



TEXTBOOKS Spring 2020
Master Programmes in Department of Business Administration

V-711-GLTT	Global Issues in Travel and Tourism
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-741-BRAN	Branding and Strategic Marketing
Textbook	Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Global Ed.)
Author	Kevin Lane Keller
Publisher	Pearson
Edition	4th edition 2013
ISBN	ISBN-10: 0273779419
Textbook	Marketing Metrics: The Manager's Guide to Measuring Marketing Performance
Author	Bendle, Farris, Pfeifer, & Reibstein
Publisher	Pearson
Edition	3rd edition
ISBN	-10: 0-13-408596-5
V-733-ILEC	International and labour economics
Textbook	Modern Labor Economics
Author	Ehrenberg and Smith
Publisher	Routledge
Edition	13th
ISBN	978-1-138-21817-8



V-716-FINC	Fixed Income Analysis
Textbook	Bond Markets, Analysis, and Strategies
Author	Fabozzi
Publisher	Pearson
Edition	8th
ISBN-13	978-0273766131
V-713-INNM	Innovation Management
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-840-TOMA	Tourism Marketing
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-745-STRA	Strategic HRM and Metrics
Textbook	Strategic human resource management: A Balanced Approach.
Author	PUL BOSELIE
Publisher	London: McGraw-Hill Education
Edition	2nd
ISBN	9780077145620
V-717-IMIS	Implementation of information systems
Textbook	No textbook
Author	



Publisher	
Edition	
ISBN	
V-763-COR2	Cases in Corporate Finance
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-802-BULA	Félaga- og fjármunaréttur
Textbook	Hlutafélagaréttur
Author	Stefán Már Stefánsson
Publisher	Hið íslenska bókmenntafélag
Edition	2013
ISBN	978-9979-66-313-3
V-716-BPMA	Business Process Management
Textbook	Fundamentals of Business Process Management
Author	Dumas, La Rosa, Mendling, Reijers
Publisher	Springer
Edition	2nd
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V-766-APDE	Applied Derivatives
Textbook	Options, futures, And Other Derivatives
Author	John C Hull
Publisher	Pearson
Year	2017
ISBN	ISBN-10: 0-13-447208-X



	ISBN-13: 978-0-13-447208-9
Textbook	The Mathematics Of Financial Models
Author	Kannoo Ravindran
Publisher	Wiley Finance
Publishing year	2014
ISBN	ISBN 978-1-118-00461-6
	ISBN 978-1-118-22185-3
	ISBN 978-1-118-23552-2
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Author	
Publisher	
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ISBN	
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Edition	19th
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V-717-CPMA	Management Control
Textbook	Management Control Systems 4th Edition, 4/E
Author	Kenneth Merchant & Wim Van der Stede
Publisher	Pearson Education
Edition	4th Edition, 4/E
ISBN	ISBN-10: 1292110554 • ISBN-13: 9781292110554



V-712-COBE	Consumer Behavior
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-715-ENIC	Entrepreneurship and Innovation in Context
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Author	Peter Thiel, Blake Masters
Publisher	Crown Business
Edition	1 edition
ISBN	ISBN-10: 9780804139298, ISBN-13: 978-0804139298
V-733-ENTR	Entrepreneurial Finance
Textbook	No textbook
Author	
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Edition	
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Publisher	McGraw Hill
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V-765-FIR2	Gerð reikningsskila og staðlar um reikningsskil II
Textbook	Intermediate Accounting, IFRS edition (third edition)
Author	Kieso, Weygandt, Warfield.



Publisher	Wiley
Edition	3rd.
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V-782-BRMA	Business Research Methodology in Accounting and Finance
Textbook	No textbook
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Publisher	
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ISBN	
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Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
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Publisher	
Edition	
ISBN	
V-784-REK5	Business Intelligence and Analytics
Textbook	Business Intelligence and Analytics: Systems for Decision Support
Author	Sharda, Delen, Turban
Publisher	Pearson
Edition	10th, 2015
ISBN	9780133050905

