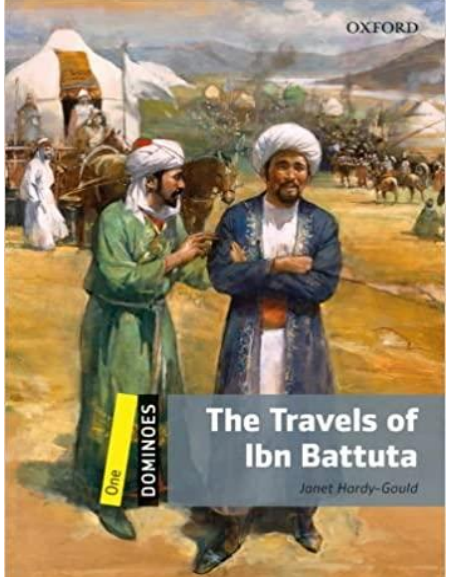
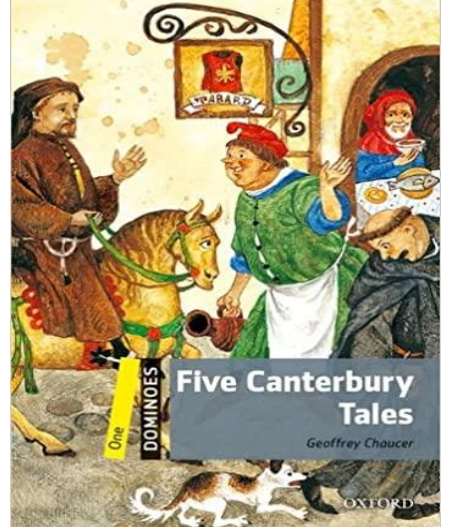
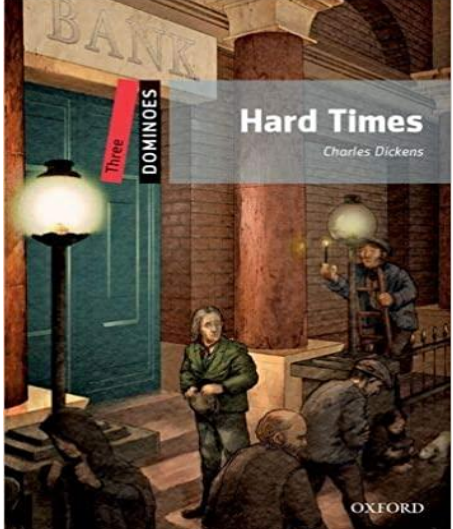
New Arrivals Reference Books 2020/21

#	Title	Author	Cover
1	<p>Mind your business : a workbook to grow your creative passion into a full-time gig</p>	<p>Ilana Griffo</p>	
2	<p>Conversation Starters for Intermediate ESL Students</p>	<p>Rosemary Painter</p>	
3	<p>English language learners in your classroom : strategies that work</p>	<p>Ellen Kottler, Jeffrey A. Kottler, Chris Street.</p>	

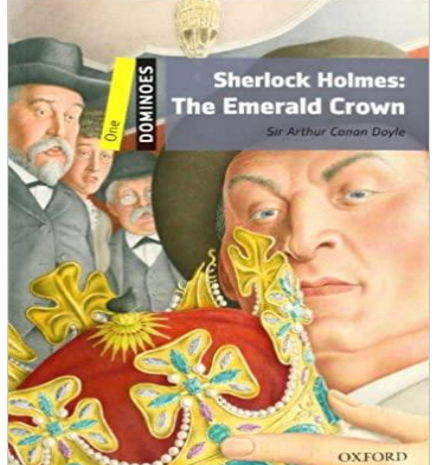
New Arrivals Reference Books 2020/21

4	Organizational behavior	Stephen P Robbins; Timothy A Judge	 <p>Copyrighted Material GLOBAL EDITION Organizational Behavior EIGHTEENTH EDITION Stephen P. Robbins • Timothy A. Judge Pearson Copyrighted Material</p>
5	Smart cities : introducing digital innovation to cities	Oliver Gassmann , Jonas Böhm, Maximillia n Palmié, University of St. Gallen, Switzerland.	 <p>Smart Cities Introducing Digital Innovation to Cities Oliver Gassmann Jonas Böhm Maximilian Palmié</p>
6	Jake's parrot	Paul Hearn and Yetis Ozkan ; retold by John Escott ; illustrated by Gavin Reece.	 <p>One DOMINOES Jake's Parrot Paul Hearn and Yetis Ozkan OXFORD</p>

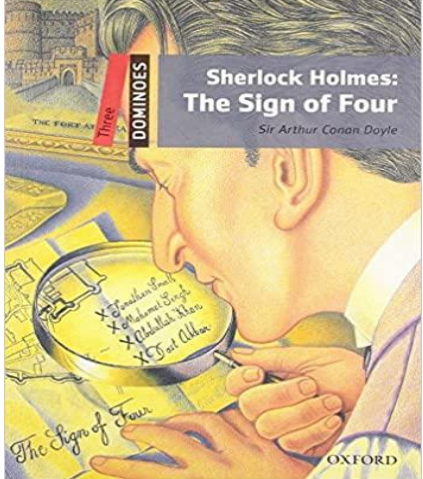
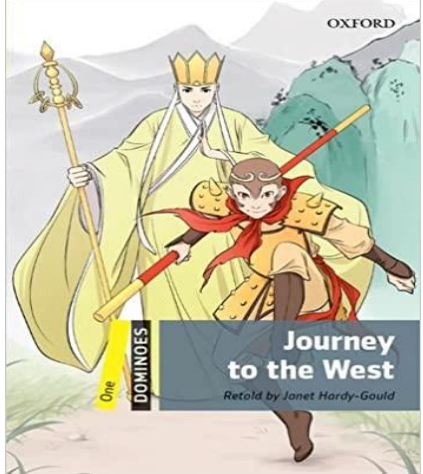
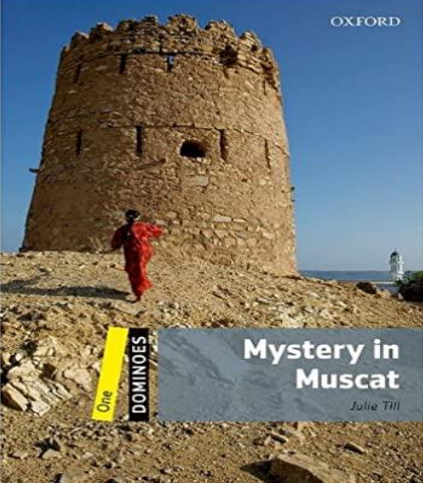
New Arrivals Reference Books 2020/21

<p>7</p>	<p>The travels of Ibn Battuta</p>	<p>Janet Hardy-Gould ; illustrated by Ollie Cuthberts on.</p>	
<p>8</p>	<p>Five Canterbury tales</p>	<p>Geoffrey Chaucer ; text adaptatio n by Bill Bowler ; illustrated by Natalia Demidova</p>	
<p>9</p>	<p>Hard times</p>	<p>Susan Kingsley; Charles Dickens</p>	


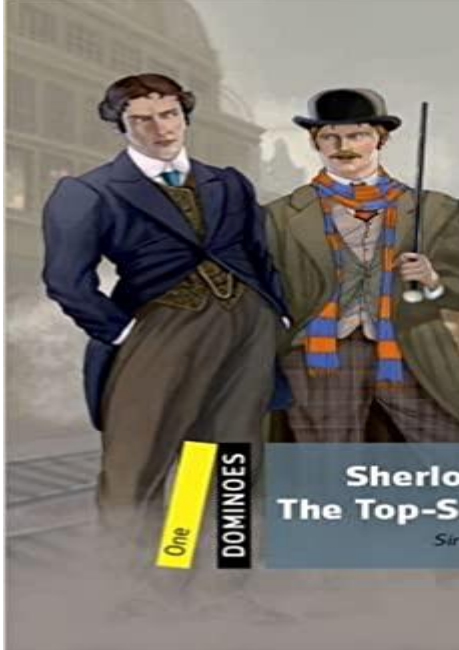
New Arrivals Reference Books 2020/21

10	Sherlock Holmes. The emerald crown	Sir Arthur Conan Doyle	
11	Twenty thousand leagues under the sea	Lesley Thompson ; Fausto Bianchi; Jules Verne	
12	Nicholas Nickleby	Charles Dickens	

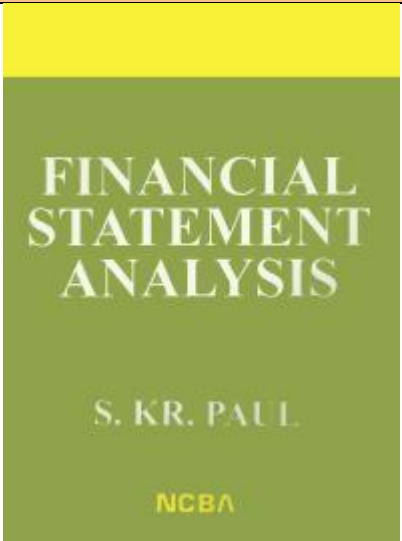
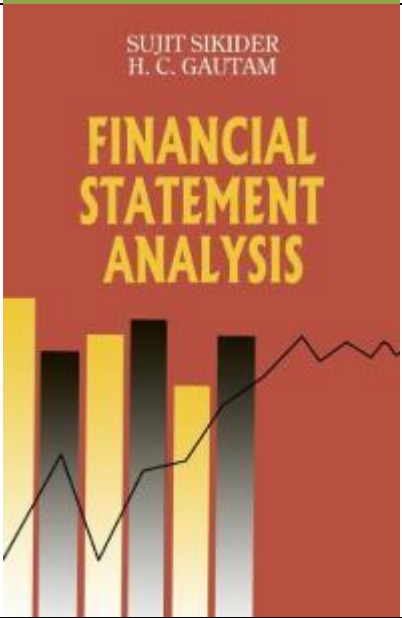

New Arrivals Reference Books 2020/21

13	Sherlock Holmes : the sign of four	Arthur Conan Doyle	
14	Starter Journey to the west	Retold by Janet Hardy-Gould ; illustrated by Yishan Li.	
15	Mystery in Muscat	Julie Till	

New Arrivals Reference Books 2020/21

<p>16</p>	<p>Saladin</p>	<p>Nina Prentice</p>	
<p>17</p>	<p>Sherlock Holmes : the top-secret plans</p>	<p>Sir Arthur Conan Doyle</p>	

New Arrivals Textbooks 2020/21

#	Title	Author	Cover
1	Financial Statement Analysis	S. Kr. Paul	
2	Financial Statement Analysis	Sujit Sikidar and H. C. Gautam	
3	Digital Marketing Management	Debra Zahay	

New Arrivals Textbooks 2020/21

4	E-Commerce	Breanne LaCamera	
5	Introducing English for Specific Purposes	Laurence Anthony	
6	Computer Graphics	Somnath Sinha and Aditi Paul	

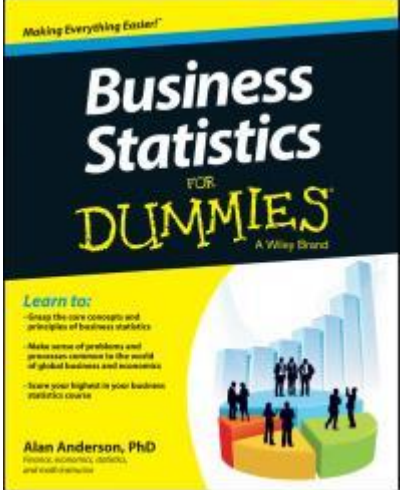

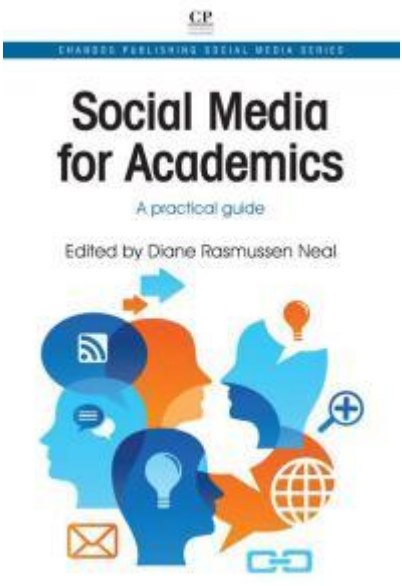
New Arrivals Textbooks 2020/21

7	Essentials of Digital Marketing	Kathryn Waite and Rodrigo Perez Vega	
8	Artificial Intelligence and Robotics	Huimin Lu and Xing Xu	
9	Business of Portfolio Management	Iain Fraser	

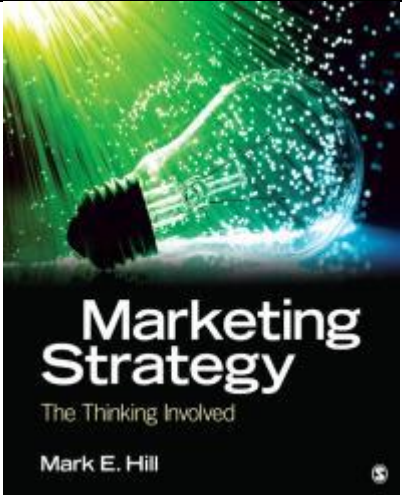

New Arrivals Textbooks 2020/21

10	Revolution: Interior Design From 1950	Drew Plunkett	
11	Introducing Business English	Catherine Nickerson and Brigitte Planken	
12	Managing Marketing Information (RLE Marketing)	Nigel Piercy and Martin Evans	

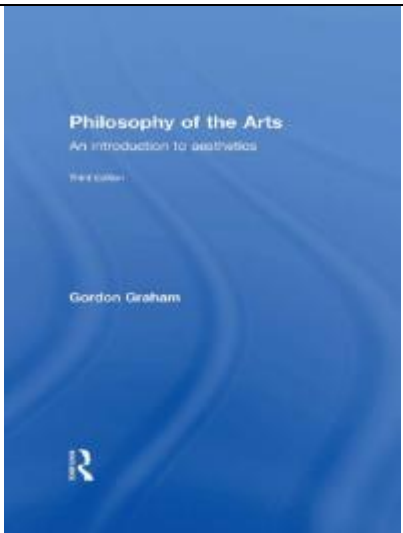

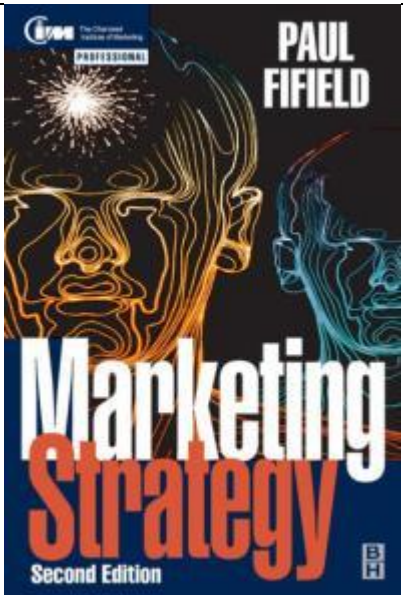
New Arrivals Textbooks 2020/21

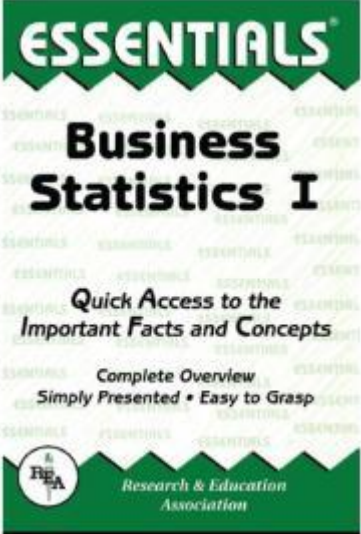
<p>13</p>	<p>Business Statistics for Dummies</p>	<p>Alan, Jr. Anderson and Alan Anderson</p>	 <p>The cover features a yellow and black color scheme. At the top, it says 'Making Everything Easier!'. The title 'Business Statistics FOR DUMMIES' is prominently displayed. Below the title, it lists learning objectives: 'Under the core concepts and principles of business statistics', 'Make sense of problems and processes common to the world of global business and economics', and 'Score your highest in your business statistics course'. The authors are 'Alan Anderson, PhD' and 'David Anderson, PhD'. The cover also includes an illustration of people standing on a bar chart.</p>
<p>14</p>	<p>Computer Organization and Design MIPS Edition: The Hardware/Software Interface</p>	<p>David A. Patterson and John L. Hennessy</p>	 <p>The cover is white with the title 'COMPUTER ORGANIZATION AND DESIGN' in large black letters. Below it, the subtitle 'THE HARDWARE/SOFTWARE INTERFACE' is written in smaller black letters. The authors 'DAVID A. PATTERSON' and 'JOHN L. HENNESSY' are listed. The central image shows a hand holding a tablet displaying a grid of blue and orange squares. The Morgan Kaufmann (MK) logo is in the bottom left corner.</p>
<p>15</p>	<p>Social Media for Academics: A Practical Guide</p>	<p>Diane Rasmussen and Neal</p>	 <p>The cover is white with the title 'Social Media for Academics' in large black letters. Below it, the subtitle 'A practical guide' is written in smaller black letters. The editors 'Edited by Diane Rasmussen and Neal' are listed. The cover features a colorful illustration of stylized human heads in profile, with various social media and academic icons like a lightbulb, a globe, a magnifying glass, a plus sign, and a mail icon.</p>

New Arrivals Textbooks 2020/21

16	Marketing Strategy: The Thinking Involved	Mark E. Hill	
17	English for Computer Science	María José Luzón	

New Arrivals Textbooks 2020/21

<p style="text-align: center; font-weight: bold;">18</p>	<p style="text-align: center; font-size: 1.2em;">Philosophy of the Arts: An Introduction to Aesthetics</p>	<p style="text-align: center; font-weight: bold;">Gordon Graham, Gordon Graham, and Stephen Page</p>	
<p style="text-align: center; font-weight: bold;">19</p>	<p style="text-align: center; font-size: 1.2em;">Online Banking</p>	<p style="text-align: center; font-weight: bold;">Kate Stewart</p>	
<p style="text-align: center; font-weight: bold;">20</p>	<p style="text-align: center; font-size: 1.2em;">Marketing Strategy</p>	<p style="text-align: center; font-weight: bold;">Paul Fifield</p>	

21	Business Statistics I Essentials	Louise Clark	
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New Arrivals Arabic Books 2020/21

#	Title	Author	Book Cover
1	قريات : عراقة التاريخ و روعة الطبيعة	صالح بن سليمان بن سالم الفارسي	
2	قريات : ملامح من التراث الزراعي والبحري	صالح بن سليمان بن سالم الفارسي	
3	قريات : ملامح الحياة في البيت العماني القديم	صالح بن سليمان بن سالم الفارسي	
4	ملامح من تطور النظام الإداري في سلطنة عمان	صالح بن سليمان بن سالم الفارسي	
5	التسويق الانتخابي : بوابة النجاح في الانتخابات : إضاءات على تطور تجربة الانتخابات في سلطنة عمان	صالح بن سليمان بن سالم الفارسي	