

# New Books Arrival

Title	Call Number
<a href="#">旅遊消費者行為 / 孟波編著.</a>	<a href="#">G 155 .C55 C46 2023</a>
<a href="#">觀光學 = Tourism / 陳宗玄 著.</a>	<a href="#">G 155 .T25 C44 2022</a>
<a href="#">旅遊研究方法 = Tourism research methods / 許春曉, 胡婷 編著.</a>	<a href="#">G 155.7 .X8 2022</a>
<a href="#">城市旅遊可持續發展理論與方法研究 / 羅文斌 著.</a>	<a href="#">G 156.5 .E58 L86 2023</a>
<a href="#">中國旅遊業綠色發展效應研究：機理、事實與特徵 / 童昀 著.</a>	<a href="#">G 156.5 .E58 T64 2023</a>
<a href="#">中國生態旅遊與綠色發展報告 2022 = Annual report on the ecotourism and green development in China 2022. / 馬勇 主編; 中國旅遊研究院生態旅遊研究基地, 湖北省人文社科重點研究基地旅遊開發與管理研究中心, 湖北大學旅遊發展研究院編.</a>	<a href="#">G 156.5 .E58 Z46 2023</a>
<a href="#">郵輪休閒娛樂服務與管理 / 金之 主編</a>	<a href="#">G 550 .Y8569 2024</a>
<a href="#">會展管理概論 / 韋文傑, 黃小亞, 李莉 主編</a>	<a href="#">GT 3405 .H8946 2017</a>
<a href="#">定性研究方法 = Qualitative research methods / 陸益龍著.</a>	<a href="#">H 62 .L8 2022</a>
<a href="#">統計分析入門與應用：SPSS 中文版+SmartPLS 4 (PLS-SEM) / 蕭文龍.</a>	<a href="#">HA 32 .X534 2023</a>
<a href="#">創業型經濟：中國創業七講 / 劉志陽 著.</a>	<a href="#">HB 615 .L5 2021</a>
<a href="#">創業型社會：中國創新五講 / 劉志陽 著.</a>	<a href="#">HB 615 L59 2021</a>
<a href="#">Business research methods / Pamela S. Schindler.</a>	<a href="#">HD 30.4 .C66 2022</a>
<a href="#">管理者的養成：調心性、增能力、順組織、定方向、解危機，程天縱的 40 堂主管必修課 = The making of a manager / 程天縱著</a>	<a href="#">HD 31 .C464 2023</a>
<a href="#">管理學中的偉大思想：經典理論的開發歷程 = Great minds in management / 肯·G. 史密斯 (Ken G. Smith), 邁克爾·A. 希特 (Michael A. Hitt)主編；徐飛, 路琳, 蘇依依 譯.</a>	<a href="#">HD 31 .G74312 2016</a>
<a href="#">管理與組織研究常用的 60 個理論 = Management and organization theories / 李超平, 徐世勇主編.</a>	<a href="#">HD 31 .G865 2019</a>
<a href="#">創新管理：第 6 版 / 喬·蒂德 (Joe Tidd), 約翰·貝贊特 (John Bessant) 著；陳勁 譯 = Managing innovation, sixth edition / Joe Tidd, John Bessant.</a>	<a href="#">HD 31 .T61412 2020</a>
<a href="#">創新創業基礎 / 劉志陽, 林嵩, 路江涌 主編</a>	<a href="#">HD 53 .C486 2021</a>
<a href="#">從優秀到卓越 / 吉姆·柯林斯 (Jim Collins)著；俞利軍 譯 = Good to great : why some companies make the leap ... and others don't / Jim Collins.</a>	<a href="#">HD 57.7 .C64512 2019</a>
<a href="#">Essentials of negotiation / Roy J. Lewicki, Bruce Barry, David M. Saunders.</a>	<a href="#">HD 58.6 .L49 2024</a>
<a href="#">Negotiation / Roy J. Lewicki, David M. Saunders, Bruce Barry.</a>	<a href="#">HD 58.6 .N437 2024</a>
<a href="#">Essentials of organizational behavior ; Fourteenth edition / Stephen P. Robbins, Timothy A. Judge = 組織行為學精要：英文版, 第 14 版 / (美)史蒂芬 羅賓斯, 蒂莫西 賈奇著.</a>	<a href="#">HD 58.7 .R6 2021</a>
<a href="#">組織行為學：第 18 版 / 史蒂芬·羅賓斯 (Stephen P. Robbins), 蒂莫西·賈奇 (Timothy A. Judge) 著；孫健敏, 朱曦濟, 李原 譯 =Organizational behavior / Stephen P. Robbins, Timothy A. Judge.</a>	<a href="#">HD 58.7 .R6212 2021</a>
<a href="#">The luxury strategy : break the rules of marketing to build luxury brands / Jean-Noël Kapferer and Vincent Bastien.</a>	<a href="#">HD 9999 .L852 K37 2012</a>
<a href="#">基業長青 / 吉姆·柯林斯 (Jim Collins), 杰里·波勒 (Jerry Porras) 著；真如 譯 = Built to last : successful habits of visionary companies / Jim Collins, Jerry I. Porras.</a>	<a href="#">HF 5386 .C73512 2019</a>

<a href="#">市場營銷：原理與實踐, 第 17 版 / 菲利普 科特勒 (Philip Kotler), 加里 阿姆斯特朗 (Gary Armstrong) 著 ; 樓尊 譯 = Principles of marketing, 17th edition / Philip Kotler, Gary Armstrong.</a>	<a href="#">HF 5415 .K63612 2020</a>
<a href="#">品牌思想簡史 = A brief history of brand thoughts / 盧泰宏著.</a>	<a href="#">HF 5415.1255 .L8 2020</a>
<a href="#">Essentials of marketing research / Joseph F. Hair, Jr., David J. Ortinau, and Dana E. Harrison.</a>	<a href="#">HF 5415.2 .E76 2024</a>
<a href="#">消費者行為學 / 王曉玉 主編.</a>	<a href="#">HF 5415.33 .C6 X56 2023</a>
<a href="#">人力資源管理概論 / 黃建春 主編.</a>	<a href="#">HF 5549 .A3 R65 2020</a>
<a href="#">員工培訓與開發：理論、方法與應用 / 蔣翠珍, 萬金 主編.</a>	<a href="#">HF 5549 .A3 Y86 2020</a>
<a href="#">Effective training : systems, strategies, and practices / P. Nick Blanchard, James W. Thacker.</a>	<a href="#">HF 5549.5 .T7 B53 2019</a>
<a href="#">Accounting principles / Jerry J. Weygandt, PhD, CPA, University of Wisconsin, Madison, Madison, Wisconsin, Paul D. Kimmel, PhD, CPA, University of Wisconsin--Milwaukee, Milwaukee, Wisconsin, Jill E. Mitchell, MS, MEd, CIA, Northern Virginia Community College, Alexandria, Virginia.</a>	<a href="#">HF 5635 .W524 2021</a>
<a href="#">Public relations theory : application and understanding / edited by Brigitta R. Brunner.</a>	<a href="#">HM 1221 .P835 2019</a>
<a href="#">香港合約法 / 羅敏威 著.</a>	<a href="#">KNQ 9322.2 .L86 2018</a>
<a href="#">Engaged learning and innovative teaching in higher education : digital technology, professional competence, and teaching pedagogies. / Will W. K. Ma editor</a>	<a href="#">LB 2395.7 .E54 2024</a>
<a href="#">The history of Western art / Janetta Rebold Benton.</a>	<a href="#">N 5300 .B468 2022</a>
<a href="#">A first look at communication theory / Em Griffin, Andrew Ledbetter, Glenn Sparks; special consultants, Katherine R. Cooper, Theon E. Hill.</a>	<a href="#">P 90 .G725 2023</a>
<a href="#">The book of why : the new science of cause and effect / Judea Pearl and Dana MacKenzie.</a>	<a href="#">Q 175.32 .C38 P43 2020</a>
<a href="#">The alignment problem : machine learning and human values / Brian Christian.</a>	<a href="#">Q 334.7 .C47 2020</a>
<a href="#">Artificial Intelligence in Customer Service : The Next Frontier for Personalized Engagement / edited by Jagdish N. Sheth, Varsha Jain, Emmanuel Mogaji, Anupama Ambika.</a>	<a href="#">Q 342 .S54 2023</a>
<a href="#">Introducing communication theory : analysis and application / Richard L. West, Emerson College, Lynn H. Turner, Marquette University.</a>	<a href="#">Q 360 .W47 2024</a>
<a href="#">蔬食營養聖經：最新科學實證, 美國蔬食營養界權威, 揭示植物飲食不可思議的健康優勢, 為你打造全年齡的素食飲食指南 = Becoming vegan: the complete reference to plant-based nutrition (Comprehensive Edition) / 布蘭達.戴維斯 (Brenda Davis), 薇珊托.梅麗娜 (Vesanto Melina) 著 ; 邱喜麗, 謝宜暉 譯.</a>	<a href="#">RM 236 .D3812 2024</a>
<a href="#">未來食物大預報：後疫時代的食品優化, 新時代包裝, 烹調體驗與數據結合 AI 應用趨勢 / 田中宏隆, 岡田亞希子, 瀨川明秀 著 ; 張嘉芬 譯.</a>	<a href="#">TP 369 .J3 T3612 2022</a>
<a href="#">The art of fermentation : an in-depth exploration of essential concepts and processes from around the world / Sandor Ellix Katz ; foreword by Michael Pollan.</a>	<a href="#">TP 371.44 .K369 2012</a>
<a href="#">發酵聖經 = The art of fermentation : an in-depth exploration of essential concepts and processes from around the world / 山鐸.卡茲 (Sandor Ellix Katz) 著 ; 麥可.波倫 (Michael Pollan) 序 ; 王秉慧 譯.</a>	<a href="#">TP 371.44 .K36912 2023</a>
<a href="#">發酵聖經 = The art of fermentation : an in-depth exploration of essential concepts and processes from around the world / 山鐸.卡茲 (Sandor Ellix Katz) 著 ; 麥可.波倫 (Michael Pollan) 序 ; 王秉慧 譯.</a>	<a href="#">TP 371.44 .K36912 2023</a>
<a href="#">The farmhouse culture guide to fermenting : crafting live-cultured foods and drinks with 100 recipes from kimchi to kombucha / Kathryn Lukas &amp; Shane Peterson ; photographs by Eric Wolfinger.</a>	<a href="#">TP 371.44 .L85 2019</a>
<a href="#">酒 x 食聖經：食物與酒, 咖啡, 茶, 礦泉水的完美搭配：七十三位權威主廚與侍酒師的頂尖意見 = What to drink with what you eat : the definitive guide to pairing food with wine, beer, spirits, coffee, tea- even water- based on expert advice from Americas best sommeliers / 凱倫.佩吉 (Karen Page) &amp; 安德魯.唐納柏格 (Andrew Dornenburg) ; 麥可.索弗斯基 (Michael Sofronski) 攝 ; 黃致潔 譯.</a>	<a href="#">TP 548 .D6712 2023</a>
<a href="#">The science of wine : from vine to glass / Jamie Goode.</a>	<a href="#">TP 548 .G66 2021</a>

<a href="#">運營管理 (原書第 13 版) = Operations management / 威廉·J. 史蒂文森 (William J.Stevenson), 張群, 張杰, 馬風才 著.</a>	<a href="#">TS 155 .S782412 2019</a>
<a href="#">Nutrition for foodservice and culinary professionals / Karen Eich Drummond, Lisa M. Brefere.</a>	<a href="#">TX 353 .D78 2022</a>
<a href="#">綠色飲食概論與設計 = Green diet introduction and plan / 楊昭景、馮莉雅著.</a>	<a href="#">TX 357 .Y64 2022</a>
<a href="#">口感科學：透視剖析食物質地,揭開舌尖美味的背後奧秘：收錄 50 道無國界全方位料理 = Mouthfeel : how texture makes taste / 歐雷·莫西森(Ole G. Mouritsen), 克拉夫斯·史帝貝克 (Klavs Styrbæk) 著 ; 王翎譯.</a>	<a href="#">TX 546 .M68712 2023</a>
<a href="#">The complete recipe writing guide : mastering recipe development, writing, testing, nutrition analysis, and food styling / Raeanne Sarazen, MA, RDN, FAND.</a>	<a href="#">TX 644 .S27 2023</a>
<a href="#">The Fat Duck cookbook / Heston Blumenthal.</a>	<a href="#">TX 651 .B58 2008</a>
<a href="#">Science and cooking : physics meets food, from homemade to haute cuisine / Michael Brenner, Pia Sørensen, and David Weitz.</a>	<a href="#">TX 651 .B74 2020</a>
<a href="#">Modernist cuisine : the art and science of cooking / Nathan Myhrvold with Chris Young and Maxime Bilet ; photography by Ryan Matthew Smith and Nathan Myhrvold.</a>	<a href="#">TX 651 .M94 2021</a>
<a href="#">Modernist cuisine : the art and science of cooking / Nathan Myhrvold with Chris Young and Maxime Bilet ; photography by Ryan Matthew Smith and Nathan Myhrvold.</a>	<a href="#">TX 651 .M94 2021</a>
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<a href="#">Modernist cuisine : the art and science of cooking / Nathan Myhrvold with Chris Young and Maxime Bilet ; photography by Ryan Matthew Smith and Nathan Myhrvold.</a>	<a href="#">TX 651 .M94 2021</a>
<a href="#">Is this a cookbook? : adventures in the kitchen / Heston Blumenthal ; illustrated by Dave McKean ; photography by Haarala Hamilton.</a>	<a href="#">TX 714 .B586 2022</a>
<a href="#">Noma 2.0 : vegetable, forest, ocean / René Redzepi, Mette Søberg, and Junichi Takahashi with Nate French ; photographs by Ditte Isager.</a>	<a href="#">TX 714 .R43 2022</a>
<a href="#">Charcuterie : pâtés, terrines, savory pies : recipes and techniques from the Ferrandi School of Culinary Arts./ photography by Rina Nurra; translation from the French, Ansley Evans.</a>	<a href="#">TX 719 .C43 2022</a>
<a href="#">Eleven Madison Park. The next chapter / Daniel Humm ; watercolors by Janice Barnes ; photographs by Francesco Tonelli.</a>	<a href="#">TX 719 .H87 2019</a>
<a href="#">The French laundry, per se / Thomas Keller ; David Breeden, Corey Chow, and Elwyn Boyles ; with Susie Heller and Michael Ruhlman ; photography by Deborah Jones.</a>	<a href="#">TX 719 .K452 2020</a>
<a href="#">中國菜 = China, the cookbook / 陳紀臨, 方曉嵐著 ; 謝慕娟譯.</a>	<a href="#">TX 724.5 .C5 C4365 2021</a>
<a href="#">大董中國意境菜 2023: 七十二物候 / 大董 著; 謝安冰 編; 傑夫·龍 (Geoff Lung), 大董 攝影.</a>	<a href="#">TX 724.5 .C5 D336 2023</a>
<a href="#">舌尖上的八大菜系 / 牛國平, 牛翔 編著.</a>	<a href="#">TX 724.5 .C5 N58 2020</a>
<a href="#">The art and science of sushi : a comprehensive guide to ingredients, techniques and equipment / technical director, Jun Takahashi ; supervisor, Hidemi Sato ; text, Mitose Tsuchida ; English translation by Makiko Itoh.</a>	<a href="#">TX 724.5 .J3 T35 2022</a>
<a href="#">Fish butchery / Josh Niland ; photography by Rob Palmer.</a>	<a href="#">TX 747 .N553 2023</a>
<a href="#">Butchery : the ultimate guide to butchery, with over 150 recipes / Luis Robles, Vanessa Ceceña-Robles.</a>	<a href="#">TX 749 .R63 2023</a>
<a href="#">Bachour buffets / [Antonio Bachour ; photography, Corina Landa] ; translation by Joan Martin.</a>	<a href="#">TX 773 .B33 2022</a>
<a href="#">How to make my own recipe / Eric Kim; translated by Kim Eunice.</a>	<a href="#">TX 773 .K5636 2024</a>
<a href="#">How to make my own recipe / Eric Kim; translated by Kim Eunice.</a>	<a href="#">TX 773 .K5636 2024</a>
<a href="#">The vegan ice-cream bible : 120 recipes for ices, sorbets and frozen desserts. Lucy Allary.</a>	<a href="#">TX 795 .A45 2024</a>
<a href="#">The science of spice : understand flavor connections and revolutionize your cooking / Dr. Stuart Farrimond.</a>	<a href="#">TX 819 .A1 F377 2018</a>
<a href="#">The professional chef / the Culinary Institute of America.</a>	<a href="#">TX 820 .P763 2024</a>

<a href="#">Koji alchemy : rediscovering the magic of mold-based fermentation / Rich Shih and Jeremy Umansky ; foreword by Sandor Ellix Katz.</a>	<a href="#">TX 827.5 .S55 2020</a>
<a href="#">Smoking meat cookbook: a culinary journey through the smoking meat cookbook / Angeline Smitham.</a>	<a href="#">TX 835 .S65 2024</a>
<a href="#">歡迎光臨世紀經典度假村 / 石井至 (Ishii Itaru) 著 ; 林麗秀譯.</a>	<a href="#">TX 911 .I8412 2017</a>
<a href="#">酒店收益管理 / 尹萍, 張立儉, 張媛 主編.</a>	<a href="#">TX 911.3 .F5 J535 2022</a>
<a href="#">酒店實訓之前廳服務 / 楊結 主編.</a>	<a href="#">TX 911.3 .F75 J535 2021</a>
<a href="#">酒店前廳管理實務教程 = Hotel front office management practice course / 胡欣哲 主編.</a>	<a href="#">TX 911.3 .F75 J5356 2019</a>
<a href="#">酒店前廳管理實務 / 孟鐵鑫 編著.</a>	<a href="#">TX 911.3 .F75 M64 2020</a>
<a href="#">酒店項目選址和價值評估 = Hotel project site selection and valuation / 丁鐳, 吳安萍 編著.</a>	<a href="#">TX 911.3 .L62 D64 2022</a>
<a href="#">餐飲管理實務 / 彭榮勝, 張宏麗 主編.</a>	<a href="#">TX 911.3 .M27 C696 2022</a>
<a href="#">餐飲管理實操從入門到精通 / 滕寶紅 主編.</a>	<a href="#">TX 911.3 .M27 C6964 2019</a>
<a href="#">宴會項目籌辦管理實務 / 梁崇偉著</a>	<a href="#">TX 911.3 .M27 L564 2019</a>
<a href="#">經濟型酒店怎樣做 : 策劃·運營·推廣·管理 / 容莉 編著.</a>	<a href="#">TX 911.3 .M27 R64 2020</a>
<a href="#">經濟型酒店精細化運營實戰手冊 / 瑞亞酒店管理學院編著.</a>	<a href="#">TX 911.3 .M27 R89 2020</a>
<a href="#">酒店營銷與活動策劃從入門到精通 / 曾增 編著.</a>	<a href="#">TX 911.3 .M3 C649 2021</a>
<a href="#">酒店人力資源管理 / 侯興起, 李素馨, 馬婷婷 主編.</a>	<a href="#">TX 911.3 .P4 J535 2024</a>
<a href="#">酒店及旅遊業研究方法 = Hospitality and tourism research methods / 洪琴 (Kam Hung) 著.</a>	<a href="#">TX 911.5 .H86 2019</a>
<a href="#">酒店實訓之客房服務 / 楊結 主編.</a>	<a href="#">TX 928 .J53 2021</a>
<a href="#">酒店客房管理實務教程 / 王文駿, 劉勝勇 主編.</a>	<a href="#">TX 928 .J535 2019</a>
<a href="#">客房管理與數字化運營 / 汝勇健, 楊結 主編</a>	<a href="#">TX 928 .K4644 2022</a>
<a href="#">客房服務與管理實務 / 汝勇健 主編.</a>	<a href="#">TX 928 .K46449 2023</a>
<a href="#">The restaurant : from concept to operation / John R. Walker.</a>	<a href="#">TX 945 .L83 2022</a>
<a href="#">The Aviary cocktail book / Allen &amp; Sarah Hemberger, Micah Melton, Nick Kokonas, Grant Achatz.</a>	<a href="#">TX 951 .H46 2018</a>
<a href="#">酒吧服務與管理 / 杜金玲, 何立萍 主編.</a>	<a href="#">TX 951 .J53 2024</a>
<a href="#">酒水知識與酒吧管理 / 陳平平 主編.</a>	<a href="#">TX 951 .J574 2023</a>
<a href="#">雞尾酒制作圖鑒 / 齋藤 都斗武 (Saoto Tototakeshi), 佐藤 淳 (Sato Jun) 著 ; 杜娜 譯.</a>	<a href="#">TX 951 .S2512 2021</a>