

# LIBRARY AND RESOURCE CENTER



## NEW ARRIVALS



**SEPTEMBER - 2018**

<b>Total No. of Titles-</b>	<b>12852</b>
<b>Total No. of Volumes-</b>	<b>19797</b>
<b>Total Book Bank Books-</b>	<b>11873</b>
<b>Total Books -</b>	<b>31670</b>



## Smart retail by Hammond, Richard

Call No: 658.87 HAM

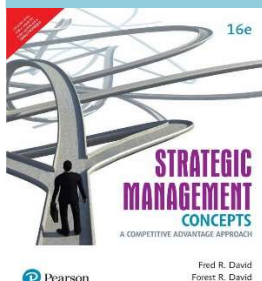
Accession No: 19717

Publisher: Pearson

Year: 2018

Subject: Marketing

Recommended By: S R Singhvi



## Strategic management by David, Fred R

Call No: 658.4012 DAV

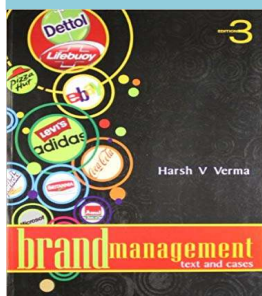
Accession No: 19718

Publisher: Pearson

Year: 2018

Subject: Management

Recommended By: LRC



## Brand management by Verma, Harsh V

Call No: 658.827 VER

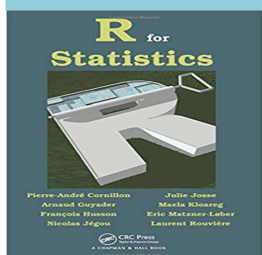
Accession No: 19719-20

Publisher: Excel Books

Year: 2017

Subject: Marketing

Recommended By: S R Singhvi



## R for statistics by Cornillon, Pierre-Andre

Call No: 658.4033 COR

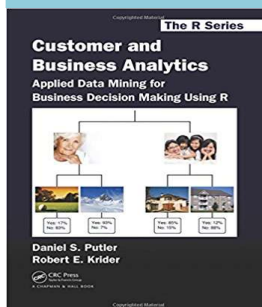
Accession No: 19721-26

Publisher: CRC Press

Year: 2015

Subject: Statistics

Recommended By: Rajesh Sharma



## Customers and business analytics by Putler, Daniel S

Call No: 658.4033 PUT

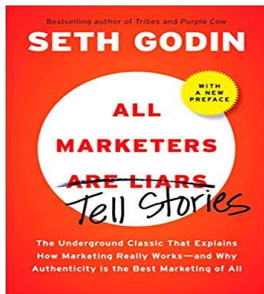
Accession No: 19727-32

Publisher: CRC Press

Year: 2015

Subject: Statistics

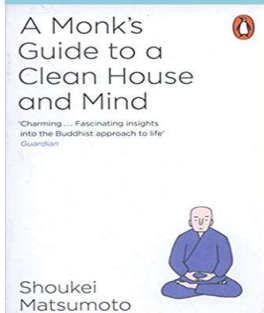
Recommended By: Rajesh Sharma



## All marketers are liars by Godin, Seth

Call No: 658.8 GOD  
Publisher: Penguin  
Subject: Marketing

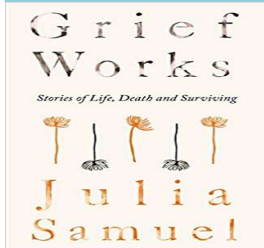
Accession No: 19733  
Year: 2012  
Recommended By: S R Singhvi



## A monk's guide to a clean house and mind by Matsumoto, Shoukei

Call No: 141 MAT  
Publisher: Penguin  
Subject: Miscellaneous

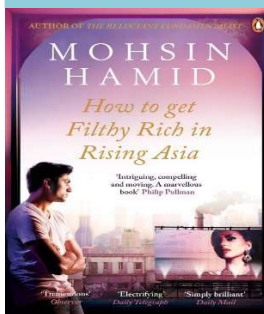
Accession No: 19734  
Year: 2018  
Recommended By: Rajesh Sharma



## Grief works by Samuel, Julia

Call No: 155.937 SAM  
Publisher: Penguin  
Subject: Miscellaneous

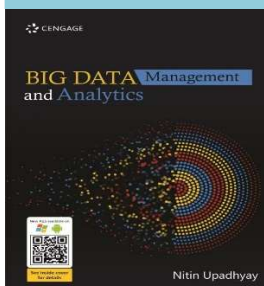
Accession No: 19735  
Year: 2017  
Recommended By: Rajesh Sharma



## How to get filthy rich in rising Asia by Hamid, Mohsin

Call No: 813.54 HAM  
Publisher: Penguin  
Subject: Miscellaneous

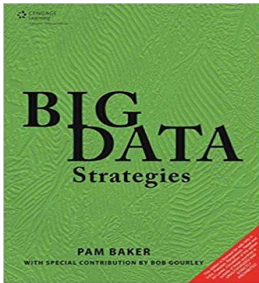
Accession No: 19736  
Year: 2013  
Recommended By: S R Singhvi



## Big data by Upadhyay, Nitin

Call No: 658.4033 UPA  
Publisher: Cengage  
Subject: Statistics

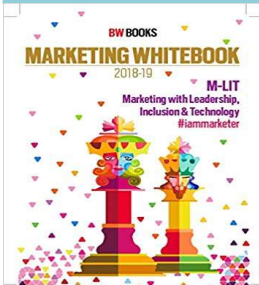
Accession No: 19737  
Year: 2018  
Recommended By: Rajesh Sharma



## Big data strategies by Baker, Pam

Call No: 004.068 BAK  
Publisher: Cengage  
Subject: Computer & IT

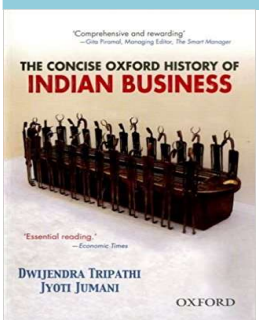
Accession No: 19738  
Year: 2016  
Recommended By: Rajesh Sharma



## Marketing whitebook 2018-19 by Businessword

Call No: 658.8 BUS  
Publisher: Businessword  
Subject: Marketing

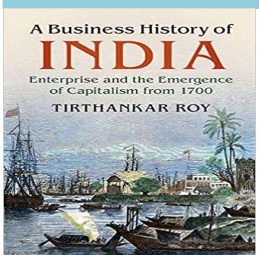
Accession No: 19739  
Year: 2018  
Recommended By: S R Singhvi



## The concise oxford history of Indian business by Tripathi, Dwijendra

Call No: 330.954 TRI  
Publisher: Oxford Uni. Press  
Subject: Economics

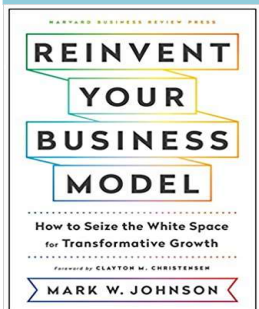
Accession No: 19740  
Year: 2017  
Recommended By: S R Singhvi



## A business history of India by Roy, Tirthankar

Call No: 330.954 ROY  
Publisher: Cambridge Uni. Press  
Subject: Economics

Accession No: 19741  
Year: 2018  
Recommended By: S R Singhvi

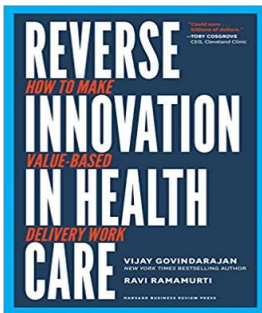


## Reinvent your business model by Johnson, Mark W

Call No: 658.4012 JOH  
Publisher: HBS Press  
Subject: Management

Accession No: 19742  
Year: 2018  
Recommended By: S R Singhvi





## Reserve innovation in health care by Govindarajan, Vijay

Call No: 362.10954 GOV

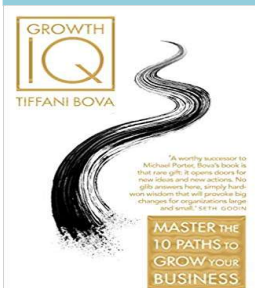
Publisher: HBS Press

Subject: Miscellaneous

Accession No: 19743

Year: 2018

Recommended By: S R Singhvi



## Growth IQ by Bova, Tiffani

Call No: 658.4012 BOV

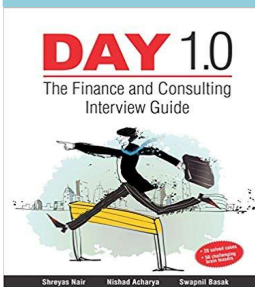
Publisher: Macmillan

Subject: Management

Accession No: 19744

Year: 2018

Recommended By: S R Singhvi



## Day 1.0 by Nair, Shreyas

Call No: 158.3 NAI

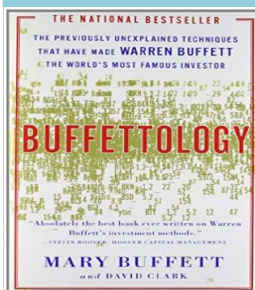
Publisher: Indus Source Books

Subject: Miscellaneous

Accession No: 19745

Year: 2016

Recommended By: S R Singhvi



## Buffettology by Buffett, Mary

Call No: 332.6092 BUF

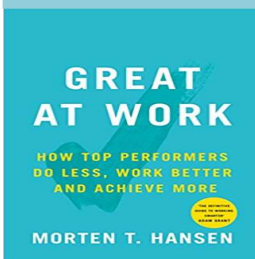
Publisher: Fireside Book

Subject: Economics

Accession No: 19746

Year: 1999

Recommended By: S R Singhvi



## Great at work by Hansen, Morten T

Call No: 650.1 HAN

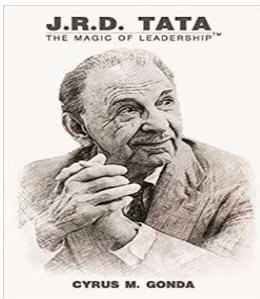
Publisher: Simon & Schuster

Subject: Miscellaneous

Accession No: 19747

Year: 2018

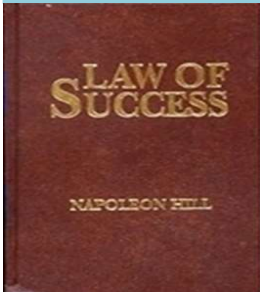
Recommended By: S R Singhvi



## J.R.D. Tata by Gonda, Cyrus M

Call No: 658.4092 GON  
Publisher: Embassy Books  
Subject: Management

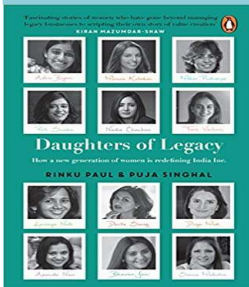
Accession No: 19748  
Year: 2018  
Recommended By: S R Singhvi



## Law of success by Hill, Napoleon

Call No: 650.1 HIL  
Publisher: Embassy Books  
Subject: Miscellaneous

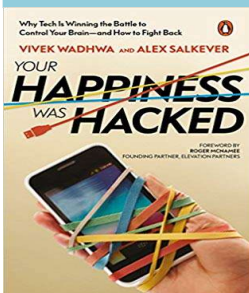
Accession No: 19749  
Year: 2010  
Recommended By: Sant Raj Patel



## Daughters of legacy by Paul, Rinku

Call No: 823 PAU  
Publisher: Penguin  
Subject: Miscellaneous

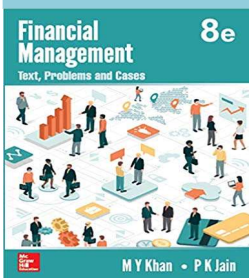
Accession No: 19750  
Year: 2018  
Recommended By: LRC



## Your happiness was hacked by Wadhwa, Vivek

Call No: 303.4833 WAD  
Publisher: Penguin  
Subject: Miscellaneous

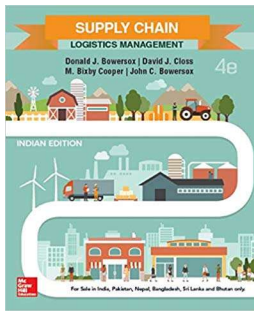
Accession No: 19751  
Year: 2018  
Recommended By: LRC



## Financial management by Khan, M Y

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

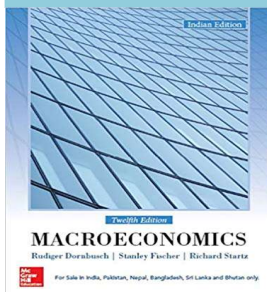
Accession No: 19752-53  
Year: 2019  
Recommended By: LRC



## Supply chain logistics management by Bowersox, Donald J

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

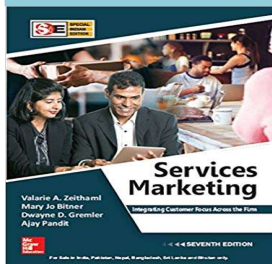
Accession No: 19754-55  
Year: 2018  
Recommended By: LRC



## Macroeconomics by Dornbusch, Rudiger

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

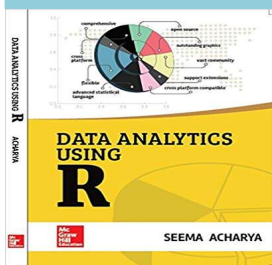
Accession No: 19756-57  
Year: 2018  
Recommended By: LRC



## Services marketing by Zeithaml, Valarie A

Call No: 658.80029 ZEI  
Publisher: McGraw Hill  
Subject: Marketing

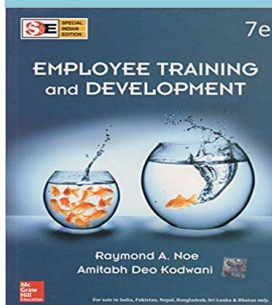
Accession No: 19758-59  
Year: 2018  
Recommended By: LRC



## Data analytics using R by Acharya, Seema

Call No: 658.4033 ACH  
Publisher: McGraw Hill  
Subject: Statistics

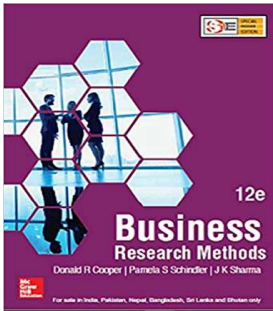
Accession No: 19760  
Year: 2018  
Recommended By: LRC



## Employee training and development by Noe, Raymond A

Call No: 658.312404 NOE  
Publisher: McGraw Hill  
Subject: Management

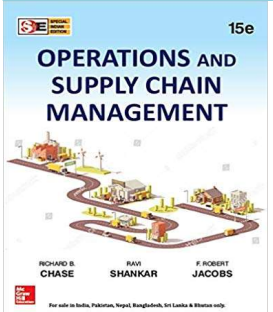
Accession No: 19761-62  
Year: 2019  
Recommended By: LRC



## Business research methods by Cooper, Donald R

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

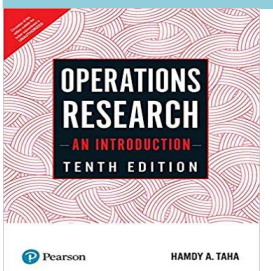
Accession No: 19763-64  
Year: 2019  
Recommended By: LRC



## Operations and supply chain management by Chase, Richard B

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

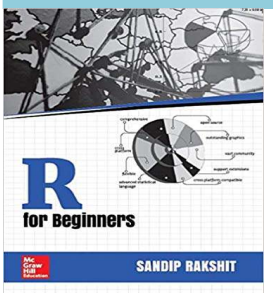
Accession No: 19765-66  
Year: 2019  
Recommended By: LRC



## Operations research by Taha, Hamdy A

Call No: 658.4034 TAH  
Publisher: Pearson  
Subject: Management

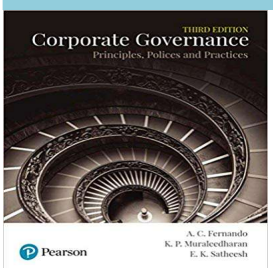
Accession No: 19767-68  
Year: 2018  
Recommended By: LRC



## R for beginners by Rakshit, Sandip

Call No: 658.4033 RAK  
Publisher: McGraw Hill  
Subject: Statistics

Accession No: 19769  
Year: 2017  
Recommended By: LRC

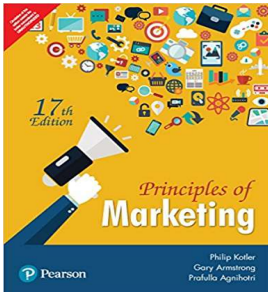


## Corporate governance by Fernando, A C

Call No: 658.42 FER  
Publisher: Pearson  
Subject: Management

Accession No: 19770  
Year: 2018  
Recommended By: LRC

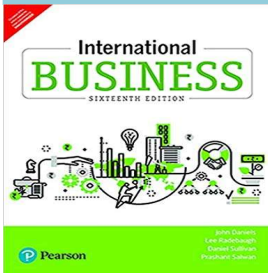




## Principles of marketing by Kotler, Philip

Call No: 658.8 KOT  
Publisher: Pearson  
Subject: Marketing

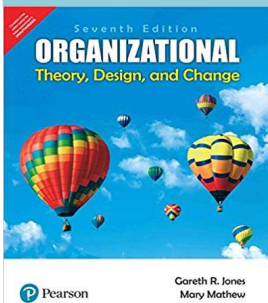
Accession No: 19771-72  
Year: 2018  
Recommended By: LRC



## International business by Daniels, John

Call No: 658.049 DAN  
Publisher: Pearson  
Subject: Management

Accession No: 19773  
Year: 2018  
Recommended By: LRC



## Organizational theory, design and change by Jones, Gareth R

Call No: 658.406 JON  
Publisher: Pearson  
Subject: Management

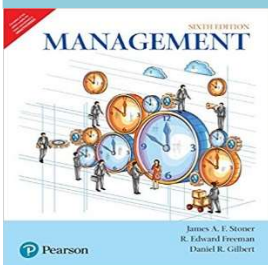
Accession No: 19774  
Year: 2018  
Recommended By: LRC



## Concepts in strategic management and business policy by Wheelen, Thomas L

Call No: 658.4012 WHE  
Publisher: Pearson  
Subject: Management

Accession No: 19775-76  
Year: 2018  
Recommended By: LRC



## Management by Stoner, James A F

Call No: 658 STO  
Publisher: Pearson  
Subject: Management

Accession No: 19777-78  
Year: 2018  
Recommended By: LRC



## Indian financial system by Pathak, Bharati V

Call No: 332.0954 PAT

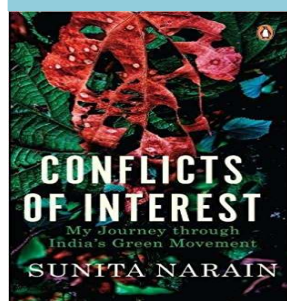
Publisher: Pearson

Subject: Economics

Accession No: 19779-80

Year: 2018

Recommended By: Mohit  
(JN170191)



## Conflicts of interest by Narain, Sunita

Call No: 920 NAR

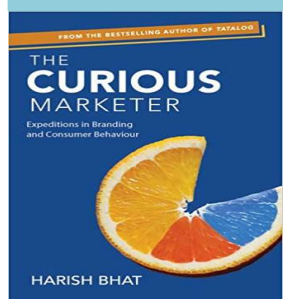
Publisher: Penguin

Subject: Miscellaneous

Accession No: 19781

Year: 2017

Recommended By: LRC



## The curious marketer by Bhat, Harish

Call No: 658.827 BHA

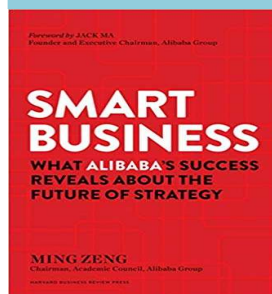
Publisher: Penguin

Subject: Marketing

Accession No: 19782

Year: 2017

Recommended By: S R Singhvi



## Smart business by Zeng, Ming

Call No: 658.872 ZEN

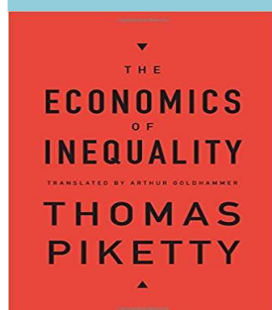
Publisher: HBS Press

Subject: Marketing

Accession No: 19783

Year: 2018

Recommended By: S R Singhvi



## The economics of inequality by Piketty, Thomas

Call No: 339.22 PIK

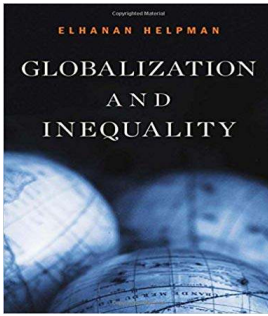
Publisher: Belknap Press

Subject: Economics

Accession No: 19784

Year: 2015

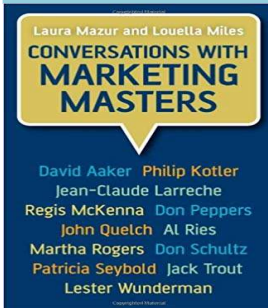
Recommended By: LRC



## Globalization and inequality by Helpman, Elhanan

Call No: 303.482 HEL  
Publisher: Harvard Uni. Press  
Subject: Miscellaneous

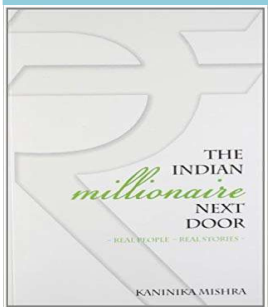
Accession No: 19785  
Year: 2018  
Recommended By: LRC



## Conversations with marketing masters by Mazur, Laura

Call No: 658.8 MAZ  
Publisher: Wiley  
Subject: Marketing

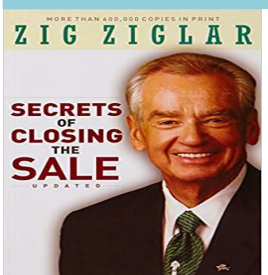
Accession No: 19786  
Year: 2007  
Recommended By: LRC



## The Indian millionaire next door by Mishra, Kaninika

Call No: 338.092254 MIS  
Publisher: Embassy Books  
Subject: Economics

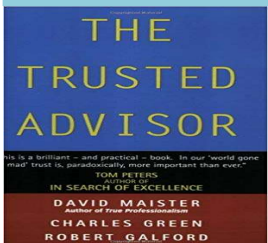
Accession No: 19787  
Year: 2012  
Recommended By: LRC



## Secrets of closing the sale by Ziglar, Zig

Call No: 658.81 ZIG  
Publisher: Embassy Books  
Subject: Marketing

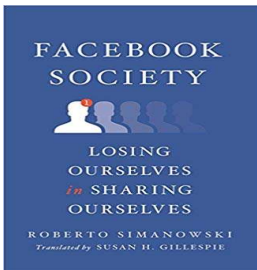
Accession No: 19788  
Year: 2016  
Recommended By: LRC



## The Trusted advisor by Maister, David H

Call No: 001.068 MAI  
Publisher: Free Press  
Subject: Computer & IT

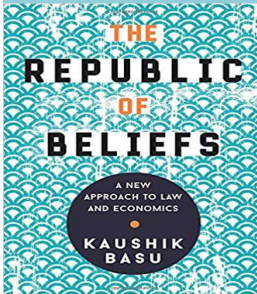
Accession No: 19789  
Year: 2004  
Recommended By: LRC



## Facebook society by Simanowski, Roberto

Call No: 302.30285 SIM  
Publisher: Columbia Uni. Press  
Subject: Miscellaneous

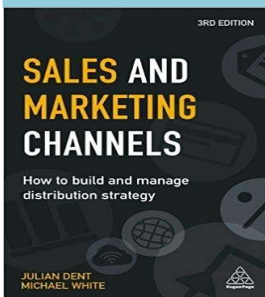
Accession No: 19790  
Year: 2016  
Recommended By: S R Singhvi



## The republic of beliefs by Basu, Kaushik

Call No: 330 BAS  
Publisher: Princeton Uni. Press  
Subject: Economics

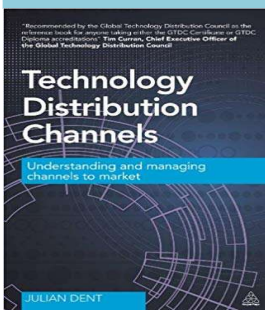
Accession No: 19791  
Year: 2018  
Recommended By: S R Singhvi



## Sales and marketing channels by Dent, Julian

Call No: 658.87 DEN  
Publisher: Kogan Page  
Subject: Marketing

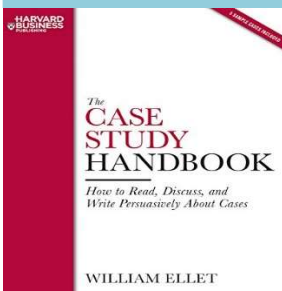
Accession No: 19792  
Year: 2018  
Recommended By: S R Singhvi



## Technology distribution channels by Dent, Julian

Call No: 658.87 DEN  
Publisher: Kogan page  
Subject: Marketing

Accession No: 19793  
Year: 2014  
Recommended By: S R Singhvi

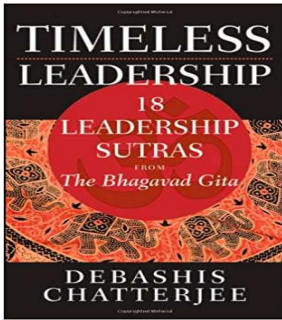


## The case study handbook by Ellet, William

Call No: 658 ELL  
Publisher: HBS Press  
Subject: Management

Accession No: 19794-95  
Year: 2007  
Recommended By: S R Singhvi

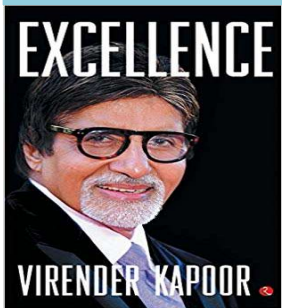




## Timeless leadership by Chatterjee, Debashis

**Call No: 658.4092 CHA**  
**Publisher: Wiley**  
**Subject: Management**

**Accession No: 19796**  
**Year: 2016**  
**Recommended By: Ayush(JN180002)**



## Excellence by Kapoor, Virender

**Call No: 920 KAP**  
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