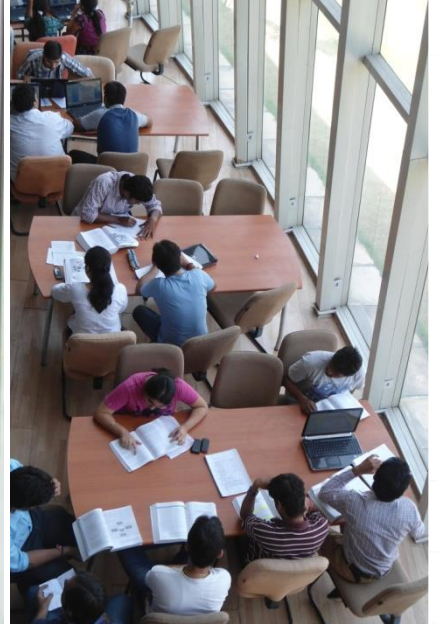


LIBRARY AND RESOURCE CENTER

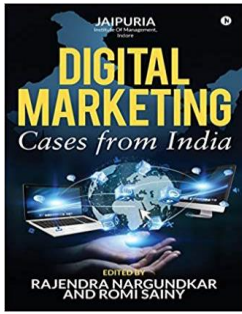


NEW ARRIVALS



NOVEMBER - 2018

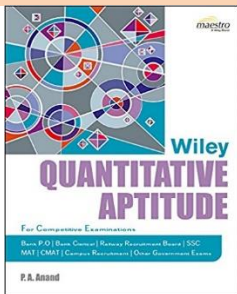
Total No. of Titles-	12970
Total No. of Volumes-	19945
Total Book Bank Books-	12075
Total Books -	32020



Digital marketing by Nargundkar, Rajendra (Ed)

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

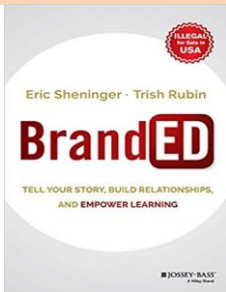
Accession No: 19876
Year: 2018
Recommended By: Joy Patra



Wiley quantitative aptitude by Anand, P A

Call No: 153.94 ANA
Publisher: Wiley
Subject: Miscellaneous

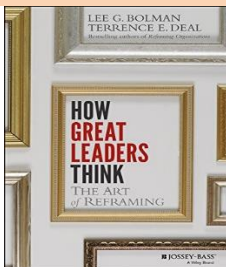
Accession No: 19877
Year: 2016
Recommended By: LRC



Brand ED by Sheninger, Eric

Call No: 658.827 SHE
Publisher: Wiley
Subject: Marketing

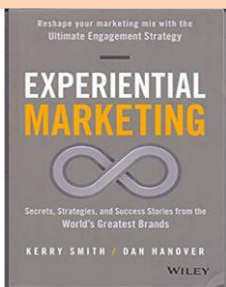
Accession No: 19878
Year: 2018
Recommended By: SR Singhvi



How great leaders think by Bolman, Lee G

Call No: 658.4092 BOL
Publisher: Wiley
Subject: Management

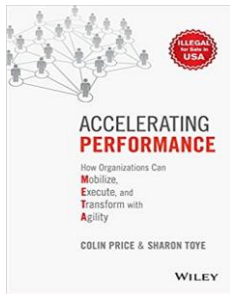
Accession No: 19879
Year: 2015
Recommended By: LRC



Experiential marketing by Smith, Kerry

Call No: 658.827 SMI
Publisher: Wiley
Subject: Marketing

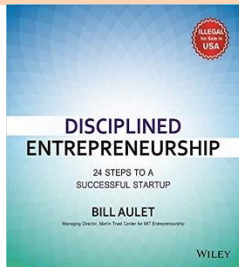
Accession No: 19880
Year: 2017
Recommended By: SR Singhvi



Accelerating performance by Price, Colin

Call No: 658.406 PRI
Publisher: Wiley
Subject: Management

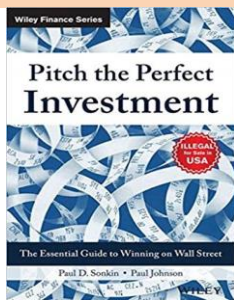
Accession No: 19881
Year: 2018
Recommended By: SR Singhvi



Disciplined entrepreneurship by Aulet, Bill

Call No: 658.421 AUL
Publisher: Wiley
Subject: Management

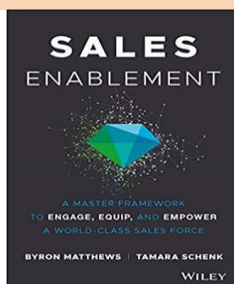
Accession No: 19882
Year: 2018
Recommended By: LRC



Pitch the perfect investment by Soukin, Paul D

Call No: 332.6 SON
Publisher: Wiley
Subject: Economics

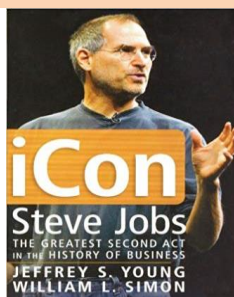
Accession No: 19883
Year: 2018
Recommended By: LRC



Sales enablement by Matthews, Byron

Call No: 658.8102 MAT
Publisher: Wiley
Subject: Marketing

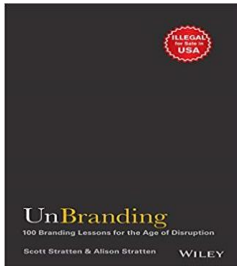
Accession No: 19884
Year: 2018
Recommended By: SR Singhvi



Icon Steve Jobs by Young, Jeffrey S

Call No: 338.76100416092 YOU
Publisher: Wiley
Subject: Economics

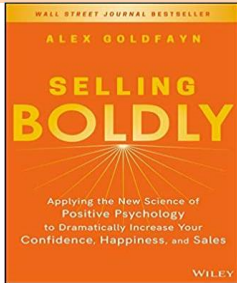
Accession No: 19885
Year: 2010
Recommended By: LRC



Unbranding by Stratten, Scott

Call No: 658.827 STR
Publisher: Wiley
Subject: Marketing

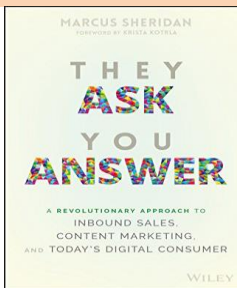
Accession No: 19886
Year: 2018
Recommended By: SR Singhvi



Selling boldly by Goldfayn, Alex

Call No: 658.81 GOL
Publisher: Wiley
Subject: Marketing

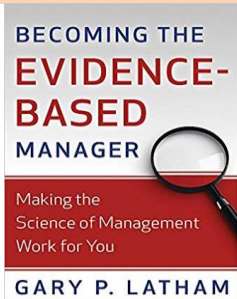
Accession No: 19887
Year: 2018
Recommended By: SR Singhvi



They ask you answer by Sheridan, Marcus

Call No: 658.8 SHE
Publisher: Wiley
Subject: Marketing

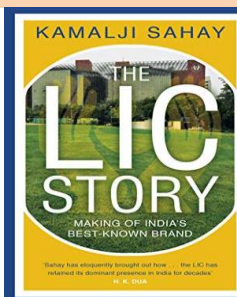
Accession No: 19888
Year: 2017
Recommended By: SR Singhvi



Becoming the evidence-based manager by Latham, Gary P

Call No: 658.314 LAT
Publisher: Nicholas Brealey
Subject: Management

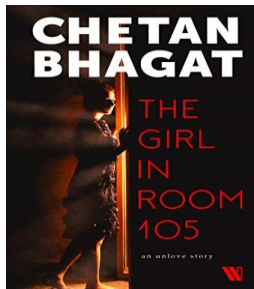
Accession No: 19889
Year: 2018
Recommended By: LRC



The LIC story by Sahay, Kamalji

Call No: 658.827 SAH
Publisher: Macmillan
Subject: Marketing

Accession No: 19890
Year: 2018
Recommended By: SR Singhvi



The girl in room 105 by Bhagat, Chetan

Call No: 823 BHA
Publisher: Westland
Subject: Miscellaneous

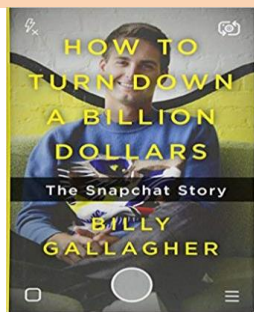
Accession No: 19891
Year: 2018
Recommended By: LRC



Streampunks by Kyncl, Robert

Call No: 302.231 KYN
Publisher: Virgin
Subject: Miscellaneous

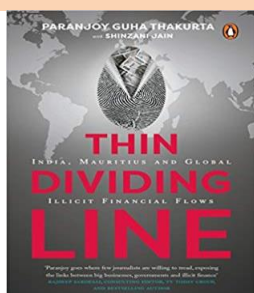
Accession No: 19892
Year: 2017
Recommended By: SR Singhvi



How to turn down a billion dollars by Gallagher, Billy

Call No: 650.1 GAL
Publisher: Virgin
Subject: Miscellaneous

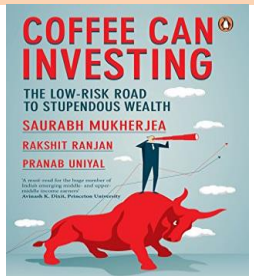
Accession No: 19893
Year: 2018
Recommended By: SR Singhvi



Thin dividing line by Thakurta, Pranjoy Guha

Call No: 382 THA
Publisher: Penguin
Subject: Miscellaneous

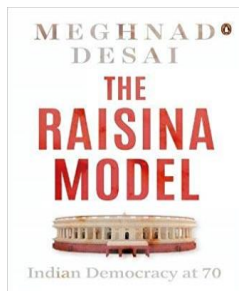
Accession No: 19894
Year: 2017
Recommended By: LRC



Coffee can investing by Mukherjea, Saurabh

Call No: 332.6 MUK
Publisher: Penguin
Subject: Economics

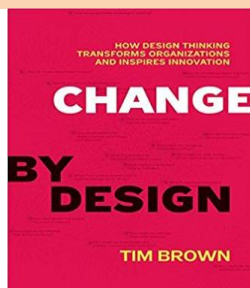
Accession No: 19895
Year: 2018
Recommended By: LRC



The Raisina model by Desai, Meghnad

Call No: 320.01 DES
Publisher: Penguin
Subject: Miscellaneous

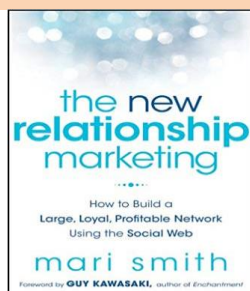
Accession No: 19896
Year: 2017
Recommended By: LRC



Change by design by Brown, Tim

Call No: 658.4063 BRO
Publisher: Harper Business
Subject: Management

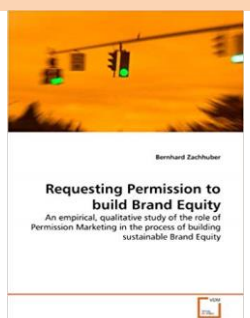
Accession No: 19897 to 19906
Year: 2009
Recommended By: Sudhanshu Pathak



New relationship marketing by Smith, Mari

Call No: 658.872 SMI
Publisher: Wiley
Subject: Marketing

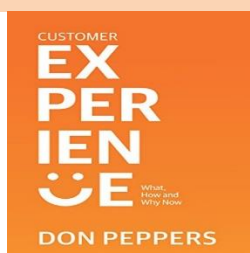
Accession No: 19907
Year: 2012
Recommended By: SR Singhvi



Requesting permission to build brand equity by Zachhuber, Bernhard

Call No: 658.827 ZAC
Publisher: Verlag Dr. Muller
Subject: Marketing

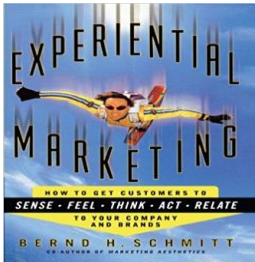
Accession No: 19908
Year: 2011
Recommended By: SR Singhvi



Customer experience by Peppers, Don

Call No: 658.812 PEP
Publisher: Book baby
Subject: Marketing

Accession No: 19909
Year: 2016
Recommended By: SR Singhvi



Experiential marketing by Schmitt, Bernd H

Call No: 658.827 SCH
Publisher: Free Press
Subject: Marketing

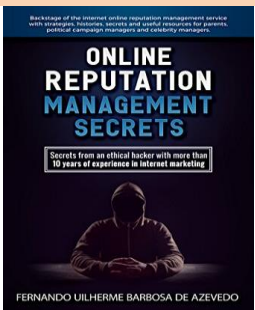
Accession No: 19910
Year: 1999
Recommended By: SR Singhvi



Online branding by Reive, Riley

Call No: 658.827 REI
Publisher: ICGtesting.com
Subject: Marketing

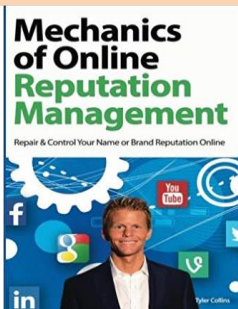
Accession No: 19911
Year: 2017
Recommended By: Joy Patra



Online reputation management by Azevedo, Fernando Uilherme Barbosa De

Call No: 658.827 AZE
Publisher: Createspace
Subject: Marketing

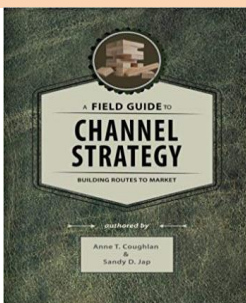
Accession No: 19912
Year: 2018
Recommended By: Joy Patra



Mechanics of online reputation management by Collins, Tyler

Call No: 658.827 COL
Publisher: Createspace
Subject: Marketing

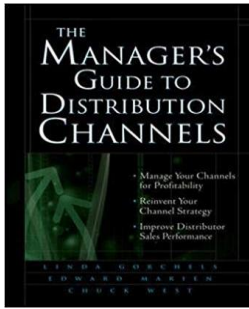
Accession No: 19913
Year: 2016
Recommended By: Joy Patra



A field guide to channel strategy by Coughlan, Anne T

Call No: 658.87 COU
Publisher: Createspace
Subject: Marketing

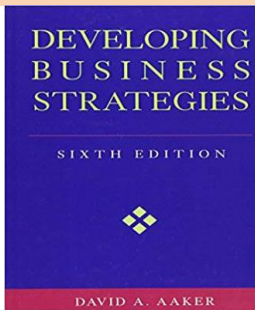
Accession No: 19914
Year: 2016
Recommended By: SR Singhvi



The manager's guide to distribution channels by Gorchels, Linda

Call No: 658.87 GOR
Publisher: McGraw Hill
Subject: Marketing

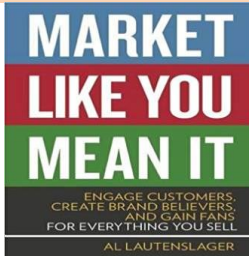
Accession No: 19915
Year: 2004
Recommended By: SR Singhvi



Developing business strategies by Aaker, David A

Call No: 658.4012 AAK
Publisher: John Wiley
Subject: Management

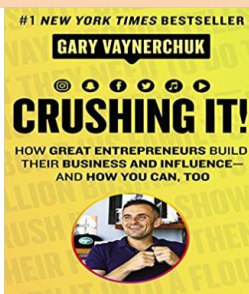
Accession No: 19916
Year: 2001
Recommended By: SR Singhvi



Market like you mean it by Lautenslager, Al

Call No: 658.8 LAU
Publisher: Entrepreneur Press
Subject: Marketing

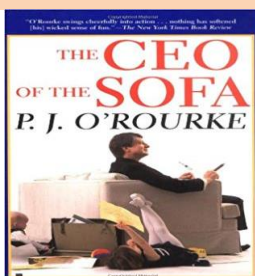
Accession No: 19917
Year: 2014
Recommended By: SR Singhvi



Crushing it by Gary Vaynerchuk

Call No: 658.421 VAY
Publisher: Harper Collins
Subject: Management

Accession No: 19918
Year: 2018
Recommended By: LRC



The CEO of the Sofa by O'rourke, P J

Call No: 818.5402 ORO
Publisher: Macmillan
Subject: Miscellaneous

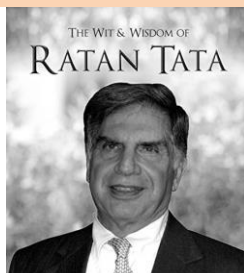
Accession No: 19919
Year: 2002
Recommended By: LRC



Flirting with stocks by Lamba, Anil

Call No: 332.6 LAM
Publisher: Westland
Subject: Economics

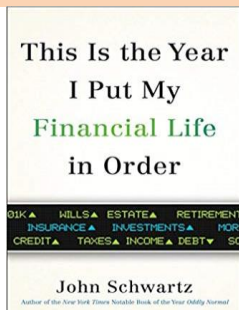
Accession No: 19920
Year: 2018
Recommended By: LRC



The wit and wisdom of Ratan Tata by Tata, Ratan

Call No: 920 TAT
Publisher: Hay House
Subject: Miscellaneous

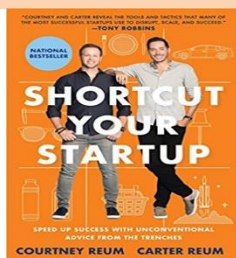
Accession No: 19921
Year: 2018
Recommended By: LRC



This is the year I put my financial life in order by Schwartz, John

Call No: 332.024 SCH
Publisher: Avery
Subject: Economics

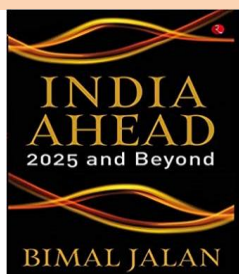
Accession No: 19922
Year: 2018
Recommended By: LRC



Short cut your start up by Courtney

Call No: 658.421 COU
Publisher: Random House
Subject: Management

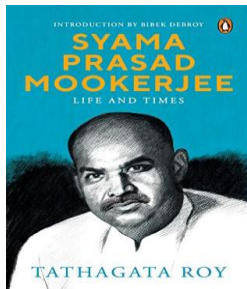
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Year: 2018
Recommended By: LRC



India ahead by Jalan, Bimal

Call No: 954 JAL
Publisher: Rupa
Subject: Miscellaneous

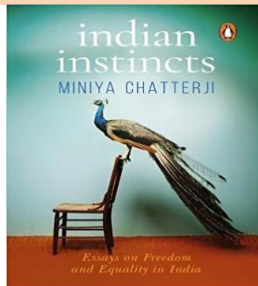
Accession No: 19924
Year: 2018
Recommended By: LRC



Syama Prasad Mookerjee by Roy, Tathagata

Call No: 920 ROY
Publisher: Penguin
Subject: Miscellaneous

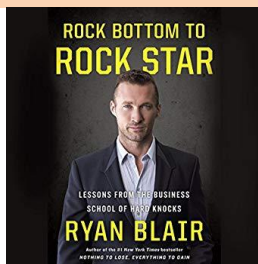
Accession No: 19925
Year: 2018
Recommended By: LRC



Indian instincts by Chatterji, Miniya

Call No: 954 CHA
Publisher: Penguin
Subject: Miscellaneous

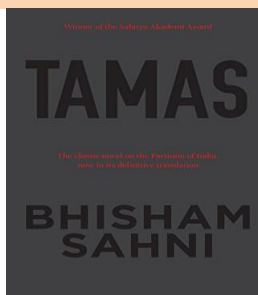
Accession No: 19926
Year: 2018
Recommended By: SR Singhvi



Rock bottom to rock star by Blair, Ryan

Call No: 650.1 BLA
Publisher: Penguin
Subject: Miscellaneous

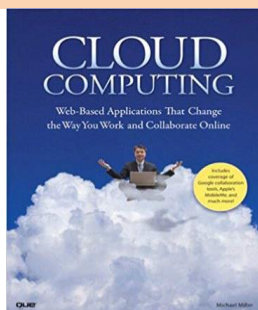
Accession No: 19927
Year: 2016
Recommended By: SR Singhvi



Tamas by Sahni, Bhisham

Call No: 823 SAH
Publisher: Penguin
Subject: Miscellaneous

Accession No: 19928
Year: 2016
Recommended By: SR Singhvi



Cloud computing by Miller, Michael

Call No: 006.78 MIL
Publisher: Pearson
Subject: Computer & IT

Accession No: 19929
Year: 2018
Recommended By: LRC



Operations research by Mariappan, P

Call No: 658.4034 MAR
Publisher: Pearson
Subject: Management

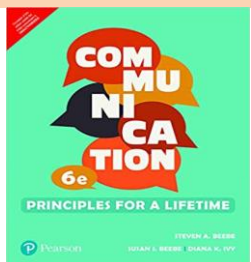
Accession No: 19930
Year: 2013
Recommended By: LRC



Strategic human resource management and development by Sharma, Ekta

Call No: 658.3 SHA
Publisher: Pearson
Subject: Management

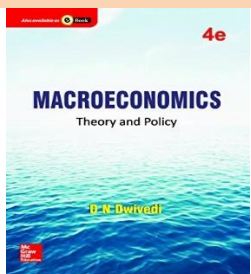
Accession No: 19931
Year: 2019
Recommended By: LRC



Communication by Beebe, Steven A

Call No: 650.014 BEE
Publisher: Pearson
Subject: Miscellaneous

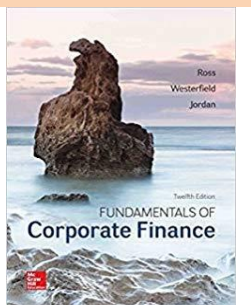
Accession No: 19932
Year: 2019
Recommended By: LRC



Macroeconomics by Dwivedi, D N

Call No: 339 DWI
Publisher: McGraw Hill
Subject: Economics

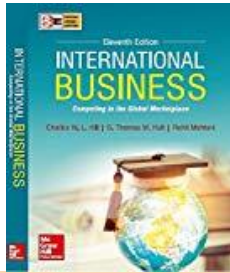
Accession No: 19933
Year: 2019
Recommended By: LRC



Fundamentals of corporate finance by Ross, Stephen A

Call No: 658.15 ROS
Publisher: McGraw Hill
Subject: Management

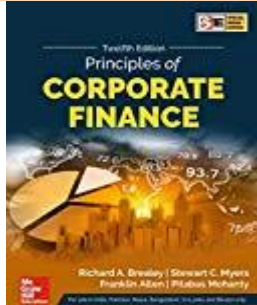
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Year: 2018
Recommended By: LRC



International business by Hill, Charles W L

Call No: 658.049 HIL
Publisher: McGraw Hill
Subject: Management

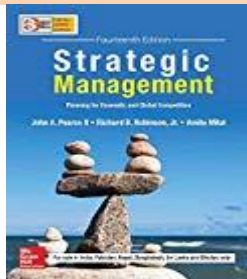
Accession No: 19935
Year: 2019
Recommended By: LRC



Principles of corporate finance by Brealey, Richard A

Call No: 658.15 BRE
Publisher: McGraw Hill
Subject: Management

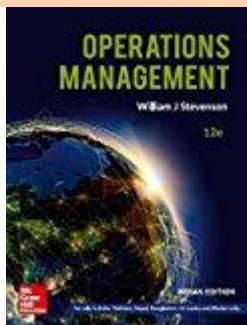
Accession No: 19936
Year: 2019
Recommended By: LRC



Strategic management by Pearce II, John A

Call No: 658.4012 PEA
Publisher: McGraw Hill
Subject: Management

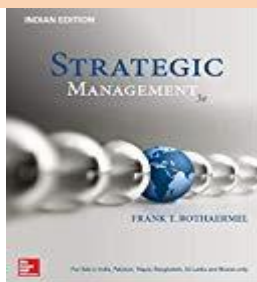
Accession No: 19937
Year: 2019
Recommended By: LRC



Operations management by Stevenson, William J

Call No: 658.5 STE
Publisher: McGraw Hill
Subject: Management

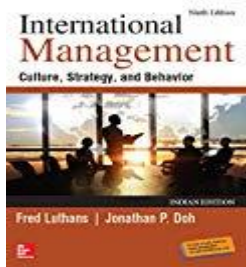
Accession No: 19938
Year: 2018
Recommended By: LRC



Strategic management by Rothaermel, Frank T

Call No: 658.4012 ROT
Publisher: McGraw Hill
Subject: Management

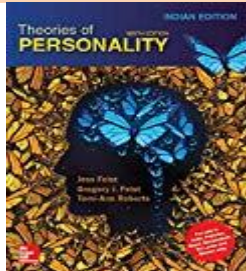
Accession No: 19939
Year: 2018
Recommended By: LRC



International management by Luthans, Fred

Call No: 658.049 LUT
Publisher: McGraw Hill
Subject: Management

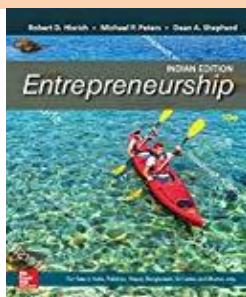
Accession No: 19940
Year: 2018
Recommended By: LRC



Theories of personality by Feist, Jess

Call No: 155.2 FEI
Publisher: McGraw Hill
Subject: Miscellaneous

Accession No: 19941
Year: 2018
Recommended By: LRC



Entrepreneurship by Hisrich, Robert D

Call No: 658.421 HIS
Publisher: McGraw Hill
Subject: Management

Accession No: 19942
Year: 2018
Recommended By: LRC



Online brand communities : by Martínez-López, Francisco J

Call No: 658.827 MAR
Publisher: Springer
Subject: Marketing

Accession No: 19943
Year: 2016
Recommended By: Joy Patra



The FORA framework by Portmann, Edy

Call No: 659.202854678 POR
Publisher: Springer
Subject: Marketing

Accession No: 19944
Year: 2013
Recommended By: Joy Patra



Applied predictive modeling by Kuhn, Max

Call No: 519.5 KUH
Publisher: Springer
Subject: Statistics

Accession No: 19945
Year: 2016
Recommended By: Rajesh
Sharma