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Institute of
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1 Anderson, Max
The MBA oath: the grassroots movement that is bringing integrity back to business / Anderson, Max.-- 2010: New York, Penguin Books. xxi, 256 p.
ISBN : 9781591843351.
174.4 39957

** Business ethics; Business leaders

2 Andrew, W L
A non- random walk down wall street / Andrew, W L.-- New Jersey: Oxford, 1999. xxiii, 424 p.
ISBN : 9780691092560.
332.6322 39944

** Random walk; Mathematical models

3 Ashta, Ankur
Heart mind and wallet: decoding the consumes needs to create winning stories / Ashta, Ankur.-- New Delhi: Good Times Books, 2014. 157 p.
ISBN : 9789380619729.
658.8 39968

** Marketing--India; Consumer behavior--India; Consumer protection--India

4 Berg, Gerben Van Den
The 8 steps to strategic success: unleashing the power of engagement / Berg, Gerben Van Den.-- New Delhi: Kogan Page, 2014. xvii, 302 p.
ISBN : 9780749469191.
658.4012 39937

** Strategic planning; Success-Business

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5 Berney, Catherine
The enlightened organization: executive tools and techniques from the world of organizational psychology / Berney, Catherine.-- New Delhi: Kogan Page, 2014. ix, 210 p.
ISBN : 9780749470272.
658.402 39939

** Enlightened organization; Organizational behavior; Organizational psychology

6 Bernstein, Peter L
Against the gods: the remarkable story of risk / Bernstein, Peter L.-- New York: John Wiley, 1998. xi, 383 p.
ISBN : 9780471295631.
368 39959

** Risk management; Decision making

7 Bernstein, Peter L
Capital ideas: the improbable origins of modern Wall Street / Bernstein, Peter L.-- Hoboken: New Jersey, 1992. xi, 340 p.
ISBN : 9780471731740.
332.632 39960

** Finance; Wall Street

8 Black, Caroline
The PR professional's handbook: powerful, practical communications / Black, Caroline.-- New Delhi: Kogan Page , 2014. vii, 366 p.
(PR in practice).
ISBN : 9780749468422.
659.2 39942(Ref.)

** Public relations; Communication-Organizations; Business communication

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9 Brynjolfsson, Erik
The second machine age: work, progress, and prosperity in a time of brilliant technologies / Brynjolfsson, Erik.--
New York: W. W. Norton & Company, 2014. 306 p.
ISBN : 9780393239355.
303.483 39945

** Information technology; Economic development; Technological innovations

10 Businessworld
The marketing whitebook 2014-2015 / Businessworld.-- New Delhi: Businessworld, 2014. 296 p.
Gauging generations.
ISBN : 9789381425077.
658.8 39917-39918(Ref.)

** Marketing whitebook; Whitebook; Marketing

11 Campbell, Helen
Managing organizational change: a practical toolkit for leaders / Campbell, Helen.-- New Delhi: KoganPage, 2014.
ix, 290 p.
ISBN : 9780749470838.
658.406 39933

** Organizational change; Leadership

12 Cichocki, Patricia
Organization design: a guide to building effective organizations / Cichocki, Patricia.--2nd ed.-- New Delhi: Kogan page, 2014. xvi, 300 p.
ISBN : 9780749470593.
658.406 39934

** Organization design; Organization effective; Organization management

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13 Clinton, Hillary Rodham
Hard choices / Clinton, Hillary Rodham.-- London: Simon & Schuster, 2014. xii, 635 p.
ISBN : 9781471131509.
658.4092 39954-39955(Out)

** Leadership; History

14 Collier, Mack
Think like a rock star: how to create social media and marketing strategies that turn customers into fans / Collier, Mack.-- New Delhi: McGraw-Hill, 2013. xv, 208 p
ISBN : 9789351344834.
658.8 39919

** Social media; Marketing strategy; Rock star

15 Comfort, Jeremy
The mindful international manager: how to work effectively across cultures / Comfort, Jeremy.--2nd ed.-- New Delhi: Kogan Page, 2014. xiii, 233 p.
ISBN : 9780749469825.
658.049 39941

** International business; International manager

16 Davison, Matt
Quantitative finance: a simulation-based introduction using excel / Davison, Matt.-- New York: CRC Press, 2014. xviii, 511 p.
ISBN : 9781439871683.
332.0151 39921

** Quantitative finance; Excel; Finance-Mathematical; Finance-Simulation

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17 Dixon, Peter B
Handbook of computable general equilibrium modeling: volume 1B / Dixon, Peter B.-- Amsterdam: Elsevier, 2013.
xxi, 1841 p.
Volume 1B.
ISBN : 9780444595560.
339.5 39914(Ref.)

** Equilibrium economics; Econometric models; Economic policy

18 Drake, Matthew J
The applied business analytics casebook: applications in supply chain management operations management and operations re / Drake, Matthew J.-- New Jersey: Pearson, 2014. xviii, 198 p.
ISBN : 9780133407365.
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** Supply chain management; Operations management; Operations research

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Advertising transformed: the new rules for the digital age / Dyck, Fons Van.-- New Delhi: Kogan Page, 2014.
xxiv, 171 p.
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Advertising: concept and copy / Felton, George.--3rd ed.- New York: W. W. Norton & Company, 2013. 320 p.
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659.1 39951

** Advertising; Strategy

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ISBN : 9780749470982.
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** Change management; Change planning

22 Frost, Stephen J
Inclusion imperative: how real inclusion creates better business and builds better societies / Frost, Stephen J.- New Delhi: Kogan Page, 2014. xiii, 333 p.
ISBN : 9780749471293.
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** Multiculturalism; Intercultural communication

23 Gains, Neil
Brand essense: using sense, symbol and story to design brand identity / Gains, Neil.-- New Delhi: Kogan Page, 2014. ix, 218 p.
ISBN : 9780749470012.
658.827 39927(Out)

** Brand-Products; Corporate image; Branding-Marketing

24 Geelhoed, Jeroen
Creating lasting value: how to lead manage and market your stakeholder value / Geelhoed, Jeroen.-- New Delhi: Kogan Page, 2014. viii, 306 p.
ISBN : 9780749471170.
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** Creating value; Market value

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Leadership team coaching: developing collective transformational leadership / Hawkins, Peter.--2nd ed.--
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ISBN : 9780749469702.
658.4092 39932

** Leadership; Team-Coaching;

26 Hsieh, Tony
Delivering happiness: a path to profits passion and purpose / Hsieh, Tony.-- New York: Business Plus, 2011.
xiii, 289 p.
ISBN : 9781455508907.
658.409 39961-39962; 39963(Out)

** Delivering happiness; Path to profits; Profits; Passion

27 IMD
IMD world competitiveness yearbook 2014 / IMD.--
Switzerland: World Competitiveness Center, 2014. 559 p.
330.91724 39916(Ref.)

** IMD; IMD-Yearbook

28 Isaacson, Walter
Benjamin franklin: an American life / Isaacson, Walter.--
New York: Simon and Schuster, 2004. xii, 586 p.
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973.3092 39969-39971(Out)

** Benjamin franklin; American life

29 Jauhari, Vinnie
Innovation management / Jauhari, Vinnie.-- New Delhi:
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ISBN : 9780198080985.
658.4063 39956

** Innovation management; Innovation

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30 Jones, Charles I
Macroeconomics / Jones, Charles I.--3rd ed.-- New York: W. W. Norton & Company, 2014. xxvi, 609 p.
ISBN : 9780393923919.
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** Macroeconomics; Economics

31 Kapoor, N D
Elements of mercantile laws: including company law and industrial law / Kapoor, N D.--34th ed.-- New Delhi: Sultan Chand & Sons, 2014. ix, 328 p.
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346.07 39958

** Mercantile law; Law

32 Keohane, Kevin
Brand and talent / Keohane, Kevin.-- New Delhi: Kogan Page, 2014. xvii, 220 p.
ISBN : 9780749469252.
658.827 39928

** Brand management; Brand; Talent

33 Khandelwal, Anil K
Dare to lead: the transformation of Bank of Baroda a CEO's personal account of historic changes in a large corporation / Khandelwal, Anil K.-- New Delhi: Sage Publication, 2013. xxviii, 409 p.
ISBN : 9788132111016.
332.10954 39947(Out); 39948

** Bank of Baroda; Leadership; Banks-Banking

34 Leboff, Grant
Stickier marketing: how to win customers in a digital age / Leboff, Grant.--2nd ed.-- New Delhi: Kogan Page, 2014. viii, 255 p.
ISBN : 9780749471088.
658.872 39936(Out)
** Stickier marketing; Customers

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35 Maxwell, John C
Winning with people: discover the people principles that work for you every time / Maxwell, John C.-- Mumbai: Jaico Publishing House, 2013. 275 p.
ISBN : 9788184951745.
650.1 39949-39950(Out)

** Winning; Winning-People

36 McAdams, David
Game - changer: game theory and the art of transforming Strategic situations / McAdams, David.-- New York: W W Norton, 2014. 303 p.
ISBN : 9780393239676.
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** Game-Changer; Strategic; Game theory

37 Miles, Jason G
Instagram power: build your brand and reach more customers with the power of pictures / Miles, Jason G.-- New Delhi: McGraw-Hill, 2014. xx, 232 p.
ISBN : 9789351344827.
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** Instagram power; Customers power; Brand-Customer

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Advanced games for trainers: powerful interventions for solving team group or organizational problems / Napier, Rodney.-- New Delhi: Tata McGraw-Hill, 2005. xvi, 370 p.

ISBN : 9780070603165.
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** Advanced games; Training; Group games; Organizational Problems

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39 Nayar, Pramod K
An introduction to cultural studies / Nayar, Pramod K.--
New Delhi: Viva Books, 2014. x, 304 p.
ISBN : 9788130912813.
306 39925

** Cultural studies; Cultural program; Cultural Methods

40 Parment, Anders
Auto brand: building successful car brands for the future
/ Parment, Anders.-- New Delhi: Kogan Page, 2014. ix,
254 p.
ISBN : 9780749469290.
658.827 39926

** Automobiles marketing; Automobile industry; Trade

41 Pirsig, Robert M
Zen and the art of motorcycle maintenance / Pirsig,
Robert M.-- London: Vintage Books, 2004. xii, 417 p.
ISBN : 9780099322610.
658 39952(Out)

** Zen Buddhism-Science; Philosophy; Civilization;
Buddhism

42 Raghunathan, V
Games Indians play : why we are the way we are /
Raghunathan, V.-- New Delhi: Penguin Books, 2006. xiv,
170 p.
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158.1 39953(Out)

** Game theory; Attitude

43 Rose, Michael
Reward management / Rose, Michael.-- New Delhi: Kogan
Page, 2014. vii p.
ISBN : 9780749469801.
355.134068 39935

** Reward management; Reward strategy;

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44 Rowles, Daniel
Digital branding: a complete step-by-step guide to strategy, tactics and measurement / Rowles, Daniel.-- New Delhi: Kogan Page, 2014. xi, 220 p.
ISBN : 9780749469955.
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** Internet marketing; Branding marketing

45 Ryan, Damian
The best digital marketing campaigns in the world II / Ryan, Damian.-- New Delhi: Kogan Page, 2014. xii, 253 p.
ISBN : 9780749469689.
658.872 39938

** Internet marketing-Case studies; Advertising campaigns Case studies; Social media

46 United Nations
World investment report 2014: investing in the SDGs: an action plan.-- New York: United Nations, 2014. xxxv, 228 p .
ISBN : 9789211128734.
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** World investment report; Investment report

47 Ward, John L
Keeping the family business healthy: how to plan for continuing growth, profitability, and family leadership / Ward, John L.-- New York: Palgrave Macmillan, 2011. xix, 286 p.
ISBN : 9780230111219.
658.045 39972

** Family-Owned business-Enterprises; Family corporations

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Turning learning into action: a proven methodology for effective transfer of learning / Weber, Emma.-- New Delhi : Kogan Page, 2014. xi, 249 p.
ISBN : 9780749472221.
658.3124 39943

** Organizational learning; Employees training; Personnel management

49 Zikmund, William G
Business research methods: Zikmund, William G.--9th ed. ed.-- Singapore: South-Western, 2013. xxv, 670 p.
ISBN : 9781133190943.
001.42 C1471

** Business research-Methods; Research methodology

**** - Keywords**

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