

# LIBRARY AND RESOURCE CENTER



## NEW ARRIVALS



## JULY - 2018

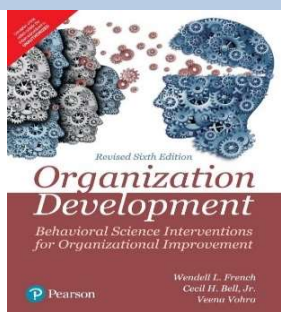
<b>Total No. of Titles-</b>	<b>12779</b>
<b>Total No. of Volumes-</b>	<b>19693</b>
<b>Total Book Bank Books-</b>	<b>11873</b>
<b>Total Books -</b>	<b>31566</b>



## Marketing by Baines, Paul

Call No: 658.8 BAI  
Publisher: Oxford Uni. Press  
Subject: Marketing

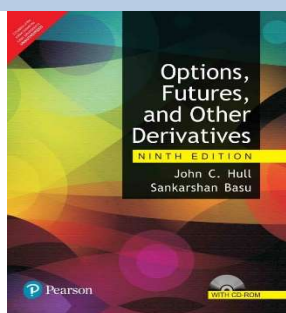
Accession No: 19670  
Year: 2013  
Requested by: LRC



## Organization development by French, Wendell

Call No: 658.406 FRE  
Publisher: Pearson  
Subject: Management

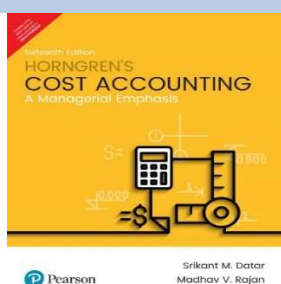
Accession No: 19671  
Year: 2018  
Requested by: LRC



## Options future and other derivatives by Hull, John C

Call No: 332.645 HUL  
Publisher: Pearson  
Subject: Economics

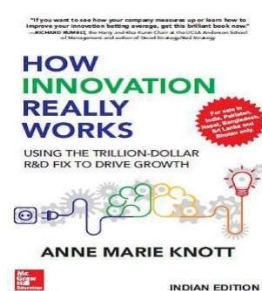
Accession No: 19672  
Year: 2018  
Requested by: LRC



## Horngrens cost accounting by Datar, Srikant M

Call No: 657.42 DAT  
Publisher: Pearson  
Subject: Accounting

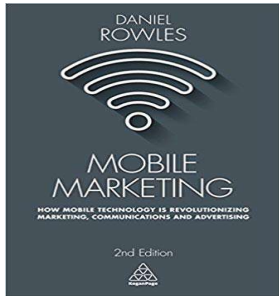
Accession No: 19673  
Year: 2018  
Requested by: LRC



## How innovation really works by Knott, Anne Marie

Call No: 658.4063 KNO  
Publisher: McGraw Hill  
Subject: Management

Accession No: 19674  
Year: 2017  
Requested by: LRC



## Mobile marketing by Rowles, Daniel

Call No: 658.87202854678 ROW

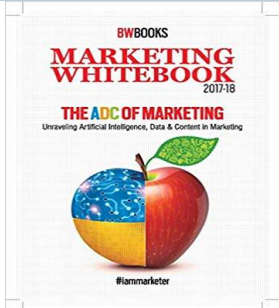
Accession No: 19676

Publisher: Kogan Page

Year: 2017

Subject: Marketing

Requested by: Joy Patra



## Marketing whitebook 2017-18 by Businessword

Call No: 658.8 BUS

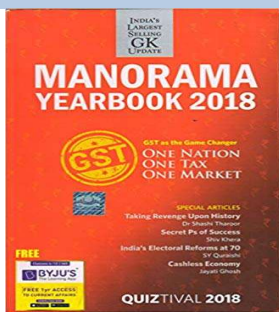
Accession No: 19677

Publisher: Businessword

Year: 2018

Subject: Marketing

Requested by: LRC



## Manorama yearbook 2018 by Mathew, Mammen (Ed)

Call No: 050 MAN

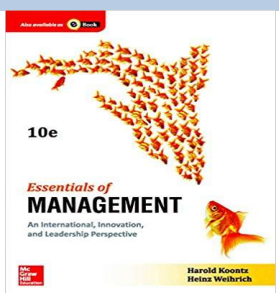
Accession No: 19678

Publisher: Malayala Manorama

Year: 2018

Subject: Miscellaneous

Requested by: LRC



## Essentials of management by Koontz, Harold

Call No: 658 KOO

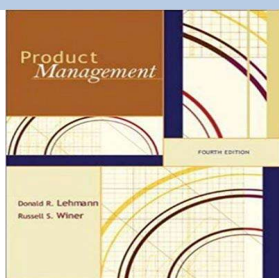
Accession No: 19679 & 19680

Publisher: McGraw Hill

Year: 2018

Subject: Management

Requested by: Sudhanshu Pathak



## Product management by Lehmann, Donald R

Call No: 658.56 LEH

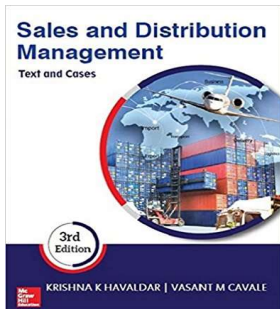
Accession No: 19681 & 19682

Publisher: McGraw Hill

Year: 2018

Subject: Management

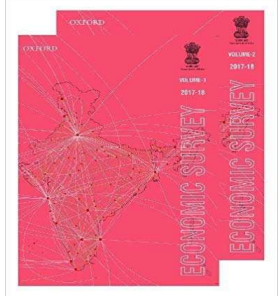
Requested by: S R Singhavi



## Sales and distribution management by Havaldar, Krishna K

Call No: 658.81 HAV  
Publisher: McGraw Hill  
Subject: Marketing

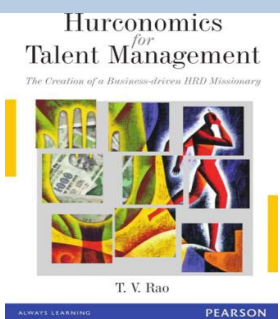
Accession No: 19683  
Year: 2018  
Requested by: S R Singhavi



## Economic survey 2017-18 by Government of India

Call No: 330.0723 ECO  
Publisher: Oxford Uni. Press  
Subject: Economics

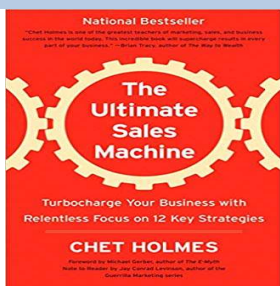
Accession No: 19684 & 19685  
Year: 2018  
Requested by: LRC



## Huronomics for talent management by Rao, T V

Call No: 658.314 RAO  
Publisher: Pearson  
Subject: Management

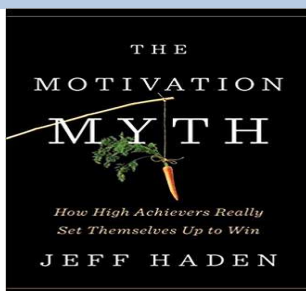
Accession No: 19686  
Year: 2018  
Requested by: LRC



## The ultimate sales machine by Holmes, Chet

Call No: 658.81 HOL  
Publisher: Portfolio  
Subject: Marketing

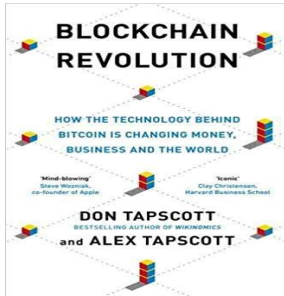
Accession No: 19687  
Year: 2008  
Requested by: S R Singhavi



## The motivation myth by Haden, Jeff

Call No: 158.1 HAD  
Publisher: Portfolio  
Subject: Miscellaneous

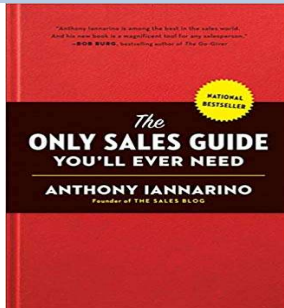
Accession No: 19688  
Year: 2018  
Requested by: Prasoun Tripathi



## Blockchain revolution by Tapscott, Don

Call No: 332.178 TAP  
Publisher: Portfolio  
Subject: Economics

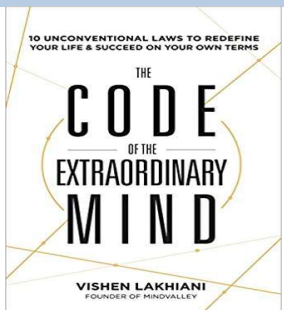
Accession No: 19689  
Year: 2016  
Requested by: LRC



## The only sales guide you'll ever need by Iannarino, Anthony

Call No: 658.81 IAN  
Publisher: Penguin  
Subject: Marketing

Accession No: 19690  
Year: 2016  
Requested by: S R Singhavi



## The code of the extraordinary mind by Lakhiani, Vishen

Call No: 158.1 LAK  
Publisher: Rodale  
Subject: Miscellaneous

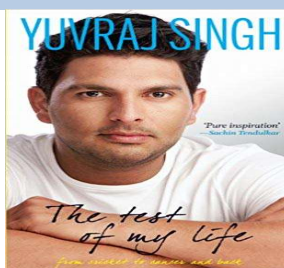
Accession No: 19691  
Year: 2016  
Requested by: LRC



## Creative confidence by Kelley, Tom

Call No: 658.314 KEL  
Publisher: William Collins  
Subject: Management

Accession No: 19692  
Year: 2013  
Requested by: Prasoun Tripathi



## The test of my life by Singh, Yuvraj

Call No: 920 SIN  
Publisher: Penguin  
Subject: Miscellaneous

Accession No: 19693  
Year: 2013  
Requested by: Yash(JN180185)