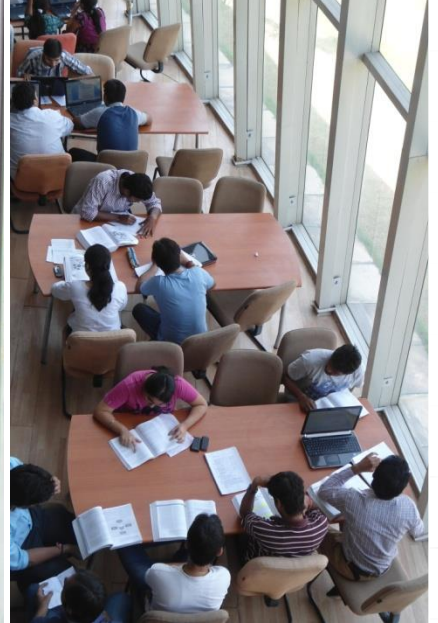


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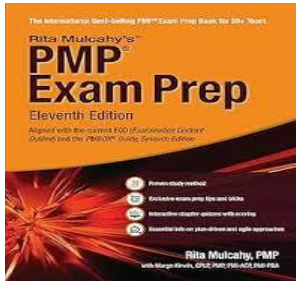


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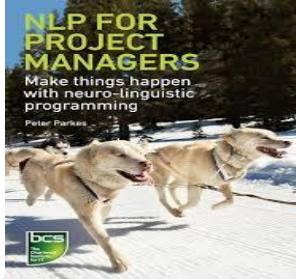
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|-----------------------------|--------------|
| Total No. of Titles- | 17228 |
| Gen. Books Volumes- | 25393 |
| Text Books Volumes - | 19127 |
| Total Books - | 44520 |



PMP exam preparation by Mulcahy, Rita

Call No.: 658.404 MUL
Publisher: RMC Pub.
Subject: Management

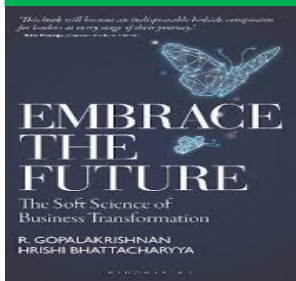
Accession No.: 25355
Edition: 11th
Year: 2023



NLP for project managers by Parkes, Peter

Call No.: 158.1 PAR
Publisher: BISL
Subject: Miscellaneous

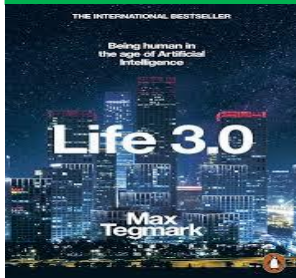
Accession No.: 25356
Edition: 1st
Year: 2011



Embrace the future by Gopalakrishnan, R

Call No.: 658.4063 GOP
Publisher: Bloomsbury
Subject: Management

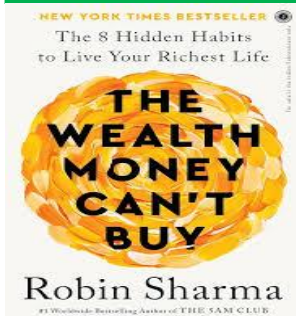
Accession No.: 25357-25358
Edition: 1st
Year: 2024



Life 3.0 by Tegmark, Max

Call No.: 006.301 TEG
Publisher: Penguin
Subject: Computer & IT

Accession No.: 25359
Edition: 1st
Year: 2018



The wealth money can't buy by Sharma, Robin

Call No.: 158.1 SHA
Publisher: Jaico
Subject: Miscellaneous

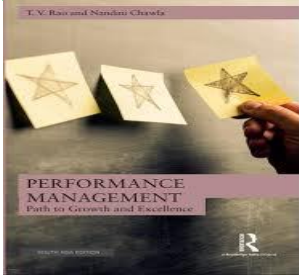
Accession No.: 25360
Edition: 1st
Year: 2024



Brand and branding by Aggarwal, Ashita

Call No.: 658.827 AGG
Publisher: Routledge
Subject: Marketing

Accession No.: 25361
Edition: South Asia Ed.
Year: 2024



Performance management by Rao, TV

Call No.: 658.3125 RAO
Publisher: Routledge
Subject: Management

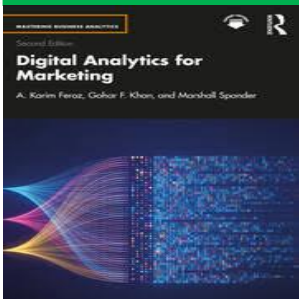
Accession No.: 25362
Edition: South Asia Ed.
Year: 2024



Mapping innovation in India's creative Industries by Dasgupta, Rohit K

Call No.: 658.4063 DAS
Publisher: Routledge
Subject: Management

Accession No.: 25363
Edition: South Asia Ed.
Year: 2024



Digital analytics for marketing by Feroz, A Karim

Call No.: 658.872 FER
Publisher: Routledge
Subject: Marketing

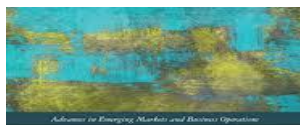
Accession No.: 25364
Edition: 2nd
Year: 2024



Comparative international management by Sorge, Arndt Michael

Call No.: 658.049 SOR
Publisher: Routledge
Subject: Management

Accession No.: 25365
Edition: 3rd
Year: 2024



**PROMOTIONAL PRACTICES
AND PERSPECTIVES FROM
EMERGING MARKETS**
Edited by
Sudhir Rana, Anand K. Shrivastava and
Suchis Kumar Rast

Promotional practices and perspectives from emerging markets by Rana, Sudhir

Call No.: 658.049 RAN
Publisher: Routledge
Subject: Management

Accession No.: 25366
Edition: South Asia Ed.
Year: 2024



**Basic Computational
Techniques for
Data Analysis**
An Exploration in MS Excel

Basic computation techniques for data analysis by Narayana, D

Call No.: 658.4033 NAR
Publisher: Routledge
Subject: Management

Accession No.: 25367
Edition: 2nd
Year: 2024



**DECENT WORK-LIFE IN
BUSINESS**
ESSENTIAL TOOL FOR SUSTAINABLE DEVELOPMENT

Decent work life in business by Majumder, S.

Call No.: 306.36 MAJ
Publisher: Routledge
Subject: Miscellaneous

Accession No.: 25368
Edition: South Asia Ed.
Year: 2024



**Integrated Advertising,
Promotion, and
Marketing**
Communicating in a Digital World
Anubhav Mishra and Tota Sai Vijay

Integrated advertising, promotion & marketing by Mishra, Anubhav

Call No.: 659.1 MIS
Publisher: Routledge
Subject: Marketing

Accession No.: 25369
Edition: South Asia Ed.
Year: 2024



**Digital Consumer
Management**
Understanding and Managing Consumer
Engagement in the Digital Environment

Digital consumer management by Mogaji, E.

Call No.: 658.8342 MOG
Publisher: Routledge
Subject: Marketing

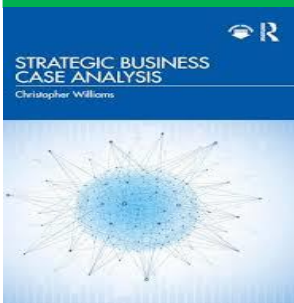
Accession No.: 25370
Edition: 1st
Year: 2024



Digital content marketing by Krowinska, Agata (Ed)

Call No.: 658.872 DIG
Publisher: Routledge
Subject: Marketing

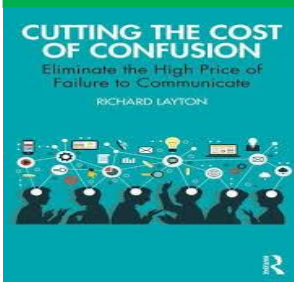
Accession No.: 25371
Edition: 1st
Year: 2024



Strategic business case analysis by Williams Christopher

Call No.: 650.711 WIL
Publisher: Routledge
Subject: Miscellaneous

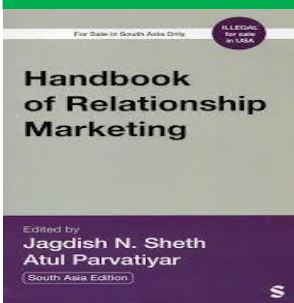
Accession No.: 25372
Edition: 1st
Year: 2024



Cutting the cost of confusion by Layton, RA

Call No.: 658.45 LAY
Publisher: Routledge
Subject: Management

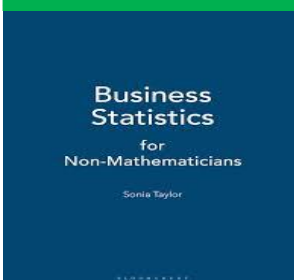
Accession No.: 25373
Edition: 1st
Year: 2024



Handbook of relationship marketing by Sheth, Jagdish N. (Ed)

Call No.: 658.812 SHE
Publisher: Response Books
Subject: Marketing

Accession No.: 25374
Edition: 1st
Year: 2002



Business statistics by Taylor, Sonia

Call No.: 658.40331 TAY
Publisher: Bloomsbury
Subject: Statistics

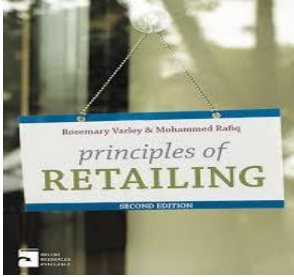
Accession No.: 25375
Edition: 1st
Year: 2023



Sales management by Cuevas, Javier Marcos

Call No.: 658.81 CUE
Publisher: Bloomsbury
Subject: Marketing

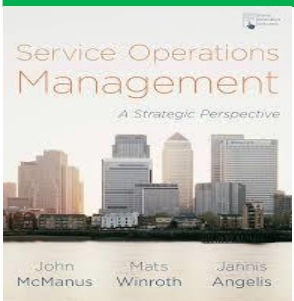
Accession No.: 25376
Edition: 4th
Year: 2023



Principles of retailing by Varley, Rosemary

Call No.: 658.87 VAR
Publisher: Bloomsbury
Subject: Marketing

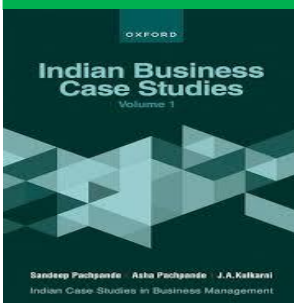
Accession No.: 25377
Edition: 2nd
Year: 2024



Service operations management by Mcmanus, John

Call No.: 658.22 MCM
Publisher: Bloomsbury India
Subject: Management

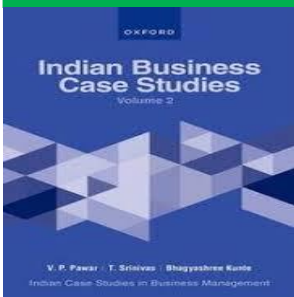
Accession No.: 25378
Edition: 1st
Year: 2023



Indian business case study Volume 1 by Pachpande, Sandeep

Call No.: 658 PAC
Publisher: Oxford
Subject: Management

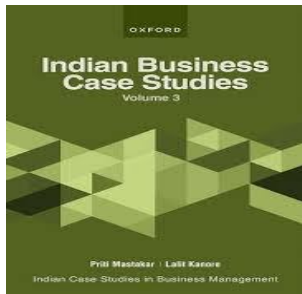
Accession No.: 25379
Edition: 1st
Year: 2022



Indian business case study Volume 2 by Pawar, VP

Call No.: 658 PAW
Publisher: Oxford
Subject: Management

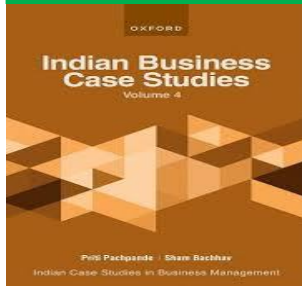
Accession No.: 25380
Edition: 1st
Year: 2022



Indian business case study Volume 3 by Kanore, Lalit

Call No.: 658 KAN
Publisher: Oxford
Subject: Management

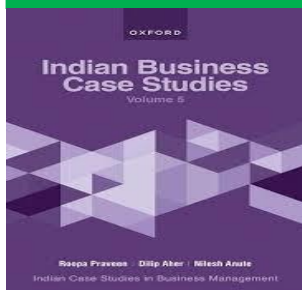
Accession No.: 25381
Edition: 1st
Year: 2022



Indian business case study Volume 4 by Priti, Pachpande

Call No.: 658 PAC
Publisher: Oxford
Subject: Management

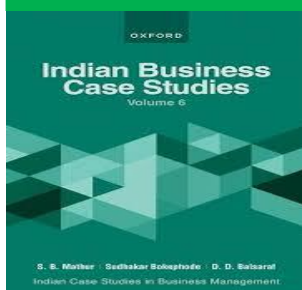
Accession No.: 25382
Edition: 1st
Year: 2022



Indian business case study Volume 5 by Praveen, Roopa

Call No.: 658 PRA
Publisher: Oxford
Subject: Management

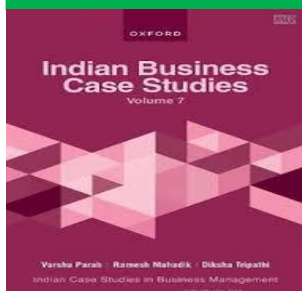
Accession No.: 25383
Edition: 1st
Year: 2022



Indian business case study Volume 6 by Mathur, SB

Call No.: 658 MAT
Publisher: Oxford
Subject: Management

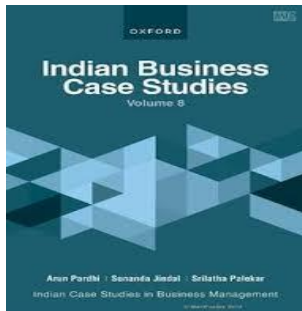
Accession No.: 25384
Edition: 1st
Year: 2022



Indian business case study Volume 7 by Parab, Varsha

Call No.: 658 PAR
Publisher: Oxford
Subject: Management

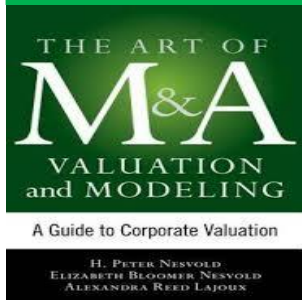
Accession No.: 25385
Edition: 1st
Year: 2022



Indian business case study Volume 8 by Palekar, Srilatha

Call No.: 658 PAL
Publisher: Oxford
Subject: Management

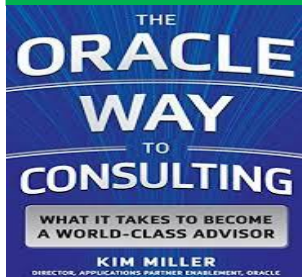
Accession No.: 25386
Edition: 1st
Year: 2022



The art of M&A by Nesvold, H Peter

Call No.: 658.162 NES
Publisher: McGraw Hill
Subject: Management

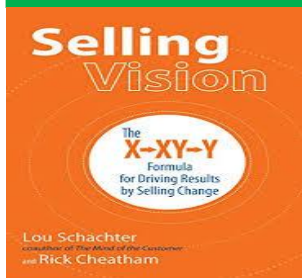
Accession No.: 25387
Edition: 1st
Year: 2023



The oracle way to consulting by Miller, Kim

Call No.: 658.46 MIL
Publisher: McGraw Hill
Subject: Management

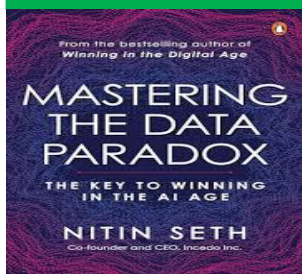
Accession No.: 25388
Edition: 1st
Year: 2023



Selling vision by Schachter, Lou

Call No.: 658.81 SCH
Publisher: McGraw Hill
Subject: Marketing

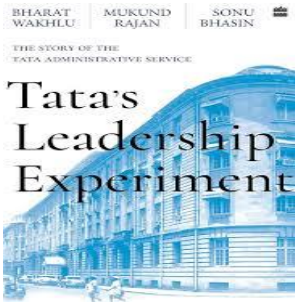
Accession No.: 25389
Edition: 1st
Year: 2023



Mastering the data paradox by Seth, Nitin

Call No.: 658.4033 SET
Publisher: Penguin
Subject: Management

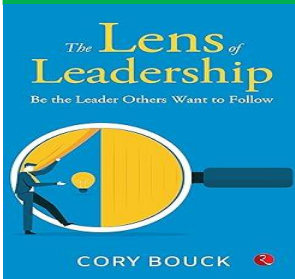
Accession No.: 25390
Edition: 1st
Year: 2024



Tatas leadership experimnet by Wakhlu, Bharat

Call No.: 650.1 WAK
Publisher: Harper Business
Subject: Miscellaneous

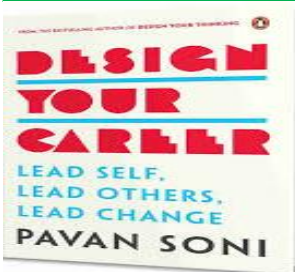
Accession No.: 25391
Edition: 1st
Year: 2022



The lens leadership by Bouck, Cory

Call No.: 658.4092 BOU
Publisher: Rupa Publication
Subject: Management

Accession No.: 25392
Edition: 1st
Year: 2023



Design your career by Soni, Pavan

Call No.: 650.1 SON
Publisher: Penguin
Subject: Miscellaneous

Accession No.: 25393
Edition: 1st
Year: 2024