

ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI  
DIRECȚIA BIBLIOTECĂ

ACADEMIA DE STUDII ECONOMICE BUCUREȘTI		
DIRECȚIA ACHIZIȚIILOR PUBLICE		
INTRARE	Nr.	3102
IEȘIRE	Nr.	12
Ziua	Luna	Anul
	08	04

CAIET DE SARCINI

În vederea completării și înnoirii fondului de publicații pentru bibliotecă, Academia de Studii Economice din București organizează procedura de achiziție pentru cărți tipărite românești și străine.

Atribuirea se face per (ISBN). Fiecare titlu (ISBN) constituie un lot.

Titlurile regăsite în Anexa prezentului caiet de sarcini vor fi achiziționate conform numărului de exemplare specificat.

Selectarea ofertelor se va face după următoarele criterii:

- prețul cel mai scăzut per titlu (ISBN), cu condiția respectării celorlalte criterii tehnice din prezentul caiet de sarcini.
- atribuirea se va face în măsura în care valoarea totală oferată pentru toate loturile nu depășește valoarea totală estimată de beneficiar.
- termen de livrare max. 40 zile.
- oferta trebuie făcută pe ISBN-ul indicat; se acceptă înlocuirea unui ISBN cu un alt ISBN numai în situația în care ISBN-ul corespunde unei ediții mai noi, sau ediție globală.

Prețul unitar va fi exprimat în lei fără TVA per titlu (ISBN), iar prețul total va fi exprimat în lei fără TVA pe numărul total de exemplare per (ISBN).

Livrarea publicațiilor se va face la sediul achizitorului: Str. Piața Romană nr. 6, Direcția Bibliotecă. Biroul Dezvoltarea Colecțiilor, et. 2, camera 0207.

Derularea operațiunilor financiare, conform actelor normative în vigoare, se va efectua prin Trezoreria Statului.

Șef serviciu Managementul Colecțiilor,  
Gabriela Odeta BAICEA

Întocmit,  
Mariana UNGUREANU

Anexa I: Cărți românești

Nr. crt.	Obiectul achiziției publice (ISBN)	Autor	Obiectul achiziției publice (Titlu)	Editura	An	Cant.
1	9786069137376	P. Macginnis	Antreprenor 10%: Fondeaza-ti si gestioneaza-ti afacerea de vis, fara	Act \$ Politon	2021	3
2	9786069136720	Carl Richards	Planul financiar de o pagina	ACT si Politin	2021	3
3	9786069132265	J. Allison	Criza de leadership si leacul pietei libere	Act si Politon	2017	3
4	9786065875234	Diamond, J.	Virusi, arme și oțel: soarta societăților umane	Alfa	2010	3
5		Gîlcă, I.	Tehnologii de creștere a animalelor	Alfa	2006	3
6	9789735714338	Haines, N.; Orrell, S.	Introducere în psihologie	ALL	2010	3
7	9786061804047	Miga-Besteliu, Raluca	Drept internațional public. Vol. 1. Ed. a 3-a	C. H. Bech	2014	3
8	9786069273739	Buzan, Barry	Securitatea: Un nou cadru de analiză	CA Publishing	2011	3
9	9789736502934	Anghel, Traian	De la calculatorul personal la norii digitali	Cartea Albastră	2012	2
10	9789975794640	Piaget, Jean	Psihologia inteligenței	Cartier	2008	2
11		Liviu Coriolan Dejeu	Viticultura	Ceres	2011	2
12	9786061810413	Claudiu Coman, Maria Madalina Popica, Luiza	Marketingul digital si antreprenorii romani	CH Beck	2021	5
	9786061809813	Pîperea Gheorghe	Drept comercial roman. Teoria generala, intreprinderea si	CH Beck	2020	3
14	9735860384	Buchanan, James	Limitele libertății: între anarhie și leviathan	Institutul European	1997	2
15	9789737113177	Chiciudean, Ion; David, George	Managementul comunicării în situații de criză	Comunicare.ro	2011	7
16	9789737113979	Verhofstadt, G.	Iesirea din criza. Cum poate Europa salva lumea	Comunicare.ro	2012	2
17	9786067937558	Alec Ross	Industria viitorului. Omul și evoluția economică în era digitală	Corint	2020	3
18	9786067936230	J. Sussking	Politica viitorului. Tehnologia digitală și societatea	Corint	2019	3
19	9786064406811	George Scurtu	Lumea de maine; Ce urmeaza dupa pandemie?	Curtea Veche	2020	3
20	9786065884427	Shermer, M.	Inteligența piețelor	Curtea Veche	2013	5
21	9786065883239	Croitoru, Lucian	În apărarea piețelor	Curtea Veche	2012	5

22	9786065883307	Gordon, Michael E.	Antreprenoriatul	Curtea Veche	2012	5
23	5948489353789	Cristea, S.	Dicționar enciclopedic de pedagogie. Vol. I (A-C)	Didactica Publishing House	2015	2
24	6068656458	Bălăsoiu, Narciz	Revenirea la Agenda de Putere – realități sumbre dezvoltate de	Ed. Institutului Academiei de	2017	2
25	9786068656441	Dungaciu, Dan; Cristea, Darie	Doctrina de securitate	Ed. Institutului Academiei de	2016	2
26		Simionescu Bogdan	Pandemia: constrangeri si oportunitati economice	Editura Academiei Romane	2021	3
27	9789732731222	Negeri Costel	Productivitatea muncii si performanta in agricultura	Editura Academiei Romane	2019	5
28	9732724750	Negret-Dobridor, Ion (coord.)	Tratat de pedagogie universală	Editura Academiei Romane	2014	2
29	9786067146066	Ionel Muntele, Alexandru Bănică, Constantin Rusu,	Calitatea vieții și reziliența sistemelor geografice – disparități	Editura Alexandru Ioan Cuza	2020	2
30	9786067143072	Raluca Irina Clipa	Economiile de aglomerare și competitivitatea regională	Editura Alexandru Ioan Cuza	2017	2
31	9786067140798	Octavian Onici	Psihologia grupurilor sociale	Editura Alexandru Ioan Cuza	2014	5
32	9786060111375	Victor Lorin Purcarea	Impactul mesajului publicitar asupra pacientului in comunicarea	Editura Carol Davila	2020	2
33	9789737095534	Ciobotaru Virginia	Politici ecologice de mediu	Editura Economica	2011	5
34	9789737099228	Emil Scarlat, Nora Chirita	Bazele ciberneticii economice. Ed. a 3-a	Editura Economica	2020	7
35	9789737099464	Victor Dragota	Management financiar. Vol. 3: Management financiar	Editura Economica	2021	7
36	9789737099341	Liviu Stefan	Auditul performanței sistemelor IT în gestiunea resurselor	Editura Economica	2020	3
37	9789737099532	Nedelea Alexandru-Mircea	Brand și branding	Editura Economica	2021	5
38	9789737099402	Constantin Anchelache, Virgil Iacob	Econometrie. Teorie, concepte și modele de analiză	Editura Economica	2020	7
39	9789737098641	Liviu C. Andrei	Economie. Ed. a 3-a	Editura Economica	2019	5
40	9789737099136	Dragos Dinca, Mirela Mihaiu	20 de ani de reformă a administrației publice în România	Editura Economica	2019	2
41	9789737099334	Alina Maria Caratas	Audit intern, control intern și cultură organizațională	Editura Economica	2020	5
42	9789737099013	Tatiana Danescu	Auditul intern. Interferențe între teorie și practică	Editura Economica	2020	5
43	9789737099280	Crenguta Sinisi	Integrarea managementului calității, strategiei și inovării în	Editura Economica	2020	2
44	9789737099457	Sergiu Sorcanu	Investițiile străine directe din Uniunea Europeană în țările	Editura Economica	2021	3
45	9789737099525	Al. Burgheanu	Managementul riscului privind sănătatea și securitatea	Editura Economica	2021	2
46	9789737093868	Miclaus, Paul-Gabriel; Luou, R.	Piața instrumentelor financiare derivate	Editura Economica	2008	5

47	9789737098597	Liviu C. Andrei	Piața și banii în economia tuturor timpurilor. O altă istorie a	Editura Economica	2020	2
48	9789737099044	Alina Tran	Raportarea financiară a companiilor multinaționale.	Editura Economica	2020	5
49	9789737099211	Cristina Manole, Elvira Nica	Studiu privind stresul organizațional și climatul muncii	Editura Economica	2020	5
50	9789737099259	Constantin Anchelache, Virgil Iacob	Statistică teoretică și economică. Concepte și studii de caz	Editura Economica	2020	7
51	9789737099631	Mihaela Ionacu	Introduction to financial accounting	Editura Economica	2021	7
52	6069306611	Bodea, Dorin	Valorile angajaților români	Editura Result	2013	2
53	9786062811761	Verboncu Ion	Solutii manageriale de criza. Restructurarea organizationala	Editura Universitara	2020	5
54	9786062810580	Aurelian Buliga	Cercetări privind impactul aderării la Uniunea Europeană	Editura Universitara	2020	3
55	9786062810719	Armenia Androniceanu	Management public in institutii si autoritati administrative	Editura Universitara	2020	7
56	9786062812607	Cristina Otilia Constantin, Ionica Oncioiu, Dan Ioan	Managementul costurilor	Editura Universitara	2021	5
57	9786062810757	Victor Munteanu - Coordonator	Auditul financiar-contabil. Demers metodologic si cazuri	Editura Universitara	2020	7
58	9786062810443	Victor Munteanu - Coordonator	Bazele contabilitatii. Ed. a 6-a rev. si ad.	Editura Universitara	2020	7
59	9786062810450	Victor Munteanu - Coordonator	Bazele contabilitatii. Lucrari practice (exercitii de logica	Editura Universitara	2020	7
60	9789737099440	George-Marian Aevoae	Dimensiuni economice și financiare ale fuziunilor și	Editura Economica	2021	7
61	9786062812461	Vadim Dumitrascu	Etica si integritate academica. Provocari pentru organizatiile	Editura Universitara	2021	3
62	9786061413317	Luiza Loredana Nastase	Globalizarea si comerțul international	Editura Universitaria	2018	3
63	9786061414697	Viorel Gaina	Etica si integritate academica	Editura Universitaria	2021	3
64	9786062810900	J-P Garitet, Marius Tomoiala	Manual de control intern managerial in sectorul public	Editura Universitaria	2020	5
65	9786061611973	Anca Bratu, Mariana Gurau	Bazele contabilitatii. Ed. a 3-a	Editura Universitatii din	2020	5
66	9786061612048	Calin Vaslan	The governance of the corporation : a century of	Editura Universitatii din	2020	5
67	9786061612192	Mihaela Simionescu	Metode cantitative in asigurari	Editura Universitatii din	2020	5
68	9786061609987	Felicia Bejan	Implicatii ale fuziunii societatilor asupra drepturilor salariatilor	Editura Universitatii din	2018	2
69	9786061609468	Costin Popescu	Comunicare publicitară. Retrospective	Editura Universitatii din	2018	3
70	9786061605965	Liviu Papadima	Studii in stiintele socio-umane	Editura Universitatii din	2018	2
71	9786061612185	Iuliana Vijulie	Geografia umana si economica a Europei	Editura Universitatii din	2020	5

72	9786061802289	Bogadan Aurescu	Sistemul juridictiilor internationale	CH Beck	2013	5
73	9786069490358	Cosmin Baiu	Antreprenor in dificultate, caut finantare!	Evrika Publishing	2021	3
74	9781546720867	Baltac, Vasile	Lumea digitală. Concepte esențial	Excel XXI Books	2017	3
75	2000000948157	T. Morthon	Gandirea ecologica	frACTalia	2021	2
76	9738581168	Mihail, Adriana Gabriela	Tehnologie hotelieră - Housekeeping	Gemma Print	2002	1
77	9786062716318	Tanti Anghel	Codul de procedura fiscala. Comentariu pe articole	Hamangiu	2020	3
78	9786066789554	Daniel Dascalu	Tratat de contencios fiscal	Hamangiu	2014	2
79	9786063907142	Laura Georgescu; Alexandru Ticlea	Dreptul muncii. Ed. a 7-a	Hamangiu	2020	5
80	9786065225541	Boroi, G.; Stănciulescu, L.	Instituii de drept civil în reglementare noului Cod civil	Hamangiu	2012	2
81	9735006855	David Hume	Eseuri politice	Humanitas	2005	2
82	9789735037031	Schmidtz, David	Elemente ale dreptății	Humanitas	2012	2
83	9786068244297	Băban, Adriana	Consiliere educationala	Imprimeria Ardealului	2009	2
84		Ionescu, B; Ionescu, I.	MS Office: Excel Professional în aplicații economice	InfoMega	2011	5
85	9786063362774	Thomas Piketti	Capital si ideologie	Litera	2021	2
86		Felix Stroe	Geopolitica inainte si dupa Covid-19, 2017-2020	Marist	2020	3
87		Marin Vlada, ed. coord.	Istoria informaticii romanesti. Aparitie, dezvoltare si impact.	Matrix Rom		2
		Marin Vlada, ed. coord.	Istoria informaticii romanesti. Aparitie, dezvoltare si impact.	Matrix Rom		2
89		Marin Vlada, ed. coord.	Istoria informaticii romanesti. Aparitie, dezvoltare si impact.	Matrix Rom		2
90	9786067500295	Silviu Negut	Enciclopedia exploratorilor si calatorilor	Meronia	2017	3
91	9786063803161	Mary Aiken	The cyber effect. Psihologia comportamentului uman în mediul	Niculescu	2019	5
92	9786063800665	Michael Patrick Lynch	Internetul nostru. Știm mai mult, înțelegem mai puțin	Niculescu	2017	3
93	9786069488652	Simona Gabriela Buzatu	Brand. Jocul antreprenorial la alt nivel: Teorie si practica in	Paginarium	2020	3
94	9786067483376	Robert Reich	Munca națiunilor	Paideia	2020	3
95	9789735967871	Manuela Sofia Stănculescu, Victoria	Impactul crizei economice asupra migrației forței de muncă din	Paideia	2012	2
96	9786067481495	Vasile Morar, coord.	Etica în afaceri. Concepte, teorii, situații morale	Paideia	2017	3

97	9786067483369	Francis Fukuyama	Sfârșitul istoriei și ultimul Om - Francis Fukuyama	Paideia	2020	2
98	9786067482539	Alfred Bulai	Focus - grupul in investigatia sociala. Metode de cercetare	Paideia	2018	3
99	9789734613458	Andy Green	Comunicarea eficienta in relatiile publice	Polirom	2009	2
100	9789734611485	Labar, Adrian Vicențiu	SPSS pentru stiintele educatie	Polirom	2008	2
101	9789734610167	Cerghit, Ioan	Sisteme de instruire alternative și complementare. Structuri, stiluri	Polirom	2008	3
102	9734617982	Neacsu, Ioan	Introducere în psihologia educației și a dezvoltării	Polirom	2010	3
103	9734610761	Negret-Dobridor, Ion; Panisoara, Ion-Ovidiu	Știința învățării	Polirom	2005	2
104	9789734613410	Canton, James	Provocările viitorului. Principalele tendințe care vor	Polirom	2010	2
105	9786062612917	Dorin Iancu, Maria-Cristina Stefan, Sorin	Macroeconomie. Teorie si aplicatii	Pro Universitaria	2021	5
106	9786062611880	Adrian Simion	Economisirea ca factor de asigurare al stabilitatii	Pro Universitaria	2020	2
107	9786062610067	Gheorghe Lepadatu	Raportarea financiara in secolul XXI. Standarde Internationale de	Pro Universitaria	2020	5
108	9786062612221	Adrian Gherasim, Gherasim Daniel	Marketing international	Pro Universitaria	2020	5
109	9786061810031	Claudiu Coman, Maria Cristina Bularca, Florin	Promovarea si brandingul universitatilor	Pro Universitaria	2020	3
110	9786062611798	Ion Popa, Ion Verboncu, Simona Catalina Stefan	Diagnosticarea organizatiei	Pro Universitaria	2020	7
111	9786062609146	Anca Adriana Cristea	Industria agrementului in turism	Pro Universitaria	2018	5
112	9786062612726	Maricica Stoica	Auditul Performantei:Solutii de Implementare si Consolidare a	Pro Universitaria	2020	3
113	9786062612603	Emanuel Ciuciuc	Branding in secolul XXI: Rolul eticii si al empatiei in dezvoltarea	Pro Universitaria	2021	3
114	9786062612771	Maricica Stoica	Managementul investitiilor	Pro Universitaria	2021	5
115	9786062612467	Iuliana Iuga	Investitii. Finantarea investitiilor	Pro Universitaria	2020	5
116	9786062612634	Marin Tole, Luminita Horhota, Alexandru	Analiza economica-financiara. Metode si modele. Ed. a 6-a rev.	Pro Universitaria	2021	5
117	9789731294889	Stoica, Marcela Monica	Introducere in relații publice	Pro Universitaria	2010	5
118	9786062611835	Mihoreanu Larisa	Empowering the Health Care Reform	Pro Universitaria	2020	2
119	9786062612290	Laura Mariana Vladuca	Economia informala. Efecte asupra dezvoltarii robuste a	Pro Universitaria	2020	2
120	9789731931784	Adam Smith	Avutia natiunilor	Publica	2011	3
121	9786067224009	Iancu Guda	Economia in vremea coronavirusului: Ghid de bune practici pentru antreprenori si	Publica	2020	2

122	9786064703040	Otilia Roman, Olga Crevelescu, Gabi Popescu	Marea carte verde a monografiilor contabile 2021	Rentrop & Straton	2021	2
123	9789731934501	Dedu, Silvia; Șerban, Florentin	Matematici aplicate în economie: aplicații	Teocora	2017	5
124	9786067191448	Tony Wagner	Formarea inovatorilor	Trei	2014	3
125	9786067190595	Illeris, Knud	Teorii contemporane ale învățării	Trei	2014	3
126	9786062811617	Sorinel-Ionel Bucur	Dezvoltarea durabila complexa in spatiul rural romanesc. Studiu de caz: Regiunea Sud-Muntenia	Universitara	2020	2
127	9786062811006	Cristian Florea	Strategii de criza in managementul turismului durabil. Studiu de caz: Romania	Universitara	2020	5
128	9786062811716	Victor Munteanu, Gratiela Duta, Janina Soare	Auditul financiar. Abordare teoretica si practica	Universitara	2020	7
129	9786062811372	Ioana-Madalina Purcaru	Sisteme moderne de distributie. Multilevel marketing	Universitara	2020	5
130	9786062811167	Marin Manolescu	Practica cercetării în științele educației	Universitara	2020	3
131	9786065915282	Gherghina, Rodica; Duca, I.	Gestiunea financiara a intreprinderi	Universitară	2012	5
132	9786062806811	Valentina Zaharia, Mihaela-Mirela Dogaru, Roxana Carmen Ionescu, Elena	Marketingul micilor afaceri	Universitaria	2017	3
33	9786061603602	Mureșan, Valentin; Constantinescu, Mihaela	Instituționalizarea eticii: mecanisme și instrumente	Universității din București	2013	3
134	9789731299167	Virginia Greceanu Cocos	Contabilitatea simplificata si impozitarea intreprinderilor mici	Universul Juridic	2019	2
135	9786063907753	Diana Maria Ilie	Efectele insolventei asupra mediului economic si social din Romania in contextul globalizarii	Universul Juridic	2021	2
136	9786063906442	Alexandru Ticlea	Codul muncii 2020: Legislatie conexa. Comentarii. Jurisprudenta	Universul Juridic	2020	2
137	9786063907944	Anca Denisa Dumitrescu	Protectia juridica a programelor pentru calculatoare	Universul Juridic	2021	2
138	9786063907906	Vlad Vieriu	Protectia juridica a patrimoniului cultural in dreptul comparat	Universul Juridic	2021	2
139	9786063906596	Oana Tanasica	Societatile destinate activitatii comerciale cu participare straina in Romania	Universul Juridic	2021	2
140	9786063904349	Viorica Grajdeanu	Transmiterea contractuala a drepturilor patrimoniale de autor	Universul Juridic	2021	2
	9786066736763	Corlățean, Titus	Protecția europeană și internațională a Drepturilor Omului	Universul Juridic	2015	1
142	9786063900488	Lupulescu, D.; Lupuescu, A. M.	Subiectele dreptului civil	Universul Juridic	2017	2
143	5948489101113	Ioncică, D.	Practical English for finance and accounting	Uranus	2011	3
144		Stafie, C. L.; Antohe, Radu	Ghid de creștere a puilor de carne. Ed. a 2-a	WaldPress	2018	3
145	9789730332704	Victor Marcoianu	Ghidul afacerii in mediul online. Ed. a 2-a		2020	5
146	9786063904110		Tratat de drept comercial roman. Ed. a 6-a	Universul Juridic	2019	5

Total ex. 515

Șef serviciu Managementul colecțiilor,  
Gabriela Odeta Baicea

Întocmit,  
Mariana Ungureanu

Anexa II: Cărți străine

Nr. crt.	Obiectul achiziției publice (ISBN)	Autor/Editor	Obiectul achiziției publice (Titlu)	Editura	An	Cant.
1	9782124657711	Anne Benady, Herve Ross-Carre	Economie circulaire (coll. 100 questions pour comprendre et agir)	Anfor	2021	1
2	9781416628859	Alyssa Gallagher , Kami Thordarson	Design Thinking in Play : An Action Guide for Educators	Association for Supervision & Curriculum Development	2020	1
3	9783752674019	Christian Müller-Roterberg	Handbook of Business Model Innovation: Tips & Tools on How to Innovate Business Models	Books on Demand	2020	1
4	9789004423992		The Paper Trade in Early modern Europe	Brill	2021	1
5	9780750663618	Masterman, Guy; Wood, Emma H	Innovative marketing communications: strategies for the events industry	Butterworth-Heinemann	2005	1
6	978-0750647045	Pauline Bickerton	Cybermarketing: How to Use the Internet to Market Your Goods and Service	Butterworth-Heinemann	2000	1
7	9781108795906	by Dan Landis, Dharm P. S. Bhawuk	Cambridge Handbook of Intercultural Training. 4th ed.	Cambridge University Press	2020	1
8	9781564148131	Joe Kennedy	The Small Business Owner's Manual: Everything You Need to Know to Start Up and Run Your Business	Career Press/Weiser	2005	1
9	9783446462120	Georg Emil Weidner	Qualitätsmanagement: - Kompaktes Wissen - Konkrete Umsetzung - Praktische Arbeitshilfen. 3 auflage	Carl Hanser Verlag GmbH & Co. KG	2020	1
10	9780357442036	James R. Evans, William M. Lindsay	Managing for Quality and Performance Excellence. 11th ed.	Cengage	2020	1
11	9780357033890	Donald F. Kuratko	Entrepreneurship: Theory, Process, and Practice. 11th ed.	Cengage	2020	1
12	9782765045229	Chevalier, Claude; Selhi, Lilia	Communiquer pour mieux interagir en affaires. 3e éd.	Chenelière Éducation	2014	1
13	9782367177373	Erard, Anne-Gaël	Traverser le conflit. Coopération et communication non violente	Chronique Sociale	2021	1
14	9782090386615	Rosillo, Mari Paz; Maccotta, P.	Quartier d'affaires: cahier d'exercices A2	CLE international	2013	1
15	9780231175999	Paul Milgrom	Discovering Prices: Auction Design in Markets with Complex Constraints	Columbia University Press	2021	1
16	9781412022521	Lilien, G.L., Rangaswamy, A	Marketing Engineering. 2nd ed.	CreateSpace Independent Publishing Platform	2005	1
17	978-8184502923	Bhatia, B.K.	Case Studies in Marketing Management and Marketing Research	Deep & Deep Publications,	2010	1
18	9781626814233	Salim Ismail , Michael S. Malon	Exponential Organizations: Why New Organizations Are Ten Times Better, Faster, and Cheaper Than Yours (and What to Do about It)	Diversion Books	2014	1
19	9782100822089	R. Bourbonnais	Econometrie. 11eme ed.	Dunod	2021	1
20	9782100814473	Rémy Marrone	Le grand livre du Marketing digital. 2e éd.	Dunod	2020	1
21	9782100758685	Thierrw Libaert	Le plan de communication. Définir et organiser votre stratégie de communication. 5e éd.	Dunod	2017	1
22	9782100805648	Assael Adary, Céline Mas et al.	Communicator. Toute la communication à l'ère digitale! 9e éd.	Dunod	2020	1
23	9782100758227	Baynast Arnaud, Lacques Lendrevie, Lévy	Mercator- 12e éd.	Dunod	2017	1
24	9782100776344	David Autissier, Jean-Michel Moutot, Kevin Johnson, Emily Métais-	La boîte à outils de la Conduite du changement et de la transformation. 2e éd.	Dunod	2019	1
25	9782100759330	Jérémy Morvan	Marchés et instruments financiers. 3e éd.	Dunod	2017	1
26	9782100759460	Rémy Estran, Etienne Harb, Iryna Veryzhenko	Gestion de portefeuille: Gestion traditionnelle et modèles alternatifs	Dunod	2017	1
27	9782100805631	Thomas Durand	Management d'entreprise 360°. 2e éd.	Dunod	2020	1
28	9782100818181	Solene Pignet	Le guide de l'entrepreneur durable	Dunod	2021	1
29	9782100760404	Robert Papin	Creation d'entreprise, de l'idée au business plan	Dunod	2017	1
30	9782100819652	Catherine Leger-Jarniou, Georges Kalousis	La boîte a outils de la creation d'entreprise 2021	Dunod	2021	1



31	9782100785995		Méthode de négociation. On ne naît pas bon négociateur, on le devient.	Dunod	2018	1
32	9782100599868	VENDEUVRE, Frédéric; DE COZAR, Eric.	Négociateur plus, négociateur mieux. Savoir créer et partager la valeur	Dunod	2013	1
33	9782100496167	Lebart, L.; Morineau, A.; Piron, M.	Statistique exploratoire multidimensionnelle. 4ème éd.	Dunod	2006	1
34	9782100788910	Bernard Garrette, Laurence Lehmann-Ortega, Frédéric Leroy, Pierre Dussauge et al.	Strategor: Toute la stratégie de la start-up à la multinationale. 8 ed.	Dunod	2019	1
35	9782100814909	COMBALBERT, Laurent; MERY, Marwan	Negotiator. The Reference for all Negotiations. Collection : Livres en Or	Dunod	2021	1
36	9788899358501	Rugierii, L.; Marin, Tellis	Nuovissimo progetto italiano A1	Ediliguia	2019	1
37	9782874964237	BODY, Vincent; JAMAR, Fabrice	Manager le conflit. Un jeu d'interactions	Edipro	2020	1
38	9782409010330	Kevin Bridier	Webmarketing- Définir, mettre en pratique et optimiser sa stratégie digitale. 3e éd.	Editions ENI	2017	1
39	9780128177341	Capitello, Roberta ed.; Maehle, Natalia, ed.	Case studies in the beer sector	Elsevier	2020	1
40	9781138498259	Buttle, Francis	Customer Relationship Management. Concepts and Tools	Elsevier Butterworth-Heinemann	2019	1
41	9780128122198	Caraiani Petre	Introduction to Quantitative Macroeconomics Using Julia	Elsevier-Academic Press	2018	1
42	9782749266336	Jean-Louis Laville	Du social business à l'économie solidaire. Critique de l'innovation sociale	Eres	2020	1
43	9782710139256	Bellenger, Lionel; Couchaere, Marie-Josée	La bible du négociateur. Le tout-en-un pour devenir un "dealmaker" performant	ESF	2019	1
44	9782212556513	Kyprianou, Alexis	La bible de la négociation: 75 fiches pour utiliser et contrer les techniques des meilleurs négociateurs	Eyrolles	2013	1
45	9782212563344	Mery, Marwan, Combalbert, Laurent	Comment neutraliser les profils complexes	Eyrolles	2015	1
46	9782206032375	Audoux, M.T.; Mazzetti, Ph.; Bessenay, J.	L'Hôtel. Theorie et pratique	Eyrolles	2002	1
47	9780374533557	Daniel Kahneman	Thinking, Fast and Slow	Farrar, Straus and Giroux New York	2013	1
48	9783956471483	Doris Wohlschlägl- Aschberger	Strategie und strategisches Management. Herausforderungen in der Unternehmenspraxis	Frankfurt School Verlag	2020	1
49	9783322895325	Büschgen, Hans E.	Bankbetriebslehre: bankgeschafte und bankmanagement. 5th ed.	Gabler Verlag	1998	1
50	978-2765045229	CHEVALIER, Claude; SELHI, Lilia	Communiquer pour mieux interagir en affaires	Gaetan Morin	2014	1
51	9783110650648	Elena Popkova	The Institutional Foundations of the Digital Economy in the 21st Century	Gruther, walter de GmbH	2021	1
52	9782297092098	Chloé Guillot-Soulez, Sophie Landrieux- Kartochian, Héloïse Cloet	Exercices avec corrigés détaillés - Gestion des ressources humaines: 54 exercices avec des corrigés détaillés (2020-2021). 12e ed.	Gualino	2020	1
53	9782297061452	Constant, A. S.; Levy, Q.	Reussir memoire, these et HDR. 6e ed.	Gualino	2017	1
54	9780062560704	Calacanis, J.	Angel: how to invest in technology startups-- Timeless Advice from an Angel Investor Who Turned \$100,000 into \$100,000,000	HarperBus	2017	1
55	9780062856623	Tim Brown	Change by Design, Revised and Updated : How Design Thinking Transforms Organizations and Inspires Innovation	HarperCollins Publishers Inc	2019	1
56	9781633696877	Clayton Christensen, Mark W. Johson	HBR's 10 Must Reads on Business Model Innovation (with featured article "Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann)	Harvard Business Review Press	2019	1
57	9781422126738	Oded Shenkar	Copycats : How Smart Companies Use Imitation to Gain a Strategic Edge	Harvard Business Review Press	2010	1
58	9781633692688	Sunil Gupta	Driving Digital Strategy: A Guide to Reimagining Your Business	Harvard Business Review Press	2018	1

59	9783648148051	Marcus Diselkamp	Wachstumsstrategien für Unternehmen: Wettbewerbsfähigkeit in disruptiven Zeiten sichern	Haufe	2021	1
60	9781451683813	Zolli, A. & Healy, A. M.	Resilience. Why Things Bounce Back	Headline - Business Plus	2013	1
61	9789087226411	Marjaana Helminen	EU Tax Law – Direct Taxation 2020	IBFD	2020	1
62	9798643250623	Oliver Opresnik, F. Kotler	Social Media Marketing: A Practitioner Guide	Independently published	2020	1
63	9781118968055	Alexander Osterwalder , Yves Pigneur , Gregory Bernarda , Alan Smith , Trish Papadakos	Value Proposition Design : How to Create Products and Services Customers Want	John Wiley & Sons Inc	2014	1
64	9783126764575	Fügert, N.; Grosser, R.; Hanke, C.	Daf im Unternehmen B2	Klett	2017	1
65	9789041122988	Ekkehart Reimer, ed.	Klaus Vogel on Double Taxation Conventions, Fourth Edition	Kluwer Law International	2015	1
66	9780749481872	Paul Hague	The Business Models Handbook: Templates, Theory and Case Studies	Kogan Page	2019	1
67	9786202917971	Nita I., Chirita Nora, Scarlat Emil	Approaches to financial contagion in the banking network: theory and case studies	Lambert Academic Publishing	2020	1
68	9781509832194	W. Chan Kim, Renee Mauborgne	Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth	Macmillan	2020	1
69	9781260570458	Roy Lewicki, Bruce Barry, David Saunders	ISE Essentials of Negotiation. 7th ed.	McGraw-Hill	2021	1
70	9780077862428	Roy Lewicki, Bruce Barry, David Saunders	Negotiation: Readings, Exercises, and Cases. 7th ed.	McGraw-Hill	2015	1
71	9781259918964	Robert Higgins	Analysis for Financial Management. 12th ed.	McGraw-Hill	2019	1
72	9781260565768	Raymond Noe and John Hollenbeck and Barry Gerhart and Patrick Wright	Fundamentals of Human Resource Management. 8th ed.	McGraw-Hill	2019	1
73	9780077129422	David Hillier, Mark Grinblatt, Sheridan Titman	Financial Markets and Corporate Strategy: European Edition	McGraw-Hill	2011	1
74	9780073403205	Deborah Barrett	Leadership Communication, 4th Edition	McGraw-Hill	2014	1
75	9780070427822	Monroe, K.	Pricing – Making profitable decisions	McGraw-Hill	2004	1
76	9781307525663	Fabrizio D'Ascenzo	Business Information Systems; Materials selected by Fabrizio D'Ascenzo	McGraw-Hill Education	2019	1
77	9781260571233	Frank Rothaermel	ISE Strategic Management: Concepts. 5th ex.	McGraw-Hill Education	2021	1
78	9780999235904	Mary E. Guy and Todd L. Ely	Essentials of Public Service: An Introduction to Contemporary Public Administration	Melvin & Leigh, Publishers	2018	1
79	9780999235980	Thomas Lynch, Cynthia Lynch	Ethics and Professionalism in the Public Service	Melvin & Leigh, Publishers	2019	1
80	9781733934466	Sean A. McCandless, Eds.	Achieving Social Equity: from Problems to Solutions	Melvin & Leigh, Publishers	2020	1
81	9780999235973	Jone Pearce	Organizational behavior	Melvin & Leigh, Publishers	2018	1
82	9781766964428	J Clayton Thomas	Leading as a Public-Minded Manager: People, Politics, Purpose	Melvin & Leigh, Publishers	2019	1
83	9781733934497	S. Arsneault	Managing Nonprofit Organizations in a Policy World	Melvin & Leigh, Publishers	2020	1
84	9781788927840	Bolitho, R. and Rossner, R.	Language Education in a Changing World: Challenges and opportunities	Multilingual Matters	2020	1
85	9781788929288	Bond, B.	Making Language Visible in the University: English for Academic Purposes and Internationalisation	Multilingual Matters	2020	1

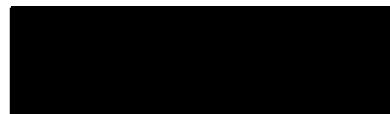
86	9789267109985	International Organization Standardization	ISO 50001:2018. Energy management systems - Requirements with guidance for use. 2nd ed.	Multiple. Distributed through American National Standards Institute (ANSI)	2018	1
87	9781473684829	Richard D. Lewis	When culture collide: Leading Across Cultures. 4th ed.	Nicholas Brealey International, Boston, London	2018	1
88	9780393354355	Geoffrey G. Parker (Autor), Marshall W. Van Alstyne (Autor), Sangeet Paul Choudary (Autor), James Foster (Erzähler)	Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You	Norton & Company	2017	1
89	9781638735113	Sachin Grover	Implementing INTEGRATED management system for quality, ENVIRONMENT, OCCUPATIONAL HEALTH & SAFETY AND ENERGY: ISO 9001:2015/ISO14001:2015/ISO45001:2018/ISO50001:2018	Notion Press	2021	1
90	9781449336578	Chris Vander Mey	Shipping Greatness: Practical lessons on building and launching outstanding software, learned on the job at Google and Amazon	O'Reilly Media	2012	1
91	9783030034351	Profiroiu, Marius Constantin ed.	Strategic Planning in Local Communities: A Cross-National Study of 7 Countries	Palgrave	2019	1
92	9783319812847	Ruano, Jose, Profiroiu, Marius (Eds.)	The Palgrave Handbook of Decentralisation in Europe	Palgrave Macmillan	2017	1
93	9783030628765	Muresan, Laura-Mihaela, Orna-Montesinos, Concepción (Eds.)	Academic Literacy Development: Perspectives on Multilingual Scholars' Approaches to Writing	palgrave Macmillan	2021	1
94	9781349957347	Brem, Alexander, Viardot, Eric (Eds.)	Revolution of Innovation Management : Vol. 2: Internationalization and Business Models	Palgrave MacMillan	2017	1
95	9781137574749	Brem, Alexander, Viardot, Eric (Eds.)	Revolution of Innovation Management : Vol. 1: The Digital Breakthrough	Palgrave MacMillan	2015	1
96	9781250194466	Ken Kocienda	Creative Selection : Inside Apple's Design Process During the Golden Age of Steve Jobs	Pan MacMillan	2018	1
97	9781292303246	S. Tamer Cavusgil, Gary Knight, John Riesenberger	International Business: The New Realities. 5th ed.	Pearson	2019	2
98	9781292215211	Michael H. Moffet, David Eitenam	Fundamentals of Multinational Finance. 6th ed.	Pearson	2017	1
99	9780133856460	Philip Kotler, Kevin Lane Keller	Marketing Management. 15th ed.	Pearson	2014	1
100	9781292241579	Dave Chaffey, Fiona Ellis-Chadwick	Digital Marketing strategy implementation and practice. 7th ed.	Pearson	2019	1
101	9780134129938	Michael Solomon	Consumer Behavior: Buying, Having, and Being. 12th ed.	Pearson	2017	1
102	9782326002135	Philip Kotler, Kevin Keller, Aurélie Hemonnet, Delphine Manceau	Marketing Management + MyLab. 16e éd.	Pearson	2019	1
103	9781292316970	Scott B. Smart, Chad J Zutter	Fundamentals of Investing. 14th ed.	Pearson	2019	1
104	9781292253961	Nigel Slack, Alistair Brandon-Jones	Operations Management. 9th ed.	Pearson	2019	1
105	9782744066979	John Kotter, Holger Rathgeber	Alerte sur la banquise ! Réussir le changement dans n'importe quelles conditions. 2e éd.	Pearson	2018	1
106	9782744066382	John Kotter	Conduire le changement: Feuille de route en 8 étapes	Pearson	2015	1
107	9781292154213	S Foster	Managing Quality: Integrating the Supply Chain. 6th ed.	Pearson	2016	1
108	9780134895130	Gary A. Yukl; William L. Gardner III	Leadership in Organizations	Pearson	2020	1

109	9780273746324	Susan C. Schneider, Jean-Louis Barsoux	Managing Across Cultures. 3rd ed.	Pearson College Div	2014	1
110	9781292220178	Philip T. Kotler & Gary Armstrong	Principles of Marketing. 17th ed.	Pearson Education Limited	2018	1
111	9781292282459	Richard Whittington , Patrick Regner , Duncan Angwin , Gerry Johnson , Kevan Scholes	Exploring Strategy. 12th ed.	Pearson Education Limited	2019	1
112	9782326002364	Stephen Robbins, Mary Coulter, David DeCenzo, Isabelle Né	Management + MyLab. 11e éd.	Pearson France	2020	1
113	9780241184837	Nir Eyal	Hooked : How to Build Habit-Forming Products	Penguin Books Ltd	2014	1
114	9782326001251	Franck Bien, Thomas Lanzi, Jérôme Mathis	Théories des jeux et des contrats	Person France	2019	1
115	9783034337144	Bocanegra-Valle, A. (Ed.)	Applied Linguistics and Knowledge Transfer: Employability, Internationalization and Social Challenges	Peter Lang	2020	1
116	9780399564239	Jim Collins, William Lazier	BE 2.0 (Beyond Entrepreneurship 2.0): Turning Your Business into an Enduring Great Company	PORTFOLIO	2020	1
117	9780130461063	Turban, Efrain; Aronson, Jay E.	Decision support systems and intelligent systems	Prentice Hall	2005	1
118	9780134492513	Philip Kotler, G. Armstrong	Principles of Marketing. 17th ed.	Prentice-Hall, 1980	2018	1
119	9782753579163	Josiane Stoessel-Ritz, Maurice Blanc	Comment former a l'economie sociale et solidaire?	Presses Universitaires de Rennes (PUR)	2020	1
120	9782130794745	Bellenger Lionel	La négociation. 10th ed.	PUF/	2017	1
121	9781635765731	Bruce Cleveland, Wildcat Venture Partners	Traversing the Traction Gap	Radius Book Group	2019	1
122	9781999730345	Steven Finlay	Artificial Intelligence and Machine Learning for Business: A No-Nonsense Guide to Data Driven Technologies. 3rd ed.	Relativistic	2018	1
123	9781733914109	Alex Counts	Changing the World Without Losing Your Mind: Leadership Lessons from Three Decades of Social Entrepreneurship	Rivertowns Books	2019	1
124	9780815375548	Andrea Cordell	The Negotiation Handbook. 2nd ed.	Routledge	2018	3
125	9781138191709	PR Smith	Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. 5th ed.	Routledge	2017	1
126	9780750667319	Colin Combe	Introduction to e-Business: management and strategy	Routledge	2006	1
127	9781138330528	Allan Afuah	Business Model Innovation : Concepts, Analysis, and Cases	Routledge	2018	1
128	9781138271258	Donal Carroll	Managing Value in Organisations : New Learning, Management, and Business Models	Routledge	2012	1
129	9781472480248	Laure Claire Reillier , Benoit Reillier	Platform Strategy : How to Unlock the Power of Communities and Networks to Grow Your Business	Routledge	2017	1
130	9780415428477	Rodney McAdam, Shirely-Ann Hazlett	Business Improvement: Integrating Quality, Innovation, and Knowledge Management	Routledge	2008	1
131	9780750657709	Ward, Keith	Marketing finance	Routledge	2004	1
132	9780750664530	Berridge, Graham	Events design and experience	Routledge	2006	1
133	9781888603088	Thomas Saaty	Group decision Making: Drawing out and reconciling differences	RWS Publications	2007	1
134	9781888603101	Thomas Saaty	Principia Mathematica Decernendi - Mathematical Principles of Decision Making	RWS Publications	2009	1
135	9781526419521	Field, A	Discovering Statistics Using SPSS, statistics. 5th ed.	SAGE	2009	1
136	9781544377728	Bauer, Talya	Fundamentals of Human Resource Management: People, data, analytics.	Sage Publications	2020	1
137	9783791041421	Mankiw, G.; Taylor, M.	Grundzüge der volkswirtschaftslehre. 7. Auflage	Schäffer-Poeschel	2018	1

138	9780984077489	James Strock	Serve to Lead: 21st Century Leaders Manual. 2nd ed.	Serve to Lead group	2019	1
139	9781111525842	Iacobucci, D.	Marketing Models	South-Western College Pub	2012	1
140	9783030599713	Dima Alina Mihaela ed.	Business Revolution in a Digital Era: 14th International Conference on Business Excellence, ICBE 2020, Bucharest, Romania	Springer	2021	2
141	9780838986844	Elizabeth Leonard	Virtually Embedded: The Librarian in an Online Environment	Springer	2013	1
142	9783319558004	Hafner, Manfred, ed.; Tagliapietra, Simone, ed.	The European Gas Markets Challenges and Opportunities	Springer	2017	1
143	9783658188894	Brühl, Volker, Dorschel, Joachim (Hrsg.)	Praxishandbuch Digital Banking	Springer	2018	1
144	9783658267995	Susa Mueller, Ch. Muller, Urs Fueglistaller	Entrepreneurship: Modelle – Umsetzung – Perspektiven Mit Fallbeispielen aus Deutschland, Österreich und der Schweiz. 5 auflage	Springer	2019	1
145	9783658305758	Autoren: Robert, Staiger, Tantau, Adrian	Geschäftsmodellkonzepte mit grünem Wasserstoff: Wirtschaftliche und ökologische Auswirkungen für H2 als nachhaltiger Energieträger	Springer	2020	1
146	9783319890166	Uboe, Jan	Introductory statistics for business and economics: Theory, Exercises and Solutions	Springer	2017	1
147	9789811091414	Aprea, C., Wuttke, E., Breuer, K., Koh, N.K., Davies, P., Greimel-Fuhrmann, B., Lopus, J.S. (Eds.)	International Handbook of Financial Literacy	Springer	2015	1
148	9781441928474	George S. Fisherman	Monte Carlo Concepts, Algorithms and Applications	Springer	2011	1
149	9783658272135	Stefan Tewes, Benjamin Niestroj, Dr. Carolin Tewes	Geschäftsmodelle in die Zukunft denken: Erfolgsfaktoren für Branchen, Unternehmen und Veränderer	Springer Gabler	2020	1
150	9783662579060	Busse von Colbe, Walther (Author), Frank Witte (Contributor)	Investitionstheorie und Investitionsrechnung. 5 Aufl.	SpringerGabler	2018	1
151	9783960954132	Marc Schneidewind	Soziales Unternehmertum. Unternehmensberichterstattung im Social Entrepreneurship	Studylab	2018	1
152	9783836522168	Peter & Charlotte Fiell	Industrial Design A-Z	Taschen GmbH	2016	1
153	9780262044691	Kelleher, J.D. et al.,	Fundamentals of Machine Learning for Predictive Data Analytics. Algorithms, Worked Examples, and Case Studies. 2nd ed.	The MIT Press	2020	1
154	9782311406986	Jeane-Marie Peretti	Ressources humaines: Le manuel de référence. 17e ed.	Vuibert	2019	1
155	9782311406269	Jean-Pierre Helfer, Michel Kalika, Jacques Orsoni, Didier Chabaud	Stratégie: Le manuel du management stratégique. 11e ed.	Vuibert	2019	1
156	9781632651396	Sharon Armstrong, Barbara Mitchell	The Essential HR Handbook A Quick and Handy Resource for Any Manager or HR Professional. 10th Anniversary Ed.	Weiser	2019	1
157	9781632650894	Barbara Mitchell, Cornelia Gamlem	The Big Book of HR, Revised and Updated Edition 2 nd.	Weiser	2017	1
158	9780132932073	Bernard Baumohol	The Secrets of Economic Indicators: The: Hidden Clues to Future Economic Trends and Investment Opportunities 3rd Edition	Wharton School Publishing / FT Press	2012	1
159	9781119341208	Philip Kotler, H. Kartajava	Marketing 4.0: Moving from Traditional to Digital	Wiley	2016	1
160	9781405161084	Neil Thomson	Basic Strategy in Context: European text and cases	Wiley	2010	1
161	9781118808931	Aswath Damodaran	Applied Corporate Finance. 4th ed.	Wiley	2015	1

162	9781119465812	Daniel J. Denis	SPSS Data Analysis for Univariate, Bivariate and Multivariate Statistics	Wiley	2018	1
163	9781118960875	Dan Olsen	The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback	Wiley	2015	1
164	9781119702993	John Mangan, Chandra C. Lalwani	Global Logistics and Supply Chain Management. 4th ed.	Wiley	2020	1
165	9780470891698	Tuckman Bruce	Fixed Income Securities: Tools for Today's Markets. 3rd ed.	Wiley Finance	2011	1
166	9781119467472	Michael Lewrick , Patrick Link, et al.	The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems	Wiley	2018	1
167	9781119348900	Portney, Stanley E.	Project management for dummies. 4th ed.	Wiley	2017	1
168	9781543804492	Lynn LoPucki, Elizabeth Warren, Daniel Keating, Ronald J. Mann, Robert M. Lawless	Commercial Transactions: A Systems Approach. 7th ed.	Wolters Kluwer	2020	1

**Total ex. 172**



Şef serviciu Magementul colecțiilor,  
Gabriela Odeta Baicea

Întocmit,  
Mariana Ungureanu