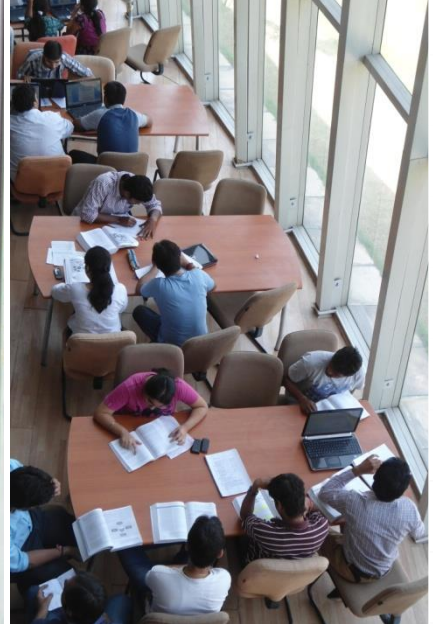


LIBRARY AND RESOURCE CENTER

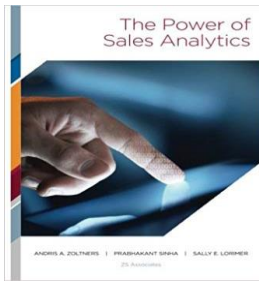


NEW ARRIVALS



OCTOBER - 2018

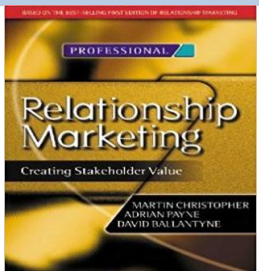
Total No. of Titles-	12919
Total No. of Volumes-	19875
Total Book Bank Books-	12075
Total Books -	31950



The Power of sales analytics by Zoltners, Andris A.

Call No: 658.8102 ZOL
Publisher: ZS Associates
Subject: Marketing

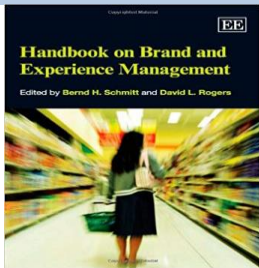
Accession No: 19798
Year: 2014
Recommended By: SR Singhvi



Relationship marketing: creating stakeholder value by Christopher, Martin

Call No: 658.812 CHR
Publisher: Routledge
Subject: Marketing

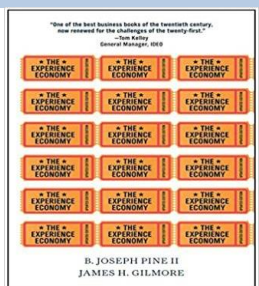
Accession No: 19799
Year: 2011
Recommended By: SR Singhvi



Handbook of brand and experience management by Schmitt, Bernd H

Call No: 658.827 HAN
Publisher: Edward Elgar
Subject: Marketing

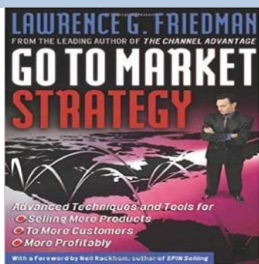
Accession No: 19800
Year: 2008
Recommended By: SR Singhvi



The experience economy by Pine II, B Joseph

Call No: 658.56 PIN
Publisher: HBS Press
Subject: Management

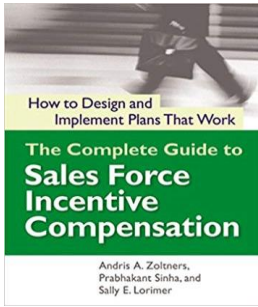
Accession No: 19801
Year: 2011
Recommended By: SR Singhvi



Go to market strategy by Friedman, Lawrence G

Call No: 658.802 FRI
Publisher: Routledge
Subject: Marketing

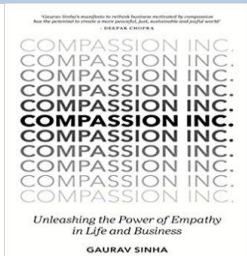
Accession No: 19802
Year: 2011
Recommended By: SR Singhvi



The complete guide to sales force incentive compensation by Zoltners, Andris A

Call No: 658.8102 ZOL
Publisher: AMACOM
Subject: Marketing

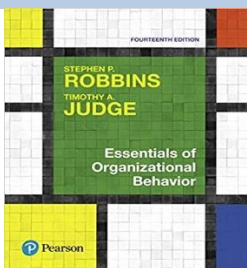
Accession No: 19803
Year: 2006
Recommended By: SR Singhvi



Compassion inc. by Sinha, Gaurav

Call No: 658.3 SIN
Publisher: Penguin
Subject: Management

Accession No: 19804
Year: 2018
Recommended By: LRC



Essentials of organizational behavior by Robbins, Stephen P

Call No: 658.4 ROB
Publisher: Pearson
Subject: Management

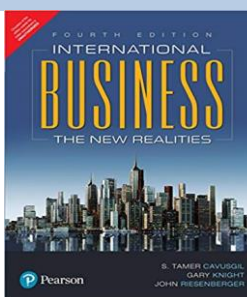
Accession No: 19805
Year: 2017
Recommended By: LRC



Management of banking and financial services by Suresh, Padmalatha

Call No: 332.178 SUR
Publisher: Pearson
Subject: Economics

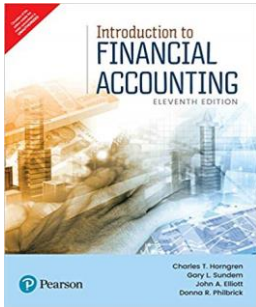
Accession No: 19806
Year: 2018
Recommended By: LRC



International business by Cavusgil, S Tamer

Call No: 658.049 CAV
Publisher: Pearson
Subject: Management

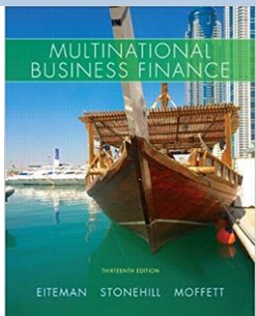
Accession No: 19807
Year: 2018
Recommended By: LRC



Introduction to financial accounting by Horngren, Charles T

Call No: 657.068 HOR
Publisher: Pearson
Subject: Accounting

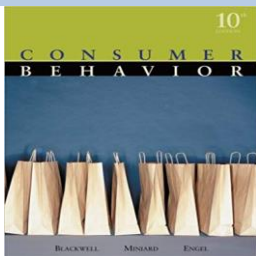
Accession No: 19808
Year: 2018
Recommended By: LRC



Multinational business finance by Eiteman, David K

Call No: 658.1599 EIT
Publisher: Pearson
Subject: Management

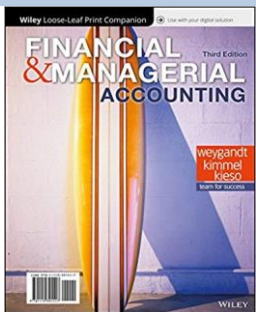
Accession No: 19809
Year: 2018
Recommended By: LRC



Consumer behavior by Blackwell, Roger D

Call No: 658.8342 BLA
Publisher: Cengage
Subject: Marketing

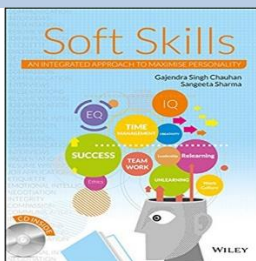
Accession No: 19810
Year: 2018
Recommended By: LRC



Financial and managerial accounting by Weygandt, Jerry J

Call No: 657 WEY
Publisher: Wiley
Subject: Accounting

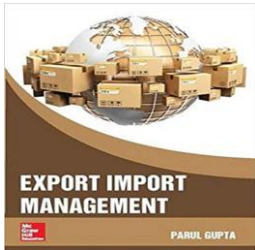
Accession No: 19811
Year: 2016
Recommended By: LRC



Soft skills by Chauhan, Gajendra Singh

Call No: 650.014 SIN
Publisher: Wiley
Subject: Miscellaneous

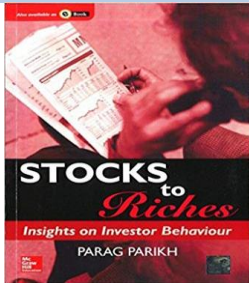
Accession No: 19812
Year: 2016
Recommended By: LRC



Export import management by Gupta, Parul

Call No: 382.6 GUP
Publisher: McGraw Hill
Subject: Miscellaneous

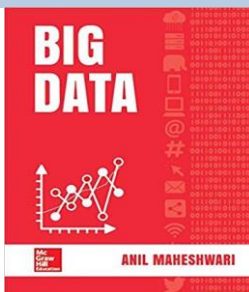
Accession No: 19813
Year: 2018
Recommended By: LRC



Stocks to riches by Parikh, Parag

Call No: 332.6 PAR
Publisher: McGraw Hill
Subject: Economics

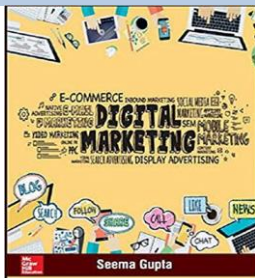
Accession No: 19814
Year: 2016
Recommended By: Puneet Dublish



Big data by Maheshwari, Anil

Call No: 006.312 MAH
Publisher: McGraw Hill
Subject: Computer & IT

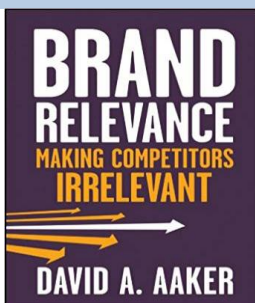
Accession No: 19815
Year: 2017
Recommended By: LRC



Digital marketing by Gupta, Seema

Call No: 658.872 GUP
Publisher: McGraw Hill
Subject: Marketing

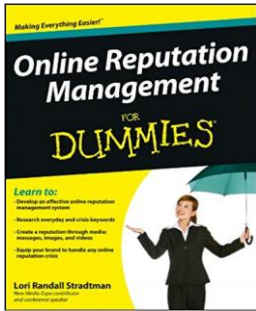
Accession No: 19816
Year: 2018
Recommended By: LRC



Brand relevance making competitors irrelevant by Aaker, David A.

Call No: 658.827 AAK
Publisher: Jossey Bass
Subject: Marketing

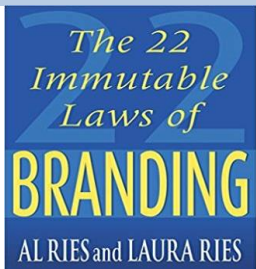
Accession No: 19817
Year: 2011
Recommended By: SR Singhvi



Online reputation management for dummies by Stradtman, Lori Randall

Call No: 658.827 STR
Publisher: Wiley
Subject: Marketing

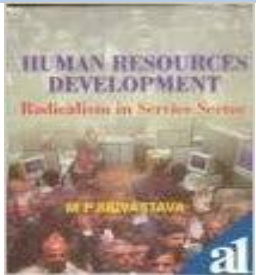
Accession No: 19818
Year: 2013
Recommended By: Gifted



The 22 immutable laws of branding by Ries, Al

Call No: 658.827 RIE
Publisher: Profile Books
Subject: Marketing

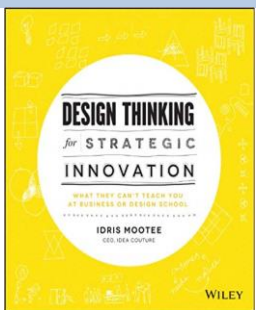
Accession No: 19819
Year: 2003
Recommended By: Joy Patra



Human resources development by Srivastava, M P

Call No: 658.3 SRI
Publisher: Gyan Publishing
Subject: Management

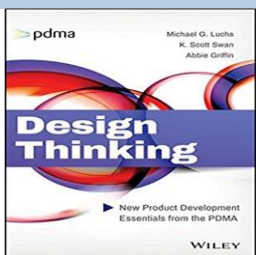
Accession No: 19820
Year: 2000
Recommended By: Abdul Qadir



Design thinking for strategic innovation by Mootee, Idris

Call No: 658.4063 MOO
Publisher: Wiley
Subject: Management

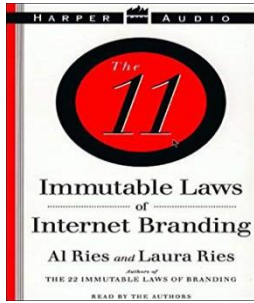
Accession No: 19821
Year: 2018
Recommended By: Sudhanshu Pathak



Design thinking by Luchs, Michael G

Call No: 658.4063 LUC
Publisher: Wiley
Subject: Management

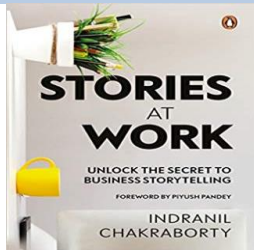
Accession No: 19822
Year: 2018
Recommended By: Sudhanshu Pathak



The 11 immutable laws of internet branding by Ries, Al

Call No: 658.827 RIE
Publisher: Profile Books
Subject: Marketing

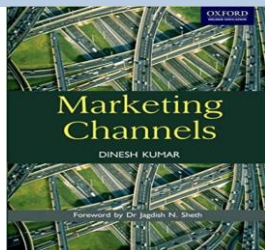
Accession No: 19823
Year: 2010
Recommended By: Joy Patra



Stories at work by Chakraborty, Indranil

Call No: 658.45 CHA
Publisher: Penguin
Subject: Management

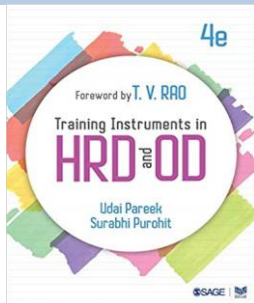
Accession No: 19824
Year: 2018
Recommended By: LRC



Marketing channels by Kumar, Dinesh

Call No: 658.87 KUM
Publisher: Oxford
Subject: Marketing

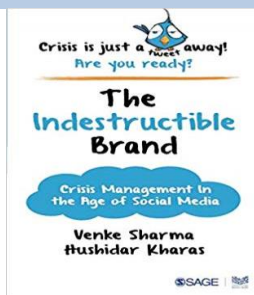
Accession No: 19825 & 19826
Year: 2012
Recommended By: SR Singhvi



Training instruments in HRD and OD by Pareek, Udai

Call No: 658.87 KUM
Publisher: Sage
Subject: Management

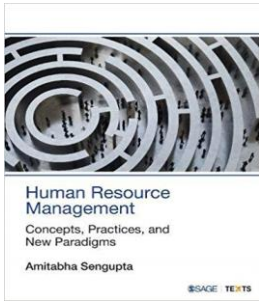
Accession No: 19827
Year: 2018
Recommended By: LRC



The indestructible brand by Sharma, Venke

Call No: 658.4056 SHA
Publisher: Sage
Subject: Management

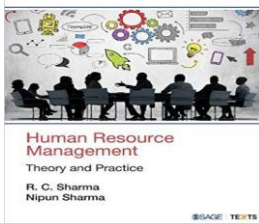
Accession No: 19828
Year: 2017
Recommended By: SR Singhvi



Human resource management by Sengupta, Amitabha

Call No: 658.3 SEN
Publisher: Sage
Subject: Management

Accession No: 19829
Year: 2018
Recommended By: LRC



Human resource management by Sharma, R C

Call No: 658.3 SHA
Publisher: Sage
Subject: Management

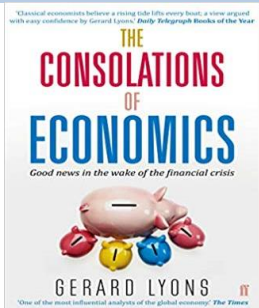
Accession No: 19830
Year: 2018
Recommended By: LRC



Unleashing the innovators by Stengel, Jim

Call No: 658.11 STE
Publisher: Crown Business
Subject: Management

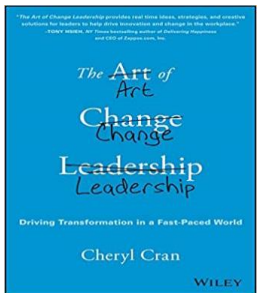
Accession No: 19831
Year: 2017
Recommended By: SR Singhvi



The consolations of economics by Lyons, Gerard

Call No: 330.900112 LYO
Publisher: Faber & Faber
Subject: Economics

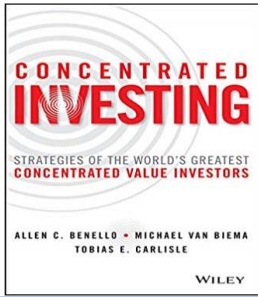
Accession No: 19832
Year: 2014
Recommended By: SR Singhvi



The art of change leadership by Cran, Cheryl

Call No: 658.4092 CRA
Publisher: Wiley
Subject: Management

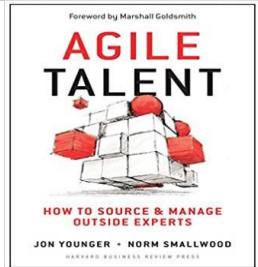
Accession No: 19833
Year: 2016
Recommended By: LRC



Concentrated investing by Benello, Allen C

Call No: 332.6 BEN
Publisher: Wiley
Subject: Economics

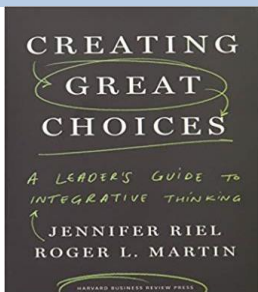
Accession No: 19834
Year: 2017
Recommended By: SR Singhvi



Agile talent by Younger, Jon

Call No: 658.46
Publisher: HBS Press
Subject: Management

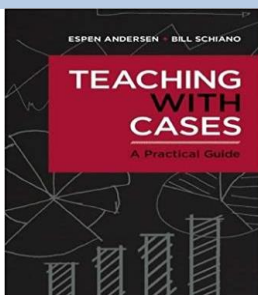
Accession No: 19835
Year: 2016
Recommended By: SR Singhvi



Creating great choices by Riel, Jennifer

Call No: 658.403019 RIE
Publisher: HBS Press
Subject: Management

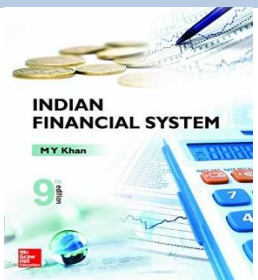
Accession No: 19836
Year: 2017
Recommended By: SR Singhvi



Teaching with cases by Andersen, Espen

Call No: 658.00722 AND
Publisher: HBS Press
Subject: Management

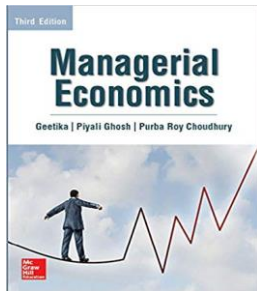
Accession No: 19837
Year: 2014
Recommended By: SR Singhvi



Indian financial system by Khan, M Y

Call No: 658.1554 KHA
Publisher: McGraw Hill
Subject: Management

Accession No: 19838
Year: 2018
Recommended By: LRC



Managerial economics by Geetika

Call No: 338.7 GEE
Publisher: McGraw Hill
Subject: Economics

Accession No: 19839
Year: 2018
Recommended By: LRC



Pitch anything by Klaff, Oren

Call No: 658.452 KLA
Publisher: McGraw Hill
Subject: Management

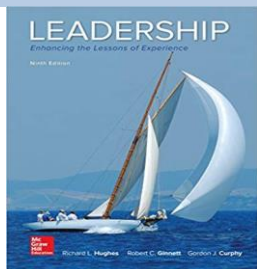
Accession No: 19840
Year: 2018
Recommended By: SR Singhvi



Business environment by Paul, Justin

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

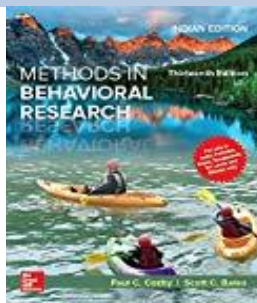
Accession No: 19841
Year: 2019
Recommended By: LRC



Leadership by Hughes, Richard L

Call No: 658.4092 HUG
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Subject: Management

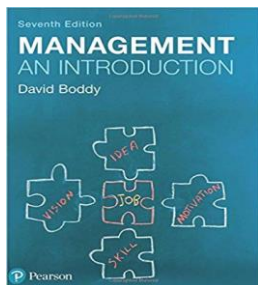
Accession No: 19842
Year: 2018
Recommended By: LRC



Methods in behavioral research by Cozby, Paul C

Call No: 658.072 COZ
Publisher: McGraw Hill
Subject: Management

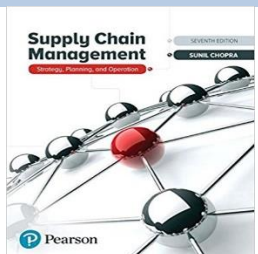
Accession No: 19843
Year: 2018
Recommended By: LRC



Management by Boddy, David

Call No: 658 BOD
Publisher: Pearson
Subject: Management

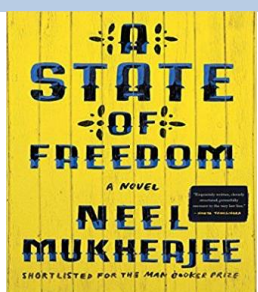
Accession No: 19844
Year: 2018
Recommended By: LRC



Supply chain management by Chopra, Sunil

Call No: 658.7 CHO
Publisher: Pearson
Subject: Management

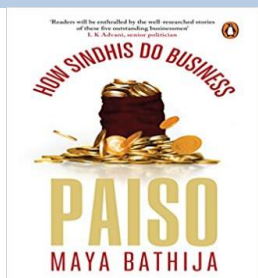
Accession No: 19845
Year: 2019
Recommended By: LRC



A state of freedom by Mukherjee, Neel

Call No: 823 MUK
Publisher: Penguin
Subject: Miscellaneous

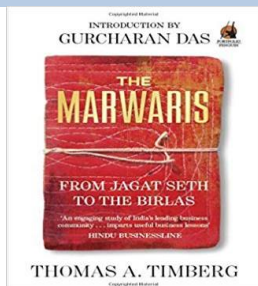
Accession No: 19846
Year: 2017
Recommended By: SR Singhvi



Paiso by Bathija, Maya

Call No: 338.04095475 BAT
Publisher: Penguin
Subject: Economics

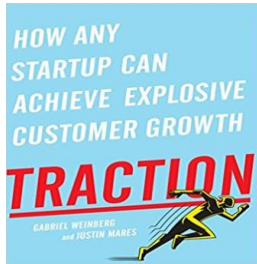
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Year: 2017
Recommended By: SR Singhvi



The Marwaris by Timberg, Thomas A

Call No: 338.04095475 TIM
Publisher: Penguin
Subject: Economics

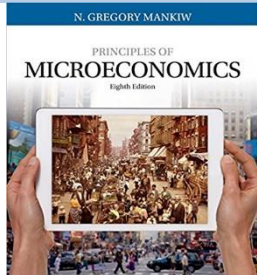
Accession No: 19848
Year: 2014
Recommended By: SR Singhvi



Traction by Weinberg, Gabriel

Call No: 658.11 WEI
Publisher: Penguin
Subject: Management

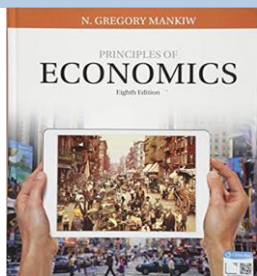
Accession No: 19849
Year: 2015
Recommended By: SR Singhvi



Principles of microeconomics by Mankiw, N Gregory

Call No: 338.5 MAN
Publisher: Cengage
Subject: Economics

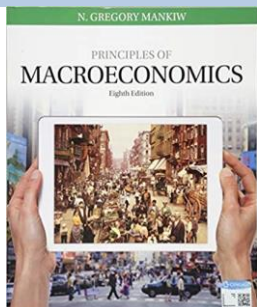
Accession No: 19850
Year: 2016
Recommended By: LRC



Principles of economics by Mankiw, N Gregory

Call No: 330 MAN
Publisher: Cengage
Subject: Economics

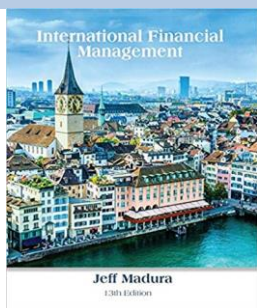
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Year: 2018
Recommended By: LRC



Principles of macroeconomics by Mankiw, N Gregory

Call No: 339 MAN
Publisher: Cengage
Subject: Economics

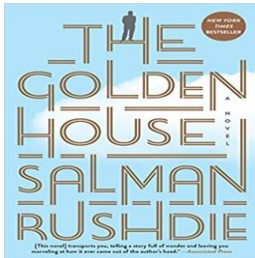
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Year: 2017
Recommended By: LRC



International financial management by Madura, Jeff

Call No: 658.1599 MAD
Publisher: Cengage
Subject: Management

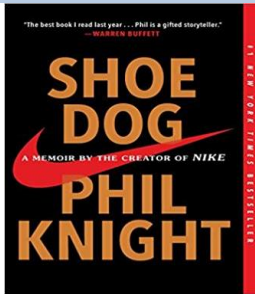
Accession No: 19853
Year: 2018
Recommended By: LRC



The golden house by Rushdie, Salman

Call No: 823 RUS
Publisher: Penguin
Subject: Miscellaneous

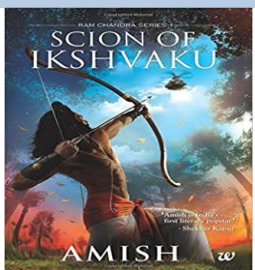
Accession No: 19854
Year: 2017
Recommended By: Aakriti (JN170222)



Shoe dog by Knight, Phil

Call No: 923.2 KNI
Publisher: Simon & Schuster
Subject: Miscellaneous

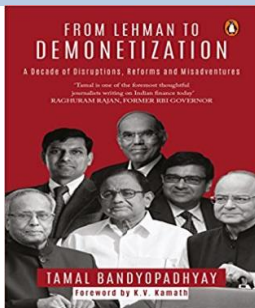
Accession No: 19855
Year: 2016
Recommended By: Aditi (JN170005)



Scion of Ikshvaku (RAM) by Amish

Call No: 823 AMI
Publisher: Westland
Subject: Miscellaneous

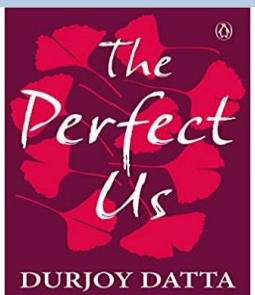
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Year: 2015
Recommended By: (JN170132)



From Lehman to demonetization by Bandyopadhyay, Tamal

Call No: 332.46 BAN
Publisher: Penguin
Subject: Economics

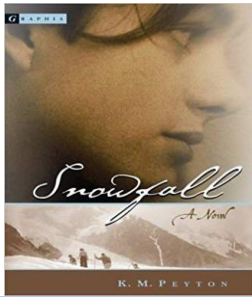
Accession No: 19857
Year: 2017
Recommended By: (JN170304)



The perfect us by Datta, Durjoy

Call No: 823 DAT
Publisher: Penguin
Subject: Miscellaneous

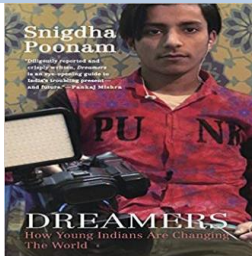
Accession No: 19858
Year: 2018
Recommended By: (JN180167)



Snowfall by Peyton, K M

Call No: 823 PEY
Publisher: Scholastic
Subject: Miscellaneous

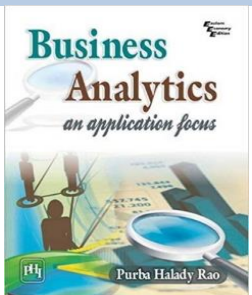
Accession No: 19859
Year: 2012
Recommended By: (JN180270)



Dreamers by Poonam, Snigdha

Call No: 650.1 POO
Publisher: Penguin
Subject: Miscellaneous

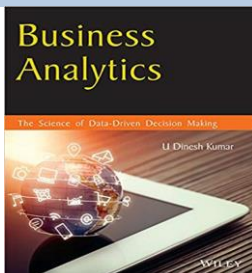
Accession No: 19860
Year: 2018
Recommended By: Akhila (JN170008)



Business analytics by Rao, Purba Halady

Call No: 658.4033 RAO
Publisher: PHI Learning
Subject: Management

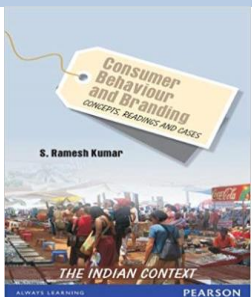
Accession No: 19861 to 19865
Year: 2014
Recommended By: Richa Misra



Business analytics by Kumar, U Dinesh

Call No: 658.4033 RAO
Publisher: Wiley
Subject: Management

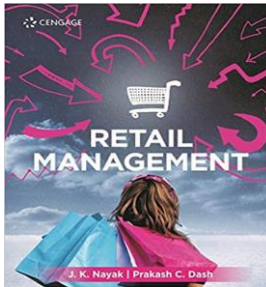
Accession No: 19866 to 19870
Year: 2018
Recommended By: Richa Misra



Marketing and branding by S Ramesh Kumar

Call No: 658.4033 KUM
Publisher: Pearson
Subject: Marketing

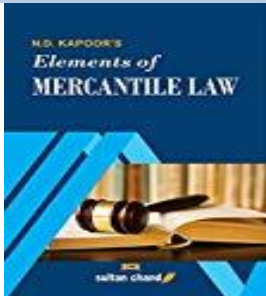
Accession No: 19871
Year: 2013
Recommended By: Joy Patra



Retail management by Nayak, J K

Call No: 658.87 NAY
Publisher: Cengage
Subject: Marketing

Accession No: 19872
Year: 2017
Recommended By: Gifted



Elements of mercantile law by Kapoor, N D

Call No: 346.07 KAP
Publisher: Sultan Chand
Subject: Miscellaneous

Accession No: 19873 to 19875
Year: 2019
Recommended By: Gifted