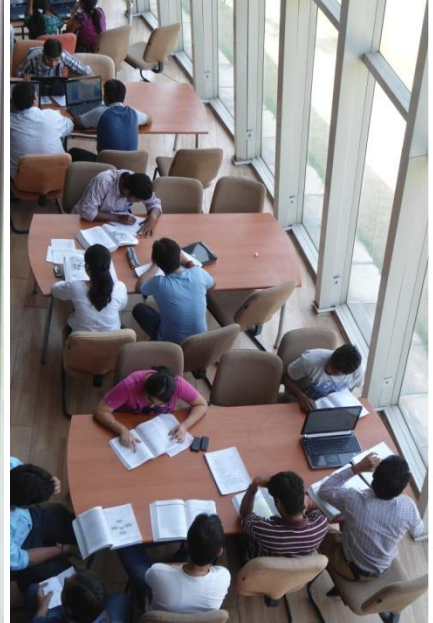


# LIBRARY AND RESOURCE CENTER

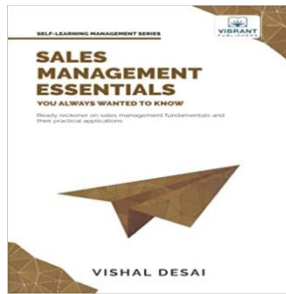


## NEW ARRIVALS



**MAY - 2022**

<b>Total No. of Titles-</b>	<b>15491</b>
<b>Total No. of Volumes-</b>	<b>23188</b>
<b>Total Book Bank Books-</b>	<b>15989</b>
<b>Total Books -</b>	<b>39177</b>



## Sales management essentials by Desai, Vishal

Call No: 658.81 DES  
Publisher: Vibrant  
Subject: Marketing

Accession No: 23148  
Year: 2022  
Edition: 1st



## Digital marketing essentials by Vibrant Publishers

Call No: 658.872 DIG  
Publisher: Vibrant  
Subject: Marketing

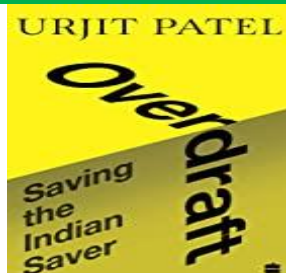
Accession No: 23149  
Year: 2020  
Edition: 1st



## Marketing management essentials by Daum, Callie

Call No: 658.8 DAU  
Publisher: Vibrant  
Subject: Marketing

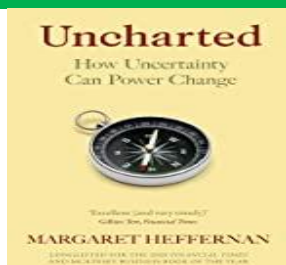
Accession No: 23150  
Year: 2020  
Edition: 2nd



## Overdraft by Patel, Urjit

Call No: 332.10954 PAT  
Publisher: Harper Collins  
Subject: Economics

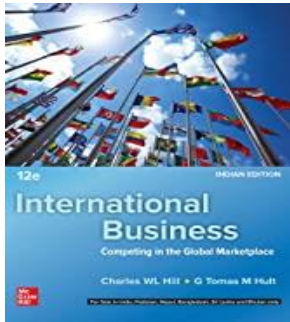
Accession No: 23151  
Year: 2020  
Edition: 1st



## Uncharted by Heffernan, Margaret

Call No: 303.49 HEF  
Publisher: Simon & Schuster  
Subject: Miscellaneous

Accession No: 23152  
Year: 2020  
Edition: 1st



## International business by Hill, Charles W L

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

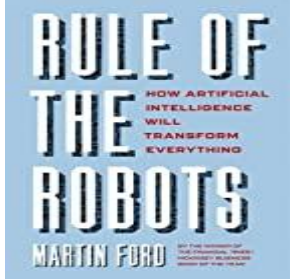
Accession No: 23153  
Year: 2021  
Edition: 12th



## The making of hero by Munjal, Sunil Kant

all No: 338.476292220954 MUN  
Publisher: Harper Business  
Subject: Economics

Accession No: 23154  
Year: 2020  
Edition: 1st



## Rule of the robots by Ford, Martin

Call No: 006.301 FOR  
Publisher: Basic Books  
Subject: Computer & IT

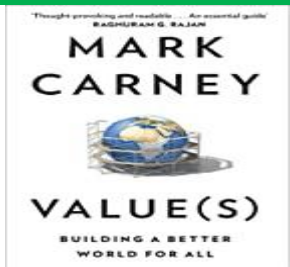
Accession No: 23155  
Year: 2021  
Edition: 1st



## The art of exploration by Wood, Levison

Call No: 658.4092 WOO  
Publisher: Hodder & Stoughton  
Subject: Management

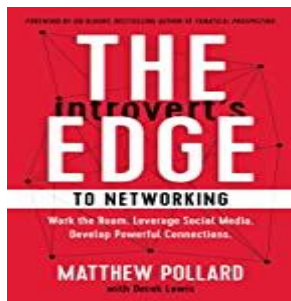
Accession No: 23156  
Year: 2021  
Edition: 1st



## Value(s) by Carney, Mark

Call No: 306.3 CAR  
Publisher: William Collins  
Subject: Miscellaneous

Accession No: 23157  
Year: 2021  
Edition: 1st



## The introvert's edge to networking by Pollard, Matthew

Call No: 650.13 POL  
Publisher: Harper Collins  
Subject: Miscellaneous

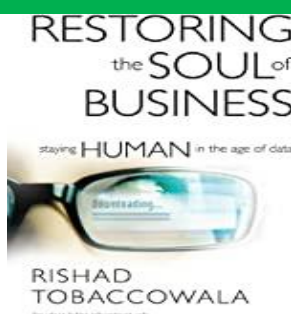
Accession No: 23158  
Year: 2021  
Edition: 1st



## Win-win corporations by Shah, Shashank

Call No: 658.40120954 SHA  
Publisher: Penguin  
Subject: Management

Accession No: 23159  
Year: 2020  
Edition: 1st



## Restoring the soul of business by Tobaccowala, Rishad

Call No: 658.4038 TOB  
Publisher: Harper Collins  
Subject: Management

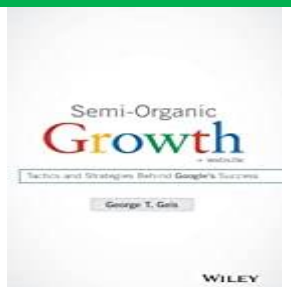
Accession No: 23160  
Year: 2020  
Edition: 1st



## The rule of one by Huque, Kazi I

Call No: 338.04091724 HUQ  
Publisher: Penguin  
Subject: Economics

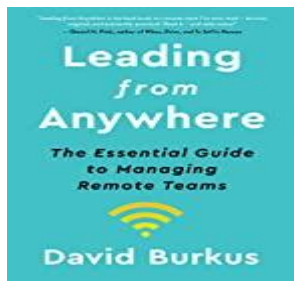
Accession No: 23161  
Year: 2019  
Edition: 1st



## Semi-organic growth + website by Geis, George T

Call No: 658.4012 GEI  
Publisher: Wiley  
Subject: Management

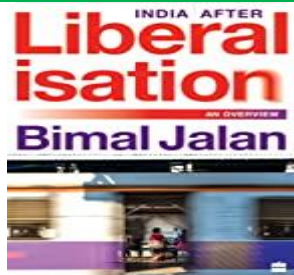
Accession No: 23162  
Year: 2015  
Edition: 1st



## Leading from anywhere by Burkus, David

Call No: 658.4022 BUR  
Publisher: Nicholas Brealey  
Subject: Management

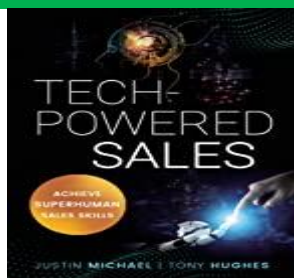
Accession No: 23163  
Year: 2021  
Edition: 1st



## India after liberalisation by Jalan, Bimal

Call No: 330.954053 JAL  
Publisher: Harper Collins  
Subject: Economics

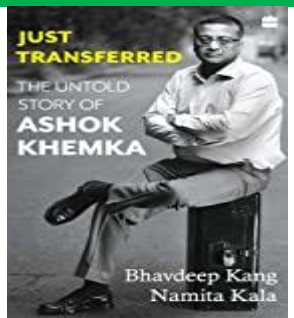
Accession No: 23164  
Year: 2021  
Edition: 1st



## Tech-powered sales by Michael, Justin

Call No: 658.81 MIC  
Publisher: Harper Collins  
Subject: Marketing

Accession No: 23165  
Year: 2021  
Edition: 1st



## Just transferred by Kang, Bhavdeep

Call No: 352.63092 KAN  
Publisher: Harper Collins  
Subject: Miscellaneous

Accession No: 23166  
Year: 2020  
Edition: 1st

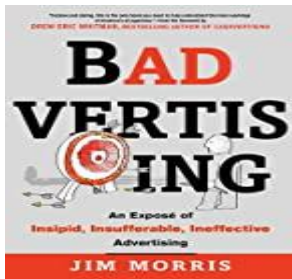


## Demystifying venture capital by Mustafa, Mohammad

Call No: 332.04154 MUS  
Publisher: Simon & Schuster  
Subject: Economics

Accession No: 23167  
Year: 2020  
Edition: 1st

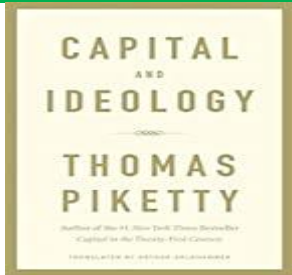
Mohammad Mustafa



## Badvertising by Morris, Jim

Call No: 659.1 MOR  
Publisher: Career Press  
Subject: Marketing

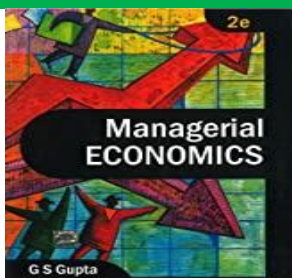
Accession No: 23168  
Year: 2021  
Edition: 1st



## Capital and ideology by Piketty, Thomas

Call No: 305 PIK  
Publisher: The Belknap Press  
Subject: Miscellaneous

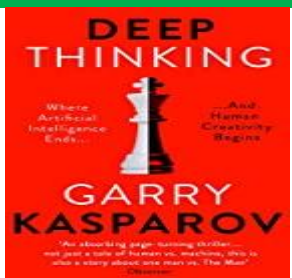
Accession No: 23169  
Year: 2020  
Edition: 1st



## Managerial economics by Gupta, G S

Call No: 338.7 GUP  
Publisher: McGraw Hill  
Subject: Economics

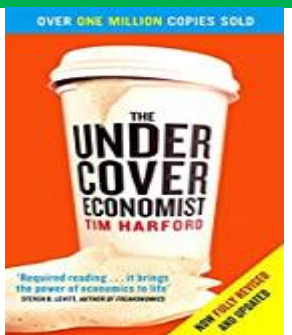
Accession No: 23170  
Year: 2022  
Edition: 2nd



## Deep thinking by Kasparov, Garry

Call No: 006.3 KAS  
Publisher: John Murray  
Subject: Computer & IT

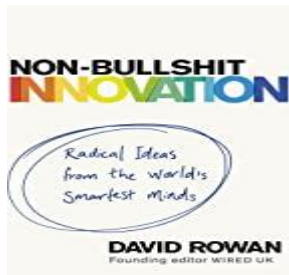
Accession No: 23171  
Year: 2021  
Edition: 1st



## The undercover economist by Harford, Tim

Call No: 330.90511 HAR  
Publisher: Abacus  
Subject: Economics

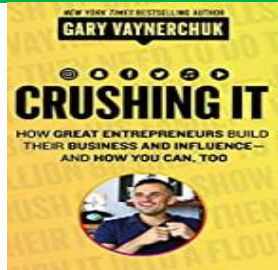
Accession No: 23172  
Year: 2021  
Edition: 1st



## Non-bullshit innovation by Rowan, David

Call No: 658.4063 ROW  
Publisher: Penguin  
Subject: Management

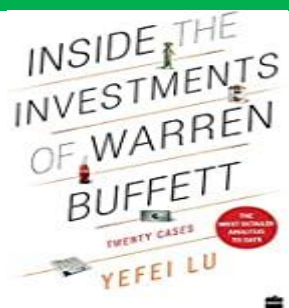
Accession No: 23173  
Year: 2019  
Edition: 1st



## Crushing it by Gary Vaynerchuk

Call No: 658.421 VAY  
Publisher: Harper Collins  
Subject: Management

Accession No: 23174  
Year: 2018  
Edition: 1st



## Inside the investments of Warren Buffett by Lu, Yefei

Call No: 332.6 LU  
Publisher: Harper Collins  
Subject: Economics

Accession No: 23175  
Year: 2018  
Edition: 1st



## Stewards of the market by Abolafia, Mitchel Y

Call No: 330.9730931 ABO  
Publisher: Harvard Uni. Press  
Subject: Economics

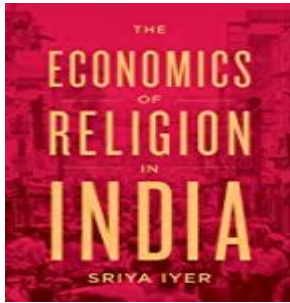
Accession No: 23176  
Year: 2020  
Edition: 1st



## The Swachh Bharat revolution by Iyer, Parameswaran (Ed)

Call No: 363.720954 THE  
Publisher: Harper Collins  
Subject: Miscellaneous

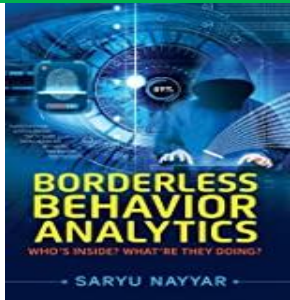
Accession No: 23177  
Year: 2019  
Edition: 1st



## The economics of religion in India by Iyer, Sriya

Call No: 200.954 IYE  
Publisher: The Belknap Press  
Subject: Miscellaneous

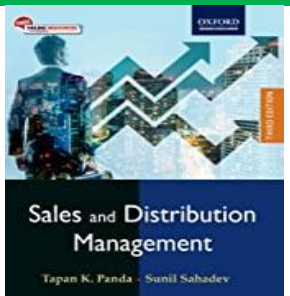
Accession No: 23178  
Year: 2020  
Edition: 1st



## Borderless behavior analytics by Nayar, Saryu

Call No: 005.8 NAY  
Publisher: Ankur Chadda  
Subject: Computer & IT

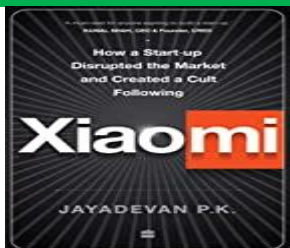
Accession No: 23179  
Year: 2018  
Edition: 2nd



## Sales and distribution management by Panda, Tapan K

Call No: 658.81 PAN  
Publisher: Oxford Uni. Press  
Subject: Marketing

Accession No: 23180  
Year: 2021  
Edition: 3rd



## Xiaomi by Jayadevan, P K

Call No: 658.421 JAY  
Publisher: Harper Collins  
Subject: Management

Accession No: 23181  
Year: 2021  
Edition: 1st



## The contagious commandments by Kemp-Robertson, Paul

Call No: 658.827 KEM  
Publisher: Portfolio  
Subject: Marketing

Accession No: 23182  
Year: 2020  
Edition: 1st



**Outlast**



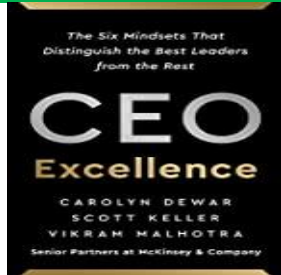
How ESG Can  
Benefit Your Business

MUKUND RAJAN  
COL. RAJEEV KUMAR

## Outlast by Rajan, Mukund

Call No: 658 RAJ  
Publisher: Harper Collins  
Subject: Management

Accession No: 23183  
Year: 2021  
Edition: 1st



## CEO excellence by Dewar, Carolyn

Call No: 658.4092 DEW  
Publisher: Nicholas Brealey  
Subject: Management

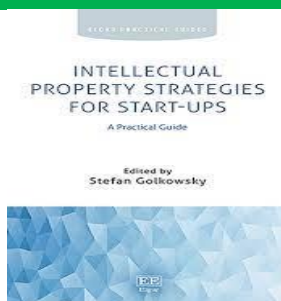
Accession No: 23184  
Year: 2022  
Edition: 1st



## State of India's environment 2022 by Narain, Sunita (Ed)

Call No: 363.700954 STA  
Publisher: C.S.E.  
Subject: Miscellaneous

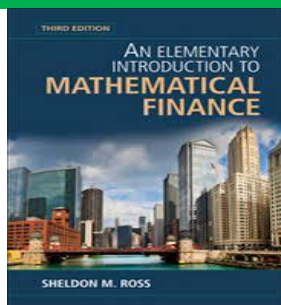
Accession No: 23185  
Year: 2022  
Edition: 1st



## Intellectual property strategies for start-ups by Golkowsky, Stefan (Ed)

Call No: 658.421 INT  
Publisher: Edward Elgar  
Subject: Management

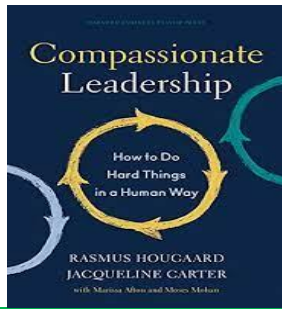
Accession No: 23186  
Year: 2022  
Edition: 1st



## An elementary introduction to mathematical finance by Ross, Sheldon M

Call No: 332.60151 ROS  
Publisher: Cambridge Uni. Press  
Subject: Economics

Accession No: 23187  
Year: 2018  
Edition: 3rd



## Compassionate leadership by Hougaard, Rasmus

**Call No: 658.4092 HOU**  
**Publisher: HBS Press**  
**Subject: Management**

**Accession No: 23188**  
**Year: 2022**  
**Edition: 1st**