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NEW ARRIVALS

January 2020



Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
C1726	344.01		Choubey, U D	Future of public sectors:	will the titan fall	218p	Marshall Publications	2018	Public sector; Consultancy
46660	791.4	9781138013360	Kerrigan, Finola	Film marketing:		xii, 188p	Routledge	2017	Motion pictures; Film
46666	332.4954	9781138080713	Ghosh, Jayati	Demonetisation decoded:	a critique of India's currency experiment/	104p	Routledge	2020	Demonetisation
46669	338.9	9780415450386	Tribe, Michael	Economics and development studies:		xxi, 288p	Routledge	2016	Economics; Development studies; Earth sciences; Geography
46676	160	9780415774994	Beall, J C	Logic:	the basics	xv, 184p	Routledge	2015	Logic
46677	658.152	9781138695603	Tse, Terence C M	Corporate finance:	the basics	x, 137p	Routledge	2018	Corporate finance; Finance
46678	339	9781138644069	McDonald, John F	Rethinking macroeconomics:	an introduction	xiv, 182p	Routledge	2016	Macroeconomics
46681	920	9789387944794	Ilian, George	Jack Ma:	success secrets	79p	Jaico Publishing	2019	Success secrets; Biography; Alibaba groups
46688	658.406	9781787141193	Sadangi, Chandan Kumar	Change management for organizations:	lessons from political upheaval in India/	xv, 159p	Emerald Publishing	2017	Change management; Organizations change; Politics-Government
46690	530.1	9780415473828	Russell, Bertrand	ABC of relativity:		xvii, 150p	Routledge	2012	Relativity; Physics
46693	343.93	9789352806478	Bhattacharjee, Govind	GST and its aftermath:	is consumer really the king/	xx, 219p	Sage	2018	GST; Consumption; Economics; Economic history
46694	659.2	9789352807451	Stahl, Sandra	The art and craft of PR:	creating the mindset and skills to succeed in public relations today	184p	Sage	2018	Public relations; Vocational guidance; PR
46695	303.483	9780691180441	Rees, Martin J	On the future:	prospects for humanity	viii, 256p	Princeton University Press	2018	Humanity; Social prediction; Science; Social science

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46698	181.4	9789386677297	Ramacharaka, Yogi	Hatha yoga:	or the yogi philosophy of physical well being	x, 219p	Manakin Press	2018	Hatha yoga; Yogi philosophy; Philosophy
46700	150.1952	9789386677181	Freud, Sigmund	Dream psychology:		viii, 141p	Manakin Press	2020	Dream psychology; Psychology
46703	658.421	9780190061685	Bornstein, David	Social entrepreneurship:	what everyone needs to know/	xxii, 147p	Oxford University Press	2019	Entrepreneurship
46713	302.23	9783030243739	Rana, Nripendra P	Digital and social media marketing:	emerging applications and theoretical development/	xv, 339p	Springer	2020	Digital; Social media; Media marketing; Online marketing
46714	331.44	9780190944094	Ladge, Jamie J	Maternal optimism:	forging positive paths through work and motherhood/	xx, 250p	Oxford University Press	2019	Working mothers; Work-Life balance; Women professions; Motherhood
46715	302.23	9781138679177	Rishi, Bikramjit	Contemporary issues in social media marketing:		xix, 328p	Routledge	2018	Contemporary; Social media; Media marketing; Internet marketing
46716	302.23	9781138679177	Rishi, Bikramjit	Contemporary issues in social media marketing:		xix, 328p	Routledge	2018	Contemporary; Social media; Media marketing; Internet marketing
46717	658.802	9780333760147	Floch, Jean-Marie	Semiotics, marketing and communication:	beneath the signs, the strategies/	xiii, 225p	Palgrave	2001	Semiotics marketing; Communication marketing; Marketing management
46718	152.4	9780826105653	Matthews, Gerald	Emotional intelligence 101:		xiv, 300p	Springer	2012	Emotional intelligence; Psychology-Emotions; Intelligence; Personality
46719	305.42	9780826129161	Schwarz, Jill E	Counseling women across the life span:	empowerment, advocacy and intervention	xi, 248p	Springer	2017	Empowerment; Advocacy; Intervention; Counseling women
46720	330.015195	9789389691580	Hilmer, Christiana E	Practical econometrics:	data collection, analysis and application/	xxii, 553p	McGraw Hill	2020	Econometrics; Economic theory

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46721	158	9780062414854	Rubin, Gretchen	The happiness project:		xviii, 337p	Harper	2015	Happiness; Self-Actualization; Psychology
46722	530.12	9780141977812	Susskind, Leonard	Quantum mechanics:	the theoretical minimum/	xx, 364p	Penguin Books	2015	Quantum mechanics; Mechanics
46723	530	9780141976228	Susskind, Leonard	Classical mechanics:	the theoretical minimum/	xi, 238p	Penguin Books	2014	Classical mechanics; Mechanics
46724	530.11	9780141985015	Susskind, Leonard	Special relativity and classical field theory:	the theoretical minimum/	xviii, 425p	Penguin Books	2018	Special relativity; Classical field theory; Relativity; Physics
46725	530.12	9780674741126	Albert, David Z	Quantum mechanics and experience:		x, 206p	Harvard University Press	1994	Quantum mechanics; Mechanics; Chemistry
46726	511	9780415355285	Nagel, Ernest	Godel's proof:		94p	Routledge	2011	Mathematician; Methodology
46727	158.72	9781500370220	Martin, Joe	Managing workplace stress:	how to get rid of stress at work and live a longer life	128p	CPSIA	2014	Job stress; Prevention; Workplace stress; Stress
46728	332.6	9789388750820	Taxmann	Certified alternative investment manager:		371p	Taxmann	2019	AIM; Certified alternative; Investment manager; Investment
46729	332.6	9789388750820	Taxmann	Certified alternative investment manager:		371p	Taxmann	2019	AIM; Certified alternative; Investment manager; Investment
46730	338.7	9788120310490	Tirole, Jean	The theory of industrial organization:		xii, 479p	PHI Learning	2019	Industrial organization; Economic theory
46731	001.4	9789388983020	Taxmann	Certified credit research analyst:	level 1	648p	Taxmann	2019	CCRA; Credit research analyst; Research analyst; Credit analyst; Research
46732	001.4	9789388983020	Taxmann	Certified credit research analyst:	level 1	648p	Taxmann	2019	CCRA; Credit research analyst; Research analyst; Credit analyst; Research

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
46733	001.4	9789388983013	Taxmann	Certified credit research analyst:	level 2	726p	Taxmann	2019	CCRA; Credit research analyst; Credit research; Research-Analyst
46734	001.4	9789388983013	Taxmann	Certified credit research analyst:	level 2	726p	Taxmann	2019	CCRA; Credit research analyst; Credit research; Research-Analyst