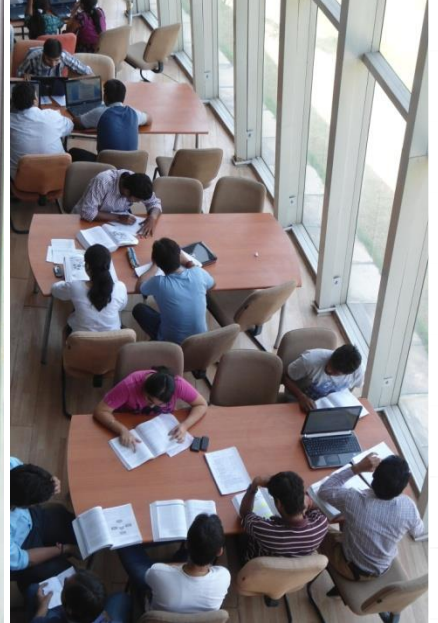


LIBRARY AND RESOURCE CENTER

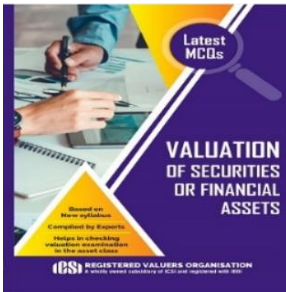


NEW ARRIVALS



JUNE - 2023

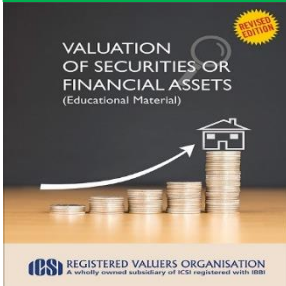
Total No. of Titles-	16029
Gen. Books Volumes-	24038
Text Books Volumes -	17420
Total Books -	41458



MCQs on valuation of securities or financial assets by ICSI

Call No.: 332.632 MCQ
Publisher: ICSI
Subject: Economics

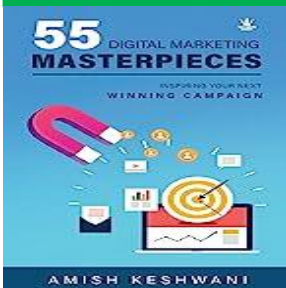
Accession No.: 24001
Year: 2020
Edition: 1st



Educational course on valuation of securities or financial assets by ICSI

Call No.: 332.632 EDU
Publisher: ICSI
Subject: Economics

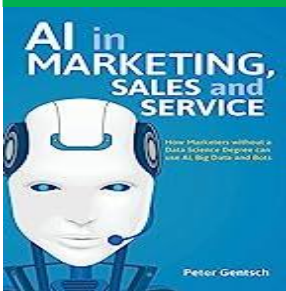
Accession No.: 24002
Year: 2023
Edition: 1st



55 digital marketing masterpieces by Keshwani, Amish

Call No.: 658.872 KES
Publisher: The Write Order Pub
Subject: Marketing

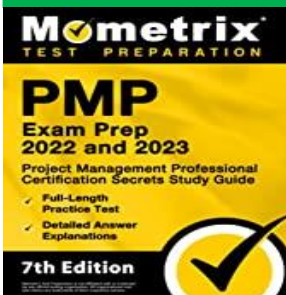
Accession No.: 24003
Year: 2023
Edition: 1st



AI in marketing sales and service by Gentsch, Peter

Call No.: 658.81 GEN
Publisher: Palgrave Macmillan
Subject: Marketing

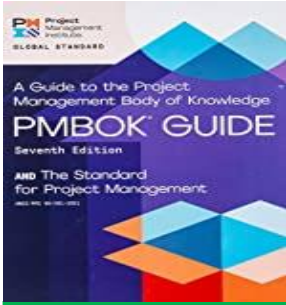
Accession No.: 24004
Year: 2019
Edition: 1st



PMP Exam Prep 2022 & 2023 by Mometrix Test Preparation

Call No.: 658.404 MOM
Publisher: Mometrix
Subject: Management

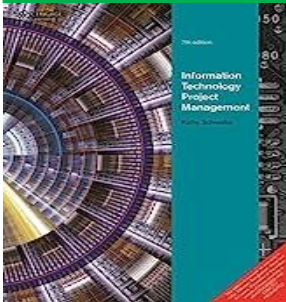
Accession No.: 24005
Year: 2023
Edition: 7th



A guide to the project management body of knowledge (PMBOK® guide) by PMI

Call No.: 658.404 PRO
Publisher: PMI
Subject: Management

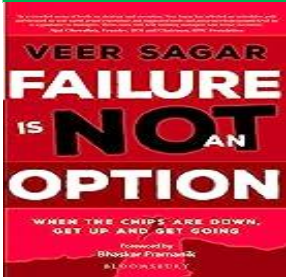
Accession No.: 24006
Year: 2021
Edition: 7th



Information technology project management by Schwalbe, Kathy

Call No.: 658.404 SCH
Publisher: Cengage
Subject: Management

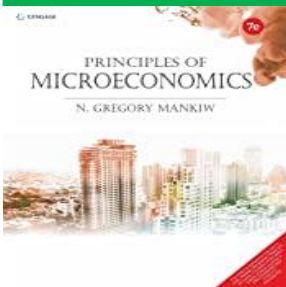
Accession No.: 24007
Year: 2022
Edition: 7th



Failure is not an option by Sagar, Veer

Call No.: 650.1 SAG
Publisher: Bloomsbury
Subject: Miscellaneous

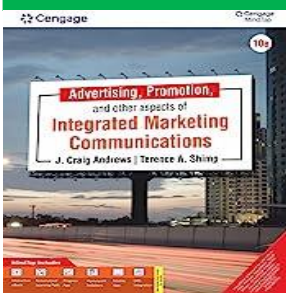
Accession No.: 24008
Year: 2023
Edition: 1st



Principles of economics by Mankiw, N Gregory

Call No.: 330 MAN
Publisher: Cengage
Subject: Economics

Accession No.: 24009
Year: 2018
Edition: 7th



Advertising promotion and other aspects of I.M.C. by Andrews, J Craig

Call No.: 659.1 AND
Publisher: Cengage
Subject: Marketing

Accession No.: 24010
Year: 2023
Edition: 10th



HR by Denisi, Angelo S

Call No.: 658.3 DEN
Publisher: Cengage
Subject: Management

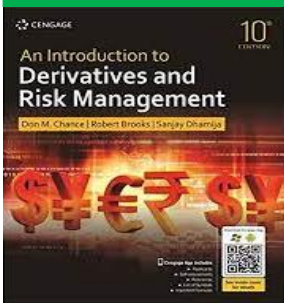
Accession No.: 24011
Year: 2016
Edition: 2nd



International marketing by Czinkota, Michael R

Call No.: 658.848 CZI
Publisher: Cengage
Subject: Marketing

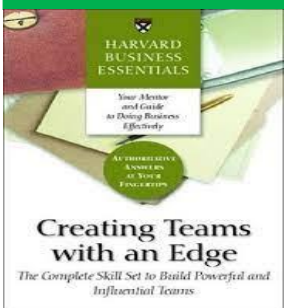
Accession No.: 24012
Year: 2017
Edition: 10th



An introduction to derivatives and risk management by Chance, Don M

Call No.: 332.645 CHA
Publisher: Cengage
Subject: Economics

Accession No.: 24013
Year: 2019
Edition: 10th



Creating teams with an edge by Harvard Business School Press

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

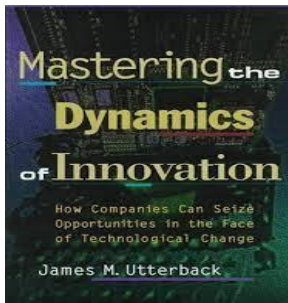
Accession No.: 24014
Year: 2022
Edition: 1st



8 things we hate about I.T. by Cramm, Susan

Call No.: 658.4038 CRA
Publisher: HBS Press
Subject: Management

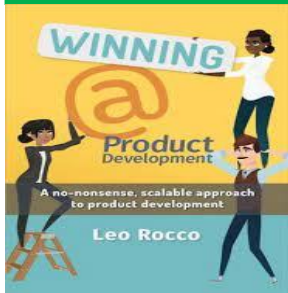
Accession No.: 24015
Year: 2010
Edition: 1st



Mastering the dynamics of innovation by Utterback, James M

Call No.: 658.4063 UTT
Publisher: HBS Press
Subject: Management

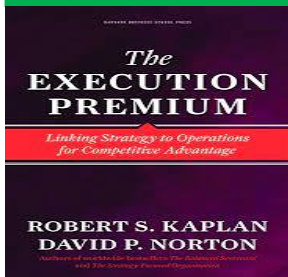
Accession No.: 24016
Year: 2022
Edition: 1st



Winning @ product development by Rocco, Leo

Call No.: 658.575 ROC
Publisher: R5 Labs
Subject: Management

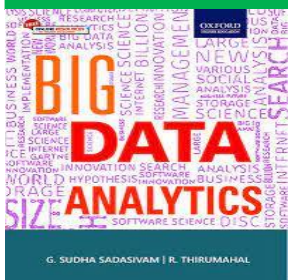
Accession No.: 24017
Year: 2021
Edition: 1st



The execution premium by Kaplan, Robert S

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

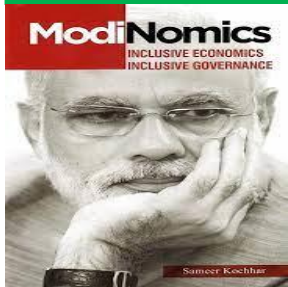
Accession No.: 24018
Year: 2008
Edition: 1st



Big data analytics by Sadasivam, G Sudha

Call No.: 658.4033 SAD
Publisher: Oxford
Subject: Management

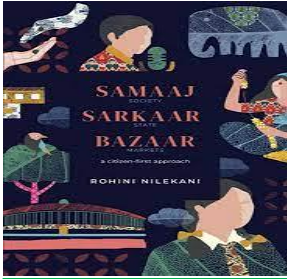
Accession No.: 24019
Year: 2020
Edition: 1st



Modinomics by Kochhar, Sameer

Call No.: 338.95475 KOC
Publisher: Skoch Media
Subject: Economics

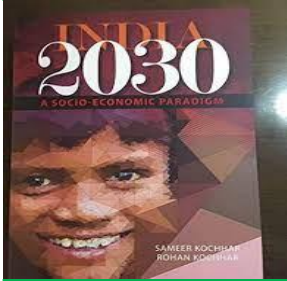
Accession No.: 24020
Year: 2022
Edition: 1st



Samaaj sarkaar bazaar by Nilekani, Rohini

Call No.: 331.620954 NIL
Publisher: Notion Press
Subject: Economics

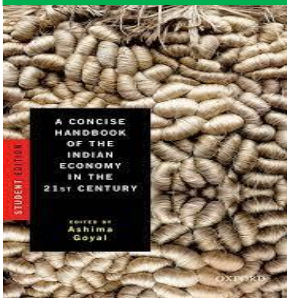
Accession No.: 24021
Year: 2022
Edition: 1st



India 2030 by Kochhar, Sameer

Call No.: 338.954 KOC
Publisher: Skoch Media
Subject: Economics

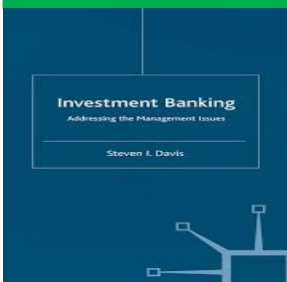
Accession No.: 24022
Year: 2023
Edition: 1st



A concise handbook of the Indian economy in the 21st century by Goyal, Ashima (Ed)

Call No.: 338.954 CON
Publisher: Oxford
Subject: Economics

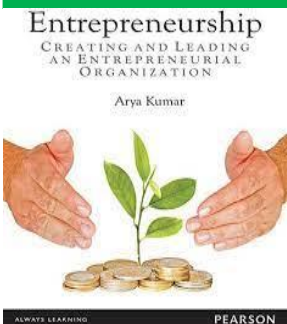
Accession No.: 24023
Year: 2022
Edition: Student edition



Investment banking by Davis, Steven I

Call No.: 332.66 DAV
Publisher: Palgrave Macmillan
Subject: Economics

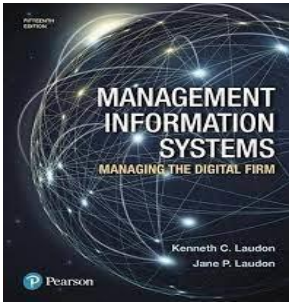
Accession No.: 24024
Year: 2022
Edition: 1st



Entrepreneurship by Arya Kumar

Call No.: 658.421 ARY
Publisher: Pearson
Subject: Management

Accession No.: 24025
Year: 2022
Edition: 1st



Management information systems by Laudon, Kenneth C

Call No.: 658.4038 LAU
Publisher: Pearson
Subject: Management

Accession No.: 24026
Year: 2023
Edition: 17th



Rural marketing by Kashyap, Pradeep

Call No.: 658.801734 KAS
Publisher: Pearson
Subject: Marketing

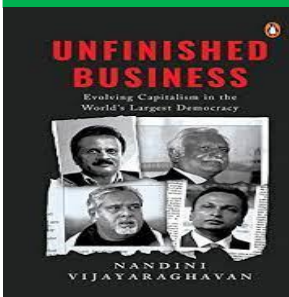
Accession No.: 24027
Year: 2023
Edition: 4th



Strategic brand management by Keller, Kevin Lane

Call No.: 658.827 KEL
Publisher: Pearson
Subject: Marketing

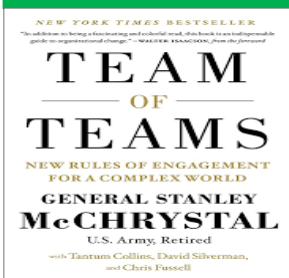
Accession No.: 24028
Year: 2020
Edition: 5th



Unfinished business by Vijayaraghavan, Nandini

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

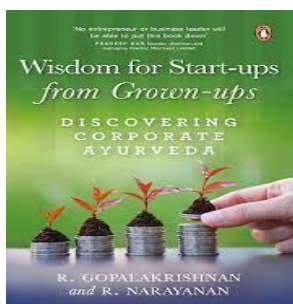
Accession No.: 24029
Year: 2023
Edition: 1st



Team of teams by McChrystal, Stanley A

Call No.: 658.4022 MCC
Publisher: Portfolio
Subject: Management

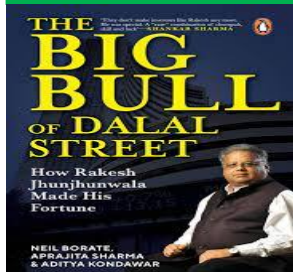
Accession No.: 24030
Year: 2022
Edition: 1st



Wisdom for start ups from grown ups by Gopalakrishnan, R

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

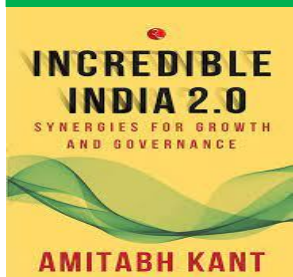
Accession No.: 24031
Year: 2021
Edition: 1st



Big bull of dalaal street by Borate, Neil

Call No.: 332.6 BOR
Publisher: Penguin
Subject: Economics

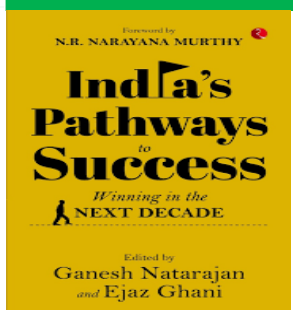
Accession No.: 24032
Year: 2023
Edition: 1st



Incredible India 2.0 by Kant, Amitabh

Call No.: 954 KAN
Publisher: Rupa
Subject: Miscellaneous

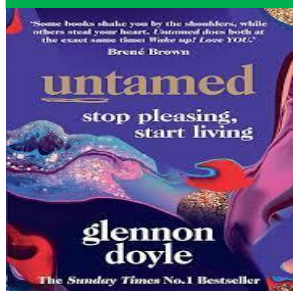
Accession No.: 24033
Year: 2019
Edition: 1st



Indias pathways to success by Natarajan, Ganesh

Call No.: 338.954 IND
Publisher: Rupa
Subject: Economics

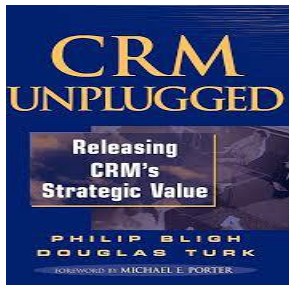
Accession No.: 24034
Year: 2023
Edition: 1st



Untamed by Doyle, Glennon

Call No.: 306.893 DOY
Publisher: Vermillon
Subject: Miscellaneous

Accession No.: 24035
Year: 2020
Edition: 1st



CRM unplugged by Bligh, Philip

Call No.: 658.812 BLI
Publisher: Wiley
Subject: Marketing

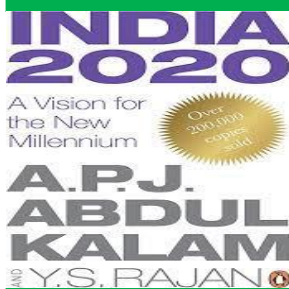
Accession No.: 24036
Year: 2022
Edition: 1st



Alliance brand by Darby, Mark

Call No.: 658.046 DAR
Publisher: Wiley
Subject: Management

Accession No.: 24037
Year: 2022
Edition: 1st



India 2020 by Kalam, A P J Abdul

Call No.: 338.054 KAL
Publisher: Penguin
Subject: Economics

Accession No.: 24038
Year: 1998
Edition: 1st