

New Arrivals

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**Institute of
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Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48503	001.4	9781138615632	Patten, Mildred L	Proposing empirical research	a guide to the fundamentals	ix, 205p	Routledge	2020	Research; Research-Methodology; Qualitative methods
48618	001.4	9781138316614	Greenacre, Michael J	Compositional data analysis in practice		xiv, 121p	CRC Press	2019	Compositional data; Electronic data; Quantitative research; Electronic books
48506	001.42(SR)	9781138361041	Orellana, Marjorie Elaine Faulstich	Mindful ethnography	mind, heart and activity for transformative social research	xiii, 172p	Routledge	2020	Ethnography; Mindfulness; Psychology; Methodology
48596	004.678	9781138035003	Tripathy, B K	Internet of things	technologies, applications, challenges and solutions	xxiii, 334p	CRC Press	2018	Internet; Technology applications; Computer science; Data processing
48619	004.678	9780300233070	DeNardis, Laura	The internet in everything	freedom and security in a world with no off switch	xiv, 271p	Yale University Press	2020	Internet; Internet things; Internet governance; Computer security
48633	005.1068	9780367403591	Goodman, F Alan	Process-based software project management		xxvii, 246p	CRC Press	2019	Software project management; Computer software; Software
48612	005.74	9781484240953	Raj, Sumit	Building chatbots with Python	using natural language processing and machine learning	xix, 192p	Apress	2019	Python; Machine learning; Computer program language
48613	005.74	9781138315068	Rogel-Salazar, Jesus	Advanced data science and analytics with python		xxxv, 383p	CRC Press	2020	Data science; Analytics; Python; Data mining
48614	005.74	9781119545637	Lee, Wei-Meng	Python machine learning		xxiv, 296p	John Wiley & Sons	2019	Python; Machine learning
48605	150.287	9780367471019	Carlson, James E	Introduction to item response theory models and applications		xiii, 165p	Routledge	2021	Psychology; Mathematical models; Psychometrics; Assessment
48489	174.4	9781138281028	Ekstedt, Hasse	Economics, ethics and power	from behavioural rules to global structures	ix, 287p	Routledge	2019	Economics ethics; Ethics
48622	174.4	9780367341657	Biasucci, Cara	Behavioral ethics in practice	why we sometimes make the wrong decisions	viii, 268p	Routledge	2021	Behavioral ethics; Ethics; Decision making

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48621	302.2	9781788114196	Zischka, Lorna	Giving behaviours and social cohesion	how people who give make better communities	ix, 230p	Edward Elgar	2019	Social interaction; Social capital; Sociology; Social communities
48507	303.482	9780367373870	Klyukanov, Igor E	Principles of intercultural communication		ix, 260p	Routledge	2021	Intercultural communication; Communication
48492	330.01	9781138320529	Crespo, Ricardo F	The nature and method of economic sciences	evidence, causality and ends	xi, 220p	Routledge	2020	Economic sciences; Economics-Methodology; Economics-Philosophy
48600	330.01	9789811360640	Kawagoe, Toshiji	Diversity of experimental methods in economics		vi, 203p	Springer	2019	Economics; Methodology
48631	330.156	9781848935013	Rancan, Antonella	Franco Modigliani and Keynesian economics		175p	Routledge	2020	Keynesian economics; Economists; Economics
48495	330.16	9783030244965	Rojeck, Richard P	Wealth	the ultra-high net worth guide to growing and protecting assets	xv, 131p	Palgrave	2019	Wealth; Finance; Personal
48493	330.973	9780691202235	Gennaioli, Nicola	A crisis of beliefs	investor psychology and financial fragility	x, 252p	Princeton University Press	2018	Global financial crisis; Investments; Financial crisis; Crisis
48628	332.0415	9783030054250	Hens, Thorsten	Economic foundations for finance	from main street to wall street	xi, 178p	Springer	2019	Economics; Capital market; Pricing; Finance
48601	332.1	9783030268435	Bilan, Andrada	Banking and financial markets	how banks and financial technology are reshaping financial markets	xi, 221p	Palgrave	2019	Financial markets; Banking; Capital market; Financial institutions
48501	332.41	9781787568464	Ramlall, Indranarain	Tools and techniques for financial stability analysis		132p	Emerald Publishing	2019	Tools-Techniques; Economics; Finance
48499	332.42	9781622736775	Prasad, M S V	Currency risk management	selected research papers	xxviii, 112p	Vernon Press	2019	Currency; Risk management
48496	332.6	9780367428068	Gower, Adam	Real estate crowdfunding	an insider's guide to investing online	172p	Routledge	2021	Real estate investment; Crowdsourcing; Online investment; Investment

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48589	332.6	9781138601321	Lazar, Olivier	The four pillars of portfolio management	organizational agility, strategy, risk and resources	xx, 169p	CRC Press	2019	Portfolio management; Organizational agility
48608	332.6	9781119537380	Demaria, Cyril	Introduction to private equity, debt and real assets	from venture capital to LBO, senior to distressed debt, immaterial to fixed assets	xi, 452p	John Wiley & Sons	2020	Private equity; Capital; Fixed income; Equity
48632	332.6	9780231197328	Baid, Gautam	The joys of compounding	the passionate pursuit of lifelong learning	xii, 438p	Columbia University Press	2020	Investments; Value investing; Success business
48638	332.6	9780367367350	Bril, Herman	Sustainable investing	a path to a new horizon	xxxiv, 373p	Routledge	2021	Sustainability; Investments; Environment; Social responsibility
48643	332.6	9780367443399	Nofsinger, John R	The biology of investing	nature, nurture, physiology and cognition	xiv, 217p	Routledge	2020	Investments; Physiology; Decision making; Personal finance; Human biology
48630	332.60285	9780128156308	Kissell, Robert	Algorithmic trading methods	applications using advanced statistics, optimization and machine learning techniques	xxiv, 588p	Academic Press	2021	Trading methods; Statistics; Optimization; Machine learning; Investments
48599	332.63	9781119627289	Adams, James F	Fixed income analysis		xx, 917p	John Wiley & Sons	2019	Fixed income; Mutual funds
48494	332.6323	9780691202778	Dynkin, Le	Quantitative management of bond portfolios		xix, 978p	Princeton University Press	2020	Quantitative management; Bond portfolios; Portfolio selection; Bond
48609	332.66	9781119706182	Rosenbaum, Joshua	Investment banking	valuation	xxxi, 472p	John Wiley & Sons	2020	Investment banking; Valuation; Mergers and Acquisitions
48602	332.7	9783658293611	Prem, Christian	The theory of credit contracts	with a focus on group lending	xiv, 281p	Springer	2020	Financial services; Game theory; Bank marketing; Financial engineering

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48461	338.04	9781138337824	Smythe, John	Female entrepreneurs	the secrets of their success	xiii, 301p	Routledge	2020	Entrepreneurship; Business women; Women entrepreneurship
48463	338.04	9781788118705	Bullough, Amanda	High-growth women's entrepreneurship	programs, policies and practices	xvi, 204p	Edward Elgar	2019	Women entrepreneurship; Business women; Leadership; Women leadership
48465	338.9	9780367894665	Stuart, Diana	The degrowth alternative	a path to address our environmental crisis	91p	Routledge	2021	Environmental crisis; Climatic changes
48469	338.927	9780367428365	Bridges, Trista	Leading sustainably	the path to sustainable business and how the SDGs changed everything	xxxi, 176p	Routledge	2021	Sustainable business; Leadership
48471	338.927	9780815351757	Tan, Tay Keong	Struggles and successes in the pursuit of sustainable development		xvi, 222p	Routledge	2020	Sustainable development; Economic policy; Equality
48459	338.95195	9780815737759	Kim, Hyeon-Wook	Growth in a time of change	global and country perspectives on a new agenda	x, 364p	Brookings Institution Press	2020	Economic development; Technology innovations; Economic growth; Innovations
48490	339	9783319686653	Ivanyna, Maksym	The macroeconomics of corruption	governance and growth	xii, 304p	Springer	2018	Macroeconomics
48491	339	9781138059962	Argitis, Giorgos	Evolutionary financial macroeconomics		xiv, 135p	Routledge	2020	Macroeconomics; Investments
48470	339.47	9781788117807	Mont, Oksana	A research agenda for sustainable consumption governance		x, 206p	Edward Elgar	2019	Sustainable consumption; Environmental policy
48502	339.5	9781787568341	Ramlall, Indranarain	Understanding financial stability		xx, 142p	Emerald Publishing	2019	Financial stability; Financial crises; Financial crises-History
48466	346.065	9780367462406	Mendez, Lourdes Mella	Regulating the platform economy	international perspectives on new forms of work	x, 211p	Routledge	2020	Regulating; Electronic commerce; Sharing economy; Law-Legislation; Business enterprises

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48559	362.1068	9783030007485	Pfannstiel, Mario A	Service design and service thinking in healthcare and hospital management	theory, concepts practice	xvii, 535p	Springer	2019	Health services administration; Hospital management; Health facilities
48460	362.5	9781138313644	Werhane, Patricia H	Alleviating poverty through profitable partnerships	globalization, markets and economic well-being	191p	Routledge	2020	Poverty; Economic development; Globalization markets
48626	363.7	9781108742665	Jaccard, Mark	The citizen's guide to climate success	overcoming myths that hinder progress	xiv, 292p	Cambridge University Press	2020	Climatic changes; Environmental policy; Sustainable development; Energy policy
48640	363.7	9780300255225	Esty, Daniel C	A better planet	40 big ideas for a sustainable future	xv, 397p	Yale University Press	2019	Environmental policy; Sustainability; Environmental protection; Innovation
48641	363.7	9780674972124	Kupers, Roland	A climate policy revolution	what the science of complexity reveals about saving our planet	174p	Harvard University Press	2020	Climate policy; Climatic changes; Government policy
48662	382.0954	9789353886103	Raychauduri, Ajitava	World trade and India	multilateralism, progress and policy response	xxviii, 444p	Sage	2021	World trade; International trade; Trade; Service industries
48562	387.7	9781138610699	Hughes, Victor	Airline management finance	the essentials	vii, 131p	Routledge	2020	Airline management; Finance; Transportation; Airlines finance
48574	387.7	9780815353478	Bruce, Peter J	Airline operations control		xxii, 198p	Routledge	2021	Airline operations; Airlines management; Airlines
48603	519.3	9783030191061	Pineau, Pierre-Olivier	Games in management science	essays in honor of Georges Zaccour	xxxv, 396p	Springer	2020	Games; Management science; Game theory; Mathematics
48607	519.5	9781138083561	Bacci, Silvia	Introduction to statistical decision theory	utility theory and causal analysis	xvi, 287p	CRC Press	2020	Statistical decision; Decision making
48635	519.535	9780367435264	Collier, Joel E	Applied structural equation modeling using AMOS	basic to advanced techniques	xii, 354p	Routledge	2020	Structural equation; AMOS; Social sciences; Statistical methods

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48657	519.535	9789389342239	Tabachnick, Barbara G	Using multivariate statistics		xiv, 832p	Pearson	2020	Multivariate statistics; Statistics
48604	519.542	9781138052734	Kadane, Joseph B	Principles of uncertainty		xxvi, 498p	CRC Press	2021	Uncertainty; Mathematical statistics; Statistics
48610	657	9780231151184	Penman, Stephen	Accounting for value		xviii, 244p	Columbia Business School Publishing	2011	Accounting value; Investment; Investment analysis
48642	657	9781498551632	Bryer, Robert	Accounting for history in Marx's capital	the missing link	xi, 425p	Lexington Books	2019	Accounting history; Capitalism; Socialism; Marx's Karl
48560	658.045	9781788970174	D'Allura, Giorgia M	Family firms and institutional contexts	business models, innovation and competitive advantage	xiv, 338p	Edward Elgar	2019	Family firms; Business enterprises; Innovation; Organizational behavior
48663	658.049	9789332510388	Yip, George S	Total global strategy		xxi, 295p	Pearson	2013	Global strategy; Strategy
48664	658.049	9780130179173	Yip, George S	Total global strategy II	updated for the internet and service era	xix, 299p	Prentice Hall	2003	International business enterprises; International business; Global strategy; Strategy
48457	658.05	9781137269973	Ashurst, Colin	Competing with IT	leading a digital business	x, 409p	Palgrave	2015	Digital business; Information technology; Management science; Business mathematics
48570	658.15	9780262043595	Serrano, Alejandro	Practical finance for operations and supply chain management		xix, 451p	MIT Press	2020	Supply chain management; Production management; Business enterprises; Finance
48563	658.151	9780367552527	Rosa, Nic La	Analysing financial performance	using integrated ratio analysis	xi, 142p	Routledge	2021	Financial performance; Ratio analysis; Business enterprises; Finance
48500	658.1511	9780367344832	Amel-Zadeh, Amir	Accounting for M and A	uses and abuses of accounting in monitoring and promoting merger	xxiv, 305p	Routledge	2020	Accounting; Merger and Acquisitions

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48561	658.152	9780367860066	Asai, Kentaro	Corporate finance and capital structure	a theoretical introduction	vi, 97p	Routledge	2021	Corporate finance; Capital; Valuation; Finance
48497	658.155	9781138333185	Fletcher, Kenneth C	Public sector enterprise risk management	advancing beyond the basics	xvi, 151p	Routledge	2019	Public sector enterprise; Risk management
48611	658.155	9781119583127	Dionne, Georges	Corporate risk management	theories and applications	xxi, 394p	John Wiley & Sons	2019	Corporate risk; Risk management; Financial risk
48498	658.1592	9780367334253	Pietro, Francesca Di	Crowdfunding for entrepreneurs	developing strategic advantage through entrepreneurial finance	x, 122p	Routledge	2020	Crowd funding; Venture capital; Finance; Entrepreneurial finance
48455	658.4013	9780750664592	Antony, Jiju	World class applications of Six Sigma		xxvi, 241p	Butterworth-Heinemann	2007	Six Sigma; Quality control standard
48567	658.4013	9780815381174	Lasrado, Flevy	Internalizing a culture of business excellence	perspectives from quality professionals	xix, 119p	Routledge	2019	Total quality management; Quality control; Economic development
48571	658.4022	9781138592315	Belack, Carl	Cognitive readiness in project teams	reducing project complexity and increasing success in project management	xxviii, 224p	Routledge	2019	Project management; Project teams
48568	658.4034	9780367422516	Kumar, Anil	Circular economy for the management of operations		xx, 274p	CRC Press	2021	Operations; Operations research; Operations management
48576	658.404	9780367903343	Mabelo, Pascal Bohulu	Operational readiness	how to achieve successful system deployment	xvii, 105p	Routledge	2020	Project management; Systems engineering; Industrial management
48577	658.404	9780367359584	Stern, Terra Vanzant	Lean and agile project management	how to make any project better, faster and more cost effective	xxiii, 329p	Routledge	2020	Project management; Lean manufacturing; Cost effectiveness; Six sigma
48581	658.404	9780815380399	Wright, Andrew	Project success and quality	balancing the iron triangle	xviii, 200p	Routledge	2019	Project management; Quality control

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48583	658.404	9780367416782	Nicholls, Jeremy	The everyday project manager	a primer for learning the principles of successful project management	xv, 234p	Routledge	2021	Project management; Production; Operations management
48584	658.404	9780367200916	Kutsch, Elmar	Mindful project management	resilient performance beyond the risk horizon	ix, 251p	Routledge	2020	Project management; Risk management; Resilient performance
48585	658.404	9780367340506	Ajam, Mounir A	Leading megaprojects	a tailored approach	xxx, 381p	CRC Press	2020	Project management; Engineering
48588	658.404	9781119557906	McPhee, Wayne	Integrating sustainability into major projects	best practices and tools for project teams	xi, 256p	John Wiley & Sons	2020	Project management; Sustainable development; Social responsibility
48593	658.404	9780367903305	Mabelo, Pascal Bohulu	How to manage project stakeholders	effective strategies for successful large infrastructure projects	xviii, 104p	Routledge	2020	Project management; Stakeholders; Infrastructure; Business planning
48510	658.4052	9780367421731	Baber, William W	Practical business negotiation		xviii, 252p	Routledge	2020	Negotiation; Business negotiation
48511	658.4052	9780367565923	Rolland, Florence Kennedy	The persuasive negotiator	tools and techniques for effective negotiating	xiii, 232p	Routledge	2021	Negotiation; Business communication
48591	658.4063	9780367210311	Ratten, Vanessa	Managing sustainable innovation		xiii, 194p	Routledge	2020	Sustainable development; Sustainable innovation; Innovation
48473	658.408	9780367859824	Chandler, David	Sustainable value creation		xiii, 128p	Routledge	2021	Sustainable value; Value; Social responsibility
48636	658.408	9781138337213	Morrison, Leanne J	Corporate environmental reporting	the Western approach to nature	xviii, 217p	Routledge	2020	Corporate environmental; Environmental responsibility; Corporation reports
48637	658.408	9780367139353	Darabaris, John	Corporate environmental management		xv, 212p	CRC Press	2019	Corporate environmental; Environmental management; Social responsibility
48467	658.4083	9781138204782	Wasieleski, David M	Management and the sustainability paradox	reconnecting the human chain	xviii, 176p	Routledge	2021	Sustainability; Sustainability management

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48468	658.4083	9780367518547	Guttermann, Alan S	Managing sustainability		ix, 182p	Routledge	2021	Sustainability; Social responsibility; Corporate social responsibility
48458	658.4092	9781422117347	McKee, Annie	Becoming a resonant leader	develop your emotional intelligence, renew your relationships, sustain your effectiveness	xvi, 231p	Harvard Business Press	2008	Leadership; Emotional intelligence; Organizational effectiveness
48504	658.4092	9781138327658	Price, Terry L	Leadership and the ethics of influence		xii, 184p	Routledge	2020	Leadership; Influence; Ethics
48508	658.4092	9780367361471	Salih, Ahmad M	Cross cultural leadership	being effective in an era of globalization, digital transformation and disruptive innovation	ix, 152p	Routledge	2020	Cultural intelligence; Leadership; Intercultural communication; Digital transformation
48516	658.4092	9781138326750	Ferdman, Bernardo M	Inclusive leadership	transforming diverse lives, workplaces and societies	xxxii, 446p	Routledge	2021	Leadership; Transforming; Organizational psychology; Personnel management
48462	658.421	9783030044015	McAdam, Maura	Entrepreneurial behaviour	individual, contextual and microfoundational perspectives	xxiii, 354p	Palgrave	2019	Entrepreneurship; Organizational behavior
48464	658.421	9780367466725	Kuratko, Donald F	New venture management	the entrepreneur's roadmap for development, management and growth	xvii, 355p	Routledge	2021	Venture capital; New business enterprises; Entrepreneurship
48472	658.421	9781138497849	Campbell, Betsy	Practice theory in action	empirical studies of interaction in innovation and entrepreneurship	vi, 174p	Routledge	2019	Innovation; Entrepreneurship; Technology innovations
48505	658.45	9780367421649	Gamble, Teri Kwal	The gender communication connection		xx, 375p	Routledge	2021	Communication; Interpersonal communication

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48515	658.452	9780367549275	Larsen, Jens	True storytelling	seven principles for an ethical and sustainable change-management strategy	xxxi, 149p	Routledge	2021	Organizational change; Leadership; Storytelling
48517	658.452	9780367901233	Collins, David	The organizational storytelling workbook	how to harness this powerful communication and management tool	201p	Routledge	2021	Storytelling workbook; Communication; Communication management
48573	658.47(A)	9789811345227	Deep, Kusum	Logistics, supply chain and financial predictive analytics	theory and practices	vii, 254p	Springer	2019	Logistics; Supply chain; Financial predictive
48616	658.47(A)	9780367359683	Burk, Scott	It's all analytics	the foundations of AI, big data and data science landscape for professionals in healthcare, business, and government	xxxv, 272p	CRC press	2021	Big data; Data science; Artificial intelligence
48597	658.47(BD)	9780367373948	Olszak, Celina M	Business intelligence and big data	drivers of organizational success	xv, 178p	CRC Press	2021	Business intelligence; Big data
48617	658.47(BD)	9780367895570	Paliszkiewicz, Joanna Olga	Management in the era of big data	issues and challenges	xxv, 221p	CRC Press	2021	Management era; Big data; Data processing
48615	658.47(ML)	9780367277321	Kolosova, Tanya	Supervised machine learning	optimization framework and applications with SAS and R	xxi, 160p	CRC Press	2021	Machine learning; R; Computer program language; Statistical software
48509	658.47(R)	9789811331695	Chandra, Yanto	Qualitative research using R	a systematic approach	xvii, 151p	Springer	2019	Big data; R; Analytics; Public policy
48606	658.47(R)	9780367196851	Pfaff, Thomas J	R for college mathematics and statistics		xv, 321p	CRC Press	2019	R; Mathematics; Statistics
48586	658.5	9781138587441	Sagegg, Odd Joran	ERP systems for manufacturing supply chains	applications, configuration and performance	xv, 225p	CRC Press	2020	ERP; Manufacturing supply chains; Applications; Configuration
48594	658.5	9781138498730	Posteuca, Alin	Manufacturing cost policy deployment profitability scenarios (MCPD)	systematic and systemic improvement of manufacturing costs	xlvi, 328p	Routledge	2019	Production management; Industrial productivity; Costs

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48595	658.5	9781138606845	Jayakrishna, K	Sustainable manufacturing for industry 4.0	an augmented approach	xxiii, 255p	CRC Press	2021	Sustainable manufacturing; Manufacturing processes; Engineering design
48565	658.503	9780367457792	Posteuca, Alin	Speed-based target profit	planning and developing synchronous profitable operations	xliv, 345p	Routledge	2021	Profit; Production control; Cost control; Production
48474	658.514	9780367425623	Bonomi, Angelo	Technology dynamics	the generation of innovative ideas and their transformation into new technologies	xvii, 133p	CRC Press	2021	Technology; Innovative ideas; Technology innovations; Innovations
48592	658.514	9781138323209	Dennis, Pascal	Harnessing digital disruption	how companies win with design thinking, agile and lean startup	x, 220p	Routledge	2021	Digital disruption; Design thinking; Agile; Organizational change
48572	658.515	9781498740692	Irani, Shahrukh A	Job shop lean	an industrial engineering approach to implementing lean in high-mix low-volume production systems	xxvi, 716p	Routledge	2020	Industrial engineering; Production systems; Industrial efficiency
48569	658.533	9780367444594	Cunningham, Paul	Basics be always sure inputs create success	12 lean six sigma tools and techniques to reduce the cost of quality from the coal face out	xxxiii, 127p	Routledge	2021	Lean manufacturing; Production control; Quality control; Six sigma
48579	658.562	9780367443917	Nuland, Yves Van	Validating a best practice	a tool for improvement and benchmarking	xx, 258p	Routledge	2021	Benchmarking; Total quality management; Performance standards
48566	658.7	9780367208448	Kelly, Raymond	Optimizing your supply chain performance	how to assess and improve your company's strategy and execution capabilities	viii, 337p	Routledge	2020	Supply chain management; Strategy management; Business logistics

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48575	658.7	9781138205543	Wang, Yi	Fashion supply chain and logistics management		129p	Routledge	2019	Fashion supply chain; Logistics management; Clothing trade
48580	658.7	9783030038120	Zsidisin, George A	Revisiting supply chain risk		xiv, 468p	Springer	2019	Supply chain management; Business logistics; Risk assessment
48582	658.7	9780367641979	Myerson, Paul	Omni channel retail and supply chain	working together for a competitive advantage	xvi, 266p	Routledge	2021	Supply chain management; Supply chain; Competitive advantage; Retail trade
48587	658.7	9789811384783	Nakano, Mikihsa	Supply chain management	strategy and organization	xvii, 239p	Springer	2020	Supply chain management; Business logistics; Logistics
48634	658.7	9780367457815	Wehberg, Gotz G	Digital supply chains	key facilitator to industry 4.0 and new business models, leveraging S/4 HANA and beyond	xiv, 206p	Routledge	2021	Digital supply chains; Supply chains management; Business logistics; Data processing
48625	658.8(M)	9780367472863	Sugai, Philip	Building value through marketing	a step-by-step guide	xix, 226p	Routledge	2021	Value; Marketing management; Marketing
48658	658.81	9780199499045	Panda, Tapan K	Sales and distribution management		xiii, 488p	Oxford University Press	2019	Sales management; Sales; Distribution management
48659	658.81	9780199499045	Panda, Tapan K	Sales and distribution management		xiii, 488p	Oxford University Press	2019	Sales management; Sales; Distribution management
48514	658.812	9781119572763	Mehta, Nick	The customer success economy	why every aspect of your business model needs a paradigm shift	x, 373p	John Wiley & Sons	2020	Success business; Customer relations; Customer services
48578	658.812	9780367085773	Cafaro, Paul G	Freedom within a framework	hearing the voice of the customer on the factory floor	xiv, 141p	Routledge	2020	Customer relations
48624	658.812	9780367478254	Aliekperov, Adyl	The customer experience model		vi, 109p	Routledge	2021	Customer experience; Customer relations; Marketing

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48513	658.8342	9781138293168	Batat, Wided	Experiential marketing	consumer behavior, customer experience and the	xxiv, 277p	Routledge	2019	Consumer behavior; Customer experience; Customer relations
48623	658.8343	9780367895907	Bayle-Tourtoulou, Anne-Sophie	The neuro-consumer	adapting marketing and communication strategies for the subconscious, instinctive and irrational consumer's brain	ix, 321p	Routledge	2020	Neuro-Marketing; Marketing; Communication strategy; Decision making; Brand choice
48512	658.84	9780367821234	Palmatier, Robert W	Marketing channel strategy	an Omni-channel approach	xxviii, 373p	Routledge	2020	Marketing channels; Marketing; Strategy
48598	658.872	9781538138175	Quesenberry, Keith A	Social media strategy	marketing, advertising and public relations in the consumer revolution	xvii, 474p	Rowman & Littlefield	2021	Social media; Social marketing; Internet advertising; Internet marketing
48660	808.066	9780415315746	Galvan, Jose L	Writing literature reviews	a guide for students of the social and behavioral sciences	xix, 288p	Routledge	2017	Social sciences; Authorship; Writing; Literature
48661	808.066	9781433832161	American Psychological Association	Publication manual of the American Psychological Association		xxii, 427p	American Psychological Association	2020	Social science literature; Literature; Authorship; Style manuals
48456	920	9789390356355	Mukherjee, Pranab	The presidential years	2012-2017	xviii, 197p	Rupa Publications	2021	President-India; Pranab Mukherjee; President; Biography
48629	920	9781137387837	Forder, James	Milton Friedman		xvi, 495p	Palgrave	2019	Macroeconomics; Economic history