

ТЕХНИЧЕСКА СПЕЦИФИКАЦИЯ

по обявена от Икономически университет – Варна обществена поръчка с ред за възлагане – публично състезание с предмет: "Доставка на литература и периодика по проект BG05M2OP001-2.009-0036 „Инвестиции в обучението на студенти, докторанти, постдокторанти и преподаватели – гарант за по-добро бъдеще”

/код, съгласно общия терминологичен речник /CVP/: 2221 2000/

I. АБОНАМЕНТ ЗА ПЕРИОДИЧНИ ИЗДАНИЯ ЗА 2018 ГОДИНА

1. БЪЛГАРСКИ ПЕРИОДИЧНИ ИЗДАНИЯ

	ЗАГЛАВИЕ	БРОЙ
1.	24 часа	1
2.	Автоматика и информатика	1
3.	Агробизнесът	1
4.	Аз Буки	1
5.	Актив Счетоводна матрица + в-к Актив + ГСДП 2017	1
6.	Архитектура	1
7.	Банкеръ	1
8.	Библиотека	1
9.	Библиотека "Български счетоводител"	1
10.	Български законник (печатно)	1
11.	Български фермер	1
12.	Бюджети на домакинствата 2017 (CD)	1
13.	Бюджетът	1
14.	Бюлетин строителство и архитектура	1
15.	Вътрешен одитор (онлайн)	1
16.	Градът	1
17.	Данъците в Република България	1
18.	Държавен вестник	1
19.	Европа 2001	1
20.	Европейски правен преглед	1
21.	Екология 21	1

22.	Екология и бъдеще	1
23.	Екология и инфраструктура	1
24.	Експерт-счетоводител	1
25.	Енергийни баланси 2016 (CD)	1
26.	Животновъдни науки	1
27.	Заетост и безработица - годишни данни 2017 (CD)	1
28.	Застраховател	1
29.	Здравеопазване 2017 (CD)	1
30.	Земеделие плюс	1
31.	Известия на Държавните архиви	1
32.	Икономика	1
33.	Икономика и управление на селското стопанство	1
34.	Икономист (със съд. на The Economist)	1
35.	Икономическа мисъл	1
36.	Икономически изследвания	1
37.	Исторически преглед	1
38.	История	1
39.	Капитал PRO (Капитал + Капитал Daily + прил., + електронен достъп) + Computerworld + CIO + Network World (комбиниран абонамент)	1
40.	Книгоиздаване и печат 2017 (CD)	1
41.	Логистика	1
42.	Математика	1
43.	Математика и информатика	1
44.	Медицина и спорт	1
45.	Международни отношения	1
46.	Мениджър	1
47.	Митническа хроника	1
48.	Моят успешен европроект	1
49.	Наети лица и работна заплата в област Варна (печатно + CD)	1
50.	Народно дело	1
51.	Наръчник на икономиста	1
52.	Население и демографски процеси 2017 (CD)	1

53.	Наука	1
54.	Наука и общество	1
55.	Ново време	1
56.	Образование	1
57.	Образование в Република България 2018 (CD)	1
58.	Образование и специализация в чужбина	1
59.	Обществени поръчки	1
60.	Околна среда 2016 (CD)	1
61.	Опаковки и печат	1
62.	Основни макроикономически показатели 2017 (печатно + CD)	1
63.	Официален бюлетин на БИС	1
64.	Педагогика	1
65.	Престъпления и осъдени лица 2017 (CD)	1
66.	Професионално образование	1
67.	Районите, областите и общините в Република България 2016 (CD)	1
68.	Растениевъдни науки	1
69.	Регал	1
70.	Собственост и право	1
71.	Социологически проблеми	1
72.	Спорт и наука	1
73.	Справочник за цените в строителството	1
74.	Средни цени и купени количества основни хранителни и нехранителни стоки от домакинствата за периода 2006-2017 (CD)	1
75.	Статистика 2018	1
76.	Статистически годишник 2017 (печатно)	1
77.	Статистически годишник 2017 (печатно + CD)	1
78.	Статистически справочник 2018 (печатно + CD)	1
79.	Статистически справочник 2018 - англ. ез. (CD)	1
80.	Стратегии на научната и образователна политика	1
81.	Строителен обзор	1
82.	Счетоводство, данъци и право	1
83.	Счетоводство +	1

84.	Съвременно право	1
85.	Съпоставително езикознание	1
86.	Транспортно строителство и инфраструктура	1
87.	Труд	2
88.	Труд и право	1
89.	Туризм в област Варна (печатно + CD)	1
90.	Туризм и отдих	1
91.	Търговско и облигационно право	1
92.	Търговско право	1
93.	Управление на персонала чрез хюман дизайн	1
94.	Философия	1
95.	Философски алтернативи	1
96.	Химия. Природни науки в образованието	1
97.	Хранителна индустрия и търговия	1
98.	Хранително-вкусова промишленост	1
99.	Черга.бг	1
100.	Черно море	1
101.	Човешки ресурси	1
102.	Чуждоезиково обучение	1
103.	Ютилитис	1
104.	A-specto	1
105.	Biograph	1
106.	Business Club	1
107.	Forbes	1
108.	L'Europeo BG	1
109.	National Geographic България	1

2. РУСКИ ПЕРИОДИЧНИ ИЗДАНИЯ

№	ЗАГЛАВИЕ	ISSN	БРОЙ
1.	Бухгалтерский учет	0321-0154	1
2.	ВМУ Серия 6. Экономика	0130-0105	1
3.	ВМУ Серия 7. Философия	0130-0091	1
4.	ВМУ Серия 15. Вычислительная математика и кибернетика	0137-0782	1

5.	ВМУ Серия 18. Социология и политология	1029-3736	1
6.	ВСПУ Серия 5. Экономика	0233-755X	1
7.	ВСПУ Серия 6. Политология. Международные отношения	0233-7541	1
8.	Вопросы статистики	0320-8168	1
9.	Деньги и кредит	0130-3090	1
10.	Международная жизнь	1030-9625	1
11.	Менеджмент в России и за рубежом	1028-5857	1
12.	Метрология	0132-4713	1
13.	Мировая экономика и междунар. отношения	0131-2227	1
14.	ПОЛИС. Политические исследования	0321-2017	1
15.	Проблемы теории и практики управления	0234-4505	1
16.	РЭЖ. Российский экономический журнал	0130-9757	1
17.	Сертификация		1
18.	Управление риском	1684-6303	1
19.	Философские науки	0235-1188	1
20.	Финансы	0869-446X	1
21.	ЭКО. Экономика и организация пром. производства	0131-7652	1
22.	Экономика и математические методы	0424-7388	1
23.	Экономика и управление в зарубежных странах		1

3. ЧУЖДЕСТРАННИ ПЕРИОДИЧНИ ИЗДАНИЯ

№	ЗАГЛАВИЕ	ISSN	ИЗДАТЕЛ	БРОЙ
1.	American Economic Review – комбиниран - 7 сп.	0002-8282	AEA	1
2.	American Economic Journal: Applied Economics	1945-7782	AEA	Вкл. в 1
3.	American Economic Journal: Economic Policy	1945-7731	AEA	Вкл. в 1
4.	American Economic Journal: Microeconomics	1945-7669	AEA	Вкл. в 1
5.	American Economic Journal: Macroeconomics	1945-7707	AEA	Вкл. в 1
6.	Journal of Economic Literature	0022-0515	AEA	Вкл. в 1
7.	The Journal of Economic Perspectives	0895-3309	AEA	Вкл. в 1
8.	The Banker (печ. изд. + online достъп)	0005-5395	FT Business Inform.	1
9.	Economic Geography	0013-0095	Economic Geography	1

10.	European Management Review	1740-4754	Palgrave Macmillan	1
11.	The Journal of Portfolio Management	0095-4918	Institutional Investor	1
12.	The Journal of Trading	1559-3967	Institutional Investor	1
13.	Main Economic Indicators	0474-5523	OECD Publications	1
14.	Problemes economiques	0032-9304	La docum. France	1
15.	Strategic Management Journal	0143-2095	Wiley	1
16.	Tourism Geographies	1461-6688	Routledge Taylor & Francis Group	1
17.	Tourism Review	1660-5373	Emerald	1
18.	Das Wirtschaft Studium/WISU	0340-3084	LVC - SCOKG	1

II. ЗАКУПУВАНЕ НА ЛИТЕРАТУРА

<i>№</i>	<i>ЗАГЛАВИЕ</i>	<i>АВТОР/И/</i>	<i>ISBN</i>	<i>ИЗДАТЕЛСТВО</i>	<i>ГОДИНА</i>	<i>БР.</i>
1	Climate Change in Practice	Robert L. Wilby		Cambridge Univ. Press	2017	1
2	Управление индустрией туризма. Лучший опыт деятельности национальных организаций и агентств по туризму	Дж. Джон Леннон и др.	978-5-94833-056-3	Група ИДТ	2008	1
3	Изкуството. Цялата история.	Стивън Фаринг	978-954-843-251-1	Книгомания	2013	1
4	За устойчиво развитие на селския туризъм	Костов, Е.	9548847116	"Елиас"	1996	1
5	Иновации и иновационна система	Керчев, К.	978-954-644-807-1	"ИК - УНСС"	2015	1
6	What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint	Nicholas J. Webb	9780814437810	АМАСОМ	2017	1
7	Pro ASP.NET Core MVC	Adam Freeman	1484203984	Apress	2016	1
8	Real Estate Developers Handbook: How to Set Up, Operate & Manage a Financially Successful Real Estate Development	Atlantic Publishing Group	9781601389480	Atlantic Publishing Group, Inc	2016	1
9	ACCA Approved - F8 Audit and Assurance: Study text		9781785663888	Becker	2017	2

				Professional Education Ltd		
10	Reputation Management: Building and Protecting Building and Protecting Your Company's Profile in a Digital World	Andrew Hiles	9781849300568	Bloomsbury	2011	1
11	Principles of International Taxation	Angharad Miller, Lynne Oats	9781780437859	Bloomsbury Academic	2016	1
12	ACCA F8 Audit and Assurance: Study Text		9781472744258	BPP Learning Media	2016	2
13	ACCA P6 Advanced Taxation FA2016: Practice and Revision Kit		9781509708390	BPP Learning Media	2016	2
14	ACCA P7 Advanced Audit and Assurance (International): Study Text. 6th ed.		9781509708499	BPP Learning Media	2017	2
15	Corporate Security Management: Challenges, Risks, and Strategies	Marko Cabric	9780128029343	Butterworth-Heinemann	2015	1
16	From Corporate Security to Commercial Force: A Business Leader's Guide to Security Economics	Marko Cabric	9780128051498	Butterworth-Heinemann	2017	1
17	Security Operations Center Guidebook: A Practical Guide for Successful SOC	Gregory Jarpey; Scott McCoy	9780128036570	Butterworth-Heinemann	2017	1
18	Operations Management in the Travel Industry	Peter Robinson, Paul Fallon, Harry Cameron, John C Crotts	9781780646114	CAB International	2016	1
19	Farm Business Management: The Fundamentals of Good Practice	Peter L Nuthall	9781780646572	CAB International	2016	1
20	Heritage Tourism Destinations: Preservation, Communication and Development	Maria D. Alvarez, Atila Yüksel, Frank Go	9781780646770	CAB International	2016	1
21	Creating Experience Value in Tourism	Nina K Prebensen, Joseph S Chen, Muzaffer Uysal	9781786390301	CAB International	2016	1
22	Tourist Behaviour: An International Perspective	Metin Kozak, Nazmi Kozak	9781780648125	CAB International	2016	1

23	Tourism Theory: Concepts, Models and Systems	Guilherme Lohmann, Alexandre Panosso Netto	9781780647159	CAB International	2016	1
24	Practical Tourism Research	Stephen L. J. Smith	9781780648873	CAB International	2016	1
25	Cruise Ship Tourism	Ross Dowling, Clare Weeden	9781780646084	CAB International	2017	1
26	Food and Wine Tourism: Integrating Food, Travel and Terroir	Erica Croce, Giovanni Perri	9781786391278	CAB International	2017	1
27	Rural Tourism and Enterprise: Management, Marketing and Sustainability	Ade Oriade, Peter Robinson	9781780647500	CAB International	2017	1
28	Leisure, Sport and Tourism, Politics, Policy and Planning	A.J. Veal	9781780648040	CAB International	2017	1
29	Linking Urban and Rural Tourism: Strategies in Sustainability	Susan L Slocum, Carol Kline	9781786390141	CAB International	2017	1
30	Service Failures and Recovery in Tourism and Hospitality	Erdogan Koc	9781786390677	CAB International	2017	1
31	Tour Operators and Operations: Development, Management & Responsibility	Jacqueline Holland, David Leslie	9781780648231	CAB International	2017	1
32	Tourism and Leisure Behaviour in an Ageing World	Ian Patterson	9781786390943	CAB International	2017	1
33	Special Interest Tourism: Concepts, Contexts and Cases	Sheela Agarwal, Graham Busby, Rong Huang	9781780645667	CAB International	2017	1
34	A History of the Global Economy 1500 to the Present. - 369 p.	Baten, Joerg		Cambridge University Press	2016	1
35	Experiments in Public Management Research: Challenges and Contributions	Oliver James, Sebastian R. Jilke, Gregg G. Van Ryzin	9781316614235	Cambridge University Press	2017	1
36	Navigating Global Business: A Cultural Compass	Simcha Ronen, Oded Shenkar	9781107462762	Cambridge University Press	2017	1
37	Urban Destination Marketing in Contemporary Europe: Uniting Theory and Practice (Aspects of Tourism)	John Heeley	978-1845414924	Channel View Publications	2015	1
38	The Economics Curriculum: Toward a Radical Reformation	Maria Alejandra Madi, Jack Reardon	978-1848901650	College Publications	2014	1

39	Developing an economics for the post-crisis world	Steve Keen	978-1848901865	College Publications	2016	1
40	Green Capitalism: The God that failed	Richard Smith	978-1848902053	College Publications	2016	1
41	On the use and misuse of theories and models in mainstream economics	Lars Syll	978-1848901841	College Publications	2016	1
42	Hospitality Branding (Cornell Hospitality Management: Best Practices)	Chekitan S. Dev	978-0801478192	Cornell University Press;	2012	1
43	Financial Accounting 2016-2017 Edition	Larry M. Walther	978-1522710875	CreateSpace Independent Publishing Platform	2015	1
44	Managerial Accounting 2016-2017 Edition	Larry M. Walther	978-1522719793	CreateSpace Independent Publishing Platform	2015	1
45	Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data	Gohar F. Khan	1507823207	CreateSpace Independent Publishing Platform	2015	1
46	Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year	Michael T. Robbins	978-1511872041	CreateSpace Independent Publishing Platform	2015	1
47	Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data	Gohar F. Khan	978-1507823200	CreateSpace Independent Publishing Platform	2015	1
48	Social Media Marketing Workbook: 2017 Edition - How to Use Social Media for Business	Jason McDonald	1539598144	CreateSpace Independent Publishing Platform	2016	1
49	Data Mining for the Masses, Second Edition: with implementations in RapidMiner and R	Matthew North, Nivedita	1523321431	CreateSpace Independent	2016	1

		Bijlani, Erica Brauer		Publishing Platform; 2 edition		
50	Destination Branding for Small Cities - Second Edition	Bill Baker	978-0-9848574-0-8	Creative Leap Books	2012	1
51	Nonsense: The Power of Not Knowing,	Jamie Holmes	978-0-385-34837-9	Crown Publishing Group	2015	1
52	The Business of the 21st Century	Robert T. Kiyosaki		DreamBuilders	2010	1
53	International GAAP 2017: Generally Accepted Accounting Practice under International Financial Reporting Standards	Earnst & Young (EY)	9781119344483	Earnst & Young (EY)	2017	1
54	Advances in Management Accounting	Marc J. Epstein, Mary M. Malina	9781785609725	Emerald Group Publishing	2016	1
55	Advances in Accounting Education: Teaching and Curriculum Innovations	Timothy J. Rupert, Beth Kern	9781787433441	Emerald Group Publishing	2017	1
56	Advances in Taxation	John Hasseldine	9781787145245	Emerald Group Publishing	2017	1
57	Kundenkommunikation über Social Media: Ein Planungsprozess (Marketing und Kooperationen)	Romy Fabian	978-3844100150	Eul, J	2011	1
58	Economics of Taxation. 15th Edition	Simon James and Christopher Nobes	978-1906201-28-9	Fiscal publications	2015	1
59	Taxation - incorporating the Finance Acts 2015. Fiscal publications	Alan Combs, Ricky Tutin and Peter Rowes	978-1-906201-27-2	Fiscal publications	2015	1
60	How to Build Network Marketing Leaders Volume One: Step-by-Step Creation of MLM Professionals	Tom "Big Al" Schreiter	978-1892366214	Fortune Network Publishing	2014	1
61	The Four Color Personalities For MLM: The Secret Language For Network Marketing	Tom "Big Al" Schreiter	1-892366-33-9	Fortune Network Publishing	2014	1
62	Motivation. Action. Results.: How Network Marketing Leaders Move Their Teams	Keith Schreiter	1-892366-58-0	Fortune Network Publishing	2016	1
63	Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams	Kelly Cruze	B00VGIM8HI	Great Reads Publishing	2015	1
64	EU: Beyond the Crisis: A Debate on Sustainable Integrationism	Nikolaos Papakostas,	9783838208480	Ibidem Press/Ibidem-	2016	1

		Nikolaos Pasamitros		Verlag		
65	Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (IBM Press)	Matthew Ganis	133892565	Ibm Press	2015	1
66	Online Banking Security Measures and Data Protection (Advances in Information Security, Privacy, and Ethics)	Shadi A. Aljawarneh (Author , Editor)	978-1522508649	IGI Global	2016	1
67	Your Go-To Guide to Creating Ridiculously Good Content	Ann Handley	978-1-118-90555-5	John Wiley&Sons Ltd	2014	1
68	X: The Experience When Business Meets Design	Brian Solis	978-1-118-45654-5	John Wiley&Sons Ltd	2015	1
69	Social Media Data Mining and Analytics	Gabor Szabo and Oscar Boykin	1118824857	John Wiley & Sons	2018	1
70	The Social Media Bible: Tactics, Tools, and Strategies for Business Success	Lon Safko	9781118269749	John Wiley & Sons Australia Ltd	2012	1
71	Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition 4th Edition	Alina Wheeler	978-1118099209	John Wiley and Sons	2012	1
72	Museum Marketing and Strategy: Designing Missions, Building Audiences, Generating Revenue and Resources 2nd	Philip Kotler	978-0787996918	Jossey Bass	2008	1
73	ACCA F6 Taxation FA2016 - Exam Kit		9781784156954	Kaplan Publishing	2016	2
74	ACCA F6 Complete Learning Solution Taxation (TX)Exam sittings: Sept & Dec 2016		CLSF6D16	Kaplan Publishing	2017	1
75	The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term 4th edition (New Strategic Brand Management: Creating & Sustaining Brand Equity)	Jean-Noël Kapferer	978-0749450854	Kogan Page	2008	1
76	Crisis, Issues and Reputation Management Andrew Griffin	Andrew Griffin	9780749452384	KoganPage	2014	1
77	Research Methods: A Practical Guide for the Social Sciences	Bob Matthews Liz Ros		Longman	2010	1
78	Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics (Marketing/Sales/Advertising & Promotion)	Marshall Sponder	71824499	McGraw-Hill Education	2014	1

79	Strategic Management: Concepts (IRWIN Management) 3th ed.	Frank T. Rothaermel	978-1-259420474	McGrey Hill	2016	1
80	Programming ASP.Net Core (Developer Reference (Paperback))	Dino Esposito	150930441X	Microsoft Press	2017	1
81	Microsoft Excel Data Analysis and Business Modeling	Wayne Winston	1509304215	Microsoft Press, 5 edition	2016	2
82	Building an Empire: The Most Complete Blueprint to Building a Massive Network Marketing Business	Brian Carruthers	978-1629030128	Next Century Publishing	2014	1
83	Financial Performance: Analysis, Measures & Impact on Economic Growth	Elaine Moreno	9781634845014	Nova Science Publishers Inc	2016	1
84	Corporate Governance: Principles, Practices & Challenges	Edmund Klein	9781634849401	Nova Science Publishers Inc	2016	1
85	Labor Markets: Analysis, Regulations & Outcomes	Jonathan Murray	9781634849425	Nova Science Publishers Inc	2016	1
86	Bank Regulation: Proposed Relief Legislation & Burden on Small Banks	Miranda Schmidt	9781634855204	Nova Science Publishers Inc	2016	1
87	Risk Management: Past, Present & Future Directions	Darnell Bowers	9781634854177	Nova Science Publishers Inc	2016	1
88	Business Models: Strategies, Impacts & Challenges	Adam Jabanovski	9781536104257	Nova Science Publishers Inc	2017	1
89	Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics. 5th Revised edition edition	Jennifer Nieder Robbins	1491960205	O'Reilly	2017	1
90	Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More	Matthew A Russell and Mikhail Klassen	1491985046	O'Reilly; 3rd Revised edition	2017	1
91	SPSS Survival Manual (UK Higher Education OUP Psychology) 6th ed.	Julie Pallant	978-0335261543	Open Univ. Press	2016	1
92	SPSS survival manual: a step by step guide to data analysis using IBM SPSS. 5th ed.	Julie Pallant	978-0335262588	Open Univ. Press	2016	1
93	Taxation: A Very Short Introduction	Stephen Smith	9780199683697	Oxford Univ. Press	2015	1
94	Building Reputational Capital: Strategies for Integrity and Fair Play that Improve the Bottom Line	Kevin T. Jackson	9780195161380	Oxford University Press	2004	1
95	Pathways to Industrialization in the Twenty-First	A. Szirmai,		Oxford University	2013	1

	Century	W.Naude, L. Alcorta,		Press		
96	The Oxford Handbook of Recruitment	Kang Yang, Trevor Yu, Daniel M,	9780199756094	Oxford university press	2013	1
97	Arts Management	Ellen Rosewall	978-0-199-973705	Oxford University Press	2014	1
98	The Oxford Handbook of Strategy: A Strategy Overview and Competitive Strategy	David O. Faulkner, Andrew Campbell	9780199275212	Oxford University Press,	2006	1
99	The Postgraduate Research Handbook Succeed with your MA, MPhil, EdD and PhD	Gina Wisker	9780230521308	Palgrave	2007	1
100	Global Innovation Management	J. Christopher Westland	9781137520180	Palgrave Higher Education	2016	1
101	Marketing Strategy : Based on First Principles and Data Analytics	Robert Palmatier, Shrihari Sridhar	9781137526236	Palgrave Higher Education	2017	1
102	Human Resource Management, 6th edition: Theory and Practice	John Bratton, Jeff Gold	9781137572592	Palgrave Higher Education	2017	1
103	International Trade		9781319127633	Palgrave Higher Education	2017	1
104	Business Accounting	Jill Collis, Andrew Holt, Roger Hussey	9781137521491	Palgrave Higher Education	2017	1
105	Macroeconomics	N. Gregory Mankiw	9781319154035	Palgrave Higher Education	2017	1
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330	Налого и даннообложение. Палитра современных проблем. Монография	Под ред. Майбурова И.А., Иванова Ю.Б.	978-5-238-02573-5	Юнити	2016	1
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ЗАЛИЧЕН НА ОСНОВАНИЕ ЧЛ.2, АЛ.1 ОТ
ЗАКОНА ЗА ЗАЩИТА НА ЛИЧНИТЕ ДАННИ

ЗАМ. РЕКТОР „ФимБ“:

(проф. д-р Стоян Станянов)

