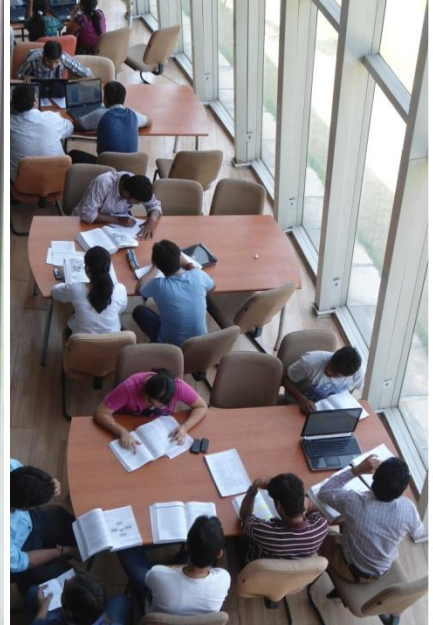
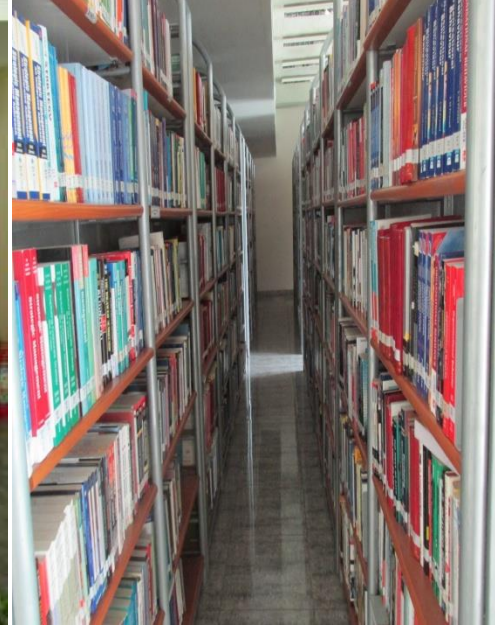


LIBRARY AND RESOURCE CENTER

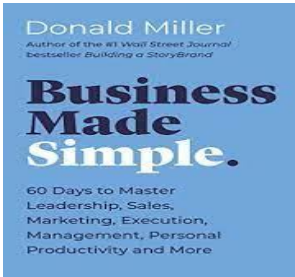


NEW ARRIVALS



DECEMBER - 2022

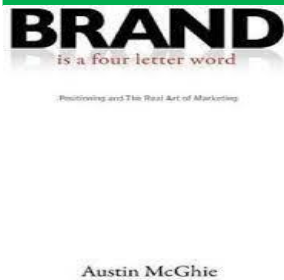
Total No. of Titles-	15899
Total No. of Volumes-	23869
Total Book Bank Books-	17052
Total Books -	40921



Business made simple by Miller, Donald

Call No: 650.1 MIL
Publisher: Harper Collins
Subject: Miscellaneous

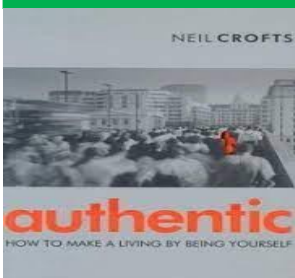
Accession No: 23689
Year: 2021
Edition: 1st



Brand is a four letter word by McGhie, Austin

Call No: 658.827 MCG
Publisher: Advantage
Subject: Marketing

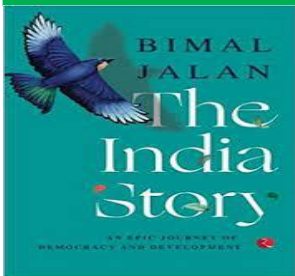
Accession No.: 23690
Year: 2021
Edition: 1st



Authentic business by Crofts, Neil

Call No: 658.421 CRO
Publisher: Capstone
Subject: Management

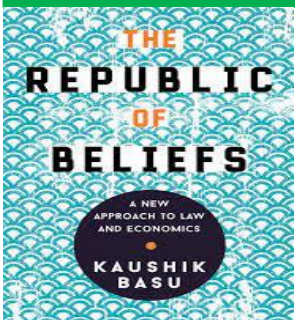
Accession No.: 23691
Year: 2021
Edition: 1st



The India story by Jalan, Bimal

Call No: 338.954 JAL
Publisher: Rupa
Subject: Economics

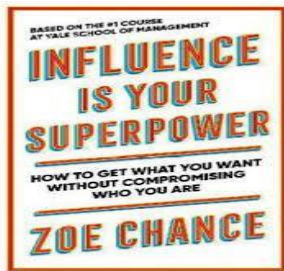
Accession No.: 23692
Year: 2021
Edition: 1st



The republic of beliefs by Basu, Kaushik

Call No: 330 BAS
Publisher: Princeton University Press
Subject: Economics

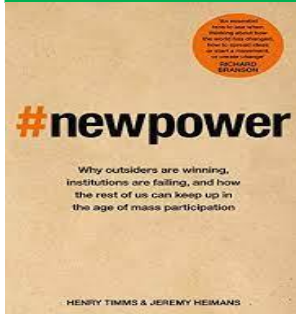
Accession No.: 23693
Year: 2018
Edition: 1st



Influence is your superpower by Chance, Zoe

Call No: 153.852 CHA
Publisher: Vermilion
Subject: Miscellaneous

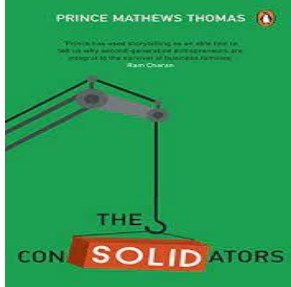
Accession No.: 23694
Year: 2022
Edition: 1st



New power by Timms, Henry

Call No: 320.01 TIM
Publisher: Doubleday
Subject: Miscellaneous

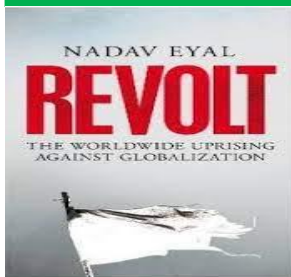
Accession No.: 23695
Year: 2018
Edition: 1st



The consolidators by Thomas, Prince Mathews

Call No: 338.7 THO
Publisher: Penguin
Subject: Economics

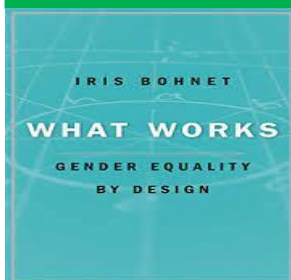
Accession No.: 23696
Year: 2017
Edition: 1st



Revolt by Eyal, Nadav

Call No: 300 EYA
Publisher: Picador
Subject: Miscellaneous

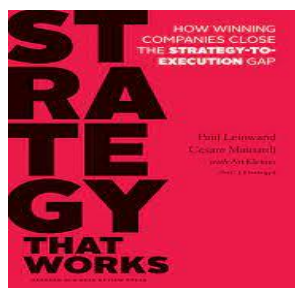
Accession No.: 23697
Year: 2021
Edition: 1st



What works by Bohnet, Iris

Call No: 331.4133 BOH
Publisher: The Belknap Press
Subject: Economics

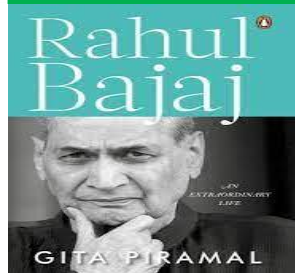
Accession No.: 23698
Year: 2021
Edition: 1st



Strategy that works by Leinwand, Paul

Call No: 658.4012 LEI
Publisher: HBS Press
Subject: Management

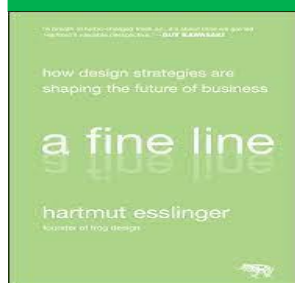
Accession No.: 23699
Year: 2022
Edition: 1st



Rahul Bajaj by Piramal, Gita

Call No: 920 PIR
Publisher: Penguin
Subject: Miscellaneous

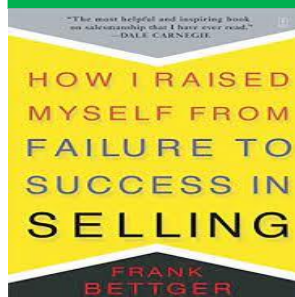
Accession No.: 23700
Year: 2022
Edition: 1st



A fine line by Esslinger, Hartmut

Call No: 658.575 ESS
Publisher: Wiley
Subject: Management

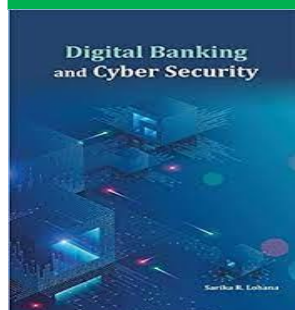
Accession No.: 23701
Year: 2021
Edition: 1st



How i raised myself from failure to success in selling by Bettger, Frank

Call No: 658.81 BET
Publisher: Fireside
Subject: Marketing

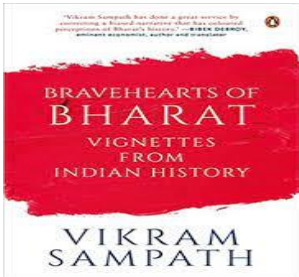
Accession No.: 23702
Year: 1992
Edition: 1st



Digital banking and cyber security by Lohana, Sarika R

Call No: 332.1068 LOH
Publisher: New Century
Subject: Economics

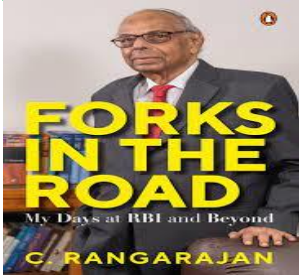
Accession No.: 23703
Year: 2020
Edition: 1st



Bravehearts of Bharat by Sampath, Vikram

Call No: 934 SAM
Publisher: Penguin
Subject: Miscellaneous

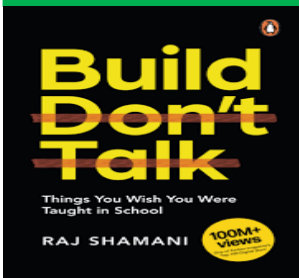
Accession No.: 23704
Year: 2022
Edition: 1st



Forks in the road by Rangarajan, C

Call No: 920 RAN
Publisher: Penguin
Subject: Miscellaneous

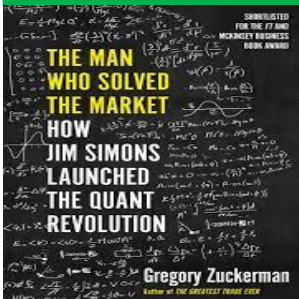
Accession No.: 23705
Year: 2022
Edition: 1st



Build dont talk by Shamani, Raj

Call No: 650.1 SHA
Publisher: Penguin
Subject: Miscellaneous

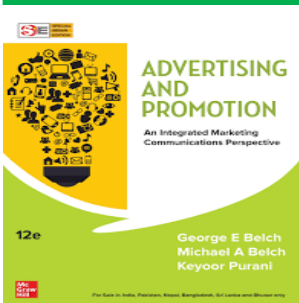
Accession No.: 23706
Year: 2022
Edition: 1st



The man who solved the market by Zuckerman, Gregory

Call No: 332.64524092 ZUC
Publisher: Penguin
Subject: Economics

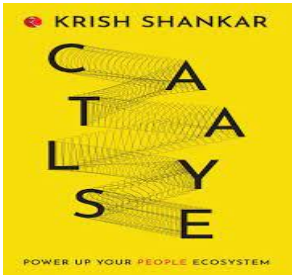
Accession No.: 23707
Year: 2019
Edition: 1st



Advertising and promotion by Belch, George E

Call No: 659.1 BEL
Publisher: McGraw Hill
Subject: Marketing

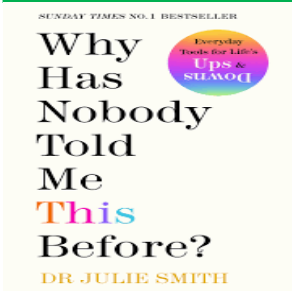
Accession No.: 23708
Year: 2022
Edition: 12th



Catalyse by Shankar, Krish

Call No: 658.3 SHA
Publisher: Rupa
Subject: Management

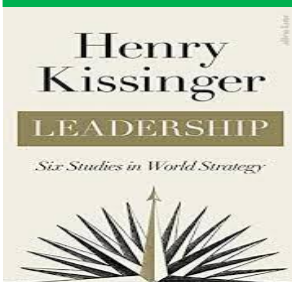
Accession No.: 23709
Year: 2021
Edition: 1st



Why has nobody told me this before? by Smith, Julie

Call No: 155.232 SMI
Publisher: Penguin
Subject: Miscellaneous

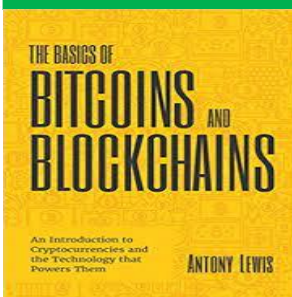
Accession No.: 23710
Year: 2022
Edition: 1st



Leadership by Kissinger, Henry

Call No: 658.4092 KIS
Publisher: Penguin
Subject: Management

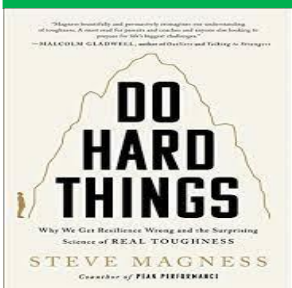
Accession No.: 23711
Year: 2022
Edition: 1st



The basics of bitcoins and blockchains by Lewis, Antony

Call No: 332.178 LEW
Publisher: Mango Publishing
Subject: Economics

Accession No.: 23712
Year: 2021
Edition: 1st



Do hard things by Magness, Steve

Call No: 155.232 MAG
Publisher: Harper Collins
Subject: Miscellaneous

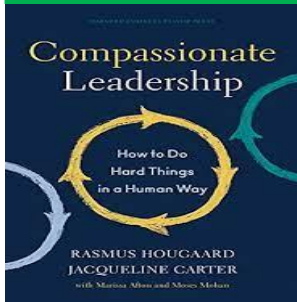
Accession No.: 23713
Year: 2022
Edition: 1st



Beginning R by Gardener, Mark

Call No: 005.133 GAR
Publisher: Wiley
Subject: Computer & IT

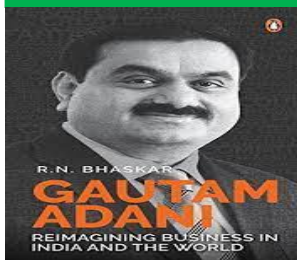
Accession No.: 23714
Year: 2014
Edition: 1st



Compassionate leadership by Hougaard, Rasmus

Call No: 658.4092 HOU
Publisher: HBS Press
Subject: Management

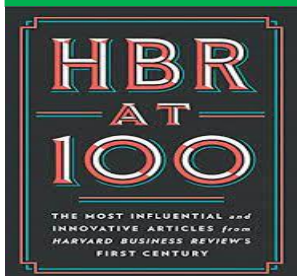
Accession No.: 23715
Year: 2022
Edition: 1st



Gautam Adani by Bhaskar, R N

Call No: 920 BHA
Publisher: Penguin
Subject: Miscellaneous

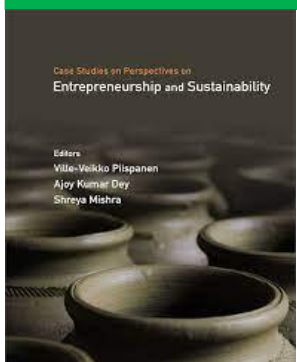
Accession No.: 23716
Year: 2022
Edition: 1st



HBR at 100 by Harvard Business Review Press

Call No: 650.1 HBR
Publisher: HBS Press
Subject: Miscellaneous

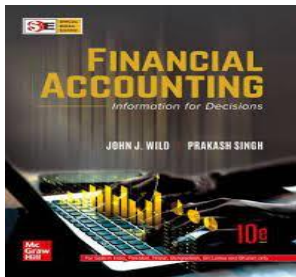
Accession No.: 23717
Year: 2022
Edition: 1st



Case studies on perspectives on entrepreneurship and sustainability by Piispanen, Ville-Veikko (Ed)

Call No: 658.421 CAS
Publisher: Bloomsbury
Subject: Management

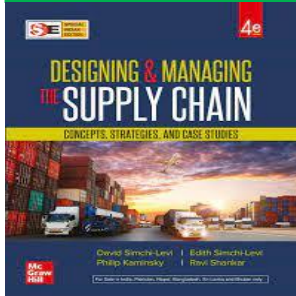
Accession No.: 23718
Year: 2021
Edition: 1st



Financial accounting by Wild, John J

Call No: 657 WIL
Publisher: McGraw Hill
Subject: Accounting

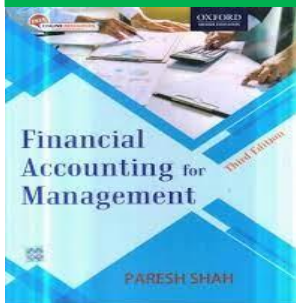
Accession No.: 23719
Year: 2022
Edition: 10th



Designing and managing the supply chain by Simchi-Levi, David

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

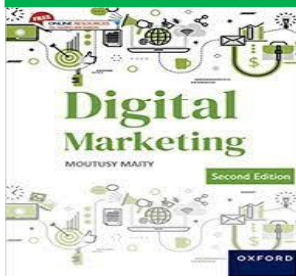
Accession No.: 23720
Year: 2022
Edition: 4th



Financial accounting for management by Shah, Paresh

Call No: 657.068 SHA
Publisher: Oxford University Press
Subject: Accounting

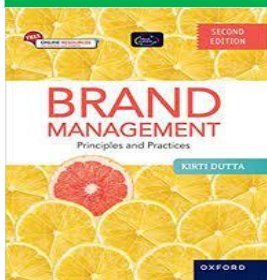
Accession No.: 23721
Year: 2022
Edition: 3rd



Digital marketing by Maity, Moutusy

Call No: 658.872 MAI
Publisher: Oxford University Press
Subject: Marketing

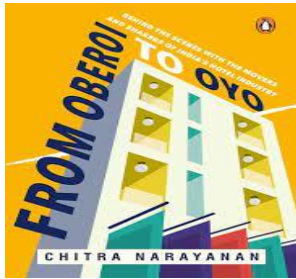
Accession No.: 23722
Year: 2022
Edition: 2nd



Brand management by Dutta, Kirti

Call No: 658.827 DUT
Publisher: Oxford University Press
Subject: Marketing

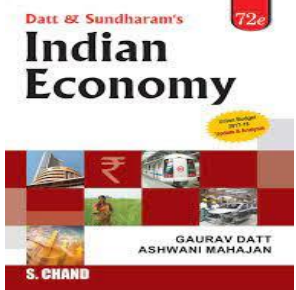
Accession No.: 23723
Year: 2022
Edition: 2nd



From Oberoi to Oyo by Narayanan, Chitra

Call No: 650.1 NAR
Publisher: Penguin
Subject: Miscellaneous

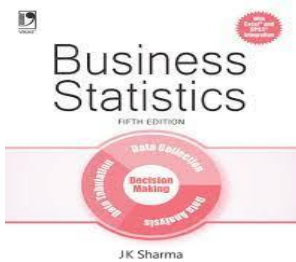
Accession No.: 23724
Year: 2022
Edition: 1st



Datt and Sundharam's Indian economy by Datt, Gaurav

Call No: 338.954 DAT
Publisher: S. Chand & Company
Subject: Economics

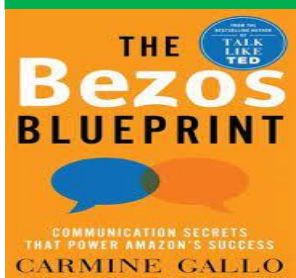
Accession No.: 23725
Year: 2022
Edition: 72nd



Business statistics by Sharma, J K

Call No: 658.40331 SHA
Publisher: Vikas
Subject: Statistics

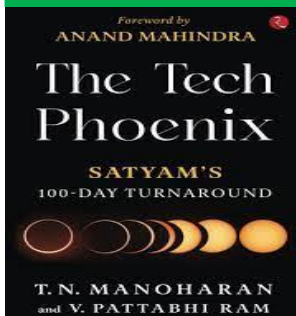
Accession No.: 23726-27
Year: 2022
Edition: 5th



The Bezos blueprint by Gallo, Carmine

Call No: 650.014 GAL
Publisher: St. Martin's Press
Subject: Miscellaneous

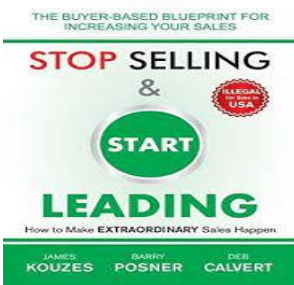
Accession No.: 23728
Year: 2022
Edition: 1st



The tech phoenix by Manoharan, T N

Call No: 364.168 MAN
Publisher: Rupa
Subject: Miscellaneous

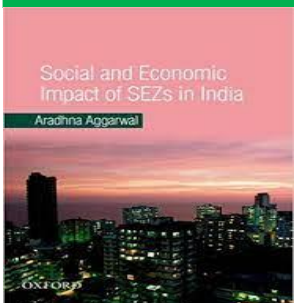
Accession No.: 23729
Year: 2022
Edition: 1st



Stop selling and start leading by Kouzes, James

Call No: 658.81 KOU
Publisher: Wiley
Subject: Marketing

Accession No.: 23730
Year: 2018
Edition: 1st



Social and economic impact of SEZs in India by Aggarwal, Aradhna

Call No: 338.954 AGG
Publisher: Oxford University Press
Subject: Economics

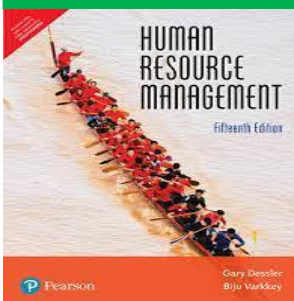
Accession No.: 23731
Year: 2020
Edition: 1st



Leading in turbulent times by Kelly, Kevin

Call No: 658.4092 KEL
Publisher: Pearson
Subject: Management

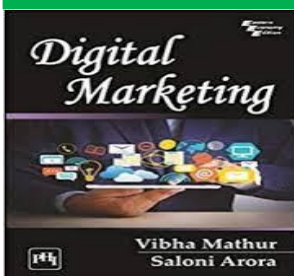
Accession No.: 23732
Year: 2020
Edition: 1st



Human resource management by Dessler, Gary

Call No: 658.3 DES
Publisher: Pearson
Subject: Management

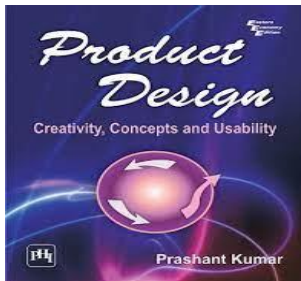
Accession No.: 23733
Year: 2020
Edition: 16th



Digital marketing by Mathur, Vibha

Call No: 658.872 MAT
Publisher: PHI Learning
Subject: Marketing

Accession No.: 23734
Year: 2022
Edition: 1st



Product design by Prashant Kumar

Call No: 658.5752 PRA
Publisher: PHI Learning
Subject: Management

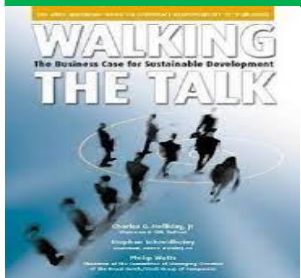
Accession No.: 23735
Year: 2012
Edition: 1st



Project management by Sudhakar, G P

Call No: 658.404 SUD
Publisher: New Century
Subject: Management

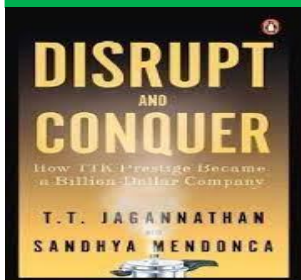
Accession No.: 23736
Year: 2020
Edition: 1st



Walking the talk by Holliday, Charles O

Call No: 658.4083 HOL
Publisher: Greenleaf
Subject: Management

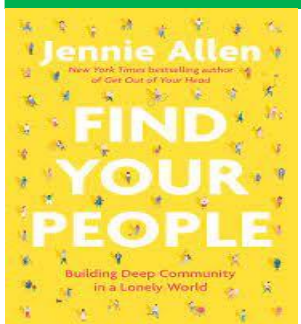
Accession No.: 23737
Year: 2020
Edition: 1st



Disrupt and conquer by Jagannathan, T T

Call No: 338.4764330954 JAG
Publisher: Penguin
Subject: Economics

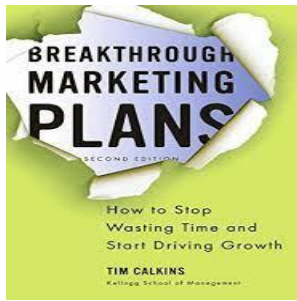
Accession No.: 23738
Year: 2018
Edition: 1st



Find your people by Allen, Jennie

Call No: 158.2 ALL
Publisher: WaterBrook
Subject: Miscellaneous

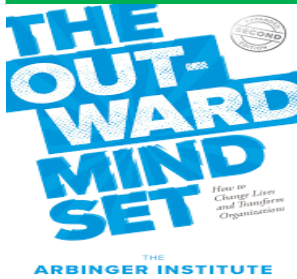
Accession No.: 23739
Year: 2022
Edition: 1st



Breakthrough marketing plans by Calkins, Tim

Call No: 658.802 CAL
Publisher: Palgrave Macmillan
Subject: Marketing

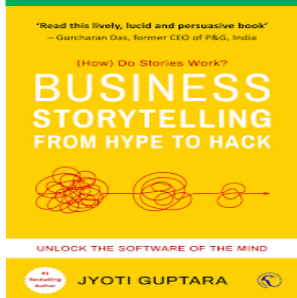
Accession No.: 23740
Year: 2012
Edition: 2nd



The outward mindset by The Arbinger Institute

Call No: 650.1 THE
Publisher: Berrett-Koehler
Subject: Miscellaneous

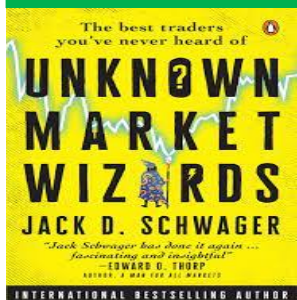
Accession No.: 23741
Year: 2019
Edition: 2nd



Business storytelling from hype to hack by Gupta, Jyoti

Call No: 658.45 GUP
Publisher: Pippa Rann
Subject: Management

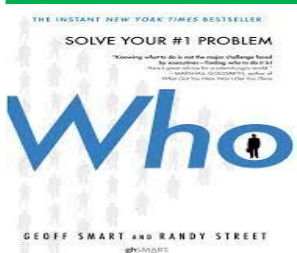
Accession No.: 23742
Year: 2022
Edition: 1st



Unknown market wizards by Schwager, Jack D

Call No: 332.678 SCH
Publisher: Penguin
Subject: Economics

Accession No.: 23743
Year: 2021
Edition: 1st



Who by Smart, Geoff

Call No: 658.311 SMA
Publisher: Ballantine Books
Subject: Management

Accession No.: 23744
Year: 2008
Edition: 1st

NEW YORK TIMES BESTSELLER
**NO-DRAMA
DISCIPLINE**

THE WHOLE-BRAIN WAY TO
CALM THE CHAOS AND NURTURE YOUR
CHILD'S DEVELOPING MIND

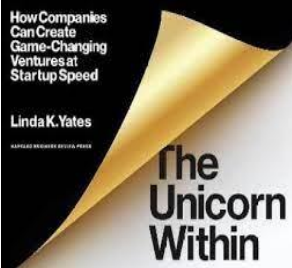


FROM THE AUTHORS OF
THE WHOLE-BRAIN CHILD
DANIEL J. SIEGEL, M.D.
WITH
TINA PAYNE BRYSON, PH.D.

No-drama discipline by Siegel, Daniel J

Call No: 649.1 SIE
Publisher: Bantam Books
Subject: Miscellaneous

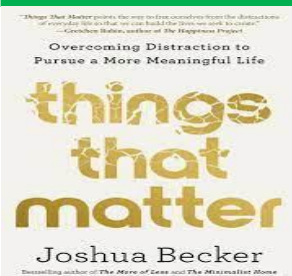
Accession No.: 23745
Year: 2014
Edition: 1st



The unicorn within by Yates, Linda K

Call No: 650.1 YAT
Publisher: HBS Press
Subject: Miscellaneous

Accession No.: 23746
Year: 2022
Edition: 1st



Things that matter by Becker, Joshua

Call No: 261 BEC
Publisher: WaterBrook
Subject: Miscellaneous

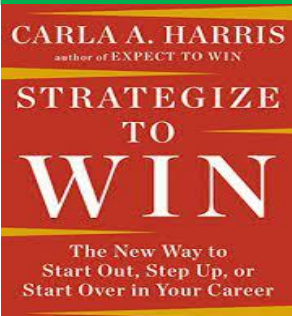
Accession No.: 23747
Year: 2022
Edition: 1st



The year in tech 2023 by Harvard Business Review Press

Call No: 658.4063 HBR
Publisher: HBS Press
Subject: Management

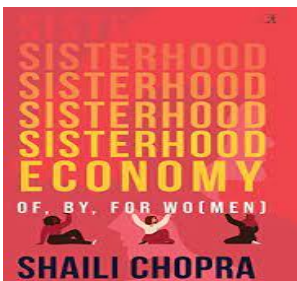
Accession No.: 23748
Year: 2022
Edition: 1st



Strategize to win by Harris, Carla A

Call No: 650.1 HAR
Publisher: Nicholas Brealey
Subject: Miscellaneous

Accession No.: 23749
Year: 2022
Edition: 1st



Sisterhood economy by Chopra, Shaili

Call No: 331.40954 CHO
Publisher: Simon & Schuster
Subject: Economics

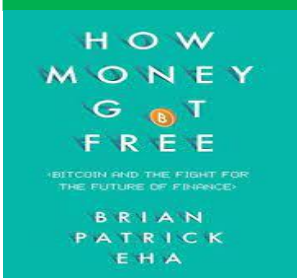
Accession No.: 23750
Year: 2022
Edition: 1st



Be social by Srinivasan, Karthik

Call No: 658.827 SRI
Publisher: Westland
Subject: Marketing

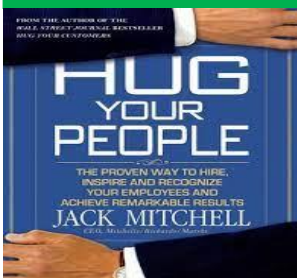
Accession No.: 23751
Year: 2019
Edition: 1st



How money got free by Eha, Brian Patrick

Call No: 332.404 EHA
Publisher: Oneworld Publishers
Subject: Economics

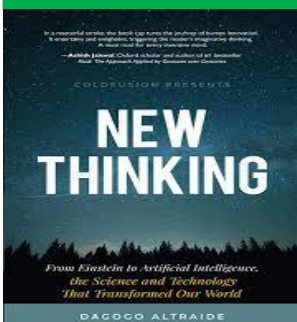
Accession No.: 23752
Year: 2022
Edition: 1st



Hug your people by Mitchell, Jack

Call No: 658.314 MIT
Publisher: Hyperion
Subject: Management

Accession No.: 23753
Year: 2022
Edition: 1st



New thinking by Altraide, Dagago

Call No: 153.42 ALT
Publisher: Wisdom Tree
Subject: Miscellaneous

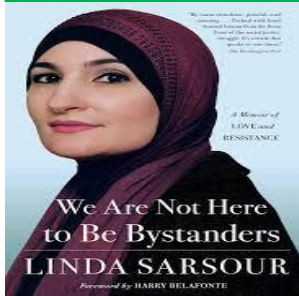
Accession No.: 23754
Year: 2019
Edition: 1st



Mind change by Greenfield, Susan

Call No: 155.9 GRE
Publisher: Random House
Subject: Miscellaneous

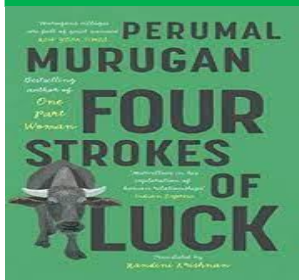
Accession No.: 23755
Year: 2015
Edition: 1st



We are not here to be bystanders by Sarsour, Linda

Call No: 920 SAR
Publisher: Simon & Schuster
Subject: Miscellaneous

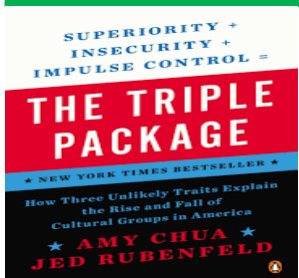
Accession No.: 23756
Year: 2020
Edition: 1st



Four strokes of luck by Murugan, Perumal

Call No: 823 MUR
Publisher: Juggernaut Books
Subject: Miscellaneous

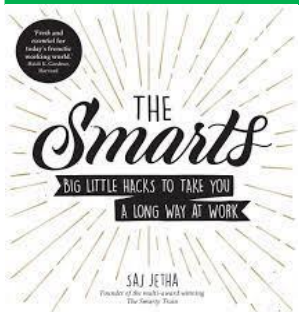
Accession No.: 23757
Year: 2021
Edition: 1st



The triple package by Chua, Amy

Call No: 650.1 CHU
Publisher: Bloomsbury
Subject: Miscellaneous

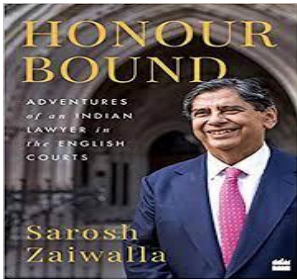
Accession No.: 23758
Year: 2014
Edition: 1st



The smarts by Jetha, Saj

Call No: 650.1 JET
Publisher: Ebury
Subject: Miscellaneous

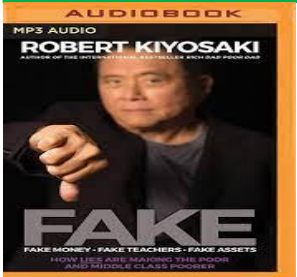
Accession No.: 23759
Year: 2019
Edition: 1st



Honour bound by Zaiwalla, Sarosh

Call No: 340.092 ZAI
Publisher: Harper Collins
Subject: Miscellaneous

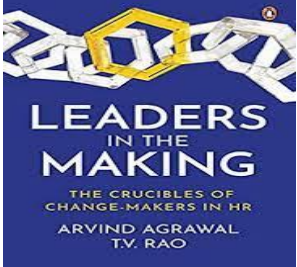
Accession No.: 23760
Year: 2020
Edition: 1st



Fake by Kiyosaki, Robert

Call No: 332 KIY
Publisher: Plata Publishing
Subject: Economics

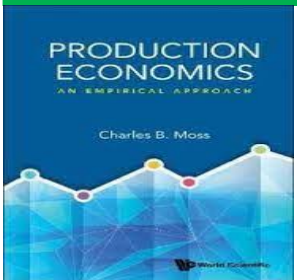
Accession No.: 23761
Year: 2019
Edition: 1st



Leaders in the making by Agrawal, Arvind

Call No: 658.4092 AGR
Publisher: Penguin
Subject: Management

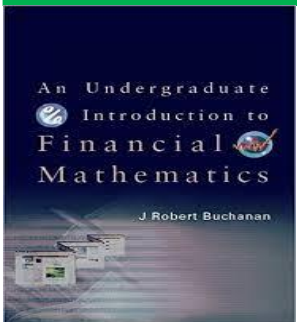
Accession No.: 23762
Year: 2022
Edition: 1st



Production economics by Moss, Charles B

Call No: 338.5 MOS
Publisher: World Scientific
Subject: Economics

Accession No.: 23763
Year: 2023
Edition: 1st



An undergraduate introduction to financial mathematics by Buchanan, J Robert

Call No: 330.01513 BUC
Publisher: World Scientific
Subject: Economics

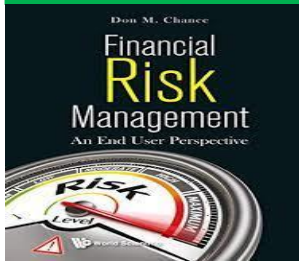
Accession No.: 23764
Year: 2022
Edition: 3rd



Foundations for fintech by Chuen, David Lee Kuo (Ed)

Call No: 332.1068 CHU
Publisher: World Scientific
Subject: Economics

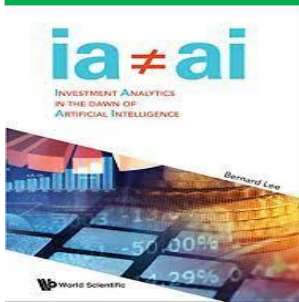
Accession No.: 23765
Year: 2022
Edition: 1st



Financial risk management by Chance, Don M

Call No: 658.155 CHA
Publisher: World Scientific
Subject: Management

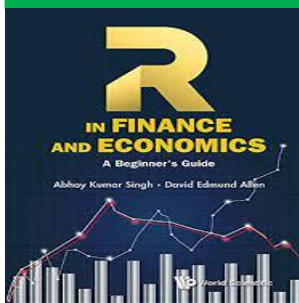
Accession No.: 23766
Year: 2020
Edition: 1st



investment analytics in the dawn of artificial intelligence by Lee, Bernard

Call No: 332.632042 LEE
Publisher: World Scientific
Subject: Economics

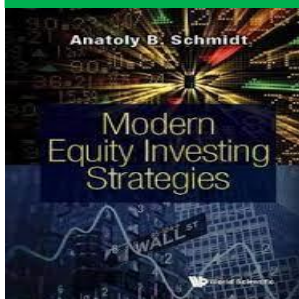
Accession No.: 23767
Year: 2022
Edition: 1st



R in finance and economics by Singh, Abhay Kumar

Call No: 330.02855133 SIN
Publisher: World Scientific
Subject: Economics

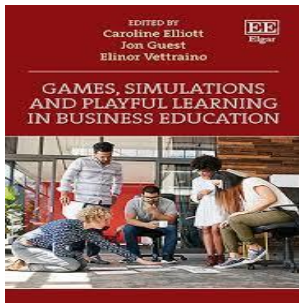
Accession No.: 23768
Year: 2021
Edition: 1st



Modern equity investing strategies by Schmidt, Anatoly B

Call No: 332.64 SCH
Publisher: World Scientific
Subject: Economics

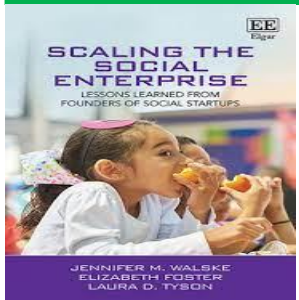
Accession No.: 23769
Year: 2023
Edition: 1st



Games simulations and playful learning in business education by Elliott, Caroline (Ed)

Call No: 650.0711 GAM
Publisher: Edward Elgar
Subject: Miscellaneous

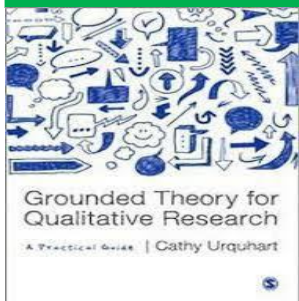
Accession No.: 23770
Year: 2022
Edition: 1st



Scaling the social enterprise by Walske, Jennifer M

Call No: 658.421 WAL
Publisher: Edward Elgar
Subject: Management

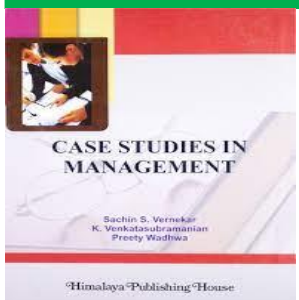
Accession No.: 23771
Year: 2022
Edition: 1st



Grounded theory for qualitative research by Urquhart, Cathy

Call No: 658.072 URQ
Publisher: Sage
Subject: Management

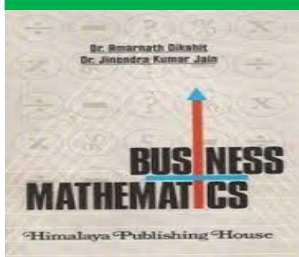
Accession No.: 23772
Year: 2013
Edition: 1st



Case studies in management by Vernekar, Sachin S

Call No: 658 VER
Publisher: Himalaya
Subject: Management

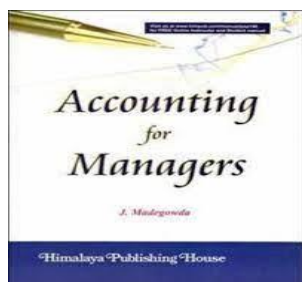
Accession No.: 23773
Year: 2012
Edition: 1st



Business mathematics by Dikshit, Amarnath

Call No: 658.4033 DIK
Publisher: Himalaya
Subject: Statistics

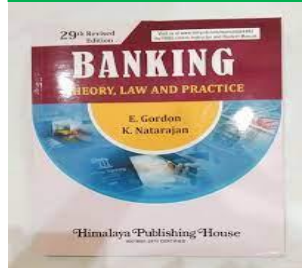
Accession No.: 23774
Year: 2021
Edition: 1st



Accounting for managers by Madegowda, J

Call No: 658.1511 MAD
Publisher: Himalaya
Subject: Management

Accession No.: 23775
Year: 2022
Edition: 3rd Rev



Banking by Gordon, E

Call No: 332.1 GOR
Publisher: Himalaya
Subject: Economics

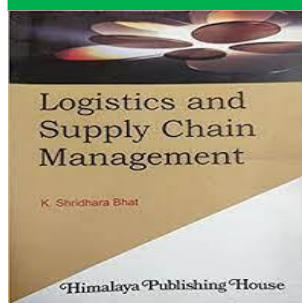
Accession No.: 23776
Year: 2021
Edition: 29th Rev



Investment and securities markets in India by Avadhani, V A

Call No: 332.6 AVA
Publisher: Himalaya
Subject: Economics

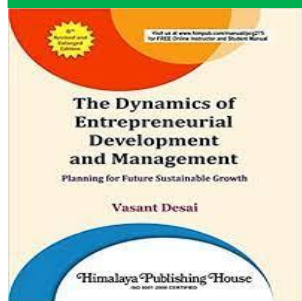
Accession No.: 23777
Year: 2022
Edition: 10th Rev Ed



Logistics and supply chain management by Bhat, K Shridhara

Call No: 658.5 BHA
Publisher: Himalaya
Subject: Management

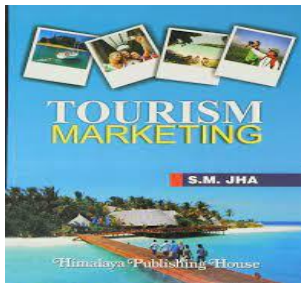
Accession No.: 23778
Year: 2016
Edition: 1st



The dynamics of entrepreneurial development and management by Desai, V

Call No: 658.421 DES
Publisher: Himalaya
Subject: Management

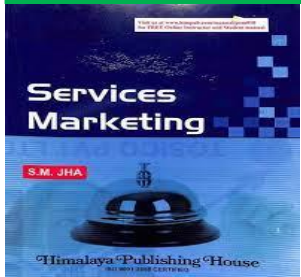
Accession No.: 23779
Year: 2022
Edition: 6th Rev & Enlarged



Tourism marketing by Jha, S M

Call No: 338.4791 JHA
Publisher: Himalaya
Subject: Economics

Accession No.: 23780
Year: 2020
Edition: 2nd Rev and Enlarged



Services marketing by Jha, S M

Call No: 658.80029 JHA
Publisher: Himalaya
Subject: Marketing

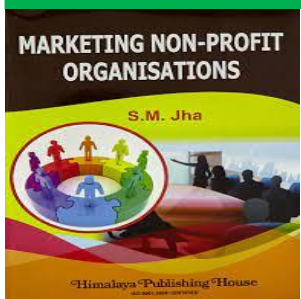
Accession No.: 23781
Year: 2018
Edition: 7th Rev and Enlarged



Social marketing by Jha, S M

Call No: 658.8 JHA
Publisher: Himalaya
Subject: Marketing

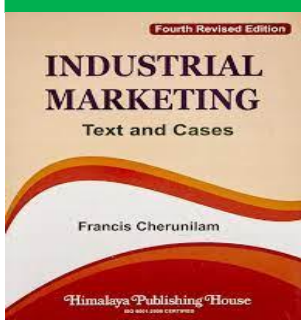
Accession No.: 23782
Year: 2012
Edition: 2nd rev



Marketing nonprofit organizations by Jha, S M

Call No: 658.802 JHA
Publisher: Himalaya
Subject: Marketing

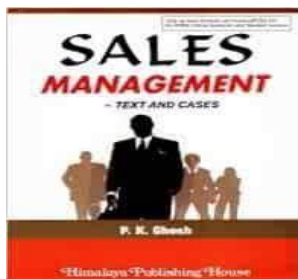
Accession No.: 23783
Year: 2015
Edition: 2nd Rev



Industrial marketing by Cherunilam, Francis

Call No: 658.804 CHE
Publisher: Himalaya
Subject: Marketing

Accession No.: 23784
Year: 2015
Edition: 4th Rev



Sales management by Ghosh, P K

Call No: 658.81 GH0
Publisher: Himalaya
Subject: Marketing

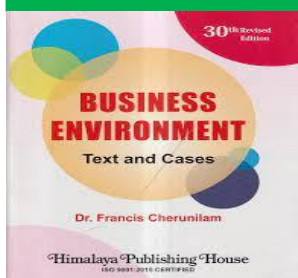
Accession No.: 23785
Year: 2010
Edition: 1st



Banking and insurance by Agarwal, O P

Call No: 332.1 AGA
Publisher: Himalaya
Subject: Economics

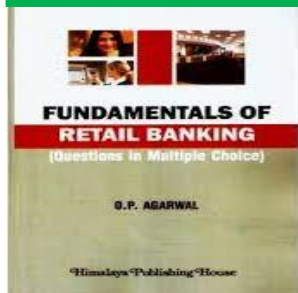
Accession No.: 23786
Year: 2019
Edition: 5th Rev



Business environment by Cherunilam, Francis

Call No: 338.927 CHE
Publisher: Himalaya
Subject: Economics

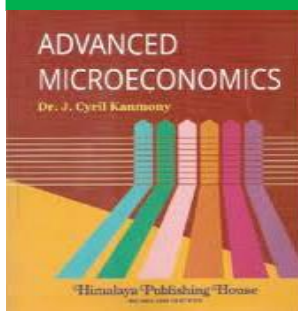
Accession No.: 23787
Year: 2022
Edition: 30th Rev



Fundamentals of retail banking by Agarwal, O P

Call No: 332.1 AGA
Publisher: Himalaya
Subject: Economics

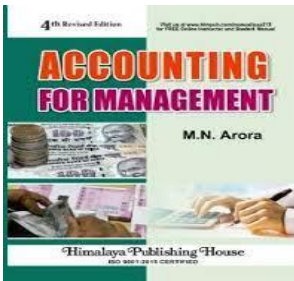
Accession No.: 23788
Year: 2012
Edition: 1st



Advanced microeconomics by Kanmony, J Cyril

Call No: 338.5 KAN
Publisher: Himalaya
Subject: Economics

Accession No.: 23789
Year: 2016
Edition: 1st



Accounting for management by Arora, M N

Call No: 658.1511 ARO
Publisher: Himalaya
Subject: Management

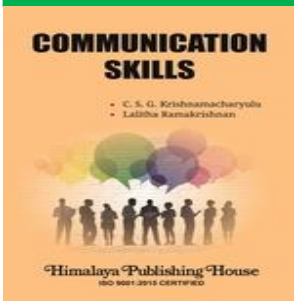
Accession No.: 23790
Year: 2019
Edition: 4th Rev



Business communication by Krishnamacharyulu, C S G

Call No: 650.014 KRI
Publisher: Himalaya
Subject: Miscellaneous

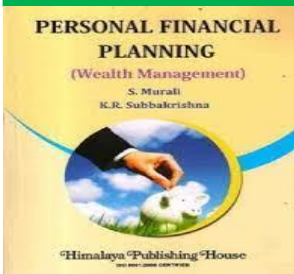
Accession No.: 23791
Year: 2022
Edition: 3rd Rev



Corporate communication skills by Prabhakar, Shruthi

Call No: 650.014 PRA
Publisher: Himalaya
Subject: Miscellaneous

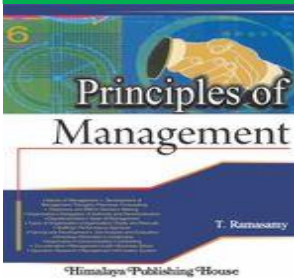
Accession No.: 23792
Year: 2021
Edition: 1st



Personal financial planning by Murali, S

Call No: 332.024 MUR
Publisher: Himalaya
Subject: Economics

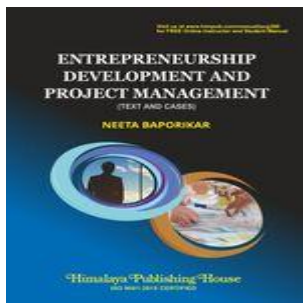
Accession No.: 23793
Year: 2018
Edition: 1st



Principles of management by Ramasamy, T

Call No: 658 RAM
Publisher: Himalaya
Subject: Management

Accession No.: 23794
Year: 2021
Edition: 8th Rev



Entrepreneurship development and project management by Baporikar, Neeta

Call No: 658.421 BAP
Publisher: Himalaya
Subject: Management

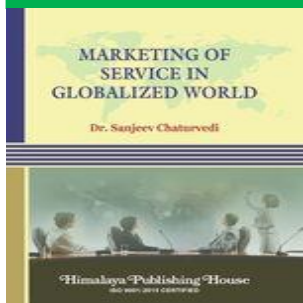
Accession No.: 23795
Year: 2018
Edition: 4th Rev



Human resource planning and audit by Sekhri, Arun

Call No: 658.3 SEK
Publisher: Himalaya
Subject: Management

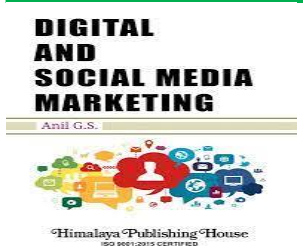
Accession No.: 23796
Year: 2020
Edition: 1st



Marketing of service in globalized world by Chaturvedi, Sanjeev

Call No: 658.80029 CHA
Publisher: Himalaya
Subject: Marketing

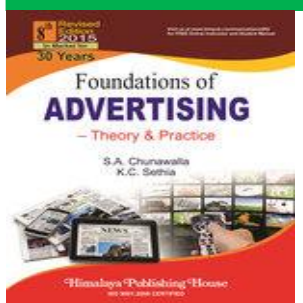
Accession No.: 23797
Year: 2017
Edition: 1st



Digital and social media marketing by Anil G S

Call No: 658.872 ANI
Publisher: Himalaya
Subject: Marketing

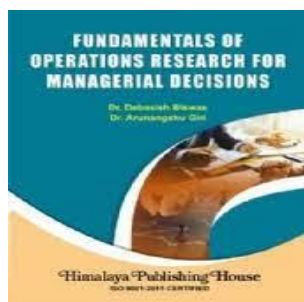
Accession No.: 23798
Year: 2019
Edition: 1st



Foundations of advertising by Chunawalla, S A

Call No: 659.1 CHU
Publisher: Himalaya
Subject: Marketing

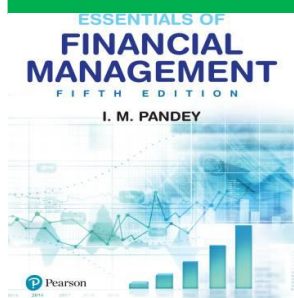
Accession No.: 23799
Year: 2022
Edition: 9th Rev



Fundamentals of operations research for managerial decisions by Biswas, Debasish

Call No: 658.4034 BIS
Publisher: Himalaya
Subject: Management

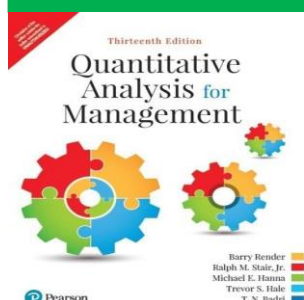
Accession No.: 23800
Year: 2022
Edition: 1st



Essentials of financial management by Pandey, I M

Call No: 658.15 PAN
Publisher: Pearson
Subject: Management

Accession No.: 23801
Year: 2022
Edition: 5th



Quantitative analysis for management by Render, Barry

Call No: 658.4032 REN
Publisher: Pearson
Subject: Management

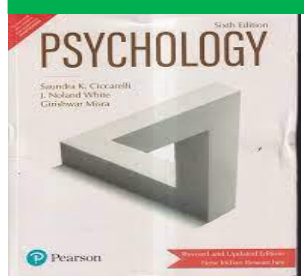
Accession No.: 23802
Year: 2022
Edition: 13th



E commerce by Laudon, Kenneth C

Call No: 658.872 LAU
Publisher: Pearson
Subject: Marketing

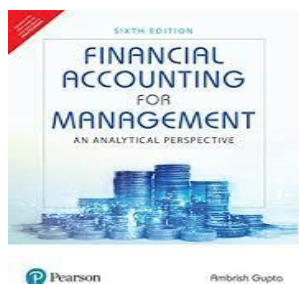
Accession No.: 23803
Year: 2023
Edition: 17th



Psychology by Ciccarelli, Saundra K

Call No: 150 CIC
Publisher: Pearson
Subject: Miscellaneous

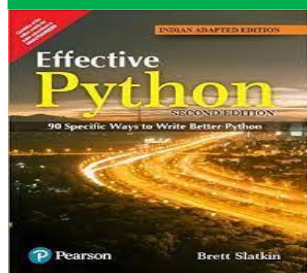
Accession No.: 23804
Year: 2022
Edition: 6th



Financial accounting for management by Gupta, Ambrish

Call No: 657.068 GUP
Publisher: Pearson
Subject: Accounting

Accession No.: 23805
Year: 2022
Edition: 7th



Effective Python by Slatkin, Brett

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

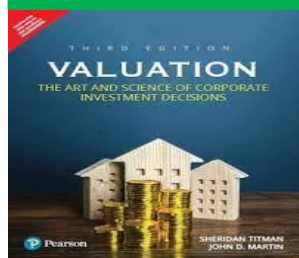
Accession No.: 23806
Year: 2022
Edition: 2nd



The definitive guide to supply management and procurement by Council of Supply Chain Management Professionals

Call No: 658.7 THE
Publisher: Pearson
Subject: Management

Accession No.: 23807
Year: 2020
Edition: 1st



Valuation by Titman, Sheridan

Call No: 332.6 TIT
Publisher: Pearson
Subject: Economics

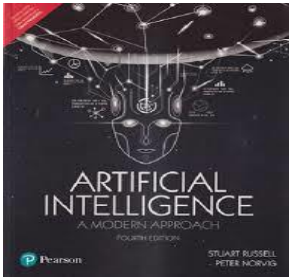
Accession No.: 23808
Year: 2022
Edition: 3rd



Social research methods by Neuman, W Lawrence

Call No: 658.072 NEU
Publisher: Pearson
Subject: Management

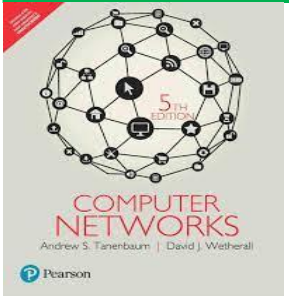
Accession No.: 23809
Year: 2022
Edition: 8th



Artificial intelligence by Russell, Stuart

Call No: 006.3 RUS
Publisher: Pearson
Subject: Computer & IT

Accession No.: 23810
Year: 2023
Edition: 4th



Computer networks by Tanenbaum, Andrew

Call No: 004.6 TAN
Publisher: Pearson
Subject: Computer & IT

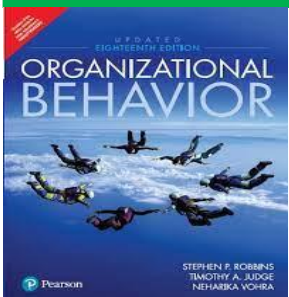
Accession No.: 23811
Year: 2022
Edition: 6th



Financial management by Berk, Jonathan

Call No: 658.15 BER
Publisher: Pearson
Subject: Management

Accession No.: 23812
Year: 2016
Edition: 3rd



Organizational Behavior by Robbins, Stephen

Call No: 658.4 ROB
Publisher: Pearson
Subject: Management

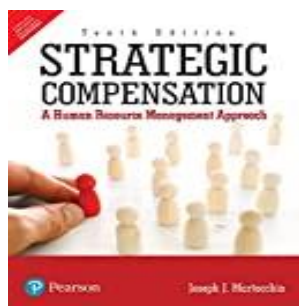
Accession No.: 23813
Year: 2022
Edition: 18th Updated



Business analytics principles concepts and applications by Schniederjans, Marc J

Call No: 658.4033 SCH
Publisher: Pearson
Subject: Statistics

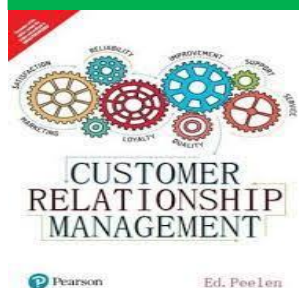
Accession No.: 23814
Year: 2023
Edition: 1st



Strategic compensation by Martocchio, Joseph J

Call No: 658.322 MAR
Publisher: Pearson
Subject: Management

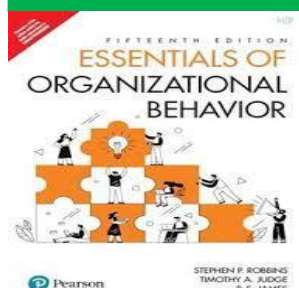
Accession No.: 23815
Year: 2020
Edition: 10th



Customer relationship management by Peelen, Ed

Call No: 658.812 Ed
Publisher: Pearson
Subject: Marketing

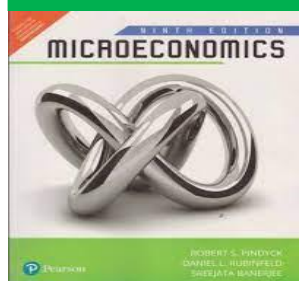
Accession No.: 23816
Year: 2022
Edition: 1st



Essentials of organizational behavior by Robbins, Stephen P

Call No: 658.4 ROB
Publisher: Pearson
Subject: Management

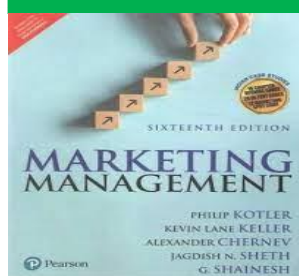
Accession No.: 23817
Year: 2022
Edition: 15th



Microeconomics by Pindyck, Robert S

Call No: 338.5 PIN
Publisher: Pearson
Subject: Economics

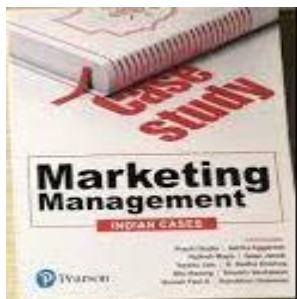
Accession No.: 23818
Year: 2022
Edition: 9th



Marketing management by Kotler, Philip

Call No: 658.8 KOT
Publisher: Pearson
Subject: Marketing

Accession No.: 23819
Year: 2022
Edition: 16th



Marketing management by Gupta, Prachi (Contributor)

Call No: 658.8 MAR
Publisher: Pearson
Subject: Marketing

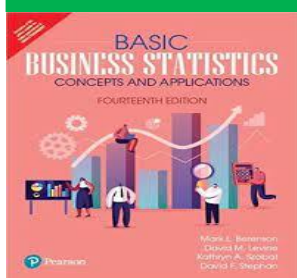
Accession No.: 23820
Year: 2018
Edition: 1st



Management by Robbins, Stephen P

Call No: 658 ROB
Publisher: Pearson
Subject: Management

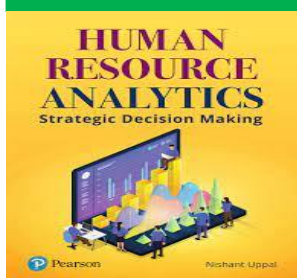
Accession No.: 23821
Year: 2023
Edition: 15th



Basic business statistics by Berenson, Mark L

Call No: 658.40331 BER
Publisher: Pearson
Subject: Statistics

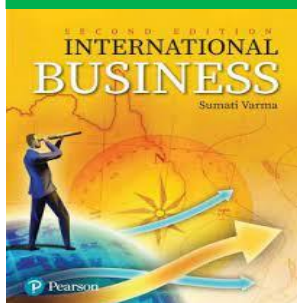
Accession No.: 23822
Year: 2023
Edition: 14th



Human resource analytics by Uppal, Nishant

Call No: 658.3 UPP
Publisher: Pearson
Subject: Management

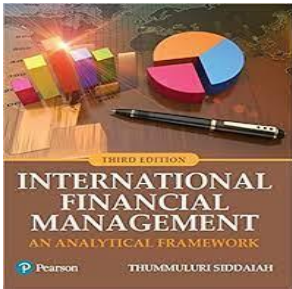
Accession No.: 23823
Year: 2021
Edition: 1st



International business by Varma, Sumati

Call No: 658.049 VAR
Publisher: Pearson
Subject: Management

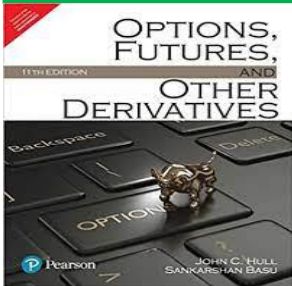
Accession No.: 23824
Year: 2021
Edition: 2nd



International financial management by Siddaiah, Thummuluri

Call No: 658.1599 SID
Publisher: Pearson
Subject: Management

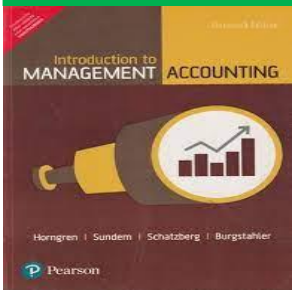
Accession No.: 23825
Year: 2021
Edition: 3rd



Options future and other derivatives by Hull, John C

Call No: 332.645 HUL
Publisher: Pearson
Subject: Economics

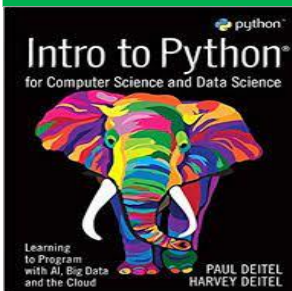
Accession No.: 23826
Year: 2022
Edition: 11th



Introduction to management accounting by Horngren, Charles T

Call No: 658.1511 HOR
Publisher: Pearson
Subject: Management

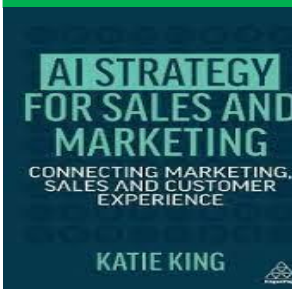
Accession No.: 23827
Year: 2023
Edition: 16th



Intro to python for computer science and data science by Deitel, Paul

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

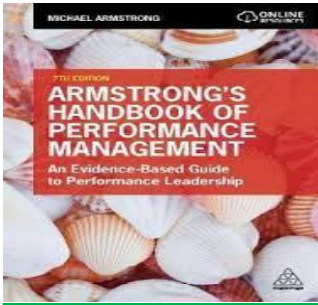
Accession No.: 23828
Year: 2023
Edition: 1st



AI strategy for sales and marketing by King, Katie

Call No: 658.81 KIN
Publisher: Kogan Page
Subject: Marketing

Accession No: 23829
Year: 2022
Edition: 1st



Armstrong's handbook of performance management by Armstrong, Michael

Call No: 658.3125 ARM
Publisher: Kogan Page
Subject: Management

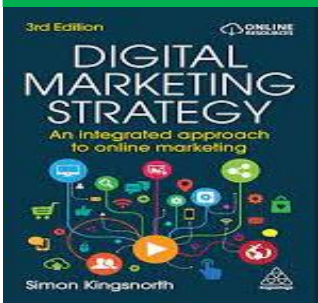
Accession No.: 23830
Year: 2022
Edition: 7th



B2b social selling strategy by Atherton, Julie

Call No: 658.81 ATH
Publisher: Kogan Page
Subject: Marketing

Accession No.: 23831
Year: 2022
Edition: 1st



Digital marketing strategy by Kingsnorth, Simon

Call No: 658.872 KIN
Publisher: Kogan Page
Subject: Marketing

Accession No.: 23832
Year: 2022
Edition: 3rd



Everyday communication strategies by Coleman, Amanda

Call No: 650.014 COL
Publisher: Kogan Page
Subject: Miscellaneous

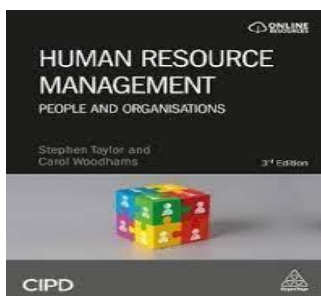
Accession No.: 23833
Year: 2023
Edition: 1st



Future ready retail by Ibrahim, I

Call No: 658.87 IBR
Publisher: Kogan Page
Subject: Marketing

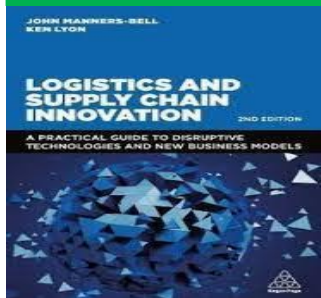
Accession No.: 23834
Year: 2022
Edition: 1st



Human resource management by Taylor, Stephen (Ed)

Call No: 658.3 HUM
Publisher: Kogan Page
Subject: Management

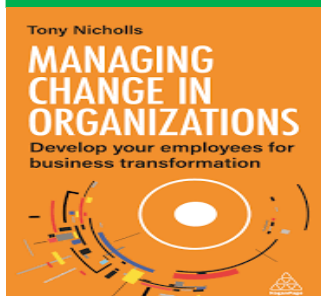
Accession No.: 23835
Year: 2022
Edition: 3rd



Logistics and supply chain innovation by Manners-Bell, John

Call No: 658.7 MAN
Publisher: Kogan Page
Subject: Management

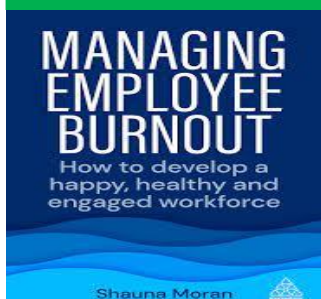
Accession No.: 23836
Year: 2023
Edition: 2nd



Managing change in organizations by Nicholls, Tony

Call No: 658.406 NIC
Publisher: Kogan Page
Subject: Management

Accession No.: 23837
Year: 2023
Edition: 1st



Managing employee burnout by Moran, Shauna

Call No: 306.36 MOR
Publisher: Kogan Page
Subject: Miscellaneous

Accession No.: 23838
Year: 2023
Edition: 1st



Marketing analytics by Grigsby, Mike

Call No: 658.83 GRI
Publisher: Kogan Page
Subject: Marketing

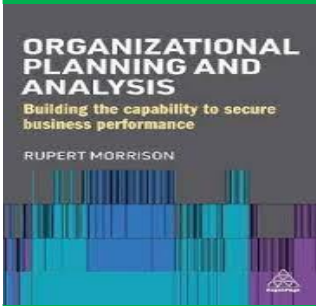
Accession No.: 23839
Year: 2023
Edition: 3rd



Marketing metrics by Inge, Christina

Call No: 658.83 ING
Publisher: Kogan Page
Subject: Marketing

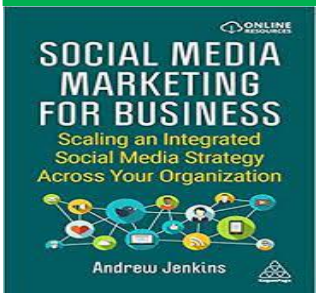
Accession No.: 23840
Year: 2022
Edition: 1st



Organizational planning and analysis by Morrison, Rupert

Call No: 658.4012 MOR
Publisher: Kogan Page
Subject: Management

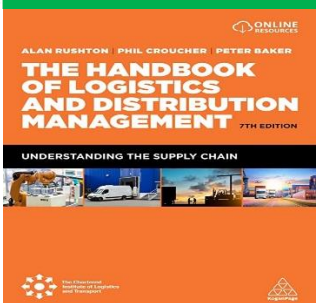
Accession No.: 23841
Year: 2022
Edition: 1st



Social media marketing for business by Jenkins, Andrew

Call No: 658.872 JEN
Publisher: Kogan Page
Subject: Marketing

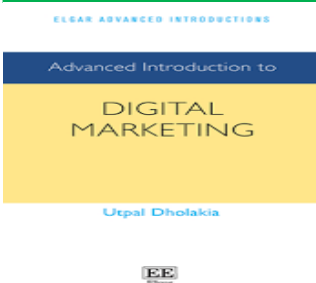
Accession No.: 23842
Year: 2022
Edition: 1st



Handbook of logistics and distribution management by Rushton, Alan

Call No: 658.5 RUS
Publisher: Kogan Page
Subject: Management

Accession No.: 23843
Year: 2022
Edition: 7th



Advanced introduction to digital marketing by Dholakia, Utpal

Call No: 658.872 DHO
Publisher: Edward Elgar
Subject: Marketing

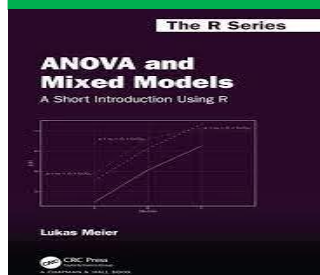
Accession No.: 23844
Year: 2022
Edition: 1st



Aligning human resources and business strategy by Holbeche, Linda

Call No: 658.3 HOL
Publisher: Routledge
Subject: Management

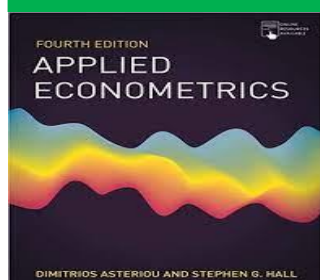
Accession No.: 23845
Year: 2022
Edition: 3rd



Anova and mixed models by Meier, Lukas

Call No: 658.4033 MEI
Publisher: CRC Press
Subject: Statistics

Accession No.: 23846
Year: 2023
Edition: 1st



Applied econometrics by Asteriou, Dimitrios

Call No: 330.015195 AST
Publisher: Bloomsbury
Subject: Economics

Accession No.: 23847
Year: 2022
Edition: 4th



Behavioural research for marketing by Adams, Julian

Call No: 658.83 ADA
Publisher: Routledge
Subject: Marketing

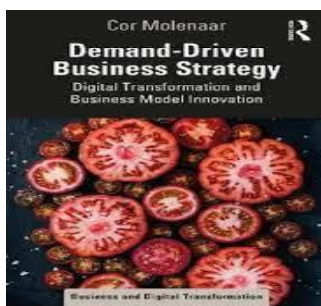
Accession No.: 23848
Year: 2023
Edition: 1st



Continuous time asset pricing theory by Jarrow, Robert A

Call No: 332.63222 JAR
Publisher: Springer
Subject: Economics

Accession No.: 23849
Year: 2022
Edition: 2nd



Demand-driven business strategy by Molenaar, Cor

Call No: 658.406 MOL
Publisher: Routledge
Subject: Management

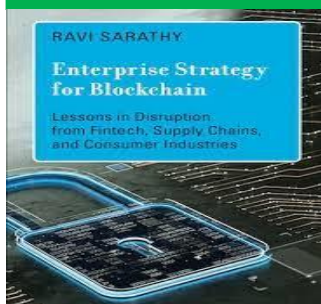
Accession No.: 23850
Year: 2022
Edition: 1st



Differentiation strategy by Holt, Kevin

Call No: 658.4012 HOL
Publisher: Routledge
Subject: Management

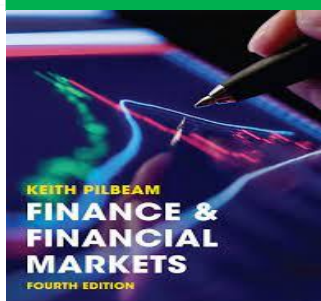
Accession No.: 23851
Year: 2022
Edition: 1st



Enterprise strategy for blockchain by Sarathy, Ravi

Call No: 658.4012 SAR
Publisher: The MIT Press
Subject: Management

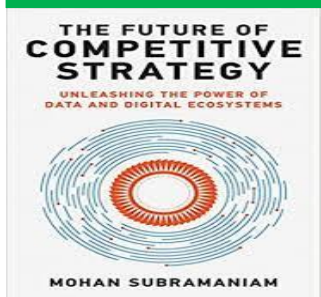
Accession No.: 23852
Year: 2022
Edition: 1st



Finance and financial markets by Pilbeam, Keith

Call No: 332 PIL
Publisher: Bloomsbury
Subject: Economics

Accession No.: 23853
Year: 2018
Edition: 4th



The future of competitive strategy by Subramaniam, Mohan

Call No: 658.4012 SUB
Publisher: The MIT Press
Subject: Management

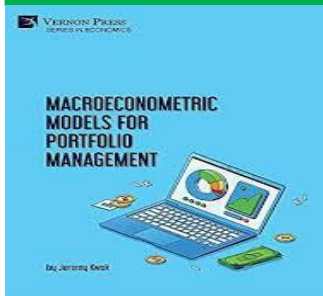
Accession No.: 23854
Year: 2022
Edition: 1st



International business by Sitkin, Alan

Call No: 658.049 SIT
Publisher: Routledge
Subject: Management

Accession No.: 23855
Year: 2022
Edition: 2nd



Macroeconomic models for portfolio management by Kwok, Jeremy

Call No: 332.6 KWO
Publisher: Vernon Press
Subject: Economics

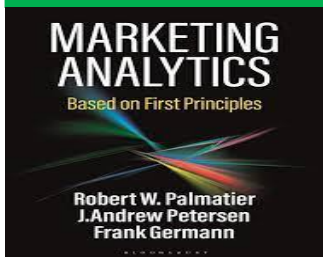
Accession No.: 23856
Year: 2022
Edition: 1st



Managing negotiations by Reiter, Thorsten

Call No: 658.4052 REI
Publisher: Routledge
Subject: Management

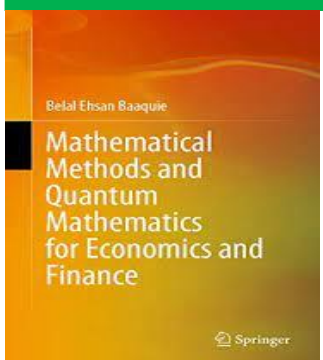
Accession No.: 23857
Year: 2022
Edition: 1st



Marketing analytics by Palmatier, Robert W

Call No: 658.83 PAL
Publisher: Bloomsbury
Subject: Marketing

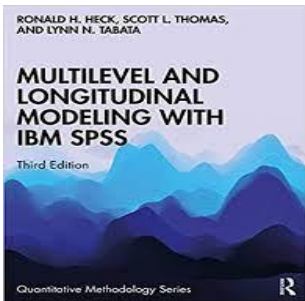
Accession No.: 23858
Year: 2022
Edition: 1st



Mathematical methods and quantum mathematics for economics and finance by Baaquie, Belal Ehsan

Call No: 330.01530143 BAA
Publisher: Springer
Subject: Economics

Accession No.: 23859
Year: 2020
Edition: 1st



Multilevel and longitudinal modeling with IBM SPSS by Heck, Ronald H

Call No: 005.55 HEC
Publisher: Routledge
Subject: Computer & IT

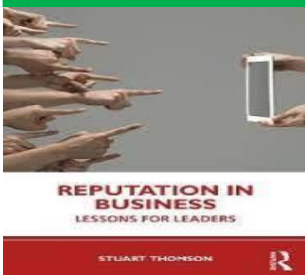
Accession No.: 23860
Year: 2022
Edition: 3rd



The new HR by Spina, James D

Call No: 658.3 SPI
Publisher: Emerald
Subject: Management

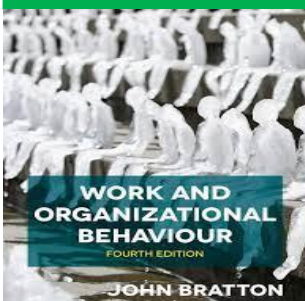
Accession No.: 23861
Year: 2022
Edition: 1st



Reputation in business by Thomson, Stuart

Call No: 659.2 THO
Publisher: Routledge
Subject: Marketing

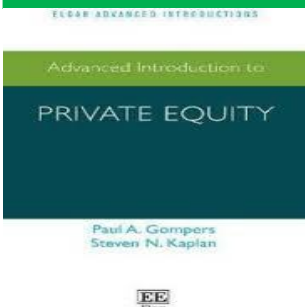
Accession No.: 23862
Year: 2023
Edition: 1st



Work and organizational behaviour by Bratton, John

Call No: 658.4 BRA
Publisher: Bloomsbury
Subject: Management

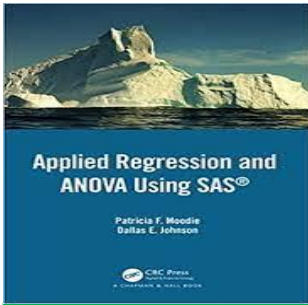
Accession No.: 23863
Year: 2022
Edition: 4th



Advanced introduction to private equity by Gompers, Paul A

Call No: 332.041 GOM
Publisher: Edward Elgar
Subject: Economics

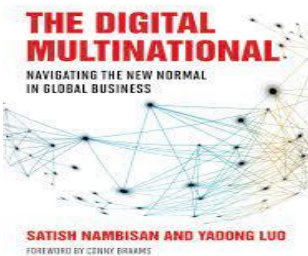
Accession No.: 23864
Year: 2022
Edition: 1st



Applied regression and ANOVA using SAS by Moodie, Patricia

Call No: 658.4033 MOO
Publisher: CRC Press
Subject: Statistics

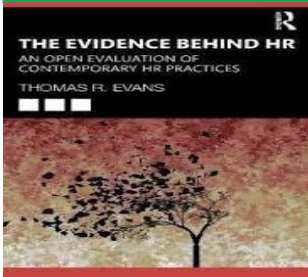
Accession No.: 23865
Year: 2021
Edition: 1st



The digital multinational by Nambisan, Satish

Call No: 658.049 NAM
Publisher: The MIT Press
Subject: Management

Accession No.: 23866
Year: 2022
Edition: 1st



The evidence behind HR by Evans, Thomas R

Call No: 658.3 EVA
Publisher: Routledge
Subject: Management

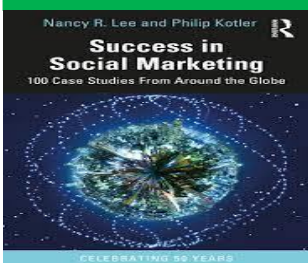
Accession No.: 23867
Year: 2023
Edition: 1st



Risk management in organizations by Woods, Margaret

Call No: 658.155 WOO
Publisher: Routledge
Subject: Management

Accession No.: 23868
Year: 2022
Edition: 2nd



Success in social marketing by Lee, Nancy R

Call No: 658.8 LEE
Publisher: Routledge
Subject: Marketing

Accession No.: 23869
Year: 2023
Edition: 1st