



**Institute of
Management Technology**
Ghaziabad, Delhi NCR

New Arrivals

August 2018



Library & Information Services

1 Abud, Gina

Implementing positive organizational change: a strategic project management approach / Abud, Gina.-- Plantation: J Ross Publishing, 2017. xvi, 318 p.

ISBN : 9781604271331.

658.406 44370

** Positive organizational change; Organizational change; Strategic project management; Project management; Leading organizational change

2 Agarwal, R S

Business: the Emami way / Agarwal, R S.-- Noida: Collins Business, 2016. xvi, 219 p.

ISBN : 9789351778417.

658.11 C1705

** Business; Emami; Success in business; Cosmetics industry; Leadership qualities; Willpower; Time management

3 Ailawadi, Satish C

Logistics management / Ailawadi, Satish C.--2nd ed. ed.-- Delhi: PHI Learning, 2018. xix, 196 p.

ISBN : 9788120345041.

658.5 C1698

** Logistics management; Integrated logistics; Logistics information; Forecasting; Inventory planning; Transportation; Warehousing; Logistics costing; Logistics measurement

4 Amyx, Scott

Strive: how doing the things most uncomfortable leads to success / Amyx, Scott.-- New Jersey: John Wiley & Sons, 2018. xiii, 210 p.

ISBN : 9781119387305.

650.1 44354

** Strive; Uncomfortable leads; Success; Business management; Secret things; Comfort zone

5 Andersen, Jan

Research management: Europe and beyond / Andersen, Jan.--

London: Academic Press, 2018. xvii, 360 p.

ISBN : 9780128050590.

001.4 44371

** Research management; Research managers; European research environment; Global research environment; Organizational structures; Research strategy; Project preparation; Research infrastructure

6 Arbogast, Stephen V

Resisting corporate corruption: cases in practical ethics from Enron through financial crisis / Arbogast, Stephen V

--3rd ed.-- New Jersey: John Wiley & Sons, 2017. xxvi, 566 p.

ISBN : 9781119323341.

174.4 44389

** Corporate corruption; Financial crisis; Ethics; Corruption;

7 Bangha, Imre

Tagore: beyond his language / Bangha, Imre.-- New Delhi: Primus Books, 2017. xiii, 230 p.

ISBN : 9789384082789.

920 44377

** Rabindranath; Tagore; Tagore-Language; Biography

8 Berghaus, Benjamin

The management of luxury an international guide /

Berghaus, Benjamin.--2nd ed.-- New York: Kogan Page, 2018 xxxix, 448 p.

ISBN : 9780749481827.

658.8 44367

** Luxury; Luxury goods industry; Luxury consumer behaviour; Luxury brand management; Luxury firms; Luxury brands

9 Bierens, Herman J

Econometric model specification: consistent model specification tests and semi-nonparametric modeling and inference / Bierens, Herman J.-- New Jersey: World Scientific, 2017. xii, 634 p.
ISBN : 9789814740500.
330.015195 44339

** Econometric model; Consistent model; Specification tests; Econometrics

10 Bierman, Harold

Financial strategies and topics in finance: selected public lectures of Professor Harold Bierman, Jr. from 1960 2015 / Bierman, Harold.-- Singapore: World Scientific Publishing, 2018. xiii, 242 p.
ISBN : 9789813222885.
332 44351

** Financial strategies; Finance; Public lectures-Selected Investments; Money makers; Financial positions; Famous strategies; Economic income

11 Bossidy, Larry

Execution: the discipline of getting things done / Bossidy, Larry.-- New York: Random House Business Books, 2011. xxxii, 276 p.
ISBN : 9781847940681.
658 C1704

** Execution; Management; Performance; Achievement; Motivation; Strategy process

12 Broughton, Philip Delves

What they teach you at Harvard Business School: my two years inside the cauldron of capitalism / Broughton, Philip Delves.-- London: Penguin, 2010. 290 p.
ISBN : 9780141046488.
658.0071 44397(Out)

** Teaching-Harvard Business School; Business education; Capitalism

13 Burton, Joe

Creating mindful leaders how to power down, power up and power forward / Burton, Joe.-- New Jersey: John Wiley & Sons, 2018. xxi, 250 p.

ISBN : 9781119484783.

658.4092 44357

** Mindful leaders; Leadership; Emotional intelligence; Power down; Power up; Power forward

14 Carlile, Paul R

Reimagining business education: insights and actions from the business education jam / Carlile, Paul R.-- Bingley: Emerald Group Publishing, 2016. xv, 127 p.

ISBN : 9781786353689.

658.0071 C1708

** Business education; Business education jam; Innovation Business education

15 Cerf, Moran

Consumer neuroscience / Cerf, Moran.-- Cambridge: The MIT Press, 2017. xii, 348 p.

ISBN : 9780262036597.

658.8342 44343(Out)

** Consumer neuroscience; Consumer behavior; Neuro marketing; Consumers-Psychology; Brand choice; Neurons-Physiology

16 Clark, Ephraim

Evaluating country risks for international investments: tools, techniques and applications / Clark, Ephraim.-- Singapore: World Scientific Publishing, 2018. xvii, 544

ISBN : 9789813224933.

332.673 44390(Out)

** Risk; International investments; Country risk; Portfolio investment; Foreign direct investment; Sovereign debt; Foreign currency

17 Collis, Jill

Business accounting: an introduction to financial and management accounting / Collis, Jill.--3rd ed.-- London: Palgrave, 2017. xxiv, 621 p.

ISBN : 9781137521491.

657.7 44352

** Business accounting; Accounting; Financial accounting; Management accounting; Accounting system; Financial reporting; Financial position; Cash flows; Indirect costs
Marginal costing

18 Coyle, Daniel

The culture code: the secrets of highly successful groups / Coyle, Daniel.-- London: Random House Business books, 2018. xx, 280 p.

ISBN : 9781847941268.

650.13 44400(Out)

** Culture code; Secrets; Successful groups; Build safety
Share vulnerability; Establish purpose; Success

19 Daim, Tugrul U

Innovation discovery: network analysis of research and invention activity for technology management / Daim, Tugrul U.-- Singapore: World Scientific Publishing, 2018. xlvii, 621 p.

ISBN : 9781786344052.

001.4 44395

** Innovation discovery; Network analysis; Invention activity; Technology management; Information technology; Research methodology; Research

20 Dessler, Gary

Human resource management / Dessler, Gary.--15th ed.-- Delhi: Pearson, 2018. xxxvi, 654 p.

ISBN : 9789352862658.

658.3 C1702(Out)

** Human resource management; Recruitment; Placement; Talent management; Training and development

21 Deutser, Brad

Leading clarity: the breakthrough strategy to unleash people, profit and performance / Deutser, Brad.-- New Jersey: John Wiley & Sons, 2018. ix, 262 p.

ISBN : 9781119457251.

658.4012 44368(Out)

** Leading clarity; Leadership; Breakthrough strategy; Organizational effectiveness; Strategic planning

22 Earle, Joe

The econocracy: the perils of leaving economics to the experts / Earle, Joe.-- Manchester: Manchester University Press, 2017. xix, 212 p.

ISBN : 9781526110121.

330.1 44340

** Econocracy; Perils-Leaving economics; Economics

23 Eco, Umberto

The name of the rose / Eco, Umberto.-- London: Vintage Books, 1998. 579 p.

Translated from the Italian by William Weaver.

ISBN : 9780749397050.

823 44411(Out)

** Fiction; Rose

24 Egan, Patrick J W

Globalizing innovation state institutions and foreign direct investment in emerging economies / Egan, Patrick J W.-- Cambridge: The MIT Press, 2018. xx, 291 p.

ISBN : 9780262037358.

338.88 44393

** Globalizing innovation; Innovation; State institutions Foreign direct investment; Emerging economies; International business enterprises; Public institutions

25 Eiteman, David K

Multinational business finance / Eiteman, David K.--14th ed.-- Chennai: Pearson Education, 2018. 609 p.

ISBN : 9789332586079.

658.1599 44402

** Global financial environment; Foreign exchange; Foreign exchange exposure; Global firm; Foreign investments; Multinational financial management; International monetary system; International finance; International business

26 Eremenko, Kirill

Confident data skills: master the fundamentals of working with data and supercharge your career / Eremenko, Kirill.

-- New Delhi: Kogan Page, 2018. xii, 254 p.

ISBN : 9780749481544.

658.05 44341(Out)

** Data skills; Data processing; Big data; Career-Skills; Data science; Data preparation; Data analysis; Data visualization; Data presentation; Career-Data science;

27 Evans, Vaughan

Key strategy tools: the 80+ tools for every manager to build a winning strategy / Evans, Vaughan.-- New Delhi: Pearson, 2013. xviii, 358 p.

ISBN : 9780273778868.

658.4012 C1712

** Key strategy tools; Strategic planning; Winning strategy; Manager; Business strategy

28 Figueira, Dorothy M

Literary culture and translation: new aspects of comparative literature / Figueira, Dorothy M.-- New Delhi : Primus Books, 2017. xii, 325 p.

ISBN : 9789384082512.

809 44382

** Literary culture; Translation; Comparative literature; World literature; Methodology-Intercultural studies

29 Finkel, Benjamin

MCSA 70-742 cert guide: identity with windows server 2016
/ Finkel, Benjamin.-- Noida: Pearson India Education,
2018. xxxiv, 494 p.
ISBN : 9789386873729.
004.32 C1695

** MCSA; Windows server; Cert guide; Active directory-
Domain services; Creating group policy; Managing group
policy; Active directory; Domain controllers

30 Gauntlett, David

Making is connecting: the social power of creativity,
from craft and knitting to digital everything /
Gauntlett, David.--2nd ed.-- Medford: Polity Press, 2018.
viii, 318 p.
ISBN : 9781509513482.
302.2 44363

** Social networks; Social power; Social creativity;
Culture

31 Ghosh, T P

Black money counterfeits and demonetisation: an Indian
experience / Ghosh, T P.-- New Delhi: Taxmann
Publications, 2017. 265 p.
ISBN : 9789386482518.
332.4954 C1714

** Black money-Indian experience; Demonetisation-Indian
experience; Corruption-India

32 Giri, Ananta Kumar

Cultivating pathways of creative research new horizons of
transformative practice and collaborative imagination /
Giri, Ananta Kumar.-- New Delhi: Primus Books, 2017.
xxiii, 517 p.
ISBN : 9789386552198.
001.42(SR) 44376

** Cultivating pathways; Creative research; Social
sciences; Research; Collaborative imagination; Creative
practice; Anthropology; Sociology; Social transformation

33 Giri, Ananta Kumar

Pathways of creative research: towards a festival of dialogues / Giri, Ananta Kumar.-- New Delhi: Primus Books , 2017. xviii, 485 p.

ISBN : 9789384082055.

001.42(SR) 44379

** Creative research; Social research; Research; Stimulating creativity; Creative thinking; Cultural innovation

34 Goertz, Gary

Multimethod research, causal mechanisms and case studies: an integrated approach / Goertz, Gary.-- Princeton: Princeton University Press, 2017. xii, 298 p.

ISBN : 9780691174129.

001.4 44362

** Multimethod research; Causal mechanisms; Constraint mechanisms; Case studies; Multimethod game theory

35 Goldfayn, Alex

Selling boldly: applying the new science of positive psychology to dramatically increase your confidence, happiness and sales / Goldfayn, Alex.-- New Jersey: John Wiley & Sons, 2018. xi, 275 p.

ISBN : 9781119436331.

658.85 44348

** Selling; Positive psychology; Selling-Confidence; Selling-Happiness; Sales

36 Gopalakrishnan, Udayakumar

What it takes to be a leader with passion: stay dynamic in the leadership zone / Gopalakrishnan, Udayakumar.-- Chennai: Notion Press, 2016. lix, 325 p.

ISBN : 9781945825705.

658.4092 C1706

** Leadership zone; Leadership; Leader-Passion; Discipline Ownership

37 Greene, Joshua E

Macroeconomic analysis and policy: a systematic approach

/ Greene, Joshua E.-- New Jersey: World Scientific

Publishing, 2018. xv, 225 p.

ISBN : 9789813223820.

339 44338

** Macroeconomics; Economic policy; Systematic approach;
Monetary policy; Macroeconomic accounts

38 Grimmett, Richard

Birds of the Indian subcontinent / Grimmett, Richard.--

London: Christopher Helm, 2016. 528 p.

(Helm field guides).

ISBN : 9788193315095.

882 44398

** Birds; Indian subcontinent; Climate; Bird species

39 Guirdham, Maureen

Communicating across cultures at work / Guirdham, Maureen

--4th ed.-- London: Palgrave Macmillan, 2017. xvii, 267 p.

ISBN : 9781137526366.

658.45 44353

** Communication-Personnel management; Work communication
Culture; Intercultural communication; Intercultural work

40 Haeringer, Guillaume

Market design: auctions and matching / Haeringer,

Guillaume.-- Cambridge: The MIT Press, 2018. xvii, 373 p

ISBN : 9780262037549.

381.17 44346(Out)

** Market design; Auctions matching; Microeconomics;
Markets; Auctions; Financial markets; Trading

41 Hakala, Walt

Negotiating languages: Urdu Hindi and the definition of

modern South Asia / Hakala, Walter N.-- New Delhi: Primus

Books, 2017. xxiv, 287 p.

ISBN : 9789384092702.

658.4052 44384

** Negotiating languages; Urdu; Hindi; Microhistory; Poetry; Lexicography

42 Jobber, David

Selling and sales management / Jobber, David.--10th ed.--

New Delhi: Pearson, 2018. xxii, 522 p.

ISBN : 9789352866045.

658.85 C1694

** Sales management; Selling; Sales perspective; Sales environment; Sales technique; Sales control; Sales strategies

43 Keat, Paul G

Managerial economics: economic tools for today's decision makers / Keat, Paul G.--7th ed.-- Noida: Pearson, 2018.

xxvi, 606 p.

ISBN : 9789386873286.

331.714 C1700

** Managerial economics; Decision makers; Supply and demand; Demand elasticity; Demand estimation; Game theory Capital budgeting

44 Khan, M Y

Financial services / Khan, M Y.--9th ed.-- Chennai:

McGraw Hill Education, 2018. vp.

ISBN : 9789352607754.

332.1 44404

** Financial services-Industry; Financial institutions; Investment banking; Lease financing; Financial companies; Housing finance; Insurance services; Venture capital financing; Merchant banking

45 Kim, Suk-Joong

Information spillovers and market integration in

international finance: empirical analyses / Kim, Suk-

Joong.-- New Jersey: World Scientific, 2018. xviii, 603

.

ISBN : 9789813223578.

332.042 44391

** International finance; Information spillovers; Market integration; Finance; Foreign exchange markets; Financial markets; International capital flows

46 Kleer, Jerzy

The rise of megacities: challenges, opportunities and unique characteristics / Kleer, Jerzy.-- London: World Scientific Publishing, 2018. xxi, 458 p.

ISBN : 9781786344267.

307.76 44334

** Rise megacities; Challenges-Megacities; Opportunities-Megacities; Urbanization; Cities; Towns; Case studies-Selected megacities

47 Koch, Tom

Ethics in everyday places: mapping moral stress, distress and injury / Koch, Tom.-- Cambridge: The MIT Press, 2017. xix, 259 p.

ISBN : 978026237211.

174.4 44355

** Ethics; Everyday places; Cartography; Mapping-Moral stress; Distress; Ethnography; Stress

48 Kubiak, T M

The certified six sigma black belt handbook / Kubiak, T M --3rd ed. ed.-- Noida: Pearson, 2018. xxxvii, 908 p.

ISBN : 9789352865581.

658.4013 C1697

** Six sigma; Black belt; Handbook; Team management

49 Kumar, V

Customer relationship management: concept, strategy and tools / Kumar, V.--3rd ed.-- Berlin: Springer, 2018. xxv, 411 p.

ISBN : 9783662553800.

658.812 44349

** Customer relationship management; CRM; Strategic CRM; CRM strategy; Analytical CRM; Operational CRM; Campaign management; CRM-Marketing channels

50 Lee, Graham

Leadership coaching: from personal insight to organisational performance / Lee, Graham.-- New Delhi:

Viva Books, 2017. xi, 170 p.

ISBN : 9789386105073.

658.4092 44374

** Leadership coaching; Personal insight; Organisational performance; Leadership

51 Lei, Lei

Managing supply chain operations / Lei, Lei.-- New Jersey : World Scientific, 2017. xix, 282 p.

ISBN : 9789813108790.

658.7 44386

** Supply chain operations; Business logistics; Supply chain management; Demand management; Sales planning; Inventory management; Project scheduling; Service management

52 Li, Li

New technologies and language learning / Li, Li.-- London : Macmillan Education, 2017. xi, 253 p.

ISBN : 9781137517678.

410 44361

** Technologies; New technologies; Language education; Language learning; Language; Educational technology; Online literacy

53 Lin, Otto Chui Chau

Innovation and entrepreneurship: choice and challenge / Lin, Otto Chui Chau.-- Singapore: World Scientific Publishing, 2018. xiv, 300 p.

ISBN : 9789813146600.

338.04 44394

** Innovation; Entrepreneurship; Technological innovations

54 Lloyd, Richard

Successful integrated planning for the supply chain: key organizational and human dynamics / Lloyd, Richard.--

London: Kogan Page, 2018. xv, 260 p.

ISBN : 9780749477684.

658.7 44385(Out)

** Integrated planning; Supply chain; Supply chain management; Human dynamics

55 Luchs, Michael G

Design thinking: new product development essentials from the PDMA / Luchs, Michael G.-- New Delhi: Wiley India, 2018. xvii, 431 p.

ISBN : 9788126573066.

658.5752 44408-44409

** Design thinking; Product development; PDMA; Design thinking tools

56 Malhan, Tara Sheemar

Plunging the ocean: courts, castes and courtesans in the Kathasaritsagara / Malhan, Tara Sheemar.-- New Delhi:

Primus Books, 2017. x, 333 p.

ISBN : 9789384082864.

891.2 44373

** Plunging-Ocean; Courts-Kathasaritsagara; Castes-Kathasaritsagara; Courtesans-Kathasaritsagara; Kathasaritsagara

57 Manktelow, James

Mind tools for managers: 100 ways to be a better boss / Manktelow, James.-- New Jersey: John Wiley & Sons, 2018.

xxvi, 246 p.

ISBN : 9781119374473.

658.4 44365

** Mind tools; Leadership; Success business; Personnel management; Managers; Manage yourself; Manage your time; Manage your career; Manage other people

58 Matthews, Byron

Sales enablement: a master framework to engage, equip and empower a world-class sales force / Matthews, Byron.--

New Jersey: John Wiley & Sons, 2018. xvii, 234 p.

ISBN : 9781119440277.

658.8102 44344(Out)

** Sales enablement; Selling; Sales force; Sales-Leadership; Customer relations; Enablement services

59 Maylor, Harvey

Researching business and management / Maylor, Harvey.--

2nd ed.-- London: Palgrave, 2017. xxix, 452 p.

ISBN : 9780230222120.

001.42(BR) 44359

** Business research; Research; Research management; Research methodology; Management research

60 Morita, Ken

Emerging capital markets and transition in contemporary China / Morita, Ken.-- Singapore: World Scientific, 2017.

xxxix, 311 p.

ISBN : 9789813147898.

332.0415 44335

** Emerging capital markets; Contemporary China; Capital markets; Political economy-China

61 Mukherjee, Pranab

The dramatic decade: the Indira Gandhi years / Mukherjee, Pranab.-- New Delhi: Rupa Publications, 2015. x, 321 p.

ISBN : 9788129135742.

920 44399

** Indira Gandhi; Mukherjee, Pranab; Biography; Politicians-Biography

- 62 Narayanaswamy, R
Financial accounting: a managerial perspective /
Narayanaswamy, R.--6th ed.-- Delhi: PHI Learning, 2018.
xii, 594 p.
ISBN : 9788120353435.
657.48 C1703
- ** Financial accounting; Accounting basics; Financial
statements; Measuring income; Inventories; Operating
investments
- 63 Ng, John
Unleashing the greatness in you: the power of self
leadership / Ng, John.-- Singapore: World Scientific
Professional, 2018. xxvi, 297 p.
ISBN : 9789813230255.
658.4092 44356(Out)
- ** Greatness; Power; Self leadership; Leadership
- 64 O'Connor, Gina Colarelli
Beyond the champion: institutionalizing innovation
through people / O'Connor, Gina Colarelli.-- Stanford:
Stanford Business Books, 2018. xxii, 292 p.
ISBN : 9780804798273.
658.4063 44369(Out)
- ** Institutionalizing innovation; Innovation;
Technological innovations; Organizational change;
Innovation roles; Innovation function
- 65 Palmatier, Robert W
Marketing strategy: based on first principles and data
analytics / Palmatier, Robert W.-- London: Palgrave, 2017
xxix, 288 p.
ISBN : 9781137526236.
658.47(A) 44347
- ** Marketing strategy; Data analytics; Analytics;
Marketing principle; Customers

66 Poon, Ser-Huang

Advanced finance theories / Poon, Ser-Huang.-- Singapore:
World Scientific, 2018. xix, 205 p.

ISBN : 9789814460378.

332.01 44392

** Finance theories; Finance; Mathematical models;
Pricing Risk measures; Portfolio selection; Optimum
demand; Mutual fund; General equilibrium; Capital market

67 Rani, K Suneetha

Identities and assertions: Dalit women's narratives /
Rani, K Suneetha.-- New Delhi: Primus Books, 2017. 146 p

ISBN : 9789386552334.

331.4 44383

** Identities; Assertions; Dalit women; Dalit feminist;
Women worker

68 Razin, Assaf

Israel and the world economy: the power of globalization
/ Razin, Assaf.-- Cambridg: The MIT Press, 2018. xx, 208p .

ISBN : 9780262037341.

337.1 44336

** Israel-Economy; World economy; Globalization-Economy-
Israel; Israel-Emigration; Global financial crisis; High
inflation;

69 Rogan, Tim

The moral economists: R H Tawney, Karl Polanyi, E P
Thompson and the critique of capitalism / Rogan, Tim.--

Princeton: Princeton University Press, 2018. viii, 263 p

ISBN : 9780691173009.

920 44337(Out)

** Moral economists; Capitalism; Socialism

70 Roobeek, Annemieke

Responsible business: making strategic decisions to benefit people, the planet and profits / Roobeek, Annemieke.-- London: Kogan Page, 2018. xviii, 256 p.
ISBN : 9780749480608.

658.4012 44364

** Responsible business; Strategic decisions-Business; Strategic decisions-Society; Strategic decision-Making process; Stakeholder management

71 Roy, Himanshu

State politics in India / Roy, Himanshu.-- New Delhi: Primus Books, 2017. xii, 919 p.
ISBN : 9789384092993.

954 44380

** State politics-India; State governments; Politics-States; Political legitimacy; Democratic transformation; Party system transition

72 Rubinfeld, Jed

The interpretation of murder / Rubinfeld, Jed.-- London: Headline Publishing Group, 2016. x, 565 p.
ISBN : 9780755331420.

823 44410(Out)

** Fiction; Murder

73 Rubin, James

Reset: business and society in the new social landscape / Rubin, James.-- New York: Columbia Business School Publishing, 2018. xv, 254 p.
ISBN : 9780231178242.

658.4062 44358

** Reset; Organizational change; Social landscape; Business trust; Inherent negatives-Managing risk; Corporate character; Corporate branding

74 Schniederjans, Marc J

Topics in lean supply chain management / Schniederjans, Marc J.--2nd ed.-- New Jersey: World Scientific, 2018.

xxxi, 400 p.

ISBN : 9789813229921.

658.7 44387(Out)

** Supply chain; Supply chain management; Business logistics; Lean supply chain; Lean supply chain management Lean supply chain leadership

75 Schweitzer, Fiona

Innovation heroes understanding customers as a valuable innovation resource / Schweitzer, Fiona.-- New Jersey: World Scientific, 2018. xi, 291 p.

ISBN : 9781786345363.

658.4063 44396

** Innovation heroes; Innovation resource; Customer relations; Technological innovations; Customers; Consumers

76 Sekharan, Chandra

Assessment centres for talent management: a handbook for identifying and assessing competencies and developing potential / Sekharan, Chandra.-- New Delhi: Global Research Publications, 2018. xviii, 374 p.

ISBN : 9788193342015.

658.3125 44375

** Assessment centres; Talent management; Handbook; Assessing competencies; Talent management-Developing potential; Competency; Competencies

77 Sen, Sailendra Nath

An advanced history of modern India / Sen, Sailendra Nath -- New Delhi: Primus Books, 2017. xvi, 648 p.

ISBN : 9789384082550.

954 44378(Out)

** Advanced history-India; Modern India; History-India

78 Shettigar, Jagdish

Surging India: thoughts that inspire / Shettigar, Jagdish

-- New Delhi: Bloomsbury India, 2016. xvi, 220 p.

ISBN : 9789385936296.

954 C1710

** Managing-India; Leading-India; Surging India; Success-India; Happiness-India; Management education; Corruption free India

79 Solomon, Michael R

Consumer behaviour: buying, having and being / Solomon,

Michael R.--11th ed.-- Noida: Pearson, 2017. xxii, 582 p

ISBN : 9789332557468.

658.8342 C1701

** Consumer behaviour; Consumer decision making; Consumer identity; Network-Consumer behavior; Social media; Consumer

80 Spaulding, Tommy

The heart led leader: how living and leading from the

heart will change your organ.-- New York: Crown Business, 2015. xii, 238 p.

ISBN : 9780804189378.

658.4092 C1713

** Leader; Leadership

81 Stefanowski, Robert V

Material adverse change: lessons from failed mergers and

acquisitions / Stefanowski, Robert V.-- New Jersey: John

Wiley & Sons, 2018. xiv, 196 p.

ISBN : 9781118066898.

658.16 44350(Out)

** Material adverse change; Mergers and acquisitions; M&A

82 Sullivan, Luke

Hey whipple, squeeze this: the classic guide to creating great ads / Sullivan, Luke.--5th ed.-- New Delhi: Wiley

India, 2018. ix, 438 p.

ISBN : 9788126561254.

659.1 44405-44407

** Advertising; Hates advertising

83 Tyagi, Ajay

Handbook of statistics on Indian securities market 2017 / Tyagi, Ajay.-- Mumbai: Securities and Exchange Board of India, 2017. iv, 222 p.
332.642 C1716

** Handbook; Statistics; Securities market; Indian securities market

84 Tyre, Dan

Inbound organization: how to build and strengthen your company's future using inbound principles / Tyre, Dan.-- New Jersey: John Wiley & Sons, 2018. xlv, 244 p.
ISBN : 9781119482451.
658.1 44366

** Inbound organization; Organizational change; Customer relations; Marketing; Doing business; Inbound assessment; Inbound decision making; Inbound strategies

85 Verghese, Anila

Mumbai socio-cultural perspectives: contributions of ethnic groups and communities / Verghese, Anila.-- New Delhi: Primus Books, 2018. x, 256 p.
ISBN : 9789386552600.
306 44381

** Mumbai; Socio cultural; Ethnics; Social conditions; Community living; Ethnic cuisine; Food culture

86 Waters, Adam

Confident digital content: master the fundamentals of online video, design, writing and social media to supercharge your career / Waters, Adam.-- New Delhi: Kogan Page, 2018. ix, 184 p.
ISBN : 9780749480943.
658.872 44342

** Digital content; Online video; Social media; Digital marketing; Digital media; Media; Career-Skills;

87 Yescombe, E R

Principles of project finance / Yescombe, E R.--2nd ed.--

London: Academic Press, 2014. xii, 560 p.

ISBN : 9780123910585.

658.152 44401

** Project finance; Financial modeling; Financial structuring; Investments; Project development; Project agreement; Commercial risks

88 Yoshino, Naoyuki

Financing infrastructure in Asia and the pacific:

capturing impacts and new sources / Yoshino, Naoyuki.--

Tokyo: Asian Development Bank Institute, 2018. xv, 488 p

ISBN : 9784899740711.

332.67 44372

** Financing infrastructure; Productivity effect-Infrastructure investment; Highway effect-Public finance; Infrastructure-Firm productivity; Road development

89 Zeithaml, Valarie A

Services marketing: integrating customer focus across the

firm / Zeithaml, Valarie A.--7th ed.-- Chennai: McGraw

Hill Education, 2018. xxxvi, 582 p.

ISBN : 9789353160777.

658.8 44403

** Services marketing; Customer relations; Customer; Performing service; Service promises; Customer relationships; Service recovery; Service innovation

90 Zietlow, John

Financial management for non-profit organizations:

policies and practices / Zietlow, John.--3rd ed.-- New

Jersey: John Wiley & Sons, 2018. xxix, 735 p.

ISBN : 9781119382560.

658.15 44388

** Financial management; Non profit organizations; Finance Liquidity management; Financial leadership

**** - Keywords**

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