

# NEW ARRIVALS @PTAR



PTAR  
"LIBRARY for ALL"



ISO 9001:2008 No Sert: KLR 0500212

Hak Cipta Terpelihara @Perpustakaan Tun Abdul Razak

VOL.5, FEB 2018

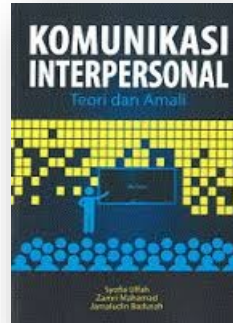


## | SENARAI BUKU: PERPUSTAKAAN TUN ABDUL RAZAK UiTM SHAH ALAM & UiTM CAWANGAN SELANGOR | 12 JUDUL



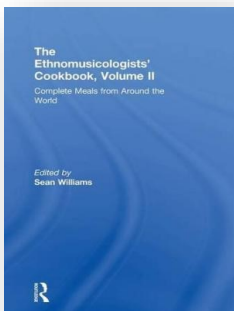
**KOMUNIKASI DAN SENI PEMUJUKAN**  
BY AZLINA KAMARUDDIN  
ISBN : 9789670876122  
1009069  
HM1166 .A95 2015  
UUM PRESS, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

Buku ini dipersembahkan secara teori, praktis dan contoh-contoh penjelasan. Bermula dengan penjelasan konsep, diikuti dengan ilmu-ilmu berhubung pemujukan, dan seterusnya dilengkapi dengan idea-idea berhubung kaedah perlaksanaannya



**KOMUNIKASI INTERPERSONAL: TEORI DAN AMALI**  
BY SYOFIA ULFAH  
ISBN : 9789674122799  
1009455  
BF637 .C45 S96 2015  
PENERBIT UKM PRESS, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

Komunikasi interpersonal sebahagian daripada kemahiran komunikasi. Kecekapan dan keupayaan pelajar dalam Bahasa dan berbahasa turut dipengaruhi oleh komunikasi interpersonal.



**2: THE ETHNOMUSICOLOGISTS' COOKBOOK, VOLUME II: COMPLETE MEALS FROM AROUND THE WORLD**  
BY SEAN WILLIAMS  
ISBN : 9780415838665  
1005418  
TX725.A1 E8623 2016  
ROUTLEDGE, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

This companion to The Ethnomusicologists' Cookbook combines scholarship with a unique approach to the study of the world's foods, music, and cultures.



**THE ESSENTIALS OF SPORTS REPORTING AND WRITING**  
BY SCOTT REINARDY  
ISBN : 9780415737814  
1009571  
PN4784.S6 R45 2015  
ROUTLEDGE, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

In The Essentials of Sports Reporting and Writing, authors Scott Reinardy and Wayne Wanta employ their own professional experience as sports writers and editors to give students a useful and practical view of the sports writing profession.



Jabatan Perkhidmatan Perpustakaan,  
Perpustakaan Tun Abdul Razak, Universiti Teknologi MARA  
03-55443765 | 03-55211704

[www.facebook.com/library.uitm](http://www.facebook.com/library.uitm)

[www.instagram.com/ptaruitm](http://www.instagram.com/ptaruitm)

[perpustakaanuitm.blogspot.my](http://perpustakaanuitm.blogspot.my)

# NEW ARRIVALS @PTAR



**PTAR**  
"LIBRARY for ALL"

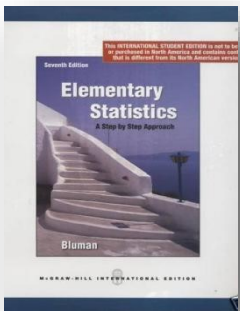


ISO 9001:2008 No. SSM / KLR 0500212



Hak Cipta Terpelihara @Perpustakaan Tun Abdul Razak

**VOL.5, FEB 2018**



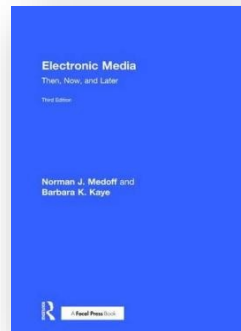
**ELEMENTARY STATISTICS: A STEP BY STEP APPROACH (INTERNATIONAL EDITION)**

**BY ALLAN G. BLUMAN**  
ISBN : 9780070091788

1012624  
QA276.12 .B58 2009  
MCGRAW HILL HIGHER EDUCATION,  
2008

LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

This general statistics text takes an applied approach, integrating real data from a variety of disciplines.



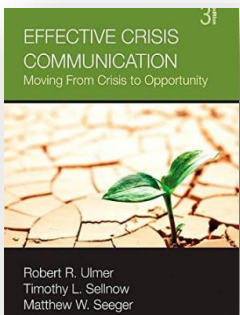
**ELECTRONIC MEDIA: THEN, NOW, AND LATER**

**BY NORMAN J. MEDOFF**  
ISBN : 9781138903210

1009464  
ML1380 .M43 2017  
FOCAL PRESS, 2016

LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

Electronic Media: Then, Now, and Later provides a synopsis of the beginnings of electronic media in broadcasting and the subsequent advancements into digital media.



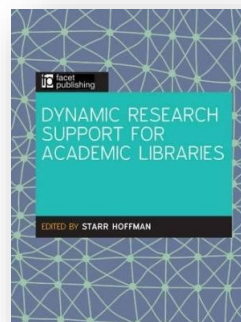
**EFFECTIVE CRISIS COMMUNICATION: MOVING FROM CRISIS TO OPPORTUNITY**

**BY ROBERT R. ULMER**  
ISBN : 9781452257518

1009595  
HD49 .U46 2014  
SAGE PUBLICATIONS, INC, 2014

LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

In this fully updated Third Edition, three of today's most respected crisis/risk communication scholars provide the latest theory, practice, and innovative approaches for handling crisis.



**DYNAMIC RESEARCH SUPPORT FOR ACADEMIC LIBRARIES**

ISBN : 9781783300495

1007877  
Z675.U5 D963 2016  
FACET PUBLISHING, 2016

LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

Higher education and academic libraries are in a period of rapid evolution. Technology, pedagogical shifts, and programmatic changes in education mean that libraries must continually evaluate and adjust their services to meet new needs.



Jabatan Perkhidmatan Perpustakaan,  
Perpustakaan Tun Abdul Razak, Universiti Teknologi MARA  
03-55443765 | 03-55211704

[www.facebook.com/library.uitm](http://www.facebook.com/library.uitm)

[www.instagram.com/ptaruitm](http://www.instagram.com/ptaruitm)

[perpustakaanuitm.blogspot.my](http://perpustakaanuitm.blogspot.my)



# NEW ARRIVALS @PTAR



**PTAR**  
"LIBRARY for ALL"

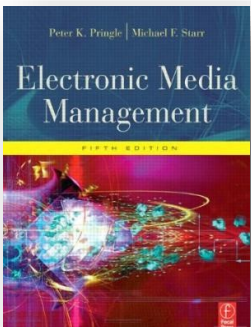


ISO 9001:2008 No. SSM / KLR 0500212



Hak Cipta Terpelihara @Perpustakaan Tun Abdul Razak

VOL.5 FEB 2018



**ELECTRONIC MEDIA MANAGEMENT, REVISED**  
BY PETER PRINGLE  
ISBN : 9781138129276  
1009070  
HE8689.6 .P75 2015  
FOCAL PRESS, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

The fifth edition of a classic text features important updates that reflect the enormous changes that have taken place in recent years - the Internet as an important information transmission format that is here to stay and convergence among media..



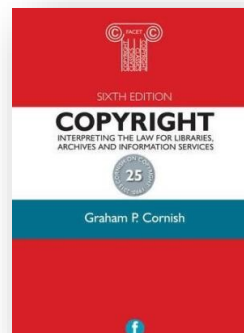
**DOING SURVEYS ONLINE**  
BY VERA TOEPOEL  
ISBN : 9781446249666  
1009067  
HM538 .T64 2016  
SAGE PUBLICATIONS LTD, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

How to guide to doing surveys online takes you through the entire process of using surveys, from systematically recruiting respondents, to designing the internet survey, to processing the survey data and writing it up.



**DESIGN THINKING FOR VISUAL COMMUNICATION (BASICS DESIGN)**  
BY GAVIN AMBROSE  
ISBN : 9781472572714  
1009678  
NC997 .A43 2015  
FAIRCHILD BOOKS, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

Now in its second edition, the highly popular Design Thinking for Visual Communication identifies methods and thought processes used by designers in order to start the process that eventually leads to a finished piece of work.



**COPYRIGHT: INTERPRETING THE LAW FOR LIBRARIES, ARCHIVES AND INFORMATION SERVICES (THE FACET COPYRIGHT COLLECTION)**  
BY GRAHAM P. CORNISH  
ISBN: 9781856049702  
1007788  
KD1269.3 .C67 2015  
FACET PUBLISHING, 2015  
LOCATION : PTAR UTAMA  
**BAHAN RAK TERBUKA / OPEN SHELF**

The book explains the provisions of the UK Copyright Act and supporting legislation in quick and easy question-and-answer form.



Jabatan Perkhidmatan Perpustakaan,  
Perpustakaan Tun Abdul Razak, Universiti Teknologi MARA  
03-55443765 | 03-55211704

[www.facebook.com/library.uitm](http://www.facebook.com/library.uitm)

[www.instagram.com/ptaruitm](http://www.instagram.com/ptaruitm)

[perpustakaanuitm.blogspot.my](http://perpustakaanuitm.blogspot.my)