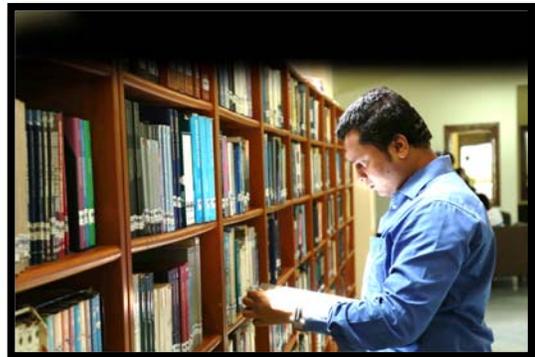




**Institute of
Management Technology**
Ghaziabad

New Arrivals

November 2017



Library & Information Services

1 Albers, Michael J

Introduction to quantitative data analysis in the behavioral and social sciences / Albers, Michael J.-- New Jersey: Wiley, 2017. xiii, 219 p.

ISBN : 9781119290186.

001.42(SR) 43935

** Quantitative data analysis; Data analysis; Social sciences; Statistical methods

2 Alter, Stephen

Guldaar warlord of the Hindu Kush: a novel / Alter, Stephen.-- New Delhi: Speaking Tiger, 2017. 339 p.

ISBN : 9789386702005.

823 43895

** Guldaar warlord; Hindu Kush; Novel

3 Artun, Omer

Predictive marketing: easy ways every marketer can use customer analytics and big data / Artun, Omer.-- New Delhi: Wiley India, 2016. xxii, 246 p.

ISBN : 9788126558131.

658.47(A) 43890

** Predictive marketing; Customer analytics; Big data; Analytics

4 Banks, Ferdinand E

Energy and economic theory / Banks, Ferdinand E.-- New Jersey: World Scientific, 2015. xii, 499 p.

ISBN : 9789814366106.

333.79 43900

** Energy-Economic theory; Economic theory

5 Basu, Kaushik

An economist's miscellany / Basu, Kaushik.-- New Delhi: Oxford University Press, 2011. xiv, 200 p.

ISBN : 9780198072508.

920 43964(Out)

** Economists; Biography; Kaushik Basu

6 Berman, Barry

Retail management: a strategic approach / Berman, Barry.-

13th ed.-- Noida: Pearson, 2018. xxvii, 722 p.

ISBN : 9789332587694.

658.87 43965

** Retail management; Strategy; Marketing

7 Bhat, L S

Economic geography: land, water and agriculture: Volume 1

/ Bhat, L S.-- New Delhi: Oxford University Press, 2016.

xxxiii, 340 p.

Volume 2 Acc. No 44008.

330.9 44007

** Economic geography; Economics; Economic development

8 Bhat, L S

Economic geography: urbanization, industry and

development: Volume 2 / Bhat, L S.-- New Delhi: Oxford

University Press, 2016. xxxiii, 250 p.

Volume 1 Acc. No 44007.

ISBN : 9780199458424.

330.9 44008

** Economic geography; Economics; Economic development

9 Bhimani, Alnoor

Financial management for technology start ups: a handbook

for growth / Bhimani, Alnoor.-- New York: Kogan Page,

2017. xiv, 219 p.

ISBN : 9780749481346.

658.15 43934(Ref.)

** Financial management; Technology-Start ups; Handbook

10 Bolman, Lee G

Reframing organizations artistry, choice and leadership /

Bolman, Lee G.--6th ed.-- New Jersey: Jossey-Bass, 2017.

xviii, 492 p.

ISBN : 9781119281825.

658.4092 43954

** Reframing organizations; Leadership

11 Booth, Wayne C

The craft of research / Booth, Wayne C.--4th ed.--
Chicago: The University of Chicago Press, 2016. xvi, 316p .
ISBN : 9780226239736.

001.4 43925

** Craft research; Research; Research methodology

12 Braedel-Kuhner, Cordula

Re-thinking diversity: multiple approaches in theory,
media, communities and managerial practice / Braedel-
Kuhner, Cordula.-- Wiesbaden: Springer, 2016. 311 p.
ISBN : 9783658115012.

302.23 43918

** Re thinking diversity; Multiple approaches; Media

13 Bullard, Brittany

Style and statistics: the art of retail analytics /
Bullard, Brittany.-- New Jersey: Wiley, 2017. xi, 194 p.
ISBN : 9781119270317.

658.47(A) 43958

** Style statistics; Retail analytics; Analytics

14 Burke, Ronald J

The multi generational and aging workforce: challenges
and opportunities / Burke, Ronald J.--Burke, Ronald J--
Cheltenham: Edward Elgar Publishing Limited, 2015. ix,
432 p.

ISBN : 9781783476572.

658.3008 44039

** Multi generational; Aging workforce; Workforce

15 Carre, John le

Tinker, tailor, soldier, spy / Carre, John le.-- New York
: Penguin Books, 2011. xvi, 381 p.
ISBN : 9780143119784.

823 44017

** Tinker; Tailor; Soldier; Spy

16 Chakrabarti, Rajesh

Public policy in India / Chakrabarti, Rajesh.-- New Delhi
: Oxford University Press, 2017. xiv, 197 p.

ISBN : 9780199470693.

320.60954 44010

** Public policy; Political planning

17 Chakraborty, Lekha S

Fiscal consolidation, budget deficits and the macro
economy / Chakraborty, Lekha S.-- New Delhi: Sage
Publications India, 2016. xviii, 197 p.

ISBN : 9789351509899.

339.52 43901

** Fiscal consolidation; Budget; Macro economy

18 Chalam, K S

Social economy of development in India / Chalam, K S.--
New Delhi: Sage, 2017. xvii, 390 p.

ISBN : 9789385985119.

338.954 43904

** Social economy; India development; Economic
development

19 Chew, Bee-Lean

Forensic accounting and finance: principles and practice
/ Chew, Bee-Lean.-- New Delhi: Kogan Page, 2017. xx, 265p .

ISBN : 9780749479992.

363.256 43936

** Forensic-Accounting; Finance

20 Christodoulides, George

Advances in advertising research: bridging the gap
between advertising academia and practice: Volume VII /
Christodoulides, George.-- Wiesbaden: Springer Gabler,
2017. xi, 315 p.

ISBN : 9783658152192.

659.1 43885

** Advertising research; Advertising

21 Clark, Nigel

Professional services leadership handbook: how to lead a professional services firm in a new age of competitive disrupt / Clark, Nigel.-- New York: Kogan Page, 2017.

xiv, 256 p.

ISBN : 9780749477349.

658.4092 43949(Ref.)

** Professional services; Leadership; Handbook

22 Clark, Timothy

How to get published in the best management journals / Clark, Timothy.-- Cheltenham: Edward Elgar Publishing, 2017. xv, 299 p.

ISBN : 9781786437617.

658.453 44041(Out)

** Management journals; Communication management; Publishing; Journals

23 Crain, Marion G

Invisible labor: hidden work in the contemporary world / Crain, Marion G.-- Oakland: University of California Press, 2016. xiv, 311 p.

ISBN : 9780520287174.

331 43924

** Invisible labor; Hidden work; Contemporary world

24 Crawshaw, Jonathan

Human resource management: strategic and international perspectives / Crawshaw, Jonathan.--2nd ed.-- New Delhi: Sage, 2017. xxxi, 458 p.

ISBN : 9781473967663.

658.3 43930

** Human resource management; Personnel management

25 Curnow, Trevor

Wisdom a wold history / Curnow, Trevor.-- New Delhi: Speaking Tiger, 2016. 239 p.

ISBN : 9789386050281.

909 43897

** Wisdom; Wold history

26 Damodaran, Aswath

The dark side of valuation: valuing young, distressed and complex businesses / Damodaran, Aswath.--2nd ed.-- Noida: Pearson, 2018. ix, 590 p.

ISBN : 9789386873255.

658.15 (V) 43970-43971

** Valuation; Discounted cash; Flow valuation; Options control; Liquidity; Relative valuation; Options-Valuation

27 Dhingra, Ishwar C

Demonetisation: first step towards a cashless economy / Dhingra, Ishwar C.-- New Delhi: Manakin Press, 2017. ix, 258 p.

ISBN : 9789386221582.

332.4954 43906

** Demonetisation; Cashless economy; Cashless

28 Dhingra, Ishwar C

Green economy: opportunities and challenges / Dhingra, Ishwar C.-- New Delhi: Manakin Press, 2018. xiv, 434 p.

ISBN : 9789386221766.

338.927 43907

** Green economy; Opportunities challenges; Economic development

29 Dhingra, Ishwar C

Reform to transform: dynamics of Indian economy during Modi-Era / Dhingra, Ishwar C.-- New Delhi: Manakin Press, 2017. xv, 624 p.

ISBN : 9789386221148.

330.954 43908

** Reform; Transform; Indian economy; Modi

30 Dhingra, Ishwar C

Sustainable development in India and South East Asia / Dhingra, Ishwar C.-- New Delhi: Manakin Press, 2017. xi, 498 p.

ISBN : 9789384370473.

338.9 43905

** Sustainable development

31 Eagle, Simon

Demand driven supply chain management: transformational performance improvement / Eagle, Simon.-- New Delhi:

Kogan Page, 2017. xii, 262 p.

ISBN : 9780749479978.

658.7 43911

** Supply chain management; Transformational performance

32 El-Erian, Mohamed A

The only game in town: central banks, instability and avoiding the next collapse / El-Erian, Mohamed A.-- New York: Random House, 2016. xxix, 299 p.

ISBN : 9780300222630.

332.1 43946(Out)

** Central banks; Instability; Economic policy; Bank

33 Evans, Martin D D

Studies in foreign exchange economics / Evans, Martin D D -- New Jersey: World Scientific Publishing, 2017. xiii, 776 p.

ISBN : 9789813147560.

332.45 43937

** Foreign exchange; Economics

34 Fanconi, Peter

Small money big impact: fighting poverty with microfinance / Fanconi, Peter.-- New Delhi: Wiley, 2017. xv, 255 p.

ISBN : 9781119338208.

332.7 43933

** Small money; Big impact; Fighting poverty; Microfinance

35 French, Wendell L

Organization development: behavioral science interventions for organization improvement / French, Wendell L.--6th ed.-- Noida: Pearson, 2018. xvii, 234 p.

ISBN : 9789332575264.

658.406 43980

** Organisational development; Organization

36 George, Martin Philip
The mould: values and self efficacy of teachers / George,
Martin Philip.-- New Delhi: Viva Books, 2017. x, 176 p.
ISBN : 9789386385574.
174.4 43963

** Mould; Values; Self efficacy-Teachers

37 Ghosh, Nandini
Interrogating disability in India: theory and practice /
Ghosh, Nandini.-- New Delhi: Springer, 2016. xi, 198 p.
ISBN : 9788132235934.
362.4 43916

** Interrogating disability

38 Gilbert, Joseph
Ethics for managers: philosophical foundations and
business realities / Gilbert, Joseph.--2nd ed.-- New York
: Routledge, 2016. x, 284 p.
ISBN : 9781138919501.
174.4 43922

** Ethics managers; Philosophical foundations; Business
realities; Ethics

39 Gitman, Lawrence J
Principles of managerial finance / Gitman, Lawrence J.--
13th ed.-- Noida: Pearson, 2017. I, 796 p.
ISBN : 9789332587595.
658.15 43966-43967

** Managerial finance; Finance

40 Gittell, Jody Hoffer
Transforming relationships for high performance: the
power of relational coordination / Gittell, Jody Hoffer.-
Stanford: Stanford University Press, 2016. x, 307 p.
ISBN : 9780804787017.
658.4 43951

** Transforming relationships; High performance;
Organizational change

41 Goffin, Keith

Innovation management: effective strategy and implementation / Goffin, Keith.--3rd ed.-- London: Palgrave Macmillan, 2017. xxxi, 413 p.

ISBN : 9781137373434.

658.4063 43947

** Innovation management; Effective strategy; Implementation

42 Green, Shane

Culture hacker: reprogramming your employee experience to improve customer service, retention and performance / Green, Shane.-- New Jersey: John Wiley & Sons, 2017.

xviii, 202 p.

ISBN : 9781119405726.

658.31 43950

** Culture hacker; Reprogramming; Employee motivation; Corporate culture

43 Hall, Simon A

Innovative B2B marketing: new models, processes and theory / Hall, Simon A.-- New Delhi: Kogan Page, 2017.

xix, 287 p.

ISBN : 9780749480806.

658.8(B2B) 43883

** Innovative; B2B marketing; Industrial marketing

44 Handa, Jagdish

A reformulation of Keynesian economics / Handa, Jagdish.- Singapore: World Scientific Publishing, 2015. xii, 554 p

ISBN : 9789814616096.

330.156 43898

** Reformulation; Keynesian economics; Economics

45 Harding, Don

The econometric analysis of recurrent events in macroeconomics and finance / Harding, Don.-- Princeton: Princeton University Press, 2016. xiii, 215 p.

ISBN : 9780691167084.

330.015195 43912

** Econometric analysis; Econometrics; Macroeconomics

46 Hawkins, Peter

Leadership team coaching: developing collective transformational leadership / Hawkins, Peter.--3rd ed.--

New Delhi: Kogan Page, 2017. xix, 382 p.

ISBN : 9780749478490.

658.4092 43920

** Leadership; Team-Coaching;

47 Heinze, Aleksej

Digital and social media marketing: a results driven approach / Heinze, Aleksej.-- New York: Routledge, 2017.

xxv, 319 p.

ISBN : 9781138917910.

302.23 43943

** Digital; Social media-Marketing; Media

48 Hill, Napoleon

Think and grow rich / Hill, Napoleon.-- New Delhi:

Manakin Press, 2018. vi, 241 p.

ISBN : 9789386677471.

650.1 43945(Out)

** Think; Grow rich

49 Hubbard, R Glenn

Macroeconomics / Hubbard, R Glenn.--5th ed.-- New Delhi:

Pearson Education, 2015. 734 p.

ISBN : 9781292059440.

339 43913

** Macroeconomics; Monetary policy; Fiscal policy;
International economy

50 James, P S

Organisational behaviour / James, P S.-- Noida: Pearson,
2017. xxxvi, l.8 p.

ISBN : 9789332587120.

658.402 43975-43976

** Organisational behaviour; Organizational behaviour

51 Jones, Candace

The Oxford handbook of creative industries / Jones, Candace.-- New York: Oxford University Press, 2017.

xvii, 554 p.

ISBN : 9780198787792.

338.477 44040(Ref.)

** Handbook; Creative industries; Cultural industries

52 Kirchmer, Mathias

High performance through business process management: strategy execution in a digital world / Kirchmer, Mathias --3rd ed.-- Cham: Springer International Publishing, 2017

xviii, 221 p.

ISBN : 9783319512587.

658.05 43952

** High performance; Business process management; Strategy execution

53 Kumar, Dinesh

Rural marketing: challenges and opportunities / Kumar, Dinesh.-- New Delhi: Sage, 2017. xxix, 494 p.

ISBN : 9789386062765.

658.8(RM) 43886

** Rural marketing

54 Liddle, Swapna

Chandni Chowk: the Mughal city of old Delhi / Liddle, Swapna.-- New Delhi: Speaking Tiger, 2017. xix, 176 p.

ISBN : 9789386050670.

954 43884

** Chandni Chowk; Mughal city-Delhi

55 McDonald, Malcolm

Malcolm McDonald on key account management / McDonald, Malcolm.-- New York: Kogan Page, 2017. xvi, 226 p.

ISBN : 9780749480776.

658.81(AM) 43887

** Malcolm McDonald; Key account management; Selling

56 McDonald, Malcolm

Marketing plans: how to prepare them, how to profit from them / McDonald, Malcolm.--8th ed.-- New Delhi: Wiley, 2016. xv, 624 p.

ISBN : 9781119217138.

658.802 43864(Out)

** Marketing plans; Marketing management

57 McGuire, Kelly A

The analytic hospitality executive: implementing data analytics in hotels and casinos / McGuire, Kelly A.-- New Delhi: Wiley, 2017. xxii, 408 p.

ISBN : 9788126564798.

658.47(A) 43889

** Analytic hospitality-Executive; Data analytics; Analytics

58 Melo, Jaime de

Modeling developing countries policies in general equilibrium / Melo, Jaime de.-- Singapore: World Scientific, 2015. xxiii, 529 p.

ISBN : 9789814494809.

338.90091724 43899

** Modeling; Policies; Equilibrium

59 Micklethwait, John

The Bloomberg way: a guide for journalists / Micklethwait, John.-- New Jersey: Bloomberg Press, 2017. xii, 351 p.

ISBN : 9781119272311.

070.43 43938(Ref.)

** Bloomberg way; Bloomberg news; Journalists; Bloomberg

60 Mishkin, Frederic S

Financial markets and institutions / Mishkin, Frederic S.--8th ed.-- Noida: Pearson, 2017. xl, 564 p.

ISBN : 9789332585522.

332.2 43968-43969

** Financial markets; Financial institutions

61 Mora, Pierre

Wine positioning: a handbook with 30 case studies of wine brands and wine regions in the world / Mora, Pierre.-- Cham: Springer International Publishing, 2016. xii, 219

ISBN : 9783319244792.

641.22 43953(Ref.)

** Wine positioning; Handbook; Case studies; Globalization

62 Murdock, Elke

Multiculturalism, identity and difference experiences of culture contact / Murdock, Elke.-- London: Palgrave Macmillan, 2016. xvi, 345 p.

ISBN : 9781137596789.

305.8 43917

** Multiculturalism; Experiences-Culture contact; Identity

63 Nystul, Michael S

Introduction to counseling: an art and science perspective / Nystul, Michael S.--5th ed.-- New Delhi: Sage, 2016. xxiv, 646 p.

ISBN : 9781483316611.

153.3 43929

** Counseling; Counselling

64 Ogden, Chris

Indian national security / Ogden, Chris.-- New Delhi: Oxford University Press, 2017. xxvi, 152 p.

ISBN : 9780199466474.

362 44011

** Indian national security; National security

65 Owen, Jo

The leadership skills handbook: 90 essential skills you need to be a leader / Owen, Jo.--4th ed.-- New York: Kogan Page, 2017. xi, 306 p.

ISBN : 9780749480332.

658.4092 43882(Ref.)

** Leadership skills; Handbook; Leadership

66 Parkin, Michael

Macroeconomics / Parkin, Michael.--12th ed.-- New Delhi:

Pearson, 2016. 822 p.

ISBN : 9781292094502.

339 43914

** Economics

67 Pilz, Matthias

India, preparation for the world of work: education system and school to work transition / Pilz, Matthias.--

Wiesbaden: Springer, 2016. 361 p.

ISBN : 9783658085018.

658.007 43915

** Preparation; Education system; Work transition; School education

68 Prasad, R N

Fundamentals of business analytics / Prasad, R N.--2nd ed

-- New Delhi: Wiley, 2017. xxiii, 403 p.

ISBN : 9788126563791.

658.47(A) 43891; CD43891(Ref.)

** Business analytics; Analytics

69 Quayle, Moura

Designed leadership / Quayle, Moura.-- New York: Columbia University Press, 2017. viii, 226 p.

ISBN : 9780231173124.

658.4092 43955

** Designed leadership; Leadership

70 Rajan, Raghuram

I do what I do / Rajan, Raghuram.-- Noida: Harper Business, 2017. xvi, 325 p.

ISBN : 9789352770144.

158.1 43931(Out); 43932

** Monetary policy; Raghuram Rajan; Reserve Bank

71 Reed, Sandra M

A guide to the human resource body of knowledge / Reed, Sandra M.-- New Jersey: John Wiley, 2017. xxiii, 597 p.
ISBN : 9781119374886.

658.3 43926

** Human resource; Body knowledge; Human resource management

72 Rishi, Bikramjit

Contemporary issues in social media marketing / Rishi, Bikramjit.-- London: Routledge, 2018. xix, 328 p.
ISBN : 9781138679184.

302.23 44018-44019

** Contemporary issues; Social media-Marketing; Media

73 Robbins, Stephen P

Essentials of organizational behavior / Robbins, Stephen P.--13th ed.-- Noida: Pearson, 2017. 384 p.
ISBN : 9789332587984.

658.402 43981-43982

** Organizational behavior; Organizational behaviour

74 Robbins, Stephen P

Management / Robbins, Stephen P.--13th ed.-- Noida: Pearson, 2017. xxxvi, 700 p.
ISBN : 9789332585874.

658 43978-43979

** Management

75 Roine, Jesper

Pocket piketty: an explainer on the biggest economics book of the century / Roine, Jesper.-- New Delhi: Speaking Tiger, 2017. 159 p.
ISBN : 9789386338853.

330.122 43894

** Pocket piketty; Biggest-Economics book; Economics

76 Russell, Bertrand

Autobiography / Russell, Bertrand.-- New York: Routledge, 2012. xvi, 746 p.
ISBN : 9780415473736.
920 43973

** Autobiography; Bertrand Russell

77 Russell, Bertrand

History of western philosophy / Russell, Bertrand.-- New York: Routledge, 2017. xi, 778 p.
ISBN : 9781138694750.
109 43972

** History; Western philosophy; Philosophy

78 Salicru, Sebastian

Leadership results: how to create adaptive leaders and high-performing organisations for an uncertain world / Salicru, Sebastian.-- New Jersey: John Wiley & Sons, 2017 xlii, 347 p.
ISBN : 9780730345374.
658.4092 43948

** Leadership results; Create-Adaptive leaders; Leadership

79 Sanati, Gargi

Financing international trade: banking theories and applications / Sanati, Gargi.-- New Delhi: Sage, 2017. xx, 264 p.
ISBN : 9789386446176.
332.15 43909

** Financing-International trade; Banking theories; International finance

80 Saraf, Sujit

Harilal and Sons a novel / Saraf, Sujit.-- New Delhi: Speaking Tiger, 2016. 516 p.
ISBN : 9789386050755.
823 43896(Out)

** Harilal and Sons; Novel

81 Sarkar, Runa

Business, institutions, environment / Sarkar, Runa.-- New Delhi: Oxford University Press, 2017. xviii, 165 p.

ISBN : 9780198075448.

658.11 44009

** Business institutions; Environment; Business enterprises

82 Schein, Edger H

Organizational culture and leadership / Schein, Edger H.- 5th ed.-- New Delhi: Wiley, 2017. xxiv, 384 p.

ISBN : 9788126566679.

658.4092 43921

** Organizational culture; Leadership; Organization

83 Schwarz, Peter M

Energy economics / Schwarz, Peter M.-- New York: Routledge, 2018. xxv, 405 p.

ISBN : 9780415676786.

333.79 43910

** Energy economics

84 Scott, David Meerman

The new rules of marketing and PR: how to use social media, online video, mobile applications, blogs, news releases and viral marketing to reach buyers directly / Scott, David Meerman.--6th ed.-- New Delhi: Wiley, 2017. xxi, 426 p.

ISBN : 9781119362418.

302.23 43960(Out)

** Marketing; Marketing rules; Media; Social media; Online video; Mobile applications; Blogs; News releases; Viral marketing; Reach buyers

85 Servaes, Jan

Sustainable development goals in the Asian context / Servaes, Jan.-- Singapore: Springer, 2017. xxiv, 174 p.

ISBN : 9789811028144.

338.9 43962

** Sustainable development; Goals; Economic development

86 Sheinkop, Eric

Return of the hustle: the art of marketing with music /
Sheinkop, Eric.-- London: Palgrave Macmillan, 2016. xi, 238 p.
ISBN : 9781137582003.

658.8 43892

** Public relations; Marketing; Business

87 Smith, Donald J

Valuation in a world of CVA, DVA and FVA: a tutorial on
debt securities and interest rate derivatives / Smith,
Donald J.-- Singapore: World Scientific Publishing, 2018.
xviii, 207 p.

ISBN : 9789813224162.

658.15(V) 43940

** Valuation; CVA; DVA; FVA

88 Srinivas, C Sunitha

Adapting to markets: repackaging commercials in Indian
languages / Srinivas, C Sunitha.-- New Delhi: Sage, 2015. 215 p.
ISBN : 9789351502401.

659.10954 43942

** Repackaging-Commercials; Advertising; Promotion

89 Srun, Francis

Luxury selling: lessons from the world of luxury in
selling high quality goods and services to high value
clients / Srun, Francis.-- Cham: Springer International
Publishing, 2016. xxx-226 p.

ISBN : 9783319455242.

658.85 43956

** Luxury-Selling; Selling-High quality; Selling

90 Sterne, Jim

Artificial intelligence for marketing: practical
applications / Sterne, Jim.-- New Jersey: John Wiley &
Sons, 2017. xix, 344 p.

ISBN : 9781119406334.

006.3 43957(Out)

** Artificial intelligence; Marketing

91 Storey, John

Leadership in organizations: current issues and key trends / Storey, John.--3rd ed.-- New York: Routledge, 2016. xv, 296 p.

ISBN : 9781138905696.

658.4092 43923

** Leadership organizations; Leadership; Key trends

92 Syamroy, Bedprakas

India's journey towards sustainable population / Syamroy, Bedprakas.-- Cham: Springer International Publishing, 2017. xix, 388 p.

ISBN : 9783319474939.

301 43961

** Journey towards; Sustainable population

93 Thompson, Leigh L

Making the team: a guide for managers / Thompson, Leigh L --5th ed.-- Boston: Pearson, 2015. 480 p.

ISBN : 9781292060781.

658.4036 43927

** General management; Executive management; Team; Managers

94 Turban, Efraim

Introduction to electronic commerce and social commerce / Turban, Efraim.--4th ed.-- Cham: Springer International Publishing, 2017. xxv, 435 p.

ISBN : 9783319500904.

005.376 43959

** Electronic commerce; Social commerce; E-Commerce

95 Wallace, Paul

India's 2014 elections: a Modi-led BJP sweep / Wallace, Paul.-- New Delhi: Sage, 2015. xxiv, 427 p.

ISBN : 9789351501879.

909 43903

** Elections; Modi-Sweep; Elections-BJP

96 Webster, Juliet

Virtual workers and the global labour market / Webster, Juliet.-- London: Palgrave Macmillan, 2016. xvii, 279 p.

ISBN : 9781137479181.

306.36 43919

** Virtual workers; Global labour-Market

97 Wilkinson, Adrian

Contemporary human resource management: text and cases / Wilkinson, Adrian.--5th ed.-- New Delhi: Pearson, 2017.

xix, 608 p.

ISBN : 9781292088242.

658.3 43928

** Contemporary-Human resource management; Human resource management

98 Williams, Edward E

Quantitative financial analytics the path to investment profits / Williams, Edward E.-- Singapore: World Scientific, 2018. xxii, 598 p.

ISBN : 9789813224254.

658.47(A) 43939(Out)

** Quantitative-Financial analytics; Analytics; Investment profits

99 Wilson, Jay D

Creating strategic value through financial technology / Wilson, Jay D.-- New Jersey: John Wiley, 2017. xv, 267 p

ISBN : 9781119243755.

332.1068 43941

** Creating-Strategic value; Financial technology; Financial services

100 Wong, Yue-Ling

Digital media primer: digital audio, video, imaging and multimedia programming / Wong, Yue-Ling.--3rd ed.-- New Delhi: Pearson, 2016. xxvi, 499 p.

ISBN : 9780134054285.

302.23 43944

** Digital media; Digital audio; Multimedia systems

101 Yu, Sing Ong

Art of modern oriental management: applying the Chinese, Japanese and Korean management styles at work / Yu, Sing Ong.-- New Jersey: World Scientific, 2017. xviii, 253 p.

ISBN : 9789813220324.

658.00951 43888

** Art-Modern; Oriental management

102 Yukl, Gary

Leadership in organizations / Yukl, Gary.--8th ed.--

Noida: Pearson, 2017. viii, 454 p.

ISBN : 9789332575219.

658.4092 43977

** Leadership-Organizations; Leadership

103 Zande, Joakim

The brother / Zande, Joakim.-- London: Head of Zeus, 2016
423 p.

ISBN : 9781781859223.

823 43893

** Terrorists; Fiction

**** - Keywords**

TITLE INDEX

TITLE	S. No. New Arrivals
Adapting to markets: repackaging commercials in Indian languages : Srinivas, C Sunitha	88
Advances in advertising research: bridging the gap between advertising academia and practice: Volume VII : Christodoulides, George	20
The analytic hospitality executive: implementing data analytics in hotels and casinos : McGuire, Kelly A	57
Art of modern oriental management: applying the Chinese, Japanese and Korean management styles at work : Yu, Sing Ong	101
Artificial intelligence for marketing: practical applications : Sterne, Jim	90
Autobiography : Russell, Bertrand	76
The Bloomberg way: a guide for journalists : Micklethwait, John	59
The brother : Zande, Joakim	103
Business, institutions, environment : Sarkar, Runa	81
Chandni Chowk: the Mughal city of old Delhi : Liddle, Swapna	54
Contemporary human resource management: text and cases : Wilkinson, Adrian	97
Contemporary issues in social media marketing : Rishi, Bikramjit	72
The craft of research : Booth, Wayne C	11
Creating strategic value through financial technology : Wilson, Jay D	99
Culture hacker: reprogramming your employee experience to improve customer service, retention and performance : Green, Shane	42
The dark side of valuation: valuing young, distressed and complex businesses : Damodaran, Aswath	26
Demand driven supply chain management: transformational performance improvement : Eagle, Simon	31
Demonetisation: first step towards a cashless economy : Dhingra, Ishwar C	27
Designed leadership : Quayle, Moura	69
Digital and social media marketing: a results driven approach : Heinze, Aleksej	47
Digital media primer: digital audio, video, imaging and multimedia programming : Wong, Yue-Ling	100

The econometric analysis of recurrent events in macroeconomics and finance : Harding, Don	45
Economic geography: land, water and agriculture: Volume 1 : Bhat, L S	7
Economic geography: urbanization, industry and development: Volume 2 : Bhat, L S	8
An economist's miscellany : Basu, Kaushik	5
Energy and economic theory : Banks, Ferdinand E	4
Energy economics : Schwarz, Peter M	83
Essentials of organizational behavior : Robbins, Stephen P	73
Ethics for managers: philosophical foundations and business realities : Gilbert, Joseph	38
Financial management for technology start ups: a handbook for growth : Bhimani, Alnoor	9
Financial markets and institutions : Mishkin, Frederic S	60
Financing international trade: banking theories and applications : Sanati, Gargi	79
Fiscal consolidation, budget deficits and the macro economy : Chakraborty, Lekha S	17
Forensic accounting and finance: principles and practice : Chew, Bee-Lean	19
Fundamentals of business analytics : Prasad, R N	68
Green economy: opportunities and challenges : Dhingra, Ishwar C	28
A guide to the human resource body of knowledge : Reed, Sandra M	71
Guldaar warlord of the Hindu Kush: a novel : Alter, Stephen	2
Harilal and Sons a novel : Saraf, Sujit	80
High performance through business process management: strategy execution in a digital world : Kirchmer, Mathias	52
History of western philosophy : Russell, Bertrand	77
How to get published in the best management journals : Clark, Timothy	22
Human resource management: strategic and international perspectives : Crawshaw, Jonathan	24
I do what I do : Rajan, Raghuram	70
India's 2014 elections: a Modi-led BJP sweep : Wallace, Paul	95
India's journey towards sustainable population : Syamroy, Bedprakas	92
India, preparation for the world of work: education system and school to work transition : Pilz, Matthias	67

Indian national security : Ogden, Chris	64
Innovation management: effective strategy and implementation : Goffin, Keith	41
Innovative B2B marketing: new models, processes and theory : Hall, Simon A	43
Interrogating disability in India: theory and practice : Ghosh, Nandini	37
Introduction to counseling: an art and science perspective : Nystul, Michael S	63
Introduction to electronic commerce and social commerce : Turban, Efraim	94
Introduction to quantitative data analysis in the behavioral and social sciences : Albers, Michael J	1
Invisible labor: hidden work in the contemporary world : Crain, Marion G	23
Leadership in organizations : Yukl, Gary	102
Leadership in organizations: current issues and key trends : Storey, John	91
Leadership results: how to create adaptive leaders and high-performing organisations for an uncertain world : Salicru, Sebastian	78
The leadership skills handbook: 90 essential skills you need to be a leader : Owen, Jo	65
Leadership team coaching: developing collective transformational leadership : Hawkins, Peter	46
Luxury selling: lessons from the world of luxury in selling high quality goods and services to high value clients : Srun, Francis	89
Macroeconomics : Hubbard, R Glenn	49
Macroeconomics : Parkin, Michael	66
Making the team: a guide for managers : Thompson, Leigh L	93
Malcolm McDonald on key account management : McDonald, Malcolm	55
Management : Robbins, Stephen P	74
Marketing plans: how to prepare them, how to profit from them : McDonald, Malcolm	56
Modeling developing countries policies in general equilibrium : Melo, Jaime de	58
The mould: values and self efficacy of teachers : George, Martin Philip	36
The multi generational and aging workforce: challenges and opportunities : Burke, Ronald J	14
Multiculturalism, identity and difference experiences of culture contact : Murdock, Elke	62
The new rules of marketing and PR: how to use social media, online video, mobile applications, blogs, news releases and viral marketing to reach buyers directly : Scott, David Meerman	84

The only game in town: central banks, instability and avoiding the next collapse : El-Erian, Mohamed A	32
Organisational behaviour : James, P S	50
Organization development: behavioral science interventions for organization improvement : French, Wendell L	35
Organizational culture and leadership : Schein, Edger H	82
The Oxford handbook of creative industries : Jones, Candace	51
Pocket piketty: an explainer on the biggest economics book of the century : Roine, Jesper	75
Predictive marketing: easy ways every marketer can use customer analytics and big data : Artun, Omer	3
Principles of managerial finance : Gitman, Lawrence J	39
Professional services leadership handbook: how to lead a professional services firm in a new age of competitive disrupt : Clark, Nigel	21
Public policy in India : Chakrabarti, Rajesh	16
Quantitative financial analytics the path to investment profits : Williams, Edward E	98
Re-thinking diversity: multiple approaches in theory, media, communities and managerial practice : Braedel-Kuhner, Cordula	12
Reform to transform: dynamics of Indian economy during Modi-Era : Dhingra, Ishwar C	29
A reformulation of Keynesian economics : Handa, Jagdish	44
Reframing organizations artistry, choice and leadership : Bolman, Lee G	10
Retail management: a strategic approach : Berman, Barry	6
Return of the hustle: the art of marketing with music : Sheinkop, Eric	86
Rural marketing: challenges and opportunities : Kumar, Dinesh	53
Small money big impact: fighting poverty with microfinance : Fanconi, Peter	34
Social economy of development in India : Chalam, K S	18
Studies in foreign exchange economics : Evans, Martin D D	33
Style and statistics: the art of retail analytics : Bullard, Brittany	13
Sustainable development goals in the Asian context : Servaes, Jan	85

Sustainable development in India and South East Asia : Dhingra, Ishwar C	30
Think and grow rich : Hill, Napoleon	48
Tinker, tailor, soldier, spy : Carre, John le	15
Transforming relationships for high performance: the power of relational coordination : Gittell, Jody Hoffer	40
Valuation in a world of CVA, DVA and FVA: a tutorial on debt securities and interest rate derivatives : Smith, Donald J	87
Virtual workers and the global labour market : Webster, Juliet	96
Wine positioning: a handbook with 30 case studies of wine brands and wine regions in the world : Mora, Pierre	61

New Arrivals

AUTHOR INDEX

AUTHOR	S. No. New Arrivals
Acharya, Seema	68
Addison, Paul	59
Albers, Michael J	1
Alter, Stephen	2
Antoniou, Alexander Stamatios	14
Artun, Omer	3
Bandyopadhyay, Subir	72
Banks, Ferdinand E	4
Basu, Kaushik	5
Beddow, Alastair	21
Bell, Cecil H	35
Berman, Barry	6
Bhat, L S	7-8
Bhimani, Alnoor	9
Bolman, Lee G	10
Booth, Wayne C	11
Braedel-Kuhner, Cordula	12
Budhwar, Pawan	24
Bullard, Brittany	13
Burke, Ronald J	14
Carre, John le	15
Chakrabarti, Rajesh	16
Chakraborty, Lekha S	17
Chalam, K S	18
Chatterjee, Patrali	6
Cherry, Miriam A	23
Chew, Bee-Lean	19
Christodoulides, George	20
Clark, Nigel	21
Clark, Timothy	22
Colomb, Gregory G	11
Cooper, Cary L	14
Coulter, Mary	74
Crain, Marion G	23
Crawshaw, Jonathan	24
Cruz, Ana	47
Curnow, Trevor	25
Damodaran, Aswath	26
Davis, Ann	24
Deal, Terrence E	10
Dhingra, Ishwar C	27-30
Dobelman, John A	98
Dundon, Tony	97
Eagle, Simon	31
Eakins, Stanley G	60
Eisend, Martin	20

El-Erian, Mohamed A	32
Evans, Joel R	6
Evans, Martin D D	33
Fanconi, Peter	34
FitzGerald, William T	11
Fletcher, Gordon	47
French, Wendell L	35
Furner, Adrian	21
George, Martin Philip	36
Ghosh, Nandini	37
Gilbert, Joseph	38
Gitman, Lawrence J	39
Gittell, Jody Hoffer	40
Goffin, Keith	41
Green, Shane	42
Grueskin, Bill	59
Gupta, Punam	53
Hall, Simon A	43
Handa, Jagdish	44
Harding, Don	45
Hawkins, Peter	46
Heinze, Aleksej	47
Hill, Napoleon	48
Hubbard, R Glenn	49
James, P S	50
Jayakumar, Tulsi	60
Jones, Candace	51
Judge, Timothy A	73
Kent, Ben	21
Ketchen, David J	22
King, David	94
Kirchmer, Mathias	52
Kumar, Dinesh	53
Levin, Dominique	3
Liddle, Swapna	54
Lorenzen, Mark	51
McDonald, Malcolm	55-56
McGuire, Kelly A	57
Melo, Jaime de	58
Micklethwait, John	59
Mishkin, Frederic S	60
Mitchell, Rick	41
Mora, Pierre	61
Muller, Andreas P	12
Murdock, Elke	62
Nystul, Michael S	63

O'Brien, Anthony Patrick	49
Ogden, Chris	64
Outland, Jon	94
Owen, Jo	65
Pagan, Adrian	45
Parkin, Michael	66
Pattnaik, R K	60
Pilz, Matthias	67
Poster, Winifred R	23
Prasad, R N	68
Quayle, Moura	69
Qureshi, M H	7
Rajan, Raghuram	70
Ramachandran, H	8
Randle, Keith	96
Rashid, Tahir	47
Redman, Tom	97
Reed, Sandra M	71
Rishi, Bikramjit	72
Robbins, Stephen P	73-74
Rogers, Beth	55
Roine, Jesper	75
Russell, Bertrand	76-77
Salicru, Sebastian	78
Sanati, Gargi	79
Sanyal, Kaushiki	16
Sapsed, Jonathan	51
Saraf, Sujit	80
Sarkar, Runa	81
Schein, Edger H	82
Schein, Peter	82
Scheurle, Patrick	34
Schwarz, Peter M	83
Scott, David Meerman	84
Servaes, Jan	85
Sharma, H S	7
Sheinkop, Eric	86
Smith, Donald J	87
Sondag, Jennifer	59
Srinivas, C Sunitha	88
Srivastava, Ritu	6
Srun, Francis	89
Stathopoulou, Anastasia	20
Sterne, Jim	90
Storey, John	91
Syamroy, Bedprakas	92
Thompson, Leigh L	93
Turban, Efraim	94
Uppal, Nishant	102

Vohra, Veena	35
Vyas, R N	8
Wallace, Paul	95
Webster, Juliet	96
Whiteside, Judy	94
Wilkinson, Adrian	97
Williams, Edward E	98
Williams, Joseph M	11
Wilson, Hugh	56
Wilson, Jay D	99
Wong, Yue-Ling	100
Wright, Mike	22
Yu, Sing Ong	101
Yukl, Gary	102
Zande, Joakim	103

New Arrivals

SUBJECT/KEYWORD INDEX**SUBJECT/KEYWORD****S. No. New Arrivals**

Advertising	20, 88
Advertising research	20
Aging workforce	14
Analytic hospitality	
-Executive	57
Analytics	3, 13, 57, 68
	98
Art	
-Modern	101
Artificial intelligence	90
Autobiography	76
B2B marketing	43
Bank	32
Banking theories	79
Bertrand Russell	76
Big data	3
Big impact	34
Biggest	
-Economics book	75
Biography	5
Blogs	84
Bloomberg	59
Bloomberg news	59
Bloomberg way	59
Body knowledge	71
Budget	17
Business	86
Business analytics	68
Business enterprises	81
Business institutions	81
Business process management	52
Business realities	38
Case studies	61
Cashless	27
Cashless economy	27
Central banks	32
Chandni Chowk	54
Communication management	22
Contemporary	
-Human resource management	97
Contemporary issues	72
Contemporary world	23
Corporate culture	42
Counseling	63
Counselling	63
Craft research	11

Create	
-Adaptive leaders	78
Creating	
-Strategic value	99
Creative industries	51
Cultural industries	51
Culture hacker	42
Customer analytics	3
CVA	87
Data analysis	1
Data analytics	57
Demonetisation	27
Designed leadership	69
Digital	47
Digital audio	100
Digital media	100
Discounted cash	26
DVA	87
E	
-Commerce	94
Econometric analysis	45
Econometrics	45
Economic development	7-8, 18, 28, 85
Economic geography	7-8
Economic policy	32
Economic theory	4
Economics	7-8, 33, 44, 66, 75
Economists	5
Education system	67
Effective strategy	41
Elections	95
-BJP	95
Electronic commerce	94
Employee motivation	42
Energy	
-Economic theory	4
Energy economics	83
Environment	81
Equilibrium	58
Ethics	38
Ethics managers	38
Executive management	93
Experiences	
-Culture contact	62
Fiction	103
Fighting poverty	34
Finance	19, 39
Financial institutions	60
Financial management	9
Financial markets	60

Financial services	99
Financial technology	99
Financing	
-International trade	79
Fiscal consolidation	17
Fiscal policy	49
Flow valuation	26
Foreign exchange	33
Forensic	
-Accounting	19
FVA	87
General management	93
Global labour	
-Market	96
Globalization	61
Goals	85
Green economy	28
Grow rich	48
Guldaar warlord	2
Handbook	9, 21, 51, 61
	65
Harilal and Sons	80
Hidden work	23
High performance	40, 52
Hindu Kush	2
History	77
Human resource	71
Human resource management	24, 71, 97
Identity	62
Implementation	41
India development	18
Indian economy	29
Indian national security	64
Industrial marketing	43
Innovation management	41
Innovative	43
Instability	32
International economy	49
International finance	79
Interrogating disability	37
Investment profits	98
Invisible labor	23
Journalists	59
Journals	22
Journey towards	92
Kaushik Basu	5
Key account management	55
Key trends	91
Keynesian economics	44
Leadership	10, 21, 46,

	65, 69, 78,
	82, 91, 102
-Organizations	102
Leadership organizations	91
Leadership results	78
Leadership skills	65
Liquidity	26
Luxury	
-Selling	89
Macro economy	17
Macroeconomics	45, 49
Malcolm McDonald	55
Management	74
Management journals	22
Managerial finance	39
Managers	93
Marketing	6, 84, 86, 90
Marketing management	56
Marketing plans	56
Marketing rules	84
Media	12, 47, 72,
	84
Microfinance	34
Mobile applications	84
Modeling	58
Modi	29
-Sweep	95
Monetary policy	49, 70
Mould	36
Mughal city	
-Delhi	54
Multi generational	14
Multiculturalism	62
Multimedia systems	100
Multiple approaches	12
National security	64
News releases	84
Novel	2, 80
Online video	84
Opportunities challenges	28
Options	
-Valuation	26
Options control	26
Organisational behaviour	50
Organisational development	35
Organization	35, 82
Organizational behavior	73
Organizational behaviour	50, 73
Organizational change	40
Organizational culture	82
Oriental management	101

Personnel management	24
Philosophical foundations	38
Philosophy	77
Pocket piketty	75
Policies	58
Political planning	16
Predictive marketing	3
Preparation	67
Professional services	21
Promotion	88
Public policy	16
Public relations	86
Publishing	22
Quantitative	
-Financial analytics	98
Quantitative data analysis	1
Raghuram Rajan	70
Re thinking diversity	12
Reach buyers	84
Reform	29
Reformulation	44
Reframing organizations	10
Relative valuation	26
Repackaging	
-Commercials	88
Reprogramming	42
Research	11
Research methodology	11
Reserve Bank	70
Retail analytics	13
Retail management	6
Rural marketing	53
School education	67
Self efficacy	
-Teachers	36
Selling	55, 89
-High quality	89
Small money	34
Social commerce	94
Social economy	18
Social media	84
-Marketing	47, 72
Social sciences	1
Soldier	15
Spy	15
Statistical methods	1
Strategy	6
Strategy execution	52
Style statistics	13
Supply chain management	31
Sustainable development	30, 85
Sustainable population	92

Tailor	15
Team	93
-Coaching	46
Technology	
-Start ups	9
Terrorists	103
Think	48
Tinker	15
Transform	29
Transformational performance	31
Transforming relationships	40
Valuation	26,87
Values	36
Viral marketing	84
Virtual workers	96
Western philosophy	77
Wine positioning	61
Wisdom	25
World history	25
Work transition	67

New Arrivals