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Acc No.	Call No.	Author	Title	ISBN	Subject
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43986	823	Carre, John Le	The night manager	9780141393018	Fiction
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45140	658.80019	Kimmel, Allan J	Psychological foundations of marketing the keys to consumer behavior	9781138219151	Consumer behavior Marketing Marketing Psychological foundations
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45142	302	Lange, Paul A M van	Handbook of theories of social psychology 2 volume set	9780857029607	Handbook-Social psychology Psychology Handbook-Theories
45143	658.15	Mitchell, Olivia S	Financial decision making and retirement security in an aging world	9780198808039	Aging world Decision making Finance Retirement security Financial decision
45144	658.3008	Krzywdzinski, Martin	Consent and control in the authoritarian workplace Russia and China compared	9780198806486	Authoritarian workplace Control Cross-Cultural studies Personnel management Consent
45145	658.5 (OM)	Bendoly, Elliot	The handbook of behavioral operations management	9780199357222	Production management Management science Handbook Behavioral operations Operations management

45146	001.42 (BR)	Cooper, Donald R	Business research a guide to planning, conducting and reporting your study	9781544307824	Planning- Conducting Research methodology Business research
45147	658.87	Grewal, Dhruv	Retail marketing management the 5 Es of retailing today	9781526446855	Retail management Retail marketing Retail trade Retail marketing management
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45151	380.1	Umiker-Sebeok, Jean	Marketing and semiotics new directions in the study of signs for sale	9783110111484	Directions-Study Marketing Semiotics Signs-Sale Marketing-Semiotics
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45165	378.1	Bendoly, Elliot	The handbook of behavioral operations management social and psychological dynamics in production and service settings	9781487521851	Challenging-Culture College teaching Slow life movement Speed-Academy Time management Slow professor
45166	658.827	Chenecey, Sean Pillot de	The post-truth business how to rebuild brand authenticity in disturbing world	9780749482817	Brand Brand management Rebuild brand Post-Truth business
45167	658.872	Srinivasan, Ramesh	Whose global village?	9781479856084	Digital divide Global village

45168	658.87	Srinivasan, Ramesh	Whose global village rethinking how technology shapes our world	9780749483470	Grocery trade Hard discounters Retail management Retail marketing Spectacular rise Retail disruptors
45169	658	Lunt, Tom	Event sponsorship and fundraising an advanced guide	9780749480929	Advanced guide Corporate sponsorship Event Fundraising Special events Event sponsorship
45170	658.83	Adamou, Betty	Games and gamification in market research increasing consumer engagement in research for business success	9780749483357	Consumer Emerging technologies Market research Games-Gamification
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45176	612.4	Epstein, Randi Hutter	Aroused the history of hormones and how they control just about everything	9780393239607	Control everything Hormones Hormones- Physiology Hormones- History Aroused
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45188	658.8 TM	Morrison, Alastair M	Marketing and managing tourism destinations	9781138897298	Marketing and managing Tourism destinations Tourism
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45190	658.4012	Bones, Christopher	Optimizing digital strategy	9780749483722	Optimizing digital strategy Digital strategy Strategy Strategic planning
45191	629.2	Majumder, Sarasij	People's car	9780823282418	Industrialization Automobile industry Trade Car industries
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45201	332	Kar, Sohini	Financializing poverty labor and risk in Indian microfinance	9781503605886	Financial risk Indian microfinance Poverty Labor-Risk Microfinance Financializing poverty

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45224	658.4063	Clarke, Thomas	Innovation in the Asia Pacific	9789811058936	Innovation Knowledge economy Manufacturing
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45227	658.47 (R)	Brolwn, Robert D	Business case analysis with R	9781484234945	Analysis R Business decision
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45230	658.7	Avelar-Sosa, Liliana	Evaluation of supply chain performance	9783319938752	Evaluation Supply chain management Manufacturing industry Supply chain performance

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45352	658.4	Monks, Robert A G	Corporate governance	9788126543922	Corporate governance

45353	658.11	Agarwal, R S	Business the Emami way	9789351778417	Business
45354	658.421	khanna, Tarun	Trust	9781523085019	Trust Entrepreneurship Developing countries Tata trust
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