

New Arrivals

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**Institute of
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Ghaziabad, Delhi NCR



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Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48253	001.4	9780761911913	Huberman, A Michael	The qualitative researcher's companion:		xii, 410p	Sage	2002	Qualitative research; Social sciences; Research
48254	001.4	9780761911913	Huberman, A Michael	The qualitative researcher's companion:		xii, 410p	Sage	2002	Qualitative research; Social sciences; Research
48280	001.4	9780761911913	Huberman, A Michael	The qualitative researcher's companion:		xii, 410p	Sage	2002	Qualitative research; Social sciences; Research
48102	150.1952	9789386677181	Freud, Sigmund	Dream psychology:		viii, 141p	Manakin Press	2020	Dream psychology; Psychology
48273	153.4	9781647607449	Jhamb, Ankit	Lost and found at 35:		161p	Notion Press	2020	Literature; Lost-Found; Depression
48062	160	9789353502065	Hurley, Patrick J	A concise introduction to logic:		xxiii, 728p	Cengage Learning	2019	Logic; Comprehensiveness
48256	300	9780803938236	Guba, Egon G	The paradigm dialog:		424p	Sage	1990	Paradigm; Social sciences; Methodology
48255	300.722	9781412997461	Corbin, Juliet	Basics of qualitative research:	techniques and procedures for developing grounded theory	xviii, 431p	Sage	2015	Qualitative research; Social sciences; Statistical methods
48123	302.23	9780199466313	Konig, Lion	Cultural citizenship in India:	politics, power and media	xiv, 336p	Oxford University Press	2016	Cultural citizenship; Media; Culture; Mass media; Social sciences
48132	330	9781108461085	Voigt, Stefan	Institutional economics:	an introduction	xi, 293p	Cambridge University Press	2019	Institutional economics; Economics
48050	330.076	9789813230415	Thong, Benjamin	GCE a level economics:	the complete guide	xvii, 387p	World Scientific	2019	Economics; Economics-Examinations
48154	330.09	9780300206364	Kishtainy, Niall	A little history of economics:		vi, 249p	Yale University Press	2017	Economics; Economic history
48056	330.0951	9789814675673	Zhang, Shouyi	Quantitative economics in China:	a thirty-year review	xviii, 266p	World Scientific	2016	Quantitative economics; Economics; China economics
48126	330.1	9781108432009	Towse, Ruth	A textbook of cultural economics:		xxix, 695p	Cambridge University Press	2019	Cultural economics; Economics
48051	330.951	9789811207877	Giap, Tan Khee	Impact estimation of exchange rates on exports and annual update of competitiveness analysis for 34 greater China economies:		xxxi, 235p	World Scientific	2019	Exchange rates; China economics; Economics; Economic history



Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
C1740	331.714	9789339204068	Baye, Michael R	Managerial economics and business strategy:		xxxvi, 636p	McGraw-Hill	2014	Managerial economics; Economics
48047	332	9783110597691	Abdulkarim, Fatima Muhammad	Financialization of the economy and income inequality in selected OIC and OECD countries:	the role of institutional factors	vi, 121p	De Gruyter	2020	Islamic banking; Economics; Income inequality; International economics
48120	332.0151	9783030137502	Franke, Jurgen	Statistics of financial markets:	an introduction	xxxvi, 585p	Springer	2019	Financial engineering; Statistical methods; Financial markets: Markets
48267	332.0151	9780000988645	Chan, Wai-Sum	Financial mathematics for actuaries:		xviii, 353p	World Scientific	2020	Financial mathematics; Banking; Bond pricing; Interest rates
48277	332.0415	9789811200465	Westerholm, Peter Joakim	Lecture notes in market microstructure and trading:	volume 4	xi, 254p	World Scientific	2019	Lecture notes; Market; Microstructure
48133	332.1	9781108423847	Hartmann, Philipp	The changing fortunes of central banking:		xiii, 408p	Cambridge University Press	2018	Monetary policy; Financial institutions; Banks-Banking
48043	332.10954	9789385462184	Banerjee, Gangadhar	The economics of financial inclusion:		xxiv, 366p	Ane Books	2016	Economics; Financial services industry; Microfinance; Rural credit
48121	332.178	9780262038935	Werbach, Kevin	The blockchain and the new architecture of digital trust:		xvi, 322p	The MIT Press	2018	Blockchain; Bitcoin; Trust; Electronic funds transfers
48125	332.178	9781786346384	Swan, Melanie	Blockchain economics:	implications of distributed ledgers markets, communications networks and algorithmic reality	xliv, 273p	World Scientific	2019	Blockchain economics; Blockchain; Electronic funds transfers
48248	332.178	9789389211634	Subramanian, Chandramouli	Blockchain technology:		xxiv, 672p	Universities Press	2021	Blockchain technology; Blockchain
48249	332.178	9789389211634	Subramanian, Chandramouli	Blockchain technology:		xxiv, 672p	Universities Press	2021	Blockchain technology; Blockchain
48250	332.178	9789389211634	Subramanian, Chandramouli	Blockchain technology:		xxiv, 672p	Universities Press	2021	Blockchain technology; Blockchain
48278	332.6	9789811220098	Prisman, Eliezer	Lecture notes in investment:	investment fundamentals volume 5	ix, 268p	World Scientific	2021	Lecture notes; Investment
48276	332.63	9789813149762	Prisman, Eliezer Z	Lecture notes in fixed income fundamentals:	volume 2	xv, 252p	World Scientific	2015	Lecture notes; Fixed income
48173	336.014	9783030219857	Kitchen, Harry	Local public finance and economics:	an international perspective	xvi, 517p	Palgrave Macmillan	2019	Public finance; Economics; Local finance



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48044	338	9789389212501	Seth, Ranjana	Industrial economics:		xviii, 267p	Ane Books	2020	Industrial economics; Economics; Economic development
48129	338.47355	9781108441018	Matthews, Ron	The political economy of defence:		xxi, 501p	Cambridge University Press	2019	Political economy; Defence industries; National security; Economics
48041	338.54209	9789353675868	Kumar, Ravindra	Ease of doing business in India:	a critical assessment	xiii, 190p	Himalaya Publishing	2019	Doing business; Economic profile
48128	338.82	9781107017382	Fumagalli, Chiara	Exclusionary practices:	the economics of monopolisation and abuse of dominance	xiii, 636p	Cambridge University press	2018	Exclusionary; Economics; Monopolisation; Dominance
48048	338.9	9783110635843	Sharma, Apoorv R	The role of business incubators in the economic growth of India:		xii, 155p	De Gruyter	2019	Incubators; Economic growth; Indian business
48206	338.9	9789811329821	O'Donnell, Christopher J	Productivity and efficiency analysis:	an economic approach to measuring and explaining managerial performance	xxi, 418p	Springer	2019	Competition policy; Productivity; Productivity analysis
48119	338.95	9783319589275	Hoontrakul, Pongsak	Economic transformation and business opportunities in Asia:		xvii, 369p	Palgrave Macmillan	2018	Economic transformation; Business opportunities; Macroeconomics; Asian economics
48045	338.954123	9789385462443	Kumar, Indra Sen	Bihar:	untold growth story	vi, 158p	Ane Books	2019	Economic development; Economics; Economic history
C1735	339	9789339221843	Dwivedi, D N	Macroeconomics:	theory and policy	xix, 724p	McGraw-Hill	2015	Macroeconomics
48258	362.1068	9789813279513	Gunawardane, Gamini	Modern health care marketing:		xvii, 496p	World Scientific	2020	Medical care; Marketing; Health services
48251	378.5456	9788194874195	Bhattacharya, Neeladri	JNU stories:	the first 50 years	xl, 467p	Aleph Book Company	2020	JNU stories; JNU
48156	381.109	9789814619479	Winer, Russell S	The history of marketing science:		xxv, 502p	World Scientific	2015	Marketing science
48055	382	9789813238596	Cheung, Yin-Wong	Surveys of international trade:		xxv, 712p	World Scientific	2019	International trade; Trade
48059	382	9789813273818	Nakanishi, Noritsugu	The essence of international trade theory:		xix, 268p	World Scientific	2020	International trade; Trade
48159	382.92	9789813233041	Saggi, Kamal	Economic analysis of the rules and regulations of the world trade organization:		xi, 506p	World Scientific	2019	Economic analysis; World trade organization; World trade; Trade



Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48057	510.954	9781786340610	Joseph, George Gheverghese	Indian mathematics:	engaging with the world, from ancient to modern times	xix, 489p	World Scientific	2017	Indian mathematics; Mathematics
48046	515	9781547416707	Thomsett, Michael C	Math for managers:		xiv, 272p	De Gruyter	2019	Math; Mathematical analysis; Mathematics
C1741	519.5	9788126537075	Black, Ken	Applied business statistics:	making better business decisions	xxiii, 850p	Wiley India	2014	Business statistics; Statistics
48115	519.5	9781461484226	Herkenhoff, Linda	Applied statistics for business and management using Microsoft excel:		xiv, 417p	Springer	2013	Applied statistics; Microsoft excel; Statistics; Mathematical statistics
48180	613.7	9781936303328	Petigara, Jill Mahrlig	Yoga and fertility:	a journey to health and healing	xxiii, 282p	Demos Health	2013	Yoga; Fertility; Hatha yoga; Self care; Health
48122	650.1	9789353501624	Peter, John A	Self-development and professional excellence:		xvi, 412p	Cengage Learning	2019	Professional excellence; Personal development; Identifying personality
48265	650.1	9781789660494	Brann, Amy	Make your brain work:	how to maximize your efficiency, productivity and effectiveness	xii, 278p	Kogan Page	2020	Brain work; Mental efficiency; Effectiveness
48272	650.1	9781789662009	Hughes, Rick	Get a life:	creating a successful work-life balance	xii, 212p	Kogan Page	2020	Successful work life; Work-Life balance; Personal development
48271	651.5042	9789811218392	Agarwal, Sumit	Kiasunomics©2:	economic insights for everyday life	xviii, 285p	World Scientific	2021	Kiasunomics; Singapore economics; Economics; Everyday life
48085	657.48	9788126575701	Arora, R K	Financial accounting:	fundamentals, analysis and reporting	xx, 531p	Wiley India	2019	Financial accounting; Accounting
48171	658.1	9783319954851	Alexius, Susanna	Managing hybrid organizations:	governance, professionalism and regulation	xix, 364p	Palgrave Macmillan	2019	Organizations governance;
48257	658.11	9781633697584	Lazarow, Alexandre	Out-innovate how global entrepreneurs:	from Delhi to Detroit are rewriting the rules of Silicon Valley	xii, 275p	Harvard Business Review Press	2020	New business enterprises; Innovation; Creative ability
C1738	658.1511	9789332518261	Horngren, Charles T	Introduction to management accounting:		767p	Pearson	2018	Management accounting
48279	658.152	9789813149892	Brick, Ivan E	Lecture notes in introduction to corporate finance:	volume 1	ix, 254p	World Scientific	2017	Lecture notes; Corporate finance; Finance
48268	658.155	9780000988652	Chance, Don M	Financial risk management:	an end user perspective	xxvii, 832p	World Scientific	2020	Financial risk; Risk management; Finance
48269	658.155	9780000988607	Olson, David L	Enterprise risk management:		xi, 231p	World Scientific	2020	Risk management; Risk



Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48266	658.1599	9780000988713	Kim, Kenneth A	Global corporate finance a focused approach:		xiv, 413p	World Scientific	2020	Global corporate finance; Corporate finance; International finance: Finance
48175	658.3	9789353434267	Durai, Pravin	Human resource management:		xv, 661p	Pearson	2019	Human resource management
C1739	658.4012	9789339204082	Thompson, Arthur A	Crafting and executing strategy:	the quest for competitive advantage concepts and cases	xlili, 389p	Tata McGraw-Hill	2017	Strategy management; Business strategy
36396	658.4012	9781422157633	Barney, Jay B	What I didn't learn in business school:	how strategy works in the real world	xxiii, 234	Harvard Business Review Press	2010	Strategic planning
48104	658.403	9788120351714	Chadha, Alka	Game theory for managers:	doing business in a strategic world	xiii, 225p	PHI Learning	2016	Game theory; Doing business; Decision making
48071	658.4038	9789389583069	Shokeen, Seema	Information systems management:		xiii, 345p	Dreamtech Press	2019	Information systems management
48124	658.4038	9783110660081	Brown, Alan W	Delivering digital transformation:	a manager's guide to the digital revolution	xi, 217p	De Gruyter	2019	Digital transformation; Digital revolution; Information technology
48204	658.4038	9789811316746	Birudavolu, Sriram	Business innovation and ICT strategies:		xxiii, 360p	Springer	2019	Business innovation; Information technology; Information systems
48172	658.406	9783030232269	Wollmann, Peter	Three pillars of organization and leadership in disruptive times:		xvi, 264p	Springer	2020	Organization leadership; Organization change
48075	658.4063	9788126578177	Wiley Innovation Advisory Council	Wiley innovation black book:	on exponential technologies 2019	344p	Wiley	2019	Innovation; Black book; Exponential technology; Technology trends
48275	658.421	9789390513840	Dey, Ajoy K	Sustainable entrepreneurship:	innovation and transformation	ix, 290p	Bloomsbury	2021	Sustainable entrepreneurship; Entrepreneurship; Innovation; Transformation
48039	658.45	9781501510397	Chen, Ling	Intercultural communication:		xi, 654p	De Gruyter	2017	Intercultural communication; Communication
48094	658.45	9789353166250	Lowndes, Leil	How to talk to anyone at work:	communicating on the job	xxv, 333p	McGraw-Hill	2019	Communication; Business communication
48117	658.45	9781292261843	Devito, Joseph A	The interpersonal communication book:		425p	Pearson	2019	Communication; Business communication
48042	658.47 (A)	9788131527658	Camm, Jeffrey D	Essentials of business analytics:		xix, 675p	Cengage Learning	2019	Business analytics; Analytics



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48053	658.47 (A)	9789811200403	Sengupta, Debasis	Linear models and regression with R:	an integrated approach	xxi, 750p	World Scientific	2020	Linear models; R; Data processing
48111	658.47 (A)	9783319956626	Anandarajan, Murugan	Practical text analytics:	maximizing the value of your text data	xxviii, 285p	Springer	2019	Text analytics; Analytics; Data mining; Big data
48261	658.47 (A)	9780000988881	Charan, Ashik	Marketing analytics:	a practitioner's guide to marketing analytics and research methods	ssiv, 694p	World Scientific	2020	Marketing analytics; Analytics; Research methods
48079	658.47 (ML)	9789351199496	Brink, Henrik	Real-world machine learning:		xxii, 242p	Dreamtech Press	2018	Machine learning
48270	658.47(R)	9780000989048	Singh, Abhay Kumar	R in finance and economics:	a beginner's guide	xvii, 245p	World Scientific	2020	R; R programming; Statistical software
48247	658.503	9780831136352	Ptak, Carol	The demand driven adaptive enterprise:	surviving, adapting and thriving in a VUCA world	xviii, 238p	Industrial Press	2019	Adaptive enterprise; Manufacturing resource planning; Production control
48205	658.514	9789811322662	Dong, Xiaoying	Zhongguancun model:	driving the dual engines of science, technology and capital	xxii, 338p	Springer	2019	Entrepreneurship; Gestion
48081	658.56	9788126567126	Lawley, Brian	Product management:	for dummies	xiii, 366p	Wiley India	2020	Product management
C1737	658.7	9789332548237	Chopra, Sunil	Supply chain management:	strategy, planning and operation	xix, 569p	Pearson	2018	Supply chain management; Supply chain
C1743	658.8	9789332587106	Gupta, Prachi	Marketing management:	Indian cases	vp	Pearson	2018	Marketing management; Indian cases; Marketing
48252	658.8	9781526423252	Hulten, Bertil	Sensory marketing:	an introduction	vii, 230p	Sage	2020	Sensory marketing; Marketing
48095	658.8 (P)	9789353166236	Morgan, James M	Designing the future:	how Ford, Toyota and other world-class organizations use lean product development to drive innovation and transform their business	xvii, 381p	McGraw-Hill	2019	Designing-Future; Ford; Toyota; Product development; Drive innovation
48262	658.80014	9781789662078	Lawes, Rachel	Using semiotics in marketing:	how to achieve consumer insight for brand growth and profits	xvi, 260p	Kogan Page	2020	Semiotics; Consumers research; Marketing
48263	658.827	9781789660999	Flashman, Gay	Powerful B2B content:	using brand journalism to create compelling and authentic storytelling	xx, 224p	Kogan Page	2020	Brand journalism; Brand; Brand marketing
48264	658.827	9780749490478	Rodriguez, Miri	Brand storytelling:	put customers at the heart of your brand story	xvi, 215p	Kogan Page	2020	Brand; Brand marketing; Branding
48184	658.872	9789353501532	T N, Swaminathan	Digital marketing:	from fundamentals to future	xix, 270p	Cengage Learning	2019	Digital marketing



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48259	658.872	9789811218385	Kotler, Milton	Marketing strategy in the digital age:	applying Kotler's strategies to digital marketing	xxxii, 371p	World Scientific	2020	Marketing strategy; Digital marketing; Internet marketing
48260	659.285	9789811219016	Harrison, Mark	What sponsors want:	an inspirational guide for event marketers	xiv, 286p	World Scientific	2021	Corporate sponsorship; Sponsorship; Special events; Performing arts
48101	909.82	9789386221575	Dhingra, Ishwar C	End of the end of cold war:	international politics and governance	xvii, 376p	Manakin Press	2017	Cold war; International politics; Politics governance
48033	920	9780198837572	Skinner, Quentin	Machiavelli:	a very short introduction	xvii, 120p	Oxford University Press	2019	Political science; Political leaders
48067	954	9789352907243	Husain, Iqbal	The world of the rebels of 1857:	proclamation, tracts and documents 1857-1859	x, 211p	Primus Books	2019	India-History; Sepoy rebellion
48058	959.57	9789811213816	Yong, Tan Tai	The idea of Singapore:	smallness unconstrained	xiii, 222p	World Scientific	2020	Singapore; Shipping; Singapore-History