TEXTBOOKS
Master Programmes within School of Business – Spring 2019

V-766-APDE  Applied Derivatives
Textbook      Options, futures, And Other Derivatives
Author       John C Hull
Publisher     Pearson
Edition      2017

V-741-BRAN  Branding and Strategic Marketing
Author       Bendle, Farris, Pfeifer, & Reibstein
Publisher     Pearson
Edition      3rd, 2015

V-741-BRAN  Branding and Strategic Marketing
Textbook      Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Global Ed.)
Author       Kevin Lane Keller
Publisher     Pearson
Edition      4th, 2013
ISBN-10:      0273779419

V-714-BETH  Business Ethics
Reading material provided by teacher

V-784-REKS  Business Intelligence and Analytics
Textbook      Business Intelligence and Analytics: Systems for Decision Support
Author       Sharda, Delen, Turban
Publisher     Pearson
Edition      10th, 2015
ISBN 13      9780133050905

V-716-BPMA  Business Process Management
Textbook      Fundamentals of Business Process Management
Author       Dumas, M., La Rosa, M., Mendling, J., Reijers, H.
Publisher     Springer
Edition      2nd
ISBN          978-3-662-56509-4
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<td>V-746-REM</td>
<td>Business Research Methodology</td>
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<td>Business Research Methodology in Accounting and Finance</td>
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<td>Féлага- og fjármunaréttur</td>
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V-716-FINC  Fixed Income Analysis  
Textbook  Bond Markets, Analysis, and Strategies  
Author  Fabozzi  
Publisher  Pearson  
Edition  8th  
ISBN-13  978-0273766131

V-765-FIR2  Gerð reikningsskila og staðlar um reikningsskil II  
Textbook  Intermediate Accounting  
Author  Kieso, Weygandt, Warfield  
Publisher  Wiley  
Edition  3rd  

V-711-GLTT  Global Issues in Travel and Tourism  
Textbook  Tourists and Tourism: A Reader  
Author  Sharon Bohn Gmelch  
Publisher  Waveland Press  
Edition  3rd  
ISBN 10 1-4786-3622-X 
ISBN 13 978-1-4786-3622-9

V-711-GLTT  Global Issues in Travel and Tourism  
Textbook  Overbooked  
Author  Elizabeth Becker  
Publisher  Simon & Schuster  
Edition  1st  

V-711-GLTT  Global Issues in Travel and Tourism  
Textbook  Travel as a Political Act  
Author  Rick Steves  
Publisher  Avalon Travel  
Edition  1st  
ISBN  978-1-63121-068-6

V-733-ILEC  International and Labour Economics  
Textbook  Modern Labor Economics: Theory and Public Policy  
Author  Ronald G. Ehrenberg; Robert S. Smith  
Publisher  Pearson  
Edition  13th  
ISBN  978-1138218178
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<td>Reikningshald, afleiður og aðrir fjármálagerningar</td>
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<td>V-745-STR</td>
<td>Strategic HRM and Metrics</td>
<td>Strategic human resource management: A Balanced Approach. PUL BOSELIE 9780077145620 (pbk.), 0077145623 (pbk.)</td>
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<td>Tourism Marketing</td>
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<td>Training and Development</td>
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