

Penerbit Universiti Malaysia Sabah's Books Outsold at Kuala Lumpur International Book Fair 2014

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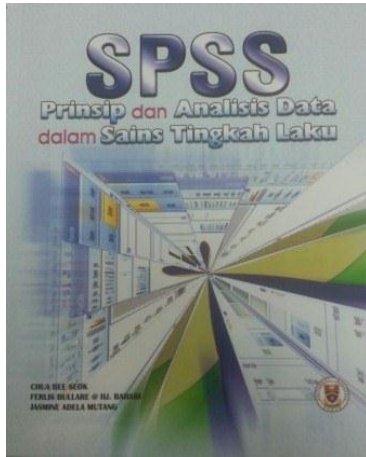
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THURSDAY, 5 JUNE – Two books from Faculty of Psychology and Education (FPP) Universiti Malaysia Sabah become the best-seller books during the Kuala Lumpur International Book Fair 2014 held recently.

The book 'SPSS Prinsip dan Analisis Data dalam Sains Tingkah Laku' written by Chua Bee Seok, Ferlis Bullare @ Hj. Bahari and Jasmine Adela Mutang become the best-seller with 173 books sold.

Publication Unit stated that, the book is sold RM64 per book was among 20 best sellers Malaysian Scholarly Publishing Council (MAPIM) books.

'SPSS Prinsip dan Analisis Data dalam Sains Tingkah Laku' introduced reader to ways to data file preparing, data screening and transformation, and various analysis techniques suitable to be used in Psychology, Social Sciences, Health, Economics and Geography.

45 books sold, making 'Teori-Teori Kepimpinan Dalam Psikologi Industri' as another best-seller, is written by Nurul Hudani Md. Nawli, Mohd. Dahlan Hj. A. Malek, Chua Bee Seok, Ismail Maakil and Muhamad Sophian Nazarudin.

Interestingly, the books touched about the theory of development, theories main issues, and assessment on Theory's Trait, Behaviour Theories, Contingency Theory, Information Gateway Theory, Situation Model Theory, and Change Theory Leader-Follower.

UMS was also participated during the PBAKL event for eleven days started from 24th April until 4th Mei 2014 at Putra World Trade Centre (PWTC), Kuala Lumpur.-ZMD (JA)

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