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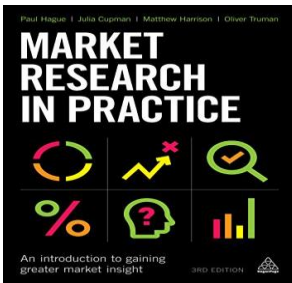


NEW ARRIVALS



JUNE - 2019

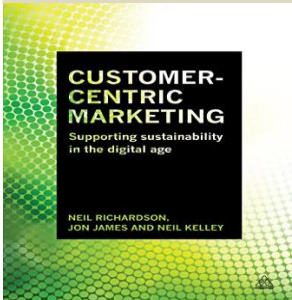
Total No. of Titles-	13587
Total No. of Volumes-	20714
Total Book Bank Books-	12906
Total Books -	33620



Market research in practice by Hague, Paul

Call No.: 658.83 HAG
Publisher: Kogan Page
Subject: Marketing

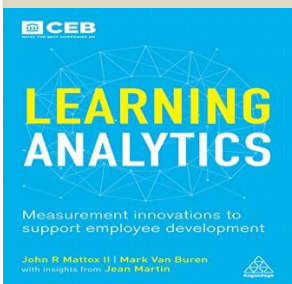
Accession No.: 20701
Year: 2016
Recommended By: Rajesh Sharma



Customer-centric marketing by Richardson, Neil

Call No.: 658.812 RIC
Publisher: Kogan Page
Subject: Marketing

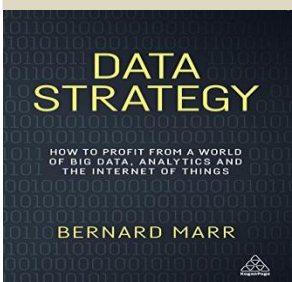
Accession No.: 20702
Year: 2015
Recommended By: Rajesh Sharma



Learning analytics by Mattox, John R, II

Call No.: 658.312404 MAT
Publisher: Kogan Page
Subject: Management

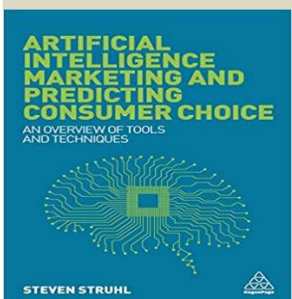
Accession No.: 20703
Year: 2016
Recommended By: Rajesh Sharma



Data strategy by Marr, Bernard

Call No.: 658.4038 MAR
Publisher: Kogan Page
Subject: Management

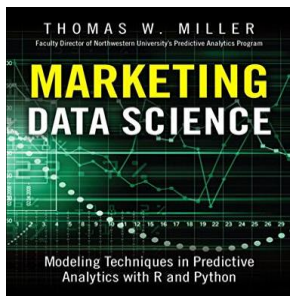
Accession No.: 20704
Year: 2017
Recommended By: Rajesh Sharma



Artificial intelligence marketing and predicting consumer choice by Struhl, Steven

Call No.: 658.80028563 STR
Publisher: Kogan Page
Subject: Marketing

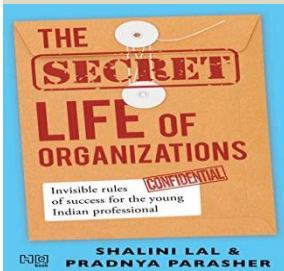
Accession No.: 20705
Year: 2017
Recommended By: Rajesh Sharma



Marketing data science by Miller, Thomas W

Call No.: 658.4033 MIL
Publisher: Pearson
Subject: Management

Accession No.: 20706
Year: 2019
Recommended By: Rajesh Sharma



The secret life of organizations by Lal, Shalini

Call No.: 658.4 LAL
Publisher: Hachette
Subject: Management

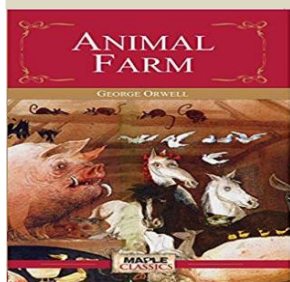
Accession No.: 20707-08
Year: 2019
Recommended By: LRC



Disruptive paradigm shift and sustainability revolution by Pandey, Dayanand (Ed)

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

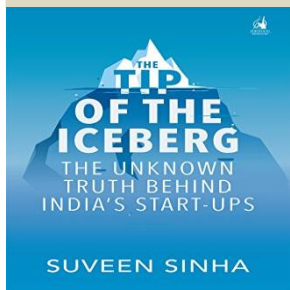
Accession No.: 20709
Year: 2019
Recommended By: Gifted



Animal farm by Orwell, George

Call No.: 823 ORW
Publisher: Maple
Subject: Miscellaneous

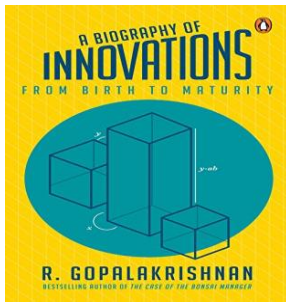
Accession No.: 20710
Year: 2018
Recommended By: LRC



The tip of the iceberg by Sinha, Suveen

Call No.: 658.421 SIN
Publisher: Penguin
Subject: Management

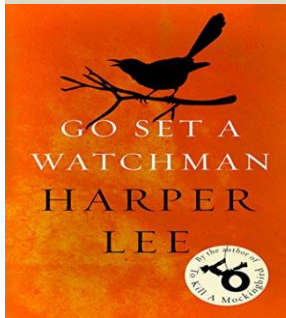
Accession No.: 20711
Year: 2016
Recommended By: Prasoun Tripathi



A biography of innovations by Gopalakrishnan, R

Call No.: 658.5 GOP
Publisher: Penguin
Subject: Management

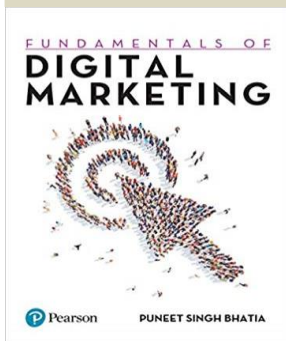
Accession No.: 20712
Year: 2017
Recommended By: Prasoun Tripathi



Go set a watchman by Lee, Harper

Call No.: 823 LEE
Publisher: Arrow Books
Subject: Miscellaneous

Accession No.: 20713
Year: 2016
Recommended By: LRC



Fundamentals of digital marketing by Bhatia, Puneet Singh

Call No.: 658.872 BHA
Publisher: Pearson
Subject: Marketing

Accession No.: 20714
Year: 2017
Recommended By: Gifted