

<u>Fonds</u>	<u>Svītrkods</u>	<u>Autors, nosaukums</u>	<u>Plaukta indekss</u>
ViA bibliotēka, lasītava	100176303	<p>Data Mining for Business Analytics : concepts, techniques, and applications in R / Galit Shmueli, Peter C. Bruce, Inbal Yahav, Nitin R. Patel, Kenneth C. Lichtendahl, Jr. - Hoboken, New Jersey : John Wiley & Sons, 2018. - xxix, 544 pages : illustrations ; 26 cm. - Includes bibliographical references (pages 531-532) and index. - Includes index.</p> <p>Contents: Overview of the data mining process ; Data visualization ; Dimension reduction ; Evaluating predictive performance ; Multiple linear regression ; k-Nearest Neighbors (kNN) ; The Naive Bayes classifier ; Classification and regression trees ; Logistic regression ; Neural nets ; Discriminant analysis ; Combining methods : ensembles and uplift modeling ; Association rules and collaborative filtering ; Cluster analysis ; Handling time series ; Regression-based forecasting ; Smoothing methods ; Social network analytics ; Text mining ; Cases.</p> <p>ISBN 9781118879368 (cloth).</p> <p>Datizrace. Uzņēmējdarbība - Datu apstrāde. R (programmēšanas valoda). Biznesa matemātika - Datorprogrammas. ☐</p>	004.6
ViA bibliotēka, mācību literatūras krājums	100176300	<p>Shmueli, Galit. Data Mining for Business Analytics : concepts, techniques, and applications with XLMiner / Galit Shmueli, Peter C. Bruce, Nitin R. Patel. - Third edition. - Hoboken, New Jersey : John Wiley & Sons, 2016. - xxxi, 514 pages ; 26 cm. - Includes bibliographical references (pages 504-505) and index. - Originally published as: Data mining for business intelligence, 2007.</p> <p>Contents: 1. Introduction ; 2. Overview of the Data Mining Process ; PART II: DATA EXPLORATION AND DIMENSION REDUCTION ; 3. Data Visualization ; 4. Dimension Reduction ; PART III: PERFORMANCE EVALUATION ; 5. Evaluating Predictive Performance ; PART IV: PREDICTION AND CLASSIFICATION METHODS ; 6. Multiple Linear Regression ; 7. k-Nearest Neighbors (kNN) ; 8. The Naive Bayes Classifier ; 9. Classification and Regression Trees ; 10. Logistic Regression ; 11. Neural Nets ; 12. Discriminant Analysis ; 13. Combining Methods: Ensembles and Uplift Modeling ; PART V: MINING RELATIONSHIPS AMONG RECORDS ; 14. Association Rules and Collaborative Filtering ; 15. Cluster Analysis ; PART VI: FORECASTING TIME SERIES ; 16. Handling</p>	004.6

		<p>Time Series ; 17. Regression-Based Forecasting ; 18. Smoothing Methods ; PART VII: DATA ANALYTICS ; CHAPTER 19 Social Network Analytics ; 20. Text Mining ; PART VIII: CASES. ISBN 9781118729274 (cloth). Datizrace. Uzņēmējdarbība - Datu apstrāde. ☐</p>	
<p>ViA bibliotēka, mācību literatūras krājums</p>	<p>100176311</p>	<p>Data Mining for Business Analytics : concepts, techniques, and applications in R / Galit Shmueli, Peter C. Bruce, Inbal Yahav, Nitin R. Patel, Kenneth C. Lichtendahl, Jr. - Hoboken, New Jersey : John Wiley & Sons, 2018. - xxix, 544 pages : illustrations ; 26 cm. - Includes bibliographical references (pages 531-532) and index. - Includes index. Contents: Overview of the data mining process ; Data visualization ; Dimension reduction ; Evaluating predictive performance ; Multiple linear regression ; k-Nearest Neighbors (kNN) ; The Naive Bayes classifier ; Classification and regression trees ; Logistic regression ; Neural nets ; Discriminant analysis ; Combining methods : ensembles and uplift modeling ; Association rules and collaborative filtering ; Cluster analysis ; Handling time series ; Regression-based forecasting ; Smoothing methods ; Social network analytics ; Text mining ; Cases. ISBN 9781118879368 (cloth). Datizrace. Uzņēmējdarbība - Datu apstrāde. R (programmēšanas valoda). Biznesa matemātika - Datorprogrammas. ☐</p>	<p>004.6</p>
<p>Valmieras bibliotēka</p>	<p>100955091</p>	<p>Hopkin, Paul. Fundamentals of Risk Management : understanding evaluating and implementing effective risk management / Paul Hopkin. - 5th Revised Edition. - New York : Kogan Page, 2018. - xix, 453, [5] lpp. : illustrations ; 25 cm. - Abbreviations and acronyms: [424].-426. p. . - Glossary of terms: [427].-436. p. . - Index: [441].-453. p. - This fifth edition of Fundamentals of Risk Management is a comprehensive introduction to commercial and business risk for students and risk professionals. Contents: I. Introduction to Risk Management ; Approaches to Defining Risk ; Impact of Risk on Organizations ; Types of Risks ; Scope of Risk Management ; Principles and Aims of Risk Management ; II. Approaches to Risk Management ; Risk Management Standards ; Establishing the Context ; Enterprise Risk Management ; Alternative Approaches ; III. Risk Assessment ; Risk Assessment Considerations ; Risk Classification Systems ; Risk Analysis and Evaluation ; Loss Control ; Defining the</p>	<p>005</p>

		<p>Upside of Risk ; IV. Risk Response ; Tolerate, Treat, Transfer and terminate ; Risk Control Techniques ; Insurance and Risk Transfer ; Business Continuity ; V. Risk Strategy ; Core Business Processes ; Reputation and the Business Model ; Risk Management Context ; Risk Management Responsibilities ; Control of Selected Hazard Risks ; VI. Risk Culture ; Risk-Aware Culture ; Importance of Risk Appetite ; Risk Training and Communication ; Risk Practitioner Competencies ; VII. Risk Governance ; Corporate Governance Model ; Stakeholder Expectations ; Operational Risk Management ; Project Risk Management ; Supply Chain Management ; VIII. Risk Assurance ; The Control Environment ; Risk Assurance Techniques ; Internal Audit Activities ; Reporting on Risk Management.</p> <p>ISBN 9780749483074.</p> <p>Riska menedžments. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100130312</p>	<p>The SAGE Handbook of Organization Studies / ed. Stewart R Clegg, Cynthia Hardy, Thomas B Lawrence, Walter R Nord. - 2nd ed. - London : SAGE Publications, 2006 (Great Britain). - XXII, 895p. - Ref. at the end of chap. . - Index: p.867.-895. - Providing a retrospective and prospective overview of organization studies, the Handbook continues to challenge and inspire readers with its synthesis of knowledge and literature.</p> <p>Contents: Part I: Theorizing the Field.</p> <p>Organizational Theorizing: a Historically Contested Terrain / Michael Reed. Ecological Approaches to Organizations / Joel A. C. Baum, Andrew V. Shipilov. Organizational Economics: Understanding the Relationship between Organizations and Economic Analysis / Jay B. Barney, William Hesterly. Meso Organizational Behaviour: Comments on the Third Paradigm / D. Brent Smith, Benjamin Schneider, Marcus W. Dickson. Complexity Science and Organization Studies / Steve Maguire, Bill McKelvey, Laurent Mirebeau, Nail Oztas. Institutions and Institutional Work / Thomas B. Lawrence and Roy Suddaby. Critical Theory and Postmodernism Approaches to Organizational Studies / Mats Albesson, Stanley A. Deetz. From the 'Woman's Point of View' Ten Years Later: Towards a Feminist Organizations Studies / Marta B. Calas, Linda Smircich. Data in Organization Studies / Ralph Stablein. Making Organizational Research Matter: Power, Values and Phronesis / Bent Flyvbjerg.</p>	<p>005</p>

		<p>Researching Organizations Using Action Research / Colin Eden, Chris Huxham. The Philosophy of the Social Sciences in Organizational Studies / Stephen P. Turner. Representation and Reflexivity / Stewart Clegg and Cynthia Hardy. Part II: Exploring the Issues. Leadership in Organizations / Ken W. parry, Alan Bryman. Perspectives on Organizational Decision-Making / Susan J. Miller, David C. Wilson. A Decision Perspective on Organizations: Social cognition, Behavioural Decision Theory and the Psychological Links to Micro- and Macro- Organizational Behaviour / Margaret A. Neale, Ann E. Tenbrunsel, Tiffany Galvin, Max H. Bazerman. Diverse Identities in Organizations / Stella M. Nkomo, Marcus M. Stewart. Revisiting Metaphors of Organizational Communication / Linda L. Putnam. Suzanne Boys. Beyond Contingency: from Structure to Structuring in the Design of the Contemporary Organization / Rita Gunther McGrath. Organizing for Innovation in the 21st Century / Deborah Dougherty. The New Corporate Environmentalism and Green Politics / John M. Jermier, Linda C. Forbes, Suzanne Benn, Renato J. Orsato. Globalization / Barbara Parker, Stewart Clegg. Emotion and Organizing / Stephen Fineman. Exploring the Aesthetic Side of Organizational Life / Pasquale Gagliardi. Organizational Culture: Beyond Struggles for Intellectual Dominance / Joanne Martin, Peter J. Frost, Olivia A. O'Neil. Some Dare Call it Power / Cynthia Hardy, Stewart Clegg. Networks and Organizations / Kelley A. Porter and Walter W. Powell. The Effect of Rhetoric on Competitive Advantage: Knowledge, Rhetoric and Resource-Based Theory / John A. A. Sillince. Radical Organizational Change / Royston Greenwood, C. R. (Bob) Hinings. Seeing Organizations Differently: Three Lenses on Compassion / Peter J. Frost, Jane E. Dutton, Sally Maitlis, Jacoba M. Lilius, Jason M. Kanov, Monica C. Worline.</p> <p>ISBN 0761949968.</p> <p>Organizāciju socioloģija. Organizāciju uzvedība. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100177001</p>	<p>Advanced Imagineering : designing innovation as collective creation / edited by Diane Nijs. - Cheltenham, UK : Edward Elgar Publishing ; Northampton, MA, USA, 2019. - xxii, 190 pages ; 25 cm. - Includes bibliographical references and index. - "The most pressing problems facing society today, such as enhancing healthcare, revitalizing city</p>	<p>005</p>

		<p>centres, and improving our systems and institutions are complex innovation eco-systems. Articulating and illustrating how experience design can unlock experience innovation, Diane Nijs and her colleagues present new ways of effectuating corporate, public, social and whole system innovation through collective creation." -- Back cover.</p> <p>Contents: Foreword / Benyamin Lichtenstein. 1. Introduction: Towards a new design discipline / Diane Nijs. Part I: Foundations of imagineering: 2. Landscape: a big shift in society: growing complexity and the innovation opportunity / Diane Nijs. 3. Lens: a big shift in science: seeing change and innovation as a matter of emergence / Diane Nijs. 4. Logic: a big shift in design: imagineering, beyond conventional design thinking / Diane Nijs. Part II: The systemic design approach of imagineering: 5. A-ppreciating / Celiane Camargo-Borges. 6. B-reathing / Lilian Wanderley and Fabio Campos. 7. C-reating / Frank Ouwens. 8. D-eveloping / Geoff Maree. 9. E-nabling / Angelica van Dam. 10. F-lourishing / Liliya Terzieva. ISBN 9781789902853. . - ISBN 1789902851.</p> <p>Reingeneering. Grupu problēmu risināšana. Organizāciju uzvedība. Organizatoriskās pārmaiņas. Organizatoriskā efektivitāte. Sociālās pārmaiņas. Radošās spējas. ☐</p>	
ViA bibliotēka, lasītava	100177005	<p>Gibbons, Paul. The Science of Organizational Change : how leaders set strategy, change behavior, and create an agile culture / Paul Gibbons. - Fort Collins, CO : Phronesis Media, 2019. - 418 pages. - Bibliography: p 403-412.</p> <p>Contents: Introduction ; Failed Change: The Greatest Preventable Cost to Business? ; From Change Fragility to Change-Agility ; Governance and the Psychology of Risk ; Decision Making in VUCA Environments ; Cognitive Biases and Failed Strategies ; Misunderstanding Human Behavior ; The Science of Changing Behaviors ; The Science of Changing Hearts and Minds ; Leading with Science. ISBN 9780997651232.</p> <p>Organizatoriskās pārmaiņas. Pārmaiņa (psiholoģija). Organizāciju uzvedība. ☐</p>	005
Vidzemes augstskolas bibliotēka	100175226	<p>Knowledge Management Systems: Information and Communication Technologies for Knowledge Management : by Ronald Maier, 3rd Edition / Just the Facts 101. - [B.v.] : Cram101 Incorporated, 2013. - 59 p. - (Just the Facts 101: Textbook Key Facts: Textbook Outlines, Highlights, and Practice Quizzes).</p>	005.94

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Vidzemes augstskolas bibliotēka	100175218	<p>Hislop, Donald. Knowledge Management in Organizations : a critical introduction / Donald Hislop. - Third Edition. - Oxford : Oxford University Press, [2013]. - xx, 284 pages ; 25 cm. - Includes bibliographical references (pages 259-277) and index. - Previous edition: 2009.</p> <p>Content: The contemporary importance of knowledge and knowledge management. Epistemologies of knowledge in the knowledge management literature. The objectivist perspective on knowledge. The practice-based perspective on knowledge. An introduction to key concepts. What is knowledge management? Knowledge-intensive firms and knowledge workers. Learning and knowledge management. Knowledge creation and organizational unlearning. Nonaka and knowledge creation theory. Unlearning and the deliberate loss of knowledge. Socio-cultural issues related to managing and sharing knowledge. The influence of socio-cultural factors in motivating workers to participate in knowledge management initiatives. Communities of practice. Cross-community, boundary-spanning knowledge processes. Power, politics, conflict, and knowledge process. Information and communication technologies and knowledge management. Facilitating knowledge management via the use of human resource management practices. Leadership, organization culture management, and knowledge management. Reflections on the topic of knowledge management.</p> <p>ISBN 9780199691937 (pbk.). . - ISBN 0199691932 (pbk.). Zināšanu menedžments. ☐</p>	005.94
ViA bibliotēka, lasītava	100175998	<p>Eriksson, Paivi. Qualitative Methods in Business Research / Paivi Eriksson, Anne Kovalainen. - 2nd edition. - Los Angeles : SAGE, 2016. , 2016. - x, 363 pages ; 25 cm. - Includes bibliographical references (pages 333-354) and index. - Covering all the major qualitative approaches in business research (including case study research, ethnography, narrative inquiry, discourse analysis, grounded theory and action research), this practical, how-to guide shows how qualitative methods are used within management, marketing and organizational studies. - First edition published 2008.</p>	30

		<p>Contents: The Business of Qualitative Research ; Research Philosophy ; Research Design and Process ; Research Questions and Literature Review ; Access and Relationships ; Ethics and Research ; Working with Qualitative Data ; Introduction to Qualitative Data ; Interviews and Observations ; Digital Data ; Qualitative Content Analysis ; Qualitative Research Approaches ; Case Study Research ; Ethnographic Research ; Action Research ; Focus Group Research ; Grounded Theory Research ; Narrative research ; Discourse Theoretical Research ; Critical Research ; Feminist Research ; Visual Research ; Writing, Evaluating and Publishing ; Writing Process ; Evaluation ; Publishing ; Breaking the Boundaries.</p> <p>ISBN 1446273393 (paperback). . - ISBN 9781446273395 (paperback).</p> <p>Uzņēmējdarbība - Pētniecība. Kvalitatīvā pētniecība. ☐</p>	
Vidzemes augstskolas bibliotēka	100175916	<p>Manzi, Jim. Uncontrolled : the surprising payoff of trial-and-error for business, politics, and society / Jim Manzi. - New York : Basic Books, 2012. - xvii, 300 p. : illustrations ; 25 cm. - Includes bibliographical references (p. 265-284) and index.</p> <p>Contents: Induction and the problem of induction ; Falsification and paradigms ; Implicit and explicit knowledge ; Science as a social enterprise ; Science without experiments ; Some observations concerning probability ; The invention and application of the randomized trial ; Limitations of randomized trials ; Non-experimental social science ; Business strategy as applied social science ; The experimental revolution in business ; Experimental social science ; Liberty as means ; Innovation and cohesion ; Sustainable innovation.</p> <p>ISBN 9780465023240. . - ISBN 046502324X.</p> <p>Zinātne - Eksperimenti. Sociālās zinātnes - Pētniecība. experimental design. ☐</p>	303
Vidzemes augstskolas bibliotēka	100175535	<p>Pētniecība: teorija un prakse / Kristīnes Mārtinsones, Anitas Piperes, Daigas Kamerādes zinātniskajā redakcijā ; [recenzenti: Juris G. Draguns, Ģirts Dimdiņš ; redaktore Gunta Tramdaka ; dizains: Baiba Lazdiņa]. - Rīga : RaKa, 2016. - 546 lpp. : portreti, shēmas, tabulas ; 23 cm. - Bibliogrāfija rakstu beigās un zemsvītras piezīmēs. - Teksts latviešu valodā, kopsavilkums angļu valodā.</p> <p>Saturā: Zinātne un pētniecība: jautājumi ievirzei / Kristīne Mārtinsone. Zinātne, pētniecība , inovācija. Zinātniskā un nezinātniskā izziņa / Kristīne</p>	303

		<p>Mārtinsone. Uz pierādījumiem balstīta prakse un alternatīvās pieejas / Kristīne Mārtinsone.</p> <p>21.gadsimta zinātnes globālās tendences: īss ieskats / Anita Pipere. Tiesiskie un ētiskie aspekti pētījumā / Ivans Jānis Mihailovs, Vija Sīle, Vents Silis. Pētījuma pamatstratēģijas un dizaini. Kvantitatīvās, kvalitatīvās un jaukto metožu pētījuma stratēģiju salīdzinājums / Anita Pipere. Kvantitatīvs pētījums / Daiga Kamerāde. Kvalitatīvs pētījums / Anita Pipere. Jauktie pētījuma dizaini / Anita Pipere. Datu ieguves metodes pētījumā. Primārie, sekundārie un terciārie dati / Daiga Kamerāde. Primāro datu ieguves metodes / Anita Pipere. Sekundāro un lielo datu izmantošana kvantitatīvā pētījumā / Daiga Kamerāde. Datu ieguves avoti pētījumā. Izlases veidošana kvantitatīvā pētījumā / Daiga Kamerāde, Silvija Kristapsone, Viktorija Perepjolkina. Dalībnieku atlase kvalitatīvā pētījumā / Anita Pipere. Datu analīzes metodes. Datu analīzes metodes kvantitatīvā pētījumā / Daiga Kamerāde, Silvija Kristapsone. Datu analīzes metodes kvalitatīvā pētījumā / Anita Pipere. Pētījuma process un pētījuma rezultātu izplatīšana. Pētījuma process / Daiga Kamerāde, Kristīne Mārtinsone. Pētījuma rezultātu izplatīšanas veidi / Daiga Kamerāde. Kvantitatīva pētījuma pārskata sagatavošana un rezultātu izplatīšana / Daiga Kamerāde. Kvalitatīva pētījuma pārskata sagatavošana un rezultātu izplatīšana / Anita Pipere. Zinātniskās metodes pielietojuma īpašie gadījumi. Gadījuma analīze / Anita Pipere. Kristīne Vende, Daiga Kamerāde. Sistemātiskie pārskati / Sanita Silniece, Kristīne Mārtinsone. Klīniskie pētījumi / Uldis Berķis.</p> <p>ISBN 9789984463551.</p> <p>Pētniecība. Pētniecība - Metodoloģija. Pētniecība - Datu apstrāde. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100176995</p>	<p>Hair, Joe F. Essentials of Business Research Methods / Joe F. Hair, Michael Page, Niek Brunsveld. - Fourth edition. - New York : Routledge, 2020. - xii, 507 pages.</p> <p>Contents: Part I: Introduction: 1: Business Research for The Twenty-First Century Chapter 2: Overview of the Research Process ; 3: Ethics in Business Research ; Part II: Beginning the Research: 4: Defining the Research Problem and Reviewing the Literature ; 5: The Nature and Sources of Secondary Business Data Chapter ; 6: Conceptualization and Research Design ; Part III: Sampling and Data Collection: 7: Sampling Approaches and</p>	<p>303</p>

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<p>ViA bibliotēka, lasītava</p>	<p>100176845</p>	<p>Western, Simon. Leadership : a critical text / Simon Western. - 3rd edition. - Thousand Oaks, CA : Sage, 2019. - xxviii, 422 pages. - Rferences: pp 383-408.</p> <p>Contents: Pt. I: Deconstructing Leadership: 1. Why a critical theory approach to leadership? ; 2. What is leadership? ; 3. The plurality of leadership: a case study ; 4. Against leadership: autonomist leadership ; 5. Leadership and diversity ; 6. Leadership and organizational culture ; 7. Corporate fundamentalism ; pt. II: Reconstructing Leadership ; 8. The four discourses of leadership ; 9. The controller leadership discourse ; 10. The therapist leadership discourse ; 11. The Messiah leadership discourse ; 12. The eco-leadership discourse ; 13. An overview of the leadership discourses ; 14. Leadership formation: creating spaces for leadership to flourish ; 15. Seeking leadership symptoms ; 16. Epilogue.</p> <p>ISBN 9781526459527.</p> <p>Līderība. ☒</p>	<p>316.4</p>
<p>ViA bibliotēka, lasītava</p>	<p>100133450</p>	<p>The Behavioral Foundations of Public Policy / edited by Eldar Shafir. - Princeton : Princeton University Press, 2013. - xvii, 511 p. : ill., tab. - Includes bibliographical references and index. - In recent years, remarkable progress has been made in behavioral research on a wide variety of topics, from behavioral finance, labor contracts, philanthropy, and the analysis of savings and poverty, to eyewitness identification and sentencing decisions, racism, sexism, health behaviors, and voting. Research findings have often been strikingly counterintuitive, with serious implications for public policymaking. In this book, leading experts in psychology, decision research, policy analysis, economics, political science, law, medicine, and philosophy explore major trends,</p>	<p>316.6</p>

	<p>principles, and general insights about human behavior in policy-relevant settings. Their work provides a deeper understanding of the many drivers--cognitive, social, perceptual, motivational, and emotional--that guide behaviors in everyday settings. They give depth and insight into the methods of behavioral research, and highlight how this knowledge might influence the implementation of public policy for the improvement of society. This collection examines the policy relevance of behavioral science to our social and political lives, to issues ranging from health, environment, and nutrition, to dispute resolution, implicit racism, and false convictions. The book illuminates the relationship between behavioral findings and economic analyses, and calls attention to what policymakers might learn from this vast body of groundbreaking work. Wide-ranging investigation into people's motivations, abilities, attitudes, and perceptions finds that they differ in profound ways from what is typically assumed. The result is that public policy acquires even greater significance, since rather than merely facilitating the conduct of human affairs, policy actually shapes their trajectory. The first interdisciplinary look at behaviorally informed policymaking. Leading behavioral experts across the social sciences consider important policy problems. A compendium of behavioral findings and their application to relevant policy domains.</p> <p>Saturs: Part 1. Prejudice and discrimination. The nature of implicit prejudice : implications for personal and public policy / Curtis D. Hardin, Mahzarin R. Banaji ; Biases in interracial interactions : implications for social policy / J. Nicole Shelton, Jennifer A. Richeson, John F. Dovidio ; Policy implications of unexamined discrimination : gender bias in employment as a case study / Susan T. Fiske, Linda H. Krieger --Part 2. Social interactions. The psychology of cooperation : implications for public policy / Tom Tyler ; Rethinking why people vote : voting as dynamic social expression / Todd Rogers, Craig R. Fox, Alan S. Gerber ; Perspectives on disagreement and dispute resolution : lessons from the lab and the real world / Lee Ross ; Psychic numbing and mass atrocity / Paul Slovic ... [et al.] -- Part 3. The justice system. Eyewitness identification and the legal system / Nancy K. Steblay, Elizabeth F. Loftus ; False convictions / Phoebe Ellsworth, Sam Gross ;</p>	
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		<p>Behavioral issues of punishment, retribution, and deterrence / John M. Darley, Adam L. Alter --Part 4. Bias and competence. Claims and denials of bias and their implications for policy / Emily Pronin, Kathleen Schmidt ; Questions of competence : the duty to inform and the limits to choice / Baruch Fischhoff, Sara L. Eggers ; If misfearing is the problem, is cost-benefit analysis the solution? / Cass R. Sunstein. Part 5. Behavioral economics and finance. Choice architecture and retirement saving plans / Shlomo Benartzi, Ehud Peleg, Richard H. Thaler ; Behavioral economics analysis of employment law / Christine Jolls ; Decision making and policy in contexts of poverty / Sendhil Mullainathan, Eldar Shafir --Part 6. Behavior change. Psychological levers of behavior change / Dale T. Miller, Deborah A. Prentice ; Turning mindless eating into healthy eating / Brian Wansink ; A social psychological approach to educational intervention / Julio Garcia, Geoffrey L. Cohen --Part 7. Improving decisions. Beyond comprehension : figuring out whether decision aids improve people's decisions / Peter Ubel ; Using decision errors to help people help themselves / George Loewenstein, Leslie John, Kevin G. Volpp ; Doing the right thing willingly : using the insights of behavioral decision research for better environmental decisions / Elke U. Weber ; Overcoming decision biases to reduce losses from natural catastrophes / Howard Kunreuther, Robert Meyer, Erwann Michel-Kerjan --Part 8. Decision contexts. Decisions by default / Eric J. Johnson, Daniel G. Goldstein ; Choice architecture / Richard H. Thaler, Cass R. Sunstein, John P. Balz ; Behaviorally informed regulation / Michael S. Barr, Sendhil Mullainathan, Eldar Shafir --Part 9. Commentaries. Psychology and economic policy / William J. Congdon ; Behavioral decision science applied to health-care policy / Donald A. Redelmeier ; Quis custodiet ipsos custodes? Debiasing the policy makers themselves / Paul Brest ; Paternalism, manipulation, freedom and the good / Judith Lichtenberg.</p> <p>ISBN 9780691137568.</p> <p>Sociālā plānošana. Politiskā plānošana - Psiholoģiskie aspekti. Uzvedības modifikācija. ☐</p>	
Vidzemes augstskolas bibliotēka	100174941	<p>Potts, Jason. Creative Industries and Economic Evolution / Jason Pott. - Cheltenham : Edward Elgar, 2011. - vii, 227 p. - (New horizons in institutional and evolutionary economics). - References: p 200.-221. Contents: Cultural economics vs economics of</p>	330

		<p>creative industries ; Young, creative and extremely rich ; Evolutionary economics of creativity ; Creativity under competition and the overshooting problem ; Creative labour markets and signalling ; Identity dynamics and economic evolution ; Social network markets ; Creative industries over an innovation trajectory ; Fashion and economic evolution ; Capitalism, socialism and culture ; Four models of the creative industries ; Creative clusters and innovation ; Novelty bundling markets ; Creative industries and economic development.</p> <p>ISBN 9780857931924.</p> <p>Mākslas - Ekonomiskie aspekti. Attīstības ekonomika. Creative industries. ☐</p>	
Vidzemes augstskolas bibliotēka	100176212	<p>Persson, Karl Gunnar, 1943-. An Economic History of Europe : knowledge, institutions and growth, 600 to the present / Karl Gunnar Persson, Paul Sharp. - Second edition. - Cambridge : Cambridge University Press ; New York, 2015. - xi, 297 pages ; 26 cm. - (New approaches to economic and social history). - Includes bibliographical references and index. - Revised edition of the author's An economic history of Europe : knowledge, institutions and growth, 600 to the present, published in 2010.</p> <p>Contents: The Making of Europe ; Europe from Obscurity to Economic Recovery ; Population, Economic Growth and Resource Constraints ; The Nature and Extent of Economic Growth in the Pre-Industrial Epoch ; Institutions and Growth ; Knowledge, Technology Transfer and Convergence ; Money, Credit and Banking ; Trade, Tariffs and Growth ; International Monetary Regimes in History ; The Era of Political Economy - from the Minimal State to the Welfare State in the Twentieth Century ; Inequality among and within Nations - Past, Present, Future ; Globalization and its Challenge to Europe.</p> <p>ISBN 9781107479388 (paperback).</p> <p>Tehnoloģiskie jaunievedumi.</p> <p>Eiropa - Ekonomiskais stāvoklis. Eiropa - Sociālais stāvoklis. Eiropa - Intelektuālā dzīve. ☐</p>	330
Vidzemes augstskolas bibliotēka	100176922	<p>Zelmenis, Dainis. Valsts loma tirgus ekonomikā : teorija un prakse / D. Zelmenis ; priekšvārda autore Anna Ābeltiņa ; recenzenti: Dr.oec. Raita Karnīte, Dr.oec. Ivars Brīvers ; zinātniskā redaktore Dr.oec. Inna Dovladbekova ; redaktore Ināra Mikažāne ; vāka dizains: Modris Brastiņš ; Rīgas Stradiņa universitāte. - Rīga : Rīgas Stradiņa universitāte, 2019. - 317 lpp. : tabulas ; 24 cm. - Bibliogrāfija: 297.-308. lpp. un</p>	330

		<p>zemsvītras piezīmēs, rādītājs: 309.-314. lpp. - Daiņa Zelmeņa monogrāfija ir veltīta ekonomiskajā teorijā strīdīgā jautājuma – kādai jābūt valsts varas aparāta lomai ekonomikā, kas būvēta uz brīvā tirgus un brīvās konkurences pamatiem – noskaidrošanai. Vai valsts tirgus ekonomikas norisēs ir tikai pasīvs vērotājs vai arī šo procesu aktīvs līdzdalībnieks? Šīs monogrāfijas mērķis – izvērtējot ekonomiskās domas atstāto mantojumu, mēģināt noteikt to optimālo lomu, kādu valstij ar tās ekonomiskās un politiskās varas aparātu vajadzētu ieņemt mūsdienu tirgus ekonomikas norisēs.</p> <p>Saturs: TEORĒTISKIE ASPEKTI: Merkantilistu uzskati ; Klasiskā politekonomijas skola ; Frīdriha Lista uzskati ; Rietumeiropas sociāldemokrātiskie ekonomisti un vācu vēsturiskā skola ; Vācu un austriešu sociālā skola ; Vācu neoliberalā skola ; Zviedru sociāldemokrātu teorētiku J. Rēna un R. Meidnera modelis ; Institucionālisma skola ; Keinisms ; Monetārisms jeb Čikāgas skola ; PASAULES PRAKSE: Veco un bagāto valstu ekonomika ; Lielbritānijā ; Amerikas Savienotās Valstis ; Francija ; Vācija ; Japāna ; jaunattīstības valstis: Dienvidkoreja ; Pārejas ekonomikas valstis ; Ķīnas Tautas Republika ; Latvija. ISBN 9789934563348.</p> <p>Kapitālisms. Ekonomika.</p> <p>Lielbritānija - Ekonomiskais stāvoklis. Amerikas Savienotās Valstis - Ekonomiskais stāvoklis. Francija - Ekonomiskais stāvoklis. Vācija - Ekonomiskais stāvoklis. Japāna - Ekonomiskais stāvoklis. Dienvidkoreja - Ekonomiskais stāvoklis. Ķīna - Ekonomiskais stāvoklis. Latvija - Ekonomiskais stāvoklis. Lielbritānija. Amerikas Savienotās Valstis. Francija. Vācija. Japāna. Koreja. Ķīna. Latvija. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100133257</p>	<p>Behavioral Economics and Its Applications / edited by Peter Diamond and Hannu Vartiainen. - New Jersey : Princeton University Press, 2007. - xvi, 312 p. : tab., sh. - Includes bibliographical references and index. - In the last decade, behavioral economics, borrowing from psychology and sociology to explain decisions inconsistent with traditional economics, has revolutionized the way economists view the world. But despite this general success, behavioral thinking has fundamentally transformed only one field of applied economics-finance. Peter Diamond and Hannu Vartiainen's Behavioral Economics and Its Applications argues that behavioral economics can have a similar impact in other fields of economics. In</p>	<p>330</p>

		<p>this volume, some of the world's leading thinkers in behavioral economics and general economic theory make the case for a much greater use of behavioral ideas in six fields where these ideas have already proved useful but have not yet been fully incorporated--public economics, development, law and economics, health, wage determination, and organizational economics.</p> <p>ISBN 9780691122847. . - ISBN 0691122849.</p> <p>Ekonomika. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100175938</p>	<p>Mankiw, N. Gregory. Economics / N. Gregory Mankiw and Mark P. Taylor. - Fourth edition. - Andover, Hampshire : Cengage Learning, 2017. - xii, 805 pages : diagrams, illustrations, tables ; 26 cm. - Now firmly established as one of the leading economics principles texts in the UK and Europe, this exciting new fourth edition of Economics by N. Gregory Mankiw (Harvard University) and Mark P. Taylor (Washington University), has been fully updated. New topics have been added in including theories on, for example, Marxist and Feminist theories on labour giving wider context to economic issues. A new chapter on Issues in Financial markets has been added covering the financial crisis and its causes and the final chapter has been updated to reflect the post-crisis world and how theories of the crisis have emerged. - Ietver rādītāju.</p> <p>Contents: Part 1. Introduction to Economics ; 1. What is economics? ; 2. Thinking like an economist ; Part 2. Supply and Demand: How markets work ; 3. The market forces of supply and demand ; 4. Elasticity and its applications ; 5. Background to demand: Consumer choices ; 6. Background to supply: Firms in competitive markets ; Part 3. Markets, efficiency and welfare ; 7. Consumers, producers and the efficiency of markets ; 8. Supply, demand and government policies ; Part 4. The economics of the public sector ; 9. The tax system ; Part 5. Inefficient market allocations ; 10. Public goods, common resources and merit goods ; 11. Market failure and externalities ; 12. Information and behavioural economics. Part 6. Firm behaviour and market structures ; 13. Firms' production decisions. 14. Market structures I: Monopoly ; 15. Market structures II: Monopolistic competition ; 16. Market structures III: Oligopoly ; Part 7. Factor markets ; 17. The economics of factor markets ; Part 8. Inequality ; 18. Income inequality and poverty ; Part 9. Trade ; 19.</p>	<p>330</p>

		<p>Interdependence and the gains from trade Macroeconomics prologue ; Part 10. The data of macroeconomics ; 20. Measuring a nation's well-being ; 21. Measuring the cost of living ; Part 11. The real economy in the long run ; 22. Production and growth ; 23. Unemployment ; Part 12. Interest rates, money and prices in the long run ; 24. Saving, investment and the financial system ; 25. The basic tools of finance ; 26. Issues in Financial Markets ; 27. The monetary system. 28. Money growth and inflation ; Part 13. The macroeconomics of open economies ; 29. Open-economy macroeconomics: Basic concepts ; 30. A macroeconomic theory of the open economy ; Part 14. Short-run economic fluctuations ; 31. Business cycles ; 32. Keynesian economics and IS-LM analysis ; 33. Aggregate demand and aggregate supply ; 34. The influence of monetary and fiscal policy on aggregate demand ; 35. The short-run trade-off between inflation and unemployment ; 36. Supply-side policies ; Part 15. International macroeconomics ; 37. Common currency areas and European monetary union ; 38. The financial crisis and sovereign debt List of formulas. ISBN 9781473725331. Ekonomika. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100176149</p>	<p>Kolmar, Martin. Workbook for Principles of Microeconomics / Martin Kolmar, Magnus Hoffmann. - 1st. edition. - New York, NY : Springer Berlin Heidelberg, 2018. - ix, 242 pages. - (Springer texts in business and economics , 2192-4333). - This is the companion workbook for the textbook Principles of Microeconomics. The textbook pursues an integrative approach to modern microeconomics by critically reflecting on the main findings of economics from a philosophical standpoint and comparing them to approaches found in the social sciences. - Izmantojama kopā ar: Kolmar, Martin. Principles of Microeconomics : an integrative approach / Martin Kolmar. - 1st edition. - New York, NY : Springer International, 2017. - xii, 336 pages. - (Springer texts in business and economics). ISBN 9783319575889 (hardcover : alk. paper). Contents: First Principles ; Gains from Trade; Markets and Institutions - Introduction ; Supply and Demand ; Normative Economics ; Externalities ; Decisions and Consumer Behavior ; Costs ; A Second Look ; Firm Behavior in Monopolistic Markets ;</p>	<p>330</p>

		Principles of Game Theories ; Firm Behavior in Oligopolistic Markets ; Elasticity. ISBN 9783319626611. Mikroekonomika. ☐	
ViA bibliotēka, lasītava	100175959	Kolmar, Martin. Principles of Microeconomics : an integrative approach / Martin Kolmar. - 1st edition. - New York, NY : Springer International, 2017. - xii, 336 pages. - (Springer texts in business and economics). Contents: First Principles ; Gains from Trade ; A Primer in Markets and Institutions: Introduction ; Supply and Demand Under Perfect Competition ; Normative Economics ; Externalities and the Limits of Markets ; Foundations of Demand and Supply: Decisions and Consumer Behavior ; Costs ; Firm Behavior and Industrial Organization: A Second Look at Firm Behavior Under Perfect Competition ; Firm Behavior in Monopolistic Markets ; Principles of Game Theory ; Firm Behavior in Oligopolistic Markets. ISBN 9783319575889 (hardcover : alk. paper). Attīstības ekonomika. Spēļu teorija. Mikroekonomika. ☐	330
Vidzemes augstskolas bibliotēka	100175936	Sloman, John, 1947- Economics for Business / John Sloman, Dean Garratt, Jon Guest, Elizabeth Jones. - Seventh edition. - Harlow : Pearson, 2016. - xxvi, 638, [45] pages : illustrations, figures, diagrams. Contents: Business and economics ; The business environment and business economics ; Economics and the world of business ; Business organizations ; Business and markets ; The working of competitive markets ; Business in market environment ; Background to demand ; Demand and the consumer ; Demand and the firm ; Products, marketing and advertising ; Background to supply ; Costs of production ; Revenue and profit ; Supply: Short-run profit maximization ; Profit maximization under perfect competition and monopoly ; Profit maximization under imperfect competition ; Supply: alternative strategies ; An introduction to business strategy ; Alternative theories of the firm ; Growth strategy ; The small-firm sector ; Pricing strategy ; The firm in the factor market. Labour markets, wages and industrial relations ; Investment and the employment of capital ; The relationship between government and business ; Reasons for government invention in the market ; Government and the firm ; Government and the market ; Business in the international environment ; Globalisation and	330

		<p>multinational business ; International trade ; Trading blocs ; The macroeconomic environment ; The macroeconomic environment of business ; The balance of payments and exchange rates ; Banking, money and interest rates ; Business activity, employment and inflation ; Macroeconomic policy ; Demand-side policy ; Supply-side policy ; International economic policy.</p> <p>ISBN 9781292082103.</p> <p>Ekonomika. ☐</p>	
ViA bibliotēka, lasītava	100176547	<p>Brue, Stanley. Essentials of Economics / Stanley L. Brue, Campel R. McConnell, Sean M. Flynn. - 4th edition. - New York : McGraw-Hill Education, 2019. - 544 pages : illustrations. - (The McGraw-Hill Series Economics). - Uz vāka - This International Student Edition is for use outside of the U.S.</p> <p>Contents: Introduction ; 1. Limits, Alternatives, and Choices ; Chapter One Appendix: Graphs and Their Meaning ; 2. The Market System and the Circular Flow ; Part TWO: Price Quantity, and Efficiency ; 3. Demand, Supply, and Market Equilibrium ; Chapter Three Appendix: Additional Examples of Supply and Demand ; 4. Elasticity of Demand and Supply ; 5. Market Failures: Public Goods and Externalities ; PART THREE: Product Markets ; 6. Businesses and Their Costs ; 7. Pure Competition ; 8. Pure Monopoly ; 9. Monopolistic Competition and Oligopoly ; PART FOUR: GDP, Growth, and Instability ; 10. GDP and Economic Growth ; 11. Business Cycles, Unemployment, and Inflation ; 12. Aggregate Demand and Aggregate Supply ; 13. Fiscal Policy, Deficits, and Debt ; PART FIVE: Money, Banking, and Monetary Policy ; 14. Money, Banking, and Financial Institutions ; 15. Interest Rates and Monetary Policy ; PART SIX: International Economics ; 16. International Trade and Exchange Rates ; PART SEVEN: Resource Markets ; 17. Wage Determination ; 18. Income Inequality and Poverty.</p> <p>ISBN 9781260084665.</p> <p>Ekonomika. ☐</p>	330
ViA bibliotēka, lasītava	100064082	<p>Cooper, Donald R. Business Research Methods / Donald R.Cooper, Pamela S.Schindler. - 9th ed. - Boston : McGraw-Hill, 2006. - XXI, 744 p. : ill. + CD. - (The McGraw-Hill/Irwin Series : Operations and Decision Sciences).</p> <p>ISBN 0071244301.</p>	330

Vidzemes augstskolas bibliotēka	100176684	<p>McConnell, Campbell R. Microeconomics : principles, problems, and policies / Campbell R. McConnell, Stanley L. Brue, Sean M. Flynn. - Twenty-First Edition. - New York, NY : McGraw-Hill Education, 2018. - xxxv, 570 pages : illustrations ; 26 cm. - Revised edition of Microeconomics, [2015].</p> <p>Contents: Preface ; Introduction to economics and the economy ; Limits, alternatives, and choices ; The market system and the circular flow ; Price, quantity, and efficiency ; Demand, supply, and market equilibrium ; Market failures: public goods and externalities ; Government's role and government failure ; Consumer behavior ; Elasticity ; Utility maximization ; Behavioral economics ; Microeconomics of product markets ; Businesses and the costs of production ; Pure competition in the short run ; Pure competition in the long run ; Pure monopoly ; Monopolistic competition and oligopoly. Microeconomics of resource markets and government ; The demand for resources ; Wage determination ; Rent, interest, and profit ; Natural resource and energy economics ; Public finance: expenditures and taxes ; Microeconomic issues and policies ; Antitrust policy and regulation ; Agriculture: economics and policy ; Income inequality, poverty, and discrimination ; Health care ; Immigration ; International economics ; International trade ; The balance of payments, exchange rates, and trade deficits.</p> <p>ISBN 9781259915727. . - ISBN 1259915727. Mikroekonomika. ☐</p>	330
Vidzemes augstskolas bibliotēka	100176536	<p>McConnell, Campbell R. Macroeconomics : principles, problems, and policies / Campbell R. McConnell, Stanley L. Brue, Sean M. Flynn. - Twenty First Edition. - New York : McGraw-Hill Education, 2018. - xxxii, 462, [28] pages : illustrations. - Revised edition of Macroeconomics, 2015.</p> <p>Contents: Introduction to Economics and the Economy ; Price, Quantity, and Efficiency ; GDP, Growth, and Instability ; Macroeconomic Models and Fiscal Policy ; Money, Banking, and Monetary Policy, Extensions and Issues ; International Economics.</p> <p>ISBN 9781259915673. . - ISBN 1259915670. ☐</p>	330
Vidzemes augstskolas bibliotēka	100173532	<p>Brown, Marvin T. Civilizing the Economy : a new economics of provision / by Marvin T. Brown. - Cambridge : Cambridge University Press, 2010. - xiii, 268 p. : ill. ; 24 cm. - Includes bibliographical references (p. 254-261) and index.</p>	330

		<p>Saturs: Creating a new economic framework. The civic option. A civic view of labor, land, and money. Civilizing economic systems. ISBN 9780521152464. - ISBN 0521152461. Ekonomika. Ražošana (ekonomikas teorija).</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100132155</p>	<p>Handbook of Contemporary Behavioral Economics : foundations and developments / ed. by Morris Altman. - Armonk : M. E. Sharpe, 2006. - XXII, 762 p. - Index: p.739.-762.</p> <p>Contents: Inside economic man : behavioral economics and consumer behavior / Paul Albanese. Physiology and behavioral economics : the new findings from evolutionary neuroscience / Gerald A. Cory, Jr. Intuition in behavioral economics / Roger Frantz. Introspective economics : broadening psychology's reach / David George. Integrating emotions into economic theory / Bruce E. Kaufman. On the economics of subselves : toward a metaeconomics / Gary D. Lynne. What a Difference an Assumption makes: Effort Discretion, Economic Theory, and Public Policy / Morris Altman. Group selection and behavioral economics / Alexander J. Field. Beliefs in behavioral and neo-classical economics / Alan James MacFadyen. Reclaiming moral sentiments : behavioral economics and the ethical foundations of capitalism / Shlomo Maital. Bounded rationality : two interpretations from psychology / Jörg Rieskamp, Ralph Hertwig, Peter M. Todd. Behavioral vs. Neoclassical economics : paradigm shift or generalization? / Kevin Sontheimer. Organizational capital and personal capital : the role of intangible capital formation in the economy / John F. Tomer. How to do as well as you can : the psychology of economic behaviour and behavioural ecology / Stephen E.G. Lea. Discounting, self-control and saving / Ellen K. Nyhus and Paul Webley. Rational choice theory versus cultural theory-on taste and social capital / Peter Lunt. Deliberation cost as a foundation for behavioral economics / Mark Pingle. In-depth interviews as a means of understanding economic reasoning : decision making as explained by business leaders and business economists / Hugh Schwartz. Classroom experiments in behavioral economics / Gerrit Antonides, Fergus Bolger, and Ger Trip. A behavioral approach to distribution and bargaining / Werner Güth and Andreas Ortmann. The context, or reference, dependence of economic values : further evidence and some predictable</p>	<p>330</p>

		<p>patterns / Jack L. Knetsch and Fang-Fang Tang. Experiments and behavioral economics / Robert J. Oxoby. Behavioral labor economics /Nathan Berg. Hours of Labor Supply: A More Flexible Approach / Lonnie Golden. Chicks, hawks, and patriarchal institutions / Nancy Folbre. Economic decisions in the private household / Erich Kirchler and Eva Hofman. A prolegomenon to behavioral economic studies of suicide / Bijou Yang and David Lester. Rational health-compromising behavior and economic intervention / Gideon Yaniv. Taxation and the contribution of behavioral economics / Simon James. Ethical investing : where are we now? / John Cullis, Philip Jones, and Alan Lewis. Tipping in restaurants and around the globe : an interdisciplinary review / Michael Lynn. Insufficient social capital and economic underdevelopment / Hamid Hosseini. Elements of behavioral monetary economics / Tobias F. Rötheli. Economic development, equality, income distribution and ethics / Erik Thorbecke. Behavioral law and economics : an introduction / Thomas S. Ulen. Behavioral finance / Tomasz Zaleskiewicz.</p> <p>ISBN 9780765613028. . - ISBN 0765613026.</p> <p>Ekonomika - Psihologiskie aspekti. ☐</p>	
<p>Vidzemes augstskolas bibliotēka</p>	<p>100176522</p>	<p>Designing for the Circular Economy / edited by Martin Charter. - Abingdon, Oxon : Routledge, 2018. - xxviii, 395 pages. - Includes bibliographical references and index.</p> <p>Contents: Introduction / Martin Charter. Circular industrial economy /Walter R. Stahel. Circular economy innovation and design: setting the scene / Martin Charter. Framing circularity at an organisational level / Phil Cumming. Circular economy policy / Anne-Marie Benoy and Johanna Lehne. Why Asia matters: circular economy in Japan, China and Taiwan / Ichin Cheng. Circular businesses: benefits, approaches and challenges James D. Burgon and Jonathan Wentworth. Circular thinking in design: reflections over 25 years' experience / Frank O'Connor. Business models for a circular economy / Martin Charter and Stuart McLanaghan. Designing product service systems for a circular economy / Tim C. McAloone and Daniela C. A. Pigosso. Key issues when designing solutions for a circular economy / Mattias Lindahl. Laser printing and the circular economy: Kyocera challenges the status quo / David Parker. Circularity thinking: systems thinking for circular product and business model (re)design:</p>	<p>331</p>

		<p>identifying waste flows and redirecting them for value creation and capture / Fenna Blomsma and Geraldine Brennan. Design for product integrity in a circular economy / Conny Bakker, Ruud Balkenende and Flora Poppelaars. Thinking life cycle in a circular economy / Louis Brimacombe. Design for resource value / Ab Stevels. Circular textile design: old myths and new models / Rebecca Earley and Kate Goldsworthy. Circular economy and design for remanufacturing / Erik Sundin. Repair cafés: potential implications for product design and development / Scott Keiller and Martin Charter. Dislocated temporalities: valuing difference and working together / Jonathan Chapman and Konstantinos Chalaris. Design for a circular economy in industry 4.0 / Rhiannon Hunt. 3D printing: revolutionising the way we repair things / Nazli Terzioglu. Exploring circular design opportunities for wearable technology / Anne Prahl. Makerspaces as free experimental zones / Cindy Kohatala. Repair cafés: circular and social innovation / Martin Charter and Scott Keiller. Delivering a more circular economy for electrical goods in retail in the UK / Mark Hilton. Accelerating the circular economy @ HP / Kirstie McIntyre. iFixit: a case study in repair / Kyle Wiens. Lessons learned from practice when developing a circular business model / Sigurd Sagen Vildasen. Interface: net-works – lessons learnt turning nets into carpet / Jon Khoo. 'Who is mining the Anthropocene?' / Duncan Baker-Brown. Reversible building design / Elma Durmišević. Design and the circular economy in the UK blinds and shutter industry / Deborah Andrews, Zoe De Grussa, Andrew Chalk and Dave Bush. Circularity information management for buildings: the example of materials passports / Lars Luscuere and Douglas Mulhall. ISBN 9781138081017.</p> <p>Produktu dizains - Vides aspekti. Atkārtoti izmantojami produkti. Videi draudzīgi produkti. ☒</p>	
Vidzemes augstskolas bibliotēka	100176816	<p>Stahel, Walter R. The Circular Economy : a user's guide / Walter R. Stahel with a foreword by Dame Ellen MacArthur ; edited by the Ellen MacArthur Foundation. - New York : Routledge, 2019. - xv, 102 p. : illustrations, diagrams. - Includes bibliographical references and index.</p> <p>Contents: The circular economy, roots and context ; Circularity, sustainability and labour in the circular industrial economy ; The circular industrial economy, a wealth of new opportunities ; The era of</p>	332

		<p>"R": the owner decides locally ; The era of "D": economic actors recovering resource assets decide ; The point of sale or factory gate, and liability ; The invisible liability loop, labour and the role of policy ; The performance economy, industry adopting the circular industrial economy as default option ; Radical innovation to enhance stock management.</p> <p>ISBN 9780367200176.</p> <p>Ilgtspējīga attīstība. Vides politika. Dabas resursi - Vides aspekti. ☐</p>	
Vidzemes augstskolas bibliotēka	100176248	<p>Webster, Ken. The Circular Economy : a Wealth of Flows / Ken Webster. - 2nd edition. - Cowes : Ellen MacArthur Foundation, 2017. - 201 pages : illustrations.</p> <p>Contents: All the Flows, History Too ; The Necessity of a Circular Economy? ; From Linear to Circular ; Through the Macroscope ; Consumer to User ; Social Capital, Markets and Money in a Circular Economy ; The Sharing Economy ; Devolved, Digital and Open-Source Manufacturing and the Rise of Urban Mining ; The Regenerative Biological Cycle – At Scale ; Education in a Changing World ; The Golden Thread: Systems, Digital and a Circular Economy.</p> <p>ISBN 9780992778460.</p> <p>Vides ekonomika. Ilgtspējīga attīstība. ☐</p>	332
ViA bibliotēka, lasītava	100176607	<p>Tonelli, Marcello. Strategic Management and the Circular Economy / Marcello Tonelli and Nicoló Cristoni. - New York : Routledge, 2019. - xviii, 235 pages. - (Routledge research in strategic management).</p> <p>Contents: An overview ; The challenges of the produce-use-dispose model ; An introduction to the circular economy ; Circular economy strategy ; A CE framework for action ; CE enabling technologies ; Business models for a CE ; CE strategic management ; Introducing the CE strategic process ; CE data collection and prioritization : firm, industry and external levels of analysis ; CE data integration ; Determining your preferred CE position ; Gap analysis, CE strategy formulation and planning ; CE @ 360° ; Tools for CE analysis at micro level ; Tools for CE analysis at macro level ; Conclusions.</p> <p>ISBN 9781138103634.</p> <p>Stratēģiskā plānošana. Ilgtspējīga attīstība. ☐</p>	332
ViA bibliotēka, mācību	100176800	<p>Hofs, Kjells Gunnars. Biznesa ekonomika / Kjells Gunnars Hofs sadarbībā ar Rasmu Alsiņu ; no norvēģu valodas tulkojusi Iveta Medvida. - 3. izdevums. - Rīga : SIA DCS, 2018. - 604 lpp. : diagr., il., sh., tab.</p>	658

literatūras krājums		<p>Saturs: Ekonomika un uzņēmums ; Vērtību radīšana, organizācijas, mērķi un lēmumi ; Ieņēmumu veidošanās ; Uzņēmējdarbības izmaksas ; Finanšu pārskats ; Finanšu pārskata analīze ; Izmaksu aprīte un izmaksu struktūra ; Ieņēmumi, izmaksas un rezultāts - teorētiskais modelis ; Produkcijas pašizmaksas kalkūklacija. Principi un metodes ; Pašizmaksas aprēķināšanas metodes rūpniecības uzņēmumos ; Kalkūklacija pakalpojumu uzņēmumos ; Kalkūlacija tirdzniecības uzņēmumos ; Cenu veidošana ; Seguma punkta peļņas vai zaudējumu sliekšņa analīze ; Produktu izvēle ; Kapitālieguldījumi (investīcijas) ; Problēmas, kas saistītas ar lēmumu pieņemšanu un ienesīguma analīzi uzņēmējdarbības ekonomikā ; Plānošana un budžeta izstrāde ; Kapitāla deficīts, Just in Time filosofija un krājumu kontrole ; Vadība, uzraudzība un kontrole ; Diskonta tabula.</p> <p>ISBN 9789934192524.</p> <p>Uzņēmējdarbība. Uzņēmējdarbības menedžments. Vadības ekonomika. ☐</p>	
ViA bibliotēka, lasītava	100176843	<p>Hill, Charles W. L. Strategic Management : an integrated approach : theory and cases / Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones. - 12 Edition. - Boston : Cengage Learning, 2017. - xx, 424, [281] pages : illustrations, diagrams.</p> <p>Contents: Part I: INTRODUCTION TO STRATEGIC MANAGEMENT. 1. Strategic Leadership: Managing the Strategy-Making Process for Competitive Analysis. 2. External Analysis: The Identification of Opportunities and Threats. Part II: THE NATURE OF COMPETITIVE ADVANTAGE. 3. Internal Analysis: Resources and Competitive Advantage 4. Building Competitive Advantage Through Functional-Level Strategy. Part III: STRATEGIES. 5. Building Competitive Advantage Through Business-Level Strategy. 6. Business-Level Strategy and the Industry Environment. 7. Strategy and Technology. 8. Strategy in the Global Environment. 9. Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing. 10. Corporate-Level Strategy: Related and Unrelated Diversification. Part IV: IMPLEMENTING STRATEGY. 11. Corporate Governance, Social Responsibility and Ethics. 12. Implementing Strategy through Organization.</p> <p>ISBN 9781305502277.</p> <p>Uzņēmējdarbības plānošana. Stratēģiskā plānošana. Menedžments - Amerikas Savienotās Valstis. ☐</p>	658

<p>ViA bibliotēka, mācību literatūras krājums</p>	<p>100176676</p>	<p>Rothaermel, Frank T. Strategic Management / Frank T. Rothaermel, Georgia Institute of Technology. - Fourth edition. - New York, NY : McGraw-Hill Education, 2019. - xxviii, 555p. : illustrations. - Intends to synthesize and integrate theory, empirical research, and practical applications with real-world examples. This book prepares students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century.</p> <p>Contents: PART ONE: ANALYSIS. What Is Strategy? ; Strategic Leadership: Managing the Strategy Process ; External Analysis: Industry Structure, Competitive Forces, and Strategic Groups ; Internal Analysis: Resources, Capabilities, and Core Competencies ; Competitive Advantage, Firm Performance, and Business Models ; PART TWO: FORMULATION ; Business Strategy: Differentiation, Cost Leadership, and Blue Oceans ; Business Strategy: Innovation, Entrepreneurship, and Platforms ; Corporate Strategy: Vertical Integration and Diversification ; Corporate Strategy: Strategic Alliances, Mergers and Acquisitions ; Global Strategy: Competing Around the World ; PART THREE: IMPLEMENTATION ; Organizational Design: Structure, Culture, and Control ; Corporate Governance and Business Ethics ; PART FOUR: MINICASES ; HOW TO CONDUCT A CASE ANALYSIS ; PART FIVE: FULL-LENGTH CASES.</p> <p>ISBN 9781260092370.</p> <p>Stratēģiskā plānošana. Menedžments. ☐</p>	<p>658</p>
<p>ViA bibliotēka, lasītava</p>	<p>100176646</p>	<p>The International Encyclopedia of Strategic Communication / Editors-in-chief Robert L. Heath, Winni Johansen ; Associate editors Jesper Falkheimer, Kirk Hallahan, Juliana J. C. Raupp, Benita Steyn. - Hoboken, NJ : John Wiley & Sons, 2018. - xxxiii, 640 pages. - (Wiley Blackwell-ICA international encyclopedias of communication). - Includes bibliographical references and index.</p> <p>Volume I. A-E.</p> <p>ISBN 9781119010715.</p> <p>Komunikācija organizācijās. Komunikācija menedžmentā. Biznesa komunikācija. ☐</p>	<p>658</p>
<p>ViA bibliotēka, lasītava</p>	<p>100176647</p>	<p>The International Encyclopedia of Strategic Communication / Editors-in-chief Robert L. Heath, Winni Johansen ; Associate editors Jesper Falkheimer, Kirk Hallahan, Juliana J. C. Raupp, Benita Steyn. - Hoboken, NJ : John Wiley & Sons, 2018. -</p>	<p>658</p>

		<p>[585] pages. - (Wiley Blackwell-ICA international encyclopedias of communication). - Includes bibliographical references and index.</p> <p>Volume II. F-Q.</p> <p>ISBN 9781119010715.</p> <p>Komunikācija organizācijās. Komunikācija menedžmentā. Biznesa komunikācija. ☐</p>	
ViA bibliotēka, lasītava	100176648	<p>The International Encyclopedia of Strategic Communication / Editors-in-chief Robert L. Heath, Winni Johansen ; Associate editors Jesper Falkheimer, Kirk Hallahan, Juliana J. C. Raupp, Benita Steyn. - Hoboken, NJ : John Wiley & Sons, 2018. - [590] pages. - (Wiley Blackwell-ICA international encyclopedias of communication). - Includes bibliographical references and index.</p> <p>Volume III. R-Z.</p> <p>ISBN 9781119010715.</p> <p>Komunikācija organizācijās. Komunikācija menedžmentā. Biznesa komunikācija. ☐</p>	658
ViA bibliotēka, lasītava	100176140	<p>The Psychology of Planning in Organizations : research and applications / edited by Michael D. Mumford and Michael Frese. - New York, NY : Routledge, 2015. - xvi, 369 pages : illustrations ; 26 cm. - (Series in organization and management). - Includes bibliographical references and index.</p> <p>Contents: 1. Organizational Planning: The Psychology of Performance Introduction / Michael Frese, Michael D. Mumford, and Carter Gibson. 2. Planning Processes: Relevant Cognitive Operations / Michael D. Mumford, Jensen T. Mecca, and Logan L. Watts. 3. The Planning Fallacy: When Plans Lead to Optimistic Forecasts / Roger Buehler and Dale Griffin. 4. Personality and Planning: The Interplay Between Linear and Holistic Processing / Anna M. Engel and Julius Kuhl. 5. Planning: A Mediator in Goal Setting Theory / Gary P. Latham and Alana S. Arshoff. 6. Emotions and Planning in Organizations / Shane Connelly and Genevieve Johnson. 7. Planning High Performance: Can Groups and Teams Benefit from Implementation Intentions? / J. Lukas Thürmer, Frank Wieber, and Peter M. Gollwitzer. 8. Planning for Innovation: The Critical Role of Agility / Samuel T. Hunter, Melissa Gutworth, Matthew P. Crayne, and Bradley S. Jayne. 9. The Five Perils of Team Planning: Regularities and Remedies / Alejandra C. Montoya, Dorothy R. Carter, Jessie Martin, and Leslie A. DeChurch. 10. Examining the Multi-Level Effects of Organizational Planning on Performance / Nastassia</p>	658.3

		<p>Savage, Shannon Marlow, and Eduardo Salas. 11. Expertise in Organizational Planning – Impact on Performance / Kenneth N. McKay, Wout van Wezel, and Toni Waefler. 12. Biases as Constraints on Planning Performance / Dawn L. Eubanks, Daniel Read, and Yael Grushka-Cockayne. 13. Planning by Leaders: Factors Influencing Leader Planning Performance / Michael D. Mumford, Vincent Giorgini, and Logan Steele. 14. Strategic Planning and Firm Performance: Towards a Better Understanding of a Controversial Relationship / Laura B. Cardinal, C. Chet Miller, Markus Kreutzer, and Candace TenBrink. 15. Planning and Entrepreneurship / Michael M. Gielnik, Michael Frese, and Miriam S. Stark. 16. Time Management and Procrastination / Wendelien van Eerde. 17. Training and Development for Organizational Planning Skills / Holly K. Osburn, Jenifer M. Hatcher, and Bianca M. Zongrone.</p> <p>ISBN 9781138800472 (pbk).</p> <p>Uzņēmējdarbības plānošana. Organizāciju uzvedība. Organizāciju socioloģija. Menedžments - Psiholoģiskie aspekti. ☐</p>	
ViA bibliotēka, lasītava	100176943	<p>Robbins, Thomas. Organizational Behavior / Stephen P. Robbins, Timothy A. Judge. - 18th edition, global edition. - Harlow : Pearson, 2019. - 770 lpp. : ilustrācijas ; 28 cm. - Ietver bibliogrāfiju un rādītāju.</p> <p>Contents: What is organizational behavior ; Diversity in organizations ; Attitudes and satisfaction ; Emotions and moods ; Personality and values ; Perception and individual decision making ; Motivation concepts ; Motivation: from concepts to application ; Foundations of group behavior ; Understanding work teams ; Communication ; Leadership ; Power and politics ; Conflict and negotiation ; Foundations of organization structure ; Organizational culture ; Human resources policies and practices ; Organizational change and stress management.</p> <p>ISBN 9781292259239.</p> <p>Organizāciju uzvedība. ☐</p>	658.3
ViA bibliotēka, lasītava	100176846	<p>Wilton, Nick. An Introduction to Human Resource Management / Nick Wilton. - 4th Edition. - London : SAGE, 2019. - xix, 608 pages. - Bibliography: pp 538-593.</p> <p>Contents: What is HRM? ; HRM and the individual ; HRM, strategy and performance ; The labour market context of HRM ; International HRM and the national and international context ; People</p>	658.3

		<p>resourcing ; Managing performance ; Managing reward ; Human resource development ; Employment relations ; HRM, equality and diversity ; Career and talent management ; The management of workplace conflict ; HRM, work and well-being ; Current trends and future challenges in HRM.</p> <p>ISBN 9781526487933.</p> <p>Personāla vadība. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100176842</p>	<p>The Sage Handbook of Human Resource Management / edited by Adrian Wilkinson, Nicolas Bacon, Scott Snell and David Lepak. - 2nd edition. - Thousand Oaks, CA : SAGE Inc., 2019. - xliii, 594 pages. - The brand-new edition of this handbook builds on the success of the first by providing a fully updated and expanded overview of the field of human resource management. It remains an indispensable resource for advanced students and researchers in the field.</p> <p>Contents: Part 1: Context of Human Resource Management: 1: Human Resource Management: A historical perspective / Howard Gospel. 2: Models of Strategic Human Resource Management / Kaifeng Jiang & Pingshu Li. 3: The Employment Relationship: Key elements, alternative frames of reference, and implications for HRM / John Budd & Devasheesh Bhawe. 4: Regulation , Deregulation or Re-Regulation? The changing regulative framework for HRM / Michael Barry & Adrian Wilkinson. 5: International Human Resource Management / David Collings & Kieran Conroy. 6: Comparative HRM / Elaine Farndale, Chris Brewster, & Wolfgang Mayrhofer. 7: Managing Across Organizational Boundaries: The New Employment Relationship and its Human Resource Management Implications / Shad Morris, Oded Shenkar, & Alison Mackey. Part 2: Fundamentals of Human Resource Management: 8: Recruitment and Selection / Filip Lievens & Derek Chapman. 9: Training, Development and Skills / Irena Grugulis. 10: Talent Management: Disentangling key ideas / Eva Gallardo-Gallardo & Marian Thunnissen. 11: Leadership Development: The shift from "ready now" to "ready able" / Lacey Leone McLaughlin, Albert A. Vicere, & Ian Ziskin. 12: Understanding Performance Appraisal: Supervisory and Employee Perspectives / Michelle Brown. 13: Compensation / Barry Gerhart & Ingo Weller. 14: HRM, Equality and Diversity / Anne-Marie Greene. 15: Creating and Sustaining Involvement and Participation in the</p>	<p>658.3</p>

		<p>Workplace / Adrian Wilkinson & Paula Mowbray. 16: Exploring Electronic HRM: management fashion or fad? / Tanya Bondarouk, Huub Ruel, & B Roeleveld. 17: Health, Safety and Wellbeing / Rebecca Loudoun & Richard Johnstone. 18: Industrial Relations: Changing trends across theory, policy and practice / Peter Sheldon, Greg Bamber, Christopher Land-Kazlauskas, & Thomas A. Kochan. 19: Discipline and Grievances - Brian Klaas. 20: Downsizing / Stewart Johnstone. 21: Employee Engagement: The past, present and the future / Ji Koung Kim & Jeffery LePine. 22: Working Time and Work-Life Balance / Janet Walsh. 23: The changing face of work design research: Past, present, and future directions / Sharon Parker, Caroline Knight, & Sandra Ohly. Part 3: Contemporary Issues: 24: Strategic Human Resource Management: Where do we go from here? / Dorothea Roumpi & John E. Delery. 25: Human Resource Management in Developing Countries / Fang Lee Cooke. 26: HRM and National Economic Performance / Jonathan Michie. 27: Human Resource Management and the Resource Based View / Paul Boselie, Jaap Paauwe, & Monique Veld. 28: Big Data and Human Resource Management / Mark Huselid & Dana Minbaeva. 29: Human Resources and Ethics Management: Partners in (Reducing) Crime / Niki A. den Nieuwenboer & Linda Trevino. 30: HRM in Small Firms: Balancing Informality with Formality / Paul Edwards & Monder Ram. 31: HRM in Multinational Companies / B. Sebastian Reiche & Dana Minbaeva. 32: Human Resource Management in the Public Sector: New public management, responsive governance and the consequences of the economic crisis / Stephen Bach.</p> <p>ISBN 9781526435026.</p> <p>Personāla vadība. ☐</p>	
Valmieras bibliotēka	100956948	<p>Dubkēvičs, Lotārs. Organizācijas kultūra, klimats un radošums / Lotārs Dubkēvičs ; recenzenti: Māra Vidnere, Vladimiras Gražulis, Aleksandrs Vorobjovs. - Rīga : RaKa, [2019]. , ©2019. - 150 lpp. : diagrammas, shēmas, tabulas ; 22 cm. - Bibliogrāfija: 123.-142. lpp. - Grāmatā apkopota teorija un praktiski izmantojams materiāls, kas rosina veidot radošumam labvēlīgu klimatu ikvienā organizatoriskajā struktūrā. Autors atklāj, kas ir organizācijas kultūra, kādi ir tās tipi, kā zinātniski izprast, kas ir radošums un inovācijas, ar ko atšķiras organizācijas kultūra un organizācijas klimats, kāda ir organizācijas vadības loma klimata veidošanā.</p>	658.3

		<p>Grāmatas praktiskajā daļā autors piedāvā materiālu, kas var noderēt katras organizācijas izpētei, lai konstatētu, vai tajā pastāv radošumu veicinošs klimats. - Teksts latviešu valodā, anotācija angļu valodā.</p> <p>ISBN 9789984464015.</p> <p>Organizāciju kultūra. Radošās spējas uzņēmējdarbībā. Kultūras industrijas - Latvija. Teātris - Latvija. ☐</p>	
<p>ViA bibliotēka, lasītava</p>	<p>100176018</p>	<p>Weetman, Catherine. A Circular Economy Handbook for Business and Supply Chains : repair, remake, redesign, rethink / Catherine Weetman. - 1st Edition. - London : Kogan Page Ltd ; New York, 2017. - xxix, 398 pages ; 24 cm. - Includes bibliographical references and index.</p> <p>Contents: Preface ; Introduction ; Building Region-based Sustainable Development: Vocabulary and Tools ; Circular economy ; The circular economy according to the MacArthur Foundation ; Experiments in circular economy ; Factual and scientific origins of circular economy ; Industrial ecology ; Industrial ecology and sustainable development ; Industrial metabolism and symbiosis ; Experiments in industrial ecology ; Short supply chains ; Origins of short food supply chains: criticism of industrial long supply chains ; Forms and functioning of short food supply chains ; Short supply chains: generators of social innovation ; Industrial ecology, short supply chains and sustainable regional development ; Links among these different concepts: the creation of sustainable territories ; Proximity and innovative milieu : key ingredients for sustainable regional development. An assessment of the regional impacts of industrial ecology and short supply chains ; Difficulties, Barriers and Stakes in Transitioning Towards Sustainable Regions ; Barriers to the implementation of industrial ecology and short supply chains ; The case of industrial ecology ; The case of short food supply chains ; How to overcome or reduce these obstacles: the role of service activities ; Definition of service activities ; What role do service activities have in the implementation of industrial ecology and short food supply chains? ; Challenges for public policy ; The issue of governance ; The issue of coordination ; What is the relevant territorial scale? ; Conclusion.</p> <p>ISBN 9780749476755 (alk. paper).</p>	<p>658.8</p>

		Atkārtota izmantošana (atkritumi utt). Biznesa loģistika. Vadības ekonomika. ☐	
ViA bibliotēka, lasītava	100176990	<p>Kimmel, Allan J. People and Products : consumer behavior and product design / Allan J. Kimmel. - First Edition. - London : Routledge, Taylor & Francis Group ; New York, 2015. - viii, 311 pages ; 24 cm. - Includes bibliographical references and index.</p> <p>Contents: People and products in an evolving marketplace ; Technology and innovation in everyday life ; Consumer demands and product usability ; Product design and aesthetics ; Consumers as active participants in the product design process ; The future of things.</p> <p>ISBN 9781138812253.</p> <p>Patērētāju uzvedība. Jauni produkti. ☐</p>	658.8
ViA bibliotēka, lasītava	100176992	<p>Palmatier, Robert W. Marketing Channel Strategy : an omni-channel approach / Robert W. Palmatier, Eugene Sivadas, Louis W. Stern, Adel I. El-Ansary. - Ninth edition. - New York : Routledge, 2020. - xxviii, 373 pages.</p> <p>Contents: The omni-channel ecosystem ; Channel basics ; Channel power ; Channel relationships ; Channel conflict ; Retailing structures and strategies ; Wholesaling structures and strategies ; Franchising structures and strategies ; Channels and international markets ; End-user analysis: segmentation and targeting ; Omni-channel strategy.</p> <p>ISBN 9780367262099.</p> <p>Sadales kanāli. Tirgvedība. ☐</p>	658.8
ViA bibliotēka, lasītava	100176991	<p>Kimmel, Allan J. Psychological Foundations of Marketing : The keys to consumer behavior / Allan Kimmel. - Second edition. - New York : Routledge, 2018. - xviii, 465 pages : illustrations. - Includes bibliographical references and index. - Revised edition of the author's Psychological foundations of marketing, 2013.</p> <p>Contents: Psychology and marketing: a dynamic relationship ; Motivation ; Perception ; Learning ; Decision making ; Consumer attitudes ; Personality and the self-concept ; Social influence ; References ; Index.</p> <p>ISBN 9781138219151.</p> <p>Tirgvedība - Psiholoģiskie aspekti. Patērētāju uzvedība. ☐</p>	658.8
Vidzemes augstskolas bibliotēka	100176996	<p>Smith, Andrew. Consumer Behaviour and Analytics / Andrew Smith. - 1 Edition. - New York : Routledge, 2020. - xi, 204 pages : illustrations. - Includes</p>	658.8

		<p>bibliographical references and index.</p> <p>Contents: An introduction to consumer analytics ; Purchase insight and the anatomy of transactions ; Web & social media activity ; Extant research and exogenous cognition ; Elemental features of consumer choice : needs, economics, deliberation and impulse ; Perceptual and communicative features of consumer choice ; Individual and social features of consumption ; Knowledge driven marketing & the modular adaptive dynamic schematic ; Index.</p> <p>ISBN 9781138592650.</p> <p>Patērētāju uzvedība. Tirgvedība. ☐</p>	
Vidzemes augstskolas bibliotēka	100176997	<p>Richardson, Neil. Sustainable Marketing Planning / Neil Richardson. - New York : Routledge, 2019. - xiii, 271 pages. - Includes bibliographical references and index. - "There are two major parallel challenges facing managers and leaders: first, how to adapt to global changes in markets, competition and supply, and second, how to grow a business whilst observing recognisably sustainable practices. Companies must now align their values with customers who increasingly seek products and services that are people- and planet-friendly. Using sustainable marketing techniques to create value ultimately leads to improved customer satisfaction, better professional relationships and increased effectiveness. With Marketing Planning absent from the current textbook offering, this book provides practical insights, tools and frameworks to help readers produce tactically and strategically appropriate marketing plans. Showing how to embed sustainability in these strategies and reflecting on the historical and current criticisms aimed at marketing, students will be shown 'How' to implement whilst being encouraged to reflect on 'Why'. Full of tools and frameworks to improve comprehension, including chapter-by-chapter learning outcomes, summaries, exercises, applied activities and mini case studies, it bridges the gap between theory and practice effectively and accessibly. Finally, PowerPoint lecture slides and MCQ sections are provided for each chapter as electronic resources. Reflecting on contemporary themes and challenges at the cutting edge of business research and practice, this book should be core reading for advanced undergraduate and postgraduate students of Sustainable Marketing, Marketing Planning and</p>	658.8

		<p>Marketing Strategy, as well as professionals seeking to improve the competitive advantage of their organisations"--.</p> <p>Contents: Chapter 1: Why Sustainable Marketing?; 1.1 Sustainable Marketing and its influences ; 1.2 Sustainability... the new organisational orientation ; 1.3 Critical Marketing ; 1.4 Corporate versus customer-centric values ; 1.5 The Sustainable Consumer and Buyer Behaviour ; 1.6 Sustainable Marketing Research ; 1.7 Systems and Customer-Centricity ; Chapter 2: The Marketing Mix: 2.1 Communications (aka marcomms) ; 2.2 Convenience (aka Place) ; 2.3 Customer benefits (aka Product) ; 2.4 Cost to customers (aka Price) ; 2.5 The Sustainable Services Mix (featuring People, Process and Presence) ; Chapter 3: Sustainable Marketing Planning: 3.1 Planning Frameworks ; 3.2 Situation Review ; 3.3 External Environmental Frameworks and Analysis 3.4 Generating Useful SM Objectives ; 3.5 Strategic SM Choices – Sustainable Segmentation, Targeting and Positioning ; 3.6 Strategic SM Choices – Choosing a Strategy to Achieve SM Objectives ; 3.7 Issues of Control and Measuring Value ; 3.8 Barriers to Adopting Sustainable Marketing Planning ; Chapter 4: Themes Today and Tomorrow ; 4.1 Relationship Marketing ; 4.2 Internal Marketing ; 4.3 Sustainable Entrepreneurship ; 4.4 Sustainable Branding ; 4.5 Global Sustainable Marketing ; 4.6 Digital Marketing in the Sustainable Age ; 4.7 SMEs and Micro-Enterprises ; 4.8 Charities, Not-for-profit Marketing and Third Sector Organisations.</p> <p>ISBN 9780367025212.</p> <p>Videi draudzīgu produktu māketings. Patēriņš (ekonomika). Uzņēmējdarbības sociālā atbildība. Ilgtspējība. ☐</p>	
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