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Management Technology  
Ghaziabad, Delhi NCR



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# NEW ARRIVALS

December 2019





Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46631	920	9789350247747	Syed, M H	Gautam Buddha:		348p	Himalaya Books	2011	Gautam Buddha-Biography
46632	920	9789350975084	Syed, M H	Lal Bahadur Shastri:		236p	Himalaya Books	2013	Lal Bahadur Shastri-Biography
46633	920	9789350248317	Syed, M H	Bal Gangadhar Tilak:		305p	Himalaya Books	2011	Bal Gangadhar Tilak; Nationalists-Biography; Statesmen
46634	920	9789350249260	Usmani, B D	Maulana Abul Kalam Azad:		338p	Himalaya Books	2011	Maulana Abul Kalam Azad; Nationalists, Statesmen-Biography
46635	920	9789350248614	Syed, M H	Isver Chandra Vidyasagar:		336p	Himalaya Books	2011	Isver Chandra Vidyasagar; Biography; Autobiography
46636	651.3	9788126909971	Bhatia, R C	Karyalay prabandh:	office management	365p	Atlantic Books	2017	Business; Strategy-Management
46637	920	9789350242292	Syed, M H	Pandit Jawaharlal Nehru:		366p	Himalaya Books	2017	Jawaharlal Nehru-Biography; Prime minister; Statesmen
46638	305.40954	9789384092771	Singh, Snigdha	Beyond the woman question:	reconstructing gendered identities in early India/	168p	Primus Books	2018	Woman question; Gendered identities; Sanskrit literature; History-Criticism
46639	612.33	9789385288616	Enders, Giulia	Gut:	the inside story of our body's most under-rated organ	263p	Speaking Tiger	2015	Organ; Intestines; Popular works
46640	954.6	9789385288180	Haksar, Nandita	The many faces of Kashmiri nationalism:	from the cold war to the present day	xvi, 344p	Speaking Tiger	2015	Nationalism; Labor union members; Jammu and Kashmir-Biography
46641	658.4092	9789387944435	Finzel, Hans	Top Ten Ways:	to be a great leader	220p	Jaico Publishing	2018	Great leader; Leadership
46642	428.2	9789386867742	Sethi, Vinay	How not to speak English:	over 350 lessons to improve your English	xi, 323p	Jaico Publishing	2018	English language; Language



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46643	650.1	9789386867988	Agarwal, Vishal	Give to get:	a senior leader's guide to navigating corporate life	146p	Jaico Publishing	2018	Business; Personal narratives; Success business; Leadership; Corporate life
46644	920	9789387944800	Ilian, George	Mark Zuckerberg success secrets:	visionaries who changed the world series	99p	Jaico Publishing	2019	Mark Zuckerberg-Biography
46645	332.024	9788184954005	Arora, Manoj	From the rat race to financial freedom:	a common man's journey	xvii, 299p	Jaico Publishing	2019	Finance; Personal
46646	920	9789387944107	Kapur, Kamla K	Into the great heart:	legends and adventures of guru Angad the second Sikh guru	xvii, 280p	Jaico Publishing	2018	Guru Angad; Sikh Guru; Religion; Biography
46647	158.1	9789387944893	Sharma, Robin S	The 5 AM club:	own your morning, elevate your life	314p	Jaico Publishing	2019	Time management; Success business; Psychology
46648	963.004924	9789387944930	Shimron, Gad	Mossad Exodus:		231p	Jaico Publishing	2019	History; Psychology
46649	128.2	9789384092023	Chaudhury, Ranjit Roy	Mind and body in health and harmony in the Asian systems of medicine:		xvii, 156p	Primus Books	2017	Holistic medicine; Complementary therapies; Therapies; Medicine
46650	005.369	9788126569182	Fairhurst, Danielle Stein	Financial modeling in excel for dummies:		xi, 314p	Wiley India	2017	Finance modeling; Excel
46651	332.024	9789386867346	Tracy, Brian	The science of money:	increase your income and become wealthy/	x, 244p	Jaico Publishing	2019	Making money; Investment; Money
46652	294.3	9789386867292	Fronsdal, Gil	The Buddha before Buddhism:	wisdom from the early teachings	x, 180p	Jaico Publishing	2018	Mind fullness-Meditation; Spiritual life; Buddhism
46653	658.314	9789386867339	Tracy, Brian	The science of motivation:	strategies and techniques for turning dreams into destiny/	248p	Jaico Publishing	2018	Motivation; Personal development; Strategic planning
46654	920	9789386867599	Sanat, Aryel	Inner life of Krishnamurti:	private passion and perennial wisdom	xviii, 296p	Jaico Publishing	2018	Biography; Autobiography; Krishnamurti; Philosophers
46655	658.4	9780367137526	Malhotra, Ashok	Indian managers and organizations:	boons and burdens	xiv, 211p	Routledge	2020	Indian managers; Organizations management



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46656	658.402	9781138293243	Stanford, Naomi	Organization design:	the practitioners guide	xi, 325p	Routledge	2018	Organizational behavior; Organizational change; Organization-Research; Personnel management
46657	658.83	9780367376635	Mehta, Ritu	Researching marketing decisions:	the Indian context	xviii, 215p	Routledge	2019	Marketing decision; Marketing research
46658	658.827	9780415721127	Melewar, T C	Corporate branding:	areas, arenas and approaches/	xxiii, 261p	Routledge	2015	Marketing; Brand management; Consumers preferences; Branding
46659	302.23	9781138689121	Rosenberry, Jack	Applied mass communication theory:	a guide for media practitioners/	xiv, 296p	Routledge	2017	Mass communication; Mass media; Research; Philosophy
46661	302.23	9781641131223	Herro, Danielle	Mobile Learning:	perspectives on practice and policy/	xvii, 272p	Information Age Publishing	2018	Education-Teaching; Internet education; Mobile education
46662	658.872	9780749497071	Atherton, Julie	Social media strategy:	a practical guide to social media marketing and customer engagement	xiv, 252p	Kogan Page	2020	Online marketing; Social media marketing
46663	658.872	9780749497576	Gil, Carlos	The end of marketing:	humanizing your brand in the age of social media and AI/	xiii, 226p	Kogan Page	2020	Marketing; Technological innovations; Social media marketing
46664	332	9781138219564	Jayadev, M	Changing contours of micro finance in India:		xix, 244p	Routledge	2016	Micro finance; Financial services; Rural poor
46665	001.4	9780815349365	Lee, Bill	Challenges and controversies in management research:		xiv, 445p	Routledge	2018	Challenges-Controversies; Management research; Research
46667	658.421	9781138060999	Gopalkrishnan, C	The Entrepreneur's choice:	cases on family business in India	xx, 305p	Routledge	2020	Family business; Entrepreneurship
46668	340.115	9781138219946	Patel, Bimal N	Law and economics in India:	understanding and practice/	xiii, 372p	Routledge	2017	Law-Economics; India-Economic policy; Administrative law; Law



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46670	658.4	9781138220140	Malik, Ashish	Indian culture and work organisations in transition:		xvii, 232p	Routledge	2016	Industrial management; Indian culture; Management science
46671	658.3	9780415440431	Rowley, Chris	Human resource management:	the key concepts/	xxxiv, 286p	Routledge	2011	Human resource management; Personnel management
46672	338.4791	9780080966489	Nickson, Dennis	Human resource management for the hospitality and tourism industries:		xv, 352p	Routledge	2013	Human resource management; Hospitality; Tourism industries; Tourism
46673	658.406	9781482214185	Voehl, Frank	Change management:	manage the change or it will manage you/	xxxi, 390p	CRC Press	2016	Change management; Organizational change; Management
46674	658.049	9781138476295	Holden, Nigel	The Routledge companion to cross-cultural management:		xlix, 455p	Routledge	2018	Comprehensive resource; Cross-Cultural management; International business
46675	658.3	9780415896924	Wood, Geoffrey	Human resource management and the institutional perspective:		xv, 226p	Routledge	2014	Personnel management; Organizational sociology; HRM
46679	330.904	9780367376574	Sinha, Ajit	Pluralistic economics and its history:		x, 298p	Routledge	2019	Economics; Economics-History
46680	808.51	9789386867803	Whiticker, Alan J	Speeches that reshaped the world:		x, 284p	Jaico Publishing	2018	Speeches; Addresses; Modern history
46682	658.83408	9788126569175	Padveen, Corey	Marketing to millennials for dummies:		xv, 336p	Wiley India	2017	Marketing-Millennials; Marketing strategy; Using data strategy; Marketing channels
46683	332.015195	9788126567942	Bell, Steve	Quantitative finance for dummies:		xii, 386p	Wiley India	2017	Quantitative finance; Finance
46684	658.409	9781422188613	Watkins, Michael D	The first 90 days:	proven strategies for getting up to speed faster and smarter	xvi, 278p	Harvard Business Review	2013	Leadership; Management strategy; Executive ability; Strategic planning



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46685	330.973	9780241399231	Stiglitz, Joseph E	People, power and profits:	progressive capitalism for an age of discontent	xxvii, 371p	Penguin Books	2019	Economics policy; Equality; Corporations-Social aspects; Rich people
46686	303.482	9780393355161	Stiglitz, Joseph E	Globalization and its discontents revisited:	anti-globalization in the era of Trump	lvi, 472p	Norton	2018	Anti-Globalization; Foreign trade regulation; International finance; Commercial policy
46687	519.5	9780393347777	Wheelan, Charles J	Naked statistics:	stripping the dread from the data	xviii, 282p	Norton	2014	Naked statistics; Statistics
46689	920	9781912854547	Hope, Bradley	Billion dollar whale:	the man who fooled Wall Street, Hollywood and the world/	xix, 391p	Scribe	2019	Investments; Wall Street; Hollywood
46691	330	9780198810247	The Core Team	The economy:	economics for a changing world	xxiii, 1126p	Oxford University Press	2017	Economics; International economic relations; Economic relations
46692	330	9780198810247	The Core Team	The economy:	economics for a changing world	xxiii, 1126p	Oxford University Press	2017	Economics; International economic relations; Economic relations
46696	330	9780198849841	The Core Team	Economy, society and public policy:		xvii, 614p	Oxford University Press	2019	Economics; Economic policy
46697	330	9780198849841	The Core Team	Economy, society and public policy:		xvii, 614p	Oxford University Press	2019	Economics; Economic policy
46699	150.1952	9789386677303	Freud, Sigmund	A general introduction to psychoanalysis:		ix, 411p	Manakin Press	2018	Psychoanalysis
46701	150.1952	9789386677341	Freud, Sigmund	The interpretation of dreams:		viii, 520p	Manakin Press	2018	Interpretation dreams; Dreams
46702	519.2	9788126519262	Rohatgi, Vijay K	An introduction to probability and statistics:		xv, 716p	Wiley India	2018	Probability statistics; Statistics; Mathematics
46704	658.8342	9780199479627	Maheswaran, Durairaj	Understanding Indian consumers:		x, 293p	Oxford University Press	2018	Indian consumers; Consumers behavior



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46705	330.015195	9780199268016	Heij, Christiaan	Econometric methods with applications in business and economics:		xxv, 787p	Oxford University Press	2004	Econometric; Business economics; Economics; Econometric methods
46706	658.1	9789388322119	Lal, Shalini	The secret life of organizations:	invisible rules of success for the young Indian professional/	xiii, 216p	Hachette India	2019	Secret life; Indian professional; Business management
46707	158.1	9781847941831	Clear, James	Atomic habits:	an easy and proven way to build good habits and break bad ones	ix, 306p	Random House	2018	Good habit; Habit breaking; Habit
46708	302	9780241351574	Gladwell, Malcolm	Talking to strangers:	what we should know about the people we don't know	xii, 386p	Allen Lane	2019	Social psychology; Strangers; Interpersonal relations; Trust
46709	823	9780857503619	Child, Lee	The midnight line:	the new Jack Reacher thriller	449p	Bantam Books	2018	Fiction; Jack Reacher; Thriller; Retired military personnel
46710	823	9780593078754	Brown, Dan	Origin:		461p	Bantam Books	2017	Harvard University-Employees; Fiction; Scientists-Crimes
46711	823	9788129119902	Hamalian, Leo	Great stories:	by Nobel prize winners	xv, 367p	Rupa Publications	2019	Short stories; Fiction
46712	158.1	9780062955951	Manson, Mark	Everything is fucked:	a book about hope	273p	Harper Collins	2019	Personal development; Self help