New Reference

Reference Collection
- Careers in Business*
- Careers in Law, Criminology & Emergency Services*
- Essential Type: An Illustrated Guide to Understanding and Using Fonts
- Forensic Science*
- Legal Research: How to Find & Understand the Law
- The Oxford Handbook of Ecocriticism
- Principles of Computer Science*
- The Social Media Revolution: An Economic Encyclopedia of Friend ing, Following, Texting, and Connecting

Online Collection
- Encyclopedia of Small Business
- The Supreme Court Compendium
- Worldmark Global Business and Economy Issues

The online Reference above are available on Gale Virtual Reference Library.

Accessible at library.cypresscollege.edu

*Many Salem titles are also available on Salem Online

New Books

Business

All about Them: Grow Your Business by Focusing on Others
Bruce Turkel

Alternative Market Research Methods: Market Sensing
edited by David Longbottom and Alison Lawson

The American Retail Value Proposition: Crafting Unique Experiences at Compelling Prices
Kyle Murray

The Analytical Marketer: How to Transform Your Marketing Organization
Adele Sweetwood

A Better Way of Doing Business?: Lessons from the John Lewis Partnership
Graeme Salaman and John Storey

The Cambridge Phenomenon: Global Impact

China’s Economic Culture: The Ritual Order of State and Markets
Carsten Herrmann-Pillath

Consumer Behaviour
Zubin Sethna and Jim Blythe

Contagious: Why Things Catch On
Jonah Berger
Disrupted: My Misadventure in the Start-Up Bubble
Dan Lyons

Don’t Make Me Think, Revisited: A Common Sense Approach to Web Usability
Steve Krug

Empire of Things: How We Became a World of Consumers, from the Fifteenth Century to the Twenty-First
Frank Trentmann

Filthy Rich: A Powerful Billionaire, the Sex Scandal that Undid Him, and All the Justice that Money Can Buy: The Shocking True Story of Jeffrey Epstein
James Patterson and John Connolly with Tim Malloy

Functional Inefficiency: The Unexpected Benefits of Wasting Time and Money
Peter S. Wenz

Global Shell Games: Experiments in Transnational Relations, Crime, and Terrorism
Michael G. Findley, Daniel L. Niels, and J.C. Sharman

Going Viral: The 9 Secrets of Irresistible Marketing
Brent Coker

Growing Up Beam
Jim Kokoris

In the Company of Women: Inspiration and Advice from over 100 Makers, Artists, and Entrepreneurs
Grace Bonney

Inside the Mind of the Shopper: The Science of Retailing, 2nd ed.
Herb Sorensen

An Invisible Thread: The True Story of an 11-Year-Old Panhandler, a Busy Sales Executive, and an Unlikely Meeting with Destiny
Laura Schroff and Alex Tresniowski

Key Concepts in Operations Management
Michel Leseure

Locally Laid: How We Built a Plucky, Industry-changing Egg Farm - from Scratch
Lucie B. Amundsen

Made to Stick: Why Some Ideas Survive and Others Die
Chip Heath and Dan Heath

Marketing Plans: How to Prepare Them, How to Use Them
Malcolm McDonald

Objectives and Key Results: driving focus, alignment, and engagement with OKRs
Paul R Niven and Ben Lamorte

Oneida: From Free Love Utopia to the Well-Set Table
Ellen Wayland-Smith

Operations Management: A First Course
Ajay Das

Prosperity for All: How to Prevent Financial Crises
Roger E.A. Farmer

Rise of the Robots: Technology and the Threat of a Jobless Future
Martin Ford

Rules for a Flat World: Why Humans Invented Law and How to Reinvent It for a Complex Global Economy
Gillian Hadfield

Seoul Man: A Memoir of Cars, Culture, Crisis, and Unexpected Hilarity Inside a Korean Corporate Titan
Frank Ahrens

Social Selling Mastery: Scaling Up Your Sales and Marketing Machine for the Digital Buyer
Jamie Shanks

Statistics for the Utterly Confused
Lloyd R. Jaisingh

What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint
Nicholas J. Webb

Now available through EBSCOhost
We have a great library. Help us make it better.

Let us know of any suggestions for developing our collection. Contact:

Angela Boyd, Librarian & Business/CIS Liaison
714-484-7066 or aboyd@cypresscollege.edu

Computer Information Systems
Designing Web & Mobile Graphics: Fundamental Concepts for Web and Interactive Projects
Christopher Schmitt

Digital Defense: A Cybersecurity Primer
Joseph N. Pelton and Indu B. Singh

Digital Leisure, the Internet and Popular Culture: Communities and Identities in a Digital Age
Karl Spracklen

The Drivers of Digital Transformation: Why There's No Way Around the Cloud
Ferri Abolhassan

Flash: Building the Interactive Web
Anastasia Salter and John Murray

Ghost in the Wires: My Adventures as the World’s Most Wanted Hacker
Kevin D. Mitnick with William L. Simon

Infinite Reality: Avatars, Eternal Life, Universal Consciousness, and the Dawn of the Virtual Age
Jim Blascovich and Jeremy Bailenson

Jennifer Niederst Robbins

The Paradox of Progress: The Technology Bias Exposed
Nicholas Agar

Pixel Art for Game Developers
Daniel Silber

Thing Explainer: Complicated Stuff in Simple Words
Randall Munroe

Unavoidable Hierarchy: Using Network and Game Theories to Redefine the Workplace Pecking Order
Michael Hatfield

Vintage Game Consoles: An Inside Look at Apple, Atari, Commodore, Nintendo, and the Greatest Gaming Platforms of All Time
Bill Loguidice and Matt Barton

Law
Complete Crime Scene Investigation Handbook
Everett Baxter Jr.

Notorious RBG: The Life and Times of Ruth Bader Ginsburg
Irin Carmon and Shana Knizhnik

Smart on Crime: The Struggle to Build a Better American Penal System
Garrick L. Percival