

LIBRARY AND RESOURCE CENTER

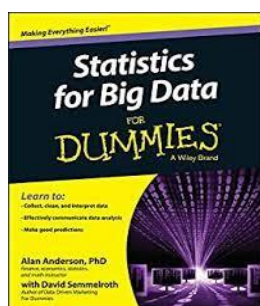


NEW ARRIVALS



JUNE - 2022

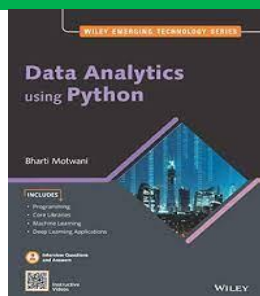
Total No. of Titles-	15555
Total No. of Volumes-	23350
Total Book Bank Books-	15989
Total Books -	39339



Statistics for big data for dummies by Anderson, Alan

Call No: 519.5 AND
Publisher: Wiley
Subject: Statistics

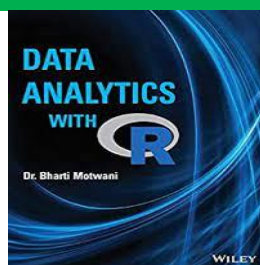
Accession No: 23189-90
Year: 2016
Edition: 1st



Data analytics using python by Motwani, Bharti

Call No.: 005.133 MOT
Publisher: Wiley
Subject: Computer & IT

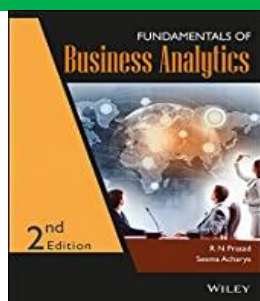
Accession No.: 23191-92
Year: 2020
Edition: 1st



Data analytics with R by Motwani, Bharti

Call No.: 658.4033 MOT
Publisher: Wiley
Subject: Statistics

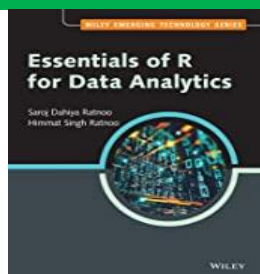
Accession No.: 23193
Year: 2019
Edition: 1st



Fundamentals of business analytics by Prasad, R N

Call No.: 658.4033 PRA
Publisher: Wiley
Subject: Statistics

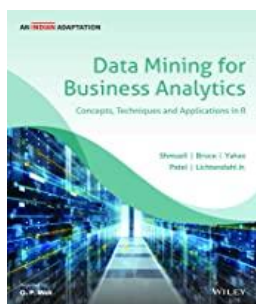
Accession No.: 23194-95
Year: 2018
Edition: 2nd



Essentials of R for data analytics by Ratnoo, Saroj Dahiya

Call No.: 658.4033 RAT
Publisher: Wiley
Subject: Statistics

Accession No.: 23196-97
Year: 2021
Edition: 1st



Data mining for business analytics by Shmueli, Galit

Call No.: 658.4033 SHM
 Publisher: Wiley
 Subject: Statistics

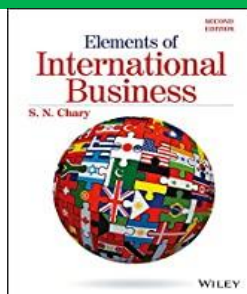
Accession No.: 23198-99
 Year: 2021
 Edition: An Indian Adaptation



Supply chain analytics by Vijayaraghavan, T A S

Call No.: 658.7 VII
 Publisher: Wiley
 Subject: Management

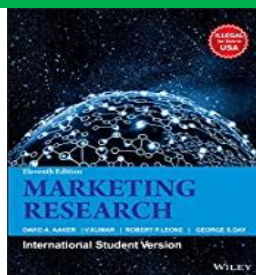
Accession No.: 23200
 Year: 2021
 Edition: 1st



Elements of international business by Chary, S N

Call No.: 658.049 CHA
 Publisher: Wiley
 Subject: Management

Accession No.: 23201-02
 Year: 2016
 Edition: 2nd



Marketing research by Aaker, David A

Call No.: 658.83 AAK
 Publisher: Wiley
 Subject: Marketing

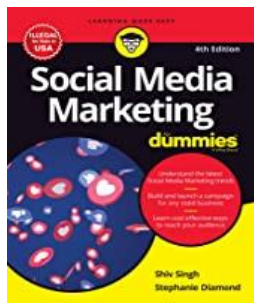
Accession No.: 23203
 Year: 2016
 Edition: 11th



Sales management by Cron, William L

Call No.: 658.81 CRO
 Publisher: Wiley
 Subject: Marketing

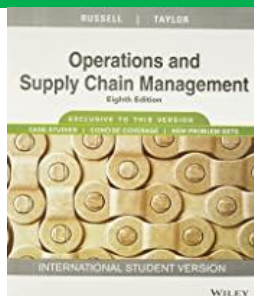
Accession No.: 23204
 Year: 2011
 Edition: 10th



Social media marketing for dummies by Singh, Shiv

Call No.: 658.872 SIN
Publisher: Wiley
Subject: Marketing

Accession No.: 23205-07
Year: 2020
Edition: 4th



Operations and supply chain management by Russell, Roberta S

Call No.: 658.5 RUS
Publisher: Wiley
Subject: Management

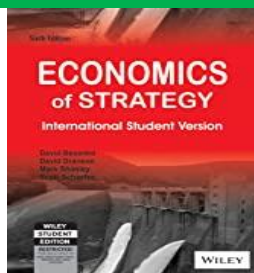
Accession No.: 23208-10
Year: 2016
Edition: 8th



Strategic market management by Aaker, David A

Call No.: 658.802 AAK
Publisher: Wiley
Subject: Marketing

Accession No.: 23211-12
Year: 2016
Edition: Special edition



Economics of strategy by Besanko, David

Call No.: 658.4012 BES
Publisher: Wiley
Subject: Management

Accession No.: 23213-14
Year: 2014
Edition: 6th



Microeconomics by Besanko, David

Call No.: 338.5 BES
Publisher: Wiley
Subject: Economics

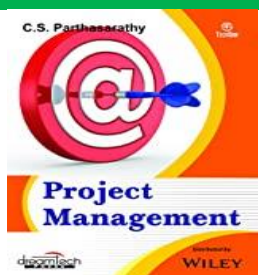
Accession No.: 23215-16
Year: 2021
Edition: 6th (Indian adoption)



International economics by Salvatore, Dominick

Call No.: 337 SAL
Publisher: Wiley
Subject: Economics

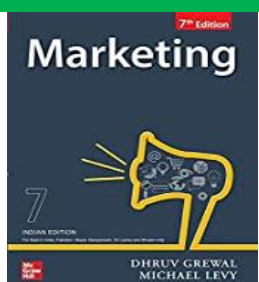
Accession No.: 23217-18
Year: 2021
Edition: 13th (Indian adoption)



Project management by Parthasarathy, C S

Call No.: 658.404 PAR
Publisher: Dreamtech
Subject: Management

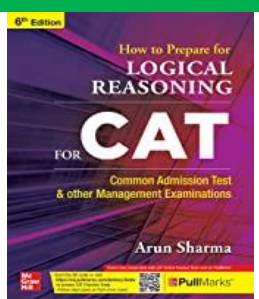
Accession No.: 23219-20
Year: 2020
Edition: 1st



Marketing by Grewal, Dhruv

Call No.: 658.8 GRE
Publisher: McGraw Hill
Subject: Marketing

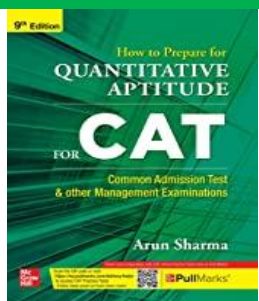
Accession No.: 23221
Year: 2021
Edition: 7th



How to prepare for logical reasoning for cat by Sharma, Arun

Call No.: 658.0076 SHA
Publisher: McGraw Hill
Subject: Management

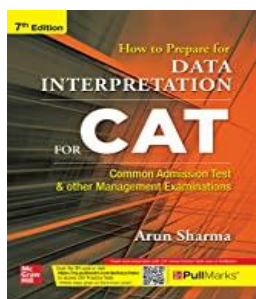
Accession No.: 23222
Year: 2022
Edition: 6th



How to prepare for quantitative aptitude for cat by Sharma, Arun

Call No.: 658.0076 SHA
Publisher: McGraw Hill
Subject: Management

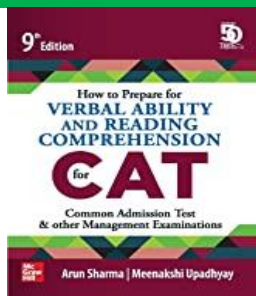
Accession No.: 23223
Year: 2022
Edition: 9th



How to prepare for data interpretation for cat by Sharma, Arun

Call No.: 658.0076 SHA
Publisher: McGraw Hill
Subject: Management

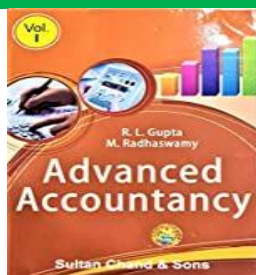
Accession No.: 23224
Year: 2021
Edition: 7th



How to prepare for verbal ability and reading comprehension for cat by Sharma, Arun

Call No.: 658.0076 SHA
Publisher: McGraw Hill
Subject: Management

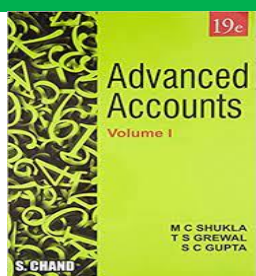
Accession No.: 23225
Year: 2021
Edition: 9th



Advanced accountancy Vol-1 by Gupta, R L

Call No.: 657.046 GUP
Publisher: Sultan Chand & Sons
Subject: Accounting

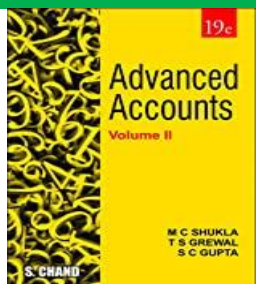
Accession No.: 23226
Year: 2022
Edition: 13th Rev



Advanced accounts Vol-1 by Shukla, M C

Call No.: 657.046 SHU
Publisher: Sultan Chand & Sons
Subject: Accounting

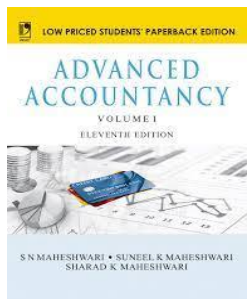
Accession No.: 23227
Year: 2022
Edition: 19th



Advanced accounts Vol-2 by Shukla, M C

Call No.: 657.046 SHU
Publisher: Sultan Chand & Sons
Subject: Accounting

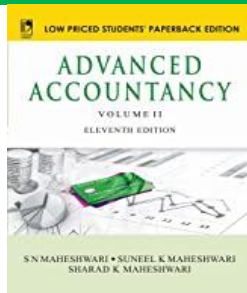
Accession No.: 23228
Year: 2021
Edition: 19th



Advanced accountancy Vol-1 by Maheshwari, S N

Call No.: 657.046 MAH
 Publisher: Vikas
 Subject: Accounting

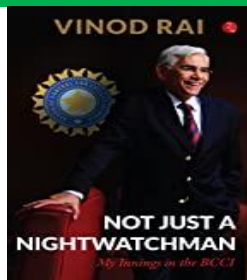
Accession No.: 23229
 Year: 2022
 Edition: 11th Rev & Enlarged



Advanced accountancy Vol-2 by Maheshwari, S N

Call No.: 657.046 MAH
 Publisher: Vikas
 Subject: Accounting

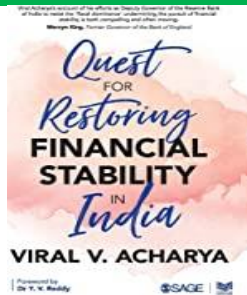
Accession No.: 23230
 Year: 2021
 Edition: 11th



Not just a nightwatchman by Rai, Vinod

Call No.: 650.1 RAI
 Publisher: Rupa
 Subject: Miscellaneous

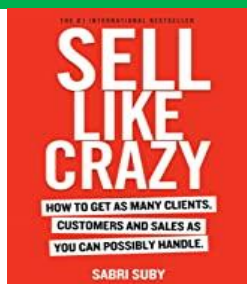
Accession No.: 23231
 Year: 2022
 Edition: 1st



Quest for restoring financial stability in India by Acharya, Viral V

Call No.: 330.954 ACH
 Publisher: Sage
 Subject: Economics

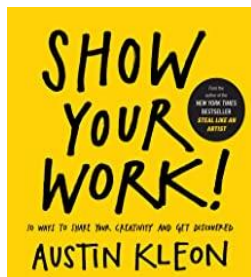
Accession No.: 23232
 Year: 2020
 Edition: 1st



Sell like crazy by Suby, Sabri

Call No.: 658.81 SUB
 Publisher: Sabri Suby
 Subject: Marketing

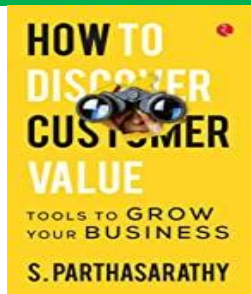
Accession No.: 23233
 Year: 2019
 Edition: 1st



Show your work! by Kleon, Austin

Call No.: 650.1 KLE
 Publisher: Workman Pub.
 Subject: Miscellaneous

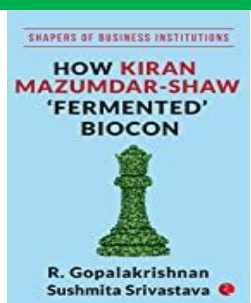
Accession No.: 23234
 Year: 2014
 Edition: 1st



How to discover customer value by Parthasarathy, S

Call No.: 658.812 PAR
 Publisher: Rupa
 Subject: Marketing

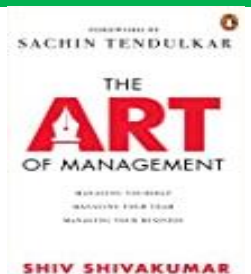
Accession No.: 23235
 Year: 2021
 Edition: 1st



How Kiran Mazumdar Shaw fermented biocon by Gopalakrishnan, R

Call No.: 338.092 GOP
 Publisher: Rupa
 Subject: Economics

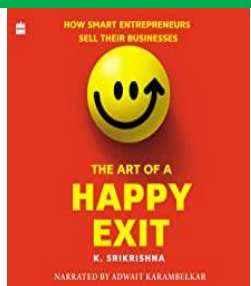
Accession No.: 23236
 Year: 2020
 Edition: 1st



The art of management by Shivakumar, Shiv

Call No.: 658 SHI
 Publisher: Penguin
 Subject: Management

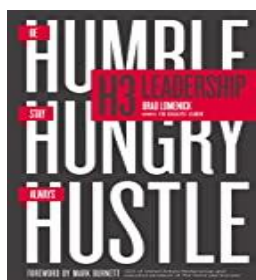
Accession No.: 23237
 Year: 2022
 Edition: 1st



Art of happy exit by Srikrishna, K

Call No.: 658.421 SRI
 Publisher: Harper Collins
 Subject: Management

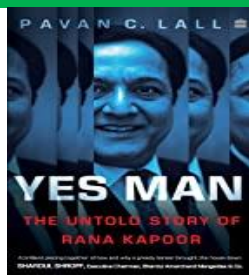
Accession No.: 23238
 Year: 2021
 Edition: 1st



H3 leadership by Lomenick, Brad

Call No.: 158.4 LOM
Publisher: Nelson Books
Subject: Miscellaneous

Accession No.: 23239
Year: 2015
Edition: 1st



Yes man by Lall, Pavan C

Call No.: 332.1092 LAL
Publisher: Harper Collins
Subject: Economics

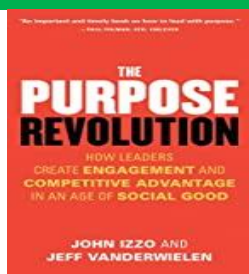
Accession No.: 23240
Year: 2021
Edition: 1st



The future-ready organization by Nagpal, Gyan

Call No.: 658 NAG
Publisher: Harper Collins
Subject: Management

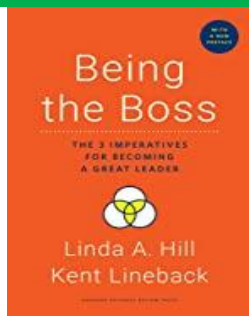
Accession No.: 23241
Year: 2019
Edition: 1st



The purpose revolution by Izzo, John

Call No.: 658.4092 IZZ
Publisher: Berrett-Koehler
Subject: Management

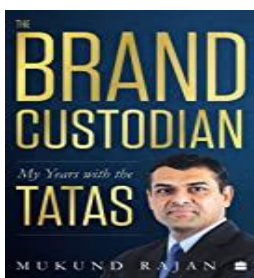
Accession No.: 23242
Year: 2018
Edition: 1st



Being the boss by Hill, Linda A

Call No.: 658.4092 HIL
Publisher: HBS Press
Subject: Management

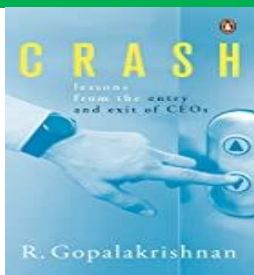
Accession No.: 23243
Year: 2021
Edition: 1st



The Brand custodian by Rajan, Mukund

Call No.: 658.827 RAJ
Publisher: Harper Collins
Subject: Marketing

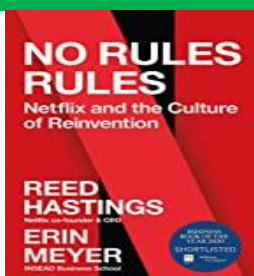
Accession No.: 23244
Year: 2019
Edition: 1st



Crash by Gopalakrishnan, R

Call No.: 658.4092 GOP
Publisher: Penguin
Subject: Management

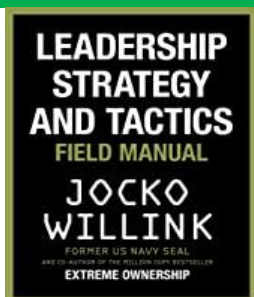
Accession No.: 23245
Year: 2018
Edition: 1st



No rules rules by Hastings, Reed

Call No.: 384.55506573 HAS
Publisher: WH Allen
Subject: Miscellaneous

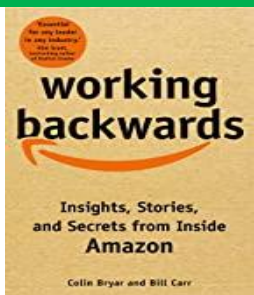
Accession No.: 23246
Year: 2020
Edition: 1st



Leadership strategy and tactics by Willink, Jocko

Call No.: 658.4092 WIL
Publisher: Macmillan
Subject: Management

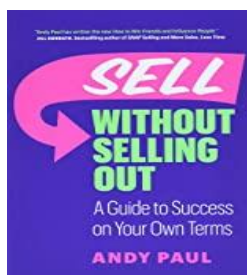
Accession No.: 23247
Year: 2020
Edition: 1st



Working backwards by Bryar, Colin

Call No.: 381.14206573 BRY
Publisher: Macmillan
Subject: Miscellaneous

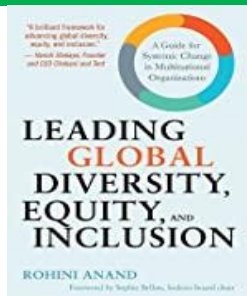
Accession No.: 23248
Year: 2021
Edition: 1st



Sell without selling out by Paul, Andy

Call No.: 658.81 PAU
 Publisher: Page Two
 Subject: Marketing

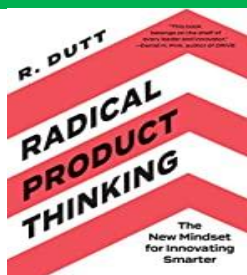
Accession No.: 23249
 Year: 2022
 Edition: 1st



Leading global diversity, equity, and inclusion by Anand, Rohini

Call No.: 658.3008 ANA
 Publisher: Berrett-Koehler
 Subject: Management

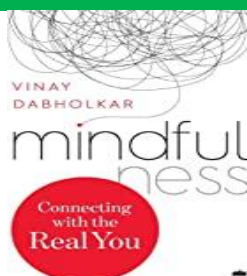
Accession No.: 23250
 Year: 2022
 Edition: 1st



Radical product thinking by Dutt, R

Call No.: 658.575 DUT
 Publisher: Berrett-Koehler
 Subject: Management

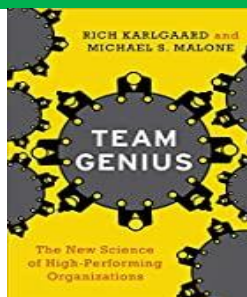
Accession No.: 23251
 Year: 2021
 Edition: 1st



Mindfulness by Dabholkar, Vinay

Call No.: 158.13 DAB
 Publisher: Harper Collins
 Subject: Miscellaneous

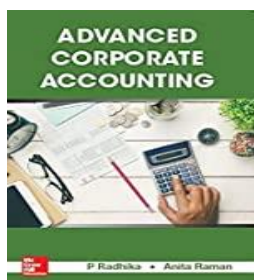
Accession No.: 23252
 Year: 2019
 Edition: 1st



Team genius by Karlgaard, Richard

Call No.: 658.4022 KAR
 Publisher: Harper Collins
 Subject: Management

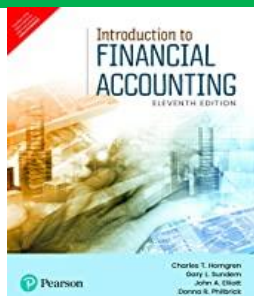
Accession No.: 23253
 Year: 2021
 Edition: 1st



Advanced corporate accounting by Radhika, P

Call No.: 657 RAD
 Publisher: McGraw Hill
 Subject: Accounting

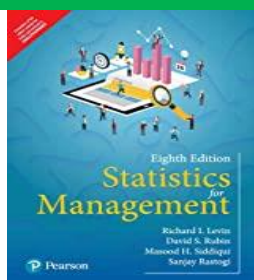
Acc.No.: 23254, 23277 & 23280
 Year: 2019
 Edition: 1st



Introduction to management accounting by Horngren, Charles T

Call No.: 658.1511 HOR
 Publisher: Pearson
 Subject: Management

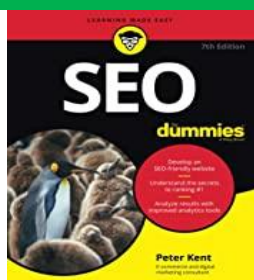
Accession No.: 23255
 Year: 2019
 Edition: 16th



Statistics for management by Levin, Richard I

Call No.: 658.40331 LEV
 Publisher: Pearson
 Subject: Statistics

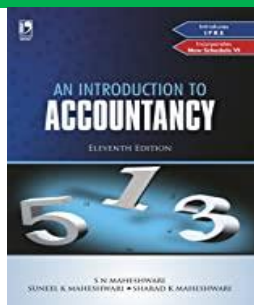
Accession No.: 23256
 Year: 2018
 Edition: 8th



SEO for dummies by Kent, Peter

Call No.: 004 KEN
 Publisher: Wiley
 Subject: Computer & IT

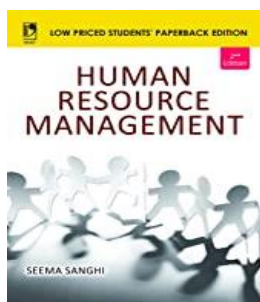
Accession No.: 23257 & 23347
 Year: 2020
 Edition: 7th



An introduction to accountancy by Maheshwari, S N

Call No.: 657 MAH
 Publisher: Vikas
 Subject: Accounting

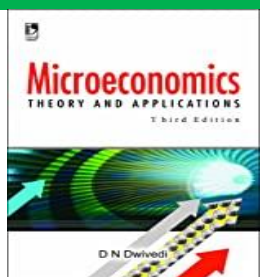
Accession No.: 23258
 Year: 2020
 Edition: 12th



Human resource management by Sanghi, Seema

Call No.: 658.3 SAN
Publisher: Vikas
Subject: Management

Accession No.: 23259
Year: 2021
Edition: 2nd



Microeconomics by Dwivedi, D N

Call No.: 338.5 DWI
Publisher: Vikas
Subject: Economics

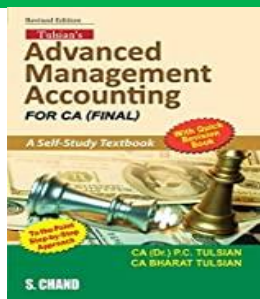
Accession No.: 23260
Year: 2020
Edition: 3rd



Legal aspects of business by Gupta, Parul

Call No.: 346.065 GUP
Publisher: Vikas
Subject: Miscellaneous

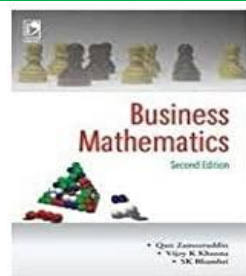
Accession No.: 23261
Year: 2022
Edition: 2nd



Advanced management accounting by Lal, Jawahar

Call No.: 658.1511 LAL
Publisher: S Chand & Company
Subject: Management

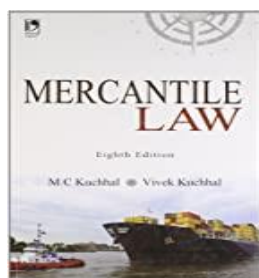
Accession No.: 23262
Year: 2018
Edition: 4th



Business mathematics by Zameeruddin, Qazi

Call No.: 658.4033 ZAM
Publisher: Vikas
Subject: Statistics

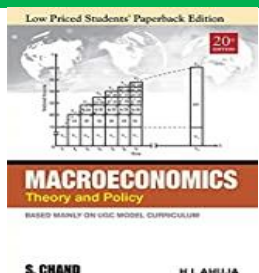
Accession No.: 23263
Year: 2022
Edition: 2nd



Mercantile law by Kuchhal, M.C

Call No.: 346.07 KUC
 Publisher: Vikas
 Subject: Miscellaneous

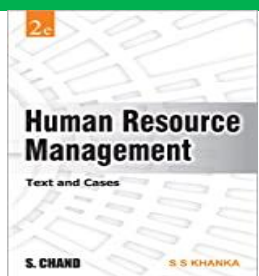
Accession No.: 23264
 Year: 2022
 Edition: 8th Rev



Macroeconomics by Ahuja, H L

Call No.: 339 AHU
 Publisher: S Chand & Company
 Subject: Economics

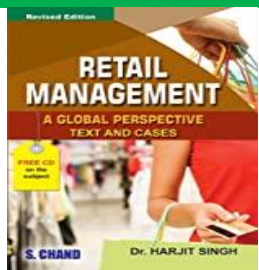
Accession No.: 23265
 Year: 2022
 Edition: 20th



Human resource management by Khanka, S S

Call No.: 658.3 KHA
 Publisher: S Chand & Company
 Subject: Management

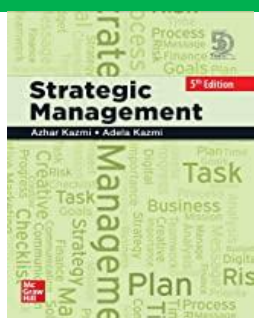
Accession No.: 23266
 Year: 2021
 Edition: 2nd



Retail management by Harjit Singh

Call No.: 658.87 SIN
 Publisher: S Chand & Company
 Subject: Marketing

Accession No.: 23267
 Year: 2020
 Edition: Rev ed



Strategic management by Kazmi, Azhar

Call No.: 658.4012 KAZ
 Publisher: McGraw Hill
 Subject: Management

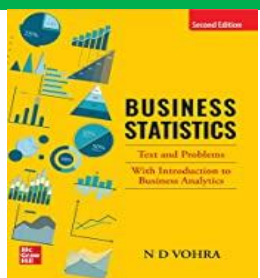
Accession No.: 23268
 Year: 2021
 Edition: 5th



Management accounting by Khan, M Y

Call No.: 658.1511 KHA
 Publisher: McGraw Hill
 Subject: Management

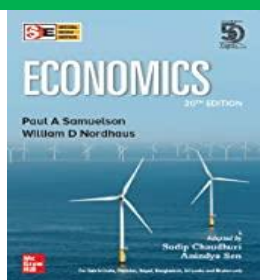
Accession No.: 23269
 Year: 2022
 Edition: 8th



Business statistics by Vohra, N D

Call No.: 658.40331 VOH
 Publisher: McGraw Hill
 Subject: Statistics

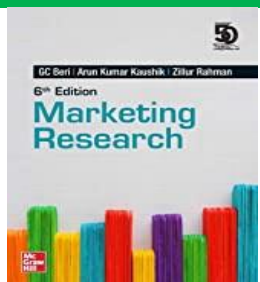
Accession No.: 23270
 Year: 2021
 Edition: 2nd



Economics by Samuelson, Paul A

Call No.: 330 SAM
 Publisher: McGraw Hill
 Subject: Economics

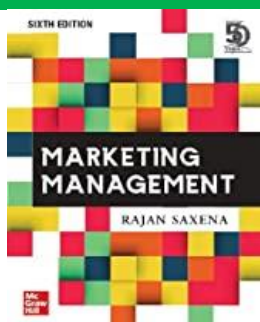
Accession No.: 23271
 Year: 2020
 Edition: 20th



Marketing research by Beri, G C

Call No.: 658.83 BER
 Publisher: McGraw Hill
 Subject: Marketing

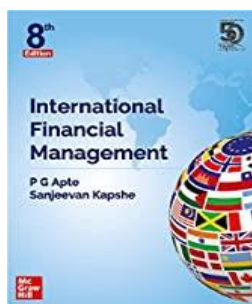
Accession No.: 23272
 Year: 2020
 Edition: 6th



Marketing management by Saxena, Rajan

Call No.: 658.8 SAX
 Publisher: McGraw Hill
 Subject: Marketing

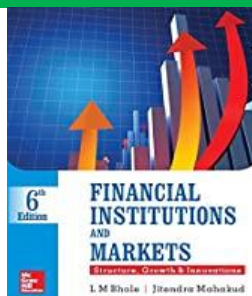
Accession No.: 23273
 Year: 2020
 Edition: 6th



International financial management by Apte, P G

Call No.: 658.1599 APT
Publisher: McGraw Hill
Subject: Management

Accession No.: 23274
Year: 2020
Edition: 8th



Financial institutions and markets by Bhole, L M

Call No.: 332.1 BHO
Publisher: McGraw Hill
Subject: Economics

Accession No.: 23275
Year: 2017
Edition: 6th



International business by Aswathappa, K.

Call No.: 658.049 ASW
Publisher: McGraw Hill
Subject: Management

Accession No.: 23276
Year: 2020
Edition: 7th



Essentials of management by Koontz, Harold

Call No.: 658 KOO
Publisher: McGraw Hill
Subject: Management

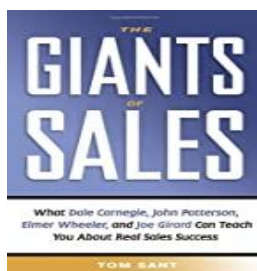
Accession No.: 23278
Year: 2021
Edition: 11th



Financial accounting for management by Ramachandran, N

Call No.: 657.068 RAM
Publisher: McGraw Hill
Subject: Accounting

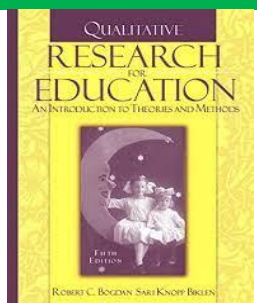
Accession No.: 23279
Year: 2020
Edition: 5th



The giants of sales : by Sant, Tom

Call No.: 658.81 SAN
 Publisher: BPI India Pvt Ltd
 Subject: Marketing

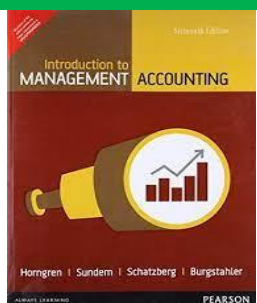
Accession No.: 23281
 Year: 2020
 Edition: 1st



Qualitative research for education by Bogdan, Robert C

Call No.: 658.072 BOG
 Publisher: Pearson
 Subject: Management

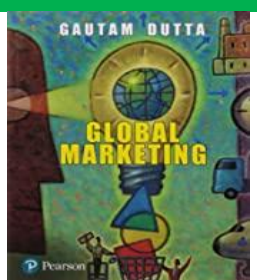
Accession No.: 23282
 Year: 2016
 Edition: 5th



Introduction to management accounting by Horngren, Charles T

Call No.: 658.1511 HOR
 Publisher: Pearson
 Subject: Management

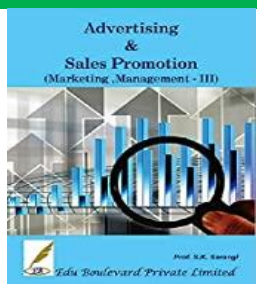
Accession No.: 23283
 Year: 2019
 Edition: 16th



Global marketing by Dutta, Gautam

Call No.: 658.848 DUT
 Publisher: Pearson
 Subject: Marketing

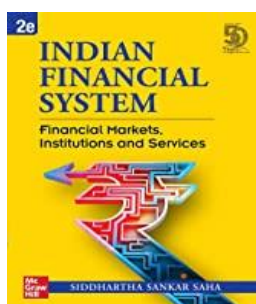
Accession No.: 23284
 Year: 2017
 Edition: 1st



Advertising & sales promotion by Sarangi, S K

Call No.: 659.1 SAR
 Publisher: Asian Books
 Subject: Marketing

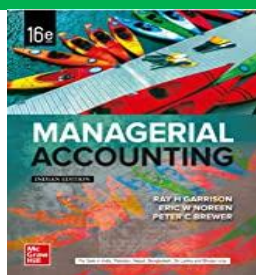
Accession No.: 23285
 Year: 2018
 Edition: 1st



Indian financial system by Saha, Siddhartha Sankar

Call No.: 332.0954 SAH
Publisher: McGraw Hill
Subject: Economics

Accession No.: 23286
Year: 2021
Edition: 2nd



Managerial accounting by Garrison, Ray H

Call No.: 658.1511 GAR
Publisher: McGraw Hill
Subject: Management

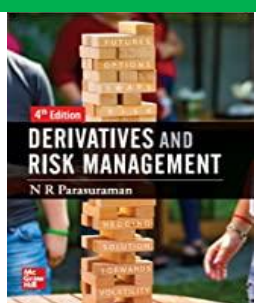
Accession No.: 23287
Year: 2021
Edition: 16th



Investment banking by Giri S, Pratap

Call No.: 332.66 GIR
Publisher: McGraw Hill
Subject: Economics

Accession No.: 23288
Year: 2022
Edition: 4th



Derivatives and risk management by Parasuraman, N R

Call No.: 332.645 PAR
Publisher: McGraw Hill
Subject: Economics

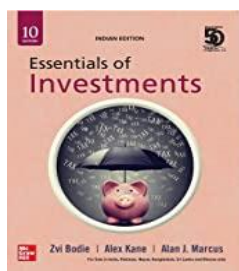
Accession No.: 23289
Year: 2022
Edition: 4th



Strategic financial management by Chandra, Prasanna

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

Accession No.: 23290
Year: 2020
Edition: 2nd



Essentials of investments by Bodie, Zvi

Call No.: 332.6 BOD
 Publisher: McGraw Hill
 Subject: Economics

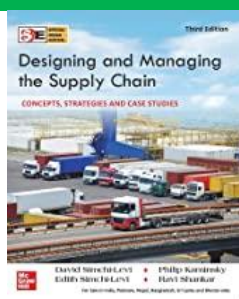
Accession No.: 23291
 Year: 2020
 Edition: 10th



Investments by Bodie, Zvi

Call No.: 332.6 BOD
 Publisher: McGraw Hill
 Subject: Economics

Accession No.: 23292
 Year: 2018
 Edition: 11th



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

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

Accession No.: 23293
 Year: 2022
 Edition: 4th



Retailing management by Levy, Michael

Call No.: 658.87 LEY
 Publisher: McGraw Hill
 Subject: Marketing

Accession No.: 23294
 Year: 2021
 Edition: 9th



Product design and development by Ulrich, Karl T

Call No.: 658.5752 ULR
 Publisher: McGraw Hill
 Subject: Management

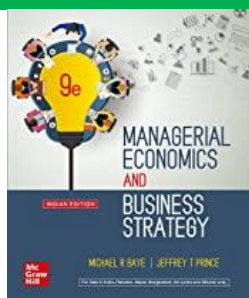
Accession No.: 23295
 Year: 2020
 Edition: 7th



Crafting and executing strategy by Thompson, Arthur A

Call No.: 658.4012 THO
Publisher: McGraw Hill
Subject: Management

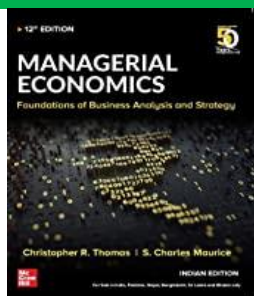
Accession No.: 23296
Year: 2021
Edition: 22nd



Managerial economics and business strategy by Baye, Michael R

Call No.: 338.7 BAY
Publisher: McGraw Hill
Subject: Economics

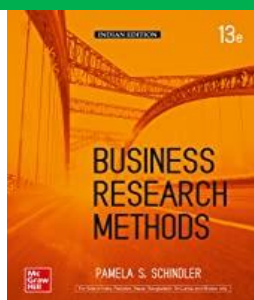
Accession No.: 23297
Year: 2021
Edition: 9th



Managerial economics by Thomas, Christopher R

Call No.: 338.7 THO
Publisher: McGraw Hill
Subject: Economics

Accession No.: 23298
Year: 2020
Edition: 12th



Business research methods by Schindler, Pamela S

Call No.: 658.072 SCH
Publisher: McGraw Hill
Subject: Management

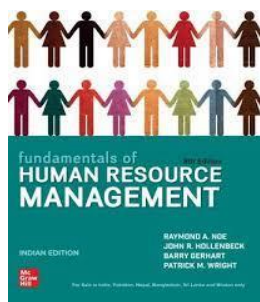
Accession No.: 23299
Year: 2021
Edition: 13th



Strategic management by Dess, Gregory G

Call No.: 658.4012 DES
Publisher: McGraw Hill
Subject: Management

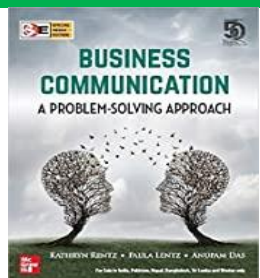
Accession No.: 23300
Year: 2021
Edition: 9th



Fundamentals of human resource management by Noe, Raymond A

Call No.: 658.3 NOE
 Publisher: McGraw Hill
 Subject: Management

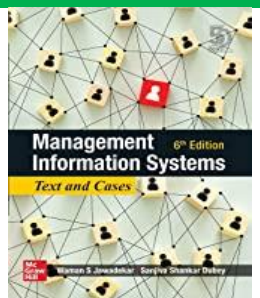
Accession No.: 23301
 Year: 2020
 Edition: 8th



Business communication by Rentz, Kathryn

Call No.: 650.014 REN
 Publisher: McGraw Hill
 Subject: Miscellaneous

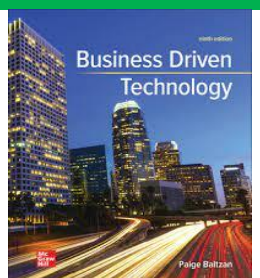
Accession No.: 23302
 Year: 2020
 Edition: 1st



Management information systems by Jawadekar, Waman S

Call No.: 658.4038 JAW
 Publisher: McGraw Hill
 Subject: Management

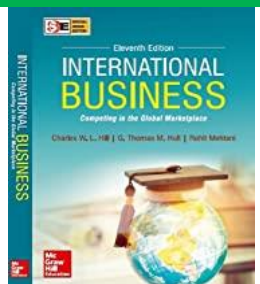
Accession No.: 23303
 Year: 2020
 Edition: 6th



Business driven technology by Baltzan, Paige

Call No.: 658.4038 BAL
 Publisher: McGraw Hill
 Subject: Management

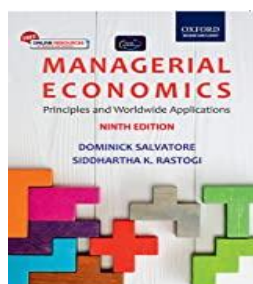
Accession No.: 23304
 Year: 2017
 Edition: 6th



International business by Hill, Charles W L

Call No.: 658.049 HIL
 Publisher: McGraw Hill
 Subject: Management

Accession No.: 23305
 Year: 2019
 Edition: 11th



Managerial economics by Salvatore, Dominick

Call No.: 338.7 SAL
Publisher: Oxford Uni. Press
Subject: Economics

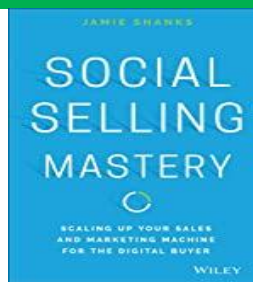
Accession No.: 23306
Year: 2021
Edition: 9th



Big data analytics using artificial intelligence technologies by Dixit, Rinku Sharma

Call No.: 006.3028557 DIX
Publisher: Dreamtech
Subject: Computer & IT

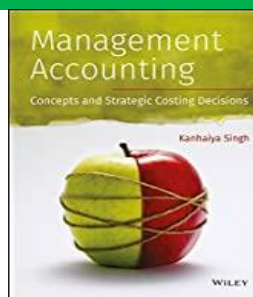
Accession No.: 23307
Year: 2022
Edition: 1st



Social selling mastery by Shanks, Jamie

Call No.: 658.872 SHA
Publisher: Wiley
Subject: Marketing

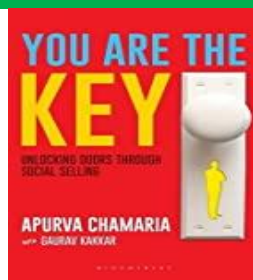
Accession No.: 23308
Year: 2016
Edition: 1st



Management accounting - concepts and strategic costing decisions by Singh, Kanhaiya

Call No.: 658.1511 SIN
Publisher: Wiley
Subject: Management

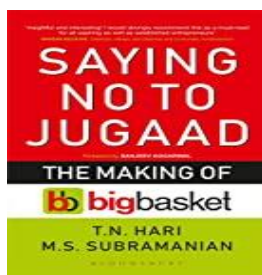
Accession No.: 23309
Year: 2015
Edition: 1st



You are the key by Chamaria, Apurva

Call No.: 658.872 CHA
Publisher: Bloomsbury
Subject: Marketing

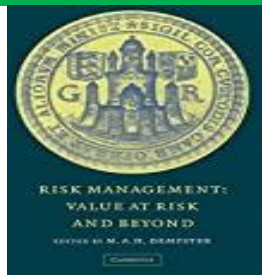
Accession No.: 23310
Year: 2015
Edition: 1st



Saying no to jugaad by Hari, T N

Call No.: 658.421 HAR
 Publisher: Bloomsbury
 Subject: Management

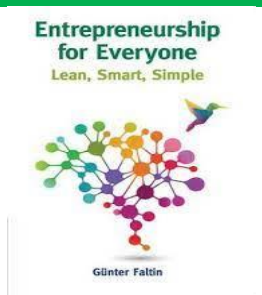
Accession No.: 23311
 Year: 2019
 Edition: 1st



Risk management by Dempster, M A H

Call No.: 658.155 DEM
 Publisher: Cambridge Uni. Press
 Subject: Management

Accession No.: 23312
 Year: 2018
 Edition: 1st



Entrepreneurship for everyone by Faltn, Gunter

Call No.: 658.421 FAL
 Publisher: World Scientific
 Subject: Management

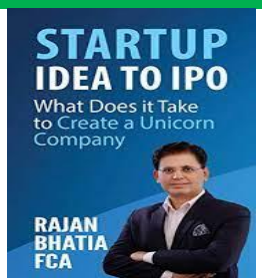
Accession No.: 23313
 Year: 2019
 Edition: 1st



Fact-based branding in the real world by Wolfsberg, Rolf M

Call No.: 658.827 WUL
 Publisher: Rolf M. Wolfsberg
 Subject: Marketing

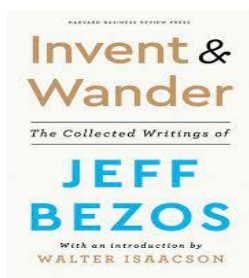
Accession No.: 23314
 Year: 2020
 Edition: 1st



Startup idea to IPO by Bhatia, Rajan

Call No.: 658.421 BHA
 Publisher: Adhyyan Books
 Subject: Management

Accession No.: 23315
 Year: 2019
 Edition: 1st



Invent & wander by Bezos, Jeffrey

Call No.: 381.45002092 BEZ
 Publisher: HBS Press
 Subject: Miscellaneous

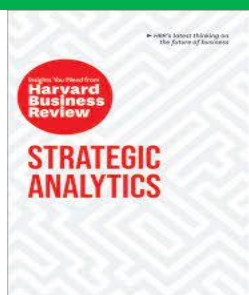
Accession No.: 23316
 Year: 2021
 Edition: 1st



HBR's 10 must reads on leadership lessons from sports by Harvard Business Review Press

Call No.: 658.4092 HBR
 Publisher: HBS Press
 Subject: Management

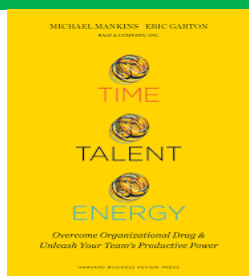
Accession No.: 23317
 Year: 2021
 Edition: 1st



Strategic analytics by Harvard Business Review Press

Call No.: 658.4012 HBR
 Publisher: HBS Press
 Subject: Management

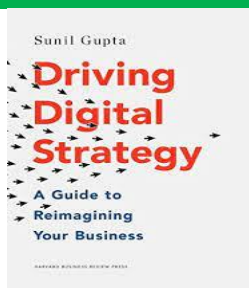
Accession No.: 23318
 Year: 2020
 Edition: 1st



Time talent energy by Mankins, Michael

Call No.: 658.4022 MAN
 Publisher: HBS Press
 Subject: Management

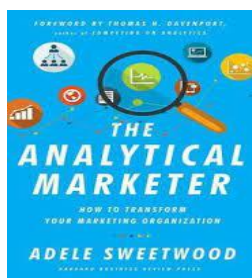
Accession No.: 23319
 Year: 2017
 Edition: 1st



Driving digital strategy by Gupta, Sunil

Call No.: 658.4012 GUP
 Publisher: HBS Press
 Subject: Management

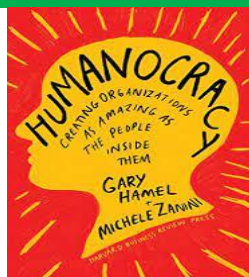
Accession No.: 23320
 Year: 2018
 Edition: 1st



Analytical marketer by Sweetwood, Adele

Call No.: 658.802 SWE
 Publisher: HBS Press
 Subject: Marketing

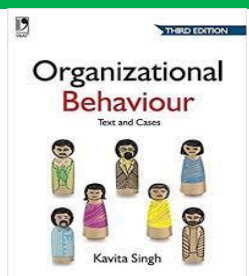
Accession No.: 23321
 Year: 2016
 Edition: 1st



Humanocracy by Hamel, Gary

Call No.: 302.35 HAM
 Publisher: HBS Press
 Subject: Miscellaneous

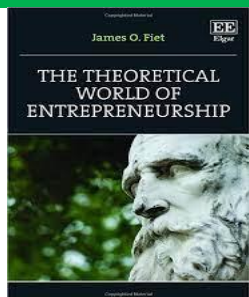
Accession No.: 23322
 Year: 2020
 Edition: 1st



Organizational behaviour by Singh, Kavita

Call No.: 658.4 SIN
 Publisher: Vikas
 Subject: Management

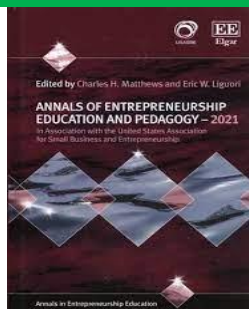
Accession No.: 23323
 Year: 2021
 Edition: 3rd



Theoretical world of entrepreneurship by Fiet, James O

Call No.: 658.421 FIE
 Publisher: Edward Elgar
 Subject: Management

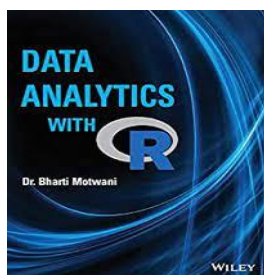
Accession No.: 23324
 Year: 2022
 Edition: 1st



Annals of entrepreneurship education and pedagogy - 2021 by Matthews, Charles H (Ed)

Call No.: 658.421 ANN
 Publisher: Edward Elgar
 Subject: Management

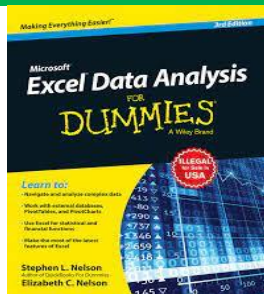
Accession No.: 23325
 Year: 2021
 Edition: 1st



Data analytics with R by Motwani, Bharti

Call No.: 658.4033 MOT
Publisher: Wiley
Subject: Statistics

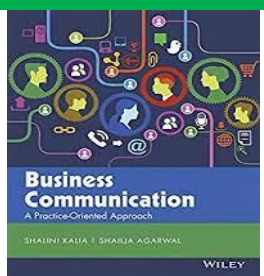
Accession No.: 23326
Year: 2019
Edition: 1st



Microsoft excel data analysis for dummies by Nelson, Stephen L

Call No.: 005.369 NEL
Publisher: Wiley
Subject: Computer & IT

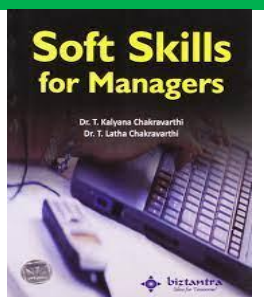
Accession No.: 23327-29
Year: 2022
Edition: 3rd



Business communication by Kalia, Shalini

Call No.: 650.014 KAL
Publisher: Wiley
Subject: Miscellaneous

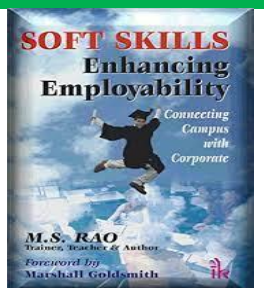
Accession No.: 23330
Year: 2016
Edition: 1st



Soft skills for managers by Chakravarthi, T Kalyana

Call No.: 650.014 CHA
Publisher: Biztantra
Subject: Miscellaneous

Accession No.: 23331
Year: 2011
Edition: 1st



Soft skills enhancing employability by Rao, M S

Call No.: 650.014 RAO
Publisher: I K International
Subject: Miscellaneous

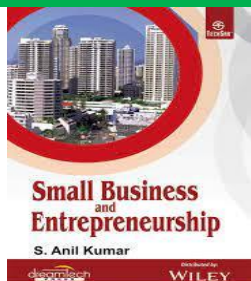
Accession No.: 23332
Year: 2011
Edition: 1st



The startup launchbook by Batra, Ajay

Call No.: 658.421 BAT
 Publisher: Wiley
 Subject: Management

Accession No.: 23333-34
 Year: 2020
 Edition: 1st



Small business and entrepreneurship by Kumar, S Anil

Call No.: 658.421 KUM
 Publisher: Dreamtech
 Subject: Management

Accession No.: 23335-36
 Year: 2020
 Edition: 1st



Human resource management by Verhulst, Susan L

Call No.: 658.3 VER
 Publisher: Wiley
 Subject: Management

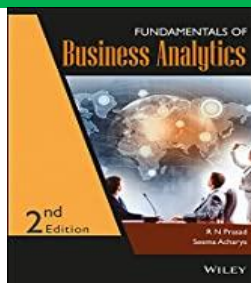
Accession No.: 23337-38
 Year: 2021
 Edition: 13th



Future of human resource management by Preet, Raman

Call No.: 658.3 PRE
 Publisher: Wiley
 Subject: Management

Accession No.: 23339
 Year: 2019
 Edition: 1st



Fundamentals of business analytics by Prasad, R N

Call No.: 658.4033 PRA
 Publisher: Wiley
 Subject: Statistics

Accession No.: 23340
 Year: 2018
 Edition: 2nd

**SOCIAL MEDIA &
MOBILE MARKETING**
Includes Online Worksheets



PUNEET SINGH BHATIA

WILEY

Social media and mobile marketing by Bhatia, Puneet Singh

Call No.: 658.872 BHA

Publisher: Wiley

Subject: Marketing

Accession No.: 23341-42

Year: 2019

Edition: 1st

**Total Quality
Management**



R. Kesavan, C. Elanchezhian, & Vijaya Ramnath

WILEY

Total quality management by Kesavan, R

Call No.: 658.562 KES

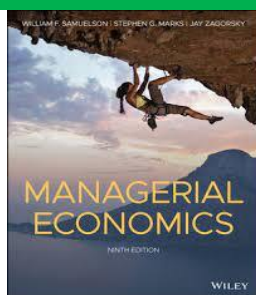
Publisher: Dreamtech

Subject: Management

Accession No.: 23343-44

Year: 2019

Edition: 1st



Managerial economics by Samuelson, William F

Call No.: 338.7 SAM

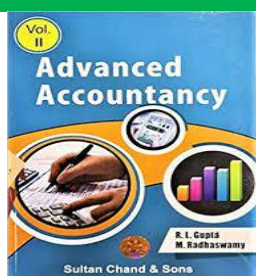
Publisher: Wiley

Subject: Economics

Accession No.: 23345-46

Year: 23345

Edition: 6th



Advanced accountancy Vol-2 by Gupta, R L

Call No.: 657.046 GUP

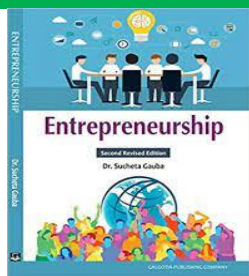
Publisher: Sultan Chand & Sons

Subject: Accounting

Accession No.: 23348

Year: 2022

Edition: 17th



Entrepreneurship by Gauba, Sucheta

Call No.: 658.421 GAU

Publisher: Galgotia Publishing

Subject: Management

Accession No.: 23349-50

Year: 2019

Edition: 2nd Rev