

LIBRARY AND RESOURCE CENTER

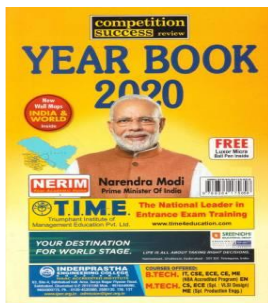


NEW ARRIVALS



JANUARY - 2020

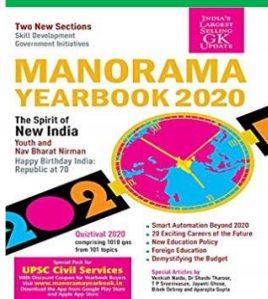
Total No. of Titles-	13915
Total No. of Volumes-	21002
Total Book Bank Books-	13927
Total Books -	34929



Competition success review yearbook 2020 by Sachdeva, S K (Ed)

Call No: 050 COM
Publisher: CSR
Subject: Miscellaneous

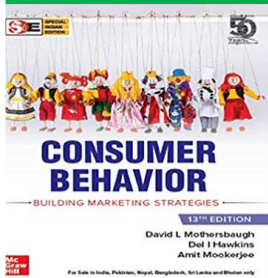
Accession No: 20992
Year: 2020
Recommended By: LRC



Manorama yearbook 2020 by Mathew, Mammen (Ed)

Call No: 050 MAN
Publisher: Malayala Manorama
Subject: Miscellaneous

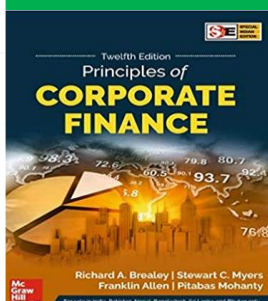
Accession No: 20993
Year: 2020
Recommended By: LRC



Consumer behavior by Mothersbaugh, David L

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

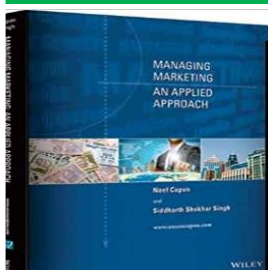
Accession No: 20994 - 20997
Year: 2020
Recommended By: Rajesh Sharma



Principles of corporate finance by Brealey, Richard A

Call No: 658.15 BRE
Publisher: McGraw Hill
Subject: Management

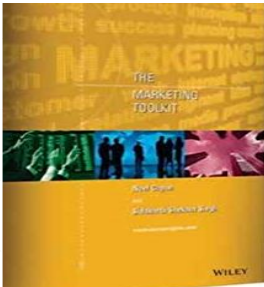
Accession No: 20998
Year: 2019
Recommended By: LRC



Managing marketing by Capon, Noel

Call No: 658.8 CAP
Publisher: Wiley
Subject: Marketing

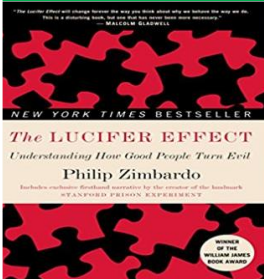
Accession No: 20999
Year: 2014
Recommended By: LRC



Marketing toolkit by Capon, Noel

Call No: 658.8 CAP
Publisher: Wiley
Subject: Marketing

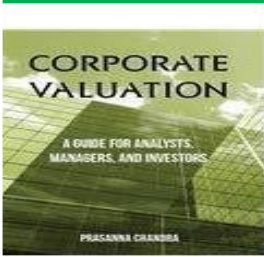
Accession No: 21000
Year: 2014
Recommended By: LRC



The Lucifer effect : by Zimbardo, Philip

Call No: 155.962 ZIM
Publisher: Random House
Subject: Miscellaneous

Accession No: 21001
Year: 2008
Recommended By: Ishan (JN180064)



Corporate valuation by Chandra, Prasanna

Call No: 658.15 CHA
Publisher: McGraw Hill
Subject: Management

Accession No: 21002
Year: 2015
Recommended By: LRC