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NEW ADDITIONS TO LEARNING
RESOURCES

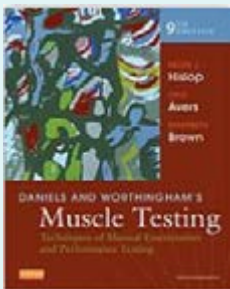
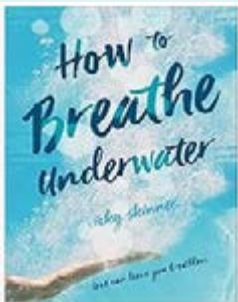
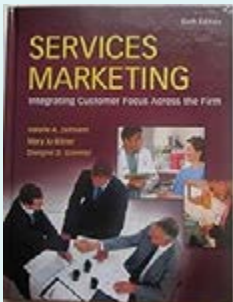
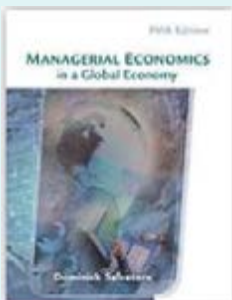
MARCH, 2026 DISPLAY

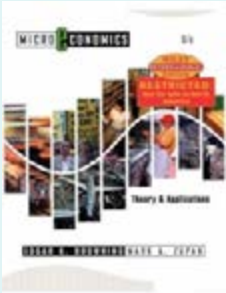
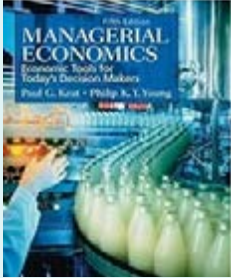


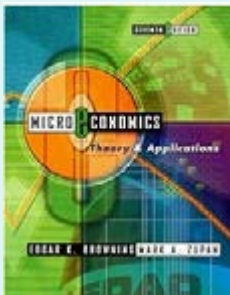
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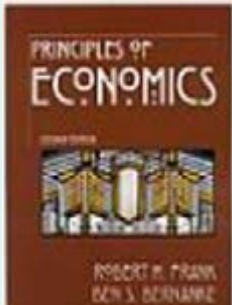
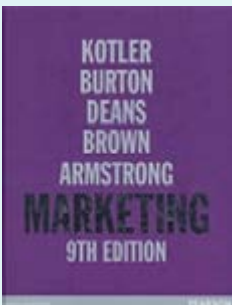
This is a list of new learning resources added to
the Fiji National University (FNU) Library collection.

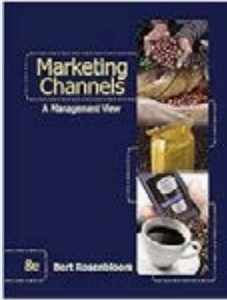
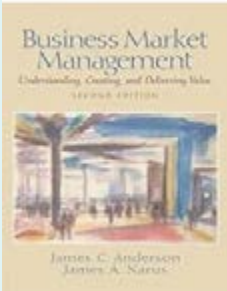
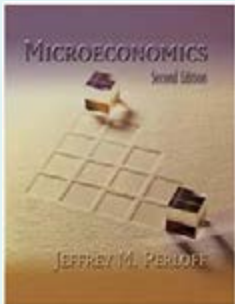
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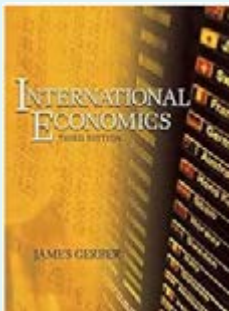
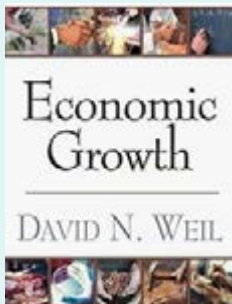
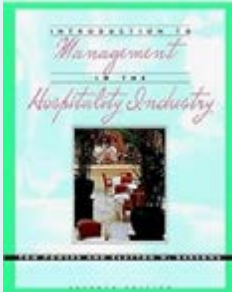
1	Daniels and Worthingham's Muscle Testing: Techniques of Manual Examination and Performance Testing 	Authors: Helen J. Hislop, Dale Avers, Marybeth Brown. Description: A practical handbook on evaluating muscular strength and function, Daniels and Worthingham's Muscle Testing: Techniques of Manual Examination and Performance Testing, 9th Edition, makes it easy to understand and master procedures in manual muscle testing and performance testing. Clear, illustrated instructions guide patient positioning, direction of motion, and direction of resistance. Location- Pasifika [18 copies] OPAC Link: Click Here	CMNHS
2	How to breathe underwater 	Author: Vicky Skinner. Description: Kate thinks she has everything all figured out. She's a champion swimmer with a bright future ahead of her. But when Kate's perfect world comes crashing down in one instant, she's forced to leave the swim team she's been a part of her whole life. As she tries to settle into a new home and a new school, she meets Michael, the cute boy who lives across the hall. Michael wants to learn how to swim, and he'll teach Kate salsa in exchange. Location- Nasinu [4 copies], Labasa [5 copies], Lautoka [5 copies] OPAC Link: Click Here	CHEL
3	Services Marketing: Integrating Customer Focus Across the Firm 	Authors: Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler. Description: Services Marketing, 6/e, is written for students and businesspeople who recognise the vital role that services play in the economy and its future. Services now dominate the advanced economies of the world, and virtually all companies view service as critical to retaining their customers today and in the future. This edition focuses on the knowledge needed to implement service strategies for competitive advantage across industries. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
4	Managerial Economics in a Global Economy 	Author: Dominick Salvatore. Description: This text exhibits four unique features: 1) it uses the theory of the firm, 2) it fully introduces a global view into managerial economics to reflect the internationalization of tastes, production, and distribution, and 3) it introduces many exciting new topics and managerial tools into the study of managerial economics. 4) It shows how managerial decisions are actually made today with more relevant and interesting real-world case applications and integrative case studies than any other text on the market. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

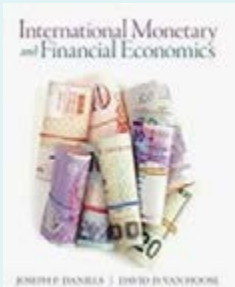
5	Microeconomic Theory and Applications 	Author: Edgar K. Browning, Mark A. Zupan. Description: Written by authorities in the field, this book presents a practical, real-world approach to microeconomics through a wealth of applications that demonstrate the relevance of microeconomics to everyday life. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
6	The World Economy: Trade and Finance 	Authors: Beth V. Yarbrough, Robert M. Yarbrough. Description: The World Economy: Trade and Finance is an excellent choice for a broad range of trade and finance courses with an international economic focus. This text is believed to be the most technically accurate text available on the market. Yarbrough and Yarbrough's mission with this text is to help students discover how key economic tools can help them understand international issues that affect them daily. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
7	Services Marketing: Integrating Customer Focus Across the Firm 	Euthors: Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler. Description: Zeithaml's Services Marketing introduces readers to the vital role that services play in the economy and its future. Services dominate the advanced economies of the world, and virtually all companies view services as critical to retaining their customers. The seventh edition maintains a managerial focus by incorporating company examples and strategies for addressing issues in every chapter, emphasizing the knowledge needed to implement service strategies for competitive advantage across industries. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
8	Managerial Economics: Economic Tools for Today's Decision Makers 	Authors: Paul G. Keat and Philip K. Y. Young. Description: For managerial economics courses taught in business schools and economics departments. This text provides a vivid learning environment by integrating a running case study and providing a dynamic capstone case. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

9	Advertising, Promotion, and Supplemental Aspects of IMC 	Author: Terence A. Shimp. Description: The fifth edition of Terence Shimp's market-leading Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications fully integrates all aspects of marketing communication, providing a more complete treatment of sales promotion, point-of-purchase communications, and advertising media selection than any text on the market. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
	Microeconomics: Theory & Applications 	Authors: Edgar K. Browning and Mark A. Zupan. Description: An applications-based approach illuminates microeconomic theory through short, focused examples, and "using" chapters with extended applications that show the relevance of microeconomics to business professionals. No other book uses such a rich array of examples to demonstrate the relevance of price theory to everyday life. With its lively, readable text and emphasis on public policy, Microeconomics Theory and Applications has long been a favourite among students of economics. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
11	Services Marketing: Concepts, Strategies, & Cases 	Authors: K. Douglas Hoffman and John E.G. Bateson. Description: Examine the use of services marketing as a competitive tool from a uniquely broad perspective with SERVICES MARKETING: CONCEPTS, STRATEGIES, AND CASES, 5E. Using a reader-friendly, streamlined structure, this book explores services marketing not only as an essential focus for service firms Location- Namaka [2 copies] OPAC Link: Click Here	CBHTS
12	Consumer Behavior 	Authors: Wayne D. Hoyer and Deborah J. MacInnis. Description: Active field researchers and award-winning teachers, Hoyer and MacInnis provide students with an accessible and topical introduction to consumer behaviour. A broad conceptual model helps students see how all chapter topics tie together, and real-world examples reinforce each concept and theoretical principle under review. The text also focuses on the implications of consumer behaviour research for marketers. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

13	Advertising and Promotion: An Integrated Marketing Communications Perspective 	Authors: George Belch and Michael Belch. Description: Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e, by Belch, is the number one text in the Advertising market. As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, marketers must look beyond traditional media to achieve success. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
	Business Marketing Management: B2B 	Authors: Michael D. Hutt and Thomas W. Speh. Description: Emerging trends are changing today's business marketing. Are you ready to compete? BUSINESS MARKETING MANAGEMENT takes you inside the world of business marketing experts, showing you what you need to know to be successful. The textbook highlights the similarities between consumer goods and business-to-business marketing; presents a managerial rather than a descriptive treatment of business marketing; and reflects the growing body of literature and emerging trends in business marketing practice. Location- Namaka [2 copies] OPAC Link: Click Here	CBHTS
15	Principles of Economics 	Authors: Robert H. Frank and Ben S. Bernanke. Description: Avoiding excessive reliance on formal mathematical derivations, this text presents concepts through examples. It introduces a short list of core principles and reinforces them by illustrating and applying each in various contexts. Students are periodically asked to apply these principles to answer related questions, exercises, and problems. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
16	Marketing 	Authors: Philip Kotler, Suzan Burton, Ken Deans, Linden Brown, and Gary Armstrong. Description: This book continues to be the authoritative principles of marketing resource on marketing principles, delivering holistic, relevant, cutting-edge content in new and exciting ways. This book delivers the theory that will form the cornerstone of your marketing studies and shows you how to apply the concepts and practices of modern marketing science. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

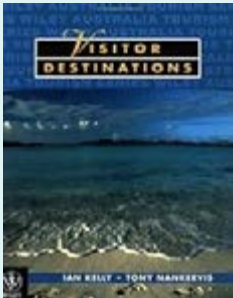
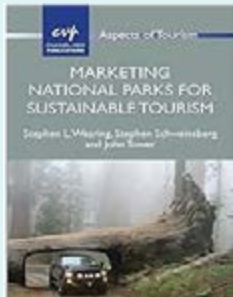
17	Marketing Channels: A Management View 	Author: Bert Rosenbloom. Description: Marketing Channels: A Management View, a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research, and practice are covered thoroughly and blended into a discussion that stresses decision-making implications. This new edition reflects global, socio-cultural, environmental, and technological changes that have taken place within the industry. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
18	Business Market Management: Understanding, Creating, and Delivering Value 	Authors: James C. Anderson and James A. Narus. Description: The resource for understanding the process of creating and delivering value to targeted business markets and customers, this book provides a framework for assessing customer value and processes for translating this knowledge into effective marketing strategies. Detailed descriptions and practical examples are used throughout this book; the authors' extensive management practice and academic research make this an incredibly useful tool. Location- Namaka [2 copies] OPAC Link: Click Here	CBHTS
19	Microeconomics 	Author: Jeffrey M. Perloff. Description: The integration of real-world applications throughout this text gives students a practical perspective on microeconomic theory. Students are motivated and challenged using core theory and modern theories to analyse actual markets, and the author's clear, step-by-step approach to problem-solving helps them to better understand how microeconomic theory is used to solve economic problems and analyse policy issues. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
20	Advertising: Principles & Practice 	Authors: William Wells, John Burnett, Sandra Moriarty. Description: To build effective advertising campaigns, the cutting edge of humour, new media, and technology must be partnered with solid fundamentals such as market research and media buying. Who exemplifies this better than Mad Dogs and Englishmen, a hot New York City ad agency known for its effective cutting-edge advertising and Integrated Marketing Communications campaigns. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

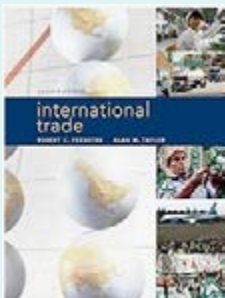
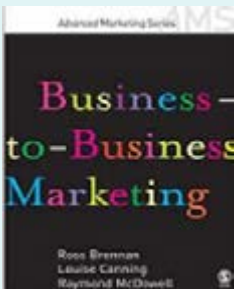
21	International Economics	 Author: James Gerber. Description: International Economics, Third Edition, offers a flexible approach to the survey of international economics, to make economic reasoning accessible to a diverse group of students. Built on a theoretical framework emphasizing the central concepts, the book uses a rich array of cases to illuminate economic institutions and policies as well as recent developments in the global economy. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
22	Economic Growth	 Author: David N. Weil. Description: Written by David N. Weil of Brown University, one of the top researchers in the field, this textbook is intended for undergraduate courses in economic growth, and it also will be of interest to instructors teaching courses on economic development and intermediate macroeconomics. In essence, the book examines the interesting question of why some countries are rich, and some are poor, why they differ in their levels of income and their rates of economic growth. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
23	Introduction to Management in the Hospitality Industry	 Authors: Tom Powers and Clayton W. Barrows. Description: The revised edition of the classic introductory volume to hospitality management. Introduction to Management in the Hospitality Industry covers all aspects of managing in the business. The authors' accessible treatment makes it easy for students to gain a clear understanding of the size and scope of this expanding industry and what goes into managing it. Introduction to Management in the Hospitality Industry, Seventh Edition, is the perfect beginning for students interested in a management career in the hospitality sector. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
24	Consumer Behavior	 Authors: Leon G. Schiffman, Leslie Lazar Kanuk. Description: This revision of a classic book retains the market segmentation approach that has set the standard for consumer behavior study through 6 editions. Emphasizes the role of technology: the impact of technology on consumers and how they make their buying decisions is integrated throughout the text. For anyone interested in Consumer Behavior. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

25	International Economics	 Authors: Dennis R. Appleyard, Alfred J. Field, Jr. Description: International Economics offers a consistent level of analysis and treatment of the two main subdivisions of international economics international trade theory and policy, and international monetary theory and policy. Comprehensive and clear, International Economics helps students move beyond recognition toward an understanding of current and future international events. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
26	International Monetary and Financial Economics	 Authors: Joseph P. Daniels, David D. Van Hoose. Description: International Monetary and Financial Economics is an accessible, motivating book that covers the full range of topics appropriate for a complete course in international money and finance. With balanced coverage of both international finance and open-economy macroeconomics. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
27	Consumer Behavior: Building Marketing Strategy	 Authors: Del I. Hawkins, Roger J. Best, Kenneth A. Coney. Description: Consumer Behaviour, 9/e, by Hawkins, Best, & Coney offers balanced coverage of consumer behaviour, including the psychological, social, and managerial implications. This text is known for its ability to link topics back to marketing decision-making and strategic planning. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
28	Introduction to Managerial Accounting	 Authors: Jeannie M. Folk, Ray H. Garrison, Eric W. Noreen. Description: Introduction to Managerial Accounting by Folk/ Garrison/Noreen is based on the market-leading text, Managerial Accounting, by Garrison and Noreen. However, this is not simply a briefer book with chapters removed; it has been rethought and retooled to meet the needs demanded by the market. Location- Namaka [1 copy] OPAC Link: Click Here *Supplementary Included	CBHTS

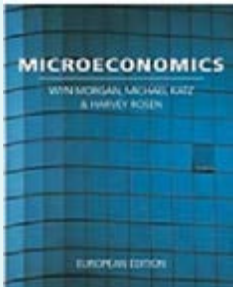
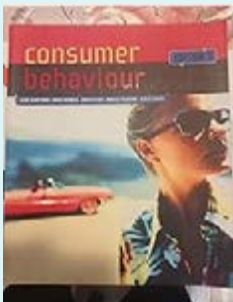
29	Managerial Accounting: A Focus On Decision Making		Authors: Steve Jackson and Roby Sawyers. Description: This text is unique in its first-person, discovery learning approach using a 4-step decision-making model throughout. It truly conveys a management perspective by including coverage of topics such as ABM, the value chain, and balanced scorecard evaluation techniques. Location- Namaka [1 copy] OPAC Link: Click Here *Supplementary Included	CBHTS
30	Basic Marketing Research		Authors: Gilbert A. Churchill Jr., Tom J. Brown, Tracy A. Suter. Description: BASIC MARKETING RESEARCH, the best-selling marketing textbook? Because it's written from your perspective as a student. Authors Churchill and Brown know that for a marketing textbook to be effective, students must be able to understand it. And they've achieved that time and again. This edition is packed with the features that made it a best-seller in the first place, from study tools to updated content to an easy-to-read writing style. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
31	Contemporary Marketing		Author: David L. Kurtz. Description: CONTEMPORARY MARKETING 15E has proven to be the premier teaching and learning solution for principles of marketing courses. This bestseller only grows stronger with each groundbreaking new edition, building on past milestones with exciting innovations. The all-new Fifteenth Edition continues the tradition of delivering the most technologically advanced, student-friendly, instructor-supported text available. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
32	Hospitality management: an introduction		Author: Tim Knowles. Description: This comprehensive text provides students with a solid grounding in the industry, covering all sectors of the hospitality industry, both commercial and non-commercial, and sets it within the context of the tourism industry. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

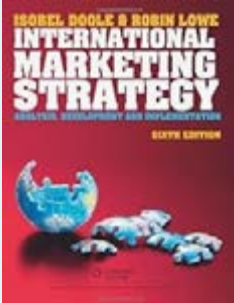
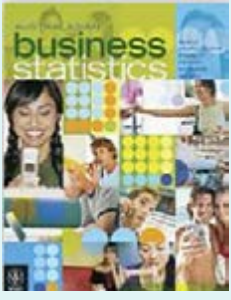
33	Hospitality management: an introduction 	Authors: Kevin Baker and Jeremy Huyton. Description: This book has been established to provide academics with a flexible solution to the demands of providing appropriate resources for teaching and learning. It contains a compilation of chapters from our extensive and existing range. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
34	Introduction to tourism 	Author: Colin Michael Hall. Description: This title draws together many of the contemporary issues and themes in Australian and international tourism in a manner that is easy to understand and useful to students of tourism, hospitality, leisure, recreation, geography, environmental studies and resource management. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
35	Event management 	Author: Lynn Van Der Wagen. Description: Event Management is packed full of examples of events across the nation, illustrating all the skills needed to become a successful event manager. From this book, readers will learn how to design, plan, market, and stage an event. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
36	Australian leisure 	Authors: A. J. Veal and Rob Lynch. Description: This is a premier academic text providing a comprehensive introduction to the concepts, history, and social context of leisure, sport, and tourism within Australia. It covers topics like, social trends, events, and management, making it an essential resource for students and professionals. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

37	Visitor Destinations		Authors: Ian Kelly and Tony Nankervis. Description: Visitor Destination Management discusses fundamental concepts, principles, and processes relating to the evolution of destination regions, visitor management, and innovative destination development. Economic, social, and environmental impacts, positive and negative, are examined, and guidance is provided on measures required to ensure the sustainability of the host community environment. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
38	Case Study Research for Business		Author: Jillian Dawes Farquhar. Description: The only case study research textbook written exclusively for students of Business and related disciplines. Using a step-by-step approach, Case Study Research for Business takes you right through the case study research process from research design and data collection using qualitative and quantitative methods, to research analysis, writing up and presenting your work. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
39	Marketing National Parks for Sustainable Tourism		Authors: Stephen L. Wearing, Stephen Schweinsberg, John Tower. Description: This book offers a comprehensive overview of the key principles and challenges involved in tourism marketing in a national park context. It provides a framework to apply marketing principles to inform practices and guide the sustainable management of national parks and protected areas. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
40	Consumer Behavior		Authors: Henry Assael, Nigel Pope, Linda Brennan, Kevin Voges. Description: Today's fast-paced, competitive business environment demands that organisations understand consumers to survive. This poses several key questions for marketers. This title provides a strong link between the conceptual foundations of consumer behaviour and strategic marketing applications. Location- Namaka [2 copies] OPAC Link: Click Here	CBHTS

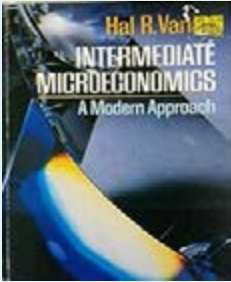
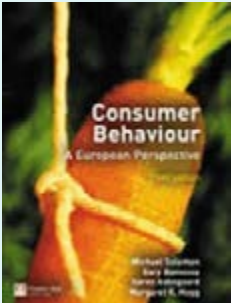
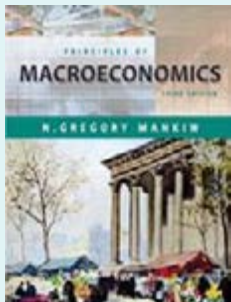
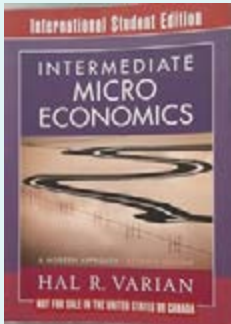
41	International Trade		Authors: Robert C. Feenstra and Alan M. Taylor. Description: Developed in the classroom by two of the most prominent researchers in the field, Feenstra and Taylor's International Economics is a modern textbook for a modern audience, connecting theory to empirical evidence and expanding beyond the traditional focus on advanced countries to cover emerging markets and developing economics. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
42	Services Marketing		Author: Raymond P. Fisk. Description: Today's fast-paced, competitive business environment poses many challenges and opportunities for marketers. Whether an organisation offers a service as its core product or provides services that facilitate the marketing of its physical products, sustainable competitive advantages can be obtained by delivering superior customer experiences. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
43	Tourism Marketing: An Asia-Pacific Perspective		Authors: Cathy Hsu, Les Killion, Graham Brown, Michael Gross, Sam Huang. Description: Tourism Marketing provides a contemporary approach to formulating, implementing, and monitoring marketing strategy for regional tourism marketers and small businesses, the latter comprising over 90% of the 'tourism industry'. The principal aim of Tourism Marketing is to demonstrate how marketing principles apply in the tourism industry in Australia, New Zealand, and the Asia-Pacific. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
44	Business-to-business marketing		Authors: Ross Brennan, Louise Canning, Raymond McDowell. Description: This volume examines views that argue business-to-business marketing is simply a variant of consumer marketing or is only concerned with inter-organizational relationship management. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

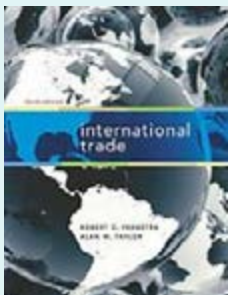
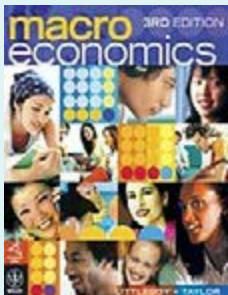
45	Essentials of services marketing 	Authors: Jochen Wirtz, Christopher Lovelock. Description: Essentials of Services Marketing is meant for courses directed at undergraduate and polytechnic students, especially those heading for a career in the service sector, whether at the executive or management level. It delivers streamlined coverage of services marketing topics with an exciting global outlook, with visual learning aids and clear language. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
46	Services Marketing : Interactive Approach 	Authors: Raymond P. Fisk, Stephen J. Grove, Joby John. Description: Interactive Services Marketing covers the essentials of services marketing with particular emphasis on the theatre model and the impact of technology. The text features a dynamic approach to human interactions both in face-to-face communication and in connections through technology. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
47	The Business Marketing Course: Managing in Complex Networks 	Authors: David Ford, Lars-Erik Gadde, Hakan Hakansson, Ivan Snehota. Description: The new edition of this widely used business marketing text has been completely revised and rewritten. The Business Marketing Course provides comprehensive insight into business marketing in a compact, accessible format, offering the ideal foundation for courses on business or industrial marketing. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
48	The Brand Management Structure in Consumer Packaged Goods: A Research Monograph on its Current Status and Future Prospects 	Authors: Ranga Chimhundu, Robert P. Hamlin. Description: The book establishes the status and prospects of the brand management structure. It concludes that, although changing environmental factors may call for modifications, the abandonment of the brand management structure is not foreseen, not even in the distant future. In addition, there is no mutual exclusivity in brand and category organisation; the two are compatible and can work jointly. The book makes interesting reading for managers, directors, business academics, and students who take an interest in consumer-packaged goods marketing. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS

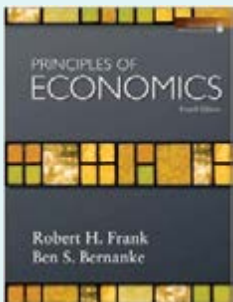
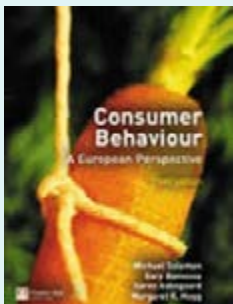
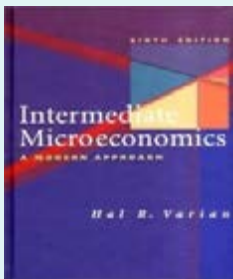
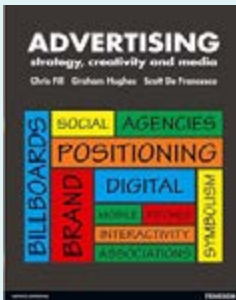
49	Marketing: Planning and Strategy 	Authors: Subhash C. Jain, George T. Haley, Ranjit Voola, Mark Wickham. Description: This first Asia-Pacific edition of Jain and Haley's text Marketing: Planning and Strategy is strengthened by the integration of a strategy implementation focus. Having a strong practical orientation, the text incorporates the relation of theory to practice as well as a critical aspect through questioning assumptions and learning through success and failures. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
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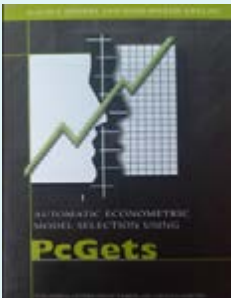
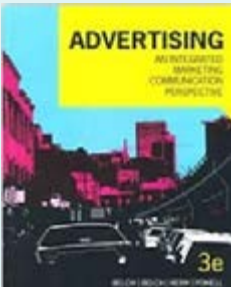
53	Marketing Research: An applied orientation 	Authors: Naresh Malhotra, Mike Shaw, John Hall, Peter Oppenheim. Description: The content of this 3rd edition marketing research textbook is practical and up to date and is based on an applied and managerially focused approach. Australian and New Zealand research and examples have been thoroughly integrated into every chapter. Location- Namaka [2 copies] OPAC Link: Click Here	CBHTS
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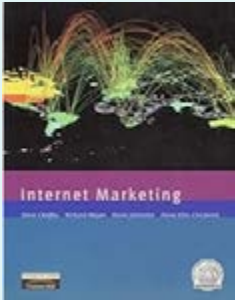
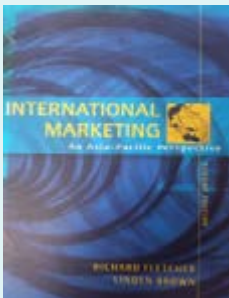
57	Marketing Channels 	Authors: Anne Coughlan, Louis W. Stern, Erin M. Anderson, Adel El-Ansary, Adel I. Ansary. Description: For advanced undergraduate and or graduate-level courses in Distribution Channels, Marketing Channels, or Marketing Systems. Marketing Channels shows students how to design, develop, maintain, and manage effective relationships among worldwide marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
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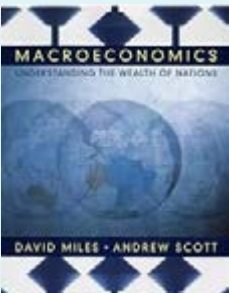
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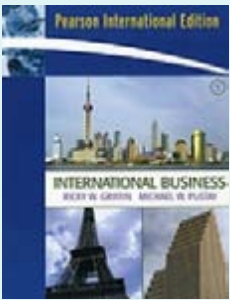
65	Essentials of SPSS for Windows Versions 14 &15 :a business approach 	Authors: Ben Lowe, Hume Winzar, Steven Ward. Description: Written specifically for business students, this text provides an in-depth explanation of key techniques and steps to follow when using SPSS, showing students what to do and when to do it, teaching the most essential techniques relevant to using SPSS in a business context. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
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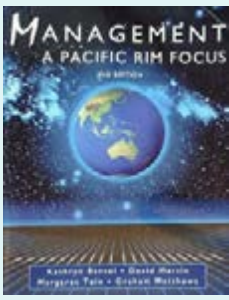
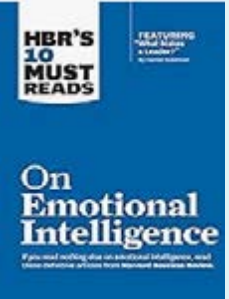
69	Principles of Economics		Authors: Robert H. Frank, Ben Bernanke. Description: Two well-respected writers and researchers, Robert Frank and Ben Bernanke, have shown that the less is more approach affords similar gains in introductory economics. Frank/Bernanke also encourages students to become “Economic Naturalists,” by employing basic economic principles to understand and explain what they observe in the world around them. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
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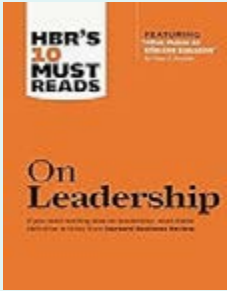
73	Automatic econometric model selection using PcGets 1.0 	Authors: David F. Hendry and Hans-Martin Krolzig. Description: In this book, the characteristics of PcGets, a well-known automatic modelling method proposed by David Hendry. We point out similarities, differences, and complementarities of the two methods. In an example using US telecommunications demand data, we find that RETINA can improve both in- and out-of-sample performance compared with the usual linear regression model and with some models suggested by PcGets. Location- Namaka [1 copy] OPAC Link: Click Here	CBHTS
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