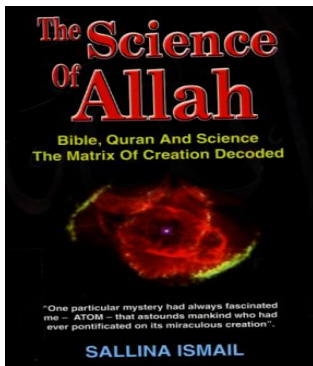


SENARAI BAHAN BARU PERPUSTAKAAN KAMPUS
BANDAR BAGI BULAN OGOS 2009

Call Number	BP134.S3 .S24 2009 os		
Title	The science of Allah : bible, quran and science the matrix of creation decoded		
Responsibility	Sallina Ismail.		
Publisher	A.S. Noordeen,	Year	2009
Subject	1. Islam and science 2. Koran and science		
Item Category	(Open Shelf)		
SMD	Book		



REVIEW

The book is considered as the “Code Breaking “ of the Holy Quran establishing The Matrix of Creation. It explains in logical terms how creation comes into existence and the systems of all things created by Allah SWT. And in search for Reality, Truth and Reasons, this book clearly defines answers to the questions raised by atheist and agnosticism

which is written in the most condensed and simplified form

Through this book, millions will realize and become aware and discover that the Holy Quran is a Book of Reality and Truth and will lead man to a more profound life awakened to the higher consciousness of Faith in Allah SWT. Salina Ismail has woven all scientific evidence, mathematical facts, logic and mantiq thinking, quranic verses and hadith sayings which leads to her own discoveries about how the universe comes into existence, how life and death works , the secret behind Solat and Hajj, who we are and what is our purpose in the Life. This book demonstrates that the future our generations to come is not just Light!...it is a Star of piercing brightness that illuminates splendour of glory emerging brilliance, intellect and intelligence beyond comprehension

Call Number	BP190.5.C54 .A35 2009 os		
Title	Keagungan tamadun Islam : sejarah yang digelapkan		
Responsibility	Ahmad Yahya.		
Publisher	Anbakri Pub.	Year	2009
Subject	1. Civilization, Islamic		
Item Category	(Open Shelf)		
SMD	Book		

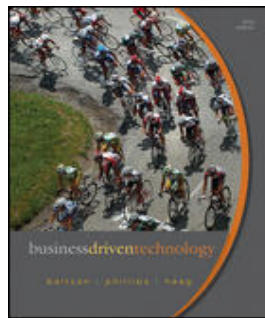
REVIEW



Buku ini menyorot penggelapan fakta yang dibikin oleh musuh-musuh demi memadamkan kegemilangan jasa tokoh-tokoh intelektual dan pejuang Islam. Ini adalah sebuah jenayah intelektual. Lantaran aspek inilah letaknya kelainan buku ini. Ia merakam semula sebuah penulisan yang meminda rekod-rekod lampau yang telah dikhianati. Buku ini telah membuktikan jasa dan komitmen para cendekiawan Islam terhadap penciptaan tamadun mulia. Ia mampu mengembalikan nilai insan kepada insan dan hak Khaliq kepada al-Khaliq. Rupa-rupanya terlalu banyak ketidakjujuran yang tercetus sepanjang tempoh mendokumentasikan sejarah dunia.

Call Number	HD30.2 .B35 2009 osf		
Title	Business driven technology. 3 rd .ed		
Responsibility	Paige Baltzan, Amy Phillips, Stephen Haag.		
Publisher	McGraw Hill	Year	2009
Subject	<ol style="list-style-type: none"> 1. Information technology -- Management 2. Information resources management 3. Management information systems 4. Industrial management -- Technological innovations 		
Item Category	(Open Shelf Folio)		
SMD	Book		

REVIEW



Business Driven Technology discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs

Call Number	HD30.28 .G35 2009.os		
Title	Essentials of strategic management : the quest for competitive advantage		
Responsibility	John E. Gamble, Arthur A. Thomson, Jr..		
Publisher	McGraw-Hill	Year	2009
Subject	1) Strategic planning 2) Business planning 3) Competition		
Item Category	(Open Shelf)		
SMD	Book		



REVIEW

Essentials of Strategic Management responds head-on to the growing requests by business faculty for a concise, theory-driven strategic management concepts and cases text. This first edition text was written with four objectives in mind: 1) Although relatively brief in length, the text would provide students with an up-to-date and thorough understanding of essential strategic management concepts and analytic tools; 2) The text would simplify the task of demonstrating student learning through course embedded assessment; 3) Like our works preceding this text, it would include especially well-written cases involving headline strategic issues; and lastly, 4) The text could serve as the theoretical foundation of a teaching approach incorporating a business strategy simulation.

Call Number	HF5549.5.C6 .C65 2009.os		
Title	The complete book of perfect phrases for effective managers		
Responsibility	Douglas Max ... [et al.].		
Publisher	McGraw -Hill	Year	2009
Subject	Communication in personnel management		
Item Category	(Open Shelf)		
SMD	Book		

REVIEW

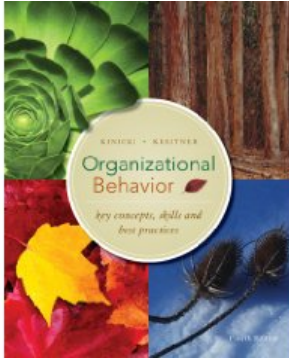


Tiada siapa dilahirkan efektif secara semulajadi , namun sebenarnya efektif dapat dipelajari. Ia wajib dipelajari oleh mereka yang serius dan mahu dipandang serius dalam kerjayanya. Eksekutif yang efektif berbeza daripada segi personaliti, kekuatan, kelemahan, nilai dan pegangan masing-masing. Persamaan mereka adalah mereka sentiasa melakukan apa yang sepatutnya dilakukan. Keberkesanan adalah kemahiran.

Drucker mengenal pasti lima prinsip yang perlu diikuti oleh eksekutif yang efektif :

- Pengurusan masa
- Mengetahui apa yang hendak disumbangkan kepada organisasi
- Bijak memaksimumkan kekuatan bagi mewujudkan kesan terbaik
- Mengetahui mana yang perlu diutamakan
- Membuat keputusan yang *smart!*

Call Number	HD58.7 .K56 2009 os		
Title	Organizational behavior : key concepts, skills & best practices. 4 th ed.		
Responsibility	Angelo Kinicki, Robert Kreitner.		
Publisher	McGraw-Hill	Year	2009
Subject	Organizational behavior		
Item Category	(Open Shelf)		
SMD	Book		



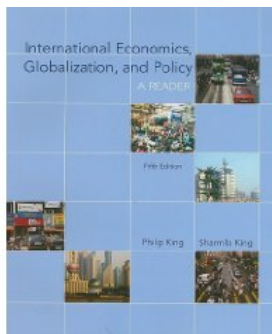
REVIEW

In addition to facilitating active learning, Organizational Behavior: Key Concepts, Skills & Best Practices meets the needs of those instructors looking for a brief, paperback text for their OB course, who do not want to sacrifice content or

pedagogy. This book provides lean and efficient coverage of topics such as diversity in organizations, ethics, and globalization, which are recommended by the Association to Advance Collegiate Schools of Business (AACSB) and the Association of Collegiate Business Schools and Programs (ACBSP). Timely chapter-opening vignettes, interactive exercises integrated into each chapter, practical boxes titled “Skills & Best Practices,” four-color presentation, lively writing style, captioned color photos, cartoons, and real-world in-text examples make Organizational Behavior: Key Concepts, Skills & Best Practices the right choice for today’s business/management student. The topical flow of this 16-chapter text goes from micro (individuals) to macro (groups, teams, and organizations). Mixing and matching chapters and topics within chapters in various combinations is possible and encouraged to create optimum teaching/learning experiences.

Call Number	HF1379 .I57 2009. os		
Title	International economics, globalization, and policy : a reader		
Responsibility	Philip King, Sharmila King.		
Publisher	McGraw Hill	Year	2009
Subject	1.International economic relations 2.International trade 3.International finance		
Item Category	(Open Shelf)		
SMD	Book		

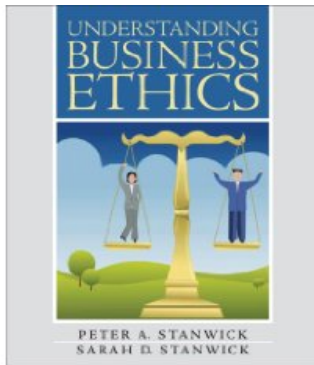
REVIEW



The King reader is a collection of articles on international economics by leading economists drawn from various scholarly sources (e.g., Foreign Affairs, Current Issues in Economics and Finance, Finance and Development, Federal Reserve Publications, the Journal of Economic Perspectives). Previously known as International Economics and International Economic Policy, the new title is briefer and yet more descriptive, since the term globalization has been added to reflect the content of the book, which is also used in courses devoted to globalization, particularly the economic aspects of globalization. The Fifth Edition focuses on real debates within the discipline of economics and political economy, not on phony “pro-cons” debates which often obscure the real issues. The reader continues to be unique as the most relevant in today’s market.

Call Number	HF5387 .S72 2009 os		
Title	Understanding business ethics		
Responsibility	Peter A. Stanwick, Sarah D. Stanwick.		
Publisher	Pearson	Year	2009
Subject	Business ethics		
Item Category	(Open Shelf)		
SMD	Book		

REVIEW



This text is a vehicle for classroom discussion on recent, ethical business cases; and how students can handle future ones in their careers.

Topics include the theoretical background of ethics, ethical decision making, relationships between businesses and stakeholders, ethical

issues relating to the firms interaction with the natural environment, health care, and ethical issues related to information technology, strategic planning, and corporate culture.

To help business professionals and business school students consider the positive consequences of ethical behavior, and the negative consequences of unethical behavior.

Call Number	HF5657.4 .E35 2009 osf		
Title	Fundamental managerial accounting concepts. 5 th ed.		
Responsibility	Thomas P. Edmonds, Bor-Yi Tsay, Philip R. Olds.		
Publisher	McGraw Hill	Year	2009
Subject	Managerial accounting		
Item Category	(Open Shelf Folio)		
SMD	Book		

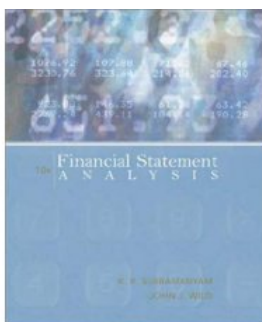
REVIEW



Fundamental Managerial Accounting Concepts 5e by Edmonds/Edmonds/Tsay/Olds focuses on concepts that are isolated and introduced in a logical sequence. The authors intentionally limit the scope of the material to help students build a solid foundation of the most important concepts in managerial accounting. Fundamental Managerial Accounting

Concepts 5e is organized in a distinctive way, particularly in the first six chapters. The objective is to establish a coherent, integrative framework that enables students to build knowledge in stepwise fashion. The authors' goal is for students to understand the underlying principles of accounting, not just memorize content.

Call Number	HF5681.B2 .S92 2009 os		
Title	Financial statement analysis. 10 th ed.		
Responsibility	K.R. Subramanyam, John J. Wild.		
Publisher	McGraw Hill	Year	2009
Subject	Financial statements		
Item Category	(Open Shelf)		
SMD	Book		



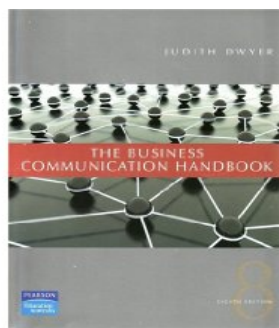
REVIEW

Financial Statement Analysis, 10e, emphasizes effective business analysis and decision making by analysts, investors, managers, and other stakeholders of the company. It continues to set the standard in showing students the keys to effective financial statement analysis. The textbook is set up in a three part framework which makes this textbook one of the best selling books in the market. It begins with an overview (chapters 1-2), followed by accounting analysis (chapters 3-6) and then financial analysis (chapters 7-12). The book presents a balanced view of analysis, including both equity and credit analysis, and both cash-based and earnings-based valuation models. The tenth edition is aimed at accounting and finance classes, and the professional audience – as it shows the relevance of financial statement analysis to all business decision makers. The authors:

1. Use numerous and timely “real world” examples and cases
2. Draw heavily on actual excerpts from financial reports and footnotes
3. Focus on analysis and interpretation of financial reports and their footnotes
4. Illustrate debt and equity valuation that uses results of financial statement analysis
5. Apply a concise and succinct writing style to make the material accessible

Call Number	HF5718 .D90 2009 os		
Title	The business communication handbook. 8 th . ed		
Responsibility	Judith Dwyer.		
Publisher	Pearson Education	Year	2009
Subject	<ol style="list-style-type: none"> 1. Business communication 2. Communication in organizations 3. Communication in management 		
Item Category	(Open Shelf)		
SMD	Book		

REVIEW



This comprehensive guide to planning, developing and implementing effective business-to-business marketing communications programs draws on the expertise of leading corporate and agency practitioners to analyze what motivates businesses to buy, how to most effectively organize internal and external marketing resources, how to select the right combination of media and how to generate direct sales by integrating marketing communications and sales efforts. It is an excellent resource for marketers at all levels looking for a competitive edge. --*This text refers to an out of print or unavailable edition of this title.*

Call Number	HG3300.6.A6 .A53 2009 os		
Title	Financial development and economic growth in Malaysia		
Responsibility	James Ang.		
Publisher	Routledge	Year	2009
Subject	1. Intermediation (Finance) – Malaysia 2. Economic development -- Malaysia 3. Finance -- Malaysia		
Item Category	(Open Shelf)		
SMD	Book		

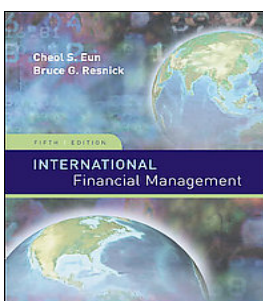
REVIEW



This book sheds new light on the evolutionary role of financial system and the interacting mechanisms between financial development and economic growth in the context of Malaysia.

Call Number	HG3881 .E96 2009 osf		
Title	International financial management. 5 th . ed		
Responsibility	Cheol S. Eun, Bruce G . Resnick.		
Publisher	McGraw Hill	Year	2009
Subject	<ol style="list-style-type: none"> 1. Financial institutions, International 2. Foreign exchange 3. International finance 4. International business enterprises -- Finance 		
Item Category	(Open Shelf Folio)		
SMD	Book		

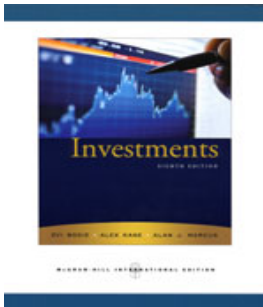
REVIEW



International Financial Management is written based on two distinct parts: emphasis on the basics and emphasis on a managerial perspective. The emphasis on the basics will allow students to be left with a framework for analysis that will serve them well when they need to apply this material in their careers in the years ahead. The Fifth Edition never loses sight of the presentation that is teaching students how to make managerial decisions. The new edition is founded in the belief that the fundamental job of the financial manager is to maximize share-holder wealth. This belief permeates the decision-making process that is presented from cover to cover. International Financial Management has been completely updated with the most current data tables and statistics in the field today.

Call Number	HG4521 .B62 2009 os		
Title	Investments. 8 th . ed		
Responsibility	Zvi Bodie, Alex Kane, Alan J. Marcus.		
Publisher	McGraw Hill	Year	2009
Subject	1. Investments 2. Portfolio management		
Item Category	(Open Shelf)		
SMD	Book		

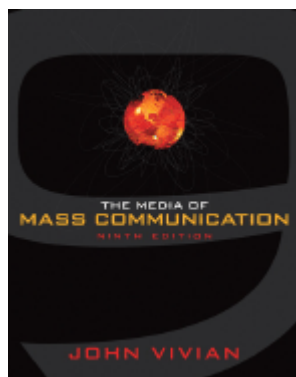
REVIEW



Bodie, Kane, and Marcus' Investments is the leading textbook for the graduate/MBA investments market. It is recognized as the best blend of practical and theoretical coverage, while maintaining an appropriate rigor and clear writing style. Its unifying theme is that security markets are nearly efficient, meaning that most securities are usually priced appropriately given their risk and return attributes. The text places greater emphasis on asset allocation, and offers a much broader and deeper treatment of futures, options, and other derivative security markets than most investment texts.

Call Number	P90 .V58 2009 osf		
Title	The media of mass communication . 9 th . ed		
Responsibility	John Vivian.		
Publisher	Pearson	Year	2009
Subject	Mass media		
Item Category	(Open Shelf Folio)		
SMD	Book		

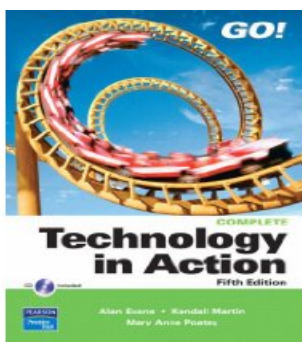
REVIEW



Rich with contemporary issues and trends, Vivian's *The Media of Mass Communication* 9e balances the principles and foundations of media literacy with lively examples, streamlined coverage, and a robust media package. Widely praised for its dynamic writing style, this ninth edition engages the reader with up-to-date and relatable examples, a vibrant new design and photo program, and an abundance of multimedia resources.

Call Number	QA76.5 .E93 2009 osf		
Title	Technology in action : complete. 5 th . ed		
Responsibility	Alan Evans, Kendall Martin, Mary Anne Poatsy.		
Publisher	Pearson	Year	2009
Subject	<ol style="list-style-type: none"> 1. Information technology 2. Computer networks 3. Microcomputers 		
Item Category	(Open Shelf Folio)		
SMD	Book		

REVIEW



A Computer Concepts Text Focused on Today's Student! *Technology in Action* engages students by combining a unique teaching approach with rich companion media.

History of the personal computer, virtual computer tour, blogging, file compression and management, installing RAM, installing a computer network and firewall, PDA's, computer architecture, creating and improving an Access database, and constructing a simple Web page. For professionals seeking to enhance their knowledge of computer concepts and literacy.