

# New Arrivals

## August 2019



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



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Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46267	001.4	9789352137145	Sleeper, Ryan	Practical tableau:	<i>100 tips, tutorials and strategies from a tableau zen master</i>	xxi, 599p	Shroff Publishers	2018	Practical tableau; Tutorials-Strategies; Computer databases
46269	001.4	9789352136889	Das, N C	Experimental designs in data science with least resources:		xxxii, 529p	Shroff Publishers	2018	Experimental designs; Data science; Resources
46053	005.74	9789352869169	Chen, Daniel Y	Pandas for everyone:	<i>python data analysis</i>	xxix, 376p	Pearson Education	2019	Python; Data analysis
46054	005.74	9789352869169	Chen, Daniel Y	Pandas for everyone:	<i>python data analysis</i>	xxix, 376p	Pearson Education	2019	Python; Data analysis
46055	005.74	9789352869176	Summerfield, Mark	Programming in python 3:	<i>a complete introduction to the python language</i>	xvii, 630p	Pearson	2018	Python; Python language
46056	005.74	9789352869176	Summerfield, Mark	Programming in python 3:	<i>a complete introduction to the python language</i>	xvii, 630p	Pearson	2018	Python; Python language
46254	005.74	9789351109303	Hilpisch, Yves	Python for finance:	<i>analyze big financial data</i>	xv, 586p	Shroff Publishers	2018	Python finance; Financial data; Python
46268	006.31	9789352136049	Patterson, Josh	Deep learning:	<i>a practitioner's approach</i>	xxi, 507p	Shroff Publishers	2017	Deep learning
46029	155.2	9783319618470	Voyer, Benjamin G	Moral psychology:	<i>a multidisciplinary guide</i>	xi, 167p	Springer	2018	Moral psychology; Psychology; Judgment; Ethics; Moral development
46162	155.2	9781633693258	Harvard Business Review Press	Empathy:	<i>emotional intelligence</i>	134p	Harvard Business Review Press	2017	Emotional intelligence
46163	155.2	9781633693913	George, Bill	Authentic leadership:	<i>emotional intelligence</i>	viii, 140p	Harvard Business Review Press	2018	Authentic leadership; Emotional intelligence
46164	155.2	9781633693210	Gilbert, Daniel	Happiness:	<i>emotional intelligence</i>	viii, 162p	Harvard Business Review Press	2017	Happiness; Emotional intelligence
46165	155.2	9781633693234	Goleman, Daniel	Resilience:	<i>emotional intelligence</i>	128p	Harvard Business Review Press	2017	Emotional intelligence

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46166	155.2	9781633693197	Goleman, Daniel	Mindfulness:	<i>emotional intelligence</i>	viii, 121p	Harvard Business School	2017	Mindfulness; Emotional intelligence
46167	155.2	9781633693937	Morgan, Nick	Influence persuasion:	<i>emotional intelligence</i>	viii, 138p	Harvard Business Review Press	2018	Emotional intelligence
46031	155.33	9783319580074	Brown, Carrie M	Women's evolving lives:	<i>global and psychosocial perspectives</i>	xvi, 278p	Springer	2018	African women; Asian women; Women-Psychology
46028	158.1	9783319587615	Robinson, Michael D	The Happy Mind:	<i>cognitive contributions to well-being</i>	vii, 480p	Springer	2017	Happy mind; Cognitive psychology; Medicine-Research; Psychology
46030	306.0973	9783319779379	Flynn, Susan	Surveillance, race culture:		xiii, 294p	Palgrave Macmillan	2018	Surveillance; Race-Culture; Electronic surveillance
46035	330	9783319582702	Welfens, Paul J J	An accidental brexit:	<i>new EU and transatlantic economic perspectives</i>	xxii, 447p	Palgrave Macmillan	2017	Accidental brexit; Transatlantic economic
46102	330.01	9789811064388	Ogaki, Masao	Behavioral economics:	<i>toward a new economics by integration with traditional economics</i>	xvii, 211p	Springer	2017	Behavioral economics; Economics; Traditional economics
46109	330.954	9789811079498	Annigeri, Vinod B	Issues in Indian public policies:		xviii, 225p	Springer	2018	Issues-Indian public policies; Public policies; Economic development; India-Economic policy
46126	330.954	9789381513033	Dutta, Indira	Contemporary issues of Indian economy:	<i>views of the new generation</i>	xvi, 233p	Segments Books	2013	Indian economy; Economy; Agriculture-Economics
46171	330.954	9789352531295	Datt, Gaurav	Datt and Sundharam's Indian economy:		xvi, 1061p	S Chand & Company Pvt Ltd	2016	Indian economy
46331	331.4	9781138040670	Casey, Kathleen	I answer with my life:	<i>life histories of women teachers working for social change</i>	xvi, 196p	Routledge	2017	Life histories; Women teachers; Social change; Catholic teachers; Education
46173	331.714	9789325986688	Dwivedi, D N	Managerial economics:		xxxii, 831p	Vikas Publishing House	2016	Managerial economics

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46107	332	9783319621104	Cumming, Douglas	Microfinance for entrepreneurial development:	<i>sustainability and inclusion in emerging markets</i>	xviii, 224p	Palgrave Macmillan	2017	Finance; Microfinance; Emerging markets
46169	332.015118	9788126578542	Rees, Michael	Principles of financial modelling:	<i>model design and best practices using excel and VBA</i>	xxix, 512p	Wiley India	2019	Financial modelling; Using excel; VBA
46231	332.1	9783319902562	Thomas, D Gareth	The creators of inside money:	<i>a new monetary theory</i>	xxiii, 167p	Palgrave Macmillan	2018	Inside money; Monetary theory; Finance; Bank marketing; Financial services
46322	332.10681	9783319943992	Chiaramonte, Laura	Bank liquidity and the global financial crisis:	<i>the causes and implications of regulatory reform</i>	xxiii, 200p	Palgrave Macmillan	2018	Bank liquidity; Global financial crisis; Financial crisis; Banks-Banking
46103	332.46	9780881327199	Ubide, Angel J	The paradox of risk:	<i>leaving the monetary policy comfort zone</i>	xx, 298p	Peterson Institute for Internatio	2017	Paradox-Risk; Monetary policy; Interest rates; International finance
46272	332.46	9780262035811	Walsh, Carl E	Monetary theory and policy:		xxi, 661p	MIT Press	2017	Monetary policy; Money
46327	332.6	9780231162845	Marks, Howard	The most important thing illuminated:	<i>uncommon sense for the thoughtful investor</i>	xvi, 223p	Columbia University Press	2015	Investments; Portfolio management; Risk management; Investment analysis
46240	333.79	9783319296517	Mir-Artigues, Pere	The economics and policy of solar photovoltaic generation:		xx, 346p	Springer	2016	Economics; Energy policy; Energy; Climatic changes
46034	336	9789811023880	Ihori, Toshihiro	Principles of public finance:		xxvii, 403p	Springer	2017	Public finance; Finance
46074	336.2	9789386882257	Taxmann	Directors responsibility under various acts:		272p	Taxmann	2017	Directors-Responsibility
46251	338.064	9781137020109	Evers, Natasha	Technology entrepreneurship:	<i>bringing innovation to the marketplace</i>	xxx, 394	Palgrave Macmillan	2014	Entrepreneurship
46101	338.1	9789811315060	Mukhopadhyay, Kakali	Applications of the input-output framework:		xv, 453p	Springer	2018	Framework; Environmental economics; International economic relations; Economic policv

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46105	338.1	9789381513026	Sen, Vinod	Labour in an informal sector:	<i>a study of beedi rolling industry in Madhya Pradesh</i>	xxiv, 249p	Segment Books	2012	Tobacco industry
46310	338.9	9788132228042	Mukherjee, Arpita	Special economic zones in India:	<i>status, issues and potential</i>	xxix, 254p	Springer India	2018	Economic zones; Business environment; Economic policy; Trade policy
46313	338.9	9781517904326	Miller, Ethan	Reimagining livelihoods:	<i>life beyond economy, society, and environment</i>	xxvii, 303p	University of Minnesota Press	2019	Reimagining; Livelihoods; Society-Environment; Environment
46295	338.927	9781610917551	Gardner, Gary	Can a city be sustainable:		xxxii, 414p	Island Press	2016	Sustainable; Sustainable urban development; City planning
46106	338.954	9789811031496	Krishna, K L	Perspectives on economic development and policy in India:	<i>in honour of Suresh D Tendulkar</i>	xix, 232p	Springer	2017	Economic development; Indian economy; Economic reforms
46324	338.954	9781352000252	Kar, Sabyasachi	The political economy of India's growth episodes:		xii, 105p	Springer	2016	Industrial organization
46325	338.954	9789381513118	Majumder, Rajarshi	Growth and development in India:	<i>regional dimensions</i>	xxv, 375p	Segment Books	2018	Growth development; Regional economics; Economic policy
46253	339	9783319696751	Arestis, Philip	Alternative approaches in macroeconomics:	<i>essays in honour of John McCombie</i>	xvii, 362p	Palgrave Macmillan	2018	Economics; Macroeconomics
46072	343.083026	9789387702707	Chawla, Rajat	Transfer pricing documentation and reporting:		384p	Taxmann	2018	Business consultants; Employment interviewing; Interview; McKinsey interviewer; Multiple job
46060	343.93	9789388750196	Datey, V S	Gst Input Tax Credit:		256p	Taxmann	2019	GST input; Tax credit; Tax
46061	343.93	9789388750042	Laddha, Vivek	GST audit manual:		385p	Taxmann	2019	GST audit; Audit manual; GST
46062	343.93	9789388266994	Taxmann	GST tariff with GST rate reckoner:	<i>set of 2 Volumes</i>	vp	Taxmann	2019	GST tariff; GST; Rate reckoner
46063	343.93	9789388266994	Taxmann	GST tariff with GST rate reckoner:	<i>set of 2 Volumes</i>	vp	Taxmann	2019	GST tariff; GST; Rate reckoner

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46064	343.93	9789388266949	Gupta, S S	GST audit how to meet your obligations:		283p	Taxmann	2019	GST audit; GST
46065	343.93	9789388750066	Singhania, Aditya	GST audit and annual return:		341p	Taxmann	2019	GST audit; Annual return; GST
46066	343.93	9789387957985	Haldia, Arpit	GST made easy-answer to all your queries on GST:		376p	Taxmann	2019	GST made; GST
46067	343.93	9789387957992	Haldia, Arpit	GST mini ready reckoner:		694p	Taxmann	2019	GST; Ready reckoner
46070	346.066	9789387702936	Taxmann	Company law ready reckoner:		732p	Taxmann	2018	Company law
46057	346.09	9789388266857	Taxmann	SEBI manual:	<i>set of three volumes</i>	vp	Taxmann	2019	SEBI manual; SEBI act; Act
46058	346.09	9789388266857	Taxmann	SEBI manual:	<i>set of three volumes</i>	vp	Taxmann	2019	SEBI manual; SEBI act; Act
46059	346.09	9789388266857	Taxmann	SEBI manual:	<i>set of three volumes</i>	vp	Taxmann	2019	SEBI manual; SEBI act; Act
46068	354.76	9789388266598	Datey, V S	Guide to insolvency and bankruptcy code:		vp	Taxmann	2019	Guide-Insolvency; Bankruptcy code; Insolvency
46069	354.76	9789387957527	Agarwal, Ravinder	Insolvency and bankruptcy practice manual:		470p	Taxmann	2018	Insolvency; Bankruptcy; Manual
46076	355.02	9789386552266	Rumsby, John H	Discipline system and style:	<i>the sixteenth lancers and British soldiering in India 1822-1846</i>	xxii, 394p	Primus Books	2017	Discipline system; Style; British soldiering
46316	381.141	9780812224399	Howard, Vicki	From main street to mall:	<i>the rise and fall of the American department store</i>	295p	University of Pennsylvania	2015	Mall; Department stores; American department store
46108	519.3	9780691124230	Goeree, Jacob K	Quantal response equilibrium:	<i>a stochastic theory of games</i>	xi, 308p	Princeton University Press	2016	Quantal response equilibrium
46110	519.3	9789353066307	Gibbons, Robert	Primer in game theory:		xiii, 267p	Pearson	2019	Game theory
46288	519.5	9789352533091	Pillai, R S N	Statistics:	<i>theory and practice</i>	xii, 875p	S Chand	2018	Statistics
46104	519.535	9781138811935	Schumacker, Randall E	A beginners guide to structural equation modeling:		xxi, 351p	Routledge	2016	Structural equation modeling; Equation modeling; Regression analysis; Statistical methods
46100	530.1595	9783319702049	Javarone, Marco Alberto	Statistical physics and computational methods for evolutionary game theory:		ix, 74p	Springer	2018	Statistical physics; Computational methods; Evolutionary game theory



Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46081	650.14	9781259005060	Bhargava, Munish	Winning resumes and successful interviews:		x, 223p	Tata McGraw Hill	2012	Winning resumes; Successful interviews; Interviewing; Resumes
46071	657.3	9789388266727	Rawat, D S	Guide to Ind Ass:	<i>converged IFRSs</i>	1003p	Taxmann	2019	IFRS
46086	657.3	9789352605569	Hanif, M	Corporate accounting:		xxi, 22.56	McGraw Hill	2018	Corporate accounting; Accounting
46087	657.3	9789352605569	Hanif, M	Corporate accounting:		xxi, 22.56	McGraw Hill	2018	Corporate accounting; Accounting
46175	657.3	9789352718580	Maheshwari, S N	Corporate accounting:		vp	Vikas Publishing	2019	Corporate accounting; Accounting
46131	658.0071	9789352534029	Aggarwal, R S	Quantitative aptitude:	<i>for competitive examinations</i>	952p	S Chand	2017	Quantitative aptitude; Competitive examinations
46172	658.049	9788121942805	Bhalla, V K	International business:		xxi, 1114p	S Chand	2013	International business
46174	658.1511	9789352716166	Maheshwari, S N	A textbook of accounting for management:		vp	Vikas Publishing	2018	Accounting management
46168	658.152	9788126573028	Damodaran, Aswath	Applied corporate finance:		xiv, 583p	Wiley India	2018	Applied corporate finance; Corporate finance
46320	658.18	9783319230115	Segers, Rien T	Multinational management:	<i>a casebook on Asia's global market leaders</i>	xiv, 363p	Springer	2016	Multinational management
46128	658.3	9789352866069	Cascio, Wayne F	Applied psychology in human resource management:		xx, 531p	Pearson Education	2018	Psychology; Human resource management; HRM
46248	658.3	9781137585936	Dawson, Tricia	Gender, class and power:	<i>an analysis of pay inequalities in the workplace</i>	xvi, 267p	Palgrave Macmillan	2018	Pay equity; Human resources; Personnel management
46274	658.3124	9781137483003	Simpson, Anna	The innovation-friendly organization:	<i>how to cultivate new ideas and embrace the change they bring</i>	x, 205p	Palgrave Macmillan	2017	Innovation friendly-Organization; Personnel management; Human resource management; Innovation; Technology management

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46286	658.3124	9781787433465	Dealtry, T Richard	The future of corporate universities:	<i>how your company can benefit from value and performance-driven organisational development</i>	xxiv, 298p	Emerald Publishing	2017	Corporate universities; Organisational development; Performance driven; Performance management
46037	658.3125	9783319401522	Baker, Tim	Performance management for agile organizations:	<i>overthrowing the eight management myths that hold businesses back</i>	xix, 228 p	Palgrave Macmillan	2017	Agile organizations; People management; Personnel management; Performance management
46080	658.3125	9789353160685	Berger, Lance	The talent management handbook:		xvii, 686p	McGraw Hill	2018	Talent management-Handbook; Handbook
46252	658.3125	9783319401522	Baker, Tim	Performance management for agile organizations:	<i>overthrowing the eight management myths that hold businesses back</i>	xix, 228 p	Palgrave Macmillan	2017	Agile organizations; People management; Personnel management; Performance management
46312	658.314	9780749484088	Rehn, Alf	Innovation for the fatigued:	<i>how to build a culture of deep creativity</i>	viii, 214p	Kogan Page	2019	Technological innovations; Corporate culture-Creative ability; Innovation
46417	658.4	9789386224781	Bhogle, Anita	The winning way 2.0:	<i>learnings from sport for managers</i>	xxvi, 278p	Westland Publications	2011	Winning way; Sport managers; Managers; Cricket; Sports; International game; Game
46284	658.4022	9781484220559	Hernandez, Eleazar	Leading creative teams:	<i>management career paths for designers, developers and copywriters</i>	xvii, 223p	Apress	2017	Creative teams; Management career; Designers; Developers; Copywriters; Project management; Careers
46285	658.4022	9781787435520	Toomer, Jerry	The catalyst effect:	<i>12 skills and behaviors to boost your impact and elevate team performance</i>	xxiii, 205p	Emerald Publishing	2018	Catalyst effect; Team performance; Performance



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46036	658.403	9783319619668	Barile, Sergio	Social dynamics in a systems perspective:		x, 259p	Springer	2018	Social dynamics; Systems perspective; Engineering economics; Sustainability management
46039	658.403	9783319619668	Barile, Sergio	Social dynamics in a systems perspective:		x, 259p	Springer	2018	Social dynamics; Systems perspective; Engineering economics; Sustainability management
46281	658.403	9781786302205	Laperche, Blandine	Enterprises knowledge capital:	<i>Vol. 13</i>	xvii, 214p	John Wiley & Sons	2017	Enterprises knowledge; Technological innovations
46329	658.4033	9789325968967	Kothari, C R	Quantitative techniques:		xv, 596p	Vikas	2013	Quantitative technique
46088	658.4034	9789353161149	Fitzsimmons, James A	Service management:	<i>operations strategy information technology for engineering, computer science, commerce and management economics, statistics, mathematics reflections and practice</i>	xviii, 524p	McGraw Hill	2018	Service management; Information technology
46170	658.4034	9788121902816	Gupta, Prem Kumar	Operations research:		vp	S Chand	2018	Operations research; Engineering, Computer science
46249	658.4038	9783319783772	Kar, Arpan Kumar	Digital India:		xii, 284p	Springer	2018	Digital India; Reflections; Business information systems
46250	658.4038	9783319944869	Rierner, Kai	Collaboration in the digital age:	<i>how technology enables individuals, teams and businesses</i>	xii, 307p	Springer	2019	Collaboration; Technology enables; Teams-Businesses; Digital transformation
46263	658.4038	9789352132515	Slama, Dirk	Enterprise IoT:	<i>strategies and best practices for connected products and services effective strategy and implementation</i>	xvii, 464p	Shroff Publishers	2018	Enterprise; Software development
46273	658.4063	9781137373434	Goffin, Keith	Innovation management:		xxxi, 413p	Palgrave Macmillan	2017	Technological innovations; Innovations management; Effective strategy

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46314	658.4063	9780804793834	Goldfarb, Brent	Bubbles and crashes:	<i>the boom and bust of technological innovation</i>	x, 247p	Stanford University Press	2019	Technological innovation; Innovation; Business cycles
46120	658.408	9789811312403	Mani, V	Supply chain social sustainability for manufacturing:	<i>measurement and performance outcomes from India</i>	xii, 157p	Springer	2019	Supply chain; Social sustainability; Manufacturing; Measurement-Performance; Business logistics
46235	658.408	9789811031229	Sarkar, Runa	Essays on sustainability and management:	<i>emerging perspectives</i>	xviii, 221p	Springer	2017	Sustainability management; Emerging perspectives; Corporate governance
46237	658.408	9781788116848	Espina, Maritza I	Social innovation and sustainable entrepreneurship:		viii, 319p	Edward Elgar Publishing	2018	Social innovation; Sustainable entrepreneurship; Entrepreneurship; Sustainable development
46328	658.408	9780300119978	Esty, Daniel C	Green to gold:	<i>how smart companies use environmental strategy to innovate, create value and build competitive advantage</i>	xv, 366p	Yale University Press	2006	Smart companies; Environmental strategy; Create value; Competitive advantage; Business enterprises
46332	658.408	9781138812666	Nicolopoulou, Katerina	Sustainable entrepreneurship and social innovation:		xix, 385p	Routledge	2017	Sustainable entrepreneurship; Social innovation; Entrepreneurship
46043	658.4092	9781260092530	Hughes, Richard L	Leadership:	<i>enhancing the lessons of experience</i>	xvi, 768p	McGraw-Hill	2019	Leadership
46045	658.4092	9780062699176	Liz, Wiseman	Multipliers:	<i>how the best leaders make everyone smarter</i>	xxii, 360p	Harper Business	2017	Leaders; Everyone smarter; Leadership
46092	658.4092	9789353162603	Hughes, Richard	Leadership:	<i>enhancing the lessons of experience</i>	xviii, 734p	McGraw-Hill	2018	Leadership; Enhancing
46093	658.4092	9789353162603	Hughes, Richard	Leadership:	<i>enhancing the lessons of experience</i>	xviii, 734p	McGraw-Hill	2018	Leadership; Enhancing

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46247	658.4092	9783319756431	Dierendonck, Dirk van	Practicing servant leadership:	<i>developments in implementation</i>	xvii, 296p	Palgrave Macmillan	2018	Servant leadership; Leadership; Management science
46040	658.421	9783319281322	Bögenhold, Dieter	Contemporary entrepreneurship:	<i>multidisciplinary perspectives on innovation and growth</i>	vi, 303p	Springer	2018	Contemporary entrepreneurship; Entrepreneurship; Innovation
46041	658.421	9781137527141	Aaboen, Lise	Starting up in business networks:	<i>why relationships matter in entrepreneurship</i>	xv, 321	Palgrave Macmillan	2017	Starting business networks; Entrepreneurship; Public relations
46042	658.421	9783319458496	Chaston, Ian	Technological entrepreneurship:	<i>technology-driven vs market-driven innovation</i>	xiii, 299p	Palgrave Macmillan	2017	Technological entrepreneurship; Entrepreneurship; Technology-Driven; Market-Driven; Innovation
46097	658.421	9781786434494	Yousafzai, Shumaila	Women entrepreneurs and the myth of under performance:	<i>a new look at women's entrepreneurship research</i>	xxvii, 256p	Edward Elgar Publishing	2018	Entrepreneurship; Business women; Women entrepreneurs; Entrepreneurship research
46098	658.421	978331973097	Ratten, Vanessa	Sport entrepreneurship:	<i>developing and sustaining an entrepreneurial sports culture</i>	xi, 149p	Springer	2018	Sport entrepreneurship; Entrepreneurship; Sports administration; Sports
46099	658.421	9781138231054	Westhead, Paul	The habitual entrepreneur:		x, 153p	Routledge	2017	Habitual entrepreneur; Entrepreneur; Entrepreneurship
46114	658.421	9783319624549	Porcar, Ana Tur	Inside the mind of the entrepreneur:	<i>cognition, personality traits, intention and gender behavior</i>	vi, 233p	Springer	2018	Entrepreneur; Gender behavior; Entrepreneurship
46115	658.421	9783319635309	O'Connor, Allan	Entrepreneurial ecosystems:	<i>place-based transformations and transitions</i>	vii, 197p	Springer	2018	Entrepreneurial ecosystems; Transformations-Transitions; Entrepreneurship; Urban economics

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46116	658.421	9789381513101	Vozikis, George S	Entrepreneurship:	<i>venture initiation, management and development</i>	xii, 459p	Segment Book	2015	Entrepreneurship; Venture initiation; Management development
46122	658.421	9781786300768	D'Andria, Aude	Building 21st century entrepreneurship:	<i>Volume 2</i>	xvi, 168p	Wiley & Sons	2017	Entrepreneurship
46123	658.421	9789811016141	Kummitha, Rama Krishna Reddy	Social entrepreneurship and social inclusion:	<i>processes, practices and prospects</i>	xxi, 178p	Palgrave Macmillan	2017	Social entrepreneurship; Social inclusion; Entrepreneurship
46124	658.421	9781138938878	Essers, Caroline	Critical perspectives on entrepreneurship:	<i>challenging dominant discourses</i>	xv, 271p	Routledge	2017	Entrepreneurship; Social enterprise; Critical studies
46125	658.421	9780415817370	Beugre, Constant D	Social entrepreneurship:	<i>managing the creation of social value</i>	xi, 315p	Routledge	2017	Social entrepreneurship; Entrepreneurship; Social value
46176	658.421	9780521613927	Sathe, Vijay	Corporate entrepreneurship:	<i>top managers and new business creation</i>	xvii, 387p	Cambridge University Press	2014	Corporate entrepreneurship; Entrepreneurship
46233	658.421	9783319735085	Presse, Andre	Technology entrepreneurship:	<i>insights in new technology-based firms, research spin-offs and corporate environments</i>	xiv, 300p	Springer	2018	Technology entrepreneurship; Entrepreneurship; Technology innovations; Business enterprises
46234	658.421	9781783474196	Audretsch, David B	Concise guide to entrepreneurship, technology and innovation:		xvii, 262p	Edward Elgar	2016	Concise guide; Entrepreneurship; Technology-Innovation; Innovations
46236	658.421	9783319504650	Hisrich, Robert D	Effective entrepreneurial management:	<i>strategy, planning, risk management and organization</i>	xviii, 230p	Springer	2017	Entrepreneurial management; Management strategy; Strategy planning; Risk management
46239	658.421	9781786438942	Bjerke, Bjorn	Alternative marketing approaches for entrepreneurs:		ix, 303p	Edward Elgar Publishing	2018	Alternative marketing; Entrepreneurs; Social entrepreneurship; Entrepreneurship

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46242	658.421	9789811033186	Manimala, Mathew J	Entrepreneurship Education:	<i>experiments with curriculum, pedagogy and target groups</i>	407p	Springer	2017	Entrepreneurship; Education; Experiments; Curriculum
46278	658.421	9781783474110	Dey, Pascal	Social entrepreneurship:	<i>an affirmative critique</i>	xii, 311p	Edward Elgar	2018	Social entrepreneurship; Entrepreneurship; Corporate-Social responsibility
46279	658.421	9781786301642	Uzunidis, Dimitri	Innovation engines:	<i>entrepreneurs and enterprises in a turbulent world vol.I</i>	xviii, 197p	John Wiley & Sons	2017	Innovation engines; Engines; Entrepreneurs-Enterprises; Entrepreneurship
46333	658.421	9781788118347	Reynolds, Paul D	Business creation:	<i>ten factors for entrepreneurial success</i>	viii, 175p	Edward Elgar	2018	Entrepreneurship; Business enterprises
46334	658.421	9780300233926	Dodgso, Mark	The playful entrepreneur:	<i>how to adapt and thrive in uncertain times</i>	xi, 265p	Yale University Press	2018	Playful entrepreneur; Entrepreneur; Entrepreneurship
46112	658.45	9783319488592	Tench, Ralph	Communication excellence	<i>how to develop, manage and lead exceptional communications</i>	xxxii, 215p	Palgrave Macmillan	2017	Communication excellence; Communication; Exceptional communications
46246	658.45	9789811304019	Beger, Rudolf	Present-Day corporate communication:	<i>a practice-oriented, state of the art guide</i>	xii, 677p	Springer	2018	Corporate communication; Communication; Public relations; Industrial management; Business communication
46326	658.45	9781137526366	Guirdham, Maureen	Communicating across cultures at work:		xvii, 267p	Palgrave Macmillan	2017	Communication- Personnel management
46033	658.47 (A)	9783319580968	Deokar, Amit V	Analytics and data science:	<i>advances in research and pedagogy</i>	viii, 297p	Springer	2018	Analytics; Data science; Big data; Computer science; Research-Pedagogy
46038	658.47 (A)	9783319617619	Gil-Garcia, J Ramon	Policy analytics, modelling and informatics:	<i>innovative tools for solving complex social problems</i>	xiv, 433p	Springer	2018	Policy analytics; Analytics; Innovative tools; Social problems

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46049	658.47 (A)	9789353065744	Miller, Thomas W	Marketing data science:	<i>modeling techniques in predictive analytics with R and python</i>	xviii, 458p	Pearson	2019	Data science; Modeling techniques; Predictive analytics; R; Python; Analytics
46050	658.47 (A)	9789353065744	Miller, Thomas W	Marketing data science:	<i>modeling techniques in predictive analytics with R and python</i>	xviii, 458p	Pearson	2019	Data science; Modeling techniques; Predictive analytics; R; Python; Analytics
46051	658.47 (A)	9789353068455	Aven, Jeffrey	Data analytics with spark using python:		x, 306p	Pearson	2019	Data analytics; Spark; Python; Analytics
46052	658.47 (A)	9789353068455	Aven, Jeffrey	Data analytics with spark using python:		x, 306p	Pearson	2019	Data analytics; Spark; Python; Analytics
46129	658.47 (A)	9789353065737	Miller, Thomas W	Modeling techniques in predictive analytics with python and R:	<i>a guide to data science</i>	xviii, 418p	Pearson Education	2019	Modeling technique; Analytics; Python; R
46130	658.47 (A)	9789353065737	Miller, Thomas W	Modeling techniques in predictive analytics with python and R:	<i>a guide to data science</i>	xviii, 418p	Pearson Education	2019	Modeling technique; Analytics; Python; R
46294	658.47 (A)	9780749484446	Edwards, Martin R	Predictive HR analytics :	<i>mastering the HR metric</i>	xii, 515p	Kogan Page	2019	Predictive; HR analytics; Analytics; Mastering; HR metric; Personnel management; Statistical methods
46127	658.47 (BD)	9789353063658	Stephenson, David	Big data demystified:	<i>how to use big data, data science and AI to make better business decisions and gain competitive advantage</i>	xv, 222p	Pearson	2018	Big data; Data science; Competitive advantage; Artificial intelligence
46259	658.47 (R)	9789352132522	Hilfiger, John Jay	Graphing data with R:	<i>an introduction</i>	xi, 317p	Shroff Publishers	2018	Graphing data; R; Computer data
46261	658.47 (R)	9789352134977	Wickham, Hadley	R for data science:	<i>import, tidy, transform, visualize and model data</i>	xxiv, 492p	Shroff Publishers	2018	R; Data science; Model data
46121	658.5	9783319770154	Pinto, Jose Luis Quesado	Just in time factory:	<i>implementation through lean manufacturing tools</i>	xv, 119p	Springer	2018	Time factory; Manufacturing tools; Production management; Industrial engineering; Business logistics

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46089	658.5 (OM)	9789353163419	Stevenson, William J	Operations management:		xxxiv, 903p	McGraw Hill	2018	Operations management; Operations
46287	658.5 (OM)	9789332547520	Mahadevan, B	Operations management:	<i>theory and practice</i>	xxiii, 610p	Pearson	2018	Operations management
46238	658.575	9781604271478	Rafinejad, Dariush	Sustainable product innovation:	<i>entrepreneurship for human well-being</i>	xvii, 295p	Ross Publishing	2017	Sustainable product innovation; Product innovation; Entrepreneurship; New products
46317	658.575	9780749484644	Schaeffer, Eric	Reinventing the product:	<i>how to transform your business and create value in the digital age</i>	xxiii, 362p	Kogan Page	2019	Reinventing-Product; Create value; Technological innovations
46046	658.7	9789332548206	Shah, Janat	Supply chain management:	<i>text and cases</i>	xxiv, 480p	Pearson Education	2016	Supply chain management
46078	658.7	9789353161170	Chase, Richard B	Operations and supply chain management:		xxviii, 793p	McGraw Hill	2019	Operations; Supply chain management; Supply chain
46084	658.7	9789353161170	Chase, Richard B	Operations and supply chain management:		xxviii, 793p	McGraw Hill	2019	Operations; Supply chain management; Supply chain
46085	658.7	9789353162580	Bowersox, Donald J	Supply chain logistics management:		xii, 484p	McGraw Hill	2018	Supply chain; Logistics management; Supply chain management; Logistics
46117	658.7	9783319623702	Hofmann, Erik	Supply chain finance and blockchain technology:	<i>the case of reverse securitisation</i>	viii, 91p	Springer	2018	Supply chain finance; Blockchain technology; Supply chain management
46118	658.7	9783319716572	Hilmola, Olli- Pekka	Supply chain cases:	<i>leading authors, research themes and future direction</i>	xi, 102p	Palgrave Macmillan	2018	Supply chain cases; Supply chain; Business logistics; Case studies
46119	658.7	9783319461540	Richter, Klaus	Supply chain integration challenges in commercial aerospace:	<i>a comprehensive per</i>	vi, 297p	Springer	2017	Supply chain managment
46079	658.8	9789352606306	Grewal, Dhruv	Marketing:		li, 679p	McGraw Hill	2017	Marketing management; Marketing



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46244	658.8	9783319741284	Agarwal, James	Emerging issues in global marketing:	<i>a shifting paradigm</i>	xxx, 371p	Springer	2018	Export marketing; Marketing management; Global marketing; Marketing
46277	658.8	9783319417264	Rigaud-Lacresse, Emmanuelle	New luxury management:	<i>creating and managing sustainable value across the organization</i>	xxii, 311p	Palgrave Macmillan	2017	Luxury management; Goods industry
46275	658.8 (M)	9781622731176	Kermally, Sultan	Marketing and economics:	<i>an integrated approach to making effective business decisions in the world of global marketing</i>	210p	Vernon Press	2017	Marketing; Marketing economics; Global marketing; Business decisions; Marketing-Economics
46241	658.802	9781522523314	Esakki, Thangasamy	Green marketing and environmental responsibility in modern corporations:		xxi, 314p	IGI Global	2017	Green marketing; Environmental responsibility; Modern corporations
46291	658.802	9781107414419	Lee, Alvin	Marketing strategy:	<i>a life cycle approach</i>	xii, 291p	Cambridge University Press	2014	Marketing strategy
46292	658.802	9781107415010	Edwards, Mark G	Marketing strategy:	<i>case book</i>	viii, 108p	Cambridge	2014	Marketing strategy
46335	658.802	9781786434982	Shiu, Eric C C	Research handbook of innovation and creativity for marketing management:		ix, 250p	Edward Elgar	2018	Marketing management; Research handbook; Innovation-Creativity; Innovation
46243	658.802 (MS)	9789811065040	Adhikari, Atanu	Strategic marketing issues in emerging markets:		xvi, 372p	Springer	2018	Strategic marketing; Emerging markets; Business strategy; Leadership
46414	658.812	9782970117230	FitzGerald, Maurice	Customer experience strategy:	<i>design and implementation</i>	xii, 224p	Maurice FitzGerald Consulting	2017	Customer experience strategy; Customer strategy; Customer relations; Customer services
46464	658.812		NASSCOM	NASSCOM: Strategic review 2019:	<i>the IT-BPM sector in India</i>	202p	NASSCOM	2019	NASSCOM
46232	658.816	9783319994550	Simon, Hermann	Price management:	<i>strategy, analysis, decision, implementation</i>	xviii, 558p	Springer	2019	Price management; Business strategy; Leadership

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46319	658.827	9780749484064	Benbunan, Jacob	Disruptive branding:	<i>how to win in times of change</i>	viii, 247p	Kogan Page	2019	Disruptive branding; Branding; Brand management
46044	658.83	9781292212470	Farris, Paul W	Key marketing metrics:	<i>the 50+ metrics every manager needs to know</i>	xiv, 422p	Pearson Education	2017	Key marketing metrics; Marketing research; Statistical methods; Marketing metrics
46047	658.85	9789353060428	Manning, Gerald L	Selling today:	<i>partnering to create value</i>	xxxi, 519p	Pearson	2019	Selling today; Create value; Selling; Sales management
46083	658.87	9789385965043	Pradhan, Swapna	Retailing management:	<i>text and cases</i>	xviii, 730p	McGraw Hill	2018	Retailing; Retail management; Retail
46318	658.87	9780749484460	Mason, Tim	Omnichannel retail:	<i>how to build winning stores in a digital world</i>	xviii, 203p	Kogan Page	2019	Omnichannel retail; Retail; Electronic commerce; Retail trade
46032	658.872	9789811053221	Heggde, Githa	Social media marketing:	<i>emerging concepts and applications</i>	xxiii, 226p	Palgrave Macmillan	2018	Social media marketing; Social media; Internet marketing; Relationship marketing
46082	658.872	9789387067608	Gupta, Seema	Digital marketing:		xxiv, 404p	McGraw Hill	2018	Digital marketing; Social media; Display advertising
46090	658.872	9789387067608	Gupta, Seema	Digital marketing:		xxiv, 404p	McGraw Hill	2018	Digital marketing; Social media; Display advertising
46091	658.872	9789387067608	Gupta, Seema	Digital marketing:		xxiv, 404p	McGraw Hill	2018	Digital marketing; Social media; Display advertising
46245	658.872	9783319783956	Backaler, Joel	Digital influence:	<i>unleash the power of influencer marketing to accelerate your global business</i>	xvi, 214p	Palgrave Macmillan	2018	Digital influence; Influencer marketing; Internet marketing; Global business
46266	658.872	9789352136469	Zarella, Dan	The social media marketing book:		vi, 232p	Shroff Publishers	2017	Social media; Social marketing
46315	658.872	9780749484224	Kingsnorth, Simon	Digital marketing strategy:	<i>an integrated approach to online marketing</i>	xvii, 364p	Kogan Page	2019	Digital marketing

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46282	659.1	9788190210072	Kelley, Larry D	Cases in advertising management:		xviii, 120p	Segment Books	2010	Cases-Advertising; Advertising management; Advertising
46283	659.1	9788190210065	Jugenheimer, Donald W	Advertising management:		vii, 222p	Segment Books	2010	Advertising management; Advertising
46293	659.1	9781107646476	Goldenberg, Jacob	Cracking the ad code:		x, 168	Cambridge University Press	2011	Advertising
46111	659.19796	9781787541924	Seric, Neven	Market research methods in the sports industry:		xx, 232p	Emerald Publishing	2018	Market research methods; Sports industry; Sports; Marketing research
46276	796.069	9781138291324	Zhang, James J	Contemporary sport marketing:	<i>global perspectives</i>	xii, 296p	Routledge	2018	Contemporary; Sport marketing; Sports; Cross cultural studies; Sports-Globalization
46452	796.358	9780143417507	Bhogle, Harsha	Out of the box watching the game we love:		xix, 279p	Penguin Book	2011	Cricket; Sports; International game; Game
46474	796.358	9781781860731	Bhogle, Harsha	Cricket:	<i>the definitive guide to the international game</i>	240p	Parragon	2015	Cricket; Sports; International game; Game
46113	808.51	9781538102053	Geiger, Paul	Better business speech:	<i>techniques and shortcuts for public speaking at work</i>	viii, 149p	Rowman & Littlefield	2017	Business speech; Public speaking; Speaking; Business presentations
46323	920	9781784770334	Scott, Jonathan	The big cat man:	<i>an autobiography</i>	336p	Bradt	2016	Autobiography
46077	954	9789384082581	Sen, Sailendra Nath	A textbook of Indian history and culture:		xi, 384p	Primus Books	2018	Indian history; Culture; History; Indian culture
46309	954	9780521517508	Asher, Catherine B	India before Europe:		xxii, 313p	Cambridge University Press	2018	Europe; India