

# LIBRARY AND RESOURCE CENTER

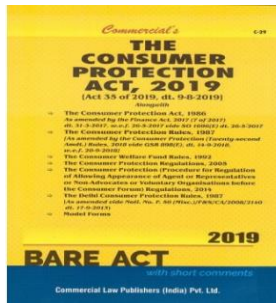


## NEW ARRIVALS



**OCTOBER - 2019**

<b>Total No. of Titles-</b>	<b>13809</b>
<b>Total No. of Volumes-</b>	<b>20860</b>
<b>Total Book Bank Books-</b>	<b>13276</b>
<b>Total Books -</b>	<b>34136</b>



## Consumer protection act, 2019 by Universal Law Publishers

Call No.: 343.071 UNI  
Publisher: Lexis Nexis  
Subject: Miscellaneous

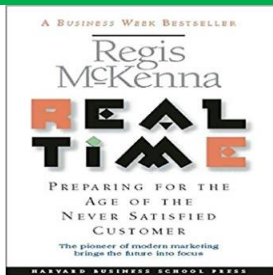
Accession No.: 20777  
Year: 2019  
Recommended By: LRC



## The one-to-one future by Peppers, Don

Call No.: 658.812 PEP  
Publisher: Piatkus  
Subject: Marketing

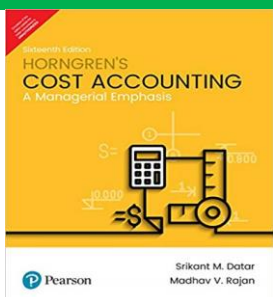
Accession No.: 20778  
Year: 1994  
Recommended By: SR Singhvi



## Real time by McKenna, Regis

Call No.: 658.406 MCK  
Publisher: HBS Press  
Subject: Management

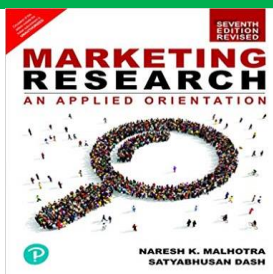
Accession No.: 20779  
Year: 1999  
Recommended By: SR Singhvi



## Hornsgrens cost accounting by Datar, Srikant M

Call No.: 657.42 DAT  
Publisher: Pearson  
Subject: Accounting

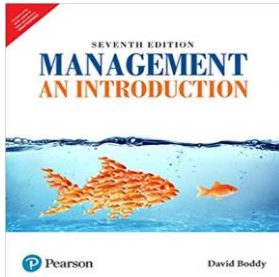
Accession No.: 20780  
Year: 2018  
Recommended By: Ravi Agarwal



## Marketing research by Malhotra, Naresh K

Call No.: 658.83 MAL  
Publisher: Pearson  
Subject: Marketing

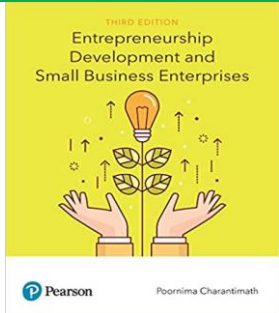
Accession No.: 20781  
Year: 2019  
Recommended By: Rajesh Sharma



## Management by Boddy, David

Call No.: 658 BOD  
Publisher: Pearson  
Subject: Management

Accession No.: 20782  
Year: 2018  
Recommended By: Jitender Sharma



## Entrepreneurship development and small business enterprises by Charantimath, Poornima M

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

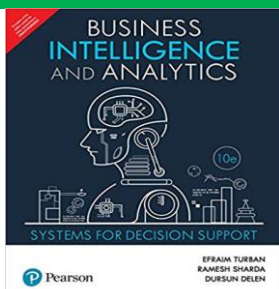
Accession No.: 20783  
Year: 2019  
Recommended By: Jitender Sharma



## Project management by Pai, Pradeep

Call No.: 658.404 PAI  
Publisher: Pearson  
Subject: Management

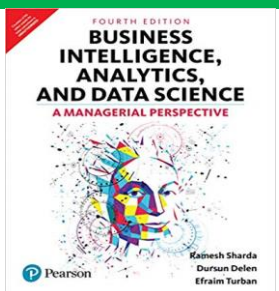
Accession No.: 20784  
Year: 2019  
Recommended By: LRC



## Business intelligence and analytics by Turban, Efraim

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

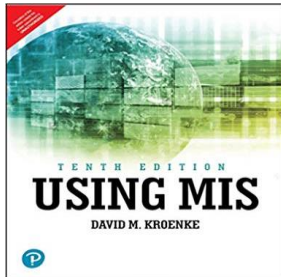
Accession No.: 20785  
Year: 2018  
Recommended By: LRC



## Business intelligence analytics and data science by Sharda, Ramesh

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

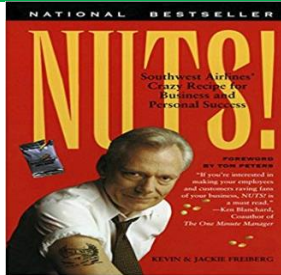
Accession No.: 20786  
Year: 2019  
Recommended By: LRC



## Using MIS by Kroenke, David M

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

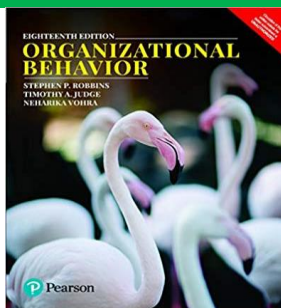
Accession No.: 20787  
Year: 2019  
Recommended By: LRC



## Nuts! by Freiberg, Kevin

Call No.: 387.706573 FRE  
Publisher: Broadway Books  
Subject: Miscellaneous

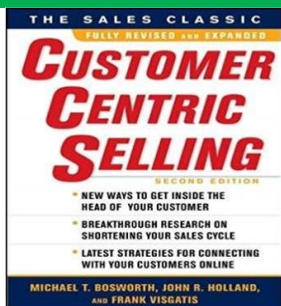
Accession No.: 20788  
Year: 1998  
Recommended By: Shalini Srivastava



## Organizational Behavior by Robbins, Stephen P

Call No.: 658.4 ROB  
Publisher: Pearson  
Subject: Management

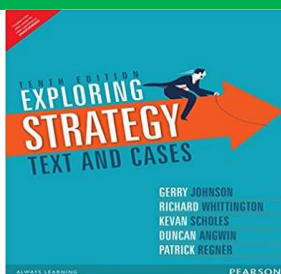
Accession No.: 20789  
Year: 2019  
Recommended By: LRC



## CustomerCentric selling by Bosworth, Michael T

Call No.: 658.81 BOS  
Publisher: McGraw Hill  
Subject: Marketing

Accession No.: 20790  
Year: 2004  
Recommended By: SR Singhvi

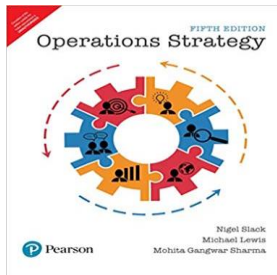


## Exploring strategy by Johnson, Gerry

Call No.: 658.4012 JOH  
Publisher: Pearson  
Subject: Management

Accession No.: 20791  
Year: 2019  
Recommended By: LRC

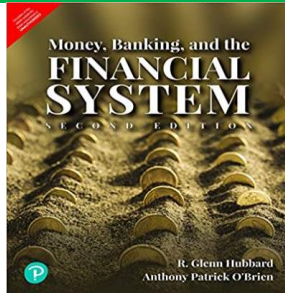




## Operations strategy by Slack, Nigel

Call No.: 658.1552 SLA  
Publisher: Pearson  
Subject: Management

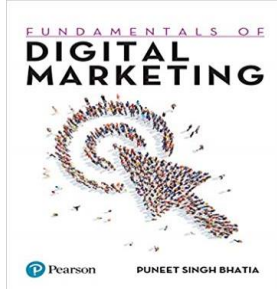
Accession No.: 20792  
Year: 2019  
Recommended By: LRC



## Money banking and the financial system by Hubbard, R Glenn

Call No.: 332.45 HUB  
Publisher: Pearson  
Subject: Economics

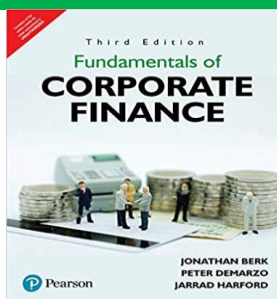
Accession No.: 20793  
Year: 2019  
Recommended By: LRC



## Fundamentals of digital marketing by Bhatia, Puneet Singh

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

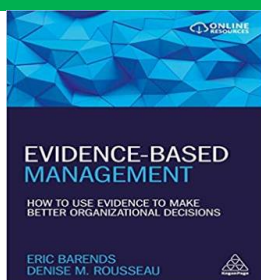
Accession No.: 20794  
Year: 2017  
Recommended By: LRC



## Fundamentals of financial management by Berk, Jonathan

Call No.: 658.15 BER  
Publisher: Pearson  
Subject: Management

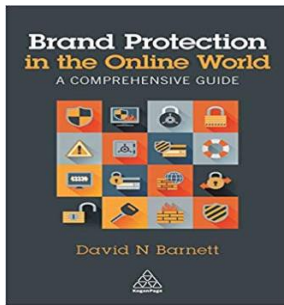
Accession No.: 20795  
Year: 2019  
Recommended By: LRC



## Evidence-based management by Barends, Eric

Call No.: 658.403 BAR  
Publisher: Kogan Page  
Subject: Management

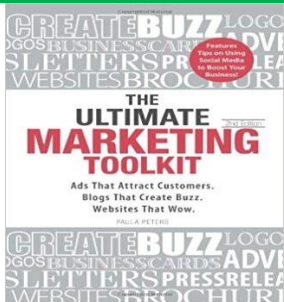
Accession No.: 20796  
Year: 2018  
Recommended By: Rajesh Sharma



## Brand protection in the online World by Barnett, David N

Call No.: 658.827 BAR  
Publisher: Kogan Page  
Subject: Marketing

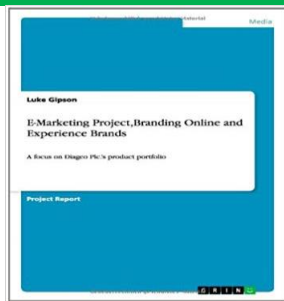
Accession No.: 20797  
Year: 2017  
Recommended By: Joy Patra



## The ultimate marketing toolkit by Peters, Paula

Call No.: 658.8 PET  
Publisher: Adams Business  
Subject: Marketing

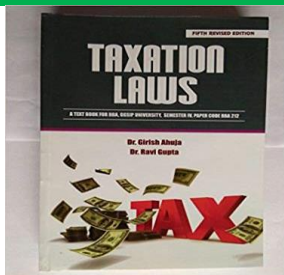
Accession No.: 20798  
Year: 2009  
Recommended By: SR Singhvi



## E-marketing project branding online and experience brands by Gipson, Luke

Call No.: 658.872 GIP  
Publisher: GRIN Verlag  
Subject: Marketing

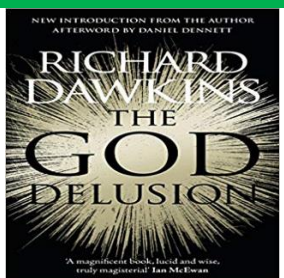
Accession No.: 20799  
Year: 2012  
Recommended By: Joy Patra



## Taxation laws by Ahuja, Girish

Call No.: 336.2 AHU  
Publisher: Maximax Publishing  
Subject: Economics

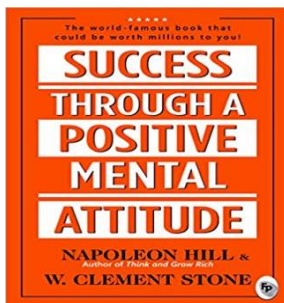
Accession No.: 20800  
Year: 2019  
Recommended By: Jitender Sharma



## The God delusion by Dawkins, Richard

Call No.: 211.8 DAW  
Publisher: Bantam Press  
Subject: Miscellaneous

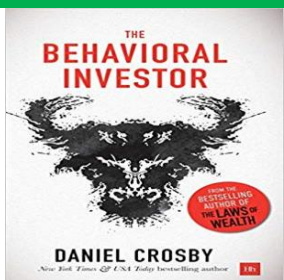
Accession No.: 20801  
Year: 2006  
Recommended By: Jitender Sharma



## Success through a positive mental attitude by Hill, Napoleon

Call No.: 158.1 HIL  
Publisher: Lexicon Books  
Subject: Miscellaneous

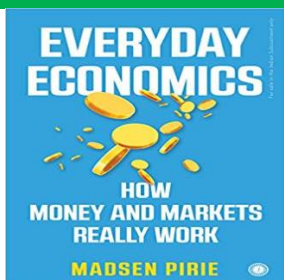
Accession No.: 20802  
Year: 2019  
Recommended By: Shalini Srivastava



## The behavioral investor by Crosby, Daniel

Call No.: 332.6 CRO  
Publisher: Jaico  
Subject: Economics

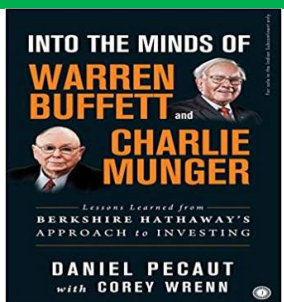
Accession No.: 20803  
Year: 2019  
Recommended By: Shalini Srivastava



## Everyday economics by Pirie, Madsen

Call No.: 330 PIR  
Publisher: Jaico  
Subject: Economics

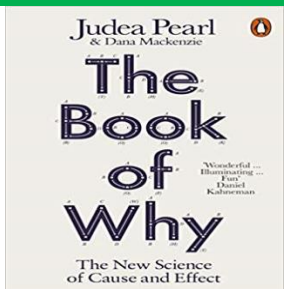
Accession No.: 20804  
Year: 2019  
Recommended By: Shalini Srivastava



## Into the minds of Warren Buffett and Charlie Munger by Pecaut, Daniel

Call No.: 332.6 PEC  
Publisher: Jaico  
Subject: Economics

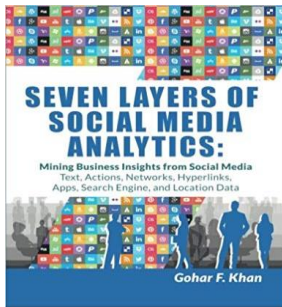
Accession No.: 20805  
Year: 2019  
Recommended By: Shalini Srivastava



## The book of why by Pearl, Judea

Call No.: 501 PEA  
Publisher: Penguin  
Subject: Miscellaneous

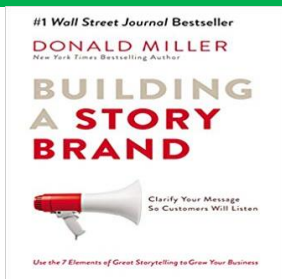
Accession No.: 20806  
Year: 2019  
Recommended By: Rajesh Sharma



## Seven layers of social media analytics by Khan, Gohar F

Call No.: 658.4033 KHA  
Publisher: Createspace  
Subject: Management

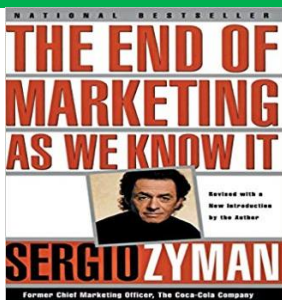
Accession No.: 20807  
Year: 2015  
Recommended By: Renuka Mahajan



## Building a story brand by Miller, Donald

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

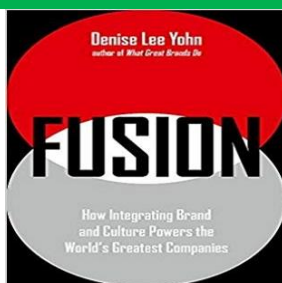
Accession No.: 20808  
Year: 2017  
Recommended By: Joy Patra



## The end of marketing as we know it by Zyman, Sergio

Call No.: 658.8 ZYM  
Publisher: Harper Business  
Subject: Marketing

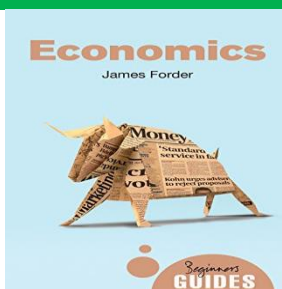
Accession No.: 20809  
Year: 2000  
Recommended By: SR Singhvi



## Fusion by Yohn, Denise Lee

Call No.: 658.827 YOH  
Publisher: Nicholas Brealey  
Subject: Marketing

Accession No.: 20810  
Year: 2018  
Recommended By: Jitender Sharma



## Economics by Forder, James

Call No.: 330 FOR  
Publisher: Oneworld  
Subject: Economics

Accession No.: 20811  
Year: 2016  
Recommended By: LRC

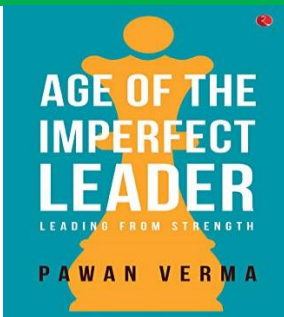




## The reputation economy by Fertik, Michael

Call No.: 302.231 FER  
Publisher: Piatkus  
Subject: Miscellaneous

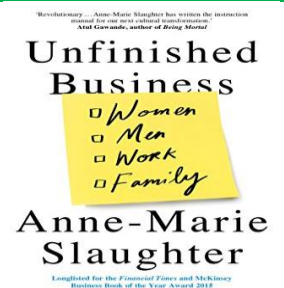
Accession No.: 20812  
Year: 2015  
Recommended By: LRC



## Age of the imperfect leader by Verma, Pawan

Call No.: 658.4092 VER  
Publisher: Rupa  
Subject: Management

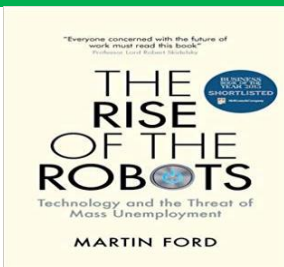
Accession No.: 20813  
Year: 2019  
Recommended By: Shalini Srivastava



## Unfinished business by Slaughter, Anne-Marie

Call No.: 305.420973 SLA  
Publisher: Oneworld  
Subject: Miscellaneous

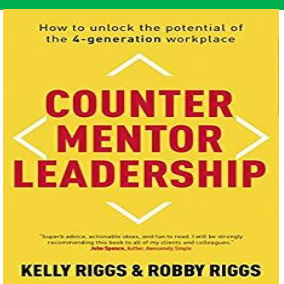
Accession No.: 20814  
Year: 2016  
Recommended By: Shalini Srivastava



## The rise of the robots by Ford, Martin

Call No.: 331.137042 FOR  
Publisher: Oneworld  
Subject: Economics

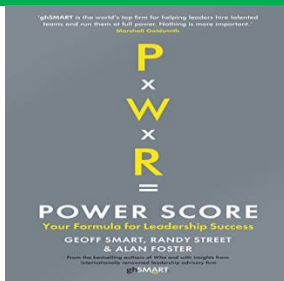
Accession No.: 20815  
Year: 2016  
Recommended By: Shalini Srivastava



## Counter mentor leadership by Riggs, Kelly

Call No.: 658.4092 RIG  
Publisher: Nicholas Brealey  
Subject: Management

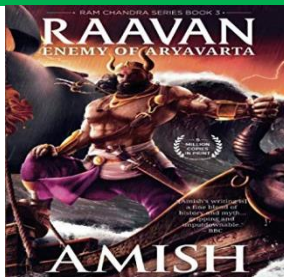
Accession No.: 20816  
Year: 2018  
Recommended By: Shalini Srivastava



## Power score by Smart, Geoff

Call No.: 658.4092 SMA  
Publisher: Ballantine Books  
Subject: Management

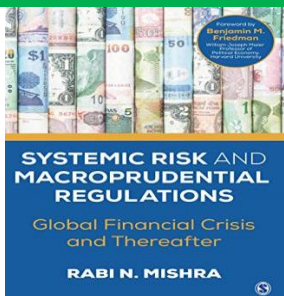
Accession No.: 20817  
Year: 2015  
Recommended By: Shalini Srivastava



## Raavan by Amish

Call No.: 823 AMI  
Publisher: Westland  
Subject: Miscellaneous

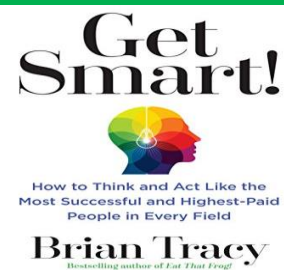
Accession No.: 20818  
Year: 2019  
Recommended By: Renuka Mahajan



## Systemic risk and macroprudential regulations by Mishra, Rabi N

Call No.: 339.5 MIS  
Publisher: Sage  
Subject: Economics

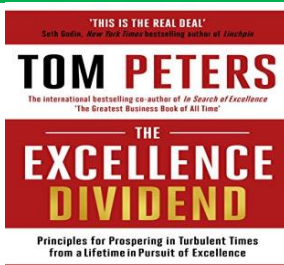
Accession No.: 20819  
Year: 2019  
Recommended By: Jitender Sharma



## Get smart by Tracy, Brian

Call No.: 153.4 TRA  
Publisher: Penguin  
Subject: Miscellaneous

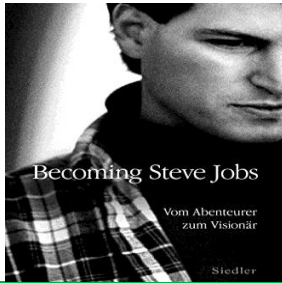
Accession No.: 20820  
Year: 2016  
Recommended By: LRC



## The excellence dividend by Peters, Thomas

Call No.: 658.406 PET  
Publisher: Nicholas Brealey  
Subject: Management

Accession No.: 20821  
Year: 2018  
Recommended By: LRC



## Becoming Steve Jobs by Schlender, Brent

Call No.: 920 SCH

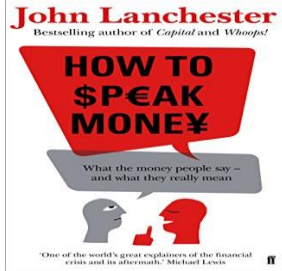
Publisher: Hadder & Stoughton

Subject: Miscellaneous

Accession No.: 20822

Year: 2015

Recommended By: LRC



## How to speak money by Lanchester, John

Call No.: 330.4 LAN

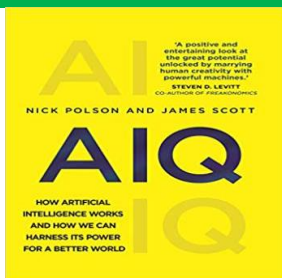
Publisher: WW Norton & Co.

Subject: Economics

Accession No.: 20823

Year: 2014

Recommended By: LRC



## AIQ by Polson, Nick

Call No.: 006.3 POL

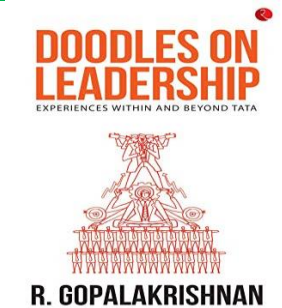
Publisher: Bantam Press

Subject: Computer & IT

Accession No.: 20824

Year: 2018

Recommended By: Renuka Mahajan



## Doodles on leadership by Gopalakrishnan, R

Call No.: 658.4092 GOP

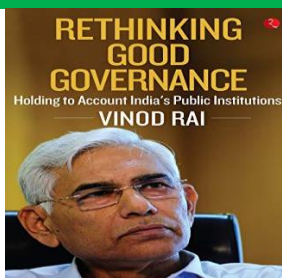
Publisher: Rupa

Subject: Management

Accession No.: 20825

Year: 2019

Recommended By: Jitender Sharma



## Rethinking good governance by Rai, Vinod

Call No.: 352.266 RAI

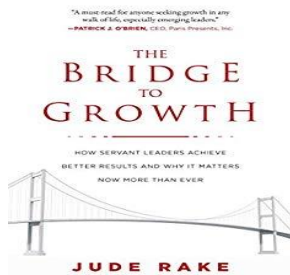
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Subject: Miscellaneous

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Year: 2019

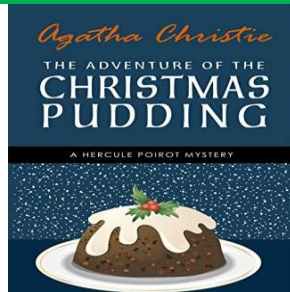
Recommended By: LRC



## The Bridge to growth by Rake, Jude

Call No.: 658.4092 RAK  
Publisher: Skyhorse  
Subject: Management

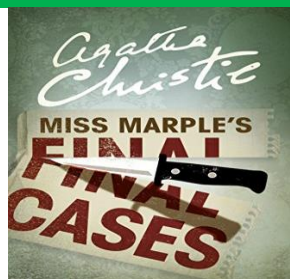
Accession No.: 20827  
Year: 2017  
Recommended By: LRC



## The adventure of the Christmas pudding by Christie, Agatha

Call No.: 823 CHR  
Publisher: Harper Collins  
Subject: Miscellaneous

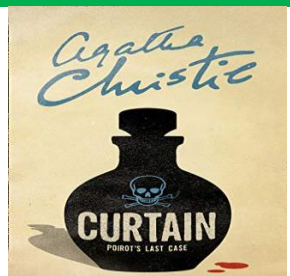
Accession No.: 20828  
Year: 2002  
Recommended By: LRC



## Miss Marple's final cases by Christie, Agatha

Call No.: 823 CHR  
Publisher: Harper Collins  
Subject: Miscellaneous

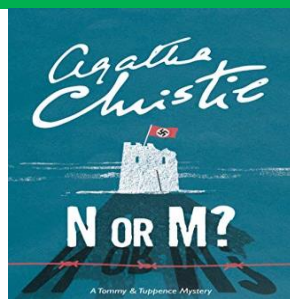
Accession No.: 20829  
Year: 2002  
Recommended By: LRC



## Curtain by Christie, Agatha

Call No.: 823` CHR  
Publisher: Harper Collins  
Subject: Miscellaneous

Accession No.: 20830  
Year: 2002  
Recommended By: LRC

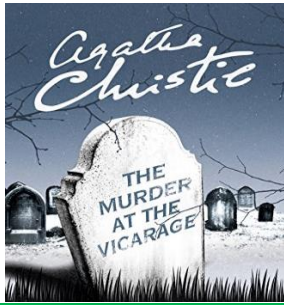


## N or M? by Christie, Agatha

Call No.: 823 CHR  
Publisher: Harper Collins  
Subject: Miscellaneous

Accession No.: 20831  
Year: 2015  
Recommended By: LRC

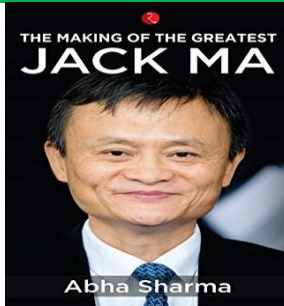




## The murder at the vicarage by Christie, Agatha

Call No.: 823 CHR  
Publisher: Harper Collins  
Subject: Miscellaneous

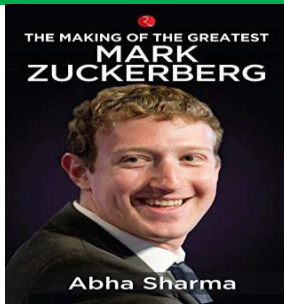
Accession No.: 20832  
Year: 2005  
Recommended By: LRC



## The making of the greatest Jack Ma by Sharma, Abha

Call No.: 920 SHA  
Publisher: Rupa  
Subject: Miscellaneous

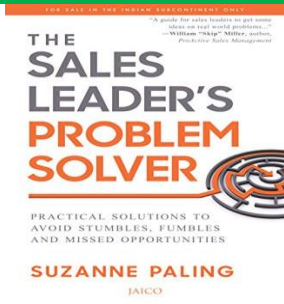
Accession No.: 20833  
Year: 2019  
Recommended By: Jitender Sharma



## The making of the greatest Mark Zuckerberg by Sharma, Abha

Call No.: 920 SHA  
Publisher: Rupa  
Subject: Miscellaneous

Accession No.: 20834  
Year: 2019  
Recommended By: Jitender Sharma



## The sales leaders problem solver by Paling, Suzanne

Call No.: 658.81 PAL  
Publisher: Jaico  
Subject: Marketing

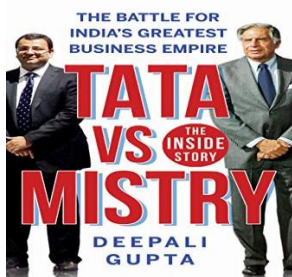
Accession No.: 20835  
Year: 2017  
Recommended By: Jitender Sharma



## Brands against the machine by Morgan, John

Call No.: 658.827 MOR  
Publisher: Wiley  
Subject: Marketing

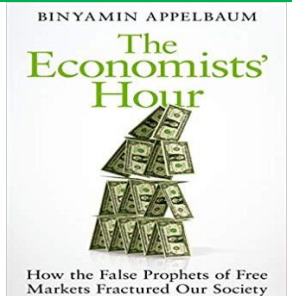
Accession No.: 20836  
Year: 2012  
Recommended By: Jitender Sharma



## Tata vs Mistry by Gupta, Deepali

Call No.: 658.1 GUP  
Publisher: Juggernaut  
Subject: Management

Accession No.: 20837  
Year: 2019  
Recommended By: Jitender Sharma



## The economists hour by Appelbaum, Binyamin

Call No.: 330 APP  
Publisher: Picador  
Subject: Economics

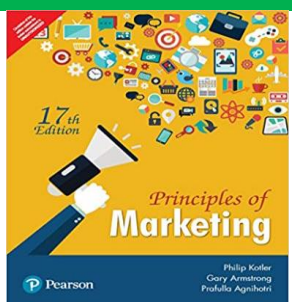
Accession No.: 20838  
Year: 2019  
Recommended By: LRC



## Marketing management by Kotler, Philip

Call No.: 658.8 KOT  
Publisher: Pearson  
Subject: Marketing

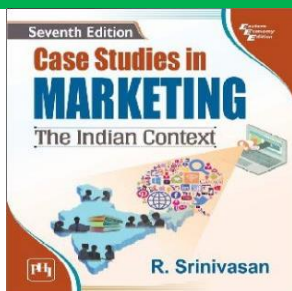
Accession No.: 20839-48  
Year: 2016  
Recommended By: LRC



## Principles of marketing by Kotler, Philip

Call No.: 658.8 KOT  
Publisher: Pearson  
Subject: Marketing

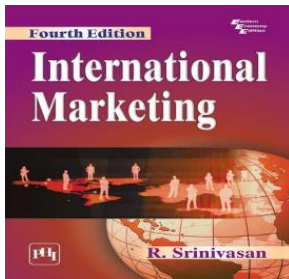
Accession No.: 20849-53  
Year: 2018  
Recommended By: LRC



## Case studies in marketing by Srinivasan, R

Call No.: 658.8 SRI  
Publisher: PHI Learning  
Subject: Marketing

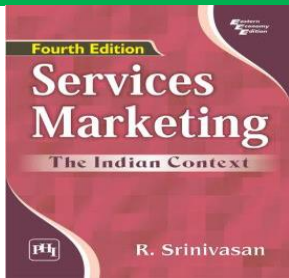
Accession No.: 20854-55  
Year: 2018  
Recommended By: Director Sir



## International marketing by Srinivasan, R

Call No.: 658.848 SRI  
Publisher: PHI Learning  
Subject: Marketing

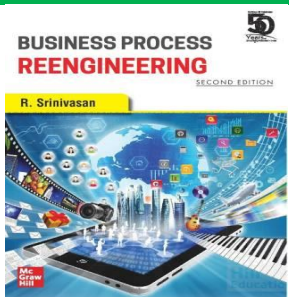
Accession No.: 20856  
Year: 2016  
Recommended By: Director Sir



## Services marketing by Srinivasan, R

Call No.: 658.80029 SRI  
Publisher: PHI Learning  
Subject: Marketing

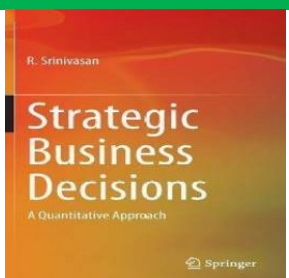
Accession No.: 20857  
Year: 2014  
Recommended By: Director Sir



## Business process reengineering by Srinivasan, R

Call No.: 658.562 SRI  
Publisher: McGraw Hill  
Subject: Management

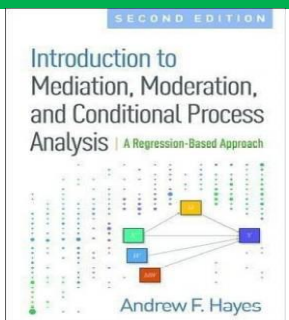
Accession No.: 20858  
Year: 2020  
Recommended By: Director Sir



## Strategic business decisions by Srinivasan, R

Call No.: 658.403 SRI  
Publisher: Springer  
Subject: Management

Accession No.: 20859  
Year: 2017  
Recommended By: Director Sir



## Introduction to mediation, moderation and conditional process analysis by Hayes, Andrew F

Call No.: 658.4033 HAY  
Publisher: Guilford Press  
Subject: Management

Accession No.: 20860  
Year: 2018  
Recommended By: Rajesh Sharma