

LIBRARY AND RESOURCE CENTER



NEW ARRIVALS



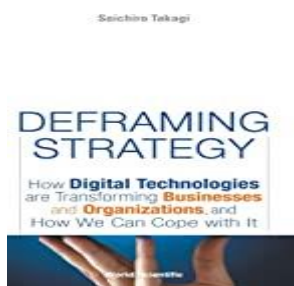
AUGUST - 2022

Total No. of Titles- 15639

Total No. of Volumes- 23505

Total Book Bank Books-16948

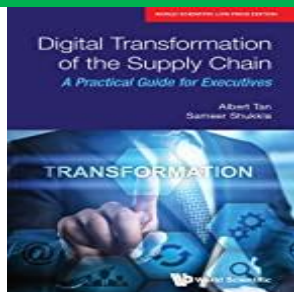
Total Books - 40453



Deframing strategy by Takagi, Soichiro

Call No: 658.4062 TAK
 Publisher: World Scientific
 Subject: Management

Accession No: 23399
 Year: 2022
 Edition: 1st



Digital transformation of the supply chain by Tan, Albert

Call No: 658.7 TAN
 Publisher: World Scientific
 Subject: Management

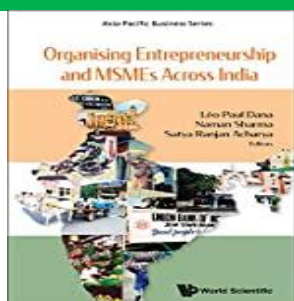
Accession No: 23400
 Year: 2022
 Edition: 1st



Pricing of products & services by Mazumdar, Tridib

Call No: 338.521 MAZ
 Publisher: World Scientific
 Subject: Economics

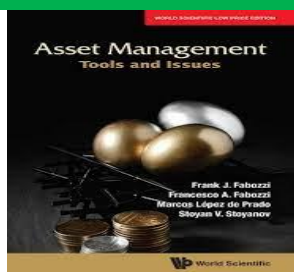
Accession No: 23401
 Year: 2021
 Edition: 1st



Organising entrepreneurship and MSMEs across India by Dana, Leo-Paul

Call No: 658.421 DAN
 Publisher: World Scientific
 Subject: Management

Accession No: 23402
 Year: 2021
 Edition: 1st



Asset management by Fabozzi, Frank J

Call No: 332.67253 FAB
 Publisher: World Scientific
 Subject: Economics

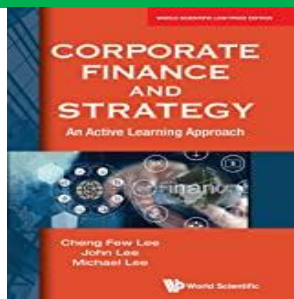
Accession No: 23403
 Year: 2021
 Edition: 1st



Financial management in the digital economy by Lee Kuo Chuen, David

Call No: 332.10285 FIN
Publisher: World Scientific
Subject: Economics

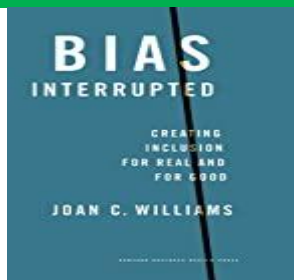
Accession No: 23404
Year: 2022
Edition: 1st



Corporate finance and strategy by Lee, Cheng Few

Call No: 658.15 LEE
Publisher: World Scientific
Subject: Management

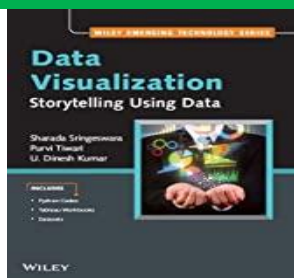
Accession No: 23405
Year: 2022
Edition: 1st



Bias interrupted by Williams, Joan C

Call No: 658.3008 WIL
Publisher: HBS Press
Subject: Management

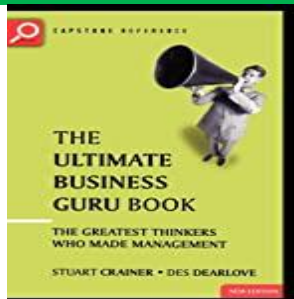
Accession No: 23406
Year: 2021
Edition: 1st



Data visualization by Srirameswara, Sharada

Call No: 658.4033 SRI
Publisher: Wiley
Subject: Management

Accession No: 23407-11
Year: 2022
Edition: 1st



The ultimate business guru book by Crainer, Stuart

Call No: 658 CRA
Publisher: Wiley
Subject: Management

Accession No: 23412
Year: 2006
Edition: 1st



Juniper Lemon's happiness index by Israel, Julie

Call No: 823 ISR
 Publisher: Penguin
 Subject: Miscellaneous

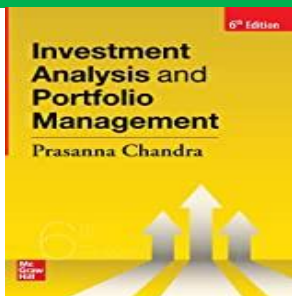
Accession No: 23413
 Year: 2020
 Edition: 1st



Managerial economics and business strategy by Baye, Michael R

Call No: 338.7 BAY
 Publisher: McGraw Hill
 Subject: Economics

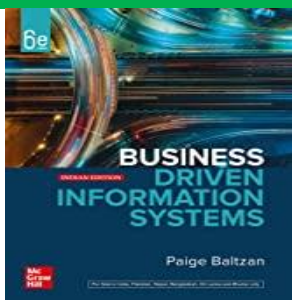
Accession No: 23414
 Year: 2021
 Edition: 9th



Investment analysis and portfolio management by Chandra, Prasanna

Call No: 332.6 CHA
 Publisher: McGraw Hill
 Subject: Economics

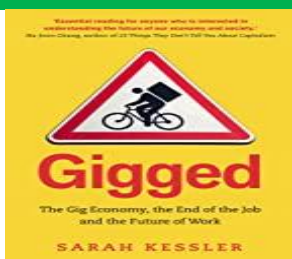
Accession No: 23415
 Year: 2021
 Edition: 6th



Business driven information systems by Baltzan, Paige

Call No: 658.4038011 BAL
 Publisher: McGraw Hill
 Subject: Management

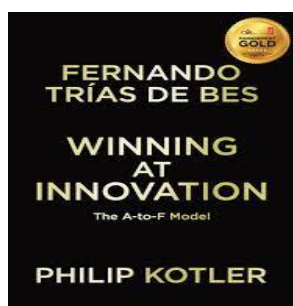
Accession No: 23416
 Year: 2021
 Edition: 6th



Gigged by Kessler, Sarah

Call No: 331.0973 KES
 Publisher: Random House
 Subject: Economics

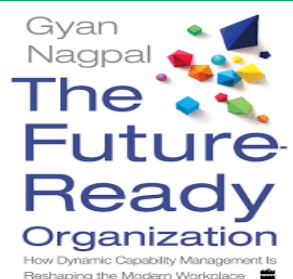
Accession No: 23417
 Year: 2018
 Edition: 1st



Winning at innovation by Trias de bes, Ferrando

Call No: 658.514 TRI
 Publisher: Palgrave Macmillan
 Subject: Management

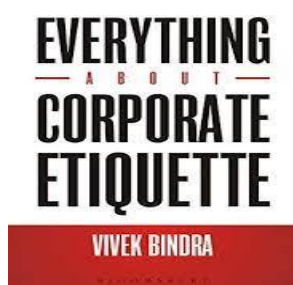
Accession No: 23418
 Year: 2012
 Edition: 1st



The future-ready organization by Nagpal, Gyan

Call No: 658 NAG
 Publisher: Harper Collins
 Subject: Management

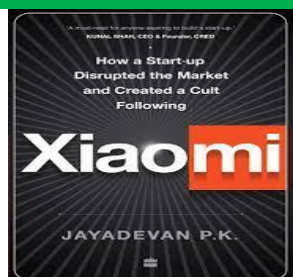
Accession No: 23419
 Year: 2019
 Edition: 1st



Everything about corporate etiquette by Bindra, Vivek

Call No: 395.52 BIN
 Publisher: Bloomsbury
 Subject: Miscellaneous

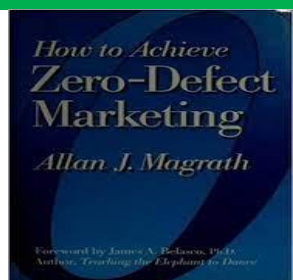
Accession No: 23420
 Year: 2020
 Edition: 1st



Xiaomi by Jayadevan, P K

Call No: 658.421 JAY
 Publisher: Harper Collins
 Subject: Management

Accession No: 23421
 Year: 2021
 Edition: 1st



How to achieve zero-defect marketing by Magrath, Allan J

Call No: 658.802 MAG
 Publisher: AMACOM
 Subject: Marketing

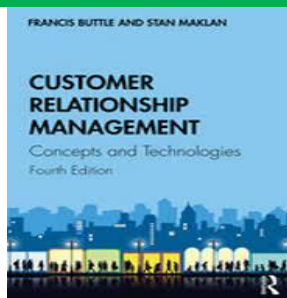
Accession No: 23422
 Year: 2019
 Edition: 1st



Consumer behaviour by Sethna, Zubin

Call No: 658.8342 SET
 Publisher: Sage
 Subject: Marketing

Accession No: 23423
 Year: 2019
 Edition: 4th



Customer relationship management by Buttle, Francis

Call No: 658.812 BUT
 Publisher: Routledge
 Subject: Marketing

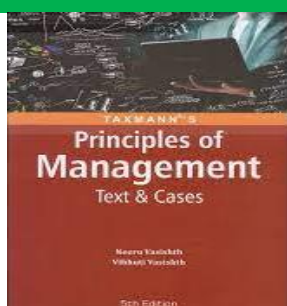
Accession No: 23424
 Year: 2021
 Edition: 4th



Crafting and executing strategy by Thompson, Arthur A

Call No: 658.4012 THO
 Publisher: McGraw Hill
 Subject: Management

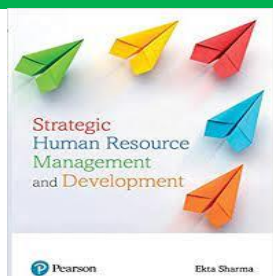
Accession No: 23425
 Year: 2021
 Edition: 22nd



Taxmann's principles of management by Vasishth, Neeru

Call No: 658 VAS
 Publisher: Taxmann
 Subject: Management

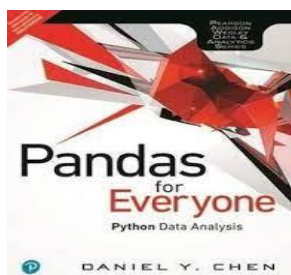
Accession No: 23426
 Year: 2019
 Edition: 5th



Strategic human resource management and development by Sharma, Ekta

Call No: 658.3 SHA
 Publisher: Pearson
 Subject: Management

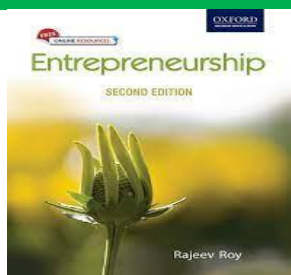
Accession No: 23427
 Year: 2019
 Edition: 1st



Pandas for everyone by Chen, Daniel Y

Call No: 005.133 CHE
 Publisher: Pearson
 Subject: Computer & IT

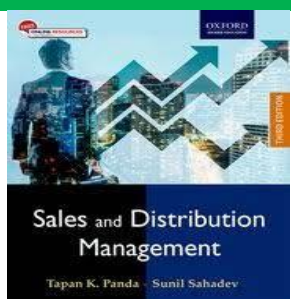
Accession No: 23428
 Year: 2019
 Edition: 1st



Entrepreneurship by Roy, Rajeev

Call No: 658.421 ROY
 Publisher: Oxford Uni Press
 Subject: Management

Accession No: 23429
 Year: 2020
 Edition: 3rd



Sales and distribution management by Panda, Tapan K

Call No: 658.81 PAN
 Publisher: Oxford Uni Press
 Subject: Marketing

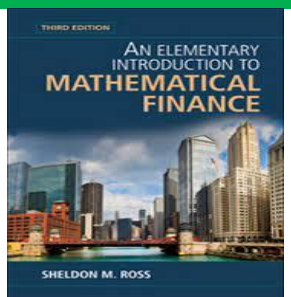
Accession No: 23430
 Year: 2021
 Edition: 3rd



Competing in the new world of work by Ferrazzi, Keith

Call No: 658.406 FER
 Publisher: HBS Press
 Subject: Management

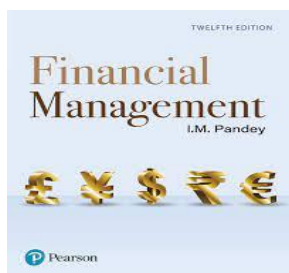
Accession No: 23431
 Year: 2022
 Edition: 1st



An elementary introduction to mathematical finance by Ross, Sheldon M

Call No: 332.60151 ROS
 Publisher: Cambridge
 Subject: Economics

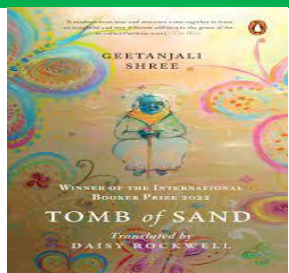
Accession No: 23432
 Year: 2018
 Edition: 3rd



Financial management by Pandey, I M

Call No: 658.15 PAN
 Publisher: Pearson
 Subject: Management

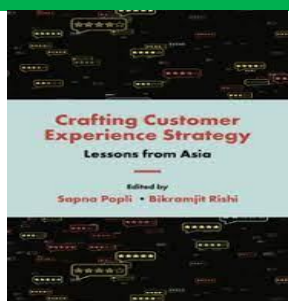
Accession No: 23433
 Year: 2021
 Edition: 12th



Tomb of sand by Shree, Geetanjali

Call No: 823 SHR
 Publisher: Penguin
 Subject: Miscellaneous

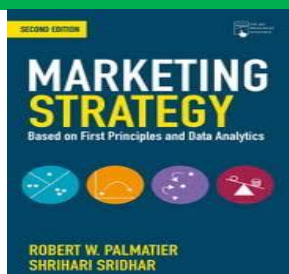
Accession No: 23434
 Year: 2022
 Edition: 1st



Crafting customer experience strategy by Popli, Sapna (Ed)

Call No: 658.812095 CRA
 Publisher: Emerald
 Subject: Marketing

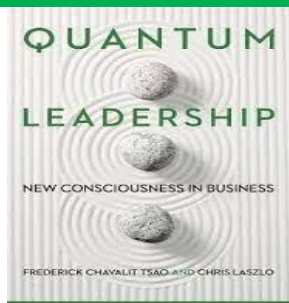
Accession No: 23435
 Year: 2021
 Edition: 1st



Marketing analytics by Palmatier, Robert W

Call No: 658.83 PAL
 Publisher: Bloomsbury
 Subject: Marketing

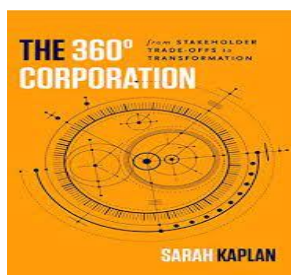
Accession No: 23436
 Year: 2022
 Edition: 1st



Quantum leadership by Tsao, Frederick Chavalit

Call No: 658.4092 TSA
 Publisher: Bloomsbury
 Subject: Management

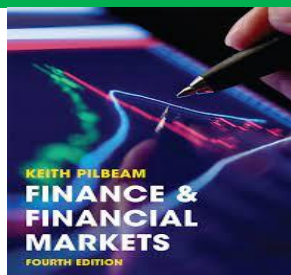
Accession No: 23437
 Year: 2022
 Edition: 1st



The 360° corporation by Kaplan, Sarah

Call No: 658.408 KAP
Publisher: Bloomsbury
Subject: Management

Accession No: 23438
Year: 2022
Edition: 1st



Finance and financial markets by Pilbeam, K

Call No: 332 PIL
Publisher: Bloomsbury
Subject: Economics

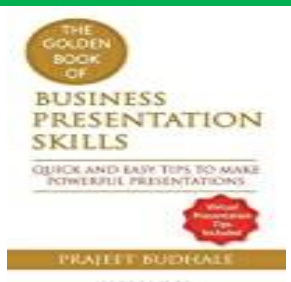
Accession No: 23439
Year: 2018
Edition: 4th



Building resilience & sustainability for India in ever changing turbulent World by Ajay Kumar

Call No: 338.954 BUI
Publisher: Bloomsbury
Subject: Economics

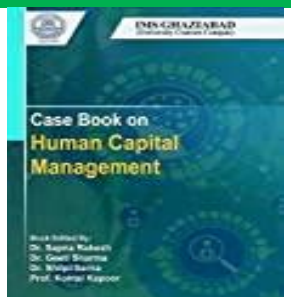
Accession No: 23440
Year: 2022
Edition: 1st



Golden book of business presentation skills by Budhale, Prajeet

Call No: 658.452 BUD
Publisher: Bloomsbury
Subject: Management

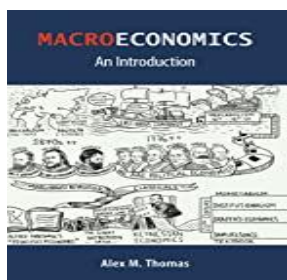
Accession No: 23441
Year: 2021
Edition: 1st



Case book on human capital management by Rakesh, Sapna (Ed)

Call No: 658.301 CAS
Publisher: Bloomsbury
Subject: Management

Accession No: 23442
Year: 2020
Edition: 1st



Macroeconomics by Thomas, Alex M

Call No: 339 THO
Publisher: Cambridge
Subject: Economics

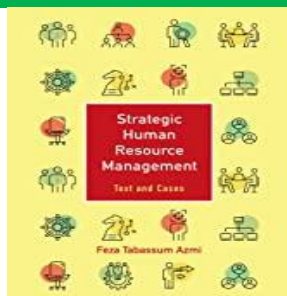
Accession No: 23443
Year: 2021
Edition: 1st



The economics of venture capital firm operations in India by Joshi, Kshitija

Call No: 332.041540954 JOS
Publisher: Cambridge
Subject: Economics

Accession No: 23444
Year: 2020
Edition: 1st



Strategic human resource management by Azmi, Feza Tabassum

Call No: 658.3 AZM
Publisher: Cambridge
Subject: Management

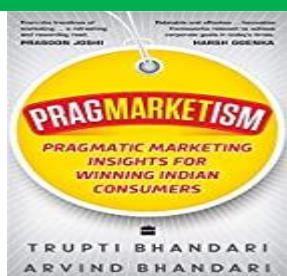
Accession No: 23445
Year: 2019
Edition: 1st



High-tech internet start-ups in India by Krishna, H S

Call No: 658.421 KRI
Publisher: Cambridge
Subject: Management

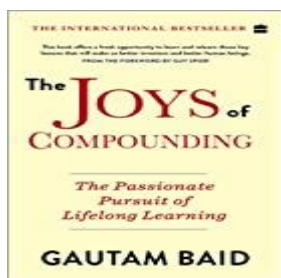
Accession No: 23446
Year: 2019
Edition: 1st



Pragmarketism by Bhandari, Trupti

Call No: 658.812 BHA
Publisher: Harper Business
Subject: Marketing

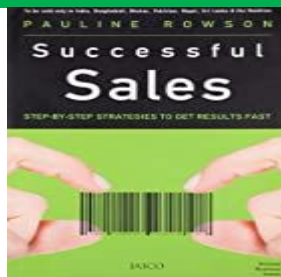
Accession No: 23447
Year: 2020
Edition: 1st



The joys of compounding by Baid, Gautam

Call No: 332.6 BAI
 Publisher: Harper Business
 Subject: Economics

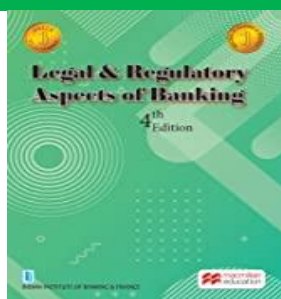
Accession No: 23448
 Year: 2020
 Edition: 1st



Successful sales by Rowson, Pauline

Call No: 658.81 ROW
 Publisher: Jaico
 Subject: Marketing

Accession No: 23449
 Year: 2011
 Edition: 1st



Legal and regulatory aspects of banking by Indian Institute of Banking and Finance

Call No: 332.1 IND
 Publisher: Macmillan
 Subject: Economics

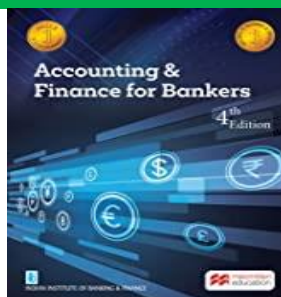
Accession No: 23450
 Year: 2021
 Edition: 4th



Principles and practices of banking by Indian Institute of Banking and Finance

Call No: 332.1 IND
 Publisher: Macmillan
 Subject: Economics

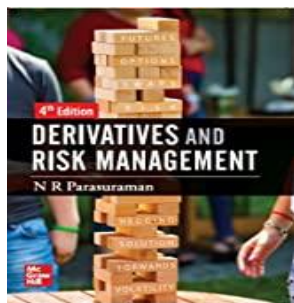
Accession No: 23451
 Year: 2021
 Edition: 5th



Accounting and finance for bankers by Indian Institute of Banking and Finance

Call No: 657 IND
 Publisher: Macmillan
 Subject: Accounting

Accession No: 23452
 Year: 2021
 Edition: 4th



Derivatives and risk management by Parasuraman, N R

Call No: 332.645 PAR
Publisher: McGraw Hill
Subject: Economics

Accession No: 23453-54
Year: 2022
Edition: 4th



Managerial accounting by Garrison, Ray H

Call No: 658.1511 GAR
Publisher: McGraw Hill
Subject: Management

Accession No: 23455
Year: 2021
Edition: 16th



Investment banking by Giri S, Pratap

Call No: 332.66 GIR
Publisher: McGraw Hill
Subject: Economics

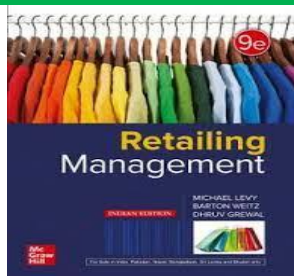
Accession No: 23456
Year: 2022
Edition: 4th



Consumer behavior by Mothersbaugh, David L

Call No: 658.8342 MOT
Publisher: McGraw Hill
Subject: Marketing

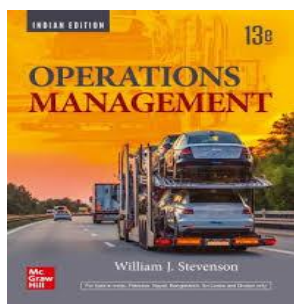
Accession No: 23457
Year: 2022
Edition: 14th



Retailing management by Levy, Michael

Call No: 658.87 LEY
Publisher: McGraw Hill
Subject: Marketing

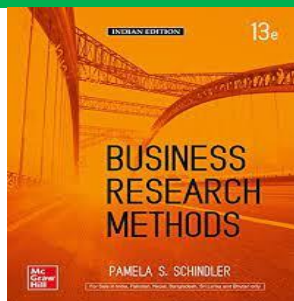
Accession No: 23458
Year: 2021
Edition: 9th



Operations management by Stevenson, William J

Call No: 658.5 STE
Publisher: McGraw Hill
Subject: Management

Accession No: 23459-60
Year: 2022
Edition: 13th



Business research methods by Schindler, Pamela S

Call No: 658.072 SCH
Publisher: McGraw Hill
Subject: Management

Accession No: 23461
Year: 2021
Edition: 13th



International business by Geringer, J Michael

Call No: 338.88 GER
Publisher: McGraw Hill
Subject: Economics

Accession No: 23462
Year: 2020
Edition: Indian Edition



Introduction to operations research by Hillier, Frederick S

Call No: 658.4034 HIL
Publisher: McGraw Hill
Subject: Management

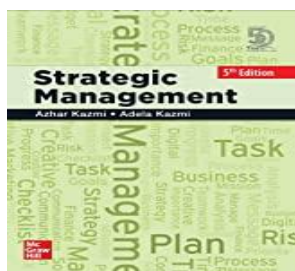
Accession No: 23463-64
Year: 2022
Edition: 11th



Effective business communication by Murphy, Herta A.

Call No: 650.014 MUR
Publisher: McGraw Hill
Subject: Miscellaneous

Accession No: 23465-66
Year: 1997
Edition: 7th



Strategic management by Kazmi, Azhar

Call No: 658.4012 KAZ
Publisher: McGraw Hill
Subject: Management

Accession No: 23467
Year: 2021
Edition: 5th



Effective business communication by Jain, Neera

Call No: 650.014 JAI
Publisher: McGraw Hill
Subject: Miscellaneous

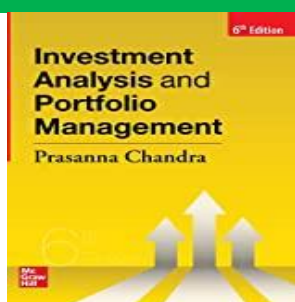
Accession No: 23468
Year: 2020
Edition: 2nd



New products management by Crawford, Merle

Call No: 658.56 CRA
Publisher: McGraw Hill
Subject: Management

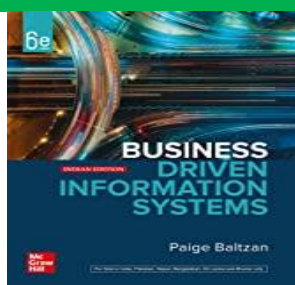
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Year: 2020
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Investment analysis and portfolio management by Chandra, Prasanna

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Publisher: McGraw Hill
Subject: Economics

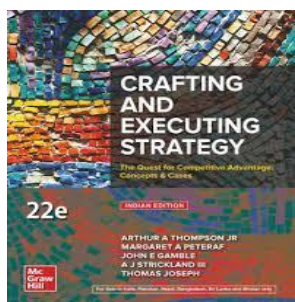
Accession No: 23470-71
Year: 2021
Edition: 6th



Business driven information systems by Baltzan, Paige

Call No: 658.4038011 BAL
Publisher: McGraw Hill
Subject: Management

Accession No: 23472
Year: 2021
Edition: 6th



Crafting and executing strategy by Thompson, Arthur A

Call No: 658.4012 THO
 Publisher: McGraw Hill
 Subject: Management

Accession No: 23473-74
 Year: 2021
 Edition: 22nd



Financial management by Banerjee, Arindam

Call No: 658.15 BAN
 Publisher: Oxford
 Subject: Management

Accession No: 23475
 Year: 2016
 Edition: 1st



Fundamentals of marketing by Baines, Paul

Call No: 658.8 BAI
 Publisher: Oxford
 Subject: Marketing

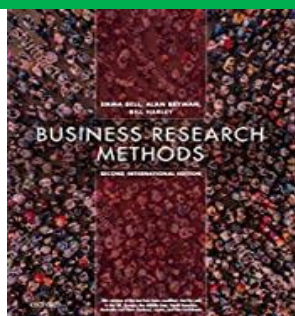
Accession No: 23476
 Year: 2021
 Edition: 2nd



Marketing by Baines, Paul

Call No: 658.8 BAI
 Publisher: Oxford
 Subject: Marketing

Accession No: 23477
 Year: 2020
 Edition: Int. edition



Business research methods by Bell, Emma

Call No: 658.072 BEL
 Publisher: Oxford
 Subject: Management

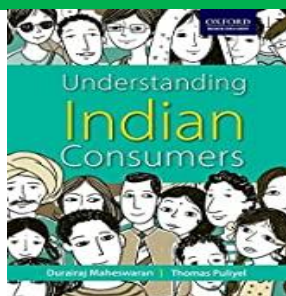
Accession No: 23478
 Year: 2019
 Edition: 2nd International edition



Marketing analytics by Maity, Moutusy

Call No: 658.83 MAI
 Publisher: Oxford
 Subject: Marketing

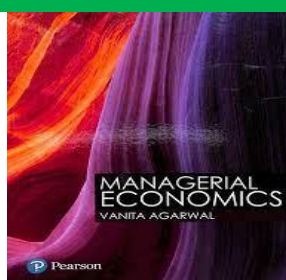
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 Year: 2021
 Edition: 1st



Understanding Indian consumers by Maheswaran, Durairaj

Call No: 658.83420954 MAH
 Publisher: Oxford
 Subject: Marketing

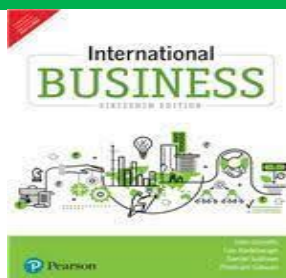
Accession No: 23480
 Year: 2018
 Edition: 1st



Managerial economics by Agarwal, Vanita

Call No: 338.7 AGA
 Publisher: Pearson
 Subject: Economics

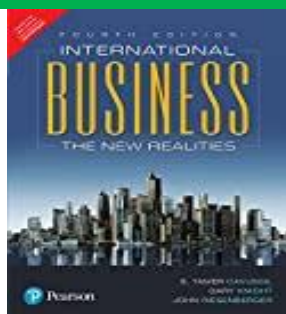
Accession No: 23481
 Year: 2022
 Edition: 1st



International business by Daniels, John

Call No: 658.049 DAN
 Publisher: Pearson
 Subject: Management

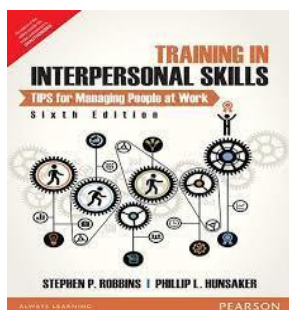
Accession No: 23482-83
 Year: 2018
 Edition: 16th



International business by Cavusgil, S Tamer

Call No: 658.049 CAV
 Publisher: Pearson
 Subject: Management

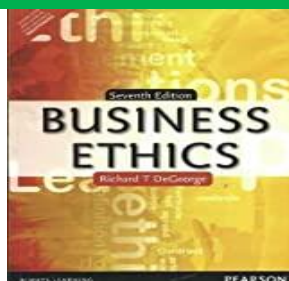
Accession No: 23484
 Year: 2018
 Edition: 4th



Training in interpersonal skills by Robbins, Stephen P

Call No: 650.13 ROB
 Publisher: Pearson
 Subject: Miscellaneous

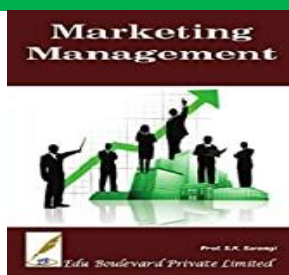
Accession No: 23485
 Year: 2022
 Edition: 6th



Business ethics by DeGeorge, Richard T

Call No: 174.4 DEG
 Publisher: Pearson
 Subject: Miscellaneous

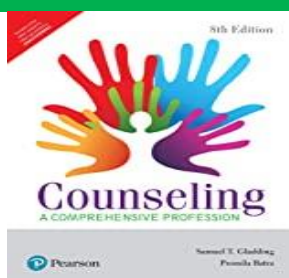
Accession No: 23486
 Year: 2015
 Edition: 7th



Marketing management by Sarangi, S K

Call No: 658.8 SAR
 Publisher: Asian books
 Subject: Marketing

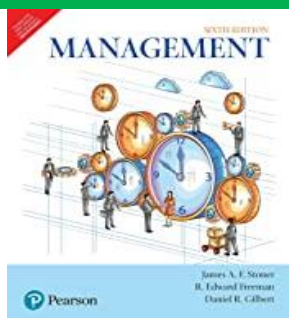
Accession No: 23487
 Year: 2014
 Edition: 3rd



Counseling by Gladding, Samuel T

Call No: 158.3 GLA
 Publisher: Pearson
 Subject: Miscellaneous

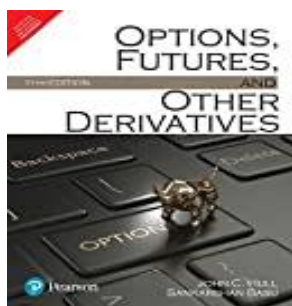
Accession No: 23488
 Year: 2022
 Edition: 8th



Management by Stoner, James A F

Call No: 658 STO
 Publisher: Pearson
 Subject: Management

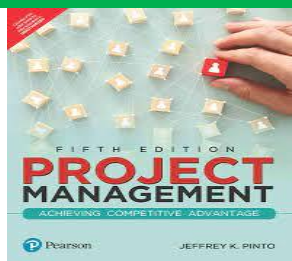
Accession No: 23489-90
 Year: 2018
 Edition: 6th



Options future and other derivatives by Hull, John C

Call No: 332.645 HUL
 Publisher: Pearson
 Subject: Economics

Accession No: 23491-92
 Year: 2022
 Edition: 11th



Project management by Pinto, Jeffrey K

Call No: 658.404 PIN
 Publisher: Pearson
 Subject: Management

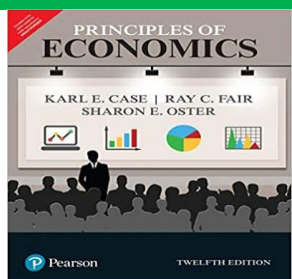
Accession No: 23493
 Year: 2020
 Edition: 5th



The definitive guide to supply management and procurement by Council of SCM Professionals

Call No: 658.7 THE
 Publisher: Pearson
 Subject: Management

Accession No: 23494
 Year: 2020
 Edition: 1st



Principles of economics by Case, Karl E

Call No: 330 CAS
 Publisher: Pearson
 Subject: Economics

Accession No: 23495
 Year: 2018
 Edition: 12th



Managerial economics by Keat, Paul G

Call No: 338.7 KEA
 Publisher: Pearson
 Subject: Economics

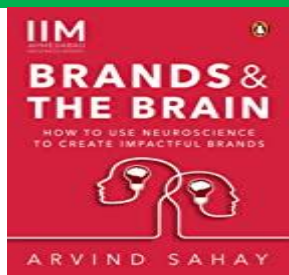
Accession No: 23496
 Year: 2018
 Edition: 7th



Economics by Acemoglu, Daron

Call No: 330 ACE
 Publisher: Pearson
 Subject: Economics

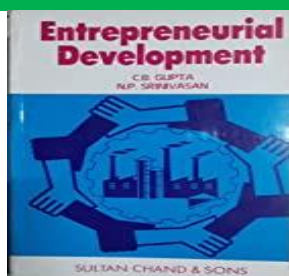
Accession No: 23497
 Year: 2020
 Edition: 1st



Brands and the brain by Sahay, Arvind

Call No: 658.827 SAH
 Publisher: Penguin
 Subject: Marketing

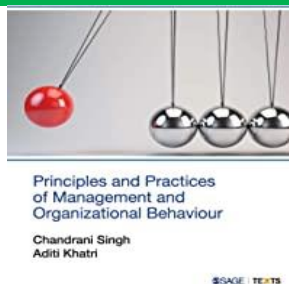
Accession No: 23498
 Year: 2022
 Edition: 1st



Entrepreneurial development by Gupta, C B

Call No: 658.421 GUP
 Publisher: Sultan Chand
 Subject: Management

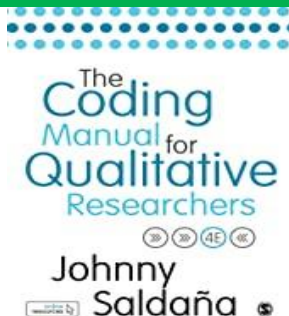
Accession No: 23499
 Year: 2022
 Edition: Rev Ed



Principles and practices of management and organizational behaviour by Singh, Chandrani

Call No: 658 SIN
 Publisher: Sage
 Subject: Management

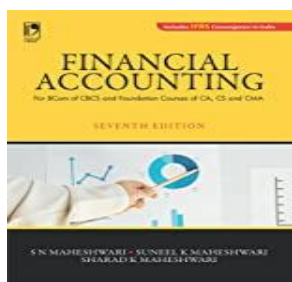
Accession No: 23500
 Year: 2016
 Edition: 1st



The coding manual for qualitative researchers by Saldana, Johnny

Call No: 658.072 SAL
 Publisher: Sage
 Subject: Management

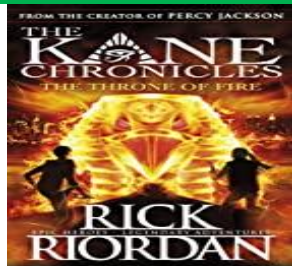
Accession No: 23501
 Year: 2021
 Edition: 4th



Financial accounting by Maheshwari, S N

Call No: 657 MAH
Publisher: Vikas
Subject: Accounting

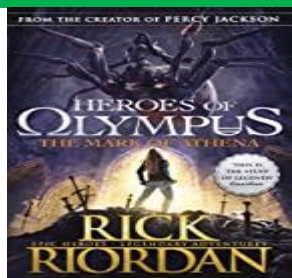
Accession No: 23502-03
Year: 2020
Edition: 6th Rev



The throne of fire by Riordan, Rick

Call No: 823 RIO
Publisher: Penguin
Subject: Miscellaneous

Accession No: 23504
Year: 2012
Edition: 1st



The mark of Athena by Riordan, Rick

Call No: 823 RIO
Publisher: Penguin
Subject: Miscellaneous

Accession No: 23505
Year: 2012
Edition: 1st