

## LIST OF BOOKS in the IB library:

| Title  | Author                                      | Pieces |
|--|---|--------|
| Accounting And Finance For Non-Specialists                           | P. Atrill, E. McLaney                       | 1      |
| Case Studies in Finance, 5th edition                                 | Bruner, Robert. F.                          | 15     |
| Cases in Cost Management - A Strategic Emphasis, 3rd edition         | J.K.Shank                                   | 4      |
| China in the 21st century what everyone needs to know                | Jeffrey N. Wasserstrom                      | 5      |
| Communicating for Results: A Guide for Business and the Professions  | Cheryl Hamilton                             | 3      |
| Concepts in Strategic Management and Business Policy                 | Thomas L. Wheelen, J. David Hunger          | 5      |
| Corporate Innovation & Entrepreneurship                              | Donald F. Kuratko                           | 1      |
| Crafting and Executing Strategy                                      | A.A.Thompson, A.J.Strickland, J.E.Gamble    | 3      |
| Creative Solutions to Global Business Negotiations 2nd edition       | Claude Cellich, Subhash C. Jain             | 1      |
| Cross-Cultural Management Textbook                                   | J. Dumetz                                   | 5      |
| CSR and Sustainability From the Margins to the Mainstream            | Michael Hopkins                             | 1      |
| Digital Marketing Strategy, Implementation and Practice 6th edition  | Dave Chaffey, Fiona Ellis-Chadwick          | 1      |
| Diversity in European Marketing                                      | T.Rudolph,B.B.Schlegelmilch                 | 20     |
| Doing Business in Emerging Europe                                    | Y. Zoubir, F.S. Lhabitant                   | 5      |
| Economics  | N.G.Mankiw, M.P.Taylor                      | 2      |
| Economics  | R. G. Lipsey, K. A. Chrystal                | 1      |
| Elementary Czech   | A. Antořová                                 | 1      |
| Energy and its Impact on Economic Growth in the World Economy        | Balaž, P.                                   | 10     |
| European Integration Process in the New Regional and Global Settings | Ewa Latoszek                                | 1      |
| Financial & Managerial Accounting, 12th edition                      | J.R. Williams, S.F. Haka, M.S. Bettner      | 1      |
| Financial & Managerial Accounting, 14th edition                      | J.R. Williams, S.F. Haka, M.S. Bettner, J.V | 1      |
| Foreign Direct Investment and Investment Policy                      | Iveta Černá, David Müller, Ludmila Štěrbová | 20     |

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| Foundations of Finance   | Keown, Martin, Petty                          | 5  |
| Fundamentals of Corporate Finance, 8th edition                   | Ross, Westerfield, Jordan                     | 15 |
| Fundamentals of Organizational Behavior                          | A. J. DuBrin                                  | 5  |
| Global Business Negotiations: A Practical Guide                  | C. Cellich, S. C. Jain                        | 1  |
| Global Marketing Management System                               | Basil Janavaras, Suresh George                | 5  |
| Global Strategic Management                                      | W. Peng                                       | 10 |
| Guide to Export-Import Basics, 3rd edition                       | Jan Ramberg                                   | 36 |
| How to negotiate anything with anyone anywhere around the world  | F.L.Acuff                                     | 5  |
| Intermediate Microeconomics                                      | Nicholson,Snyder,Luke&Wood                    | 41 |
| International Business   | M. R. Czinkota, I. A. Ronkainen, M.H. Moffett | 4  |
| International Business - Enviroments and Operations, 9th edition | J.D.Daniels, L.H.Radebaugh                    | 10 |
| International Business Law and Its Environment                   | R. Schaffer                                   | 2  |
| International Business Law: A Transactional Approach             | L. A. DiMatteo, L. J. Dhooge                  | 1  |
| International Business Operations                                | Sato, Halík, Hinčica                          | 3  |
| International Economics, Theory&Policy, 7th edition              | P.R.Krugman, M.Obstfeld                       | 10 |
| International Economics, Theory&Policy, 8th edition              | P.R. Krugman, M. Obstfeld                     | 29 |
| International Marketing Theory, Practices and New Trends         | P. Král, H. Machková, M. Lhotáková, Gina Cook | 26 |
| International Marketing  | H.Machková, P.Král, M.Lhotáková               | 46 |
| International Marketing  | Michael Czinkota                              | 2  |
| International Marketing  | Michal R. Czinkota, Ilkka A . Ronkainen       | 1  |
| International Marketing and Export management, 6th edition       | G. Albaum, E. Duerr                           | 1  |
| Internet Marketing: Foundations and Applications                 | C. Siegel                                     | 1  |
| Internet Marketing - Strategy, Implementation and Practice       | Dave Chaffey                                  | 1  |
| Introduction to Entrepreneurship                                 | Dr. Donald F. Kuratko                         | 1  |
| Leadership contemporary critical perspectives                    | Brigid Carrol, Jackie Ford & Scott Tayl       | 1  |
| Macroeconomics, 5th edition                                      | N. G. Mankiw                                  | 5  |
| Management - Control systems, 12th edition                       | R.N.Anthony, V. Govindarajan                  | 4  |
| Management Accounting For Business, 4th edition                  | Colin Drury                                   | 30 |
| Management Information Systems                                   | J. O'Brien, G. M. Marakas                     | 1  |

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| Managing the Dragon. How I'm Building a Billion-Dollar Business in China        | Perkowski, Jack                         | 5  |
| Marketing Across Cultures, 4th edition  | J.-C. Usunier, J. A. Lee                | 1  |
| Marketing Communications: A European Perspective                                | P.D.Pelsmacker, M.Geuens, J.V.d Bergh   | 10 |
| Marketing Communications: A European Perspective 6th Edition                    | P.D.Pelsmacker, M.Geuens, J.V.d Bergh   | 15 |
| Marketing Communications: Interactivity, Communities and Content                | Chris Fills                             | 3  |
| Marketing Management  | P. Kotler, K. L. Keller                 | 4  |
| Multinational Business Finance,11th edition                                     | D.K.Eiteman, A.I.Stonehill, M.H.Moffett | 19 |
| Multinational Financial Management  | Alan C. Shapiro                         | 2  |
| Multinational Management - A strategic approach                                 | J.B.Cullen, K.P.Parboteeah              | 29 |
| Negotiation   | J. Lewicki                              | 2  |
| Organizational Change   | Barbara Senior                          | 1  |
| Organizational Design: A step-by-step approach                                  | Richard M. Burton                       | 1  |
| Purple Cow Transform your Business by being remarkable                          | Seth Godin                              | 1  |
| Practical Solutions to Global Business Negotiations                             | C. Cellich                              | 4  |
| Principles and Applications of Macroeconomics                                   | M. Lieberman, R. E. Hall                | 3  |
| Quantitative Methods For Business Decisions                                     | J. Curwin, R.Slater                     | 5  |
| Strategic Corporate Social Responsibility: Stakeholders in a Global Environment | W. B. Werther, Jr., D. Chandler         | 3  |
| Strategic Management  | R. Duane, R. E. Hoskisson, M. A. Hitt   | 5  |
| Strategic Management text & cases 8th edition                                   | Dess, Mcnamara, Eisner                  | 1  |
| Strategic Marketing Problems: Cases and Comments, 10th edition                  | R. A. Kerin, R. A. Peterson             | 1  |
| The Balanced Scorecard  | R.S.Kaplan, D.P.Norton                  | 1  |
| The Concise Dictionary of Economic Terms  | H.Fialova, J.Fiala                      | 38 |
| The Economics of Money,Banking and Financial Markets + CD                       | F.S. Mishkin                            | 2  |
| The Global Business Environment - Meeting the Challenges                        | Janet Morrison                          | 2  |
| The Global Business Environment Challenges and Responsibilities 4th edition     | Janet Morrison                          | 1  |
| The Goal, A Process of Ongoing Improvement                                      | Goldratt, E.M.; Cox, J.                 | 1  |
| The Leadership Pipeline   | R. Charan, S. Drotter, J. Noel          | 1  |
| The Opportunity Analysis Canva 3rd edition                                      | James V. Green                          | 1  |
| Time and Money, The Macroeconomics of Capital Structure                         | Garrison, R.W.                          | 1  |

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| Trade Policy Review (Different countries) | WTO                      | 47 |
| Tribes We Need You To Lead Us             | Seth Godin               | 1  |
| Understanding the WTO                     | World Trade Organization | 38 |
| What To Do When It's Your Turn            | Seth Godin               | 1  |
| <b>Journal</b>                            |                          |    |
| The Economist                             |                          |    |