JAIPURIA
INSTITUTE OF MANAGEMENT
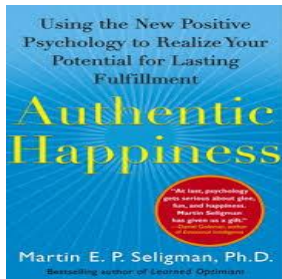### LUCKNOW   NOIDA   JAIPUR   INDORE
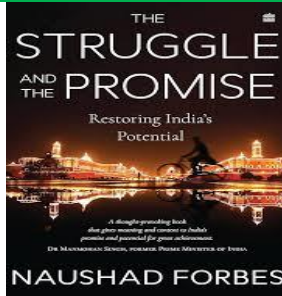
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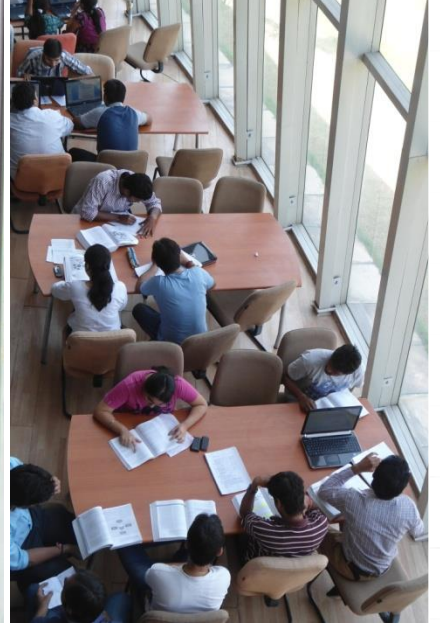
NEW ARRIVALS

OCTOBER - 2024

Total No. of Titles-	**17489**
Gen. Books Volumes-	**25596**
Text Books Volumes -	**19287**
Total Books - 44883	

Authentic happiness by Seligman, Martin E P

Call No.: 158.3 SEL

Accession No.: 25513-14

Publisher: Nicholas Brealey

Year: 2007

Subject: Miscellaneous

Edition: 1st

The struggle and the promise by Forbes, Naushad

Call No.: 338.954 FOR

Accession No.: 25515-16

Publisher: Harper Business

Year: 2022

Subject: Economics
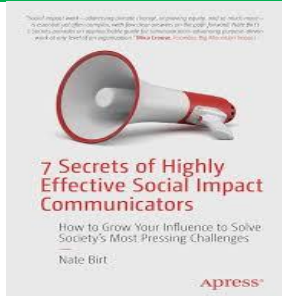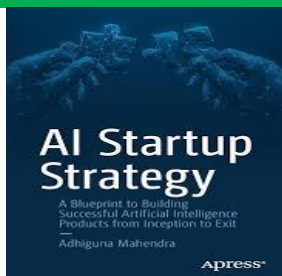
Edition: 1st

7 Secrets of highly effective social impact communicators by Birt, Nate

Call No.: 650.014 BIR
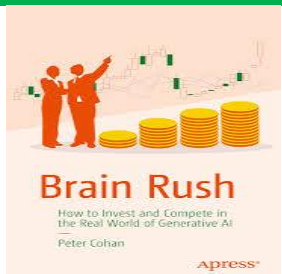
Accession No.: 25517

Publisher: Apress

Year: 2025

Subject: Miscellaneous

Edition: 1st

AI startup strategy by Mahendra, Adhiguna

Call No.: 658.421 MAH

Accession No.: 25518

Publisher: Apress

Year: 2025

Subject: Management

Edition: 1st

Brain rush by Cohan, Peter

Call No.: 006.3 COH

Accession No.: 25519

Publisher: Apress

Year: 2024

Subject: Computer & IT
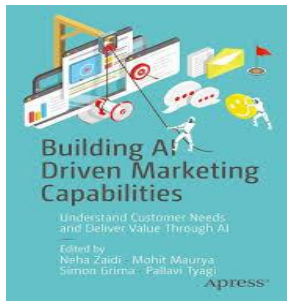
Edition: 1st

Building AI-driven marketing capabilities by Zaidi, Neha (Ed)

Call No.: 658.8 BUI
Publisher: Apress
Subject: Marketing

Accession No.: 25520
Year: 2025
Edition: 1st

Building social equity with AI by Banda, Raghu
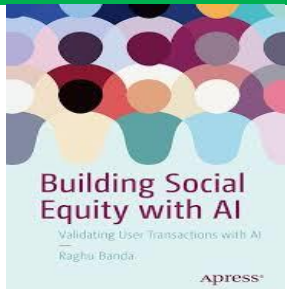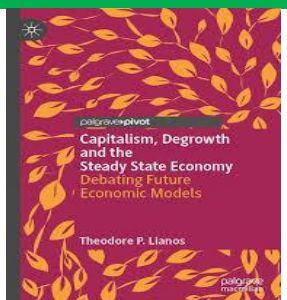
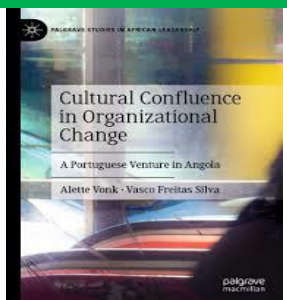Call No.: 303.48 BAN
Publisher: Apress
Subject: Miscellaneous

Accession No.: 25521
Year: 2024
Edition: 1st

Capitalism degrowth and the steady state economy by Lianos, Theodore P

Call No.: 330.09 LIA
Publisher: Palgrave Macmillan
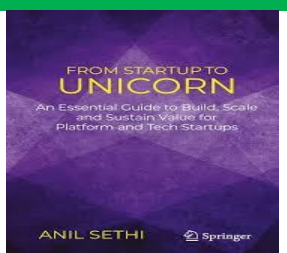Subject: Economics

Accession No.: 25522
Year: 2024
Edition: 1st

Cultural confluence in organizational change by Vonk, Alette

Call No.: 658.406 VON
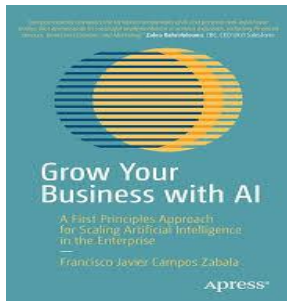Publisher: Palgrave Macmillan
Subject: Management

Accession No.: 25523
Year: 2024
Edition: 1st

From startup to unicorn by Sethi, Anil

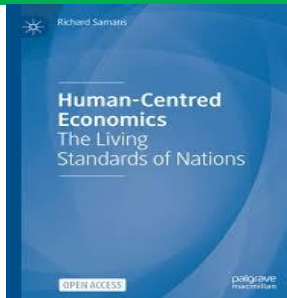Call No.: 658.421 SET
Publisher: Springer
Subject: Management

Accession No.: 25524
Year: 2024
Edition: 1st

Grow your business with AI by Campos Zabala, Francisco Javier

Call No.: 658.421 CAM
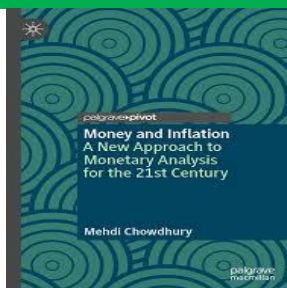Publisher: Apress
Subject: Management

Accession No.: 25525
Year: 2025
Edition: 1st

Human centred economics by Samans, Richard

Call No.: 338.9 SAM
Publisher: Palgrave Macmillan
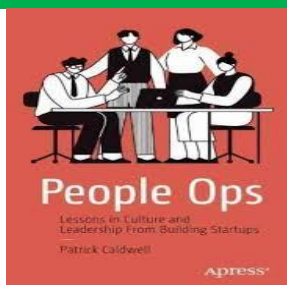Subject: Economics

Accession No.: 25526
Year: 2024
Edition: 1st

Money and inflation by Chowdhury, Mehdi

Call No.: 332.41 CHO
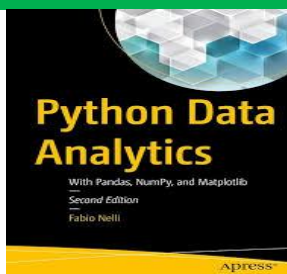Publisher: Palgrave Macmillan
Subject: Economics

Accession No.: 25527
Year: 2024
Edition: 1st

People ops by Caldwell, Patrick

Call No.: 658.4092 CAL
Publisher: Apress
Subject: Management

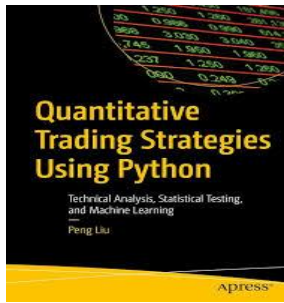Accession No.: 25528
Year: 2025
Edition: 1st

Python data analytics by Nelli, Fabio

Call No.: 005.133 NEL
Publisher: Apress
Subject: Computer & IT

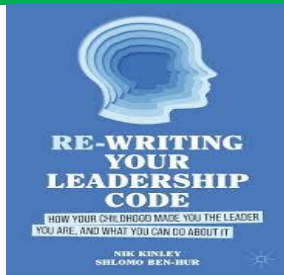Accession No.: 25529
Year: 2025
Edition: 3rd

Quantitative trading strategies using python by Liu, Peng

Call No.: 332.642 LIU
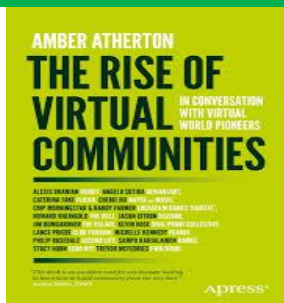Publisher: Apress
Subject: Economics

Accession No.: 25530
Year: 2025
Edition: 1st

Re-writing your leadership code by Kinley, N

Call No.: 658.4092 KIN
Publisher: Palgrave Macmillan
Subject: Management

Accession No.: 25531
Year: 2024
Edition: 1st

The rise of virtual communities by Atherton, Amber

Call No.: 650.1 ATH
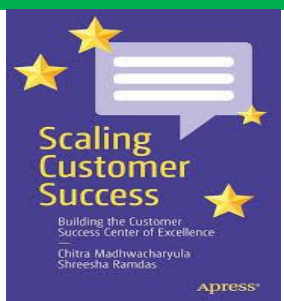Publisher: Apress
Subject: Miscellaneous

Accession No.: 25532
Year: 2025
Edition: 1st

Scale ups & high growth firms by Coad, Alex

Call No.: 338.04 COA
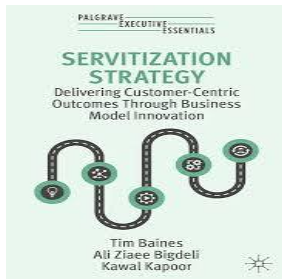Publisher: Springer
Subject: Economics

Accession No.: 25533
Year: 2024
Edition: 1st

Scaling customer success by Madhwacharyula, Chitra

Call No.: 658.812 MAD
Publisher: Apress
Subject: Marketing

Accession No.: 25534
Year: 2023
Edition: 1st

Servitization strategy by Baines, Tim

Call No.: 658.4012 BAI
Publisher: Palgrave Macmillan
Subject: Management

Accession No.: 25535
Year: 2024
Edition: 1st

Strategic sourcing by Zsidisin, George A

Call No.: 658.72 ZSI
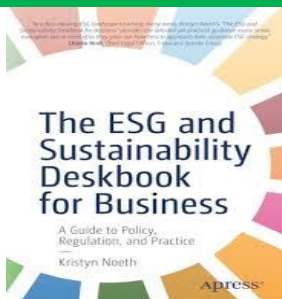Publisher: Palgrave Macmillan
Subject: Management

Accession No.: 25536
Year: 2024
Edition: 1st

Sustainability stories by Bernard-Rau, B (Ed)

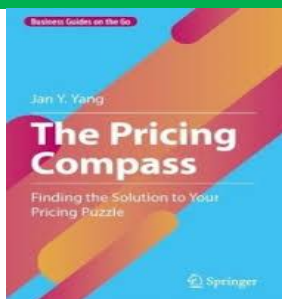Call No.: 333.7 SUS
Publisher: Springer
Subject: Economics

Accession No.: 25537
Year: 2024
Edition: 1st

The ESG and sustainability deskbook for business by Noeth, Kristyn

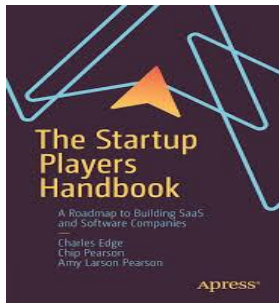Call No.: 658.408 NOE
Publisher: Apress
Subject: Management

Accession No.: 25538
Year: 2025
Edition: 1st

The pricing compass by Yang, Jan Y

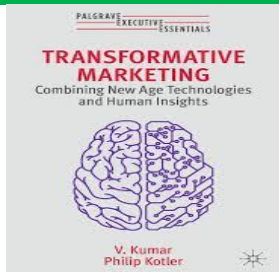Call No.: 658.816 YAN
Publisher: Springer
Subject: Marketing

Accession No.: 25539
Year: 2024
Edition: 1st

The startup players handbook by Edge, Charles

Call No.: 658.421 EDG
Publisher: Apress
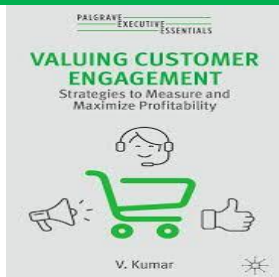Subject: Management

Accession No.: 25540
Year: 2023
Edition: 1st

Transformative marketing by Kumar, V

Call No.: 658.812 KUM
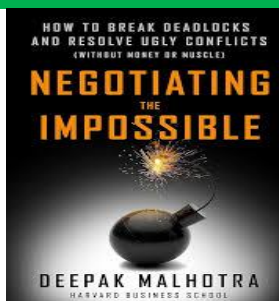Publisher: Palgrave Macmillan
Subject: Marketing

Accession No.: 25541
Year: 2024
Edition: 1st

Valuing customer engagement by Kumar, V

Call No.: 658.812 KUM
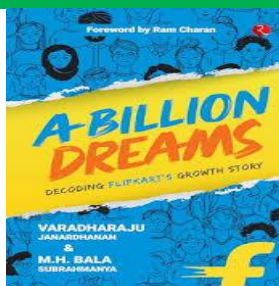Publisher: Palgrave Macmillan
Subject: Marketing

Accession No.: 25542
Year: 2024
Edition: 1st

Negotiating the impossible by Deepak, Malhotra

Call No.: 658.4052 MAL
Publisher: Harper Collins
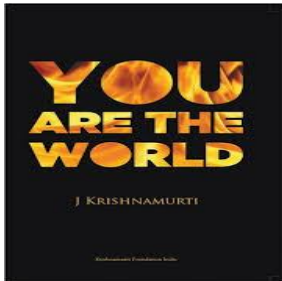Subject: Management

Accession No.: 25543
Year: 2023
Edition: 1st

A billion dreams by Janardhanan, V

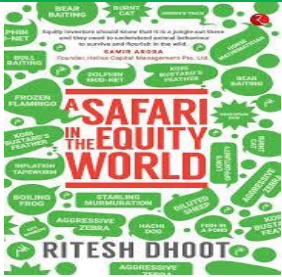Call No.: 650.1 JAN
Publisher: Rupa
Subject: Miscellaneous

Accession No.: 25544
Year: 2024
Edition: 1st

You are the World by Krishnamurti, J

Call No.: 170.20208 KRI
Publisher: Krishnamurti Foundation
Subject: Miscellaneous

Accession No.: 25545
Year: 2023
Edition: 1st

A safari in the equity World by Dhoot, Ritesh

Call No.: 332.6 DHO
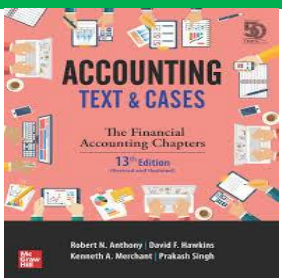Publisher: Rupa
Subject: Economics

Accession No.: 25546
Year: 2023
Edition: 1st

Strategic management of technological innovation by Schilling, Melissa A

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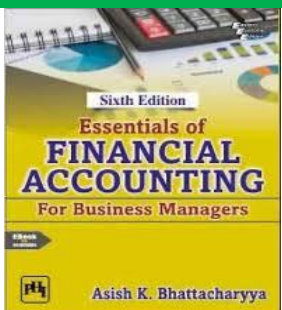Subject: Management

Accession No.: 25547
Year: 2020
Edition: 6th

Accounting by Anthony, Robert N

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

Accession No.: 25548
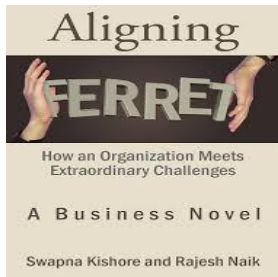Year: 2020
Edition: 13th Rev.& Upd.

Essentials of financial accounting by Bhattacharyya, Asish K

Call No.: 657 BHA
Publisher: PHI Learning
Subject: Accounting

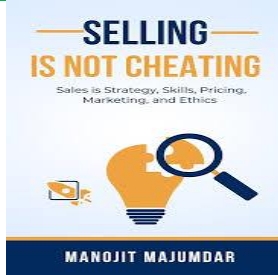Accession No.: 25549
Year: 2022
Edition: 6th

Aligning ferret by Kishore, Swapna

Call No.: 823 KIS	Accession No.: 25550
Publisher: Postcript Impressions	Year: 2023
Subject: Miscellaneous	Edition: 1st

Selling is not cheating by Majumdar, Manojit

Call No.: 658.81 MAJ	Accession No.: 25551
Publisher: Astitva Prakashan	Year: 2023
Subject: Marketing	Edition: 1st
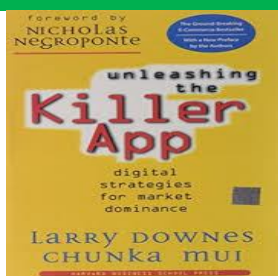
Unleashing the killer app by Downes, Larry

Call No.: 658.4038 DOW	Accession No.: 25552
Publisher: HBS Press	Year: 2023
Subject: Management	Edition: 1st
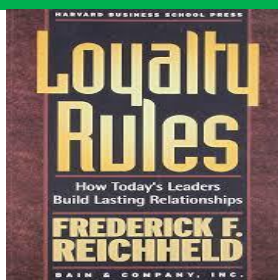
Loyalty rules by Reichheld, Frederick F

Call No.: 658.812 REI	Accession No.: 25553
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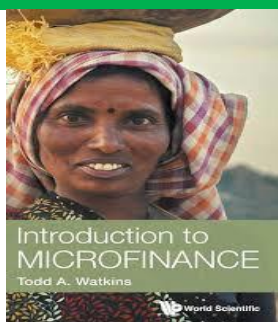
Introduction to microfinance by Watkins, Todd A

Call No.: 332 WAT	Accession No.: 25554
Publisher: World Scientific	Year: 2020
Subject: Economics	Edition: 1st
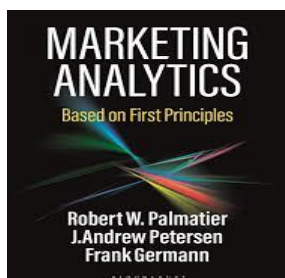
Marketing analytics by Palmatier, Robert W

Call No.: 658.83 PAL

Accession No.: 25555

Publisher: Bloomsbury

Year: 2022

Subject: Marketing
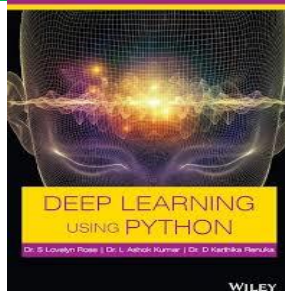
Edition: 1st

Deep learning using python by Rose, S Lovelyn

Call No.: 005.133 ROS

Accession No.: 25556

Publisher: Wiley

Year: 2020

Subject: Computer & IT

Edition: 1st

Introductory regression analysis by Webster, Allen

Call No.: 658.4033 WEB

Accession No.: 25557

Publisher: Routledge

Year: 2021

Subject: Statistics

Edition: 1st

The behavior code by Minahan, Jessica

Call No.: 378.166 MIN

Accession No.: 25558

Publisher: HBS Press

Year: 2023

Subject: Miscellaneous

Edition: 1st

Operations and supply chain management by Russell, Roberta S

Call No.: 658.5 RUS

Accession No.: 25559

Publisher: Wiley

Year: 2023

Subject: Management

Edition: 10th Ind. Adap.
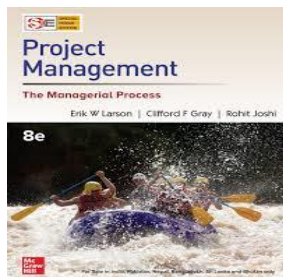
Project management by Larson, Erik W

Call No.: 658.404 LAR

Accession No.: 25560

Publisher: McGraw Hill

Year: 2022

Subject: Management
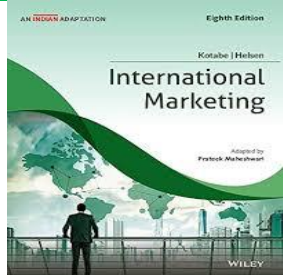
Edition: 8th

International marketing by Kotabe, Masaaki

Call No.: 658.848 KOT

Accession No.: 25561

Publisher: Wiley

Year: 2021

Subject: Marketing

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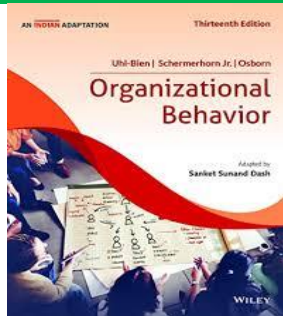
Organizational behavior by Uhl-Bien, Mary

Call No.: 658.4 UHL

Accession No.: 25562

Publisher: Wiley

Year: 2021

Subject: Management

Edition: 13th Ind. Adop.
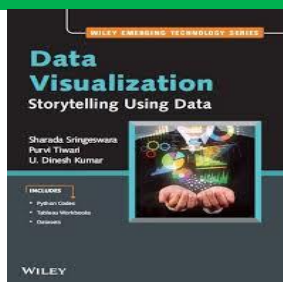
Data visualization by Sringeswara, Sharada

Call No.: 658.4033 SRI

Accession No.: 25563

Publisher: Wiley

Year: 2022

Subject: Statistics

Edition: 1st

International financial management by Shapiro, Alan C

Call No.: 658.1599 SHA

Accession No.: 25564

Publisher: Wiley

Year: 2023

Subject: Management
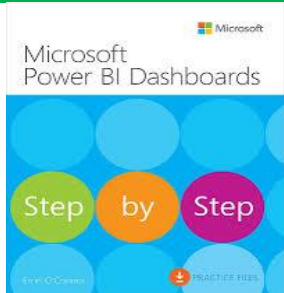
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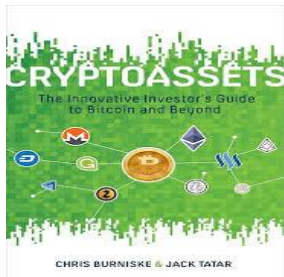
Cryptoassets by Burniske, Chris

Call No.: 332.178 BUR
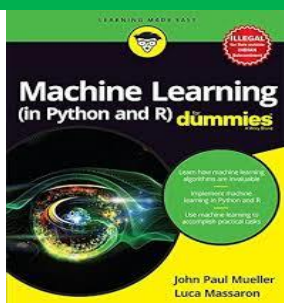Publisher: McGraw Hill
Subject: Economics

Accession No.: 25565
Year: 2023
Edition: 1st

Microsoft power BI dashboards by Oconnor, Errin

Call No.: 658.4033 OCO
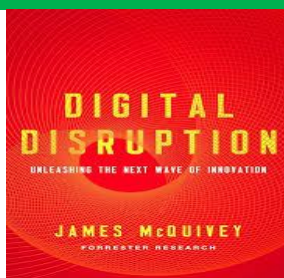Publisher: Pearson
Subject: Statistics

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Year: 2023
Edition: 1st

Machine learning in Python and R for dummies by Mueller, John Paul

Call No.: 006.312 MUE
Publisher: Wiley
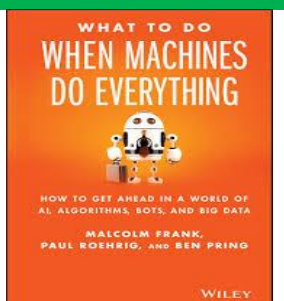Subject: Computer & IT

Accession No.: 25567
Year: 2023
Edition: 1st

Digital disruption by McQuivey, James

Call No.: 303.4834 MCQ
Publisher: Amazon Publishing
Subject: Miscellaneous
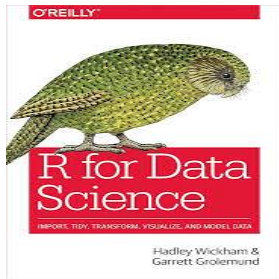
Accession No.: 25568
Year: 2023
Edition: 1st

What to do when machines do everything by Frank, Malcolm

Call No.: 658.0563 FRA
Publisher: Wiley
Subject: Management

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Edition: 1st

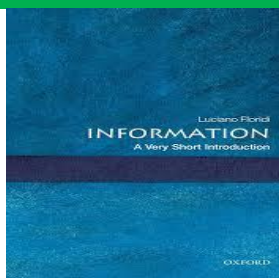# R for Data Science by Wickham, Hadley

Call No.: 658.4033 WIC   Accession No.: 25570
Publisher: Shroff   Year: 2018
Subject: Statistics   Edition: 1st

Organizations by Hatch, Mary Jo

Call No.: 302.35 HAT   Accession No.: 25571
Publisher: Oxford University Press   Year: 2023
Subject: Miscellaneous   Edition: 1st

Information by Floridi, Luciano

Call No.: 020.1 FLO   Accession No.: 25572
Publisher: Oxford University Press   Year: 2023
Subject: Miscellaneous   Edition: 1st

Branding by Jones, Robert

Call No.: 658.827 JON   Accession No.: 25573
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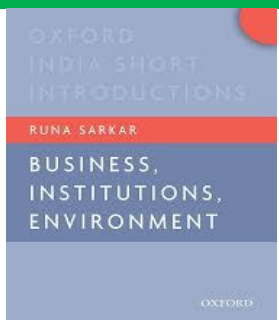
Business institutions environment by Sarkar, Runa

Call No.: 338.927 SAR   Accession No.: 25574
Publisher: Oxford University Press   Year: 2023
Subject: Economics   Edition: 1st

Business communication by Nawal, Mallika

Call No.: 650.014 NAW

Accession No.: 25575

Publisher: Cengage

Year: 2020

Subject: Miscellaneous

Edition: 2nd
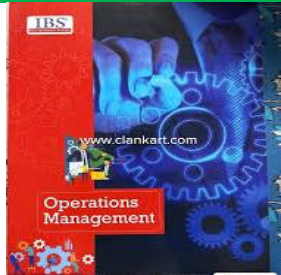
Operations management by ICFAI

Call No.: 658.5 OPE

Accession No.: 25576

Publisher: ICFAI

Year: 2022

Subject: Management

Edition: 1st

Consumer behavior by ICFAI

Call No.: 658.8342 CON

Accession No.: 25577

Publisher: ICFAI

Year: 2022

Subject: Marketing

Edition: 1st

Financial analytics by Mohanty, Pitabas

Call No.: 332.0285554 MOH

Accession No.: 25578

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Year: 2023

Subject: Economics
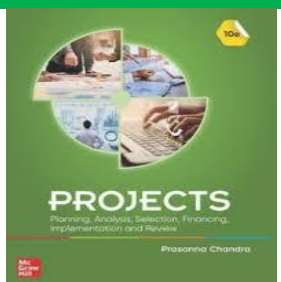
Edition: 1st

Projects by Chandra, Prasanna

Call No.: 658.404 CHA

Accession No.: 25579

Publisher: McGraw Hill

Year: 2024

Subject: Management

Edition: 10th

Employee training and development by Noe, Raymond A

Call No.: 658.312404 NOE	Accession No.: 25580
Publisher: McGraw Hill	Year: 2024
Subject: Management	Edition: 9th
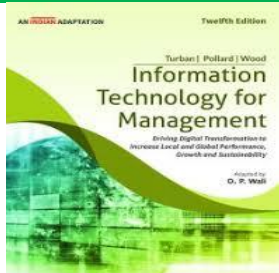
Information technology for management by Turban, Efraim

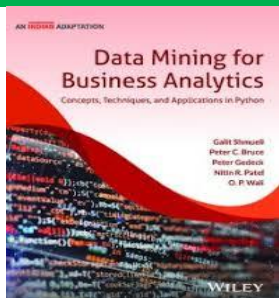|	
Call No.: 004 TUR	Accession No.: 25581
Publisher: Wiley	Year: 2022
Subject: Computer & IT	Edition: 12th Ind. Adap.
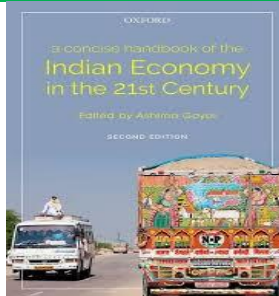
A concise handbook of the Indian economy in the 21st century by Goyal, Ashima (Ed)

Call No.: 338.954 CON	Accession No.: 25582
Publisher: Oxford University Press	Year: 2022
Subject: Economics	Edition: 2nd

Data mining for business analytics by Shmueli, Galit

Call No.: 658.4033 SHM	Accession No.: 25583
Publisher: Wiley	Year: 2023
Subject: Statistics	Edition: 1st Ind. Adap.
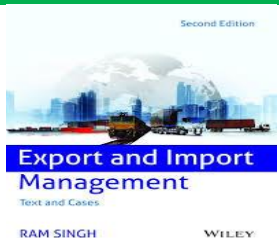
Export and import management by Singh, R.

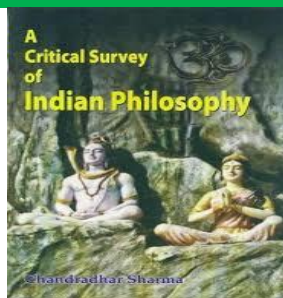|	
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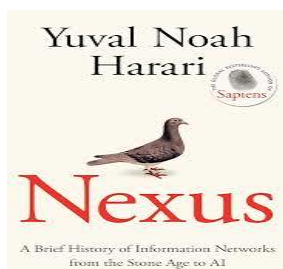
Nexus by Harari, Yuval Noah

Call No.: 001.09 HAR
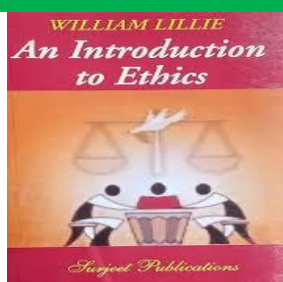Publisher: Vintage
Subject: Computer & IT

Accession No.: 25585
Year: 2024
Edition: 1st

Critical survey of Indian philosophy by Sharma, Chandradhar

Call No.: 100.054 SHA
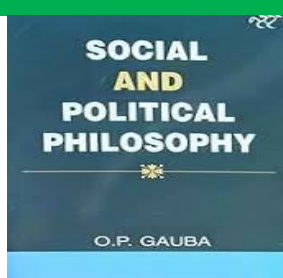Publisher: Motilal Banarsidass
Subject: Miscellaneous

Accession No.: 25586
Year: 2003
Edition: 1st

An introduction to ethics by Lillie, William

Call No.: 170 LIL
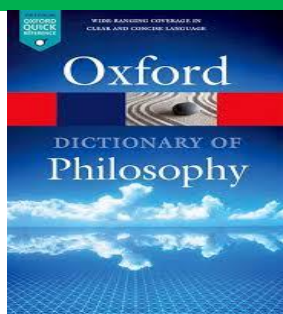Publisher: Surjeet Publications
Subject: Miscellaneous

Accession No.: 25587
Year: 2024
Edition: 1st

Social and political philosophy by Gauba, OP

Call No.: 100.054 GAU
Publisher: National Paperbacks
Subject: Miscellaneous
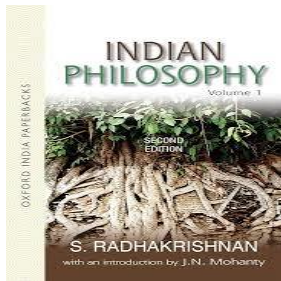
Accession No.: 25588
Year: 2023
Edition: 5th Rev

The Oxford dictionary of philosophy by Blackburn, Simon

Call No.: 100.054 BLA
Publisher: Oxford University Press
Subject: Miscellaneous

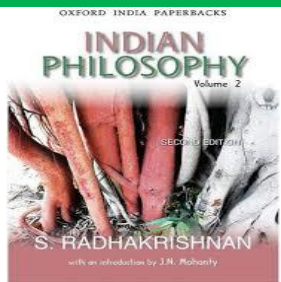Accession No.: 25589
Year: 2016
Edition: 3rd

Indian philosophy Vol.-1 by Radhakrishnan, S

Call No.: 100.054 RAD   Accession No.: 25590
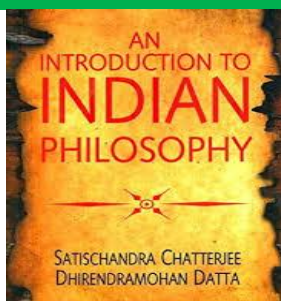Publisher: Oxford University Press   Year: 2022
Subject: Miscellaneous   Edition: 2nd

Indian philosophy Vol.-2 by Radhakrishnan, S

Call No.: 100.054 RAD   Accession No.: 25591
Publisher: Oxford University Press   Year: 2022
Subject: Miscellaneous   Edition: 2nd

An introduction to Indian philosophy by Chatterjee, Satischandra

Call No.: 100.054 CHA   Accession No.: 25592
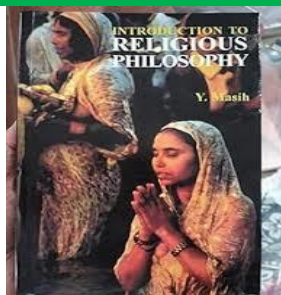Publisher: Motilal Banarsidass   Year: 2016
Subject: Miscellaneous   Edition: 1st

Contemporary Indian philosophy by Lal, Basant Kumar

Call No.: 100.054 LAL   Accession No.: 25593
Publisher: Motilal Banarsidass   Year: 2020
Subject: Miscellaneous   Edition: 1st

Introduction to religious philosophy by Masih, Y

Call No.: 100.054 MAS   Accession No.: 25594
Publisher: Motilal Banarsidass   Year: 2017
Subject: Miscellaneous   Edition: 1st

Philosophy by Kaye, Sharon

Call No.: 100.054 KAY

Accession No.: 25595

Publisher: Hodder & Stoughton

Year: 2013

Subject: Miscellaneous
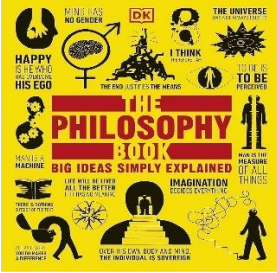
Edition: 1st

The philosophy book by Landau, Cecile (Ed)

Call No.: 100.054 THE

Accession No.: 25596

Publisher: DK Books

Year: 2017

Subject: Miscellaneous

Edition: 1st