



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

# New Arrivals

## July 2018



1 Anderson, James C

Business market management: understanding, creating and delivering value / Anderson, James C.--3rd ed.-- New Delhi: Pearson Education, 2011. xxii, 470 p.

ISBN : 9788131731635.

658.8 C1672

\*\* Business market management; Marketing; B2B; Delivering value; Understanding value; Market sensing

2 Athique, Adrian

The Indian media economy: industrial dynamics and cultural adaptation: 2 Volume set / Athique, Adrian.-- New Delhi: Oxford University Press, 2018. xiv, 273 p.

2 Volume set, Acc. No. 44312-44313.

ISBN : 9780199482634.

302.23 44312

\*\* Indian media economy; Mass media; Media; Cultural industries; Industrial dynamics; Cultural adaptation; Market dynamics; Social transactions

3 Athique, Adrian

The Indian media economy: market dynamics and social transactions: 2 Volume set / Athique, Adrian.-- New Delhi : Oxford University Press, 2018. xiv, 281 p.

2 Volume set, Acc. No. 44312-44313.

ISBN : 9780199482641.

302.23 44313

\*\* Indian media economy; Mass media; Media; Cultural industries; Industrial dynamics; Cultural adaptation; Market dynamics; Social transactions

4 Bajpai, Naval

Business research methods / Bajpai, Naval.--2nd ed.-- Noida: Pearson, 2017. xxxvi, 851 p.

ISBN : 9789332585515.

001.42 (BR) C1691

\*\* Business research; Research methodology; Research design formulation; Data analysis-Presentation

**5 Banerjee, Sreejata**

Macroeconomics: theories and applications for emerging economies / Banerjee, Sreejata.-- New Delhi: Sage, 2018.

xx, 482 p.

ISBN : 9789386602091.

339 C1664

\*\* Macroeconomics; Emerging economies; Economic growth;  
Banking system; Investment demand

**6 Brown, Tom J**

Marketing research: a South Asian perspective / Brown, Tom J.-- New Delhi: Cengage Learning, 2016. ix, 331 p.

ISBN : 9788131530726.

658.83 C1683

\*\* Marketing research; Marketing research-Question;  
Marketing research-Questionnaire; research report-  
Marketing

**7 Burns, Alvin C**

Marketing research / Burns, Alvin C.--8th ed.-- Noida:  
Pearson, 2017. 489 p.

ISBN : 9789332584679.

658.83 C1674

\*\* Marketing research; Marketing research industry;  
Marketing research process;

**8 Cabral, Luis M B**

Introduction to industrial organization / Cabral, Luis M  
B.--2nd ed.-- Cambridge: The MIT Press, 2017. x, 430 p.

ISBN : 9780262035941.

338.6 44322

\*\* Industrial organization; Consumers; Firms; Market  
failure; Public policy-Market; Market power; Market  
structure

9 Cachon, Gerard

Matching supply with demand: an introduction to operations management / Cachon, Gerard.--3rd ed.--

Chennai: McGraw Hill Education, 2018. xvii, 507 p.

ISBN : 9789353160548.

658.7 C1692

\*\* Matching supply; Supply chain management; Operations management; Production management; Project management; Quality management; Supply chain coordination

10 Chandra, Prasanna

Financial management: theory and practice / Chandra, Prasanna.--9th ed.-- New Delhi: Tata McGraw-Hill, 2018.

xxxv, 1070 p.

ISBN : 9789339222574.

658.15 C1676

\*\* Financial management; Financial system; Financial statements; Taxes; Cash flow; Financial planning; Forecasting; Valuation; Risk and return; Capital budgeting

11 Chandra, S S Vinod

Research methodology / Chandra, S S Vinod.-- Noida: Pearson, 2018. xxiii, 304 p.

ISBN : 9789352863518.

001.42 C1669

\*\* Research methodology; Research formulation; Literature review; Data collection; Data analysis; Social research; Presentation-Research work

12 Choudhry, Moorad

An introduction to banking: principles, strategy and risk management / Choudhry, Moorad.--2nd ed.-- Chichester:

John Wiley, 2018. xvi, 564 p.

ISBN : 9781119115892.

332.10681 44330

\*\* Banking; Risk management; Bank management; Bank business; Liquidity risk

13 Coyle, Eugene D

Understanding the global energy crisis / Coyle, Eugene D.

-- West Lafayette: Purdue University Press, 2014. xiv,  
304 p.

ISBN : 9781557536617.

333.79      44328

\*\* Global energy crisis; Energy crisis; Energy consumption Energy policy; Energy development; Renewable energy sources; Energy

14 Daniels, John D

International business: environments and operations /

Daniels, John D.--15th ed.-- New Delhi: Pearson, 2017.  
xlv, 912 p.

ISBN : 9789332548220.

658.049      C1687

\*\* International business; Economic environments; International trade; World financial environment; Global capital markets; Export and import; International operations

15 Furtado, Blossom

Holistic living: liberating and integrating the total personality / Furtado, Blossom.-- New Delhi: Ritana Books , 2013. 194 p.

Through life changing transformational techniques and therapies.

ISBN : 9788185250557.

613      44332(Out)

\*\* Life changing; Transformational techniques-Therapies; Holistic living; Liberating-Total personality; Integrating Total personality

16 Gawer, Annabelle

Platforms, markets and innovation / Gawer, Annabelle.-- Cheltenham: Edward Elgar, 2011. xvi, 396 p.

ISBN : 9781848447899.

658.4063      44314(Out)

\*\* Platforms; Markets innovation; Innovation; Technological innovations; Strategic planning

17 Ghosh, Atish R

Taming the tide of capital flows: a policy guide / Ghosh, Atish R.-- Cambridge: MIT Press, 2018. xi, 472 p.

ISBN : 9780262037167.

332.0424      44325

\*\* Capital flows; Policy framework; Macroeconomic imbalances; Policy makers; Policy guide

18 Ghosh, Piyali

Industrial relations and labour laws / Ghosh, Piyali.-- New Delhi: McGraw Hill, 2018. xviii, vp.

ISBN : 9789339203047.

658.315      C1677

\*\* Industrial relations; Labour laws; Indian labour force  
Trade unions-India; Labour welfare; Industrial health-Safety;

19 Gupta, Sanjeev

Digital revolutions in public finance / Gupta, Sanjeev.-- Washington: International Monetary Fund, 2017. xvii, 343 p.

ISBN : 9781484315224.

336      44329

\*\* Digital revolutions; Public finance; Tax policy;  
Revenue administration; Digitalization-Taxation; Digital tax; Fiscal management

20 Hegde, B M

What Doctors don't get to study in medical school /  
Hegde, B M.-- Hyderabad: Paras Medical Publisher, 2017.  
553 p.

ISBN : 9788181914194.

610.711      44318(Out)

\*\* Medical education; Medicine-Philosophy; Medical ethics  
Medical school; Social health; Health care

21 Hegde, B M

You can be healthy.-- Bengaluru: Trinity, 2017. xiv, 186p .

ISBN : 9789386202239.

362.1068      44331(Out)

\*\* Healthy; Health; Medicine; Health benefits-Exercise; Ayurveda

22 Indian Institute of Banking and Finance

Bankers handbook on credit management / Indian Institute

of Banking and Finance.-- New Delhi: Taxmann, 2014. 663 p.

ISBN : 9789350715031.

332.7      C1690

\*\* Bankers; Handbook; Credit management; Credit;  
Financial statements; Working capital management

23 Jones, Ronald W

International trade theory and competitive models:

features, values and criticisms / Jones, Ronald W.--

Singapore: World Scientific Publishing, 2018. xxiii, 361 p .

ISBN : 9789813200661.

382      44321

\*\* International trade; Competitive models; Ricardian  
model; Equilibrium models; Competitive trade models

24 Keller, Gerald

Statistics for management and economics / Keller, Gerald.

--11th ed.-- New Delhi: Cengage Learning India, 2018.

xxii, 798 p.

ISBN : 9789387994010.

519.5      C1661

\*\* Statistics management; Economics

25 Kinder, Jesse M

A student's guide to python for physical modeling /

Kinder, Jesse M.-- Princeton: Princeton University Press,

2018. xiii, 154 p.

ISBN : 978069180571.

005.74      44360(Out)

\*\* Python; Python-Physical modeling; Python-Student guide  
Organizing data; Computer lab;

26 Koehn, Nancy

Forged in crisis: the power of courageous leadership in turbulent times / Koehn, Nancy.-- London: John Murray, 2017. 517 p.

ISBN : 9781473674707.

658.4092      44317(Out)

\*\* Forged crisis; Courageous leadership-Power; Leadership Crisis management

27 Konings, Martijn

Capital and time: for a new critique of neoliberal reason / Konings, Martijn.-- Stanford: Stanford University Press , 2018. 174 p.

ISBN : 9781503604438.

332.041      44327

\*\* Capital market; Finance-Government policy; Capitalism; Neoliberal reason; Capital

28 Koontz, Harold

Principles of management / Koontz, Harold.--2nd ed.-- New Delhi: Tata McGraw Hill, 2016.

ISBN : 9789339224370.

658.001      C1688

\*\* Principles-Management; Planning-Management; Organizing Management; Directing-Management; Controlling-Management

29 Laudon, Kenneth C

Management information systems: managing the digital firm / Laudon, Kenneth C.--15th ed.-- New Delhi: Pearson Education, 2017. xxxiv, 659 p.

ISBN : 9789352865475.

658.4038      C1679

\*\* Management information systems; Digital firm; Information technology infrastructure; Information system Global e-business; Business intelligence; Information management

30 Lehalle, Charles-Albert

Market microstructure in practice / Lehalle, Charles-Albert.--2nd ed.-- Singapore: World Scientific Publishing , 2018. xxvi, 339 p.

ISBN : 9789813231122.

332.642      44323

\*\* Market microstructure; Market-Microstructure; Stock exchanges; Capital market; Optimal organizations; Optimal trading

31 Levitt, Steven D

Think like a freak: how to think smarter about almost everything / Levitt, Steven D.-- New Delhi: Penguin Books , 2015. 286 p.

ISBN : 9780141980119.

306      44333

\*\* Economics; Think like; Think smarter; Freak; Rogue economist

32 Levitt, Steven D

When to rob a bank: a rogue economist's guide to the world / Levitt, Steven D.-- London: Allen Lane, 2015.

387 p.

ISBN : 9780241200391.

330      44319

\*\* Economics; Economists; Bank; Blogs

33 Lothian, Tamara

Law and the wealth of nations: finance, prosperity and democracy / Lothian, Tamara.-- New York: Columbia University Press, 2017. viii, 426 p.

ISBN : 9780231174664.

332.09      44326

\*\* Financial crises; Financial institutions-Law; Financial institutions-Legislation; Capital market; Monetary policy; Democracy-Economic; Finance

34 Murphy, Herta A

Effective business communication / Murphy, Herta A.--7th ed.-- New Delhi: Tata McGraw-Hill, 2017. xx, 619 p.

ISBN : 9780070187757.

658.45 C1659

\*\* Business communication; Commercial correspondence

35 Mushin, Jerry

Prices, interest rates and aggregate output: an overview of macroeconomics / Mushin, Jerry.-- Prahran: Tilde Publishing and Distribution, 2015. xii, 194 p.

ISBN : 9780734610843.

339 44320

\*\* Macroeconomics; Prices; Interest rates; Aggregate output; Inflation

36 Nagle, Thomas T

The strategy and tactics of pricing: a guide to growing more profitably / Nagle, Thomas T.--5th ed.-- London: Routledge, 2017. 365 p.

ISBN : 9781138227095.

658.816 C1682

\*\* Strategy management; Strategic pricing; Price structure Value communication; Pricing policy; Price level; Pricing strategy; Tactics pricing

37 Nelson, Dean

Jugaad yatra: exploring the Indian art of problem solving / Nelson, Dean.-- New Delhi: Aleph Book Company, 2018. xxiii, 175 p.

ISBN : 9789387561250.

658.4063 44315-44316(Out)

\*\* Jugaad yatra; Indian art; Problem solving; Jugaad; Cheap pills; Do more with less; Jugadu; Innovation; Turnaround excellence

38 Richardson, Martin

Dimensions of trade policy / Richardson, Martin.-- New Jersey: World Scientific, 2018. xxx, 416 p.

63 World scientific studies in international economics.

ISBN : 9789813207608.

382.3        44324

\*\* Trade policy-Dimensions; Trade policy; Trading agreements; Trade;

39 Ross, Stephen A

Corporate finance / Ross, Stephen A.--11th ed.-- New Delhi: Tata McGraw Hill, 2017. xl, 1088 p.

ISBN : 9789352607457.

658.152        C1660(Out)

\*\* Corporate finance; Finance

40 Schreiter, Keith

How to follow up with your network marketing prospects / Schreiter, Keith.-- Houston: Fortune Network Publishing, 2015. 103 p.

ISBN : 9781892366429.

658.8        44345(Out)

\*\* Network marketing; Marketing

**\*\* - Keywords**

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