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New Arrivals

August 2021



Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48666	001.4	9781526419217	Hart, Chris	Doing a literature review	releasing the research imagination	xiv, 334p	Sage	2018	Literature; Criticism; Research; Writing
48522	001.42(SR)	9780367182441	Heck, Ronald H	An introduction to multilevel modeling techniques	MLM and SEM approaches	xv, 388p	Routledge	2020	Social sciences; Research; Research methodology
48652	001.42(SR)	9780128130926	Foster, Gigi	Biophysical measurement in experimental social science research	theory and practice	xxv, 333p	Academic Press	2019	Social science; Research; Methodology; Science research
48533	005.369	9781119520382	Fairhurst, Danielle Stein	Using excel for business and financial modelling	a practical guide	xiii, 407p	John Wiley & Sons	2019	Microsoft excel; Excel; Computer programs; Corporations-Finance
48535	006.3	9780367184896	Hurwitz, Judith	Augmented intelligence	the business power of human-machine collaboration	xxvii, 141p	CRC Press	2020	Augmented intelligence; Artificial intelligence; Augmented reality
48735	153.4	9781108739528	Sternberg, Robert J	Critical thinking in psychology		xii, 390p	Cambridge University Press	2020	Critical thinking; Psychology
48741	153.4	9781108436847	Tenbrink, Thora	Cognitive discourse analysis	an introduction	x, 271p	Cambridge University Press	2020	Cognitive discourse; Cognition; Pragmatics; Discourse
48704	158	9788175994010	Carnegie, Dale	How to enjoy your life and your job		216p	Fingerprint	2020	Interpersonal relations; Success; Conduct life; Worry
48648	158.7	9781138182646	McKenna, Eugene F	Business psychology and organizational behaviour		vii, 978p	Routledge	2020	Business psychology; Psychology; Industrial psychology
48676	174.4	9780415807098	Gilbert, Joseph	Ethics for managers	philosophical foundations and business realities	ix, 255p	Routledge	2012	Ethics; Business ethics

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48682	174.4	9781138320628	Beirne, Ann	Understanding ethics in applied behavior analysis	practical applications	xiv, 388p	Routledge	2019	Ethics; Behavior analysis; Psychopathology; Autism
48700	174.4	9781138745346	Parboteeah, K Praveen	Business ethics		xxiv, 759p	Routledge	2019	Business ethics; Ethics
48753	174.4	9781544397351	Weitzner, David	Issues in business ethics and corporate social responsibility	selections from Sage business researcher	xvi, 408p	Sage	2020	Business ethics; Corporate-Social responsibility; Business researcher
48702	294.5922	9789388144827	Charan, Chaitanya	Wisdom from the Ramayana	on life and relationships	238p	Fingerprint	2018	Ramayana; Interpersonal relations literature; Valmiki-Ramayana
48526	302.22	9781138052116	Feigenbaum, Anna	The data storytelling workbook		ix, 246p	Routledge	2020	Data storytelling; Information visualization; Visual communication
48538	302.23	9783319713441	Noam, Eli M	Media and digital management		xvii, 479p	Palgrave	2019	Media; Digital management; Social media
48737	306.44	9781108701013	Burridge, Kate	For the love of language	an introduction to linguistics	xxvi, 638p	Cambridge University Press	2020	Language; Human language
48706	307.76	9781119516187	Barlow, Mike	Smart cities, smart future	showcasing tomorrow	xxix, 306p	John Wiley & Sons	2019	Smart cities; City planning; Infrastructure; Economic development
48742	330	9781316635391	Anderton, Charles H	Principles of conflict economics	the political economy of war, terrorism, genocide and peace/	xxii, 503p	Cambridge University Press	2019	Conflict economics; Political economy; War; Terrorism; Genocide; Peace
48672	330.01	9781137512925	Angner, Erik	A course in behavioral economics		xvii, 318p	Palgrave	2016	Behavioral economics; Economics

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48680	330.1	9781848447028	Hanusch, Horst	Elgar companion to Neo-Schumpeterian economics		xvii, 1209p	Edward Elgar	2007	Economics; Evolutionary economics
48677	330.954	9780262534550	Basu, Kaushik	An economist in the real world	the art of policymaking in India	xv, 240p	The MIT Press	2017	Economist; Economic development; Economic policy
48684	331.714	9789389949995	Thomas, Christopher R	Managerial economics	foundations of business analysis and strategy/	xxii, 704p	McGraw Hill	2020	Managerial economics; Economics
48717	332	9780000988782	Watkins, Todd A	Introduction to microfinance		xxi, 449p	World Scientific	2020	Microfinance
48687	332.0151	9789389811285	Chandra, Prasanna	Behavioural finance		vp	McGraw-Hill	2020	Behavioral finance; investments; Financial markets
48696	332.6	9789389957877	Bodie, Zvi	Essentials of investments		xxvi, 727p	McGraw-Hill	2020	Investments; Investment analysis
48697	332.6	9788194113850	Bodie, Zvi	Investments		xxxiv, 979p	McGraw-Hill	2019	Investments; Investment analysis
48727	332.632	9789811225031	Aggarwal, Rajiv	Fixed coupon note	high returns and low risk	xv, 153p	World Scientific	2021	Fixed income securities; Bond market; Bonds
48736	332.64	9781107156050	Bouchaud, Jean-Philippe	Trades, quotes and prices	financial markets under the microscope	xvii, 444p	Cambridge University Press	2018	Stocks; Financial markets; Investments; Capital market
48678	333.7	9781138060050	Thampapillai, Dodo J	Environmental economics	concepts, methods and policies	xviii, 323p	Routledge	2019	Environmental economics; Sustainable development; Environment
48725	333.794	9781786348623	Donovan, Charles W	Renewable energy finance	funding the future of energy	xviii, 357p	World Scientific	2020	Renewable energy finance; Clean energy investment; Renewable energy sources

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48723	336	9789891120993 2	Greene, Joshua E	Public finance	an international perspective	xvii, 519p	World Scientific	2021	Public finance; Finance
48669	336.294	9789353289713	Sinha, Yashwant	Indirect tax reform in India	1947 to GST and beyond	xiv, 294p	Sage	2020	GST; Indirect taxation; Economic policy
48761	338.04	9780691154534	Lerner, Joshua	Boulevard of broken dreams	why public efforts to boost entrepreneurship and venture capital have failed	ix, 229p	Princeton University Press	2012	Entrepreneurship; Venture capital; Government policy; Industrial policy
48724	338.4362147	9781786347398	Chase, Jenny	Solar power finance without the jargon		x, 195p	World Scientific	2019	Solar power finance; Solar energy industries; Finance
48681	338.4791	9781788117098	McCool, Stephen F	A research agenda for sustainable tourism		xiv, 255p	Edward Elgar	2019	Sustainable tourism; Tourism
48671	338.5	9780367024871	Schneider, Geoffrey	Microeconomic principles and problems	a pluralist introduction	xxiv, 572p	Routledge	2019	Microeconomics
48673	338.5	9781138293267	Dung, Tran huu	A microeconomics reader		xvi, 602p	Routledge	2017	Microeconomics; Microeconomics-Reader
48762	338.52	9780226437767	Kirzner, Israel M	Competition and entrepreneurship		x, 246p	University of Chicago Press	1973	Entrepreneurship; Competition; Prices
48699	338.542	9781119575603	Mansharamani, Vikram	Boombustology	Spotting Financial Bubbles Before They Burst	xxiv, 360p	Wiley	2019	Boombustology; Financial Bubbles
48707	338.9	9781138677548	Willis, Katie	Theories and practices of development		xvii, 273p	Routledge	2021	Economic development; Environment development
48710	338.9	9780367256821	Cypher, James M	The process of economic development		xv, 739p	Routledge	2021	Economic development; Economic growth
48708	338.927	9780128152676	Sillanpaa, Mika	The circular economy	case studies about the transition from the linear economy	ix, 334p	Academic Press	2019	Case studies; Sustainable development; Economy development

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48720	339.0151	9781784718916	Blecker, Robert A	Heterodox macroeconomics	models of demand, distribution and growth/	xxxi, 559p	Edward Elgar	2019	Heterodox macroeconomics; Macroeconomics
48722	339.5	9789811219610	Suzuki, Takashi	Fundamentals of general equilibrium analysis		xvii, 417p	World Scientific	2021	General equilibrium; Equilibrium
48743	343.087	9781316610527	Bossche, Peter van den	The law and policy of the world trade organization	text, cases and materials	xlvi, 1077p	Cambridge University Press	2019	Law-Policy; World trade; Foreign trade regulation; World trade organization
48670	362.1068	9789388342223	Roy, Caesar	Health laws in India		xvi, 328p	Manakin Press	2019	Health laws; Laws
48721	363.7	9780367189709	Scavenius, Theresa	Political responsibility for climate change	ethical institutions and fact-sensitive theory	viii, 184p	Routledge	2020	Political responsibility; Climate change; Ethical institutions
48665	371.102	9788131765661	Borich, Gary D.	Effective teaching methods	research based practice	xxv, 477p	Pearson	2013	Teaching methods; Teaching
48759	371.102	9780133366723	Dean, Ceri B	Classroom instruction that works	research-based strategies for increasing student achievement	xx, 188p	Pearson	2012	Effective teaching; Academic achievement; United States-Statistics
48668	371.33	9783030151324	Sampson, Demetrios	Learning technologies for transforming large-scale teaching, learning and assessment		x, 317p	Springer	2019	Learning technology; Teaching; Education; Learning
48524	387.7068	9780367332396	Meijer, Gert	Fundamentals of aviation operations		xvii, 202p	Routledge	2021	Aviation operations; Airlines management; Business logistics
48714	519.2	9789810235437	Mikosch, Thomas	Elementary stochastic calculus	with finance in view	ix, 212p	World Scientific	2019	Elementary stochastic
48718	519.5	9781292165417	Mcclave, James T	A first course in statistics		637p	Pearson	2018	Statistics

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48536	519.53	9789811318429	Dasgupta, Ratan	Advances in growth curve and structural equation modeling		xii, 192p	Springer	2018	Mathematical statistics; Statistics; Economic growth
48476	650.0711	9780367332341	Halkias, Daphne	The innovative business school	mentoring today's leaders for tomorrow's global challenges	xxiv, 141p	Routledge	2021	Business school; Business education; Executives training; Education
48689	657.4	9789389538311	Anthony, Robert N	Accounting	text and cases	xxiv, 480p	McGraw-Hill	2020	Accounting; Financial accounting
48691	657.42	9789353168384	Lal, Jawahar	Cost accounting	text, problems and cases	xxxi, 1036p	McGraw-Hill	2020	Cost accounting; Accounting
48690	657.48	9789389811735	Ramachandran N	Financial accounting for management		xxvii, 623p	McGraw-Hill	2020	Financial accounting; Accounting; Accounting management
48728	657.72	9789813237254	Suzuki, Kenichi	Fixed revenue accounting	a new management accounting framework	xxv, 172p	World Scientific	2019	Revenue; Accounting; Management accounting
48520	658.049	9780367457907	Amann, Bruno	Cross-cultural challenges in international management		xvii, 251p	Routledge	2021	International management; International business enterprises; Intercultural communication
48527	658.05	9781138385672	Saulles, Martin De	The business of data	commercial opportunities and social challenges in a world fuelled by data	118p	Routledge	2021	Business data; Business intelligence; Information technology
48705	658.05	9781138571341	Sanders, Nada R	The humachine	humankind, machines and the future of enterprise	xxvi, 272p	Routledge	2020	Automation; Human-Machine systems; Artificial intelligence; Labor supply

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48541	658.11	9780231194525	Virk, Rizwan	Startup myths and models	what you won't learn in business school	xxii, 264p	Columbia University Press	2020	Startup myths; Entrepreneurship; New business enterprises
48701	658.11	9788175994409	Goyal, Pankaj	Before you start up	how to prepare to make your startup dream a reality	199p	Fingerprint	2020	Start up; New business enterprises
48685	658.15	9789389957815	Chandra, Prasanna	Strategic financial management	managing for value creation	vp	McGraw-Hill	2020	Strategic financial management; Financial management; Finance; Valuation
48686	658.15	9789390219261	Gulati, Sumit	Financial management		vp	McGraw-Hill	2021	Financial management; Finance
48688	658.15	9789353166526	Chandra, Prasanna	Financial management	theory and practice	vp	McGraw-Hill	2020	Financial management; Finance
48692	658.15	9789389811261	Chandra, Prasanna	Fundamentals of financial management		vp	McGraw-Hill	2020	Financial management; Finance
48695	658.15	9789353167936	Pandey, I M	A casebook in financial management		xviii, 573p	McGraw-Hill	2020	Financial management; Finance
48711	658.15	9780367335427	Cornwall, Jeffrey R	Entrepreneurial financial management	an applied approach	xx, 326p	Routledge	2020	Financial management; Business enterprises; Finance; Entrepreneurship
48693	658.15(V)	9789390219230	Chandra, Prasanna	Corporate valuation	text and cases	vp	McGraw-Hill	2020	Corporate valuation; Valuation; Finance; Financial management
48726	658.15224	9789811221972	Tenca, Francesca	Entrepreneurial finance	a definitive guide	x, 154p	World Scientific	2021	Entrepreneurial finance; Business enterprises; Finance; Venture capital
48760	658.155	9781296572396	Knight, Frank H	Risk, uncertainty and profit		xiv, 381p	Andesite Press	2015	Risk; Risk management; Profit
48715	658.16	9780000988911	Poniachek, Harvey A	Mergers and acquisitions	a practitioner's guide to successful deals	xxii, 569p	World Scientific	2020	Mergers and acquisitions

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48518	658.3008	9780367085674	Silverthorn, Michelle	Authentic diversity	how to change the workplace for good	xiii, 171p	Routledge	2020	Minorities employment; Employment
48519	658.3008	9780367345600	Thomas, Kecia M	Diversity resistance in organizations		xxii, 199p	Routledge	2020	Diversity; Diversity management; Diversity workplace
48488	658.3124	9780367374938	Maisel, Eric	The creativity workbook for coaches and creatives	50 inspiring exercises from creativity coaches worldwide	x, 172p	Routledge	2020	Creativity workbook; Creative ability; Coaching
48646	658.3124	9780367456368	Dolan, Simon L	The secret of coaching and leading by values	how to ensure alignment and proper realignment	xvi, 306p	Routledge	2020	Coaching; Executive coaching; Employees coaching
48655	658.3124	9780367404123	O'Brien, Nada	The professional practice of Jungian coaching	corporate analytical psychology	xv, 243p	Routledge	2021	Corporate psychology; Industrial; Corporate culture; Analytical psychology
48528	658.4012	9781484238547	Orvos, John	Achieving business agility	strategies for becoming Pivot ready in a digital world	xxii, 213p	Apress	2019	Business agility; Strategy management; Business planning; Strategic planning
48679	658.4012	9781472427816	Driver, Phil	Validating strategies	linking projects and results to uses and benefits	xv, 273p	Gower	2014	Strategy management; Strategic planning; Project management
48740	658.402	9781107541658	Palmer, Donald	Organizational wrongdoing	key perspectives and new directions	xxvi, 519p	Cambridge University Press	2019	Organizational behavior; Organizational change; Corporations
48709	658.4022	9781138497917	Campbell, Betsy	The innovator's discussion	the conversational skills of entrepreneurial teams	xi, 167p	Routledge	2019	Creative ability; Entrepreneurship; New products; Management science
48557	658.404	9780367429928	Wu, Te	Optimizing project management		xxx, 341p	CRC Press	2020	Project management

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48534	658.406	9781498727884	Hazra, Tushar	Enterprise architecture for digital business	integrated transformation strategies	xxx, 282p	CRC Press	2021	Organizational change; Digital business; Transformation strategy; Industrial organization
48653	658.406	9780367608767	Tkaczyk, Bart	Leading positive organizational change	energize redesign gel	xviii, 167p	Routledge	2021	Organizational change; Executive coaching; Leadership
48739	658.406	9781108424202	Prange, Christiane	Agility X	how organizations thrive in unpredictable times	xviii, 226p	Cambridge University Press	2018	Agility; Organizational change; Competition; Strategic planning
48478	658.4063	9781788976558	Link, Albert N	Technology transfer and US public sector innovation		xvii, 185p	Edward Elgar	2020	Technology transfer; Technology transfer-United States; Public sector innovation
48479	658.4063	9780367336547	Vindelov-Lidzelius, Christer	Developing capacity for innovation in complex systems	strategy, organisation and leadership	xii, 221p	Routledge	2021	Organizational change; Organisation leadership; Leadership
48481	658.4063	9780262044042	Gilbert, Richard J	Innovation matters	competition policy for the high-technology economy	viii, 324p	The MIT Press	2020	Innovation matters; High technology industries; Antitrust law; Businesses innovation
48483	658.4063	9783658293345	Schoellhammer, Sarah	Innovation exposed	case studies of strategy, organization and culture in heterarchies	xxiv, 244p	Springer	2020	Innovation; Case studies; Technological innovations; Innovation management
48484	658.4063	9781138920316	Duin, Patrick van der	Contextual innovation management	adapting innovation processes to different situations	xii, 144p	Routledge	2020	Innovation management; Technological innovations

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48485	658.4063	9781138392175	Ettlie, John E	Innovation renaissance	defining, debunking and demystifying creativity	ix, 181p	Routledge	2020	Entrepreneurship; Technological innovations; Creative ability; Information technology
48486	658.4063	9780367567118	Wynn, Andrew	Cracking the innovation code	how to unlock the true potential of your business to grow through new products	x, 177p	Routledge	2021	Organizational change; Creative ability; Technological innovations; Innovations
48487	658.4063	9781789909807	Skudiene, Vida	Innovation management	perspectives from strategy, product, process and human resources research	xii, 205p	Edward Elgar	2020	Innovation management; Industrial management; Technological innovations
48529	658.4063	9781138316515	Mamukwa, Liz	Integral knowledge creation and innovation	empowering knowledge communities	xvii, 219p	Routledge	2021	Knowledge creation; Technological innovations; Innovation
48716	658.408	9789811206597	Delbard, Olivier	The corporate social responsibility	agenda the case for sustainable and responsible business	xxii, 171p	World Scientific	2020	Corporate social responsibility; Social responsibility; Responsible business
48644	658.4092	9781138486775	Clifton, Jonathan	The language of leadership narratives	a social practice perspective	ix, 200p	Routledge	2020	Leadership; Communication management
48645	658.4092	9780367900991	Sparks, Royce	The authentic leader	using the Meisner technique for embracing the values of truthful leadership	ix, 285p	Routledge	2021	Leadership; Meisner technique
48647	658.4092	9780367376918	Black, J Stewart	The global leadership challenge		xv, 276p	Routledge	2021	Global leadership; Leadership; Executive ability

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48649	658.4092	9780367345655	Robinson Hickman, Gill	When leaders face personal crisis	the human side of leadership	xxii, 177p	Routledge	2020	Crisis management; Leadership; Leadership research
48675	658.4092	9781138814745	Rickards, Tudor	Dilemmas of leadership		xii, 359p	Routledge	2015	Leadership
48674	658.4092082	9781138598263	Jironet, Karin	Feminine leadership	personal development beyond polarities	xii, 130p	Routledge	2020	Leadership; Women leadership; Personal development
48477	658.421	9781788975223	Douglas, Evan J	Entrepreneurial intention	past, present, and future research	xxiii, 216p	Edward Elgar	2020	Entrepreneurial intention; Motivation; Entrepreneurship
48683	658.421	9781138363182	Baker, Ted	The Routledge companion to entrepreneurship		xxiii, 500p	Routledge	2018	Entrepreneurship
48712	658.421	9781119521235	Tvede, Lars	Entrepreneur	building your business from start to success	xv, 461p	John Wiley & Sons	2018	Entrepreneurship; New business enterprises; Management science
48738	658.45	9781108594417	Lawson, Celeste	Communication skills for business professionals		xvii, 471p	Cambridge University Press	2019	Communication skills; Business communication; Communication
48482	658.46	9781138312791	Williams, Christopher	Management consultancy for innovation		xv, 238p	Routledge	2020	Management consultancy; Consultants; Human capital; Innovation management
48523	658.47(A)	9780367540067	Robertson, Peter W	Supply chain analytics	using data to optimise supply chain processes	xx, 298p	Routledge	2021	Supply chain analytics; Analytics
48525	658.47(A)	9780367077761	Paczkowski, Walter R	Deep data analytics for new product development		xviii, 265p	Routledge	2020	Data analytics; Analytics; Big data; New products
48542	658.47(A)	9780367363239	Haugom, Erik	Essentials of pricing analytics	tools and implementation with excel	280p	Routledge	2021	Pricing analytics; Analytics; Pricing; Computer programs

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48694	658.47(A)	9789390219667	Richardson, Vernon J	Data analytics for accounting		xxiii, 513p	McGraw-Hill	2021	Data analytics; Accounting; Analytics
48531	658.47(BD)	9780367183455	Raheem, Nasir	Big data a tutorial-based approach		xxv, 175p	CRC Press	2019	Big data; Data Processing; Programmed instruction
48480	658.514	9781622735303	Tynnhammar, Marcus	New waves in innovation management research		xiii, 472p	Vernon Press	2019	Innovation management; Technological innovations
48521	658.53	9780367336035	Maleyeff, John	Service science	analysis and improvement of business processes	xix, 218p	Routledge	2021	Service science; Business processes; Consumer satisfaction; Re-engineering
48530	658.56	9783319935119	Fuchs, Christoph	Mastering disruption and innovation in product management	connecting the dots	xiii, 292p	Springer	2019	Knowledge management; Innovation; Product management; Business logistics
48475	658.575	9780367685249	Kahn, Kenneth B	Innovation and new product planning		x, 259p	Routledge	2021	New product; Product management
48556	658.7	9780367543860	Nayak, Rajkishore	Supply chain management and logistics in the global fashion sector	the sustainability challenge	xiii, 286p	Routledge	2020	Supply chain management; Logistics; Business logistics
48558	658.7	9781787562165	Ali, Sadia Samar	Best practices in green supply chain management	a developing country perspective	xv, 157p	Emerald Publishing	2019	Supply chain management; Business logistics; Logistics
48532	658.70285	9780367516789	Rosenberg, Stuart M	The digitalization of the 21st century supply chain		xi, 252p	Routledge	2021	Inventory control; Data processing; Supply chain management; Business logistics

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48555	658.787	9780367442897	Jones, Keith	Inventory management for competitive advantage	including a practical and effective purchasing strategy for managers	xxii, 262p	Routledge	2020	Inventory management; Production management; Purchasing; Inventory control
48537	658.8	9781138322080	Kennedy, Ann-Marie	Macro-social marketing insights	systems thinking for wicked problems	vi, 263p	Routledge	2020	Social marketing; Marketing
48545	658.8	9780367902544	Beveridge, Ivana	Intercultural marketing	theory and practice	xiii, 229p	Routledge	2021	Marketing; Marketing management
48553	658.8	9780367209483	Marinov, Marin A	Value in marketing	retrospective and perspective stance	vi, 217p	Routledge	2020	Marketing value; Marketing management; Value
48548	658.8(M)	9781138561410	Visconti, Luca M	Marketing management	a cultural perspective	xxxv, 528p	Routledge	2020	Marketing management; Export marketing; Marketing
48667	658.81	9781633698765	Cespedes, Frank V	Sales management that works	how to sell in a world that never stops changing	339p	Harvard Business Review Press	2021	Sales management; Sales
48551	658.812	9781138587014	Addis, Michela	Engaging brands	a customer centric approach for superior experiences	xvii, 258p	Routledge	2020	Engaging brands; Customer relations; Consumer satisfaction
48719	658.812	9780000989987	Malhotra, Naresh K	Customer relationship marketing	theoretical and managerial perspectives	xxii, 348p	World Scientific	2021	Customer relations; Marketing; Customer relationship marketing
48546	658.827	9780367112417	Blanco, Roberto M Alvarez del	Brand beauty unleashed	the value of aesthetics in marketing	xx, 189p	Routledge	2020	Brand; Brand marketing; Branding

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48550	658.827	9780367428334	Sidibe, Myriam	Brands on a mission	how to achieve social impact and business growth through purpose	xvi, 210p	Routledge	2020	Brand; Branding; Brand marketing; Consumer satisfaction
48549	658.8342	9781138480841	Monga, Ashwani	Becoming a consumer psychologist		xvii, 142p	Routledge	2020	Consumer psychologist; Counseling; Consumers-Psychology
48552	658.8342	9783030130190	Basil, Debra Z	Social marketing in action	cases from around the world	xxix, 462p	Springer	2019	Social marketing; Consumer behavior
48543	658.87	9783030111625	Berkhout, Constant	Assortment and merchandising strategy	building a retail plan to improve shopper experience	xvii, 224p	Palgrave	2019	Retail trade; Retail; Retail marketing
48547	658.87	9783030126070	Pantano, Eleonora	Smart retailing	technologies and strategies	xix, 109p	Palgrave	2019	Smart retailing; Retail marketing; Retail
48539	658.872	9780367206383	Liu, Peng	Computational advertising	market and technologies for internet commercial monetization	xlili, 397p	CRC Press	2020	Advertising; Internet marketing; Online advertising
48540	658.872	9781787431164	Ye, Qiongwei	Internet+ and electronic business in China	innovation and applications	xx, 586p	Emerald Publishing	2018	Electronic business; Electronic commerce-China; Social business
48544	659.1	9780367346393	Fennis, Bob M	The psychology of advertising		xii, 466p	Routledge	2021	Advertising; Psychology advertising
48554	659.2	9780367903848	Smith, Ronald D	Strategic planning for public relations		xxxv, 622p	Routledge	2021	Strategic planning; Public relations; Strategy management
48713	700.68	9780367821319	Addis, Michela	Managing the cultural business	avoiding mistakes, finding success	xxiv, 393p	Routledge	2021	Cultural business; Arts management; Arts; Cultural industries
48703	823	9788172344009	Narendra, Priyadarshini	You never know when you'll get lucky		231p	Fingerprint	2012	Fiction; Lucky