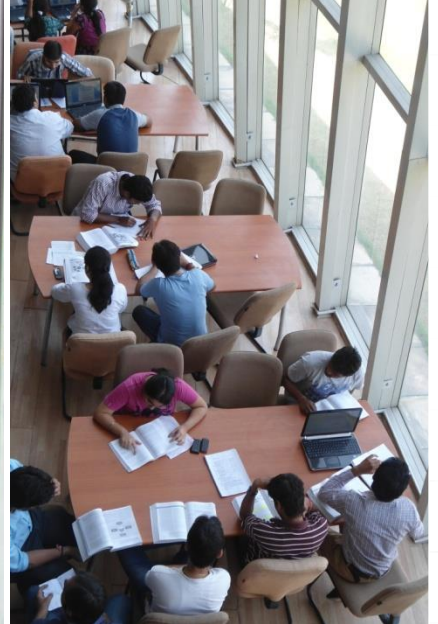


LIBRARY AND RESOURCE CENTER

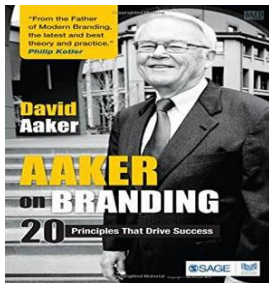


NEW ARRIVALS



NOVEMBER - 2021

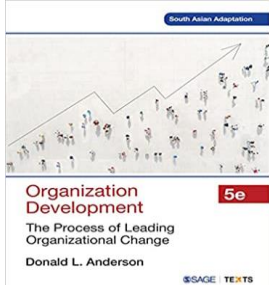
Total No. of Titles-	14903
Total No. of Volumes-	22294
Total Book Bank Books-	15663
Total Books -	37957



Aaker on branding by Aaker, David

Call No: 658.827 AAK
Publisher: Sage
Subject: Marketing

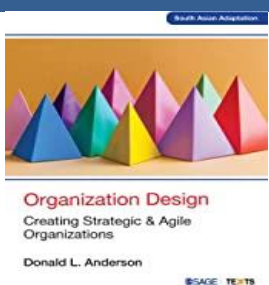
Accession No: 22267-22268
Year: 2015
Recommended By: Rajesh Sharma



Organization development by Anderson, Donald L

Call No: 658.406 AND
Publisher: Sage
Subject: Management

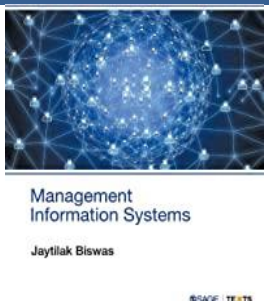
Accession No: 22269-22270
Year: 2021
Recommended By: Shalini Srivastava



Organization design by Anderson, Donald L

Call No: 658.406 AND
Publisher: Sage
Subject: Management

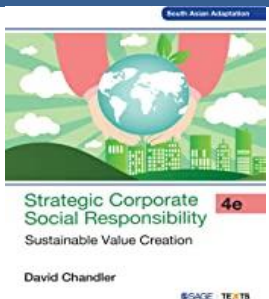
Accession No: 22271-22272
Year: 2019
Recommended By: Shalini Srivastava



Management information systems by Biswas, Jaytilak

Call No: 658.4038 BIS
Publisher: Sage
Subject: Management

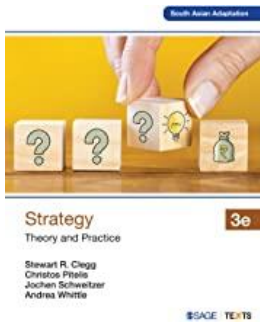
Accession No: 22273-22274
Year: 2020
Recommended By: Renuka Mahajan



Strategic corporate social responsibility by Chandler, David

Call No: 658.408 CHA
Publisher: Sage
Subject: Management

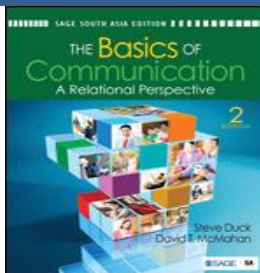
Accession No: 22275
Year: 2017
Recommended By: Pragya Gupta



Strategy by Clegg, Stewart R

Call No: 658.4012 CLE
Publisher: Sage
Subject: Management

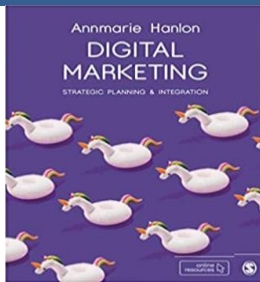
Accession No: 22276-22277
Year: 2020
Recommended By: Deepak Singh



Basics of communication by Duck, Steve

Call No: 650.014 DUC
Publisher: Sage
Subject: Miscellaneous

Accession No: 22278
Year: 2012
Recommended By: Pragya Gupta



Digital marketing by Hanlon, Anmarie

Call No: 658.872 HAN
Publisher: Sage
Subject: Marketing

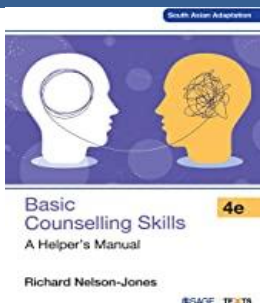
Accession No: 22279-22280
Year: 2019
Recommended By: Renuka Mahajan



Group dynamics for teams by Levi, Daniel

Call No: 658.4022 LEV
Publisher: Sage
Subject: Management

Accession No: 22281
Year: 2017
Recommended By: Shalini Srivastava



Basic counselling skills by Nelson-Jones, Richard

Call No: 158.3 NEL
Publisher: Sage
Subject: Miscellaneous

Accession No: 22282
Year: 2021
Recommended By: Shalini Srivastava



Digital Transformation Strategies
Theory and Practice

Srinivas R. Pingali
Shankar Prakash
Jyothi R. Korem

SAGE TEXTS

Digital transformation strategies by Pingali, Srinivas R

Call No: 658.406 PIN
Publisher: Sage
Subject: Management

Accession No: 22283
Year: 2021
Recommended By: Renuka Mahajan



Marketing Management
Indian Context • Global Perspective

Ramaswamy
Namakumari

SAGE TEXTS

Marketing management by Ramaswamy, V S

Call No: 658.8 RAM
Publisher: Sage
Subject: Marketing

Accession No: 22284-22285
Year: 2018
Recommended By: Deepak Singh



Financing International Trade
Banking Theories and Applications
Gargi Sanati

SAGE TEXTS

Financing international trade by Sanati, Gargi

Call No: 332.042 SAN
Publisher: Sage
Subject: Economics

Accession No: 22286
Year: 2021
Recommended By: Ritika Gugnani



Consumer Behaviour

Zubin Sethna
Jim Blythe

SAGE TEXTS

Consumer behaviour by Sethna, Zubin

Call No: 658.8342 SET
Publisher: Sage
Subject: Marketing

Accession No: 22287-22288
Year: 2019
Recommended By: Deepak Singh



Export and Import Management
Text and Cases

Ram Singh

SAGE TEXTS

Export and import management by Singh, Ram

Call No: 382.6 SIN
Publisher: Sage
Subject: Miscellaneous

Accession No: 22289-22290
Year: 2021
Recommended By: Ritika Gugnani



Economy and Society
Political Economy and Rise of Capitalism
R. R. Suresh

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Economy and society by Suresh, R R

Call No: 331.620954 SUR

Publisher: Sage

Subject: Economics

Accession No: 22291

Year: 2022

Recommended By: Ritika Gugnani



Social Media Marketing

Tracy L. Tuten
Michael R. Solomon
Adapted by
Bikramjit Rishi

3e

SAGE TEXTS

Social media marketing by Tuten, Tracy L

Call No: 658.872 TUT

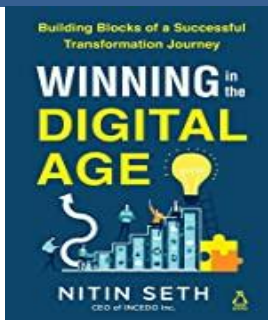
Publisher: Sage

Subject: Marketing

Accession No: 22292-22293

Year: 2021

Recommended By: Renuka Mahajan



Building Blocks of a Successful
Transformation Journey

WINNING in the
DIGITAL AGE



NITIN SETH
CEO of INCCDO Inc.

Winning in the digital age by Seth, Nitin

Call No: 658.406 SET

Publisher: Penguin

Subject: Management

Accession No: 22294

Year: 2020

Recommended By: Joy Patra