


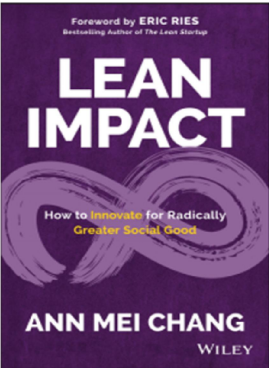


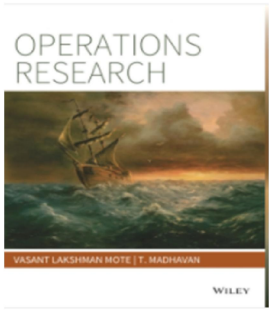
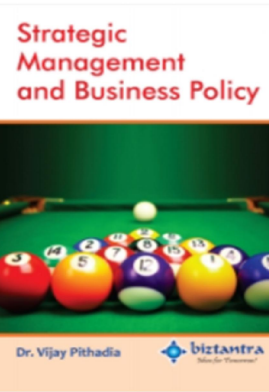
DAFTAR BUKU ELEKTRONIK (E-BOOK) WILEY E-TEXT

UNTUK: SEKOLAH BISNIS DAN MANAJEMEN

PUBLISHER: WILEY

| No. | Judul | Pengarang | Penerbit | Tahun | Edisi | Kolasi | e-ISBN | p-ISBN | Anotasi | Link |
|-----|--|-----------|----------|-------|----------|--------------------------|---------------|------------------------------|---|---|
| 1 | Project Management in Practice, 6th Edition  | Meredith | Wiley | 2017 | 6th ed. | 329 hlm. | 9781119298601 | 9781119298854, 1119298857 | Offering streamlined coverage with an applied approach, Project Management in Practice, 6th Edition focuses on the essentials of project management. This concise, hands-on text is ideal for a one semester project management course, or as a module on project management. This textbook is organized around the project management life cycle, and provides students with essential project management concepts while addressing an important area of industry growth: the use of projects to achieve the strategic goals of organizations. | https://bookshelf.vitalso.com/#/books/9781119298601 |
| 2 | Marketing Research, 13th Edition  | Kumar | Wiley | 2019 | 13th ed. | xxiii, 731 hlm.: ils. | 9781119497493 | 9781119497585, 1119497582 | <i>Marketing Research, 13th Edition</i> presents a clear and comprehensive introduction to the field, with a strong focus on methodologies and the role of market research in strategic decision making. Employing a unique macro-micro-macro approach, the text begins with a broad overview of market research and its place within--and value to--an organization, before zooming in to detail the granular view of the research process. Step-by-step explanations cover the latest methodologies and current practices, highlighting advanced techniques as well as their limitations and potential benefits, followed by a high-level discussion of research applications. An emphasis on real-world processes is underscored by end-of-chapter cases, allowing students to apply what they've learned in the context of real-life examples covering a broad range of products and organizations. This practical approach promotes engagement while building essential critical analysis, interpretation, and decision-making skills, preparing students to recognize potential research applications, alternatives where they exist, and the quality of research at hand. By pulling together market intelligence, strategy, theory, and application, this text helps students build a deep understanding while retaining the big picture perspective. | https://bookshelf.vitalso.com/#/books/9781119497493 |

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| 7 | Intermediate Accounting: IFRS Edition, 4E  | Kieso | Wiley | 2020 | 4th ed. | xxiii, 1377 hlm. : Ilus., diagram | 9781119609247 | 9781119607519, 1119607515 | Essential knowledge of International Financial Reporting Standards for students of global accounting - This important work provides the tools global accounting students need to understand international financial reporting standards (IFRS) and how they are applied in practice. This text emphasizes fair value, proper accounting for financial instruments, and new developments in international accounting. By presenting IFRS in light of current accounting practice, this book helps students gain practical knowledge of the topic that they can apply as they advance into their global accounting careers. With this revised and updated Fourth Edition, students will develop a firm conceptual understanding of IFRS, as well as the ability to integrate their learning through practical exercises. Throughout this text, Global Accounting Insights highlight the important differences that remain between IFRS and U.S. GAAP, discussing the ongoing joint convergence efforts to resolve them. Comprehensive, up-to-date, and accurate, Intermediate Accounting IFRS includes proven pedagogical tools designed to help students learn more effectively. Comprehensively covers the latest International Financial Reporting Standards and how they are applied in practice Takes a comparative approach to help students understand the differences between IFRS, U.S. GAAP, and other important standards Emphasizes practical application of knowledge with end-of-chapter Review and Practice sections Provides authoritative references and citations to ensure content reliability and provide opportunities for further study Includes access to video walkthroughs, interactive content, and digital resources to support student engagement and ensure positive learning outcomes As IFRS gains broad acceptance around the world, students of global accounting will need to be intimately familiar with these standards, and prepared to keep up with the rapid changes in the international environment. Intermediate Accounting IFRS answers to these pressing needs, making it the clear choice for accounting courses at the intermediate level. | https://bookshelf.vitalso.com/#/books/9781119609247 |
| 8 | Lean Impact: How to Innovate for Radically Greater Social Good  | Chang | Wiley | 2019 | 1st ed. | - | 9781119506645 | 9781119506607, 1119506603 | Despite enormous investments of time and money, are we making a dent on the social and environmental challenges of our time? What if we could exponentially increase our impact? Around the world, a new generation is looking beyond greater profits, for meaningful purpose. But, unlike business, few social interventions have achieved significant impact at scale. Inspired by the modern innovation practices, popularized by bestseller The Lean Startup, that have fueled technology breakthroughs touching every aspect of our lives, Lean Impact turns our attention to a new goal - radically greater social good. Social change is far more complicated than building a new app. It requires more listening, more care, and more stakeholders. To make a lasting difference, solutions must be embraced by beneficiaries, address root causes, and include an engine that can accelerate growth to reach the scale of the need. Lean Impact offers bold ideas to reach audacious goals through customer insight, rapid experimentation and iteration, and a relentless pursuit of impact. Ann Mei Chang brings a unique perspective from across sectors, from her years as a tech executive in Silicon Valley to her most recent experience as the Chief Innovation Officer at USAID. She vividly illustrates the book with real stories from interviews with over 200 organizations across the US and around the world. Whether you are a nonprofit, social enterprise, triple bottom line company, foundation, government agency, philanthropist, impact investor, or simply donate your time and money, Lean Impact is an essential guide to maximizing social impact and scale. | https://bookshelf.vitalso.com/#/books/9781119506645 |

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| 11 | Operations Research  | Mote | Wiley | 2016 | - | - | 9788126582327 | - | N/A | https://bookshelf.vitalso.com/#/books/9788126582327 |
| 12 | Strategic Management And Business Policy  | Pithadia | Wiley | 2016 | - | - | 9789351197683 | - | N/A | https://bookshelf.vitalso.com/#/books/9789351197683 |