

List of Textbooks

V-107-FJAR Corporate Finance

Textbook: Fundamental of Corporate Finance
Authors: Berk, J., DeMarzo, P. & Harford, J.
Publisher: Pearson
Edition: 5. edition
ISBN: 9781292437156

V-210-ECON Econometrics I

Textbook: Using Econometrics: A Practical Guide (book 1 af 2)
Author: Studenmund, A. H.
Publisher: Pearson
Edition: 8. útgáfa

Textbook: Statistics for Business and Economics (book 2 af 2)
Author: Newbold, Carlson og Thorne
Publisher: Pearson
Edition: 10. útgáfa

V-231-ECOM Econometrics II

Textbook: Introductory Econometrics – A modern approach
Author: Wooldridge J.
Publisher: Cengage Learning
Edition: 7. útgáfa

V-308-ALVI International Business

Announced later.

V-332-AGTH Applied Game Theory

Textbook: Game Theory: An Introduction
Author: Tadelis, S.
Publisher: Princeton University Press
Edition: 1. edition
ISBN: 978-0691129082

V-406-TOL2 Applied Statistics II

Textbook: Using Econometrics: A Practical Guide (book 1 of 2)
Author: Studenmund, A. H.
Publisher: Pearson
Edition: 8. útgáfa

Textbook: Statistics for Business and Economics (book 2 of 2)
Author: Newbold, Carlson og Thorne
Publisher: Pearson



Edition: 10. útgáfa

V-511-STST Human Resource Management

Announced later.

V-517-VIRD Valuation

Textbook: Investment Valuation: Tools and Techniques for Determining the Value of Any Asset

Author: Damodaran, A.

Publisher: Wiley

Edition: 3. edition

ISBN: 978-1-118-13073-5

V-522-SERV Service Management

Textbook: Services Marketing: Integrating Customer Focus Across the Firm

Authors: Wilson, A., Zeithaml, V. A., Bitner, M. J. & Gremler, D.

Publisher: McGraw-Hill Education

Edition: 4. edition

V-528-MAVI Marketing and Business Research

Textbook: Business Research Methods

Author: Pamela Schindler

Publisher: McGraw-Hill

Edition: 13. edition

ISBN: 1259918939

V-523-MACO Consumer Behavior and Marketing Communications

No book.

V-552-STAF Digital Marketing

Textbook: Digital Marketing Essentials – electronic textbook

V-644-BRAN Branding

Textbook: Strategic Brand Management: Building, Measuring and Managing Brand Equity

Author: Keller, K. L.

Publisher: Pearson Education Limited

Edition: 5. útgáfa

ISBN: 0132664259

V-677-MPRO Moral Profit – Sustainability Seen From a Global Perspective

Announced later.