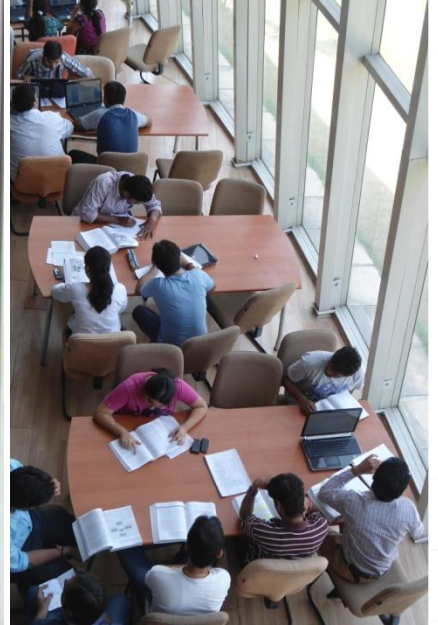


LIBRARY AND RESOURCE CENTER



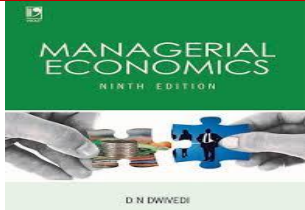
NEW ARRIVALS



SEPTEMBER - 2024

Total No. of Titles-	17426
Gen. Books Volumes-	25512
Text Books Volumes -	19127
Total Books -	44639

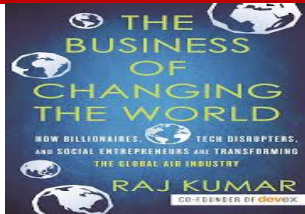
Managerial economics by Dwivedi, D N



Call No.: 338.7 DWI
Publisher: Vikas
Subject: Economics

Accession No.: 25429
Year: 2022
Edition: 9th

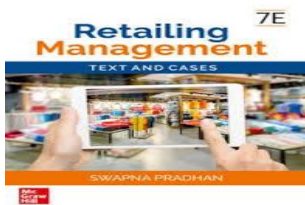
The business of changing the World by Raj Kumar



Call No.: 650.1 RAJ
Publisher: Beacon Press
Subject: Miscellaneous

Accession No.: 25430
Year: 2022
Edition: 1st

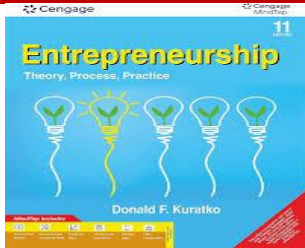
Retailing management by Pradhan, Swapna



Call No.: 658.87 PRA
Publisher: McGraw Hill
Subject: Marketing

Accession No.: 25431
Year: 2024
Edition: 7th

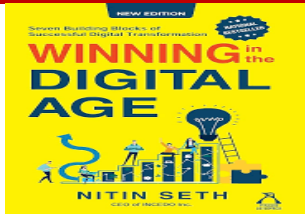
Entrepreneurship by Kuratko, Donald F



Call No.: 658.421 KUR
Publisher: Cengage
Subject: Management

Accession No.: 25432
Year: 2023
Edition: 11th

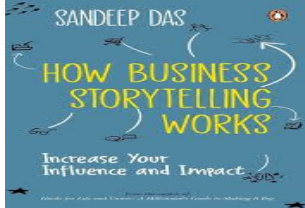
Winning in the digital age by Seth, Nitin



Call No.: 658.406 SET
Publisher: Penguin
Subject: Management

Accession No.: 25433
Year: 2020
Edition: 1st

How business storytelling works increase your influence and impact by Das, Sandeep



Call No.: 658.45 DAS
Publisher: Penguin
Subject: Management

Accession No.: 25434
Year: 2023
Edition: 1st

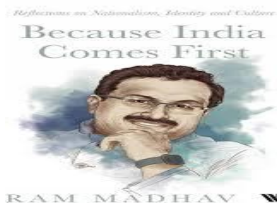
Small wins every day by Coutinho, Luke



Call No.: 155.24 COU
Publisher: Penguin
Subject: Miscellaneous

Accession No.: 25435
Year: 2023
Edition: 1st

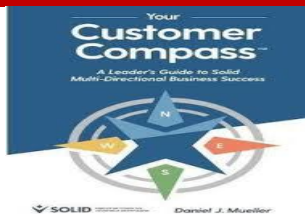
Because India comes first by Madhav, Ram



Call No.: 954.04 MAD
Publisher: Rupa
Subject: Miscellaneous

Accession No.: 25436
Year: 2024
Edition: 1st

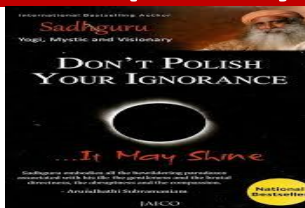
Your customer compass by Mueller Daniel J



Call No.: 650.1 MUE
Publisher: SOLOD leaders
Subject: Miscellaneous

Accession No.: 25437
Year: 2021
Edition: 1st

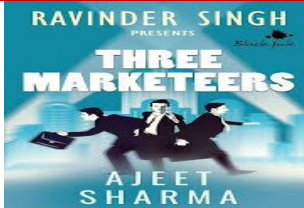
Don't polish your ignorance by Sadhguru



Call No.: 204.2 SAD
Publisher: Jaico
Subject: Miscellaneous

Accession No.: 25438
Year: 2021
Edition: 1st

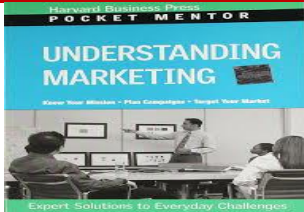
Three marketeers by Sharma, Ajeet



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

Accession No.: 25439
Year: 2023
Edition: 1st

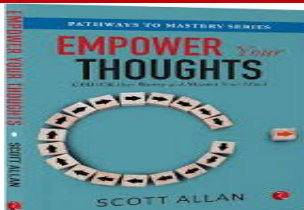
Understanding marketing by Harvard Business Press



Call No.: 658.8 UND
Publisher: HBS Press
Subject: Marketing

Accession No.: 25440
Year: 2023
Edition: 1st

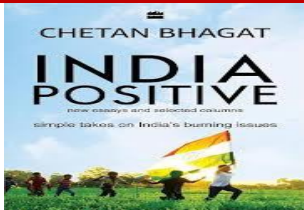
Empower your thoughts by Allan, Scott



Call No.: 158.1 ALL
Publisher: Rupa
Subject: Miscellaneous

Accession No.: 25441
Year: 2023
Edition: 1st

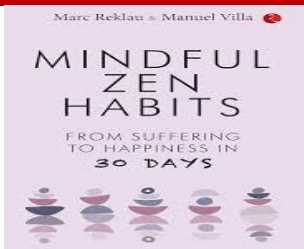
India positive by Bhagat, Chetan



Call No.: 320.954 BHA
Publisher: Harper Collins
Subject: Miscellaneous

Accession No.: 25442
Year: 2022
Edition: 1st

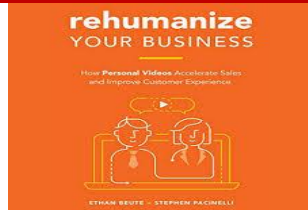
Mindful zen habits by Reklau, Marc



Call No.: 170.44 REK
Publisher: Rupa
Subject: Miscellaneous

Accession No.: 25443
Year: 2023
Edition: 1st

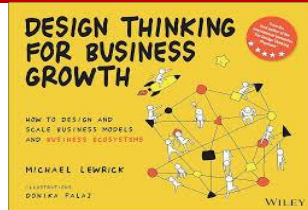
Rehumanize your business by Beute, Ethan



Call No.: 658.872 BEU
Publisher: Wiley
Subject: Marketing

Accession No.: 25444
Year: 2023
Edition: 1st

Design thinking for business growth by Lewrick, Michael



Call No.: 658.4063 LEW
Publisher: Wiley
Subject: Management

Accession No.: 25445
Year: 2022
Edition: 1st

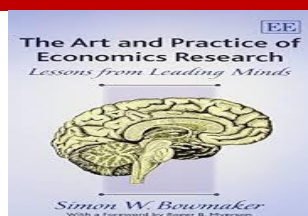
Limca book of records 2024 by Sarkar, Anirban (Ed.)



Call No.: 032.02 GH0
Publisher: Hachette India
Subject: Miscellaneous

Accession No.: 25446
Year: 2024
Edition: 1st

The art and practice of economics research by Bowmaker, Simon W



Call No.: 330.072 BOW
Publisher: Edward Elgar
Subject: Economics

Accession No.: 25447
Year: 2021
Edition: 1st

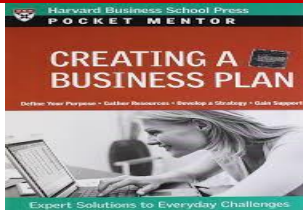
Executing strategy by Harvard Business Press



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

Accession No.: 25448
Year: 2023
Edition: 1st

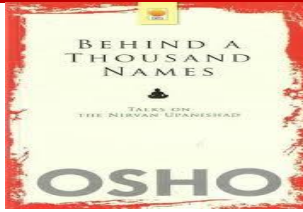
Creating a business plan by Harvard Business Press



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

Accession No.: 25449
Year: 2023
Edition: 1st

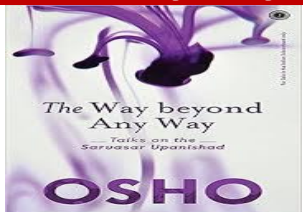
Behind a thousand names by Osho



Call No.: 299.93 OSH
Publisher: Full Circle
Subject: Miscellaneous

Accession No.: 25450
Year: 2020
Edition: 1st

The way beyond any way by Osho



Call No.: 299.93 OSH
Publisher: Jaico
Subject: Miscellaneous

Accession No.: 25451
Year: 2021
Edition: 1st

The scientist entrepreneur by Sankar, Kalpana



Call No.: 658.421 SAN
Publisher: Rupa
Subject: Management

Accession No.: 25452
Year: 2024
Edition: 1st

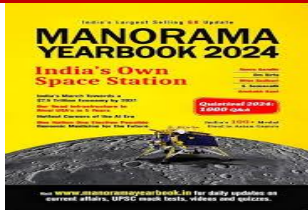
Competition success review year book 2024 by Sachdeva, S.K. (Ed.)



Call No.: 050 COM
Publisher: CSR
Subject: Miscellaneous

Accession No.: 25453
Year: 2024
Edition: 1st

Manorama yearbook 2024 by Mathew, Mammen (Ed).



Call No.: 050 MAN
Publisher: Malayala Manorama
Subject: Miscellaneous

Accession No.: 25454
Year: 2024
Edition: 1st

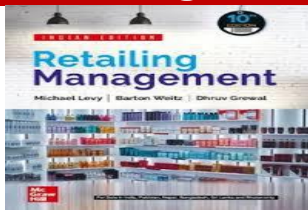
Mrs funnybones by Khanna, Twinkle



Call No.: 823 KHA
Publisher: Penguin
Subject: Miscellaneous

Accession No.: 25455
Year: 2015
Edition: 1st

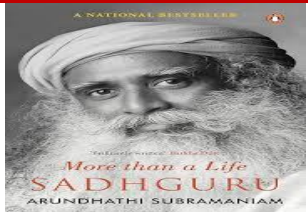
Retailing management by Levy, Michael



Call No.: 658.87 LEY
Publisher: McGraw Hill
Subject: Marketing

Accession No.: 25456-57
Year: 2024
Edition: 10th

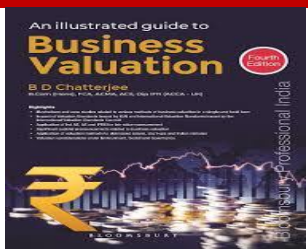
Sadhguru by Subramaniam, Arundhathi



Call No.: 204.2 SUB
Publisher: Penguin
Subject: Miscellaneous

Accession No.: 25458
Year: 2022
Edition: 1st

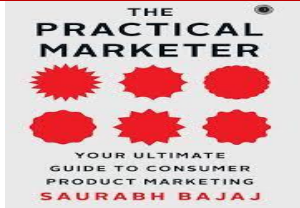
An illustrated guide to business valuation by Chatterjee, B D



Call No.: 658.15 CHA
Publisher: Bloomsbury
Subject: Management

Accession No.: 25459
Year: 2023
Edition: 4th

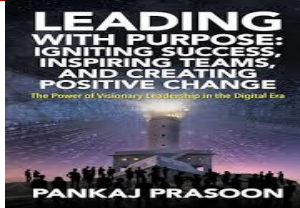
The practical marketer by Bajaj, Saurabh



Call No.: 658.8342 BAJ
Publisher: Jaico
Subject: Marketing

Accession No.: 25460-64
Year: 2024
Edition: 1st

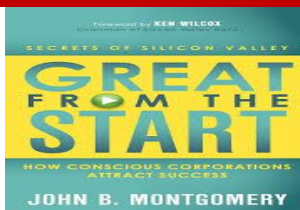
Leading with purpose by Prason, Pankaj



Call No.: 658.4092 PRA
Publisher: Palmetto Pub.
Subject: Management

Accession No.: 25465
Year: 2023
Edition: 1st

Great from the start by Montgomery, John B



Call No.: 658.421 MON
Publisher: Morgan James Pub.
Subject: Management

Accession No.: 25466
Year: 2023
Edition: 1st

The leaderless revolution by Ross, Carne



Call No.: 306.2 ROS
Publisher: Simon & Schuster
Subject: Miscellaneous

Accession No.: 25467
Year: 2023
Edition: 1st

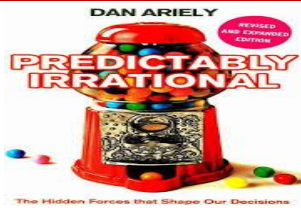
Million dollar weekend by Kagan, Noah



Call No.: 658.421 KAG
Publisher: Ebury Pub.
Subject: Management

Accession No.: 25468
Year: 2024
Edition: 1st

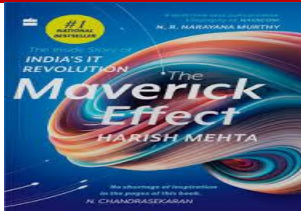
Predictably irrational by Ariely, Dan



Call No.: 153.83 ARI
Publisher: Harper Collins
Subject: Miscellaneous

Accession No.: 25469
Year: 2009
Edition: 1st

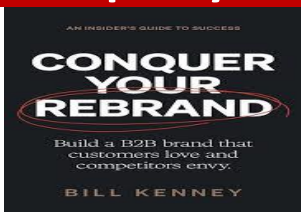
The maverick effect by Mehta, Harish



Call No.: 331.1291004092 MEH
Publisher: Harper Business
Subject: Economics

Accession No.: 25470
Year: 2022
Edition: 1st

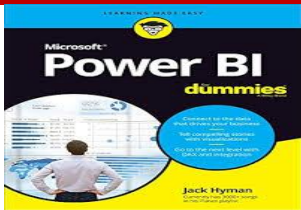
Conquer your rebrand by Kenney, Bill



Call No.: 658.827 KEN
Publisher: Lioncrest Pub.
Subject: Marketing

Accession No.: 25471
Year: 2023
Edition: 1st

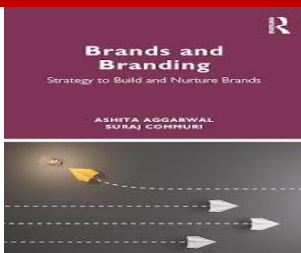
Microsoft power BI for dummies by Hyman, Jack A.



Call No.: 658.4033 HYM
Publisher: Wiley
Subject: Management

Accession No.: 25472
Year: 2023
Edition: 1st

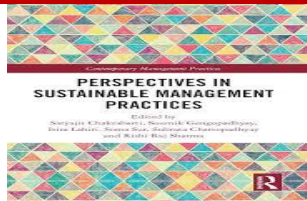
Brands and branding by Aggarwal, Ashita



Call No.: 658.827 AGG
Publisher: Routledge
Subject: Marketing

Accession No.: 25473
Year: 2024
Edition: South Asia

Perspectives in sustainable management practices by Chakrabarti, Satyajit (Ed)



Call No.: 658.408 PER
Publisher: Routledge
Subject: Management

Accession No.: 25474
Year: 2024
Edition: South Asia

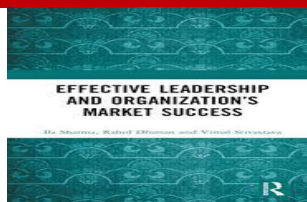
Managing India by Babu, R Rajesh (Ed)



Call No.: 378.068 MAN
Publisher: Routledge
Subject: Miscellaneous

Accession No.: 25475
Year: 2024
Edition: South Asia

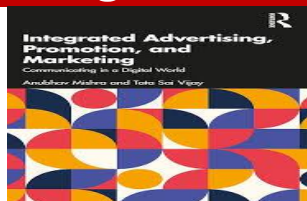
Effective leadership & org. market success by Sharma, Ila



Call No.: 658.4092 SHA
Publisher: Routledge
Subject: Management

Accession No.: 25476
Year: 2024
Edition: South Asia

Integrated advertising, promotion & marketing by Mishra, A.



Call No.: 659.1 MIS
Publisher: Routledge
Subject: Marketing

Accession No.: 25477
Year: 2024
Edition: South Asia

Principles and practices of management and organizational behaviour by Singh, Chandrani



Call No.: 658 SIN
Publisher: Routledge
Subject: Management

Accession No.: 25478
Year: 2024
Edition: South Asia

Services management and marketing principles by Kandampully, Jay



Call No.: 658.80029 KAN
Publisher: Routledge
Subject: Marketing

Accession No.: 25479
Year: 2024
Edition: South Asia

Compensation and reward management by Sharma, R C



Call No.: 658.322 SHA
Publisher: Routledge
Subject: Management

Accession No.: 25480
Year: 2024
Edition: South Asia

Cases in corporate finance by Joshipura, Mayank



Call No.: 658.15 JOS
Publisher: Routledge
Subject: Management

Accession No.: 25481
Year: 2024
Edition: South Asia

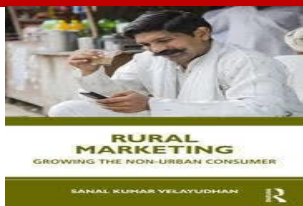
Supply chain and logistics management by Baisya, Rajat K



Call No.: 658.7 BAI
Publisher: Routledge
Subject: Management

Accession No.: 25482
Year: 2024
Edition: South Asia

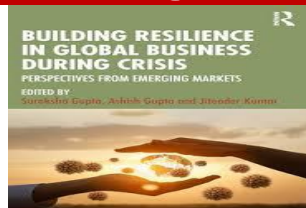
Rural marketing by Velayudhan, Sanal Kumar



Call No.: 658.801734 VEL
Publisher: Routledge
Subject: Marketing

Accession No.: 25483
Year: 2024
Edition: South Asia

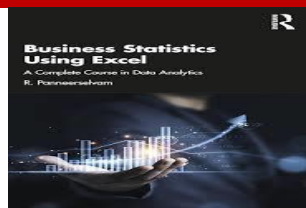
Building resilience in global business during rrisis by Gupta,S



Call No.: 658 BUI
Publisher: Routledge
Subject: Management

Accession No.: 25484
Year: 2024
Edition: South Asia

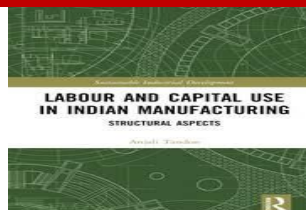
Business statistics using excel by Panneerselvam, R



Call No.: 658.40331 PAN
Publisher: Routledge
Subject: Statistics

Accession No.: 25485
Year: 2024
Edition: South Asia

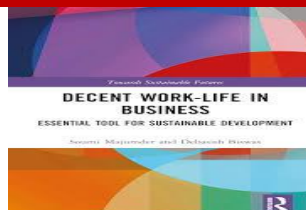
Labour and capital use in Indian manufacturing by Tandon,A



Call No.: 338.954 TAN
Publisher: Routledge
Subject: Economics

Accession No.: 25486
Year: 2024
Edition: South Asia

Decent work life in business by Majumder, Soumi



Call No.: 306.36 MAJ
Publisher: Routledge
Subject: Miscellaneous

Accession No.: 25487
Year: 2024
Edition: South Asia

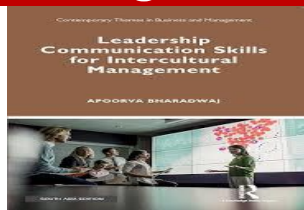
Mapping innovation in India's creative Industries by Dasgupta, Rohit K



Call No.: 658.4063 DAS
Publisher: Routledge
Subject: Management

Accession No.: 25488
Year: 2024
Edition: South Asia

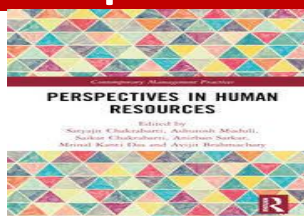
Leadership communication skills for intercultural management by Bharadwaj, Apoorva



Call No.: 658.45 BHA
Publisher: Routledge
Subject: Management

Accession No.: 25489
Year: 2024
Edition: South Asia

Perspectives in human resources by Chakrabarti, Satyajit



Call No.: 658.300954 PER
Publisher: Routledge
Subject: Management

Accession No.: 25490
Year: 2024
Edition: South Asia

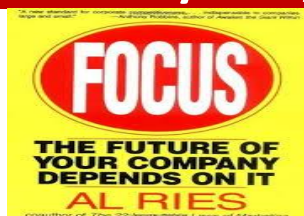
Perspectives in marketing innovation and strategy by Kotler, Philip (Ed)



Call No.: 658.8 PER
Publisher: Routledge
Subject: Marketing

Accession No.: 25491
Year: 2024
Edition: South Asia

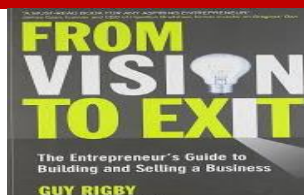
Focus by Ries, Al



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

Accession No.: 25492
Year: 2022
Edition: 1st

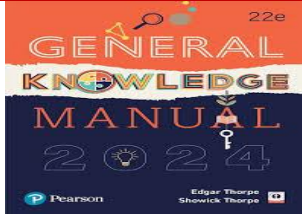
From vision to exit by Rigby, Guy



Call No.: 658.421 RIG
Publisher: Prolibris Pub.
Subject: Management

Accession No.: 25493
Year: 2022
Edition: 1st

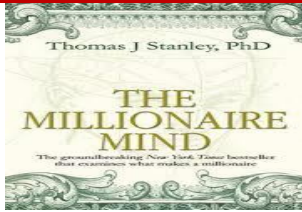
General knowledge manual 2024 by Thorpe, Edgar



Call No.: 050 THO
Publisher: Pearson
Subject: Miscellaneous

Accession No.: 25494
Year: 2023
Edition: 22nd

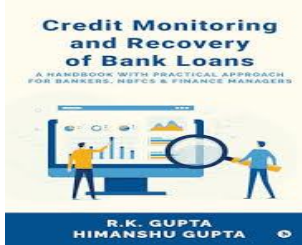
The millionaire mind by Stanley, Thomas J



Call No.: 305.5234 STA
Publisher: Bantam Books
Subject: Miscellaneous

Accession No.: 25495
Year: 2023
Edition: 1st

Credit monitoring and recovery of bank loans by Gupta, R K



Call No.: 332.1 GUP
Publisher: Notion Press
Subject: Economics

Accession No.: 25496
Year: 2023
Edition: 1st

Business by Jain, Varun

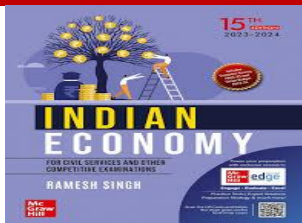


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Call No.: 658 JAI
Publisher: McGraw Hill
Subject: Management

Accession No.: 25497
Year: 2024
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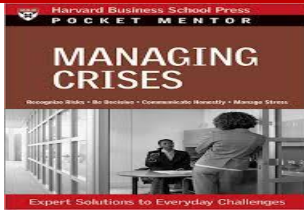
Indian economy by Singh, Ramesh



Call No.: 338.954 SIN
Publisher: McGraw Hill
Subject: Economics

Accession No.: 25498
Year: 2024
Edition: 16th

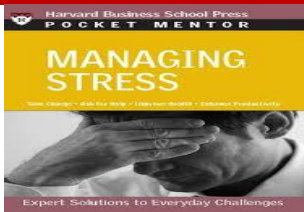
Managing crises by Harvard Business School



Call No.: 658.4056 HAR
Publisher: HBS Press
Subject: Management

Accession No.: 25499
Year: 2023
Edition: 1st

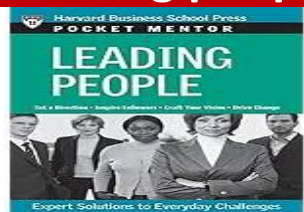
Managing stress by Harvard Business School



Call No.: 158.72 HAR
Publisher: HBS Press
Subject: Miscellaneous

Accession No.: 25500
Year: 2023
Edition: 1st

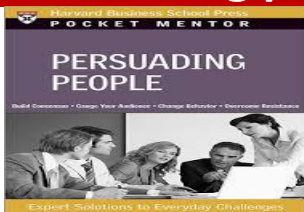
Leading people by Harvard Business School



Call No.: 658.4092 HAR
Publisher: HBS Press
Subject: Management

Accession No.: 25501
Year: 2006
Edition: 1st

Persuading people by Harvard Business School



Call No.: 303.342 HAR
Publisher: HBS Press
Subject: Miscellaneous

Accession No.: 25502
Year: 2023
Edition: 1st

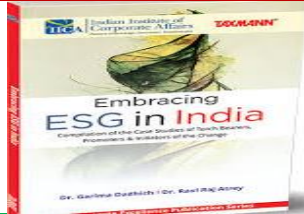
Negotiating outcomes by Harvard Business School



Call No.: 658.4052 HAR
Publisher: HBS Press
Subject: Management

Accession No.: 25503
Year: 2007
Edition: 1st

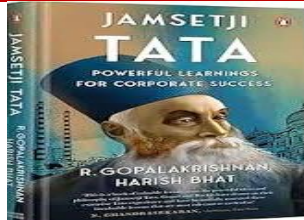
Embracing ESG in India by Dadhich, Garima



Call No.: 658.408 DAD
Publisher: Taxmann
Subject: Management

Accession No.: 25504
Year: 2024
Edition: 1st

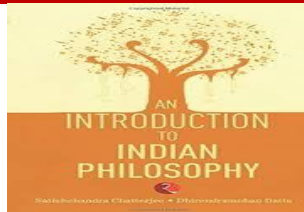
Jamsetji Tata by Gopalakrishnan, R



Call No.: 650.1 GOP
Publisher: Penguin
Subject: Miscellaneous

Accession No.: 25505
Year: 2024
Edition: 1st

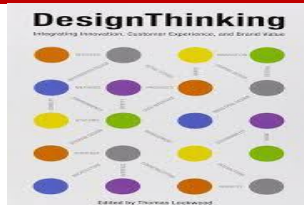
An introduction to Indian philosophy by Chatterjee, S.



Call No.: 100.054 CHA
Publisher: Rupa
Subject: Miscellaneous

Accession No.: 25506-10
Year: 2024
Edition: 1st

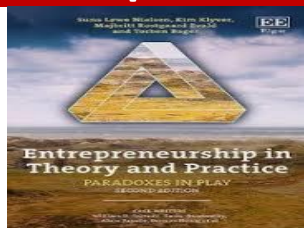
Design thinking by Lockwood, Thomas (Ed)



Call No.: 658.4063 DES
Publisher: Allworth Press
Subject: Management

Accession No.: 25511
Year: 2022
Edition: 1st

Entrepreneurship in theory and practice by Lowe Nielsen, S.



Call No.: 658.421 NIE
Publisher: Edward Elgar
Subject: Management

Accession No.: 25512
Year: 2017
Edition: 2nd