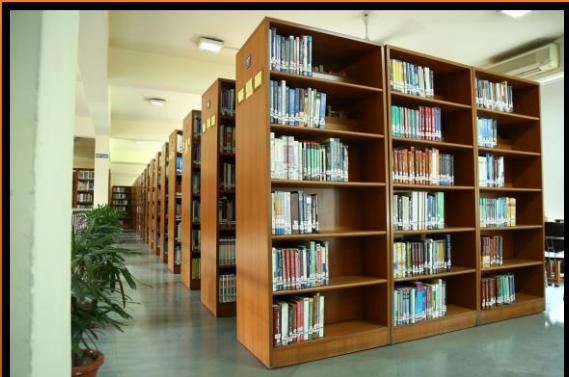




**Institute of  
Management Technology  
Ghaziabad**

# New Arrivals

March 2018



Library & Information Services

1 Alsweilem, Khalid

Sovereign wealth funds in resource economies:  
institutional and fiscal foundations / Alsweilem, Khalid.  
-- New York: Columbia University Press, 2018. xii, 285 p  
ISBN : 9780231183543.

333.7 44160

\*\* Sovereign wealth funds; Resource economies; Wealth funds

2 Alter, Adam

Irresistible: why we can't stop checking, scrolling,  
clicking and watching / Alter, Adam.-- London: Bodley  
Head, 2017. 354 p.

ISBN : 9781847924599.

302.23 44176

\*\* Irresistible; Media studies; Social media; Media

3 Bergin, Paul R

International macroeconomic interdependence / Bergin,  
Paul R.-- Chennai: World Scientific Publishing, 2018. ix, 423 p.  
ISBN : 9789813224599.

339 44167

\*\* International macroeconomics; Macroeconomics

4 Bikker, Jacob A

Handbook of competition in banking and finance / Bikker,  
Jacob A.-- Northampton: Edward Elgar Publishing, 2017. x, 408 p.  
ISBN : 9781785363290.

332.1 44178(Ref.)

\*\* Handbook; Competition; Banking; Finance

5 Bowles, Samuel

The moral economy: why good incentives are no substitute  
for good citizens / Bowles, Samuel.-- New Haven: Yale  
University Press, 2016. xvi, 272 p.  
ISBN : 9780300230512.

330 44170

\*\* Moral economy; Economy

**6 Calabresi, Guido**

The future of law and economics: essays in reform and recollection / Calabresi, Guido.-- New Haven: Yale University Press, 2016. xi, 228 p.  
ISBN : 9780300230529.  
338.4734      44162

\*\* Reform; Recollection; Law economics

**7 Chatfield, Chris**

Analysis of time series: an introduction / Chatfield, Chris.--6th ed.-- New Delhi: CRC Press, 2017. xiii, 333 p.  
ISBN : 9781138036123.  
519.5      44154

\*\* Time series; Statistical science

**8 Chipman, John S**

Advanced econometric theory / Chipman, John S.-- London: Routledge, 2011. xiv, 393 p.  
ISBN : 9781138705685.  
330.015195      44157

\*\* Econometrics

**9 Christophers, Brett**

Money and finance after the crisis: critical thinking for uncertain times / Christophers, Brett.-- New Jersey: John Wiley & Sons, 2017. xi, 260 p.  
ISBN : 9781119051435.  
332      44156

\*\* Money and finance; Crisis; Critical thinking

**10 Cornillon, Pierre-Andre**

R for statistics / Cornillon, Pierre-Andre.-- London: CRC Press, 2015. xiv, 306 p.  
ISBN : 9781439881453.  
658.47(R)      44155(Out)

\*\* R; Statistics; Computer program language; Data processing

11 Deeming, Christopher

Reframing global social policy: social investment for sustainable and inclusive growth / Deeming, Christopher.- Bristol: Policy Press, 2018. xv, 350 p. ISBN : 9781447332497.

332.6        44177

\*\* Reframing; Global social policy; Social investment

12 Farris, Paul W

Marketing metrics: the manager's guide to measuring marketing performance / Farris, Paul W.--3rd ed.-- New Delhi: Pearson, 2017. xv, 439 p. ISBN : 9789332578050.

658.83        44179

\*\* Marketing metrics; Marketing performance

13 Giap, Tan Khee

Inaugural 2016 ease of doing business index on attractiveness to investors, business friendliness and competitive policies EDB index ABC for 21 sub-national economies of India / Giap, Tan Khee.-- Singapore: World Scientific Publishing, 2017. xlvi, 357 p.

ISBN : 9789813226845.

332.6        44171

\*\* Business enterprises; Economic history; Business index

14 Hammond, Richard

Smart retail: winning ideas and strategies from the most successful retailers in the world / Hammond, Richard.-- 4th ed.-- Noida: Pearson, 2018. xix, 329 p.

ISBN : 9789352865482.

658.87        44184

\*\* Smart retail; Successful retailers

15 Haskel, Jonathan

Capitalism without capital: the rise of the intangible economy / Haskel, Jonathan.-- Princeton: Princeton University Press, 2018. x, 278 p.

ISBN : 9780691175034.

330.122        44165

\*\* Capitalism; Capital; Economic forecasting

16 Horngren, Charles T  
Introduction to financial accounting / Horngren, Charles  
T.--11th ed.-- New Delhi: Pearson Education, 2018.  
xviii, 601 p.  
ISBN : 9789352862474.  
658.1511      44187

\*\* Financial accounting; Accounting

17 Jaitley, Arun  
The budget 2018-19 / Jaitley, Arun.-- New Delhi: Taxmann  
Publications, 2018. 190 p.  
ISBN : 9789386882851.  
352.49      44186

\*\* Budget

18 Julier, Guy  
Economies of design / Julier, Guy.-- New Delhi: Sage  
Publications, 2017. xi, 210 p.  
ISBN : 9781473918863.  
338.4762      44163(Out)

\*\* Economies

19 Karp, Larry  
Natural resources as capital / Karp, Larry.-- Cambridge:  
MIT Press, 2017. xviii, 410 p.  
ISBN : 9780262534055.  
333.7      44159

\*\* Natural resources; Environmental economics

20 Kirby, Peadar  
The political economy of the low-carbon transition:  
pathways beyond techno-optimism / Kirby, Peadar.-- Cham:  
Palgrave Macmillan, 2018. xix, 303 p.  
ISBN : 9783319625539.  
337      44153

\*\* Political economy; Transition; Pathways beyond

21 Kishtainy, Niall

A little history of economics / Kishtainy, Niall.-- New Haven: Yale University Press, 2017. vi, 249 p.  
ISBN : 9780300206364.  
330.09      44161(Out)

\*\* Economics; Economic history

22 Li, Ruogu

Reform of the international monetary system and  
internationalization of the renminbi / Li, Ruogu.-- New Jersey: World Scientific, 2016. xvi, 297 p.  
ISBN : 9789814699044.

332.46      44185

\*\* Reform; International finance; Currency substitution

23 Lieberman, Al

The definitive guide to entertainment marketing: bringing  
the moguls, the media and the magic to the world /  
Lieberman, Al.--2nd ed.-- New Delhi: Pearson, 2017.  
viii, 294 p. ISBN : 9789332586963.

658.872      44181

\*\* Entertainment marketing; Media

24 Lopata, Andy

Recommended: how to sell through networking and referrals  
/ Lopata, Andy.-- New York: Financial Times Prentice Hall  
, 2011. xxii, 278 p.  
ISBN : 9780273757962.

658.872      44183

\*\* Recommended; Sell; Networking; Business referrals

25 Parker, Geoffrey

Global crisis: war, climate change and catastrophe in the  
seventeenth century / Parker, Geoffrey.-- New Haven: Yale  
University Press, 2017. xxvii, 643 p.  
ISBN : 9780300219364.

355.02      44158

\*\* Global crisis; War; Climate change

26 Petrosky-Nadeau, Nicolas  
Labor, credit and goods markets: the macroeconomics of search and unemployment / Petrosky-Nadeau, Nicolas.-- Cambridge: The MIT Press, 2017. xxiv, 246 p.  
ISBN : 9780262036450.  
339 44166

\*\* Macroeconomics; Capital market; Credit

27 Rodrik, Dani  
Straight talk on trade: ideas for a sane world economy / Rodrik, Dani.-- Princeton: Princeton University Press, 2018. xiii, m316 p.  
ISBN : 9780691177847.  
382 44169

\*\* Straight talk; World economy; Trade

28 Smilansky, Shirra  
Experiential marketing: a practical guide to interactive brand experiences / Smilansky, Shirra.--2nd ed.-- New Delhi: Kogan Page, 2018. xv, 304 p.  
ISBN : 9780749480967.  
658.827 44180

\*\* Experiential marketing; Brand experiences; Brand

29 Taylor, Heidi  
B2B marketing strategy: differentiate, develop and deliver lasting customer engagement / Taylor, Heidi.-- New Delhi: Kogan Page, 2018. xi, 200 p.  
ISBN : 9780749481063.  
658.802 44182

\*\* B2B; Marketing strategy; Industrial marketing

30 Tirole, Jean  
Economics for the common good / Tirole, Jean.-- Princeton : Princeton University Press, 2017. xii, 563 p.  
ISBN : 9780691175164.  
330.1 44164

\*\* Economics; Common good

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