

New Arrivals

April 2014



Institute of
Management Technology
Ghaziabad



Library & Information Services

- 1 Alasuutari, Pertti
The sage handbook of social research methods /
Alasuutari, Pertti.-- Los Angeles: Sage, 2009. xvi, 631.
ISBN : 9781848607309.
300.723 39787(Ref.)

** Social sciences; Social sciences-Research methodology

- 2 Aronoff, Craig E
Family business governance: maximizing family and
business potential / Aronoff, Craig E.-- New York:
Palgrave Macmillan, 2011. viii, 94 p.
ISBN : 9780230111066.
658.045 39795

** Family corporations-Management; Family-Owned business;
Enterprises-Management

- 3 Bergstrom, Theodore C
Workouts in intermediate microeconomics / Bergstrom,
Theodore C.--8th ed.-- New York: W. W. Norton & Company,
2009. 562 p.
ISBN : 9780393935158.
338.5 39783(Out)

** Microeconomics; Economics

- 4 Bovet, David and Martha, Joseph
Value nets: breaking the supply chain to unlock hidden
profits: Bovet, David.-- New York: John Wiley and Sons,
2000. xvii, 270 p.
ISBN : 0-471-36009-0.
658.7 C1441

** Supply chain; Electronic Commerce; Business logistics;
Logistics; E-Commerce

5 Bradley, Stephen P and Nolan, Richard L
Sense and respond: capturing value in the network era:
Bradley, Stephen P.-- Boston: Harvard Business School
Press, 1998. xi, 339 p.
ISBN : 0-87584-835-4.
658.05 C1440

** Business enterprises-Computer networks; Client server-
Computing

6 Cheverton, Peter
Understanding the professional buyer: what every sales
professional should know about how the modern buyer
thinks and behaves / Cheverton, Peter.-- London: Kogan
Page, 2011. xiv, 191 p.
ISBN : 9780749461232.
658.804 39793

** Selling; Selling-Psychological

7 Christie, Agatha
The rule of three / Christie, Agatha.-- London: Samuel
French, 1963. 113 p.
ISBN : 9780573702426.
822 39790

** Sisters-Juvenile; Fiction; Acting-Juvenile; Theater-
Juvenile; Baking-Juvenile

8 Connelly, F Michael
The sage handbook of curriculum and instruction /
Connelly, F Michael.-- Los Angeles: Sage, 2008. xv, 604.
ISBN : 9781412909907.
375.001 39786(Ref.)

** Curriculum planning; Education

9 Gannon, Martin J

Working across cultures: applications and exercises /

Gannon, Martin J.-- New Delhi: Sage, 2001. viii, 143 p.

ISBN : 0761913386.

306.07 39789

** Culture-Research; Culture-Study and teaching; Cross culture-Orientation; Social problems

10 Kaagan, Stephen S

30 reflective staff development exercises for educators /

Kaagan, Stephen S.--2nd ed.-- New Delhi: Sage, 2009. xi, 104 p.

ISBN : 9781412963039.

370.715 39797

** Staff development exercises; Teachers-Service training
Teachers workshops-Planning

11 Kotler, Philip and Armstrong, Gary

Principles of marketing: Kotler, Philip.--11th ed.-- New Delhi: Prentice-Hall of India, 2006. xviii, 651 p.

ISBN : 81-203-2825-6.

658.802 C1444

** Marketing management; Principles of marketing;
Marketing strategy

12 Krippendorff, Klaus

The content analysis reader / Krippendorff, Klaus.-- New Delhi: Sage, 2009. ix, 481 p.

ISBN : 9781412949668.

401.41 39785

** Communication; Content analysis

13 Misra, Biswa Swarup

Reflections on contemporary economic issues.--

Bhubaneswar: Xavier University Press, 2013. xx, 372 p.

332.46 C1443

** Growth; Monetary policy; Fiscal policy; Banking

14 Novick, Harold J

Selling through independent reps / Novick, Harold J.--3rd ed.-- New York: American Management Association, 2000.

xxi, 344 p.

ISBN : 9780814405222.

658.8102 39782

** Selling; Sales management; Marketing channels

15 Patel, Keyur and McCarthy, Mary Pat

Digital transformation: the essentials of e-business

leadership: Patel, Keyur.-- New York: McGraw-Hill, 2000.

x, 134 p.

ISBN : 0-07-136408-0.

658.4 C1439

** Business leadership; Electronic commerce; Leadership; Internet; Business enterprises

16 Putnam, Linda L

Communication and negotiation / Putnam, Linda L.-- New Delhi: Sage, 1992. x, 294 p.

ISBN : 0-8039-4012-2.

302.2 39784

** Communication; Negotiation-Business;

17 Sastri, Tulasi S

Translating operations into money: cases in business management: Sastri, Tulasi S.-- Chennai: Notion Press,

2014. x, 191 p.

ISBN : 9789383808366.

332.4 C1438

** Translating operations; Cases-Business management; Cigarette manufacturing; Company-Software

18 Singelis, Theodore M

Teaching about culture ethnicity and diversity: exercises and planned activities / Singelis, Theodore M.-- New Delhi: Sage, 1998. xii, 255 p.
ISBN : 0-7619-0695-9.
306.071 39788

** Culture-Activity programs; Multiculturalism;
Intercultural communication; Psychology

19 Sinha, K K

My experiments with unleashing people power: Sinha, K K.- London: Bloomsbury, 2014. xxviii, 264 p.
ISBN : 9789382951483.
658.312404 C1442

** Human resource imperatives; Global competitiveness;
Human resource function; Human resource management

20 Stief, James B

Persuasive communication / Stief, James B.--2nd ed.-- New York: The Guilford Press, 2003. xv, 351 p.
ISBN : 9781572307025.
808 39796

** Persuasion rhetoric; Persuasion psychology; Attitude psychology

21 Sugar, Steve

Games that teach: experiential activities for reinforcing learning / Sugar, Steve.-- San Francisco: Pfeiffer, 1998. xvi, 175 p.
ISBN : 0-7879-4018-6.
658.3124 39791

** Games; Management games; Organizational learning;
Employees training; Group games

22 Tapscott, Don

Macro wakinomics: rebooting business and the world /
Tapscott, Don.-- London: Atlantic Books, 2010. viii, 424

p .

ISBN : 9781848877214.

658.046 39794(Out)

** Macro wakinomics; Information technology; Online-Social networks; Business networks; Innovations; Rethinking-Fundamentals; Rebooting-Public square

23 Tapscott, Don

Wikinomics: how mass collaboration changes everything /
Tapscott, Don.-- London: Atlantic Books, 2008. xii, 351.

ISBN : 9781843546375.

658.046 39792(Out)

** Wikinomics; Business networks; Creative ability-Business; Mass collaboration; Collaborative minds

**** - Keywords**

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