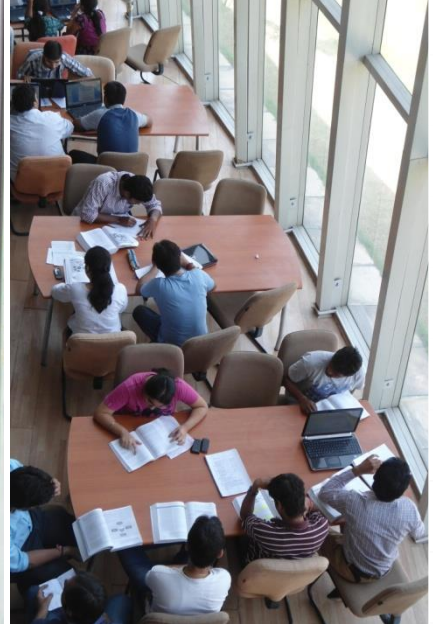


LIBRARY AND RESOURCE CENTER

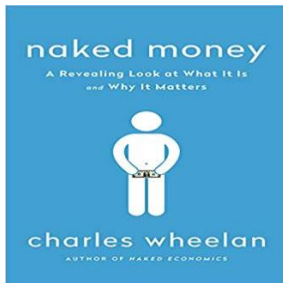


NEW ARRIVALS



DECEMBER - 2018

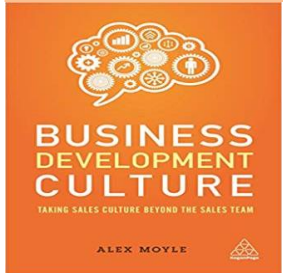
Total No. of Titles-	13031
Total No. of Volumes-	20025
Total Book Bank Books-	12075
Total Books -	32100



Naked money by Wheelan, Charles

Call No.: 332.4 WHE
Publisher: WW Norton
Subject: Economics

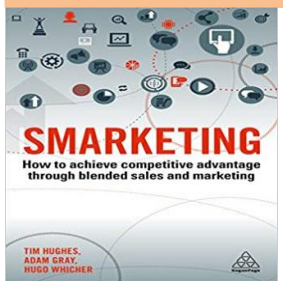
Accession No.: 19946
Year: 2017
Recommended By: Jitender Sharma



Business development culture by Moyle, Alex

Call No.: 658.81 MOY
Publisher: Kogan Page
Subject: Marketing

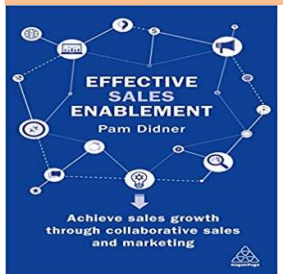
Accession No.: 19947
Year: 2018
Recommended By: S R Singhvi



Smarketing by Hughes, Tim

Call No.: 658.8 HUG
Publisher: Kogan Page
Subject: Marketing

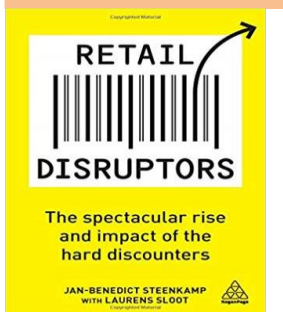
Accession No.: 19948
Year: 2019
Recommended By: S R Singhvi



Effective sales enablement by Didner, Pam

Call No.: 658.81 DID
Publisher: Kogan Page
Subject: Marketing

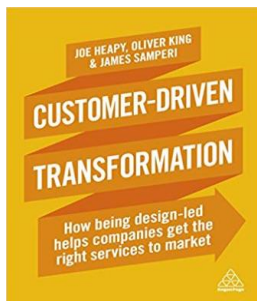
Accession No.: 19949
Year: 2019
Recommended By: S R Singhvi



Retail disruptors by Steenkamp, Jan-Benedict

Call No.: 658.87 STE
Publisher: Kogan Page
Subject: Marketing

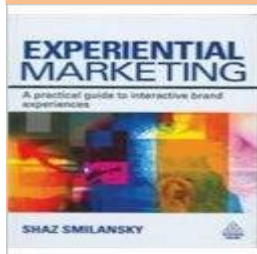
Accession No.: 19950
Year: 2019
Recommended By: S R Singhvi



Customer-driven transformation by Heapy, Joe

Call No.: 658.812 HEA
Publisher: Kogan Page
Subject: Marketing

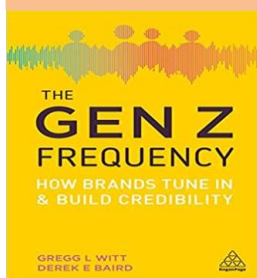
Accession No.: 19951
Year: 2018
Recommended By: S R Singhvi



Experiential marketing by Smilansky, Shirra

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

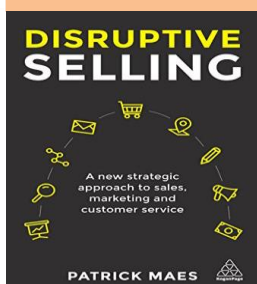
Accession No.: 19952
Year: 2018
Recommended By: S R Singhvi



The Gen Z frequency by Witt, Gregg L

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

Accession No.: 19953
Year: 2018
Recommended By: Jitender Sharma



Disruptive selling by Maes, Patrick

Call No.: 658.81 MAE
Publisher: Kogan Page
Subject: Marketing

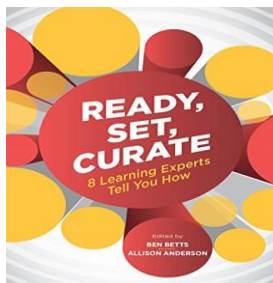
Accession No.: 19954
Year: 2018
Recommended By: S R Singhvi



Project management and sustainable development principles by Gareis, Roland

Call No.: 658.404 GAR
Publisher: Viva Books
Subject: Management

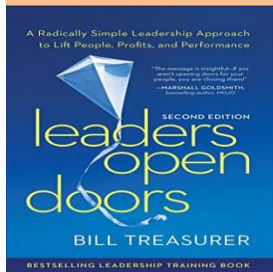
Accession No.: 19955
Year: 2018
Recommended By: LRC



Ready set curate by Betts, Ben (Ed)

Call No.: 025.84 REA
Publisher: Viva Books
Subject: Miscellaneous

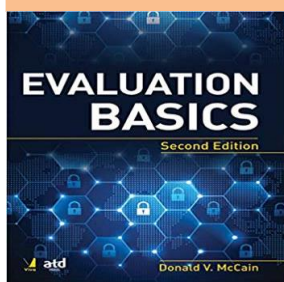
Accession No.: 19956
Year: 2019
Recommended By: LRC



Leaders open doors by Treasurer, Bill

Call No.: 658.4092 TRE
Publisher: Viva Books
Subject: Management

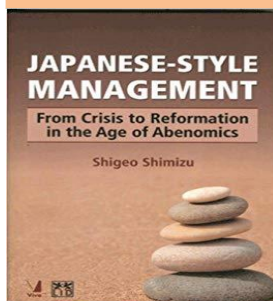
Accession No.: 19957
Year: 2017
Recommended By: Shalini Srivastava



Evaluation basics by McCain, Donald V

Call No.: 658.3124 MCC
Publisher: Viva Books
Subject: Management

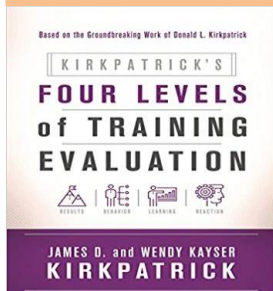
Accession No.: 19958
Year: 2019
Recommended By: Shalini Srivastava



Japanese-style management by Shimizu, Shigeo

Call No.: 658.0095 SHI
Publisher: Viva Books
Subject: Management

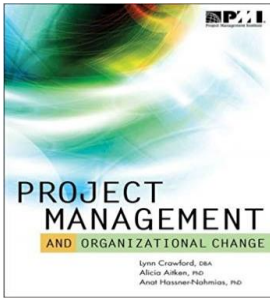
Accession No.: 19959
Year: 2017
Recommended By: LRC



Kirkpatrick's four levels of training evaluation by Kirkpatrick, James D

Call No.: 658.3124 KIR
Publisher: Viva Books
Subject: Management

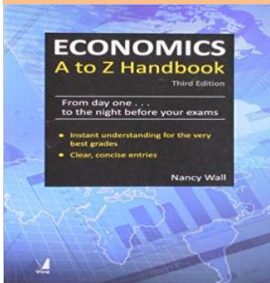
Accession No.: 19960
Year: 2019
Recommended By: Shalini Srivastava



Project management and organizational change by Crawford, Lynn

Call No.: 658.404 CRA
Publisher: Viva Books
Subject: Management

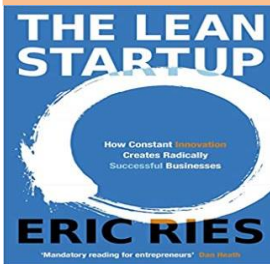
Accession No.: 19961
Year: 2018
Recommended By: LRC



Economics by Wall, Nancy

Call No.: 330 WAL
Publisher: Viva Books
Subject: Economics

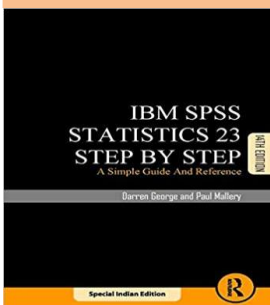
Accession No.: 19962
Year: 2019
Recommended By: LRC



The lean startup by Ries, Eric

Call No.: 658.421 RIE
Publisher: Penguin
Subject: Management

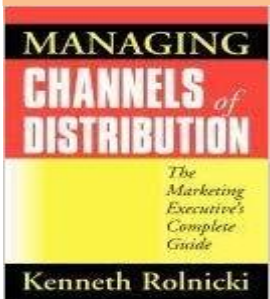
Accession No.: 19963
Year: 2011
Recommended By: Kunal (JN170054)



IBM SPSS statistics 23 step by step by George, Darren

Call No.: 005.55 GEO
Publisher: Routledge
Subject: Computer & IT

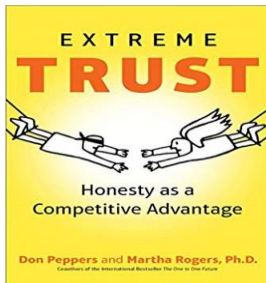
Accession No.: 19964-19978
Year: 2016
Recommended By: Rajesh Sharma



Managing channels of distribution by Rolnicki, Kenneth

Call No.: 658.87 ROL
Publisher: AMACOM
Subject: Marketing

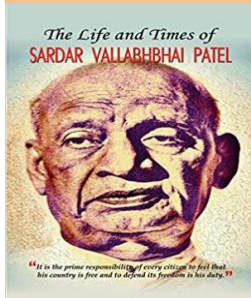
Accession No.: 19979
Year: 1998
Recommended By: S R Singhvi



Extreme trust by Peppers, Don

Call No.: 174.4 PEP
Publisher: Portfolio
Subject: Miscellaneous

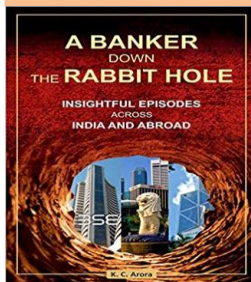
Accession No.: 19980
Year: 2016
Recommended By: S R Singhvi



The life and times of Sardar Vallabhbhai Patel by Kapoor, Sushil

Call No.: 954.035 KAP
Publisher: Prabhat Prakashan
Subject: Miscellaneous

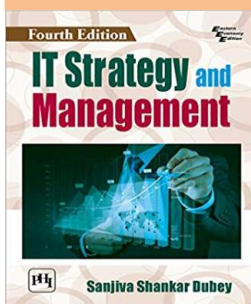
Accession No.: 19981
Year: 2016
Recommended By: Gifted



A banker down the rabbit hole by Arora, K C

Call No.: 332.1 ARO
Publisher: Sashi Publications
Subject: Economics

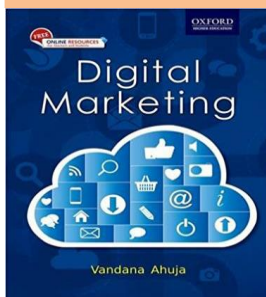
Accession No.: 19982
Year: 2018
Recommended By: Gifted



IT strategy and management by Dubey, Sanjiva Shankar

Call No.: 658.4012 DUB
Publisher: PHI Learning
Subject: Management

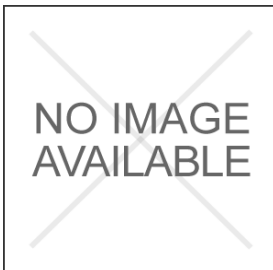
Accession No.: 19983
Year: 2011
Recommended By: Gifted



Digital marketing by Ahuja, Vandana

Call No.: 658.872 AHU
Publisher: Oxford
Subject: Marketing

Accession No.: 19984
Year: 2017
Recommended By: Gifted



Communication skills by Verma, Shalini

Call No.: 650.014 VER
Publisher: Vikas
Subject: Miscellaneous

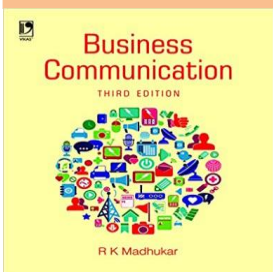
Accession No.: 19985
Year: 2016
Recommended By: Gifted



Soft skills development by Madhujkar, R K

Call No.: 650.014 MAD
Publisher: Vikas
Subject: Miscellaneous

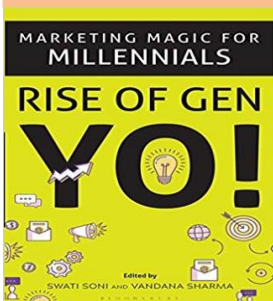
Accession No.: 19986
Year: 2017
Recommended By: Gifted



Business communication by Madhukar, R K

Call No.: 650.014 MAD
Publisher: Vikas
Subject: Miscellaneous

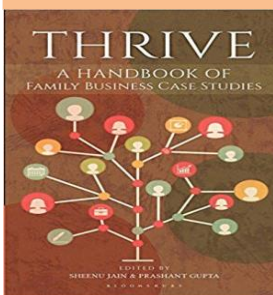
Accession No.: 19987
Year: 2017
Recommended By: Gifted



Marketing magic for millennials rise of gen yo by Soni, Swati (Ed)

Call No.: 658.8 MAR
Publisher: Bloomsbury
Subject: Marketing

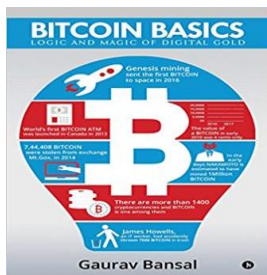
Accession No.: 19988
Year: 2018
Recommended By: Gifted



Thrive by Jain, Sheenu (Ed)

Call No.: 658.022 THR
Publisher: Bloomsbury
Subject: Management

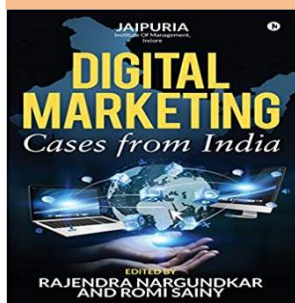
Accession No.: 19989
Year: 2018
Recommended By: Gifted



Bitcoin basics by Bansal, Gaurav

Call No.: 332.40285 BAN
Publisher: Notion Press
Subject: Economics

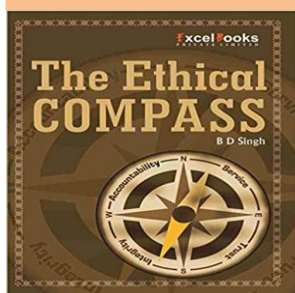
Accession No.: 19990
Year: 2018
Recommended By: Gifted



Digital marketing by Nargundkar, Rajendra (Ed)

Call No.: 658.872 DIG
Publisher: Notion Press
Subject: Marketing

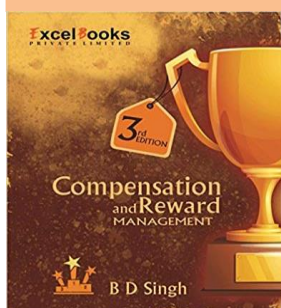
Accession No.: 19991
Year: 2018
Recommended By: Gifted



Ethical compass by Singh, B D

Call No.: 174.4 SIN
Publisher: Excel Books
Subject: Miscellaneous

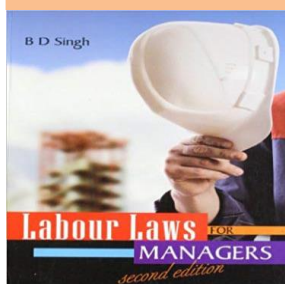
Accession No.: 19992
Year: 2017
Recommended By: Gifted



Compensation and reward management by Singh, B D

Call No.: 658.322 SIN
Publisher: Excel Books
Subject: Management

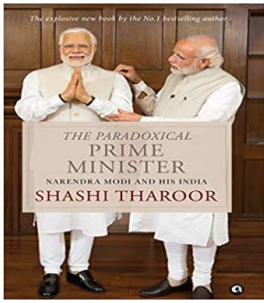
Accession No.: 19993
Year: 2017
Recommended By: Gifted



Labour laws for managers by Singh, B D

Call No.: 344.01 SIN
Publisher: Excel Books
Subject: Miscellaneous

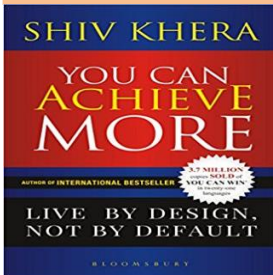
Accession No.: 19994
Year: 2007
Recommended By: Gifted



The Paradoxical prime minister by Tharoor, Shashi

Call No.: 954.0532092 THA
Publisher: Aleph
Subject: Miscellaneous

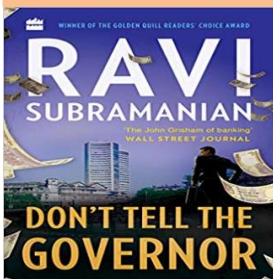
Accession No.: 19995
Year: 2018
Recommended By: LRC



You can achieve more by Khera, Shiv

Call No.: 650.1 KHE
Publisher: Bloomsbury
Subject: Miscellaneous

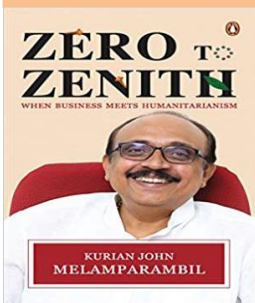
Accession No.: 19996
Year: 2018
Recommended By: LRC



Don't tell the governor by Subramanian, Ravi

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

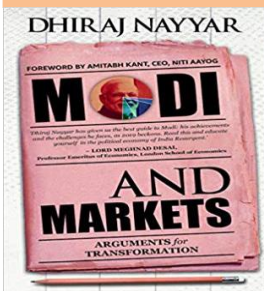
Accession No.: 19997
Year: 2018
Recommended By: LRC



Zero to zenith by Melamparambil, Kurian John

Call No.: 658.421 MEL
Publisher: Penguin
Subject: Management

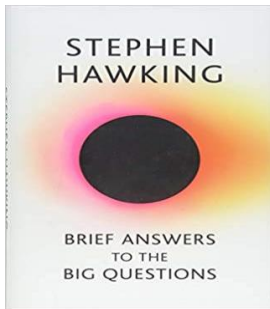
Accession No.: 19998
Year: 2018
Recommended By: LRC



Modi and markets by Nayyar, Dhiraj

Call No.: 330.954 NAY
Publisher: Westland
Subject: Economics

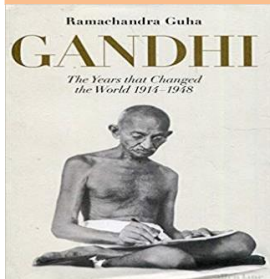
Accession No.: 19999
Year: 2018
Recommended By: LRC



Brief answers to the big questions by Hawking, Stephen

Call No.: 530.092 HAW
Publisher: John Murray
Subject: Miscellaneous

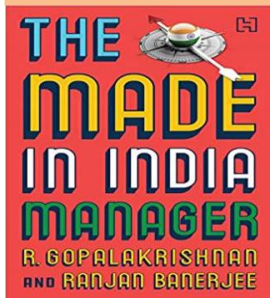
Accession No.: 20000
Year: 2018
Recommended By: LRC



Gandhi by Guha, Ramachandra

Call No.: 954.035092 GUH
Publisher: Penguin
Subject: Miscellaneous

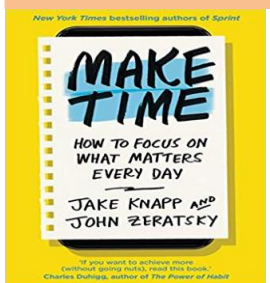
Accession No.: 20001
Year: 2018
Recommended By: LRC



The made in India manager by Gopalakrishnan, R

Call No.: 658 GOP
Publisher: Hachette
Subject: Management

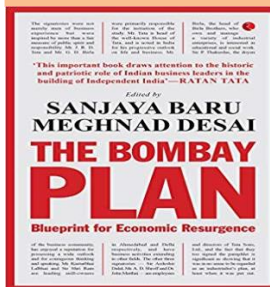
Accession No.: 20002
Year: 2018
Recommended By: LRC



Make time by Knapp, Jake

Call No.: 650.11 KNA
Publisher: Bantam Press
Subject: Miscellaneous

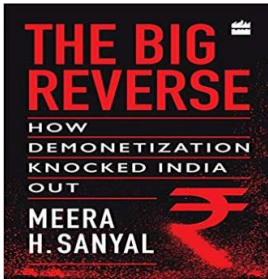
Accession No.: 20003
Year: 2018
Recommended By: LRC



The Bombay plan by Baru, Sanjaya (Ed)

Call No.: 330 THE
Publisher: Rupa
Subject: Economics

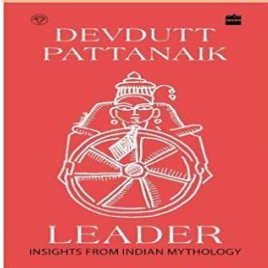
Accession No.: 20004
Year: 2018
Recommended By: LRC



The big reverse by Sanyal, Meera H

Call No.: 332.46 SAN
Publisher: Harper Collins
Subject: Economics

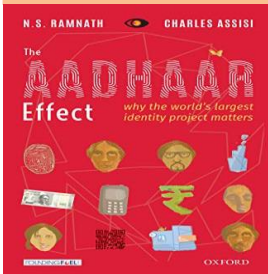
Accession No.: 20005
Year: 2018
Recommended By: LRC



Leader by Pattanaik, Devdutt

Call No.: 658.4092 PAT
Publisher: Harper Collins
Subject: Management

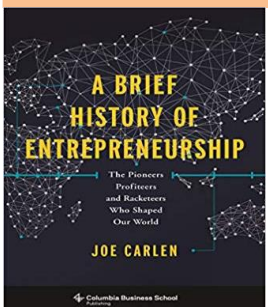
Accession No.: 20006
Year: 2017
Recommended By: LRC



The Aadhaar effect by Ramnath, N S

Call No.: 323.44830954 RAM
Publisher: Oxford
Subject: Miscellaneous

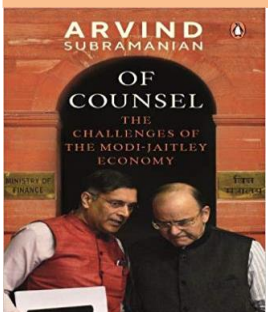
Accession No.: 20007
Year: 2018
Recommended By: LRC



A Brief history of Entrepreneurship by Joe, Carlen

Call No.: 658.421 CAR
Publisher: Columbia Uni. Press
Subject: Management

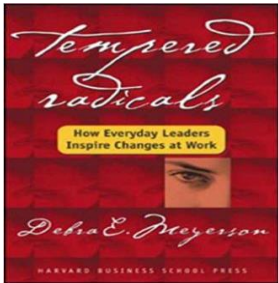
Accession No.: 20008
Year: 2016
Recommended By: LRC



Of Counsel by Subramanian, Arvind

Call No.: 338.954 SUB
Publisher: Penguin
Subject: Economics

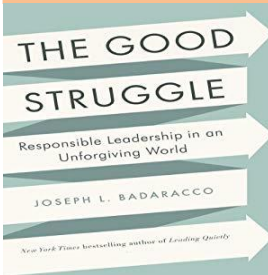
Accession No.: 20009
Year: 2018
Recommended By: LRC



Tempered Radicals by Meyerson, Debra E

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

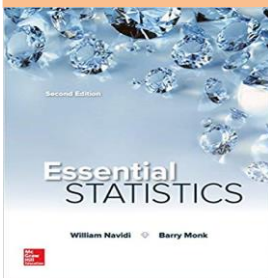
Accession No.: 20010
Year: 2001
Recommended By: Shalini Srivastava



The Good Struggle by Badaracco, Joseph L

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

Accession No.: 20011
Year: 2013
Recommended By: LRC



Essential Statistics by Navidi, William

Call No.: 519.5 NAV
Publisher: McGraw Hill
Subject: Statistics

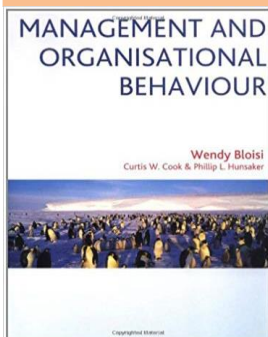
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Year: 2014
Recommended By: LRC



International Marketing by Ghauri, Pervez N

Call No.: 658.848 GHA
Publisher: McGraw Hill
Subject: Marketing

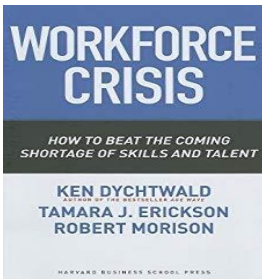
Accession No.: 20013
Year: 2010
Recommended By: S R Singhvi



Management and organisational behaviour by Bloisi, Wendy

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

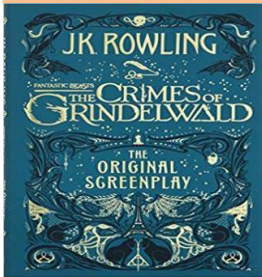
Accession No.: 20014
Year: 2003
Recommended By: Shalini Srivastava



Workforce Crisis by Dychtwald, Ken

Call No.: 658.301 DYC
Publisher: HBS Press
Subject: Management

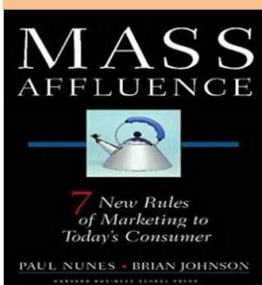
Accession No.: 20015
Year: 2006
Recommended By: Shalini Srivastava



The Crimes of Grindelwald by Rowling, J K

Call No.: 823 ROW
Publisher: Little Brown
Subject: Miscellaneous

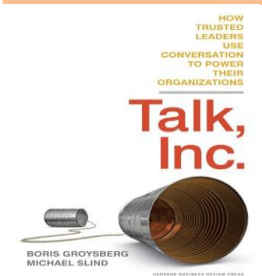
Accession No.: 20016
Year: 2018
Recommended By: Shalini Srivastava



Mass Affluence by Nunes, Paul

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

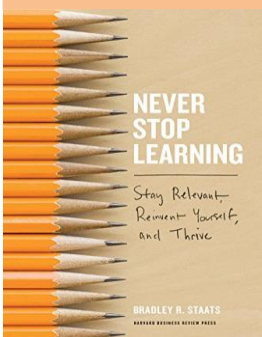
Accession No.: 20017
Year: 2004
Recommended By: S R Singhvi



Talk Inc by Groysberg, Boris

Call No.: 658.45 GRO
Publisher: HBS Press
Subject: Management

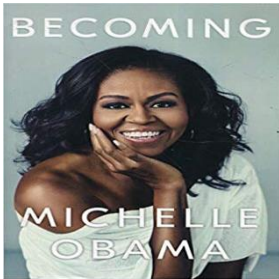
Accession No.: 20018
Year: 2012
Recommended By: Shalini Srivastava



Never Stop Learning by Staats, Bradley R

Call No.: 370.1523 STA
Publisher: HBS Press
Subject: Miscellaneous

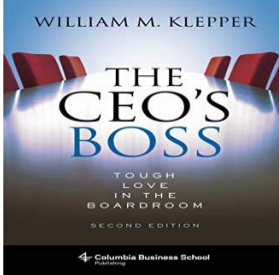
Accession No.: 20019
Year: 2018
Recommended By: Shalini Srivastava



Becoming by Obama, Michelle

Call No.: 920 OBA
Publisher: Viking
Subject: Miscellaneous

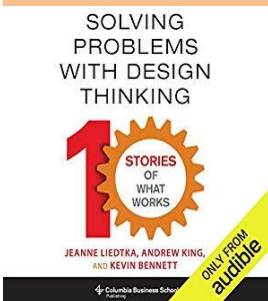
Accession No.: 20020
Year: 2018
Recommended By: Shalini Srivastava



The CEO's Boss by Klepper, William M

Call No.: 658.4092 KLE
Publisher: Columbia Uni. Press
Subject: Management

Accession No.: 20021
Year: 2010
Recommended By: Shalini Srivastava



Solving problems with design thinking by Liedtka, Jeanne

Call No.: 658.4063 LIE
Publisher: Columbia Uni. Press
Subject: Management

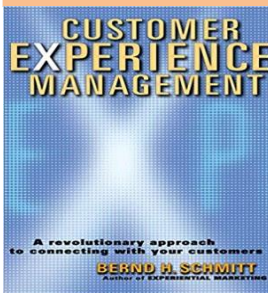
Accession No.: 20022
Year: 2013
Recommended By: Sudhanshu Pathak



This is service design thinking by Stickdorn, Marc

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

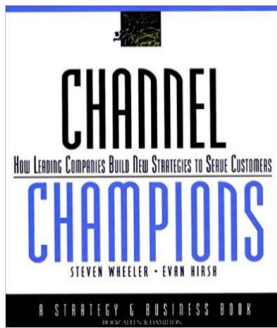
Accession No.: 20023
Year: 2011
Recommended By: Sudhanshu Pathak



Customer experience management by Schmitt, Bernd H.

Call No.: 658.812 SCH
Publisher: Wiley
Subject: Marketing

Accession No.: 20024
Year: 2003
Recommended By: S R Singhvi



Channel champions by Wheeler, Steven

Call No.: 658.87 WHE
Publisher: Jossey Bass
Subject: Marketing

Accession No.: 20025
Year: 1999
Recommended By: S R Singhvi