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# New Arrivals

## MAY 2019



Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
44016	808.042	Graff, Gerald	They say I say:	the moves that matter in academic writing	xxvi, 323p	W.W. Norton & Company	2014	9780393935844	Report writing-Handbooks, manuals, etc
44604	332.10681	Choudhry, Moorad	An introduction to banking:	principles, strategy and risk management	xvi, 564p	John Wiley & Sons, Ltd	2018	9781119115892	Banks and banking
44803	658.827	Aaker, David	Aaker on branding:	20 principles that drive success	xiv, 235p	Sage Publications	2015	9789351503903	Brand name products-Management Branding-Marketing
44805	658.827	Sharma, Venke	The indestructible brand crisis management:	in the age of social media	xiv, 142p	Sage	2017	9789386446794	Indestructible Indestructible brand Crisis management Social media Brand management Brand
44844	658.7	Lei, Lei	Managing supply chain operations	New Jersey	xix, 282p	World Scientific	2017	9789813108790	Logistique organisation-Gestion Business logistics-Management.
44848	658.7	Bouchery, Yann	Sustainable supply chains:	a research-based textbook on operations and strategy	xv, 517p	Springer	2018	9783319297897	Supply chains Sustainable supply chains Supply chain mangement
44854	658.47 (ML)	Barber, David	Bayesian reasoning and machine learning		xxiv, 697	Cambridge University Press	2018	9781107439955	Bayesian reasoning
44855	658.47 (ML)	Barber, David	Bayesian reasoning and machine learning		xxiv, 697	Cambridge University Press	2018	9781107439955	Bayesian reasoning

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
44870	332.6	Demaria, Cyril	Introduction to private equity:	venture, growth, LBO & turn-around capital	xvi, 392p	Wiley India	2018	9788126563005	Private equity Equity
45162	658.7	Shapiro, Jeremy F	Modeling the supply chain:		xvi, 608p	Cengage Learning India	2018	9788131501566	Business logistics- Mathematical models Industrial procurement- Mathematical models Linear programming
45179	651.5042	Gregg, Melissa	Counterproductive:	time management in the knowledge economy	xi, 200p	Duke University Press	2018	9781478000907	Counterproductive Performance standards Time management Knowledge economy
45181	337	Garsten, Christina	Discreet power:	how the world economic forum shapes market agendas	x, 224p	Stanford University Press	2018	9781503606043	Discreet power Global governance International economic relations International economic
45182	307.76	Singh, Binti	The divided city:	ideological and policy constellations in contemporary urban India	xxxiv, 245p	World Scientific	2019	9789813226975	Divided city Ideological Policy contestations Contemporary urban India
45186	327.54	Abraham, Itty	How India became territorial:	foreign policy, diaspora, geopolitics	xviii, 217p	Stanford University Press	2014	9781503608412	India-Territorial Foreign policy Diaspora-Geopolitics
45187	1.4	Weaver-Hightower, Marcus B	How to write qualitative research		xi, 270p	Routledge	2019	9781138066311	Qualitative research Methodology Social sciences Authorship Academic writing
45193	658.81 (S)	Hughes, Tim	Smarketing:	how to achieve competitive advantage through blended sales and marketing	xvii, 229p	Kogan Page	2019	9780749483586	Selling Technological innovations Digital media Competitive advantage Blended sales

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45228	339	Arestis, Philip	Alternative approaches in macroeconomics:	essays in honour of John McCombie	xvii, 362p	Palgrave Macmillan	2018	9783319696751	Economics-Schools Macroeconomics
45233	658.402	Annosi, Maria Carmela	New organizational forms, controls and institutions:	understanding the tensions in post-bureaucratic organizations	xi, 212p	Palgrave Macmillan	2017	9783319547497	Organizational forms Controls-Institutions Understanding-Tensions Post-Bureaucratic Organizations Organizational Behavior
45234	658.421	Yousafzai, Shumaila	Women entrepreneurs and the myth of under performance:	a new look at women's entrepreneurship research	xxvii, 256p	Edward Elgar Publishing	2018	9781786434494	Entrepreneurship Business women Women entrepreneurs Entrepreneurship research
45235	5.74	Mueller, John Paul	Beginning programming with python for dummies:		xii, 392p	John Wiley & Sons	2018	9788126575251	Programming Python Programming language
45236	6.3	Mueller, John Paul	Artificial intelligence for dummies		xiii, 311p	Wiley India	2018	9788126576104	Artificial intelligence Programming languages Languages
45237	658.4092	Howell, Jon P	Snapshots of great leadership		xiv, 299p	Routledge	2019	9781138088177	Leadership Case studies Leadership-Case studies Snapshots
45238	153.4	Stallard, Paul	Think good, feel good:	a cognitive behavioural therapy workbook for children and young people	xv, 223p	John Wiley & Sons	2019	9781119395287	Think good Feel good Cognitive behavioral Therapy workbook
45239	658	Haksever, Cengiz	Service and operations management:		xii, 678p	World Scientific	2018	9789813209442	Service Operations management Production management Service industries Management

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45240	658.7	Minagawa, Yoshiteru	Building a responsive and flexible supply chain:		xi, 163p	World Scientific	2018	9789813222090	Building Business logistics Building responsive Flexible supply chain Supply chain
45241	658.4052	Usunier, Jean-Claude	Intercultural business negotiations:	deal-making or relationship building	x, 364p	Routledge	2019	9781138577015	Business negotiations Intercultural business Negotiations Deal-Making Relationship building Intercultural communication
45242	153.4	Stallard, Paul	Thinking good, feeling better:	a cognitive behavioral therapy workbook for adolescents and young adults	xvii, 222p	John Wiley & Sons	2019	9781119396291	Thinking good Feeling better Cognitive behavioral Therapy workbook
45243	1.42	Burton, Lorelle	Psychology research methods:		ix, 406p	John Wiley & Sons	2018	9780730363255	Psychology research Research methods Psychology
45244	174.4	Meyers, Christopher	The professional ethics toolkit:		xi, 203p	John Wiley & Sons	2018	9781119045151	Ethics toolkit Professional ethics Business ethics Ethics
45245	333.79	Barcelona, Ricardo G	Energy investments:	an adaptive approach to profiting from uncertainties	xxix, 496p	Palgrave Macmillan	2017	9781137591388	Energy investments Investments Energy industries
45246	657	Conway, Elaine	Contemporary issues in accounting:	the current developments in accounting beyond the numbers	xv, 203p	Palgrave Macmillan	2018	9783319911120	Accounting Accounting beyond Contemporary issues
45247	174.4	Arbogast, Stephen V	Resisting corporate corruption:	cases in practical ethics from Enron through the financial crisis	xxvi, 566p	John Wiley & Sons	2017	9781119323341	Business ethics Ethics Corruption

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45248	657.42	Datar, Srikant M	Horn gren's cost accounting:	a managerial emphasis	991p	Pearson	2018	9781292211541	Cost accounting Managerial emphasis
45249	657.48	Miller-Nobles, Tracie	Horn gren's financial and managerial accounting:	the financial chapters	884p	Pearson	2018	9781292234403	Financial accounting Managerial accounting Accounting
45250	382	Malepati, Venkatarama naiah	Foreign direct investments:	and opportunities for developing economies in the world market	xviii, 315p	IGI Global	2018	9781522530268	Foreign direct investments FDI Opportunities Developing economies World market
45251	920	Bansal, Rashmi	Touch the sky:		x, 203p	Westland Publications	2018	9789386850706	Women Anecdotes Women-India Successful people Touch sky
45252	651.5042	Bansal, Rashmi	God's own kitchen:	the inspiring story of Akshaya Patra a social enterprise run by monks and CEOs : providing mid-day	261p	Westland	2017	9789385724848	Akshaya Patra Foundation-History God kitchen Social entrepreneurship
45253	651.5042	Bansal, Rashmi	Poor little rich slum:	what we saw in Dharavi and why it matters	189p	Westland	2012	9789381626184	Poor little Rich slum Dharavi-Mumbai Social conditions Slums Economic history
45254	330.01	Kunwar, Upendra	Behavioural economics:		vi, 288p	Book Shores	2019	9789386807175	Behavioural economics Economics
45255	330.954	Gupt, Yamini	Transforming India:	vision to reality	xvi, 235p	Ane Books	2019	9789386761958	Transforming India Vision-Reality Economic development

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45256	150.1943	Singh, Shashi Kala	Behavioural psychology:		vi, 296p	Ane Books	2018	9789386761293	Behavioural psychology Psychology
45257	791.4	Landry, Paula	The business of film:	a practical introduction	xii, 333p	Routledge	2018	9781138571419	Motion picture industry Film-Business
45258	658.4092	Perruci, Gama	Global leadership:	a transnational perspective	xvi, 223p	Routledge	2019	9781138061972	Global leadership Leadership
45259	658.7	Achillas, Charisios	Green supply chain management:		xii, 179p	Routledge	2019	9781138644618	Business logistics Logistics Green supply chain Environmental Supply chain management
45260	658.7	Sharma, Vinit	The cloud-based demand-driven supply chain:		xix, 311p	Wiley India	2019	9781119477334	Business logistics Supply chain Cloud computing
45262	519.542	Fenton, Norman	Risk assessment and decision analysis:	with Bayesian networks	xxi, 637p	CRC Press	2019	9781138035119	Bayesian theory Risk assessment Decision analysis Decision making Statistical decision
45263	658.45	Lundgren, Regina E	Risk communication:	a handbook for communicating environmental, safety and health risks	xxiii, 517p	John Wiley & Sons	2018	9781119456117	Risk communication Communication Handbook-Communicating Communicating environmental Health risks
45264	5.74	Chen, Daniel Y	Pandas for everyone:	python data analysis	xxix, 376p	Pearson Education	2019	9789352869169	Python; Data analysis; Analysis

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45265	5.74	Mary, S Suma Chrisal	Problem solving and python programming:		ix, 238p	Ane Books	2018	9789386761828	Problem Solving Python programming Python Programming
45266	332.6	Satchell, Stephen	Asset management:	portfolio construction, performance and returns	xix, 369p	Palgrave Macmillan	2018	9783319307930	Portfolio performance Portfolio Asset management Portfolio construction Performance
45267	658.049	Vasudev. P. M	Global capital markets:	a survey of legal and regulatory trends	vi, 244p	Edward Elgar Publishing	2017	9781786432865	International law Capital market-Law and legislation
45268	658.402	Robbins, Stephen P	Organizational behaviour:		xxix, 591p	Pearson	2017	9781292016559	Organizational behaviour Personnel management
45269	658.8002	Laudon, Kenneth C	E-commerce 2018:	business. technology society	910p	Pearson Education Limited	2019	9781292251707	Electronic commerce Internet marketing Information technology
45270	658.83	Farris, Paul W	Key marketing metrics:	the 50+ metrics every manager needs to know	xiv, 422p	Pearson Education	2017	9781292212470	Key marketing metrics Marketing research Statistical methods Key marketing Metrics
45271	658.404	Layton, Mark C	Agile project management for dummies:		xii, 416p	Wiley India	2018	9788126571055	Agile project management Project management
45272	005.369 EXC	Nelson, Stephen L	Microsoft Eecel data analysis for dummies:		xiii, 364p	Wiley India	2018	9788126573455	Microsoft excel Excel Data analysis



Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45273	658.5	Ghiani, Gianpaolo	Introduction to logistics systems management:		xxi, 455p	Wiley India	2018	9788126570355	Logistics Logistics systems Operations research
45274	6.3	Sterne, Jim	Artificial intelligence for marketing:	practical applications	xix,344p	Wiley India	2018	9788126574735	Artificial intelligence Artificial intelligence marketing Applications
45275	5.74	Ohri, A	Python for R users:	a data science approach	xxiii, 343p	Wiley India	2018	9788126575268	Python R Data science
45276	330.015195	Enders, Walter	Applied econometric time series:		x, 485p	Wiley India	2018	9788126572731	Applied Econometric Econometric Time series
45277	658.4092	Schein, Edgar H	Organizational culture and leadership:		xxiv, 384p	Wiley India	2017	9788126566679	Organizational culture Culture Leadership
45278	658.827	Mosley, Richard	Employer branding for dummies:		xiii, 340p	Wiley India	2017	9788126567355	Employer branding Branding Brand management
45279	658.3124	Taylor, Marie	Business coaching and mentoring for dummies:		xv, 403p	Wiley India	2017	9788126570843	Business coaching Mentoring

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45280	658.47 (A)	Isson, Jean Paul	Unstructured data analytics:	how to improve customer acquisition, customer retention and fraud detection	xxiii, 408p	Wiley India	2018	9788126576852	Unstructured data Data analytics Analytics Customer acquisition
45281	658.47 (A)	Nelson, Gregory S	The analytics lifecycle toolkit:	a practical guide for an effective analytics capability	xvi, 448p	John Wiley & Sons	2018	9788126576883	Analytics Analytics lifecycle Lifecycle toolkit
45282	658.3124	Schlachter, Christina Tangora	Increasing your influence at work:	all in one for dummies	xvii, 570p	Wiley India	2018	9788126577064	Increasing Increasing-Influence
45283	1.42	Cassell, Catherine	The sage handbook of qualitative business and management research methods:	history and traditions	xxii, 597p	Sage Reference	2018	9781526429261	Business research Research methodology Methodology
45284	1.4	Berman, Evan	Exercising essential statistics:		x, 173p	Sage	2018	9781506348957	Social sciences Statistical methods Exercising essential statistics Statistics
45285	658.404	Kerzner, Harold	Project management metrics, KPIs, and dashboards:	a guide to measuring and monitoring project performance	xi, 434p	Wiley India	2017	9788126573431	Project management Work measurement Performance standards
45286	658.72	Sollish, Fred	Strategic global sourcing:	best practices	x, 229p	Wiley India	2019	9788126578290	Strategic global sourcing Global sourcing Sourcing

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45287	658.47 (ML)	Srinivasaraghavan, Anuradha	Machine learning:		xix, 308p	Wiley India	2019	9788126578511	Machine learning
45288	658.4063	Katragadda, Gopichand	Smash innovation:	smashing the hand-mind-market barrier	xix, 183p	Wiley India	2018	9788126570959	Technological innovations-India Research industrial-India
45289	001.42 (BR)	Sekaran, Uma	Research methods for business:	a skill-building approach	xxiii, 420p	Wiley India	2018	9788126571376	Research Research methods Business research
45294	303.6	Folger, Joseph P	Working through conflict:	strategies for relationships, groups and organisations	xvii, 333P	Routledge	2018	9781138233928	Social interaction Interpersonal conflict Social conflict
45295	511	Cheng, Ang Keng	Mathematical modelling for teachers:	resources, pedagogy and practice	ix, 172p	Routledge	2019	9780815370895	Mathematical modelling Mathematics Study-Teaching Resources Pedagogy
45303	658.3124	Evergreen, Stephanie D H	Presenting data effectively:	communicating your findings for maximum impact	xx, 226p	Sage	2018	9781506353128	Presenting data Data effectively Presentation graphics Graphics software Visual communication
45304	330	Mohanty, Prasanna K	Planning and economics of cities:	shaping India's form and future	xxv, 364p	Sage	2019	9789352808687	Economics Planning-Economics Economics Economics-Cities

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45305	1.42	Durdella, Nathan	Qualitative dissertation methodology:	a guide for research design and methods	xxviii, 409p	Sage	2019	9781506345161	Qualitative dissertation methodology Dissertation methodology Methodology Research design
45306	001.42 (RP)	Thomas, Gary	How to do your research project:	a guide for students in education and applied social sciences	xv, 336p	Sage	2017	9781473948877	Research project Social sciences Research Methodology
45307	5.131	Knapp, Herschel	Intermediate statistics:	using SPSS	xxvii, 451p	Sage		9781506377438	SPSS Mathematical statistics Statistics Data processing
45310	306	Kravets, Olga	The Sage handbook of consumer culture		xxi, 551p	Sage Publications	2018	9781473929517	Consumer behavior Consumer behavior-Handbooks, manuals, etc
45311	658.47 (R)	Stinerock, Robert	Statistics with R:	a beginners guide	xix, 369p	Sage	2018	9781473924901	Statistics R Programming Mathematical statistics
45314	519.5	Bruhl, Robert H	Understanding statistical analysis and modeling:		xxiii, 411p	Sage	2018	9781506317410	Statistical Statistical analysis Modeling Mathematical models
45315	658.47 (R)	Privitera, Gregory J	Statistical analysis in focus	alternate guides for R, SAS and stata for statistics for the behavioral sciences	xi, 266p	Sage	2018	9781544305608	Statistical analysis Analysis R Computer programs SAS

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45316	519.5	Flora, David B	Statistical methods for the social & behavioural sciences:	a model-based approach	xvi, 456p	Sage	2018	9781446269831	Statistical methods Behavioural sciences Statistical Social sciences
45317	781.49	Prior, Nick	Popular music, digital technology and society:		ix, 212p	Sage	2018	9781848600454	Popular music Digital technology Society Music
45318	302.23	McStay, Andrew	Privacy and the media:		vii, 212p	Sage	2017	9781473924932	Mass media Moral-Ethical Privacy
45321	658.87	Vedamani, Gibson G	Retail beyond detail:	the great Indian retailing business	xv, 221p	Sage	2018	9789352807598	Retail beyond Retailing business Retail Retail trade
45322	1.42	Sloan, Luke	The SAGE handbook of social media research methods:		xxvii, 679p	Sage	2017	9781473916326	Social media Research Methodology Handbook
45329	658.45	Palczewski, Catherine Helen	Gender in communication:	a critical introduction	xxviii, 323p	Sage	2019	9781506358451	Communication Gender identity Sex role
45330	302.2	Dainton, Marianne	Applying communication theory for professional life:	a practical introduction	xv, 272p	Sage	2019	9781506315478	Communication theory Professional life Communication Philosophy

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45331	658.45	Thomas, Pradip	Communication for social change:	context, social movements and the digital	viii, 216p	sage	2019	9789352808083	Communication Social change Social movements Information technology
45332	306.76	Meem, Deborah T	Finding out:	an introduction to LGBTQ studies	xxxv, 426p	Sage	2018	9781506337401	Homosexuality-History Transgender people Gays
45333	1.4	Butler-Kisber, Lynn	Qualitative inquiry:	thematic, narrative and arts-based perspectives	196p	Sage	2018	9781473966918	Qualitative research Methodology Qualitative methode Methode Qualitative inquiry
45334	001.42 (BR)	Usunier, Jean-Claude	International and cross-cultural business research:		xiv., 178p	Sage	2017	9781473975897	International cross-cultural Cross-Cultural Business research Intercultural communication
45335	658.4	Dutta, Prashun	Systems thinking for effective managers:	the road less travelled	xx, 193p	Sage	2017	9789386446732	System analysis Effective managers Organizational effectiveness
45336	658.3	Chella, Ganesh	HR hear and now:	the making of the quintessential people champion	xxviii, 372p	Sage Publications	2018	9789352806935	HR Quintessential people Personnel management Human resources management
45337	658.3008	Rajesh, Saundarya	The 99 day diversity challenge:	creating an inclusive workplace	xxvi, 290p	Sage Publications	2019	9789352808311	Diversity in the workplace Social integration Leadership

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45338	658.872	Burgess, Jean	The Sage handbook of social media:		xxi,639p	Sage	2018	9781412962292	Handbook Social media
45339	1.4	Flick, Uwe	The Sage handbook of qualitative data collection:		708p	Sage	2018	9781473952133	Methods research Social research Handbook Qualitative data
45340	302.4	Scott, John	Social network analysis:		x, 227p	Sage	2017	9781473952126	Social network analysis Social network Network analysis Society
45341	658.47 (R)	Pollock, Philip H	An R companion to political analysis:		xvii, 229p	Sage	2018	9781506368849	R Political analysis Analysis
45342	659.1	Hackley, Chris	Advertising and promotion:		xiv, 370p	Sage	2018	9781473997998	Advertising Promotion Advertising-Promotion Sales promotion
45343	302.23	Smith, Stephanie A	Careers in media and communication:		167p	Sage	2019	9781506360928	Mass media Vocational guidance Communication Careers-Media
45344	658.872	Fuchs, Christian	Social media:	a critical introduction	vii, 386p	Sage Publications	2017	9781473966833	Social media Digital media

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45345	302.23	Berger, Arthur Asa	Media analysis techniques:		xix, 346p	Sage	2019	9781506366210	Media analysis Analysis Techniques Mass media Criticism
45346	302.23	Lindgren, Simon	Digital media and society:		320p	Sage	2017	9781473925014	Digital media Social media
45347	658.872	Dahl, Stephan	Social media marketing:	theories et applications	xi, 277p	Sage	2018	9781473982345	Online-Marketing Social media Marketing
45348	332.178	Laurence, Tiana	Blockchain for dummies		xii, 214	Wiley India	2018	9788126568932	Blockchain
45349	6.3	Prasad, L	Neoskilling for digital tranformation:	and the artificial intelligence revolution	xxi, 158p	Wiley India	2019	9788126577156	Neoskilling Digital tranformation Artificial intelligence Revolution Tranformation
45350	658.575	Luchs, Michael G	Design thinking:	new product development essentials from the pdma	xvii, 431p	Wiley India	2018	9788126573066	Design thinking Product development PDMA
45357	158.3	Hill, Clara	Meaning in life:	a therapist's guide	vii, 231p	American Psychological Association	2018	9781433828874	Meaning Life Therapist Psychotherapy



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45358	658.7	Evans, Barry	The lean supply chain:	managing the challenge at Tesco	xxi, 314p	Kogan Page	2019	9780749482060	Supply chain management Business logistics Supermarkets Tesco Logistics management
45359	658.3125	Lauritsen, Jason	Unlocking high performance:	how to use performance management to engage and empower employees	xv, 228p	Kogan Page	2018	9780749483296	High performance Performance management Employee motivation Leadership
45360	1.4	Silverman, David	Doing qualitative research:		xviii, 572p	Sage	2017	9781473966987	Qualitative research Social sciences Research Methodology
45361	519.535	Wong, Ken Kwong-Kay	Mastering partial least squares structural equation modeling:	pls-sem with smartpls in 38 hours	xxx, 152p	iUniverse	2019	9781532066498	Mastering partial Squares structural Equation modeling
45362	658.4012	Ozman, Muge	Strategic management of innovation networks:		xxii, 341p	Cambridge University Press	2017	9781107416796	Strategic management Innovation networks Corporate network Innovation
45363	658.8 (P)	Morgan, James M	Designing the future:	how ford, toyota and other world-class organizations use lean product development to	xvii, 381p	McGraw-Hill	2019	9789353166236	Designing-Future Ford Toyota World-Class organizations Lean product development Drive innovation
45364	658.45	Lowndes, Leil	How to talk to anyone at work:	communicating on the Job	xxv, 333p	McGraw-Hill	2019	9789353166250	Work communicating Communication Business communication

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45365	338.7	siilasmaa, Risto	Transforming Nokia:	The power of paranoid optimism to lead through colossal change	xvi, 317p	McGraw-Hill	2019	9789353166267	Transforming Paranoid optimism Lead through Colossal change
45366	658.812	Chavez, Tom	Data driven:	harnessing data and AI to reinvent customer engagement	xx, 230p	McGraw-Hill	2019	9789353166243	Data driven Harnessing data Reinvent customer Customer engagement
45367	155.24	Taleb, Nassim Nicholas	Antifragile:	things that gain from disorder	xxi, 519p	Random House	2014	9780812979688	Antifragile Things Disorder Forecasting Philosophy
45368	658.152	Bhattacharya, Asish K	Corporate financial reporting and analysis:		v, 460p	PHI Learning	2018	9789387472990	Corporate financial Financial reporting Financial analysis
45369	657	The Institute of Chartered Accountants of India	Compendium of indian accounting standards:	indian accounting standards as on april 1, 2018	1448p	The Institute of Chartered Accountants of India	2018	9788184419450	Compendium Indian accounting Accounting standards Accounting
45370	657	The Institute of Chartered Accountants of India	Compendium of indian accounting standards:	indian accounting standards as on april 1, 2018	1448p	The Institute of Chartered Accountants of India	2018	9788184419450	Compendium Indian accounting Accounting standards Accounting
45371	378.1	Chaturvedi, H	Quality accreditation and ranking:	a silent revolution in the offing in indian higher education	xxii, 239p	Bloomsbury	2019	9789388630962	Quality Accreditation Ranking Revolution Higher education

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45372	378.1	Chaturvedi, H	Quality accreditation and ranking:	a silent revolution in the offing in indian higher education	xxii, 239p	Bloomsbury	2019	9789388630962	Quality Accreditation Ranking Revolution Higher education
45373	658.81	Havaladar, Krishna K	Sales and distribution management: text and cases		xxxv, 672	Tata McGraw Hill	2011	9780071077965	Sales management
45374	658.8102	Zoltners, Andris A	Building a winning sales force: powerful strategies for driving high performance		x, 486	American Management Association	2009	9780814410400	Sales management
45375	338.5	Baumol, William J	Microeconomics principles and policy		xxv, 523	Cengage Learning	2015	9788131528419	Microeconomics
45376	330	Melvin, Michael	Principles of economics		xxxix, 804	Cengage Learning	2014	9788131520734	Economics
45377	519.5	Francis, J Joseph	Business statistics:		xx, 865p	Cengage Learning	2015	9788131527931	Business statistics Statistics
45378	310	Gravetter, Frederick J	Statistics for the behavioral sciences		xxi, 767	Cengage Learning	2015	9788131521045	Social sciences

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45379	331.714	Hirschey, Mark	Managerial economics		xxvii, 836	Cengage Learning India	2009	9788131519424	Managerial economics
45380	519.5	Keller, Gerald	Statistics for management and economics		xxiii, 909	Cengage Learning India	2016	9788131528426	Statistics management
45381	519.5	Rice, John A	Mathematics statistics and data analysis		xvi, 603	Cengage Learning	2015	9788131519547	Mathematical statistics
45382	338.521	Smith, Tim J	Pricing strategy:	setting price levels, managing price discounts and establishing	xxii, 318	Cengage Learning	2017	9788131828389	Pricing strategy Setting price levels Managing price Establishing
45383	330.015195	Wooldridge, Jeffrey M	Introductory econometrics: a modern approach		xvi, 878	Cengage Learning	2013	9788131524657	Econometrics
45384	339	Mankiw, N Gregory	Principles of macroeconomics		xxi, 551	Cengage Learning	2019	9789386668271	Macroeconomics principles
45385	658.848	Belz, Frank-Martin	Sustainability marketing: a global perspective		xvi, 336	John Wiley & Sons, Ltd	2012	9781119966197	Marketing

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45386	338.542	Orrell, David	Economyths:	ten ways that economics gets it wrong	316p	Icon Books	2010	9781848311480	Economyths Economic forecasting Economic
45387	332.67	Graham, Benjamin	The intelligent investor: a book of practical counsel		xiv, 623	Harper Collins	2019	9780062312686	Securities
45388	920	Lowenstein, Roger	Buffett:	the making of an American capitalist	xv, 482p	Random House	2008	9780812979275	Capitalists-Financiers Biography Buffett American capitalist Stockbrokers United States
45389	332.6322	Pike, William4th	Why stocks go up and down:		viii, 431p	Bill Pike Books	2016	9780989298209	Investments Stocks-Prices Stocks up-down
45390	338.9	Goldin, Lan	Development:	a very short introduction	xxvi, 186p	Oxford University Press	2018	9780198736257	Economic Economic development Development projects Developing countries
45392	361	Reinert, Kenneth A	No small hope:	towards the universal provision of basic goods	xii, 277p	Oxford University Press	2018	9780190499440	Small hope Universal provision Basic goods
45393	330.156	Farmer, Roger E A	Prosperity for all:	how to prevent financial crises	xiv, 277p	Oxford University Press	2018	9780190922405	Mainstream macroeconomics Macroeconomics Financial crises

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45394	658.47(A)	Provost, Foster	Data science for business: what you need to know about data mining and data analytic thinking		xviii, 384	Shroff Publishers	2018	9789351102670	Data science
45395	658.314	Rehn, Alf	Innovation for the fatigued:	how to build a culture of deep creativity	viii, 214p	Kogan Page	2019	9780749484088	Technological innovations Corporate culture Creative ability Innovation-Fatigued Deep creativity
45396	658.4063	Rai, Amit S	Jugaad time:	ecologies of everyday hacking in India	xviii, 208p	Duke University Press,	2019	9781478001461	Jugaad time Ecologies Everyday hacking Hacking Technological innovations Innovations
45397	510	Handelman, Matthew	The mathematical imagination:	on the origins and promise of critical theory	278p	Fordham University Press	2019	9780823283828	Critical theory Mathematics Philosophy Mathematical imagination
45398	910.911	Blum, Hester	The news at the ends of the earth:	the print culture of polar exploration	xxv, 298p	Duke University Press	2019	9781478003878	Polar regions Discovery- Exploration Sources Ends-Earth Print culture
45399	330	Wheelan, Charles	Naked economics:	undressing the dismal science	xxix, 366p	Norton & Company	2019	9780393356496	Naked economics Economics Dismal science
45400	339.46	Wilks, Ariel	The moral power of money:	morality and economy in the life of urban poor	ix, 206p	Stanford University Press	2018	9781503604285	Money Moral-Ethical Argentina Buenos Aires Morality-Economy

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45401	362.1068	Goldsteen, Raymond L	Introduction to public health:	promises and practices	xiii, 273p	Springer Publishing Company,	2015	9780826196668	Public health Promises-Practices
45402	658.872	Berg, Natalie	Amazon:	how the world's most relentless retailer will continue to revolutionize commerce	vii, 258p	KoganPage	2019	9780749482794	Amazon Relentless retailer Revolutionize commerce Retailer
45403	332.178	Pejic, Igor	Blockchain babel:	the crypto-craze and the challenge to business	viii, 209p	Kogan Page	2019	Blockchain Babel	Blockchain babel Blockchain Crypto-Craze Challenge-Business Internet banking Money Technological innovations
45404	570	Siddiqi, Ayesha	In the wake of disaster:	Islamist, the state and a social contract in Pakistan	xiii, 186p	Cambridge University Press	2018	9781108472920	Wake-Disaster Islamist Social contract Pakistan
45405	338.82	Fumagalli, Chiara	Exclusionary practices:	the economics of monopolisation and abuse of dominance	xiii, 636p	Cambridge university press	2018	9781107608962	Exclusionary Economics Exclusionary practices Monopolisation Dominance
45406	332.46	Walsh, Carl E	Monetary theory and policy:		xxi, 613p	PHI Learning	2016	9788120342521	Monetary; Monetary-Policy; Economics; Money
45407	332.6	Lussier, Jacques	Rational investing: the subtleties of asset management		232 p.	Columbia Business School Publishing	2017	9780231177344	Rational investing

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45408	823	Gonsalves, Roanna	Sunita De Souza goes to sydney:	and other stories	286p	Speaking Tiger	2018	9789387693104	Sunita De Souza; Goes-Sydney; Stories; Fiction
45409	338.911	Puri, V K	Economic environment of business:	with case studies	xviii, 750p	Himalaya Publishing House	2019	9789352995103	Economic environment Global economic environment Economic fluctuations Business environment
45410	338.911	Puri, V K	Economic environment of business:	with case studies	xviii, 750p	Himalaya Publishing House	2019	9789352995103	Economic environment Global economic environment Economic fluctuations Business environment
45411	330.954	Puri, V K	Indian economy:	its development experience	xxv, 784p	Himalaya Publishing House	2018	9789352991730	Indian economy Economy Development experience
45412	330.954	Puri, V K	Indian economy:	its development experience	xxv, 784p	Himalaya Publishing House	2018	9789352991730	Indian economy Economy Development experience
45413	337	Mithani, D M	International economics:		589p	Himalaya Publishing House	2018	9789352993642	International economics Economics
45414	337	Mithani, D M	International economics:		589p	Himalaya Publishing House	2018	9789352993642	International economics Economics



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45415	331.714	Mithani, D M	Managerial economics:	theory and application	xviii, 757p	Himalaya Publishing House	2018	9789352623303	Managerial economics; Economics
45416	331.714	Mithani, D M	Managerial economics:	theory and application	xviii, 757p	Himalaya Publishing House	2018	9789352623303	Managerial economics; Economics
45417	658.049	Rao, P Subba	International business:	text and cases	xviii, 622p	Himalaya Publishing House	2018	9789351428220	International business
45418	658.049	Rao, P Subba	International business:	text and cases	xviii, 622p	Himalaya Publishing House	2018	9789351428220	International business
45419	382.6	Francis, Cherunilam,	International trade and export management:		538p	Himalaya Publishing House	2018	9789352623365	International trade Trade Export management:
45420	382.6	Francis, Cherunilam,	International trade and export management:		538p	Himalaya Publishing House	2018	9789352623365	International trade Trade Export management:
45421	332.66	Desai, Vasant	The Indian financial system and development:	innovating success	706p	Himalaya Publishing House	2017	9789352625901	Indian financial system Financial system Financial development

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45422	332.66	Desai, Vasant	The Indian financial system and development:	innovating success	706p	Himalaya Publishing House	2017	9789352625901	Indian financial system Financial system Financial development
45423	658.315	Pandit, Kameshwar	International industrial relations:	a comparative study	409p	Himalaya Publishing House	2018	9789352735754	International industrial relations Industrial relations Comparative study
45424	658.315	Pandit, Kameshwar	International industrial relations:	a comparative study	409p	Himalaya Publishing House	2018	9789352735754	International industrial relations Industrial relations Comparative study
45425	306.85	Biswal, Gayatri	Family resource management:		126p	Himalaya Publishing House	2019	9789352996278	Family management Resource management Family life Families
45426	306.85	Biswal, Gayatri	Family resource management:		126p	Himalaya Publishing House	2019	9789352996278	Family management Resource management Family life Families
45427	658.3125	Kandepu, Rajasekhar	A practical handbook - performance results:		232p	Himalaya Publishing House	2017	9789352733088	Handbook -Performance Performance results Performance
45428	650.1	Ray, Reuben	Time management:		281p	Himalaya Publishing House	2016	9789350242124	Time management; Management

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45429	658.315	Mamoria, C B	Dynamics of industrial relations:		563p	Himalaya Publishing House	2019	9789352621699	Industrial relations
45430	658.3125	Sarma, A M	Compensation system and performance management:		xv, 392p	Himalaya Publishing House	2019	9789351429678	Compensation Compensation system Performance management Performance
45431	658.5 (PM)	Chunawalla, S A	Production and operation management:		734p	Himalaya Publishing House	2018	9789352029013	Production Operation management
45432	658.5 (PM)	Chunawalla, S A	Production and operation management:		734p	Himalaya Publishing House	2018	9789352029013	Production Operation management
45433	658.5	Bhat, Shridhara K	Lean manufacturing:		368p	Himalaya Publishing House	2018	9789352738922	Lean manufacturing Manufacturing Manufacturing competitiveness Product development
45434	658.5	Bhat, Shridhara K	Lean manufacturing:		368p	Himalaya Publishing House	2018	9789352738922	Lean manufacturing Manufacturing Manufacturing competitiveness Product development
45435	5.131	Gabhane, Dinesh	SPSS 20.0:	a guide to statistical analysis for researchers	286p	Himalaya Publishing House	2018	9789352993079	SPSS Statistical analysis Analysis Analysis researchers

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45436	519.5	Gupta, S C	Fundamentals of statistics:		v. p	Himalaya Publishing House	2019	9789350517697	Fundamentals statistics Statistics
45437	519.5	Gupta, S C	Fundamentals of statistics:		v. p	Himalaya Publishing House	2019	9789350517697	Fundamentals statistics Statistics
45438	5.131	Mishra, Anil Kumar	A handbook on SPSS:	for research work	160p	Himalaya Publishing House	2019	9789352993888	SPSS Handbook-SPSS Research work
45439	658.4063	Deshmukh, Surendra Triambak Rao	Innovation and R & D management:	concept and cases	137p	Himalaya Publishing House	2018	9789352994168	Innovation R-D management Innovation management
45440	658.4063	Deshmukh, Surendra Triambak Rao	Innovation and R & D management:	concept and cases	137p	Himalaya Publishing House	2018	9789352994168	Innovation R-D management Innovation management
45441	658.421	Desai, Vasant	The dynamics of entrepreneurial development and management:		744p	Himalaya Publishing House	2018	9789352991334	Dynamics entrepreneurial Entrepreneurs Entrepreneurial Entrepreneurial development
45442	658.421	Desai, Vasant	The dynamics of entrepreneurial development and management:		744p	Himalaya Publishing House	2018	9789352991334	Dynamics entrepreneurial Entrepreneurs Entrepreneurial Entrepreneurial development

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45443	338.04	Desai, Vasant	Small-Scale industries and entrepreneurship:	in the twenty-first century	570p	Himalaya Publishing House	2017	9789350973769	Small-Scale industries Industries entrepreneurship Entrepreneurship
45444	338.04	Desai, Vasant	Small-Scale industries and entrepreneurship:	in the twenty-first century	570p	Himalaya Publishing House	2017	9789350973769	Small-Scale industries Industries entrepreneurship Entrepreneurship
45445	658.4012	Cherunilam, Francis	Business policy and strategic management:		450p	Himalaya Publishing House	2015	9789352023554	Business policy Strategic management Corporate governance
45446	658.4012	Cherunilam, Francis	Business policy and strategic management:		450p	Himalaya Publishing House	2015	9789352023554	Business policy Strategic management Corporate governance
45447	658.8	Kumar, Niraj	Integrated marketing communications:		x, 642p	Himalaya Publishing House	2015	9789350514658	Integrated marketing Marketing Marketing communications
45448	658.872	K, Raghavendra	Digital marketing:		384p	Himalaya Publishing House		9789352620470	Digital marketing
45449	302.23	Kamat, Nitin C	Digital social media marketing:		237p	Himalaya Publishing House	2018	9789352994304	Digital social media Social media Digital media Media marketing

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45450	658.872	Chahal, Rushen	Digital marketing 2.0:		249p	Himalaya Publishing House	2018	9789352994144	Digital marketing 2.0 Digital
45451	658.827	Kumar, Niraj	Brand management:	text and cases	341p	Himalaya Publishing House	2019	9789352027699	Brand management Brand
45452	658.872	Kamat, Nitin	Digital marketing:		241p	Himalaya Publishing House	2017	9789352623891	Digital marketing Digital
45453	658.87	Mustafa, A	Retail management:		vii, 354p	Himalaya Publishing House	2013	9789350979143	Retail management Retail
45454	658.87	Dhotre, Meenal	Channel management and retail marketing:		203p	Himalaya Publishing House	2015	9789350970508	Channel management; Retail marketing; Retail
45455	658.87	Nair, Suja A	Retail management:		478p	Himalaya Publishing House	2018	9789352022618	Retail management Retail
45456	658.87	Banumathi, S	Retail marketing:		187p	Himalaya Publishing House	2017	9789352023967	Retail marketing Retail

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45459	658.87	Sheikh, Arif I	Mall management:		392p	Himalaya Publishing House	2008		Mall management; Retail management; Retail
45460	659.1	Chunawalla, S A	Foundations of advertising:	theory and practice	600p	Himalaya Publishing House	2019	9789352994076	Foundations advertising; Advertising
45462	658.11	Bhat, K Shridhara	Business process outsourcing:		506p	Himalaya Publishing House	2016	9789352021499	Business process; Business outsourcing; Outsourcing
45471	658.406	Murthy, C S V	Change management:		215p	Himalaya Publishing House	2017	9789350514870	Change management; Organisation change
45472	658.406	Murthy, C S V	Change management:		215p	Himalaya Publishing House	2017	9789350514870	Change management; Organisation change
45485	332.0151	Tintle, Nathan L	A spiral approach to financial mathematics:		xix, 591p	Academic Press	2018	9780128015803	Spiral approach; Financial mathematics; Business mathematics; Financial
45486	363.7	Letcher, Trevor M	Managing global warming:	an interface of technology and human issues	xvi, 804p	Academic Press	2019	9780128141045	Managing global warming; Global warming; Warming; Climatic changes; Interface-Technology

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45487	658.4063	Westland, J Christopher	Global innovation management:		xxxii, 350p	Palgrave Macmillan	2017	9781137520180	Global innovation; Innovation management; Innovation
45489	658.4092	Schedlitzki, Doris	Studying leadership:	traditional and critical approaches	xxvi, 451p	Sage	2018	9781473958616	Studying leadership; Leadership
45492	659.1	Alozie, Emmanuel C	Advertising in developing and emerging countries:	the economic, political and social context	xviii, 327p	Routledge	2016	9780566091742	Advertising Advertising developing Emerging countries
45493	658.816	Landsburg, Steven E	Pricing:		471p	Cengage Learning	2009	9788131505236	Pricing
45494	823	King, Stephen	The outsider:		475p	Hodder	2019	9781473676435	Outsider; Fiction
45495	658.575	Eyal, Nir	Hooked:	how to build habit-forming products	242p	Portfolio	2014	9780241184837	Hooked; Habit-Forming products; New products; Consumers preferences
45497	657.42	Bhattacharyya, Asish K	Principles and practice of cost accounting		xiii, 1070	Prentice Hall	2006	9788120325555	Cost accounting



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45498	331.714	Datta, Debabrata	Managerial economics		xxi, 581	PHI Learning	2017	9788120352414	Managerial economics
45499	338.911	Pailwar, Veena Keshav	Business environment:		xxxv, 572p	Prentice Hall	2017	9788120348905	Business environment; Environment
45500	338.911	Ahmed, Faisal	Business environment: Indian and global perspective		xxviii, 467	PHI Learning	2017	9788120353336	Business environment
45508	658.47	Smith, Jeff	Machine learning systems:	designs that scale	xxii, 200p	Manning Publications	2018	9781617293337	Machine learning; Learning systems
45510	658.7	Srinivasan, G	Quantitative models in operations and supply chain management:		xv, 384p	Himalaya Publishing House	2018	9788193593868	Quantitative models; Operations; Supply chain management
45513	658.47(A)	Grigsby, Mike	Marketing analytics: a practical guide to improving consumer insights using data techniques		xiv, 217	Kogan Page	2018	9780749482169	Marketing analytics
45514	658.81 (S)	Hughes, Tim	Smarketing:	how to achieve competitive advantage through blended sales and marketing	xvii, 229p	Kogan Page	2019	9780749483586	Selling Technological innovations Digital media Competitive advantage Blended sales

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45517	659.1042	Rutherford, Paul	The adman's dilemma:	Barnum to Trump	x, 456p	University of Toronto Press	2018	9781487522988	Advertising; Advertising executives; History; Popular culture
45526	658.87	Steenkamp, Jan-Benedict	Retail disruptors:	the spectacular rise and impact of the hard discounters	xxi, 242 p	Kogan Page	2019	9780749483470	Retail trade; Grocery trade; Trade; Discount stores Hard discounters Retail management Retail marketing Spectacular rise Retail
45527	658.827	Bailey, Simon	Myths of branding:	a brand is just a logo, and other popular misconceptions	xii, 244p	Kogan Page	2019	9780749483098	Myths-Branding; Brand; Misconceptions; Logos; Branding
45528	001.42 (SR)	Carr, Deborah	The art and science:	of social research	xxix, 706	Norton	2018	9780393911589	Social sciences; Research; Art-Science; Science
45534	658.3125	Lauritsen, Jason	Unlocking high performance:	how to use performance management to engage and empower employees	xv, 228p	Kogan Page	2018	9780749483296	High performance Performance management Employee motivation Leadership
45537	658.406	Holbeche, Linda	The agile organization: how to build an engaged, innovative and resilient business		ix, 331	Kogan Page	2018	9780749482657	Agile organization
45541	840.9004	Beasley, Faith E	Versailles meets the taj mahal:	François Bernier, Marguerite de la Sablière and enlightening conversations in	xiii, 349p	University of Toronto Press	2018	9781487502843	Versailles meets; Taj mahal; François Bernier; Enlightening conversations; Seventeenth-Century; France

Acc No.	Class No	Author	Title	Sub-Title	Pages	Publisher	Year	ISBN	Subject
45544	307.1412	Dhingra, Ishwar C	Back to roots:	new paradigm of rural development	xiv, 656p	Manakin Press	2018	9789386677204	Roots; Paradigm; Rural development
45548	650.1	Hill, Napoleon	Think and grow rich		vi, 241	Manakin Press	2018	9789386677471	Think
45568	658.872	Kotler, Philip	Marketing for competitiveness:	Asia to the world in the age of digital consumers	xiv, 288	World Scientific	2017	9789813201965	Internet marketing
45575	306.7	Negoski, Emily	Come as you are: the surprising new science that will transform your sex life		ix, 389	Speaking Tiger Publishing	2015	9789385288739	Sex instruction-Women
45598	332	Kar, Sohini	Financializing poverty: labor and risk in Indian microfinance		xiii, 259 p	Stanford University Press	2018	9781503605886	Financial risk Indian microfinance Poverty Labor-Risk Microfinance Financializing poverty
45610	658.45	Seneviratne, Kalinga	Mindful communication for sustainable development:	perspective from Asia	xiv, 353p	Sage Publications	2018	9789352805518	Communication in economic development Sustainable development
45615	302	Greifeneder, Rainer	Social cognition: how individuals construct social reality		xvi, 262 p	Routledge	2018	9781138124455	Individuals construct Social cognition Social reality Social perception