

Library & Information Services

New Arrivals

JUNE 2017



Institute of
Management Technology
Ghaziabad



- 1 Acharya, Seema
Big data and analytics / Acharya, Seema.-- New Delhi:
Wiley, 2017. xxii, 334 p.
ISBN : 9788126554782.
658.47(BD) 43449

** Big data; Analytics
- 2 Achtenhagen, Leona
Entrepreneurship and SME management across Africa:
context, challenges, cases / Achtenhagen, Leona.--
Singapore: Springer, 2016. xii, 220 p.
ISBN : 9789811017254.
658.421 43426

** Entrepreneurship; SME management; Leadership
- 3 Adam, Anne Kathrin
Strategy and success factors of business schools / Adam,
Anne Kathrin.-- Wiesbaden: Springer, 2016. xvii, 262 p.
ISBN : 9783658145187.
658.4012 43401

** Strategy; Strategy management; Business schools;
Leadership
- 4 Adeleye, Ifedapo
Africa to Africa internationalization: key issues and
outcomes / Adeleye, Ifedapo.-- Switzerland: Palgrave
Macmillan, 2016. xviii, 275 p.
ISBN : 9783319306919.
332.673096 43404

** Africa internationalization; Foreign investments;
Investments; International economic relations
- 5 Agarwal, Anurag K
Contracts and arbitration for managers / Agarwal, Anurag
K.-- New Delhi: Sage, 2016. xiii, 232 p.
ISBN : 9789351506379.
346.5 43356

** Contracts; Arbitration-Managers; Arbitration

6 Agrawal, P K
 SAP MM invoice verification technical reference and
 learning guide / Agrawal, P K.-- New Delhi: PHI Learning,
 2015. xix, 598 p.
 ISBN : 9788120350403.
 006.8-SAP 43324

** SAP; MM; Invoice verification; Technical reference

7 Agrawal, P K
 SAP MM purchasing: technical reference and learning guide
 / Agrawal, P K.-- New Delhi: PHI Learning, 2014. xxxix,
 856 p.
 ISBN : 9788120348516.
 006.8-SAP 43323

** SAP; MM; Purchasing; Technical reference

8 Ahuja, H L
 Development economics: a critical study of economic
 growth, development and environment / Ahuja, H L.-- New
 Delhi: S Chand Publishing, 2016. xxviii, 769 p.
 ISBN : 9789385676475.
 338.9 43490

** Development-Economics; Economic growth

9 Ahuja, H L
 Modern economics an analytical study / Ahuja, H L.--20th
 ed.-- New Delhi: S Chand Publishing, 2016. xxiii, 912 p.
 ISBN : 9789352531462.
 330.01 43491

** Modern economics; Economics; Analytical study

10 Alexander, Michael
 Excel 2016 formulas / Alexander, Michael.-- New Delhi:
 Wiley, 2016. xxxii, 782 p.
 ISBN : 9788126559879.
 005.369-EXC 43452

** Excel formulas; Excel

- 11 Alexander, Michael
 Microsoft excel dashboards and reports / Alexander, Michael.--2nd ed.-- New Delhi: Wiley, 2016. xvi, 412 p.
 ISBN : 9788126542987.
 005.369-AXC 43444
 ** Microsoft excel; Excel dashboards; Excel
- 12 Anderson, Alan
 Statistics for big data for dummies / Anderson, Alan.-- New Delhi: Wiley, 2016. xii, 366 p.
 ISBN : 9788126528223.
 658.47(BD) 43439
 ** Statistics-Big data; Dummies; Big data
- 13 Anne, Christopher
 Leadership for global systemic change: beyond ethics and social responsibility / Anne, Christopher.-- Switzerland: Palgrave Macmillan, 2017. xiii, 192 p.
 ISBN : 9783319389486.
 174.4 43403
 ** Global systemic change; Beyond ethics; Ethics; Social responsibility; Leadership
- 14 Arthur, Michael B
 An intelligent career: taking ownership of your work and your life / Arthur, Michael B.-- New York: Oxford University Press, 2017. xvi, 264 p.
 ISBN : 9780190494131.
 650.1 43516(Out)
 ** Intelligent career; Career development; Career
- 15 Athique, Adrian
 Digital media and society: an introduction / Athique, Adrian.-- Cambridge: Polity Press, 2013. viii, 295 p.
 ISBN : 9780745662299.
 302.23 43483
 ** Digital media; Media society; Digital; Media
- 16 Athique, Adrian
 Indian media: global approaches / Athique, Adrian.-- Cambridge: Polity, 2012. v, 186 p.
 ISBN : 9780745653334.
 302.23 43482
 ** Indian media; Mass media; Media

17 Athique, Adrian

Transnational audiences: media reception on a global scale / Athique, Adrian.-- Cambridge: Polity Press, 2016.
vi, 213 p.
ISBN : 9780745670225.
302.23 43484

** Transnational audiences; Media reception; Mass media; Media

18 Auletta, Ken

Googled: the end of the world as we know it / Auletta, Ken.-- London: Virgin Books, 2010. xiv, 384 p.
ISBN : 9780753522424.
338.7 43337(Out)

** Googled; Internet industry

19 Balakrishnan, Melodena Stephens

The India connection / Balakrishnan, Melodena Stephens.-- Bingley: Emerald, 2016. xviii, 163 p.
ISBN : 9781784417888.
337.09 43460

** India connection; Foreign economic relations; International business-Enterprises

20 Balakrishnan, Ramji

Managerial accounting / Balakrishnan, Ramji.--2nd ed.-- New Delhi: Wiley, 2017. xxviii, 692 p.
ISBN : 9788126562886.
658.1511 43432

** Managerial accounting

21 Barreto, Humberto

Teaching macroeconomics with Microsoft excel / Barreto, Humberto.-- New York: Cambridge University Press, 2016.
xvi, 182 p.
ISBN : 9781107584983.
005.369EXC 43487

** Teaching-Macroeconomics; Microsoft excel; Excel

22 Barron, Lee
 Celebrity cultures: an introduction / Barron, Lee.-- New
 Delhi: Sage, 2015. viii, 208 p.
 ISBN : 9781446249277.
 306 43345

** Celebrity cultures; Celebrities; Celebrity; Culture

23 Bartholomew, David J
 Statistics with out mathematics / Bartholomew, David J.--
 New Delhi: Sage, 2016. xiii, 174 p.
 ISBN : 9781473902459.
 519.5 43380

** Statistics; Mathematics

24 Belhekar, Vivek M
 Statistics for psychology using R / Belhekar, Vivek M.--
 New Delhi: Sage, 2016. xiv, 378 p.
 ISBN : 9789385985003.
 658.47(R) 43359

** Statistics; Psychology; Using R; Analysis; R

25 Blawatt, Ken R
 Marconomics: defining economics through social science
 and consumer behavior / Blawatt, Ken R.-- Bingley:
 Emerald Group, 2016. xviii, 384 p.
 ISBN : 9781786355669.
 339 43457

** Marconomics

26 Boreus, Kristina
 Analyzing text and discourse: eight approaches for the
 social sciences / Boreus, Kristina.-- New Delhi: Sage,
 2017. viii, 293 p.
 ISBN : 9781473913752.
 001.42(SR) 43350

** Analyzing; Discourse; Social sciences; Research
 methodology

27 Boubaker, Sabri
 Risk management in emerging markets: issues, framework
 and modeling / Boubaker, Sabri.-- New Delhi: Emerald,
 2016. xl, 705 p.
 ISBN : 9781786354525.
 332.64 43453

** Financial risk management; Emerging markets; Risk
 management

28 Brandt, Richard L
 The Google guys: inside the brilliant minds of Google
 founders Larry Page and Sergey Brin / Brandt, Richard L.-
 London: Penguin, 2011. 255 p.
 ISBN : 9781591844129.
 338.7 43336

** Google guys; Google founders; Google

29 Brenner, Walter
 Design thinking for innovation: research and practice /
 Brenner, Walter.-- New York: Springer, 2016. xxvi, 219 p
 ISBN : 9783319260983.
 658.514 43406

** Design thinking; Innovation; Knowledge management;
 Information technology

30 Brinkmann, Robert
 Introduction to sustainability / Brinkmann, Robert.-- New
 Delhi: Wiley, 2017. xix, 311 p.
 ISBN : 9788126565771.
 338.9 43446

** Sustainability

31 Briscoe, Jon P
 Careers around the world: individual and contextual
 perspectives / Briscoe, Jon P.-- New York: Routledge,
 2012. xv, 379 p.
 ISBN : 9780415871426.
 650.14 43517(Out)

** Careers around; Occupations; Contextual perspectives

32 Brown, Stephen
 Brands and branding / Brown, Stephen.-- New Delhi: Sage,
 2016. xi, 282 p.
 ISBN : 9781473919525.
 658.827 43372(Out)

** Brands; Branding

33 Bushe, Gervase R
 Dialogic organization development: the theory and
 practice of transformational change / Bushe, Gervase R.--
 Noida: Collins Business, 2015. xiv, 436 p.
 ISBN : 9781626567085.
 658.406 43333

** Dialogic-Organization development; Organization
 development

34 Canavor, Natalie
 Business writing today: a practical guide / Canavor,
 Natalie.--2nd ed.-- New Delhi: Sage, 2016. xvi, 366 p.
 ISBN : 9781483358666.
 808.06665 43374

** Business writing

35 Cappellari, Lorenzo
 Inequality: causes and consequences / Cappellari, Lorenzo
 -- New Delhi: Emerald, 2016. xiii, 476 p.
 ISBN : 9781785608117.
 339.2 43458

** Inequality; Consequences; Income distribution

36 Chander, Harish
 Cyber laws and IT protection / Chander, Harish.-- New
 Delhi: PHI Learning, 2016. xx, 267 p.
 ISBN : 9788120345706.
 343.7309 43325

** Cyber laws; IT protection-Laws

- 37 Chatterjee, Indrajit
 Management information systems / Chatterjee, Indrajit.--
 New Delhi: PHI Learning, 2013. x, 202 p.
 ISBN : 9788120340237.
 658.4038 43327
- ** Management information systems
- 38 Chitale, Avinash K
 Organizational behaviour: text and cases / Chitale,
 Avinash K.-- New Delhi: PHI Learning, 2015. xxv, 624 p.
 ISBN : 9788120346963.
 658.402 43322
- ** Organizational behaviour
- 39 Cieslik, Jerzy
 Entrepreneurship in emerging economies: enhancing its
 contribution to socio-economic development / Cieslik,
 Jerzy.-- Cham: Springer International, 2017. xvii, 266 p
 ISBN : 9783319417219.
 338.04 43398
- ** Entrepreneurship; Emerging economies
- 40 Collis, David
 International strategy: context, concepts implications /
 Collis, David.-- New Delhi: Wiley, 2014. xv, 374 p.
 ISBN : 9788126552429.
 658.4012 43443
- ** International strategy; Strategy management
- 41 David, Fred R
 Strategic management concept and cases / David, Fred R.--
 15th ed.-- New Delhi: Pearson, 2016. xxxiv, 666 p.
 ISBN : 9789332548930.
 658.4012 43466
- ** Strategic management
- 42 Defusco, Richard A
 Quantitative investment analysis / Defusco, Richard A.--
 3rd ed.-- New Delhi: Wiley, 2017. xx, 609 p.
 ISBN : 9788126564699.
 332.632042 43448
- ** Quantitative investment; Investment

- 43 Dignall, Clare
 Negotiation skills in 7 simple steps / Dignall, Clare.--
 New Delhi: Harper Collins, 2014. 144 p.
 ISBN : 9780007598373.
 658.4052 43330
 ** Negotiation skills; Negotiation
- 44 Doyle, Gillian
 Understanding media economics / Doyle, Gillian.--2nd ed.-
 New Delhi: Sage, 2013. xii, 216 p.
 ISBN : 9781412930772.
 302.23 43618(Out)
 ** Media economics; Mass media
- 45 Drake, Matthew J
 Advances in business, operations and product analytics /
 Drake, Matthew J.-- New Delhi: Pearson, 2016. xxii, 218.
 ISBN : 9789332578036.
 658.47(A) 43480
 ** Advances business; Operations; Product analytics; Analytics
- 46 Drozdova, Katya
 Quantifying the qualitative: information theory for
 comparative case analysis / Drozdova, Katya.-- New Delhi:
 Sage, 2017. xxvi, 161 p.
 ISBN : 9781483392479.
 001.42(SR) 43348
 ** Social sciences; Research methodology; Information theory
- 47 Eagle, Lynne
 Marketing ethics and society / Eagle, Lynne.-- New Delhi:
 Sage, 2015. xiii, 300 p.
 ISBN : 9781446296622.
 174.96588 43371(Out)
 ** Marketing ethics; Ethics; Society
- 48 Evans, James R
 An introduction to six sigma and process improvement /
 Evans, James R.--2nd ed.-- New Delhi: Cengage Learning,
 2016. xiii, 350 p.
 ISBN : 9788131532935.
 658.4013 43386
 ** Six sigma

49 Evans, Nigel
 Strategic management for tourism, hospitality and events
 / Evans, Nigel.--2nd ed.-- London: Routledge, 2015. xx,
 708 p.
 ISBN : 9780415837248.
 338.4791 43388

** Strategic management; Tourism; Hospitality; Events

50 Fernando, A C
 Indian economy / Fernando, A C.-- New Delhi: Pearson, 2016.
 ISBN : 9789332554689.
 330.954 43477

** Indian economy

51 Fiandaca, Daniele
 Digital advertising: past, present and future / Fiandaca,
 Daniele.-- London: Creative Social, 2011. xvii, 165 p.
 ISBN : 9780956608307.
 658.872 43393

** Digital advertising; Advertising

52 Fossard, Esta De
 Writing and producing for television and film / Fossard,
 Esta De.--2nd ed.-- New Delhi: Sage, 2015. viii, 234 p.
 ISBN : 9789351501688.
 822 43340

** Writing; Production; Direction; Television authorship

53 Fossard, Esta De
 Writing and producing radio dramas / Fossard, Esta De.--
 2nd ed.-- New Delhi: Sage, 2015. xix, 293 p.
 ISBN : 9789351501664.
 822 43339

** Writing; Producing; Radio; Dramas

54 Frieman, Jerome
 Learning: a behavioral, cognitive and evolutionary
 synthesis / Frieman, Jerome.-- New Delhi: Sage, 2016.
 xxvii, 579 p.
 ISBN : 9781483359236.
 153.15 43370

** Learning; Psychology; Evolutionary synthesis

55 Gallagher, Leigh

The airbnb story: how three ordinary guys disrupted an industry, made billions and created plenty of controversy / Gallagher, Leigh.-- Boston: Houghton Mifflin Harcourt, 2017. xx, 236 p.

ISBN : 9780544952669.

647.95 43338

** Airbnb-Story; Hospitality-Industry

56 Ganis, Matthew

Social media analytics: techniques and insights for extracting business value out of social media / Ganis, Matthew.-- New Delhi: Pearson, 2017. xxxi, 268 p.

ISBN : 9789332578463.

302.23 43473

** Social media-Analytics; Mass media; Media

57 Glauner, Friedrich

Future viability, business models and values: strategy, business management and economy in disruptive markets / Glauner, Friedrich.-- Cham: Springer, 2016. xxix, 116 p.

ISBN : 9783319340296.

658.408 43420

** Future viability; Business models; Values; Strategy; Disruptive markets

58 Goyal, V K

Corporate accounting / Goyal, V K.--3rd ed.-- New Delhi: PHI Learning, 2013. xiv, 630 p.

ISBN : 9788120346277.

657.3 43321

** Corporate accounting

59 Gray, David E

A critical introduction to coaching and mentoring: debates, dialogues and discourses / Gray, David E.-- New Delhi: Sage, 2016. xiii, 350 p.

ISBN : 9781446272282.

658.3124 43368

** Employees; Coaching; Mentoring

- 60 Gupta, Ambrish
 Project appraisal and financing / Gupta, Ambrish.-- New Delhi: PHI Learning, 2017. xxxiv, 586 p.
 ISBN : 9788120352759.
 658.1554 43320
- ** Project appraisal; Financing
- 61 Hamelink, Cees J
 Global communication / Hamelink, Cees J.-- New Delhi: Sage, 2015. xiii, 279 p.
 ISBN : 9781849204248.
 658.45 43369
- ** Global communication
- 62 Hanazaki, Masaharu
 Corporate governance and corporate behavior in Japan: the consequences of stock options and corporate diversification / Hanazaki, Masaharu.-- Tokyo: Springer, 2016. xi, 88 p.
 ISBN : 9784431560043.
 658.4 43427
- ** Corporate governance; Corporate behavior; Consequences Japan
- 63 Hanna, Nagy
 Mastering digital transformation: towards a smarter society, economy, city and nation / Hanna, Nagy.-- Bingley: Emerald Publishing, 2016. xxvi, 399 p.
 ISBN : 9781785604652.
 338.47 43456(Out)
- ** Mastering-Digital transformation; Digital transformation; Smarter society; Economic development
- 64 Hanne, Thomas
 Computational intelligence in logistics and supply chain management / Hanne, Thomas.-- Cham: Springer International Publishing, 2017. xx, 176 p.
 ISBN : 9783319407203.
 658.7 43418(Out)
- ** Computational intelligence; Logistics; Supply chain management

- 65 Harley-McClaskey, Deborah
 Developing human service leaders / Harley-McClaskey,
 Deborah.-- New Delhi: Sage, 2017. xxvii, 340 p.
 ISBN : 9781483393100.
 361.00683 43376
- ** Developing-Human service; Leadership; Human service
- 66 Hersent, Olivier
 The internet of things: key applications and protocols /
 Hersent, Olivier.-- New Delhi: Wiley, 2016. xxv, 344 p.
 ISBN : 9788126557653.
 004.678 43447
- ** Internet things; Internet; key applications
- 67 Holmes, Alex
 Hadoop in practice / Holmes, Alex.--2nd ed.-- New Delhi:
 Dreamtech Press, 2015. xxiv, 487 p.
 ISBN : 9789351197423.
 658.47(R) 43416
- ** Hadoop
- 68 Horner, David Sanford
 Understanding media ethics / Horner, David Sanford.-- New
 Delhi: Sage, 2015. x, 256 p.
 ISBN : 9781849207881.
 203.23 43346(Out)
- ** Media ethics; Ethics; Mass media; Media
- 70 Idowu, Samuel O
 Key initiatives in corporate social responsibility:
 global dimension of CSR in corporate entities / Idowu,
 Samuel O.-- New York: Springer, 2016. xxxii, 449 p.
 ISBN : 9783319216409.
 658.408 43423
- ** Corporate-Social responsibility; Global dimension; CSR
- 71 Jeffrey, Robin
 Media at work in China and India: discovering and
 dissecting / Jeffrey, Robin.-- New Delhi: Sage, 2015.
 xlv, 347 p.
 ISBN : 9789351503002.
 302.23 43343
- ** Media; Mass media

72 Jelen, Bill

Pivot table data crunching: Microsoft excel 2013 / Jelen, Bill.-- New Delhi: Pearson, 2014. xi, 417 p.

ISBN : 9789332523968.

005.369-EXC 43476

** Pivot table; Data crunching; Microsoft excel

73 Jewkes, Yvonne

Media and crime / Jewkes, Yvonne.--3rd ed.-- New Delhi: Sage, 2015. xi, 334 p.

ISBN : 9781446272534.

302.23 43347

** Media; Crime; Mass media

74 John, Burton St

Crisis communication and crisis management: an ethical approach / John, Burton St.-- New Delhi: Sage, 2017. xvi, 208 p.

ISBN : 9781483316147.

363.34 43365

** Crisis communication; Crisis management

75 Jukes, Ian

Understanding the digital generation: teaching and learning in the new digital landscape / Jukes, Ian.-- Thousand Oaks: Corwin, 2010. 150 p.

ISBN : 9781412938440.

371.334 43385

** Digital generation; Educational technology; Digital media

76 Kamat, Sameer

Beyond the MBA hype: a guide to understanding and surviving B-schools / Kamat, Sameer.-- Noida : Collins Business: Collin Business, 2013. xiii, 216 p.

ISBN : 9789350290781.

658.007 43332

** MBA hype; Surviving-B schools; MBA

77 Kapil, Sheeba

Mergers and acquisitions: valuation, leveraged buyouts and financing / Kapil, Sheeba.-- New Delhi: Wiley, 2016.
xxii, 578 p.
ISBN : 9788126558483.
658.16 43415

** Mergers and acquisitions; Valuation

78 Keenan, Sean C

Financial institution advantage and the optimization of information processing / Keenan, Sean C.-- New Delhi: Wiley, 2015. xv, 208 p.
ISBN : 9788126554805.
332.10285 43442

** Financial institution-Advantage; Optimization; Information processing

79 Kerzner, Harold

Project management 2.0 / Kerzner, Harold.-- New Delhi: Wiley, 2015. xix, 316 p.
ISBN : 9788126555161.
658.404 43437

** Project management

80 Khattar, Dinesh

Pearson guide to quantitative aptitude for MBA entrance examinations / Khattar, Dinesh.--4th ed.-- New Delhi: Pearson, 2015.
ISBN : 9789332546981.
658.0071 43470(Ref.)

** Quantitative aptitude; MBA; Entrance examinations; CAT
MAT

81 Klewes, Joachim

Out thinking organizational communications: the impact of digital transformation / Klewes, Joachim.-- Switzerland: Springer, 2017. vi, 199 p.
ISBN : 9783319418445.
658.45 43422

** Organizational communications; Business communication; Digital communications

- 82 Kotler, Philip
 The quintessence of strategic management: what you really need to know to survive in business / Kotler, Philip.-- 2nd ed.-- Berlin: Springer, 2016. vii, 113 p. ISBN : 9783662484890. 658.4012 43425
- ** Quintessence; Strategic management; Entrepreneurship; Leadership
- 83 Krutz, Ronald L
 Cloud security: a comprehensive guide to secure cloud computing / Krutz, Ronald L.-- New Delhi: Wiley, 2016. xxvi, 358 p. ISBN : 9788126528097. 005.131 43413
- ** Cloud security; Comprehensive; Cloud computing
- 84 Kucuk, S Umit
 Brand hate navigating consumer negativity in the digital world / Kucuk, S Umit.-- Cham: Springer, 2016. ix, 141 p. ISBN : 9783319415185. 658.827 43397
- ** Brand hate; Internet marketing; Navigating consumer; Digital world; Brand
- 85 Kulkarni, Parag
 Big data analytics / Kulkarni, Parag.-- New Delhi: PHI Learning, 2016. xiii, 189 p. ISBN : 9788120351165. 658.47(BD) 43328
- ** Big data; Analytics
- 86 Kumar, Naveen B
 The use of technical and fundamental analysis in the stock market in emerging and developed economies / Kumar, Naveen B.-- Bingley: Emerald Group Publishing, 2015. xxv, 197 p. ISBN : 9781785604058. 332.642 43454
- ** Technical fundamental-Analysis; Stock market; Developed economies

87 Kumar, Nirmal
 Brave new Bollywood: in conversation with contemporary
 Hindi filmmakers / Kumar, Nirmal.-- New Delhi: Sage, 2015
 xvii, 272 p.
 ISBN : 9789351500315.
 791.4 43344

** Bollywood; Contemporary-Hindi; Filmmaker; Motion
 pictures

88 Lee, Kun Chang
 Digital creativity model and its relationship with
 corporate performance: emphasis on agent-based modeling
 approach / Lee, Kun Chang.-- Switzerland: Springer, 2016.
 ix, 70 p.
 ISBN : 9783319399898.
 658.4038 43419

** Digital creativity-Model; Relationship; Corporate
 performance; Organizational learning

89 Lee, Nick
 Business statistics using excel and SPSS / Lee, Nick.--
 New Delhi: Sage, 2016. xvi, 561 p.
 ISBN : 9781848602205.
 519.5 43363

** Business statistics; Excel; SPSS

90 Levine, David M
 Statistics for managers: using Microsoft excel / Levine,
 David M.--8th ed.-- Noida: Pearson, 2017. xxv, 808 p.
 ISBN : 9789332585744.
 519.5 C1616(Ref.)

** Statistics-Managers; Decision making; Statistical
 applications-Quality management; Basic vocabulary-
 Statistics

91 Lieb, Thom
 Editing for the digital age / Lieb, Thom.-- New Delhi:
 Sage, 2016. xi, 187 p.
 ISBN : 9781483306544.
 808.027 43362

** Editing; Digital age

- 92 Liu, Xing
 Applied ordinal logistic regression using Stata: from single-level to multilevel modeling / Liu, Xing.-- New Delhi: Sage, 2016. xxiv, 523 p.
 ISBN : 9781483319759.
 519.535 43384
- ** Applied ordinal logistic; Regression; Multilevel modeling; Ordinal logistic
- 93 Lokhandwala, Munira
 Verbal ability for CAT / Lokhandwala, Munira.-- New Delhi : Wiley, 2016. vi, 567 p.
 ISBN : 9788126564354.
 658.0071 43409(Ref.)
- ** Verbal ability; CAT; MBA
- 94 Madsen, Birger Stjernholm
 Statistics for non-statisticians / Madsen, Birger Stjernholm.--2nd ed.-- New York: Springer, 2016. xxi, 185 p.
 ISBN : 9783662493489.
 519.5 43389
- ** Statistics; Statisticians
- 95 Malhotra, Deepak
 Negotiating the impossible: how to break deadlocks and resolve ugly conflicts / Malhotra, Deepak.-- Noida: Harper Collins, 2016. x, 211 p.
 ISBN : 9789352640171.
 658.4052 43331
- ** Negotiating impossible; Negotiation
- 96 Mankiw, N Gregory
 Principles of microeconomics / Mankiw, N Gregory.--6th ed -- New Delhi: Cengage Learning, 2017. xxiv, 503 p.
 ISBN : 9788131502720.
 338.5 C1609
- ** Microeconomics

97 Marz, Nathan

Big data: principles and best practices of scalable real-time data systems / Marz, Nathan.-- New Delhi: Dreamtech Press, 2017. xx, 308 p.

ISBN : 9789351198062.

658.47(BD) 43436

** Big data; Data systems

98 Mccormick, Keith

SPSS statistics for dummies / Mccormick, Keith.--3rd ed.- New Delhi: Wiley, 2015. xii, 370 p.

ISBN : 9788126557059.

005.131 43433

** SPSS statistics; SPSS

99 McDaniel, Stephen

SAS for dummies / McDaniel, Stephen.--2nd ed.-- New Delhi : Wiley, 2016. xx, 360 p.

ISBN : 9788126560448.

519.50285 43412

** SAS; Statistics

100 Mcewen, Adrian

Designing the internet of things / Mcewen, Adrian.-- New Delhi: Wiley, 2016. xi, 324 p.

ISBN : 9788126556861.

004.678 43450

** Designing internet; Internet; Things

101 McFedries, Paul

Excel 2016: formulas and functions / McFedries, Paul.-- New Delhi: Pearson, 2017. xii, 508 p.

ISBN : 9789332578616.

005.369-EXC 43481

** Excel formulas; Functions; Excel functions

102 McKee, Annie

Management a focus on leaders / McKee, Annie.--2nd ed.-- New Delhi: Pearson, 2016. 624 p.

ISBN : 9789332574175.

658.4092 43468

** Leadership-Management; Leaders

103 Mehra, Shital Kakkar

Business etiquette: a guide for the Indian professional / Mehra, Shital Kakkar.-- Noida: Collins Business, 2012.

xi, 294 p.

ISBN : 9789350291085.

395.52 43329

** Business etiquette

104 Meyers, Lawrence S

Performing data analysis: using IBM SPSS / Meyers, Lawrence S.-- New Delhi: Wiley, 2015. xi, 720 p.

ISBN : 9788126557226.

005.131 43417

** Performing data-Analysis; IBM; SPSS

105 Micklethwait, Alicia

Driven to the brink: why corporate governance, board leadership and culture matter / Micklethwait, Alicia.-- London: Palgrave Macmillan, 2017. xviii, 244 p.

ISBN : 9781137590510.

658.4 43400

** Corporate governance; Brink; Board leadership

106 Minoli, Daniel

Building the internet of things with IPv6 and MIPv6: the evolving world of M2M communications / Minoli, Daniel.-- New Delhi: Wiley, 2016. xv, 371 p.

ISBN : 9788126558230.

004.678 43451

** Building internet; Internet; M2M-Communications

107 Misra, Alok

Responsible finance India report 2016: client first tracking social performance practices / Misra, Alok.-- New Delhi: Sage, 2017. xviii, 143 p.

ISBN : 9789386062208.

332 43355

** Responsible finance; Microfinance; Social performance

108 Mitra, Ananda

India on the western screen: imaging a country in film,
TV and digital media / Mitra, Ananda.-- New Delhi: Sage,
2016. xiii, 174 p.

ISBN : 9789351509776.

302.23 43342

** Western screen; Digital media; Mass media; Media

109 Mittra, Sid

Financial planning theory and practice / Mittra, Sid.--
New Delhi: sage, 2015. xx, 398 p.

ISBN : 9789351502500.

658.15 43360

** Financial planning; Financial management

110 Naisbitt, John

Global game change: how the global Southern belt will
reshape our world / Naisbitt, John.-- New Delhi: Sage,
2016. xix, 246 p.

ISBN : 9789351506409.

330.91724 43354

** Global game change; Economic development;
International economic relations; Game change

111 Nakamura, Jun-ichi

Japanese firms during the lost two decades: the recovery
of zombie firms and entrenchment of reputable firms /
Nakamura, Jun-ichi.-- Tokyo: Springer, 2017. viii, 73 p.

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658.4 43428

** Japanese firms; Zombie firms; Entrenchment; Reputable firms

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** Counselling-Skills; Skills

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** Television-Criticism

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** Trading spaces; Foreign-Direct investment; Investment

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** Business analysis; Business studies; Solving-Business
problems

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** Managing customer; Customer relations; Customer

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** Digital ethnography; Ethnography; Digital media; Media

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** Doing fieldwork; Fieldwork

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** GMAT; Critical reasoning; Reasoning

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** GMAT; Reading comprehension

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** GMAT; Sentence correction

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** Project estimating; Estimating; Management styles;
Communication

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** Project risk management; Project management; PMI

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** Standard-Scheduling; Project management

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** Project management; Work breakdown-Structures

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** Effective research; Research; Social research; Research methodology

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** Voice; Vision; Using data; Decisions; Direction; Survey

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** Management information systems

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- ** Statistics; Statistics-Social sciences
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- ** Qualitative research
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- ** Innovation strategy; Enterprises; Emerging economies;
 Case studies

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** Entertainment; Society; Influences; Innovations

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** Big data; MBA; Driving-Business strategies; Data science

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** Information technology; Project management

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** International financial management; Financial management

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** Intuitive customer; Customer experience; Customer relations; Customer

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** Management dilemmas; Everyday challenges; Dilemmas

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** Financial management; Strategic perspective

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** Globalizing India; Economic policy; Globalization

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** CAT; MBA

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** Data interpretation; CAT; MBA; Entrance examinations

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** Logical reasoning; Data interpretation; CAT; MBA

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** Quantitative aptitude; CAT; MAT; MBA

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** Verbal ability; Comprehension; CAT; MBA

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** Intercultural communication; Communication; Globalization

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** Negotiation; Negotiation-Communication

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** Big data; Monolith

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** Excel; VBA

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** Globalization; Integration; Europeanization; Romania

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** Corruption; Modernity; Entrepreneurship; Romania

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** Researching; Interactive-Communication; Interpersonal communication; Research methodology

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** GDPI; Group discussion; Personal interview; Interview

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** Doing business; Asean markets; Leadership challenges; Leadership

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** Advertising research; Advertising

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** R programming; R; Dummies

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** Leadership; Culture; Boardroom

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** Microsoft excel; Excel-Bible; Comprehensive-Tutorial resource

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** Understanding-Conflict resolution; Conflict resolution

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** Financial accounting; Managerial accounting;
Accounting

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001.4 43455

** Management; Research methodology; Research

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** Social media; Marketing; Social marketing; Dummies;
Media **

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