

MARKETING/FINANCING

ACCESSION NUMBER	TITLE	AUTHOR	CALL NUMBER	©	COPY	SECTOR
001932	Guidebook on exports for local chief executives		HF 1599 .G85 2002	c2002	1	Marketing/Financing
000058	Building an ebusiness : from the ground up	Reding Elizabeth Eisner	HF 5548.32 .R43 2001	c2001	1	Marketing/Financing
000259	EVA and value-based management : a practical guide to implementation	Young S. David	HG 4028 .V3 Y68 2001	c2001	1	Marketing/Financing
000418	Marketing : principles & perspectives	Bearden William O.	HF 5415.1 .B43 2001	c2001	1	Marketing/Financing
003073	ProActive sales management : how to lead, motivate, and stay ahead of the game	Miller William "Skip"	HF 5438.4 .M55 2002	c2001	1	Marketing/Financing
003728	Marketing planning & strategy: casebook	Jain Subhash C.	HF 5415.13 .J35 2001	c2001	1	Marketing/Financing
000001	Business communications, the real world, and your career	Seguin James A.	HF 5718 .S44 2000	c2000	1	Marketing/Financing
000056	The Eternal e-customer : how emotionally intelligent interfaces can create long-lasting customer relationships	Bergeron Bryan P.	HF 5415.525 .B47 2001	c2000	1	Marketing/Financing
000221	Winning market leadership : strategic market planning for technology-driven businesses	Ryans Adrian	HC 79 .H53 W56 2000	c2000	1	Marketing/Financing
000222	Value-based marketing : marketing strategies for corporate growth and shareholder value	Doyle Peter	HF 5415.13 .D69 2000	c2000	1	Marketing/Financing
002097; 003553	Self-development for success business writing : the essential guide to thinking and working smarter	Gilles Midge	HF 5718.3 .G55 2000	c2000	2	Marketing/Financing
003077	Analysis for financial management	Higgins Robert C.	HG 4026 .H54 2001	c2000	1	Marketing/Financing
003729	Asset allocation : balancing financial risk	Gibson Roger C.	HG 4529.5 .G53 2000	c2000	1	Marketing/Financing
004568	The Accounting process: basic concepts and procedures	Manuel Zenaida Vera C.	HF 5635 .M36 1998	c1998	1	Marketing/Financing
000116	Profitable purchasing strategies : a manager's guide for improving organizational competitiveness through the skills of purchasing	Steele Paul T.	HD 39.5 .S74 1996	c1996	1	Marketing/Financing
000378	Audit of government expenditures	Anis Nazario A.	HJ 7461 .A55 1996	c1996	1	Marketing/Financing
003078	User-friendly marketing research : how to use marketing research to make profitable decisions	Roberto Ned	HF 5415.2 .R63 1996	c1996	1	Marketing/Financing
001777	Handbook on problems in procurement for projects financed by the asian development bank		HG 3881.5 .H36 1995	c1995	1	Marketing/Financing
002847	Market-driven management : using the new marketing concept to create a customer-oriented company	Webster Frederick E., Jr.	HF 5415.13 .W43 1994	c1994	1	Marketing/Financing
002855	Corporate restructuring : managing the change process from within	Donaldson Gordon	HG 4061.D66 1994	c1994	1	Marketing/Financing
003084	Managing your reputation : how to plan and run communications programmes that win friends and build success	Haywood Roger	HD 59 .H39 1994	c1994	1	Marketing/Financing
000429	Retail management: concepts and procedures	Gomez Julita R.	HF 5429 .G66 1992	c1992	1	Marketing/Financing
002031	The Portable MBA in finance and accounting	Livingstone John Leslie	12.09 LIV USA 1992	c1992	1	Marketing/Financing

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003075	The Portable MBA in marketing	Hiam Alexander	HF 5415.13 .H53 1992	c1992	1	Marketing/Financing
004570	Compilation of statements of financial accounting standards nos. 1- 22		HF 5635 .C66 1992	c1992	1	Marketing/Financing
003081	The Marketing of services	Cowell Donald W.	HF 5411 .C69 1990	c1990	1	Marketing/Financing
001707	Handbook on policies, practices and procedures relating to procurement under asian development bank loans		HG 3881.5 .H36 1990	c1990	1	Marketing/Financing
000033	The Practical handbook and guide to focus group research	Greenbaum Thomas L.	HF 5415.2 .G74 1988	c1988	1	Marketing/Financing
000397	The Bottom line : practical financial knowledge for managers	Warner Alan	HF 5616 .W37 1989	c1988	1	Marketing/Financing
003082	Selling : principles and practices	Russell Frederic A.	HF 5438.25 .S45 1989	c1988	1	Marketing/Financing
001933	How to use management ratios	Westwick C.A.	HF 5681 .W47 1987	c1987	1	Marketing/Financing
003076	Fundamentals of marketing	Stanton William J.	HF 5415 .S73 1987	c1987	1	Marketing/Financing
003072	Demand analysis and inventory control	Lewis Colin D.	HD 55 .L49 1986	c1986	1	Marketing/Financing
002021	Financial management in the philippines : text and cases	Saldaña Cesar G.	HG 4026 .S25 1985	c1985	1	Marketing/Financing
002889	The Financial sourcebook		HG 4028 .F56 1984	c1984	1	Marketing/Financing
000282	Corporation finance : a summary of the financial policies and practice of business enterprise	Harold Gilbert	HG 4026 .H37 1983	c1983	1	Marketing/Financing
001787	Export training pack 10 : trade fairs and exhibitions		HF 1416.6 .E97 1982	c1982	1	Marketing/Financing
003080	The Grid for sales excellence : new insights into a proven system of effective sales	Blake Robert R.	HF 5438.25 .B63 1980	c1980	1	Marketing/Financing
003071	Modern credit management : a study of the management of trade credit under inflationary conditions	Kirkman Patrick R. A.	HF 5566 .K57 1977	c1977	1	Marketing/Financing
000425	Short-term financial management : how to improve financial results-now!	Wilson Frank C.	HG 4026 .W55 1975	c1975	1	Marketing/Financing
000279	Elements of business finance	Miranda Gregorio S.	HF 5550 .M57 1970	c1970	1	Marketing/Financing
002843	Modern warehouse management	Jenkins Creed H.	HF 5485 .J46 1968	c1968	1	Marketing/Financing
003085	Retail merchandising	Wingate John W.	HF 5429 .W56 1968	c1968	1	Marketing/Financing
003531	Essentials of financial management	Walker Ernest W.	HG 4026 .W35 1965	c1965	1	Marketing/Financing