

# Business Academy Aarhus **Newslist**

## Q1+2 2020

\*\* follow the title link to the library catalogue and reserve books by pressing 'se og bestil'  
(or 'View and order' if you change database language to English)

## borrow books through the summer!

### Emner \* Subjects

- [MEDIER | KOMMUNIKATION \\* MEDIA | COMMUNICATION](#)
- [PROGRAMMERING | INTERNET | HARDWARE \\* PROGRAMMING | INTERNET | HARDWARE](#)
- [UNDERSØGELSESMETODER | PROJEKTSKRIVNING \\* RESEARCH METHODS | PROJECT WRITING](#)
- [PÆDAGOGIK | UNDERVISNING \\* PEDAGOGY | EDUCATION](#)
- [ØKONOMI | FINANSIERING \\* ECONOMY | FINANCE](#)
- [JURA \\* LAW](#)
- [NATUREN | HAVEN | BÆREDYGTIGHED \\* NATURE | THE GARDEN | SUSTAINABILITY](#)
- [DYR \\* ANIMALS](#)
- [PERSONLIG UDVIKLING \\* PERSONAL DEVELOPMENT](#)
- [LANDBRUG | FØDEVARER \\* FARMING | FOOD](#)
- [LEDELSE | ORGANISATIONER \\* MANAGEMENT | ORGANIZATION](#)
- [MARKEDSFØRING | REKLAME \\* MARKETING | ADVERTISING](#)
- [TURISME | EVENTS \\* TOURISM | EVENTS](#)
- [DETAILHANDEL \\* RETAIL](#)
- [GRAFISK DESIGN | ANIMATION | COMPUTERSPIEL \\* GRAPHIC DESIGN | ANIMATION | COMPUTER GAMES](#)
- [FORSKELLIGT \\* MISCELLANIOUS](#)

## MEDIER | KOMMUNIKATION \* MEDIA | COMMUNICATION

- [Technical blogging : amplify your influence](#)
- [Big podcast : how to grow your podcast audience, build listener loyalty, and get everybody talking about your show](#)
- [Podcasting marketing strategy : a complete guide to creating, publishing and monetizing a successful podcast](#)

## PROGRAMMERING | INTERNET | HARDWARE \* PROGRAMMING | INTERNET | HARDWARE

- [Designing interfaces \(3rd ed\)](#)
- [Storytelling in design : defining, designing, and selling multidevice products](#)
- [IT governance : An international guide to data security and ISO27001/ISO27002](#)
- [Foundations of information security : a straightforward introduction](#)
- [Real-World Bug Hunting : A Field Guide to Web Hacking](#)
- [Artificial intelligence with Python - : your complete guide to building intelligent apps using python 3.x and tensorflow 2](#)
- [Machine learning with Python for everyone](#)
- [Cross-Cultural Design](#)
- [Ethical design handbook](#)
- [Writing is designing : Words and the user experience](#)
- [Software estimation without guessing : effective planning in an imperfect world](#)
- [C# 8.0 pocket reference : instant help for C# 8.0 programmers](#)
- [Clean code in JavaScript : develop reliable, maintainable, and robust JavaScript](#)
- [PowerShell for sysadmins : a hands-on guide to automating your workflow](#)
- [Android programming : the Big Nerd Ranch guide](#)
- [Embodied computing : wearables, implantables, embeddables, ingestibles](#)
- [Blue team handbook : incident response edition : a condensed field guide for the cyber security incident responder](#)
- [CCNA 200-301 \(vol 1\)](#)
- [CCNA 200-301 \(vol 2\)](#)

## UNDERSØGELSESMETODER | PROJEKTSKRIVNING \* RESEARCH METHODS | PROJECT WRITING

- [Dare to Ask : Learn to Ask Questions like a Pro](#)

## PÆDAGOGIK | UNDERVISNING \* PEDAGOGY \* EDUCATION

- [Handbook of game-based learning](#)

## ØKONOMI | FINANSIERING \* ECONOMY | FINANCE

- [Economics \(6th ed\)](#)
- [Doughnutøkonomi : syv principper for fremtidens økonomi](#)
- [Digital disruption : faretruende og fascinerende forandringer](#)

- [Landbrugsøkonomi](#)
- [Financial accounting : international financial reporting standards](#)

#### JURA \* LAW

- [Rekonstruktion : teori og praksis \(2. udg\)](#)

#### NATUREN | HAVEN | BÆREDYGTIGHED \* NATURE | THE GARDEN | SUSTAINABILITY

- [Recycling](#)
- [Bæredygtighed : fra moralsk pegefinger til etisk kompas](#)
- [Climate change : global risks, challenges and decisions](#)
- [Hvordan skaber vi bæredygtig udvikling for alle?](#)
- [Routledge handbook of sustainable design](#)
- [Smart green world? : making digitalization work for sustainability](#)
- [The applied psychology of sustainability](#)
- [Fashion industry 2030 : reshaping the future through sustainability and responsible innovation](#)
- [Miljø-DNA](#)
- [Mosser](#)
- [Grundbog i bioteknologi HTX \(bd. 1\)](#)
- [Grundbog i bioteknologi HTX \(bd. 2\)](#)
- [Peatlands : ecology, conservation and heritage](#)
- [Dansk flora \(3. udg\)](#)
- [Healing garden](#)
- [Country parks](#)
- [Gardens of the arts & crafts movement](#)
- [Nature play at home : creating outdoor spaces that connect children with the natural world](#)
- [Small-scale urban greening : creating places of health, creativity, and ecological sustainability](#)
- [Værdisætning af træer : Norm til at beregne erstatning for skadede træer i byrum, have, park og landskab \(2. udg\)](#)
- [Cut flowers of the world](#)
- [If you can't beat them, eat them : opskrifter med invasive arter](#)
- [Byernes jord](#)
- [På eventyr i Aarhusbugten](#)

#### DYR \* ANIMALS

- [Dyrevelfærd og etik - i husdyrproduktion](#)
- [Malkekvæg](#)

## LANDBRUG | FØDEVARER \* FARMING | FOOD

- [Vejledning i planteværn](#)
- [Farvel til dansk landbrug](#)
- [Biodiversity, food and nutrition : a new agenda for sustainable food systems](#)
- [Agroecological economics : sustainability and biodiversity](#)
- [Regenerative agriculture : A practical whole systems guide to making small farms work](#)
- [The microbiology of safe food](#)
- [Markens afgrøder](#)
- [Oversigt over landsforsøgene : forsøg og undersøgelser i Dansk Landbrugsrådgivning \(2019\)](#)
- [Fruit Ripening : Physiology, Signalling and Genomics edited by Pravendra Nath et al.](#)
- [Håndbog for frugt- og bæravlere 2020](#)

## PERSONLIG UDVIKLING \* PERSONAL DEVELOPMENT

- [The simplicity principle : six steps towards clarity in a complex world](#)
- [Tiny habits : the small changes that change everything](#)
- [You're only human : a survival guide for modern civilization](#)

## LEDELSE | ORGANISATIONER \* MANAGEMENT | ORGANIZATION

- [Ledelse i den kommunale praksis](#)
- [A very short, fairly interesting and reasonably cheap book about studying leadership](#)
- [Beyond budgeting : how managers can break free from the annual performance trap](#)
- [Building a culture of innovation : a practical framework for placing innovation at the core of your business](#)
- [Crisis management : resilience and change](#)
- [Evaluering af projekter - og andre ting, som ikke er ting](#)
- [Krise, krudt og kram : en ny model for strategisk kommunikation](#)
- [Fremtidens - digitale rejse, ledelse 4.0, handlekraft, change : en guide til hvordan ledelse ændres med den digitale transformation - vi får igen lærende organisationer, og brug for al den handlekraft vi kan mønstre, når forandring går fra projekt til hverdag](#)
- [Forandring og læring i organisationer : seks praktiske tilgange](#)
- [Projektledelse : teori og praksis \(8. udg\)](#)
- [Project management : theory and practice \(3<sup>rd</sup> ed\)](#)
- [Ledelse og medarbejdere : samarbejdets psykologi](#)
- [Making sense of change management : a complete guide to the models, tools and techniques of organizational change \(5<sup>th</sup> ed\)](#)

- [Many voices one song : shared power with sociocracy](#)
- [Ledelseskommunikation \(2. udg\)](#)
- [Med hjerte og hjerne : ledelse af folkelige organisationer](#)
- [Perspectives on purpose : Leading voices on building brands and businesses for the twenty-first century](#)
- [How to survive the organizational revolution : A guide to agile, ecosystems, platforms and self-organization](#)
- [Inclusion Nudges guidebook : 100 practical techniques : designs based on behavioural insights : how you can de-bias and change your organisations and society to be inclusive as the default and the norm](#)
- [Intercultural collaboration by design : drawing from differences, distances, and disciplines through visual thinking](#)
- [Lederskab på distancen : når du ikke ser dine medarbejdere dagligt](#)
- [Blitzscaling : the lightning-fast path to building massively valuable companies](#)
- [Agile leadership toolkit : learning to thrive with self-managing teams](#)
- [Organizations for people : caring cultures, basic needs, and better lives](#)
- [Distance i arbejdslivet](#)
- [Tids- og metodestudier : optimering af produktionsgrundlaget til LEAN og industri 4.0](#)
- [Organizational behaviour and the physical environment](#)
- [7 praksisser - der gør virksomheder entreprenante igen](#)
- [Organisationsteorier - moderne, symbolske og postmoderne perspektiver](#)
- [Paradigmer i praksis - videnskabsteori og metode i ledelses- og organisationsstudier \(2. udg\)](#)
- [Socialkonstruktionisme : ledelse og organisation](#)
- [Influencers and revolutionaries : how innovative trailblazers, trends and catalysts are transforming business](#)
- [What's your problem? : to solve your toughest problems, change the problems you solve](#)

#### MARKEDSFØRING | REKLAME \* MARKETING | ADVERTISING

- [SEO for dummies \(7. ed\)](#)
- [Brand love is not enough : A theory of consumer brand relationships in practice](#)
- [Branded protest : the power of branding and its influence on protest movements](#)
- [Co-creating brands : brand management from a co-creative perspective](#)
- [Digital and social media marketing : a results-driven approach](#)
- [Influencer marketing for brands : what YouTube and Instagram can teach you about the future of digital advertising](#)
- [Make it all about me : leveraging omnichannel and AI for marketing success](#)
- [Relationship marketing in the digital age](#)
- [Social media marketing \(4th ed\)](#)

- [Strategic brand management : Building, measuring, and managing brand equity \(5<sup>th</sup> ed\)](#)
- [The definitive guide to strategic content marketing : perspectives, issues, challenges and solutions](#)
- [The experience-centric organization : how to win through customer experience](#)
- [The jobs to be done playbook : align your markets, organizations, and strategy around customer needs](#)
- [The neuro-consumer : adapting marketing and communication strategies for the subconscious, instinctive and irrational consumer's brain](#)
- [Consumer tribes](#)
- [Fra vugge til krukke : livsfaser og forbrug](#)
- [Hvem har taget min kaffe? : en lille bog om kundeoplevelser](#)
- [Marketing communications \(3rd ed\)](#)
- [Tourists of history : memory, kitsch, and consumerism from Oklahoma City to Ground Zero](#)
- [Agile sales : delivering customer journeys of value and delight](#)
- [Fashion promotion in practice](#)
- [Video marketing strategy : harness the power of online video to drive brand growth](#)

#### TURISME | EVENTS \* TOURISM | EVENTS

- [Events as a strategic marketing tool](#)
- [Adventure tourism : environmental impacts and management](#)
- [Collaboration for sustainable tourism development](#)
- [Contents tourism and pop culture fandom : transnational tourist experiences](#)
- [Ecotourism](#)
- [Futourism](#)
- [Sustainable tourism : principles, contexts and practices](#)
- [The branding of tourist destinations : theoretical and empirical insights](#)
- [The business of sustainable tourism development and management](#)

#### DETAILHANDEL \* RETAIL

- [Refresh Retail 2.0 : 6 nye kundetyper og 24 innovative forretningsmodeller](#)
- [Digital business and e-commerce management](#)
- [Designing ecommerce websites : a UX design handbook for great online shops](#)
- [Kæder i dansk detailhandel \(2020\)](#)

## GRAFISK DESIGN | ANIMATION | COMPUTERSPIEL \* GRAPHIC DESIGN | ANIMATION | COMPUTER GAMES

- [Engaged : Designing for Behavior Change](#)
- [Inspired by method : creative tools for the design process](#)
- [Iterate : ten lessons in design and failure](#)
- [Sketching as design thinking](#)
- [Flexible visual identity](#)
- [Logo design](#)
- [Rebranding design](#)
- [Teach yourself studio photography](#)
- [101 amazing photos to take before you die](#)
- [The digital video book](#)
- [Video persuasion : everything you need to know : How to create effective high level product and testimonial videos that will grow your brand, increase sales and build your business!](#)
- [Achievement relocked : loss aversion and game design](#)
- [Games and rules : game mechanics for the "Magic circle"](#)

## FORSKELLIGT \* MISCELLANIOUS

- [Basal videnskabsteori](#)
- [Social bæredygtighed : begreb, felt og kritik](#)
- [How change happens](#)
- [Matematik for biovidenskab](#)
- [Organic chemistry I for dummies](#)
- [Laboratoriesikkerhed](#)
- [How to write effective business English : your guide to excellent professional communication](#)
- [Eco packaging now](#)