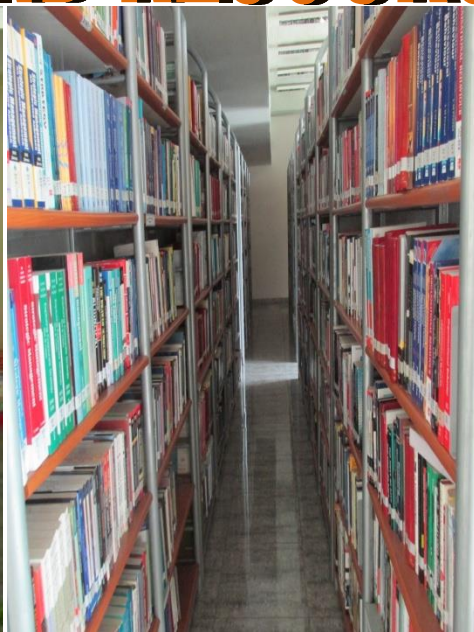


LIBRARY AND RESOURCE CENTER

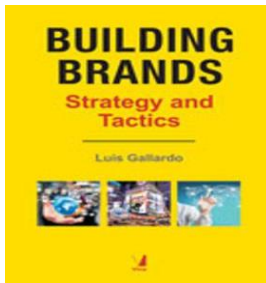


NEW ARRIVALS



JANUARY - 2022

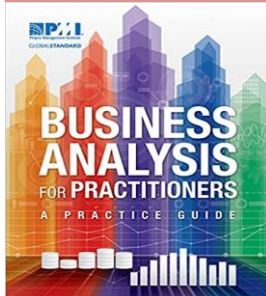
Total No. of Titles-	15120
Total No. of Volumes-	22572
Total Book Bank Books-	15708
Total Books -	38280



Building brands by Gallardo, Luis

Call Number: 658.827 GAL
Publisher: Viva Books
Subject: Marketing

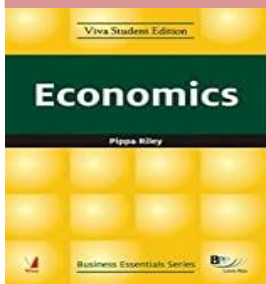
Accession No: 22507
Year: 2014
Recommended By: Puneet Dubish



Business analysis for practitioners by Project Management Institute

Call Number: 658.4033 BUS
Publisher: Viva Books
Subject: Statistics

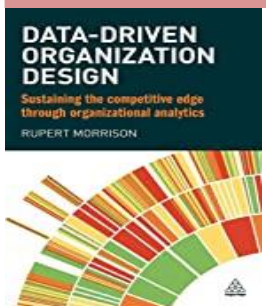
Accession No: 22508
Year: 2018
Recommended By: Rajesh Sharma



Economics by Riley, Pippa

Call Number: 330 RIL
Publisher: Viva Books
Subject: Economics

Accession No: 22509
Year: 2018
Recommended By: Vranda Jain



Data-driven organization design by Morrison, Rupert

Call Number: 658.40301 MOR
Publisher: Kogan Page
Subject: Statistics

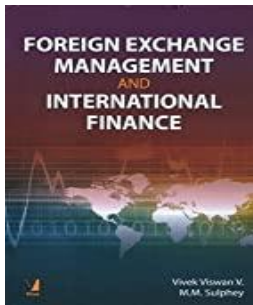
Accession No: 22510
Year: 2021
Recommended By: Pragya Gupta



Digital HR strategy by Sen, Soumyasanto

Call Number: 658.300285 SEN
Publisher: Kogan Page
Subject: Management

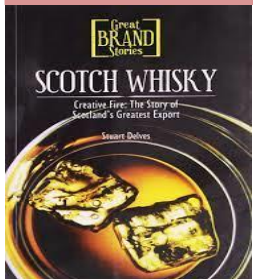
Accession No: 22511
Year: 2020
Recommended By: Abdul Qadir



Foreign exchange management and international finance by Viswan V., Vivek

Call Number: 658.155 VIS
Publisher: Viva Books
Subject: Management

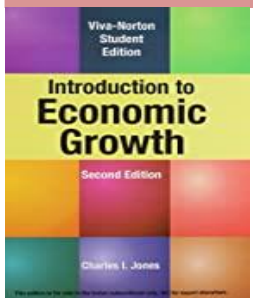
Accession No: 22512
Year: 2020
Recommended By: Santanu K Ganguli



Scotch whisky-Creative fire by Delves, Stuart

Call Number: 338.4764125209411 DEL
Publisher: Viva Books
Subject: Economics

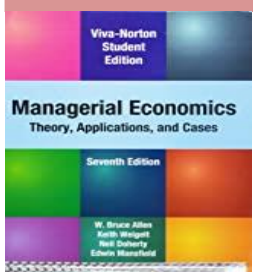
Accession No: 22513
Year: 2009
Recommended By: Rajesh Sharma



Introduction to economic growth by Jones, Charles I

Call Number: 338.9 JON
Publisher: Viva Books
Subject: economics

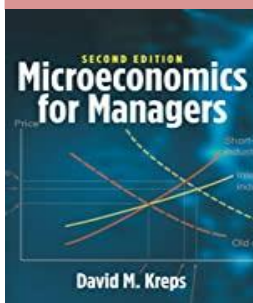
Accession No: 22514
Year: 2013
Recommended By: Ritika Gugnani



Managerial economics by Allen, W Bruce

Call Number: 338.7 ALL
Publisher: Viva Books
Subject: Economics

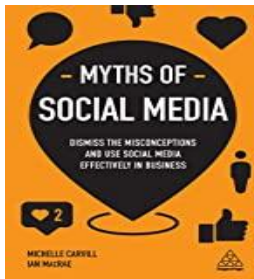
Accession No: 22515
Year: 2015
Recommended By: Vranda Jain



Microeconomics for managers by Kreps, David M

Call Number: 338.5024658 KRE
Publisher: Viva books
Subject: Economics

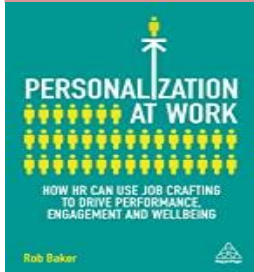
Accession No: 22516
Year: 2010
Recommended By: Ritika Gugnani



Myths of social media by Carvill, Michelle

Call Number: 658.872 CAR
Publisher: Kogan Page
Subject: Marketing

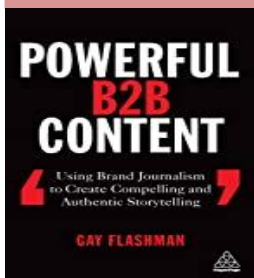
Accession No: 22517
Year: 2020
Recommended By: LRC



Personalization at work by Baker, Rob

Call Number: 658.314 BAK
Publisher: Kogan Page
Subject: Management

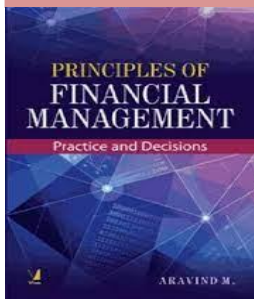
Accession No: 22518
Year: 2020
Recommended By: LRC



Powerful B2B content by Flashman, Gay

Call Number: 658.804 FLA
Publisher: Kogan Page
Subject: Marketing

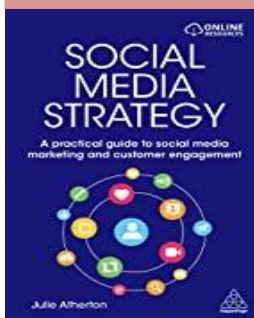
Accession No: 22519
Year: 2020
Recommended By: Deepak Singh



Principles of financial management by Aravind M

Call Number: 658.15 ARA
Publisher: Viva Books
Subject: Management

Accession No: 22520
Year: 2019
Recommended By: Nidhi Singh



Social media strategy by Atherton, Julie

Call Number: 658.872 ATH
Publisher: Kogan Page
Subject: Marketing

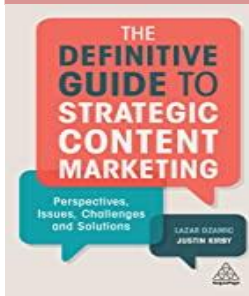
Accession No: 22521
Year: 2020
Recommended By: Rahul Singh



Systems for manufacturing excellence by Rich, Nick

Call Number: 658.5 RIC
Publisher: Kogan Page
Subject: Management

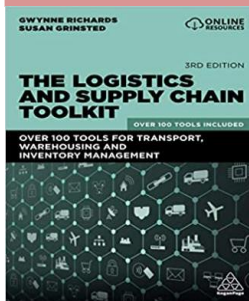
Accession No: 22522
Year: 2020
Recommended By: LRC



The definitive guide to strategic content marketing by Dzamic, Lazar

Call Number: 658.872 DZA
Publisher: Kogan Page
Subject: Marketing

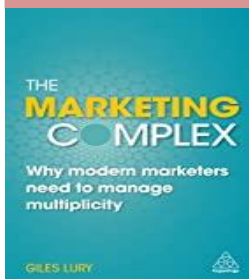
Accession No: 22523
Year: 2018
Recommended By: Rajesh Sharma



The logistics and supply chain toolkit by Richards, Gwynne

Call Number: 658.7 RIC
Publisher: Kogan Page
Subject: Management

Accession No: 22524
Year: 2020
Recommended By: Sonali Singh



The marketing complex by Lury, Giles

Call Number: 658.8 LUR
Publisher: Kogan Page
Subject: Marketing

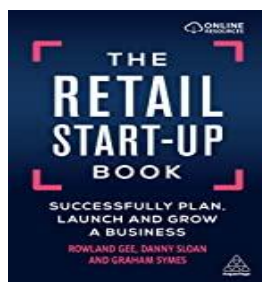
Accession No: 22525
Year: 2017
Recommended By: Rajesh Sharma



The new strategist by Muller-Stewens, Gunter

Call Number: 658.4012 MUL
Publisher: Kogan Page
Subject: Management

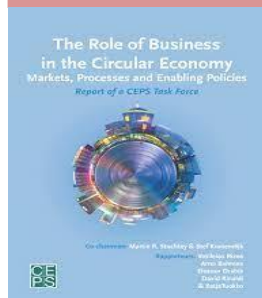
Accession No: 22526
Year: 2020
Recommended By: Ajay Bansal



The retail start-up book by Gee, Rowland

Call Number: 658.87 GEE
Publisher: Kogan Page
Subject: Marketing

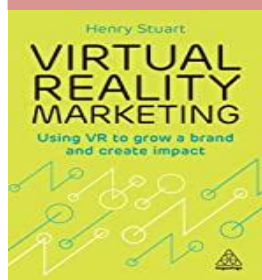
Accession No: 22527
Year: 2019
Recommended By: Rajesh Sharma



The role of business in the circular economy by Stuchtey, Martin R

Call Number: 338.927 THE
Publisher: (CEPS)
Subject: Economics

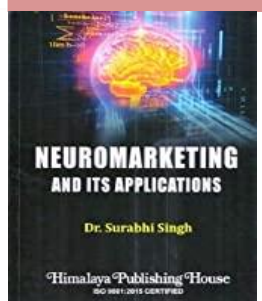
Accession No: 22528
Year: 2018
Recommended By: Ritika Gugnani



Virtual reality marketing by Stuart, Henry

Call Number: 658.8028568 STU
Publisher: Kogan Page
Subject: Marketing

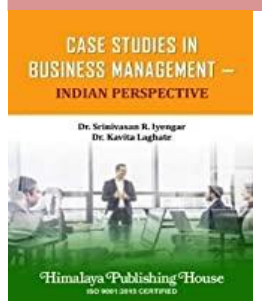
Accession No: 22529
Year: 2019
Recommended By: Rajesh Sharma



Neuromarketing and its applications by Singh, Surabhi

Call Number: 658.80019 SIN
Publisher: Himalaya
Subject: Marketing

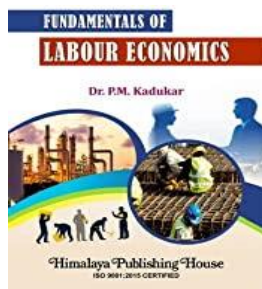
Accession No: 22530
Year: 2021
Recommended By: Vinita Srivastava



Case studies in business management by Iyengar, Srinivasan R

Call Number: 658 IYE
Publisher: Himalaya
Subject: Management

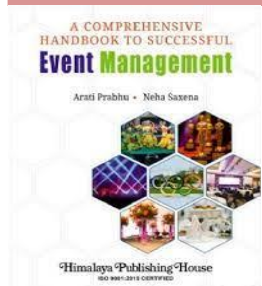
Accession No: 22531-22532
Year: 2021
Recommended By: LRC



Fundamentals of labour economics by Kadukar, P M

Call Number: 331 KAD
Publisher: Himalaya
Subject: Economics

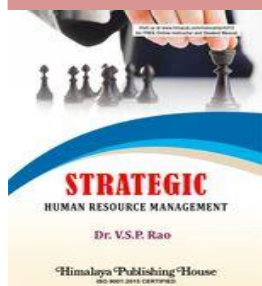
Accession No: 22533
Year: 2021
Recommended By: Ritika Gugnani



A comprehensive handbook to successful event management by Prabhu, Arati

Call Number: 394.2068 PRA
Publisher: Himalaya
Subject: Miscellaneous

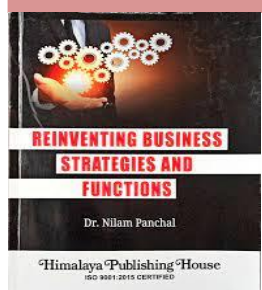
Accession No: 22534
Year: 2021
Recommended By: LRC



Strategic human resource management by Rao, V.S.P.

Call Number: 658.3 RAO
Publisher: Himalaya
Subject: Management

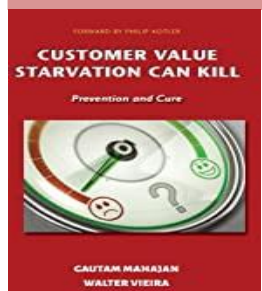
Accession No: 22535-22536
Year: 2021
Recommended By: Rahul Singh



Reinventing business strategies and functions by Panchal, Nilam

Call Number: 658.4012 PAN
Publisher: Himalaya
Subject: Management

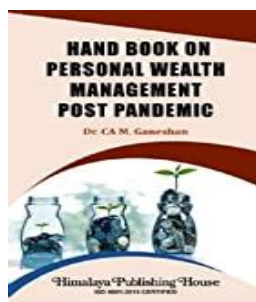
Accession No: 22537
Year: 2021
Recommended By: Abdul Qadir



Customer value starvation can kill by Mahajan, Gautam

Call Number: 658.812 MAH
Publisher: Himalaya
Subject: Marketing

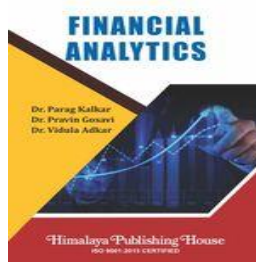
Accession No: 22538
Year: 2021
Recommended By: Rajesh Sharma



Hand book on personal wealth management post pandemic by Ganeshan, M

Call Number: 332.6 GAN
 Publisher: Himalaya
 Subject: Economics

Accession No: 22539
 Year: 2021
 Recommended By: LRC



Financial analytics by Kalkar, Parag

Call Number: 332.0285554 KAL
 Publisher: Himalaya
 Subject: Economics

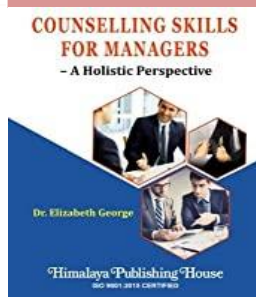
Accession No: 22540
 Year: 2021
 Recommended By: Nidhi Singh



Digital business by Mishra, Jyoti

Call Number: 658.872 MIS
 Publisher: Himalaya
 Subject: Marketing

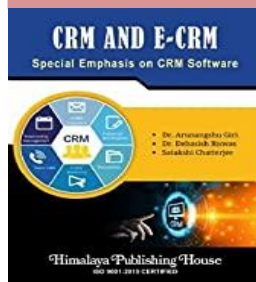
Accession No: 22541
 Year: 2021
 Recommended By: LRC



Counselling skills for managers by George, Elizabeth

Call Number: 158.3 GEO
 Publisher: Himalaya
 Subject: Miscellaneous

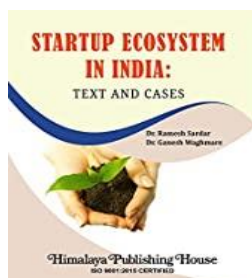
Accession No: 22542
 Year: 2021
 Recommended By: Shalini Verma



CRM and E-CRM by Giri, Arunangshu

Call Number: 658.812 GIR
 Publisher: Himalaya
 Subject: Marketing

Accession No: 22543
 Year: 2021
 Recommended By: Abdul Qadir



Startup ecosystem in India by Sardar, Ramesh

Call Number: 658.421 SAR
 Publisher: Himalaya
 Subject: Management

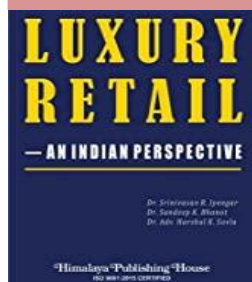
Accession No: 22544
 Year: 2021
 Recommended By: LRC



Business and society in new India by Panchal, Nilam

Call Number: 658.408 PAN
 Publisher: Himalaya
 Subject: Management

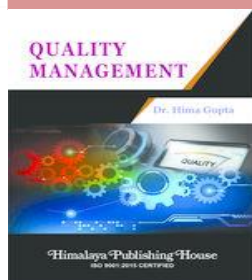
Accession No: 22545
 Year: 2021
 Recommended By: LRC



Luxury retail by Iyengar, Srinivasan R

Call Number: 658.87 IYE
 Publisher: Himalaya
 Subject: Marketing

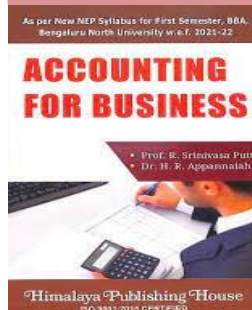
Accession No: 22546
 Year: 2021
 Recommended By: Rajesh Sharma



Quality management by Gupta, Hima

Call Number: 658.562 GUP
 Publisher: Himalaya
 Subject: Management

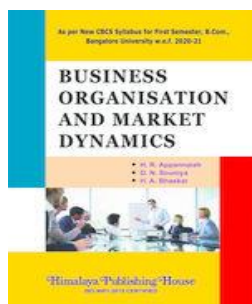
Accession No: 22547
 Year: 2021
 Recommended By: Renuka Mahajan



Accounting for business by Putty, R Srinivasa

Call Number: 657.068 PUT
 Publisher: Himalaya
 Subject: Accounting

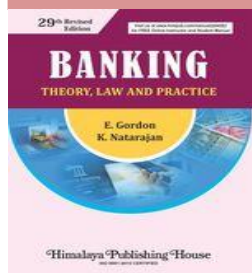
Accession No: 22548
 Year: 2022
 Recommended By: Santanu K Ganguli



Business organisation and market dynamics by Appannaiah, H R

Call Number: 658 APP
Publisher: Himalaya
Subject: Management

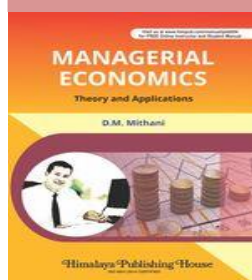
Accession No: 22549
Year: 2022
Recommended By: Rajesh Sharma



Banking by Gordon, E

Call Number: 332.1 GOR
Publisher: Himalaya
Subject: Economics

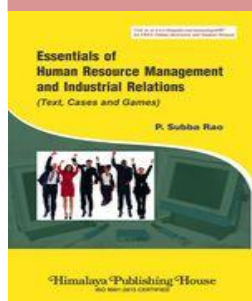
Accession No: 22550
Year: 2021
Recommended By: Nidhi Singh



Managerial economics by Mithani, D M

Call Number: 338.7 MIT
Publisher: Himalaya
Subject: Economics

Accession No: 22551
Year: 2022
Recommended By: Vranda Jain



Essentials of human resource management and industrial relations by Rao, P Subba

Call Number: 658.3 RAO
Publisher: Himalaya
Subject: Management

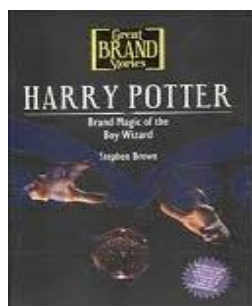
Accession No: 22552
Year: 2021
Recommended By: Abdul Qadir



Disruptive branding by Benbunan, Jacob

Call Number: 658.827 BEN
Publisher: Kogan Page
Subject: Marketing

Accession No: 22553
Year: 2019
Recommended By: Rajesh Sharma



Harry Potter brand magic of the boy wizard by Brown, Stephen

Call Number: 658.827 BRO
Publisher: Viva Books
Subject: Marketing

Accession No: 22554
Year: 2009
Recommended By: Rajesh Sharma



Business laws by Daggar, Inderjeet

Call Number: 346.065 DAG
Publisher: Sage
Subject: Miscellaneous

Accession No: 22555
Year: 2020
Recommended By: LRC



Data analysis using SPSS by Jasrai, Lokesh

Call Number: 005.55 JAS
Publisher: Sage
Subject: Computer & IT

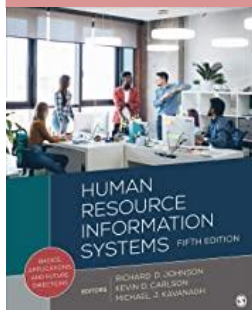
Accession No: 22556
Year: 2020
Recommended By: Ankur Chauhan



Behavioural finance by Kapoor, Sujata

Call Number: 332.6019 KAP
Publisher: Sage
Subject: Economics

Accession No: 22557
Year: 2019
Recommended By: Nidhi Singh



Human resource information systems by Kavanagh, Michael J

Call Number: 658.300285 HUM
Publisher: Sage
Subject: Management

Accession No: 22558
Year: 2015
Recommended By: Abdul Qadir



Marketing in the Digital Age

Dinesh Kumar

SAGE TEXTS

Marketing in the digital age by Dinesh Kumar

Call Number: 658.872 DIN

Publisher: Sage

Subject: Marketing

Accession No: 22559

Year: 2021

Recommended By: Vinita Srivastava



Advertising, Brands and Consumer Behaviour

The Indian Context

S. Ramesh Kumar
Anup Krishnamurthy

SAGE TEXTS

Advertising brands and consumer behaviour by Ramesh Kumar, S.

Call Number: 659.10954 RAM

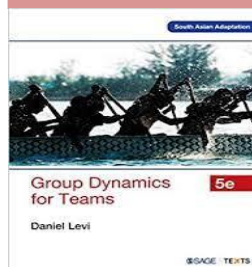
Publisher: Sage

Subject: Marketing

Accession No: 22560

Year: 2020

Recommended By: Deepak Halan



Group Dynamics for Teams

Daniel Levi

SAGE TEXTS

Group dynamics for teams by Levi, Daniel

Call Number: 658.4022 LEV

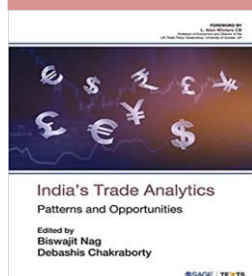
Publisher: Sage

Subject: Management

Accession No: 22561

Year: 2017

Recommended By: LRC



India's Trade Analytics
Patterns and Opportunities

Edited by
Biswajit Nag
Debashis Chakraborty

SAGE TEXTS

India's trade analytics by Nag, Biswajit (Ed)

Call Number: 382.0954 IND

Publisher: Sage

Subject: Miscellaneous

Accession No: 22562

Year: 2019

Recommended By: Rajesh Sharma



Organizational Behavior

Afsaneh Nahavandi
Robert B. Denhardt
Janet V. Denhardt
Maria P. Aristigueta

SAGE TEXTS

Organizational behavior by Nahavandi, Afsaneh

Call Number: 658.4 NAH

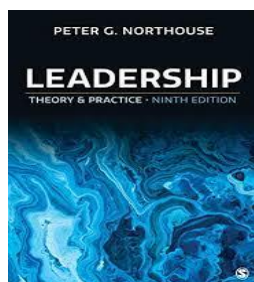
Publisher: Sage

Subject: Management

Accession No: 22563

Year: 2015

Recommended By: Rahul Singh



Leadership by Northouse, Peter G.

Call Number: 658.4092 NOR
Publisher: Sage
Subject: Management

Accession No: 22564
Year: 2016
Recommended By: Shalini Srivastava



Recruitment and selection by Picardi, Carrie A

Call Number: 658.311 PIC
Publisher: Sage
Subject: Management

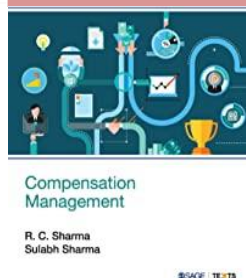
Accession No: 22565
Year: 2020
Recommended By: Abdul Qadir



Strategic human resource management by Rees, Gary (Ed)

Call Number: 658.3 STR
Publisher: Sage
Subject: Management

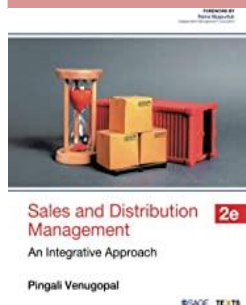
Accession No: 22566
Year: 2014
Recommended By: Ajay Bansal



Compensation management by Sharma, R C

Call Number: 658.322 SHA
Publisher: Sage
Subject: Management

Accession No: 22567
Year: 2019
Recommended By: Abdul Qadir



Sales and distribution management by Venugopal, Pingali

Call Number: 658.81 VEN
Publisher: Sage
Subject: Marketing

Accession No: 22568
Year: 2021
Recommended By: Ajay Bansal



Basic Computational
Techniques for Data
Analysis
An Exploration in MS Excel
D. Narayana
Sharad Ranjan
Nupur Tyagi

SAGE TEXTS

Basic computational techniques for data analysis by Narayana, D

Call Number: 658.4033 NAR

Publisher: Sage

Subject: Statistics

Accession No: 22569

Year: 2021

Recommended By: Richa Misra



Research Design
Qualitative, Quantitative, and
Mixed Methods Approaches
John W. Creswell

SAGE TEXTS

Research design by Creswell, John W

Call Number: 658.072 CRE

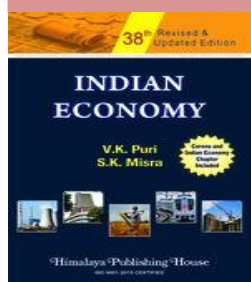
Publisher: Sage

Subject: Management

Accession No: 22570

Year: 2014

Recommended By: LRC



Indian economy by Puri, V K

Call Number: 338.954 PUR

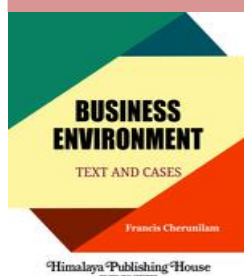
Publisher: Himalaya

Subject: Economics

Accession No: 22571

Year: 2021

Recommended By: Ritika Gugnani



Business environment by Cherunilam, Francis

Call Number: 338.927 CHE

Publisher: Himalaya

Subject: Economics

Accession No: 22572

Year: 2021

Recommended By: Vranda Jain