

SENARAI BAHAN MENGIKUT JENIS MEDIA

JENIS BAHAN : PEMASARAN

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
1	00083	658 HAR	SUCCESSFUL MANAGEMENT STRATEGIES	R02	BI	600	BPM
2	00111	658.4 AN	THE SKILLS OF MANAGEMENT	R02	BI	600	BPM
3	00159	658 RAH	ASAS PENGURUSAN	R02	BM	600	BPM
4	01117	658.4 AN	THE SKILLS OF MANAGEMENT	R02	BI	600	BPM
5	01126	658 RAH	ASAS PENGURUSAN	R02	BM	600	BPM
6	01526	650 CHA	ASELECTION OF READINGS FROM BUSINESS WEEK	R02	BI	600	BPM
7	01619	658 RAH	ASAS PENGURUSAN	R02	BM	600	BPM
8	05725	658.403 O.C	BUSINESS ETHICS ETHICAL DECISION MAKING AND CASES	R02	BI	600	BPM
9	05726	658.5 MER	NEW PRODUCTS MANAGEMENT	R02	BI	600	BPM
10	05831	640 LIN	KEMAHIRAN HIDUP BERSEPADU PERDAGANGAN DAN KEUSAHAWANAN	R02	BM	600	BPM
11	06082	657 THE	TEKS EFEKTIF STPM MAKROEKONOMI	R02	BM	600	BPM
12	06083a	657 THE	TEKS EFEKTIF STPM MAKROEKONOMI	R02	BM	600	BPM
13	06084	657 YEA	MIKROEKONOMI	R02	BM	600	BPM
14	06085	657 YEA	MIKROEKONOMI	R02	BM	600	BPM
15	06377	658.4 BAL	ESSENTIALS BUSINESS DRIVEN INFORMATION SYSTEMS	R02	BI	600	BPM
16	06379	658.4 BAL	ESSENTIALS OF BUSINESS DRIVEN INFORMATION SYSTEMS	R02	BI	600	BPM
17	06380	658.4 BAL	ESSENTIALS OF BUSINESS DRIVEN INFORMATION SYSTEMS	R02	BI	600	BPM
18	06381	658.4 BAL	ESSENTIALS BUSINESS DRIVEN INFORMATION SYSTEMS	R02	BI	600	BPM
19	06413	658 STA	INTRODUCTION TO MASS COMMUNICATION MEDIA LITERACY AND CULTURE	R02	BI	600	BPM
20	06414	658 STA	INTRODUCTION TO MASS COMMUNICATION MEDIA LITERACY AND CULTURE	R02	BI	600	BPM
21	06415	658 STA	INTRODUCTION TO MASS COMMUNICATION MEDIA LITERACY AND CULTURE	R02	BI	600	BPM
22	06416	658 STA	INTRODUCTION TO MASS COMMUNICATION MEDIA LITERACY AND CULTURE	R02	BI	600	BPM
23	06417	658 STA	INTRODUCTION TO MASS COMMUNICATION MEDIA LITERACY AND CULTURE	R02	BI	600	BPM
24	06465a	658 RAH	ASAS PENGURUSAN	R02	BM	600	BPM

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
25	06469a	658.3 JAA	ASAS PENGURUSAN	R02	BM	600	BPM
26	06811a	658.8 BER	MARKETING CHANNELS A MANAGEMENT VIEW	R02	BI	600	BPM
27	06812a	658.8 BER	MARKETING CHANNELS A MANAGEMENT VIEW	R02	BI	600	BPM
28	06813	658.8 BER	MARKETING CHANNELS A MANAGEMENT VIEW	R02	BI	600	BPM
29	06814	658.8 SAR	PRINCIPLES OF ECONOMICS	R02	BI	600	BPM
30	06815a	658.8 SAR	PRINCIPLES OF ECONOMICS	R02	BI	600	BPM
31	06816	658.8 SAR	PRINCIPLES OF ECONOMICS	R02	BI	600	BPM
32	06817a	658.8 LEN	CONSUMER BEHAVIOUR	R02	BI	600	BPM
33	06818a	658.8 LEN	CONSUMER BEHAVIOUR	R02	BI	600	BPM
34	06819a	658.8 LEN	CONSUMER BEHAVIOUR	R02	BI	600	BPM
35	06820	658.8 LEN	CONSUMER BEHAVIOUR	R02	BI	600	BPM
36	06821	657 ALA	BUSINESS ACCOUNTING	R02	BI	600	BPM
37	06822a	657 ALA	BUSINESS ACCOUNTING	R02	BI	600	BPM
38	06823a	658.8 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM
39	06824a	658.8 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM
40	06825a	658.8 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM
41	06826	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
42	06827a	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
43	06830a	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
44	06831a	650.100 PAI	BUSINESS DRIVEN INFORMATION SYSTEMS	R02	BI	600	BPM
45	06833	650.100 PAI	BUSINESS DRIVEN INFORMATION SYSTEMS	R02	BI	600	BPM
46	06834a	650.100 PAI	BUSINESS DRIVEN INFORMATION SYSTEMS	R02	BI	600	BPM
47	06848a	658.81 BRA	INSTANT PROMOTIONS	R02	BI	600	BPM
48	06849a	658.81 BRA	INSTANT PROMOTIONS	R02	BI	600	BPM
49	06850	658.5 LAR	DIGITAL MARKETING		BI	600	BPM
50	06851	658.8 DAV	VISUAL MARKETING		BI	600	BPM
51	06853a	403.014 CHA	DICTIONARY OF MARKETING	R02	BI	400	BPM
52	06914	403.014 CHA	DICTIONARY OF MARKETING	R02	BI	400	BPM
53	06915a	658.5 JOH	PRINCIPLES OF RETAILING		BI	600	BPM
54	07152	658.8 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
55	07153	658.8 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM
56	07154	650.100 MUK	BUSINESS RESEARCH METHODS	R02	BI	600	BPM
57	07155	650.100 MUK	BUSINESS RESEARCH METHODS	R02	BI	600	BPM
58	07156	650.100 MUK	BUSINESS RESEARCH METHODS	R02	BI	600	BPM
59	07157	650.100 KEN	E-COMMERCE 2017	R02	BI	600	BPM
60	07158	650.100 KEN	E-COMMERCE 2017	R02	BI	600	BPM
61	07159a	650.100 KEN	E-COMMERCE 2017	R02	BI	600	BPM
62	07160a	650.100 LEE	BUSINESS LAW	R02	BI	600	BPM
63	07161	650.100 LEE	BUSINESS LAW SECOND EDITION	R04	BI	600	BPM
64	07161a	650.100 LEE	BUSINESS LAW	R02	BI	600	BPM
65	07162	650.100 LEE	BUSINESS LAW	R02	BI	600	BPM
66	07163a	658.83 NAR	ESSENTIALS OF MARKETING RESEARCH	R02	BI	600	BPM
67	07164a	658.83 NAR	ESSENTIALS OF MARKETING RESEARCH	R02	BI	600	BPM
68	07165a	658.83 NAR	ESSENTIALS OF MARKETING RESEARCH	R02	BI	600	BPM
69	07166a	658.8 RO	PRICING STRATEGIES	R02	BI	600	BPM
70	07167a	658.8 RO	PRICING STRATEGIES	R02	BI	600	BPM
71	07169a	650.100 GAR	E-BUSINESS	R02	BI	600	BPM
72	07170a	650.100 GAR	E-BUSINESS	R02	BI	600	BPM
73	07171a	659.1 GEO	ADVERTING AND PROMOTION	R02	BI	600	BPM
74	07172a	659.1 GEO	ADVERTING AND PROMOTION	R02	BI	600	BPM
75	07173a	659.1 GEO	ADVERTING AND PROMOTION	R02	BI	600	BPM
76	07204a	651.3 LAU	BUSINESS MATHEMATICS FOR UITM	R05	BI	600	BPM
77	07205a	651.3 LAU	BUSINESS MATHEMATICS FOR UITM	R05	BI	600	BPM
78	07206	651.3 LAU	BUSINESS MATHEMATICS FOR UITM	R05	BI	600	BPM
79	07207a	651.3 LAU	BUSINESS MATHEMATICS FOR UITM	R05	BI	600	BPM
80	07430	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
81	07431	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
82	07432	658.8 YUS	MARKETING MANAGEMENT	R02	BI	600	BPM
83	07433	658.8 YUS	MARKETING MANAGEMENT	R02	BI	600	BPM
84	07522	658 EVA	PUBLIC MAANAGEMENT AND POLICY	R02	BI	600	BPM
85	07523	658 EVA	PUBLIC MAANAGEMENT AND POLICY	R02	BI	600	BPM

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
86	07524	658.4 DAW	DECISION MAKING FOR DUMMIES	R02	BI	600	BPM
87	07525	658.4 DAW	DECISION MAKING FOR DUMMIES	R02	BI	600	BPM
88	07526	658.4 DAW	DECISION MAKING FOR DUMMIES	R02	BI	600	BPM
89	07537	658.8 KEN	INTEGRATED ADVERTISING, PROMOTION, AND MARKETING COMMUNICATIONS	R02	BI	600	BPM
90	07538	658.8 KEN	INTEGRATED ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS	R02	BI	600	BPM
91	07539	658.8 KEN	INTEGRATED ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS	R02	BI	600	BPM
92	07543	658.8 CHR	SERVICES MARKETING	R02	BI	600	BPM
93	07544	658.8 CHR	SERVICES MARKETING	R02	BI	600	BPM
94	07545	658 CHR	SERVICES MARKETING	R02	BI	600	BPM
95	07549	658.8 NAR	MARKETING RESEARCH	R02	BI	600	BPM
96	07550	658.8 NAR	MARKETING RESEARCH	R02	BI	600	BPM
97	07551	658.8 NAR	MARKETING RESEARCH	R02	BI	600	BPM
98	07555	658.8 SAN	ADVERTISING & IMC PRINCIPLES AND PRACTICE	R02	BI	600	BPM
99	07556	658.8 SAN	ADVERTISING & IMC PRINCIPLES AND PRACTICE	R02	BI	600	BPM
100	07557	658.8 SAN	ADVERTISING & IMC PRINCIPLES AND PRACTICE	R02	BI	600	BPM
101	07561	658 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM
102	07562	658.8 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM
103	07563	658.8 KOT	MARKETING MANAGEMENT	R02	BI	600	BPM
104	07567	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
105	07569	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
106	07573	658.8 YUS	MARKETING MANAGEMENT	R02	BI	600	BPM
107	07574	658.8 YUS	MARKETING MANAGEMENT	R02	BI	600	BPM
108	07575	658.8 YUS	MARKETING MANAGEMENT	R02	BI	600	BPM
109	07579	658 YUS	PRINCIPLE OF MARKETING	R02	BI	600	BPM
110	07585	658.8 LEN	CONSUMER BEHAVIOUR	R02	BI	600	BPM
111	07586	658.8 LEN	CONSUMER BEHAVIOUR	R02	BI	600	BPM
112	07587	658.8 LEN	CONSUMER BEHAVIOUR	R02	BI	600	BPM
113	07591	658.8 DAV	STRATEGIC MARKETING	R02	BI	600	BPM
114	07592	658.8 DAV	STRATEGIC MARKETING	R02	BI	600	BPM
115	07593	658.8 DAV	STRATEGIC MARKETING	R02	BI	600	BPM

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
116	07597	658.8 ROB	CUSTOMER SERVICE SKILLS FOR SUCCESS	R02	BI	600	BPM
117	07598	658.8 ROB	CUSTOMER SERVICE SKILLS FOR SUCCESS	R02	BI	600	BPM
118	07599	658.8 ROB	CUSTOMER SERVICE SKILLS FOR SUCCESS	R02	BI	600	BPM
119	07603	658.8 ROS	MARKETING CHANNELS A MALAYSIAN EXPERIENCE	R02	BI	600	BPM
120	07604	658.8 ROS	MARKETING CHANNELS A MALAYSIAN EXPERIENCE	R02	BI	600	BPM
121	07605	658.8 ROS	MARKETING CHANNELS A MALAYSIAN EXPERIENCE	R02	BI	600	BPM
122	07609	658.8 ELA	CUSTOMER SERVICE	R02	BI	600	BPM
123	07610	658.8 ELA	PEARSON NEW INTERNATIONAL EDITION	R02	BI	600	BPM
124	07611	658.8 ELA	PEARSON NEW INTERNATIONAL EDITION	R02	BI	600	BPM
125	07661	658 FRE	STRATEGIC MANAGEMENT	R02	BI	600	BPM
126	07663	658.8 SHA	INTERNATIONAL BUSINESS	R02	BI	600	BPM
127	07664	658.8 SHA	INTERNATIONAL BUSINESS	R02	BI	600	BPM
128	07665	658.8 SHA	INTERNATIONAL BUSINESS	R02	BI	600	BPM
129	07666	658.8 ADN	KEUSAHAWANAN	R02	BI	600	BPM
130	07668	658.8 LAU	QUANTITATIVE BUSINESS ANALYSIS FOR UITM	R02	BI	600	BPM
131	07669	658.8 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
132	07766	658.8 JON	LEADERS AND THE LEADERSHIP PROCESS	R02	BI	600	BPM
133	07768	659.1 WIL	CONTEMPORARY ADVERTISING	R02	BI	600	BPM
134	07769	658.83 DON	MARKETING RESEARCH	R02	BI	600	BPM
135	07770	658.402 JAM	ORGANIZATIONS	R02	BI	600	BPM
136	07771	606.8 IBR	MASTERING CAD/CAM	R02	BI	600	BPM
137	07772	658.8 O.C	BUSINESS	R02	BI	600	BPM
138	07773	658.8 WIL	ESSENTIALS OF MARKETING	R02	BI	600	BPM
139	07774	658.81 MAR	SALES FORCE MANAGEMENT	R02	BI	600	BPM
140	07775	606 MCS	ORGANIZATIONAL	R02	BI	600	BPM
141	07776	650.100 ROB	HANDBOOK FOR WRITING PROPOSALS	R02	BI	600	BPM
142	07777	650.100 ROB	HANDBOOK FOR WRITING PROPOSALS	R02	BI	600	BPM
143	07778	650.100 ROB	HAND BOOK FOR WRITING PROPOSALS	R02	BI	600	BPM
144	07788	658.83 RAN	RESEARCH METHDOLOGY	R02	BI	600	BPM
145	07789	658.83 RAN	RESEARCH METHDOLOGY	R02	BI	600	BPM
146	07790	658.83 RAN	RESEARCH METHDOLOGY	R02	BI	600	BPM

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
147	07926	659.1 TAP	PRODUCT AND BRAND MANAGEMENT	R02	BI	600	BPM
148	07957	658.402 LEM	AKTA PENDAFTARAN PERNIAGAAN 1956 (AKTA 197),KAEDAH-KAEDAH DAN PERINTAH	R02	BM	600	BPM
149	07958	658.402 LEM	AKTA PENDAFTARAN PERNIAGAAN 1956 (AKTA 197),KAEDAH-KAEDAH DAN PERINTAH	R02	BM	600	BPM
150	07959	658.402 LEM	AKTA PENDAFTARAN PERNIAGAAN 1956 (AKTA 197),KAEDAH-KAEDAH DAN PERINTAH	R02	BM	600	BPM
151	07960	658.402 LEM	AKTA PENDAFTARAN PERNIAGAAN 1956 (AKTA 197),KAEDAH-KAEDAH DAN PERINTAH	R02	BM	600	BPM
152	07961	658.402 LEM	AKTA PENDAFTARAN PERNIAGAAN 1956 (AKTA 197),KAEDAH-KAEDAH DAN PERINTAH	R02	BM	600	BPM
153	07962	659.1 LEG	CONSUMER PROTECTION ACT 1999 (ACT 599),REGULATIONS&ORDER	R02	BI	600	BPM
154	07963	659.1 LEG	CONSUMER PROTECTION ACT 1999 (ACT 599),REGULATIONS&ORDER	R02	BI	600	BPM
155	07964	659.1 LEG	CONSUMER PROTECTION ACT 1999 (ACT 599),REGULATIONS&ORDER	R02	BI	600	BPM
156	07965	659.1 LEG	CONSUMER PROTECTION ACT 1999 (ACT 599),REGULATIONS&ORDER	R02	BI	600	BPM
157	07966	659.1 LEG	CONSUMER PROTECTION ACT 1999 (ACT 599),REGULATIONS&ORDER	R02	BI	600	BPM
158	07967	659.1 LEG	CONSUMER PROTECTION ACT 1999 (ACT 599),REGULATIONS&ORDER	R02	BI	600	BPM
159	07968	658.5 NIC	PROJECT MANAGEMENT CHECKLISTS FOR DUMMIES	R02	BI	600	BPM
160	07969	658.5 NIC	PROJECT MANAGEMENT CHECKLISTS FOR DUMMIES	R02	BI	600	BPM
161	07970	658.5 NIC	PROJECT MANAGEMENT CHECKLISTS FOR DUMMIES	R02	BI	600	BPM
162	07971	658.8 HER	MARKETING 4.0	R02	BI	600	BPM
163	07972	658.8 HER	MARKETING 4.0	R02	BI	600	BPM
164	07973	658.8 HER	MARKETING 4.0	R02	BI	600	BPM
165	07974	658.5 RYA	DIGITAL MARKETING FOR DUMMIES	R02	BI	600	BPM
166	07975	658.5 RYA	DIGITAL MARKETING FOR DUMMIES	R02	BI	600	BPM
167	07976	658.5 RYA	DIGITAL MARKETING FOR DUMMIES	R02	BI	600	BPM
168	08132	658.4 NEE	EFFECTIVE BUSINESS COMMUNICATION	PNM	BI	600	BPM
169	08133	657 WAY	ACCOUNTING FOR NON ACCOUNTANTS	PNM	BI	600	BPM
170	08134	658.4 KHA	BUSINESS MANAGMENT A MALAYSIAN PERSPECTIVE	PNM	BI	600	BPM
171	08135	658.15 M.F	PENGURUSAN KEWANGAN	PNM	BM	-	BPM
172	08136	658 CHA	INTERNATIONAL BUSINESS	PNM	BI	600	BPM
173	08175	658.4 AHM	PENGURUSAN DAN PERNIAGAAN KOPERASI SEKOLAH	PNM	BM	600	BPM

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
174	08182	650.100 JOH	SIRI MULA BISNES PASAR MALAM	PNM	BM	600	BPM
175	08185	354. FAD	DARIPADA CIPTAAN KE PASARAN	PNM	BM	300	BPM
176	08198	658.4 JAC	THE CONSULTANTS GUIDE TO RESULTS-DRIVEN BUSINESS PROPOSALS	PNM	BI	600	BPM
177	08213	650 NOR	BUSINESS MATHEMATICS	PNM	BI	600	BPM
178	08402	650.100 AIN	MENGANALISI KAEDAH PENYAMPAIAN STANDARD OPERATION PROCEDURE (SOP)JABATAN PEMASARAN DI NESTLE SDN BHD	R02	BM	600	BPM
179	08551	658 MEI	BUSINESS LAW	R05	BI	600	BPM
180	08552	658 MEI	BUSINESS LAW	R05	BI	600	BPM
181	08553	658 MEI	COMMERCIAL LAW	R05	BI	600	BPM
182	08554	658 MEI	COMMERCIAL LAW	R05	BI	600	BPM
183	08555	658 JEY	A GUIDE TO MALAYSIAN TAXATION	R05	BI	600	BPM
184	08556	658 JEY	A GUIDE TO MALAYSIAN TAXATION	R05	BI	600	BPM
185	08565	658 LEM	AKTA PERNIAGAAN PERKHIDMATAN WANG 20114 (AKTA 731)	R02	BI	600	BPM
186	08566	658 LEM	AKTA PERNIAGAAN PERKHIDMATAN WANG 20114 (AKTA 731)	R02	BI	600	BPM
187	08567	658 LEM	AKTA PERNIAGAAN PERKHIDMATAN WANG 20114 (AKTA 731)	R02	BI	600	BPM
188	08583	658 OSW	RISK & INSURANCE	R05	BI	600	BPM
189	08584	658 OSW	RISK & INSURANCE	R05	BI	600	BPM
190	08585	658 OSW	RISK & INSURANCE	R05	BI	600	BPM
191	08589	658 LAU	BUSINESS ETHICS	-	-	600	BPM
192	08590	658 LAU	BUSINESS ETHICS	-	-	600	BPM
193	08591	658 LAU	BUSINESS ETHICS	-	-	600	BPM
194	08629	633 A K	PERUSAHAAN SAWIT DI MALAYSIA SATU PANDUAN JILID 1	RS	BM	600	BPM
195	08630	633 A K	PERUSAHAAN SAWIT DI MALAYSIA SATU PANDUAN JILID 2	RS	BM	600	BPM
196	08769	658.3 JOH	ORGANIZATIONAL BEHAVIOR: HUMAN BEHAVIOR AT WORK	R02	BI	600	BPM
197	08798	658.81 PHI	PRINCIPLES OF MARKETING: EIGHTEENTH EDITION	R02	BI	600	BPM
198	08799	658.81 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
199	08800	658.81 PHI	PRINCIPLES OF MARKETING	R02	BI	600	BPM
200	08801	658.8 MAR	GLOBAL MARKETING	R02	BI	600	BPM
201	08802	658.8 MAR	GLOBAL MARKETING	R02	BI	600	BPM

No.	No Perolehan	No Panggil	Judul	Lokasi	Bahasa	Subjek	Bahan
202	09071	658.3 STE	ORGANIZATIONAL BEHAVIOR: 19TH EDITION	J02	BI	600	BPM
203	09072	658 ROB	THE FUNDAMENTAL PRINCIPLES OF FINANCE	R02	BI	600	BPM
204	09073	658 ROB	THE FUNDAMENTAL PRINCIPLES OF FINANCE	J02	BI	600	BPM
205	09074	650 LEE	BUSINESS LAW IN MALAYSIA	J02	BI	600	BPM
206	09075	650 LEE	BUSINESS LAW IN MALAYSIA	R02	BI	600	BPM
207	09076	658.8 ROB	MARKETING CHANNEL STRATEGY: AN OMNI-CHANNEL APPROACH NINTH EDITION	J02	BI	600	BPM
208	09077	658.8 ROB	MARKETING CHANNEL STRATEGY: AN OMNI-CHANNEL APPROACH NINTH EDITION	RS	BI	600	BPM
209	09078	658.3 SAR	HUMAN RESOURCE MANAGEMENT	J02	BI	600	BPM
210	09079	658.3 SAR	HUMAN RESOURCE MANAGEMENT	R02	BI	600	BPM
211	09080	658.8 ROB	CUSTOMER SERVICE SKILLS FOR SUCCESS: 8TH EDITION	J02	BI	600	BPM
212	09081	658.8 ROB	CUSTOMER SERVICE SKILLS FOR SUCCESS: 8TH EDITION	R02	BI	600	BPM
213	09082	658.8 PHI	MARKETING MANAGEMENT (16TH EDITION)	J02	BI	600	BPM
214	09083	658.8 PHI	MARKETING MANAGEMENT (16TH EDITION)	R02	BI	600	BPM
215	09084	658.8 MAR	GLOBAL MARKETING (10TH EDITION)	R02	BI	600	BPM
216	09085	658.8 MAR	GLOBAL MARKETING (10TH EDITION)	J02	BI	600	BPM
217	09088	658.81 MIC	CONSUMER BEHAVIOUR BUYING, HAVING AND BEING	R02	BI	600	BPM
218	09089	658.81 MIC	CONSUMER BEHAVIOUR BUYING, HAVING AND BEING	R02	BI	600	BPM
219	09090	658 STE	ORGANIZATIONAL BEHAVIOUR	R02	BI	600	BPM
220	09221	658.5 KEN	INNOVATION AND NEW PRODUCT PLANNING	J02	BI	600	BPM
221	09222	658.5 KEN	INNOVATION AND NEW PRODUCT PLANNING	J02	BI	600	BPM