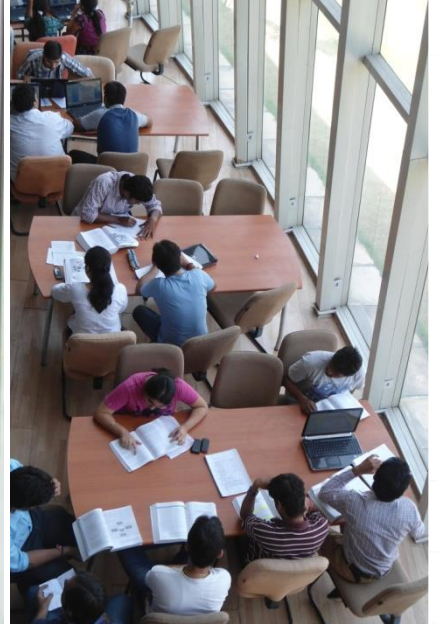


LIBRARY AND RESOURCE CENTER

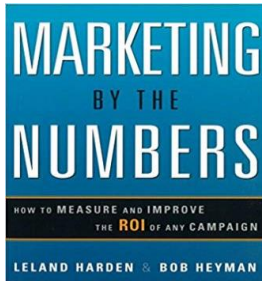


NEW ARRIVALS



NOVEMBER - 2019

Total No. of Titles-	13868
Total No. of Volumes-	20943
Total Book Bank Books-	13276
Total Books -	34219



Marketing by the numbers by Harden, Leland

Call No: 658.872 HAR
Publisher: AMACOM
Subject: Marketing

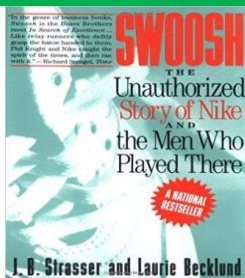
Accession No: 20861
Year: 2011
Recommended By: SR Singhvi



Online Branding: leveraging brand equity through the internet by Raff, Rebekka

Call No: 658.827 RAF
Publisher: VDM Verlag
Subject: Marketing

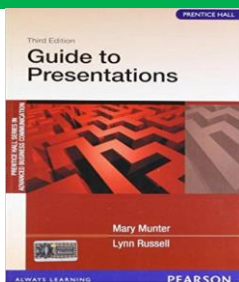
Accession No: 20862
Year: 2008
Recommended By: Joy Patra



Swoosh by Strasser, J B

Call No: 338.768870973 STR
Publisher: Harper Collins
Subject: Economics

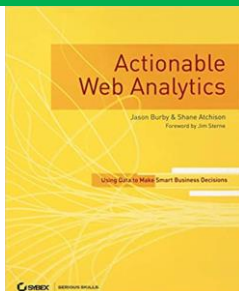
Accession No: 20863
Year: 1993
Recommended By: SR Singhvi



Guide to presentations by Russell, Lynn

Call No: 658.452 RUS
Publisher: Pearson
Subject: Management

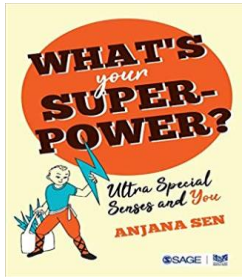
Accession No: 20864
Year: 2011
Recommended By: LRC



Actionable web analytics by Burby, Jason

Call No: 658.4033 BUR
Publisher: Wiley
Subject: Statistics

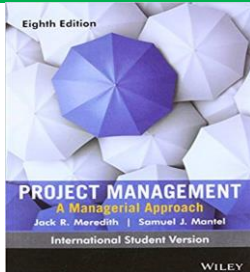
Accession No: 20865
Year: 2007
Recommended By: Renuka Mahajan



What's your super power ? by Sen, Anjana

Call No: 658.4092 SEN
Publisher: Sage
Subject: Management

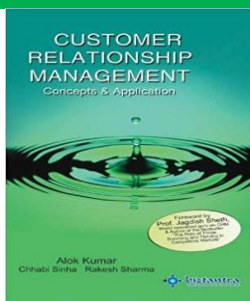
Accession No: 20866-67
Year: 2019
Recommended By: YPS Kanwar



Project management by Meredith, Jack R

Call No: 658.404 MER
Publisher: Wiley
Subject: Management

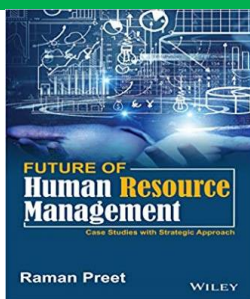
Accession No: 20868
Year: 2019
Recommended By: Gifted



Customer relationship management by Alok Kumar

Call No: 658.812 ALO
Publisher: Biztantra
Subject: Marketing

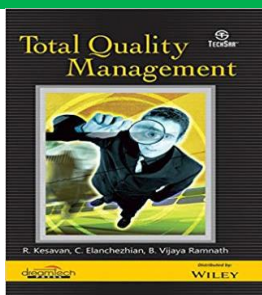
Accession No: 20869
Year: 2007
Recommended By: Gifted



Future of human resource management by Preet, Raman

Call No: 658.3 PRE
Publisher: Wiley
Subject: Management

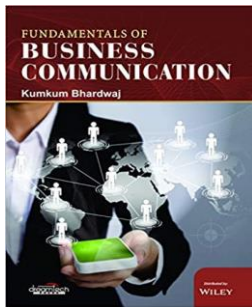
Accession No: 20870
Year: 2019
Recommended By: Gifted



Total quality management by Kesavan, R

Call No: 658.4013 KES
Publisher: Dreamtech
Subject: Management

Accession No: 20871
Year: 2019
Recommended By: Gifted



Fundamentals of business communication by Bhardwaj, Kumkum

Call No: 650.014 BHA
Publisher: Dreamtech
Subject: Miscellaneous

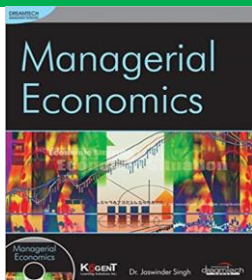
Accession No: 20872
Year: 2019
Recommended By: Gifted



Practical data science with R by Zumel, Nina

Call No: 006.3 ZUM
Publisher: Dreamtech
Subject: Computer & IT

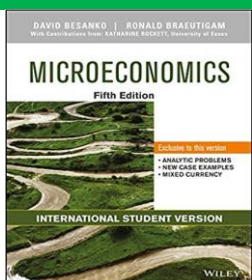
Accession No: 20873 & 20885
Year: 2018
Recommended By: Gifted



Managerial economics by Singh, Jaswinder

Call No: 338.7 SIN
Publisher: Dreamtech
Subject: Economics

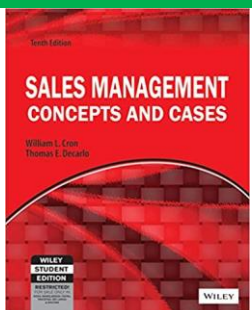
Accession No: 20874-75
Year: 2015
Recommended By: Gifted



Microeconomics by Besanko, David A

Call No: 338.5 BES
Publisher: Wiley
Subject: Economics

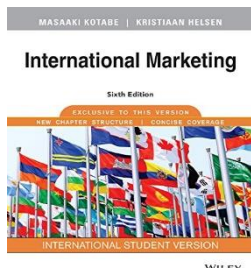
Accession No: 20876
Year: 2011
Recommended By: Gifted



Sales management by Cron, William L

Call No: 658.81 CRO
Publisher: Wiley
Subject: Marketing

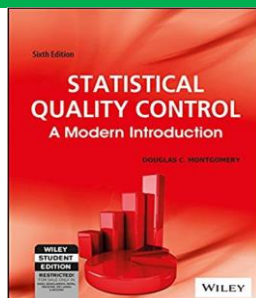
Accession No: 20877 & 20892
Year: 2011
Recommended By: Gifted



International marketing by Kotabe, Masaaki

Call No: 658.848 KOT
Publisher: Wiley
Subject: Marketing

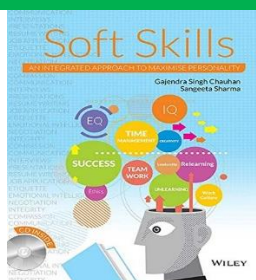
Accession No: 20878
Year: 2005
Recommended By: Gifted



Statistical quality control by Montgomery, Douglas C

Call No: 658.562 MON
Publisher: Wiley
Subject: Management

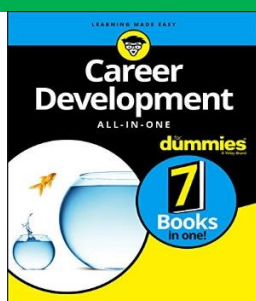
Accession No: 20879
Year: 2018
Recommended By: Gifted



Soft skills by Chauhan, Gajendra Singh

Call No: 650.014 SIN
Publisher: Wiley
Subject: Miscellaneous

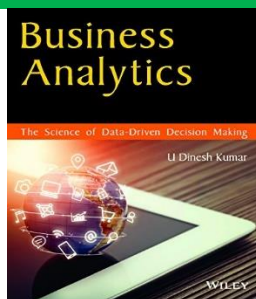
Accession No: 20880
Year: 2016
Recommended By: Gifted



Career development all in one for dummies by Alidina, Shamash

Call No: 650.14 ALI
Publisher: Wiley
Subject: Miscellaneous

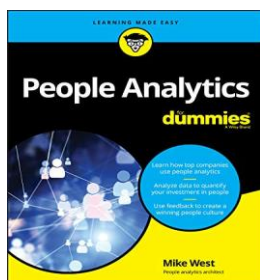
Accession No: 20881
Year: 2017
Recommended By: Gifted



Business analytics by Kumar, U Dinesh

Call No: 658.4033 KUM
Publisher: Wiley
Subject: Statistics

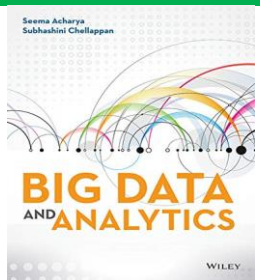
Accession No: 20882
Year: 2018
Recommended By: Gifted



People analytics for dummies by West, Mike

Call No: 658.4033 WES
Publisher: Wiley
Subject: Statistics

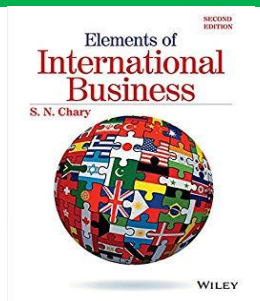
Accession No: 20883
Year: 2019
Recommended By: Gifted



Big data and analytics by Acharya, Seema

Call No: 658.4033 ACH
Publisher: Wiley
Subject: Statistics

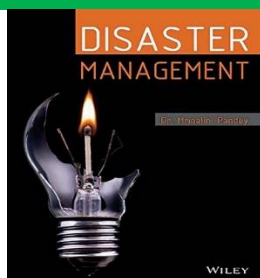
Accession No: 20884
Year: 2018
Recommended By: Rajesh Sharma



Elements of international business by Chary, S N

Call No: 658.049 CHA
Publisher: Wiley
Subject: Management

Accession No: 20886
Year: 2016
Recommended By: Vranda Jain



Disaster management by Pandey, Mrinalini

Call No: 363.345 PAN
Publisher: Wiley
Subject: Miscellaneous

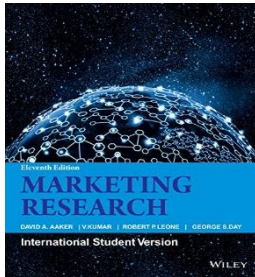
Accession No: 20887
Year: 2019
Recommended By: LRC



Marketing research by Aaker, David A

Call No: 658.83 AAK
Publisher: Wiley
Subject: Marketing

Accession No: 20888
Year: 2019
Recommended By: Rajesh Sharma



Marketing research by Aaker, David A

Call No: 658.83 AAK
Publisher: Wiley
Subject: Marketing

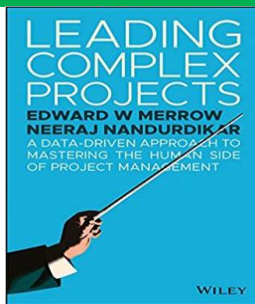
Accession No: 20889
Year: 2016
Recommended By: Rajesh Sharma



Managing marketing by Capon, Noel

Call No: 658.8 CAP
Publisher: Wiley
Subject: Marketing

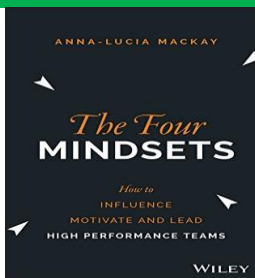
Accession No: 20890-91
Year: 2014
Recommended By: Rajesh Sharma



Leading complex projects by Merrow, Edward W

Call No: 658.404 MER
Publisher: Wiley
Subject: Management

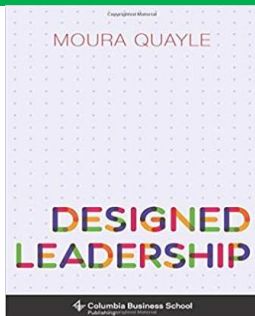
Accession No: 20893
Year: 2018
Recommended By: Shalini Srivastava



The Four Mindsets by Mackay, Anna-Lucia

Call No: 658.4092 MAC
Publisher: Wiley
Subject: Management

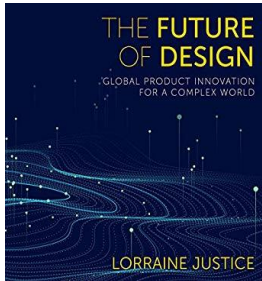
Accession No: 20894
Year: 2017
Recommended By: Shalini Srivastava



Designed leadership by Quayle, Moura

Call No: 658.4092 QUA
Publisher: Columbia Business
Subject: Management

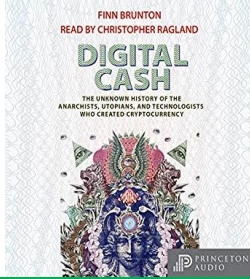
Accession No: 20895
Year: 2017
Recommended By: SR Singhvi



The future of design by Justice, Lorraine

Call No: 658.5752 JUS
Publisher: Nicholas Brealey
Subject: Management

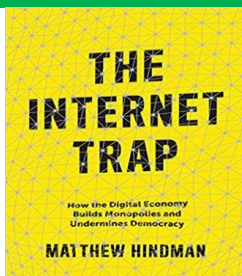
Accession No: 20896
Year: 2019
Recommended By: YPS Kanwar



Digital cash by Brunton, Finn

Call No: 332.4 BRU
Publisher: Princeton Uni. Press
Subject: Economics

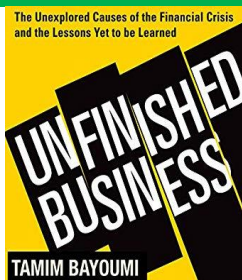
Accession No: 20897
Year: 2019
Recommended By: SR Singhvi



The internet trap by Hindman, Matthew

Call No: 384.3 HIN
Publisher: Princeton Uni. Press
Subject: Miscellaneous

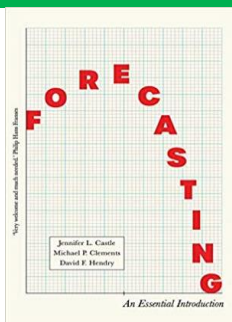
Accession No: 20898
Year: 2018
Recommended By: SR Singhvi



Unfinished business by Bayoumi, Tamim

Call No: 330.90511 BAY
Publisher: Yale Uni. Press
Subject: Economics

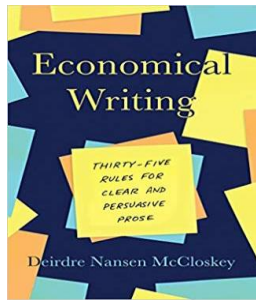
Accession No: 20899
Year: 2017
Recommended By: SR Singhvi



Forecasting by Castle, Jennifer L

Call No: 338.5442 CAS
Publisher: Yale Uni. Press
Subject: Economics

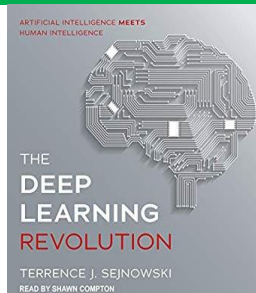
Accession No: 20900
Year: 2019
Recommended By: LRC



Economical writing by McCloskey, Deirdre Nansen

Call No: 808.06633 MCC
Publisher: Uni. of Chicago Press
Subject: Miscellaneous

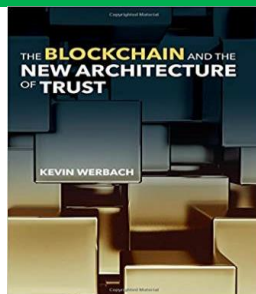
Accession No: 20901
Year: 2019
Recommended By: SR Singhvi



The deep learning revolution by Sejnowski, Terrence J

Call No: 006.31 SEJ
Publisher: MIT Press
Subject: Computer & IT

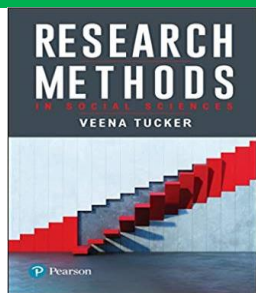
Accession No: 20902
Year: 2018
Recommended By: SR Singhvi



The blockchain and the new architecture of trust by Werbach, Kevin

Call No: 332.178 WER
Publisher: MIT Press
Subject: Economics

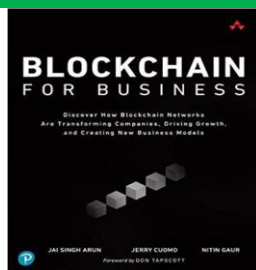
Accession No: 20903
Year: 2018
Recommended By: SR Singhvi



Research methods in social science by Tucker, Veena

Call No: 658.072 TUC
Publisher: Pearson
Subject: Management

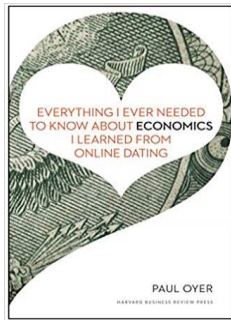
Accession No: 20904
Year: 2020
Recommended By: Shalini Srivastava



Blockchain for business by Arun, Jai Singh

Call No: 332.178 ARU
Publisher: Addison-Wesley
Subject: Economics

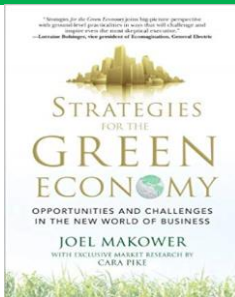
Accession No: 20905
Year: 2019
Recommended By: SR Singhvi



Everything I ever needed to know about economics I learned from online dating by Oyer, Paul

Call No: 306.730285 OYE
Publisher: HBR Press
Subject: Miscellaneous

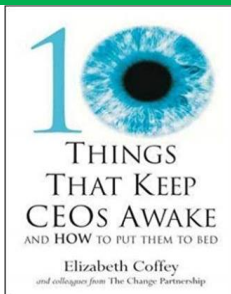
Accession No: 20906
Year: 2014
Recommended By: LRC



Strategies for the green economy by Makower, Joel

Call No: 338.927 MAK
Publisher: McGraw Hill
Subject: Economics

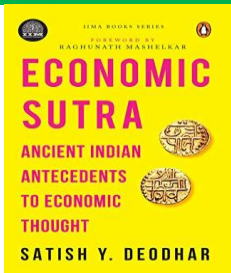
Accession No: 20907
Year: 2009
Recommended By: LRC



10 things that keep CEOs awake by Coffey, Elizabeth

Call No: 658.4 COF
Publisher: McGraw Hill
Subject: Management

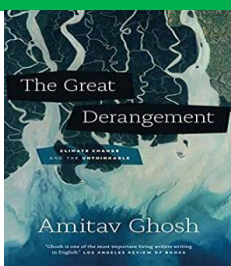
Accession No: 20908
Year: 2003
Recommended By: LRC



Economics Sutra by Deodhar, Satish Y

Call No: 330 DEO
Publisher: Penguin
Subject: Economics

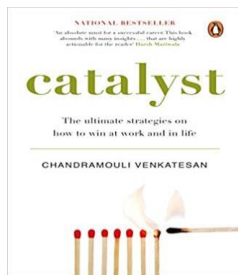
Accession No: 20909
Year: 2019
Recommended By: LRC



The great derangement by Ghosh, Amitav

Call No: 809.9336 GHO
Publisher: Penguin
Subject: Miscellaneous

Accession No: 20910
Year: 2017
Recommended By: LRC



Catalyst by Venkatesan, Chandramouli

Call No: 158.1 VEN
Publisher: Penguin
Subject: Miscellaneous

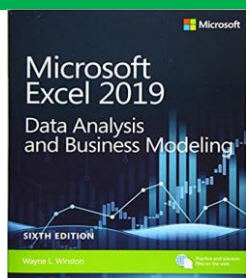
Accession No: 20911
Year: 2018
Recommended By: LRC



Financial derivatives by Gupta, S L

Call No: 332.64 GUP
Publisher: PHI Learning
Subject: Economics

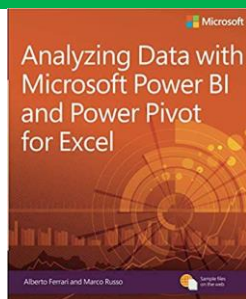
Accession No: 20912
Year: 2017
Recommended By: LRC



Microsoft excel 2019 by Winston, Wayne L

Call No: 005.369 WIN
Publisher: PHI Learning
Subject: Computer & IT

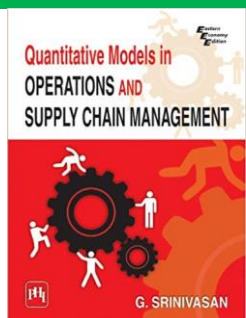
Accession No: 20913
Year: 2019
Recommended By: LRC



Analyzing data with microsoft power BI and power pivot for excel by Ferrari, Alberto

Call No: 658.4033 FER
Publisher: PHI Learning
Subject: Statistics

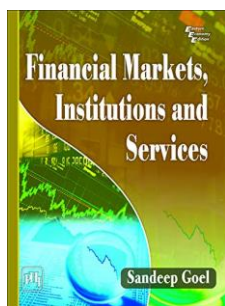
Accession No: 20914
Year: 2017
Recommended By: LRC



Quantitative models in operations and supply chain management by Srinivasan, G

Call No: 658.5 SRI
Publisher: PHI Learning
Subject: Management

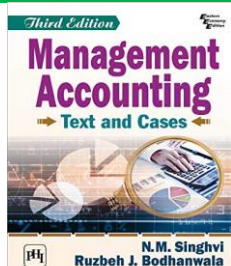
Accession No: 20915
Year: 2018
Recommended By: LRC



Financial markets institutions and services by Goel, Sandeep

Call No: 332.1 GOE
Publisher: PHI Learning
Subject: Economics

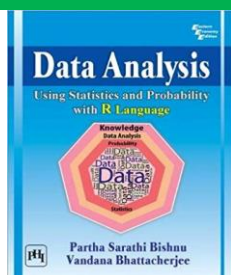
Accession No: 20916
Year: 2019
Recommended By: LRC



Management Accounting by Singhvi, N M

Call No: 658.1511 SIN
Publisher: PHI Learning
Subject: Management

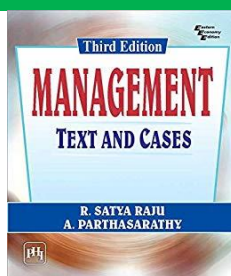
Accession No: 20917
Year: 2018
Recommended By: LRC



Data analysis by Bishnu, Partha Sarathi

Call No: 006.3 BIS
Publisher: PHI Learning
Subject: Computer & IT

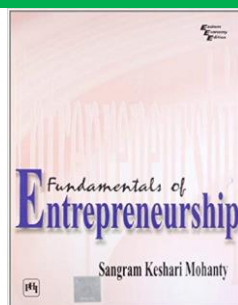
Accession No: 20918
Year: 2019
Recommended By: LRC



Management by Satya Raju, R

Call No: 658 SAT
Publisher: PHI Learning
Subject: Management

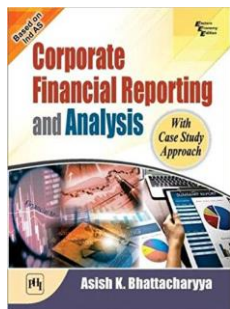
Accession No: 20919
Year: 2018
Recommended By: LRC



Fundamentals of entrepreneurship by Mohanty, Sangram Keshari

Call No: 658.421 MOH
Publisher: PHI Learning
Subject: Management

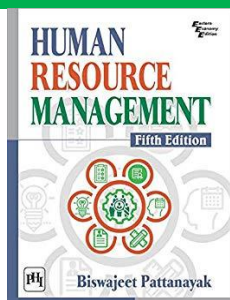
Accession No: 20920
Year: 2019
Recommended By: LRC



Corporate financial reporting and analysis by Bhattacharyya, Asish K

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Publisher: PHI Learning
Subject: Management

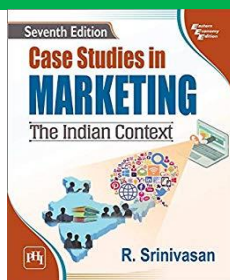
Accession No: 20921
Year: 2019
Recommended By: LRC



Human resource management by Pattanayak, Biswajeet

Call No: 658.3 PAT
Publisher: PHI Learning
Subject: Management

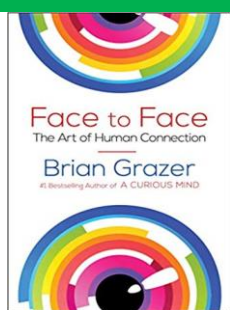
Accession No: 20922
Year: 2018
Recommended By: Shalini Srivastava



Case studies in marketing by Srinivasan, R

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

Accession No: 20923 -24
Year: 2018
Recommended By: Joy Patra



Face to face: the art of human connection by Grazer, Brian

Call No: 158.2 GRA
Publisher: Simon & Schuster
Subject: Miscellaneous

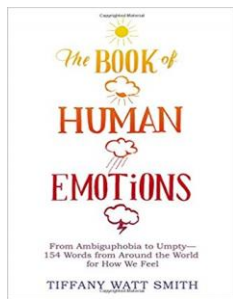
Accession No: 20925
Year: 2019
Recommended By: Shalini Srivastava



Small is powerful by Lent, Adam

Call No: 303.44 LEN
Publisher: Unbound
Subject: Miscellaneous

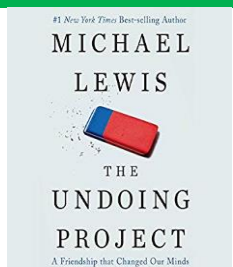
Accession No: 20926
Year: 2016
Recommended By: LRC



The book of human emotions by Smith, Tiffany Watt

Call No: 152.4 SMI
Publisher: Little Brown
Subject: Miscellaneous

Accession No: 20927
Year: 2015
Recommended By: LRC



The undoing project by Lewis, Michael

Call No: 612.8072 LEW
Publisher: WW Norton & Co.
Subject: Miscellaneous

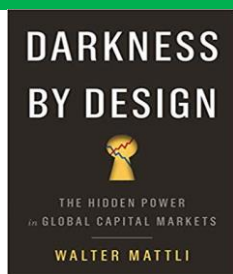
Accession No: 20928
Year: 2017
Recommended By: LRC



The central asian economies in the twenty-first century by Pomfret, Richard

Call No: 333.70958 POM
Publisher: Princeton Uni. Press
Subject: Economics

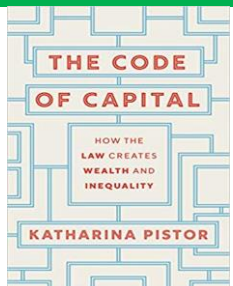
Accession No: 20929
Year: 2019
Recommended By: LRC



Darkness by design by Mattli, Walter

Call No: 332.041 MAT
Publisher: Princeton Uni. Press
Subject: Economics

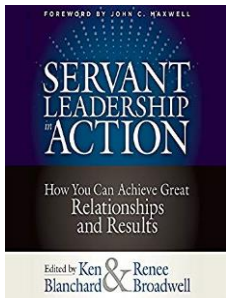
Accession No: 20930
Year: 2019
Recommended By: LRC



The code of capital by Pistor, Katharina

Call No: 346.092 PIS
Publisher: Princeton Uni. Press
Subject: Miscellaneous

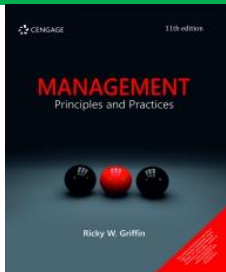
Accession No: 20931
Year: 2019
Recommended By: LRC



Servant leadership in action by Blanchard, Ken (Ed)

Call No: 658.4092 SER
Publisher: Berrett-Koehler
Subject: Management

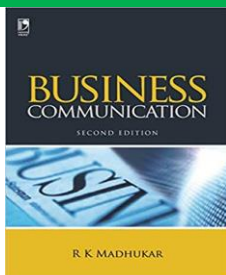
Accession No: 20932
Year: 2018
Recommended By: Shalini Srivastava



Management by Griffin, Ricky W

Call No: 658 GRI
Publisher: Cengage Learning
Subject: Management

Accession No: 20933
Year: 2012
Recommended By: LRC



Business communication by Madhukar, R K

Call No: 650.014 MAD
Publisher: Vikas
Subject: Miscellaneous

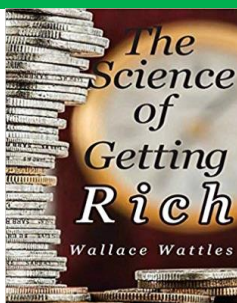
Accession No: 20934
Year: 2018
Recommended By: LRC



Good economics for hard times by Banerjee, Abhijit V

Call No: 330 BAN
Publisher: Juggernaut
Subject: Economics

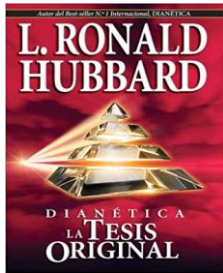
Accession No: 20935
Year: 2019
Recommended By: Ishan (JN180064)



The science of getting rich by Wattles, Wallace D

Call No: 332.024 WAT
Publisher: Embassy Books
Subject: Economics

Accession No: 20936
Year: 2008
Recommended By: Gifted



The original thesis by Hubbard, L. Ron

Call No: 299.936 HUB

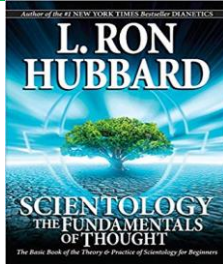
Accession No: 20937

Publisher: Bridge Publications

Year: 2007

Subject: Miscellaneous

Recommended By: Gifted



Scientology by Hubbard, L. Ron

Call No: 299.936 HUB

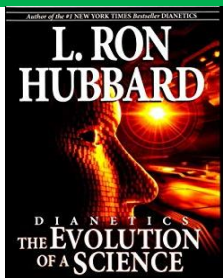
Accession No: 20938

Publisher: Bridge Publications

Year: 2007

Subject: Miscellaneous

Recommended By: Gifted



Evolution of a science by Hubbard, L Ron

Call No: 299.936 HUB

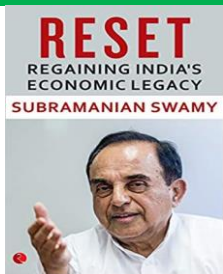
Accession No: 20939

Publisher: Bridge Publications

Year: 1993

Subject: Miscellaneous

Recommended By: Gifted



Reset by Swamy, Subramanian

Call No: 330.954 SWA

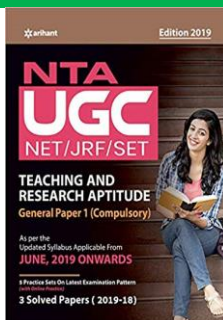
Accession No: 20940

Publisher: Rupa

Year: 2019

Subject: Economics

Recommended By: LRC



UGC NET JRF SET General Paper-1 Teaching and Research Aptitude by Sultan, Farah

Call No: 050 SUL

Accession No: 20941

Publisher: Arihant

Year: 2019

Subject: Miscellaneous

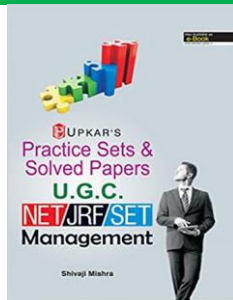
Recommended By: Kartik (JN180069)



NTA UGC (NET/JRF/SET) Management by Sharma, Bharti

Call No: 050 SHA
Publisher: Arihant
Subject: Miscellaneous

Accession No: 20942
Year: 2019
Recommended By: Kartik (JN180069)



Upkar's practice sets and solved papers UGC NET/JRF/SET management by Mishra, Shivaji

Call No: 050 MIS
Publisher: Upkar
Subject: Miscellaneous

Accession No: 20943
Year: 2019
Recommended By: Kartik (JN180069)