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New Arrivals

October 2021



Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48925	001.4	9781526465252	Jarvinen, Margaretha	Qualitative analysis	eight approaches for the social sciences	viii, 379p	Sage	2020	Qualitative research; Social sciences; Research; Research methodology
49160	001.4	9781412971676	Guest, Greg	Applied thematic analysis		xx, 295p	Sage	2012	Social sciences; Research; Methodology
49208	001.42(SR)	9788130931692	Majumdar, P K	Research methods in social science		xxiii, 484p	Viva Books	2019	Research methods; Social science; Methodology; Research methodology
48987	006.3	9788126519934	Goel, Lavika	Artificial intelligence	concepts and applications	xxi, 755p	Wiley India	2021	Artificial intelligence; Computer science
49003	150	9781782206606	Kahr, Brett	Bombs in the consulting room	surviving psychological shrapnel	viii, 271p	Routledge	2020	Bombs; Consulting room
48913	153.4	9781526436580	Rogers, Michaela	Applying critical thinking and analysis in social work		195p	Sage	2019	Critical thinking; Society; Social service
49141	153.4	9781603580557	Meadows, Donella H	Thinking in systems	a primer	xiii, 218p	Chelsea Green Publishing	2008	Critical thinking; Simulation methods; Social sciences
49046	155.2	9789386761941	Bhushan, Braj	Psychology of adjustment		157p	Ane Books	2019	Psychology
49049	158.1	9788172343170	Sabharwal, D P	Personality development handbook		170p	Prakash Book	2021	Personality development; Personality
49051	174.4	9781787561885	Mascarenhas, Oswald A J	Corporate ethics for turbulent markets the market context of executive decisions		xi, 320p	Emerald Publishing	2018	Corporate ethics; Business ethics; Ethics
49242	301	9780745645728	Luhmann, Niklas	Introduction to systems theory		xx, 284p	Polity Press	2020	Systems theory; Systems
48922	302	9781473907843	Benzer, Matthias	Social life contemporary social theory		x, 170p	Sage	2019	Social life; Social interaction; Philosophy
48915	303.4833	9781473993877	Miller, Vincent	Understanding digital culture		ix, 331p	Sage	2020	Digital culture; Mass media; Information technology
49191	305.52	9780195133547	Mills, C Wright	The power elite		442p	Oxford University Press	2000	Power social sciences; Elite social sciences; Social sciences

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48923	306.0954	9789353885328	Pankaj, Ashok	Social sector development in North-East India		xxv, 404p	Sage	2021	Social development; North-East India; Rural development; Social policy
49224	306.3	9788132110873	Pelle, Stefano	When not in Rome dont do as the Romans do	a candyd Italian in emerging markets	xiii, 203p	Sage	2013	Rome; Emerging markets
49236	320.52	9780393337662	Phillips-Fein, Kim	Invisible hands	the businessmen's crusade against the new deal	xii, 360p	W W Norton	2010	Conservatism; Politics government
49139	327.510954	9780670095605	Gokhale, Vijay	The long game	how the Chinese negotiate with India	xiv, 181p	Penguin Books	2021	Foreign relations; India-Foreign relations; Diplomatic relations
49028	327.538	9783959941327	Janardhan, N	The Arab Gulf's pivot to Asia	from transactional to strategic partnerships	vi, 245p	Gerlach Press	2020	Asia-Foreign relations; Gulf States; Diplomatic relations; Saudi Arabia
49027	327.5380561	9783959941341	Cengiz, Sinem	Turkish-Saudi relations	cooperation and competition in the Middle East	x, 197p	Gerlach Press	2020	Turkey-Foreign relations; Saudi Arabia-Foreign relations; Diplomatic relations
48976	330.122	9789390529001	Mishra, Abhishek	Regulatory mechanism for the capital market in India		xix, 547p	Thomson Reuters	2021	Regulatory mechanism; Capital market; Law-Legislation
49196	330.122	9780674971165	Aghion, Philippe	The power of creative destruction	economic upheaval and the wealth of nations	viii, 389p	The Belknap Press	2021	Economics; Business cycles; Income distribution; Capitalism
49226	330.973	9780812995015	Levy, Jonathan	Ages of American capitalism	a history of the United States	xxviii, 908p	Random House	2021	American capitalism; Economic history; Capitalism
49227	330.973	9780060505127	Gordon, John Steele	An empire of wealth	the epic history of American economic power	xviii, 460p	Harper Perennial	2005	Economic history; Economics; American economic
49134	332	9781853396670	Dichter, Thomas	What's wrong with microfinance		xiv, 271p	Practical Action Publishing	2010	Microfinance; Economics
49157	332	9780074635391	Basu, Kishanjit	Microfinance emerging challenges		xxii, 407p	Tata McGraw-Hill	2000	Microfinance emerging; Microfinance; Financial services

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
49237	332.042	9780141032214	Tooze, Adam	Crashed	how a decade of financial crises changed the world	xiv, 706p	Penguin Books	2019	Crashed; Financial crises; Economic history; Global financial crisis
49135	332.1	9781854109248	Yunus, Muhammad	Banker to the poor	the story of the Grameen bank	xviii, 313p	Aurum Press	2003	Economists; Microfinance; Bangladesh-History
49058	332.10973	9780124052086	Greenbaum, Stuart I	Contemporary financial intermediation		xxiii, 466p	Academic Press	2019	Financial services industry; Financial services
48994	332.178	9788126557660	Saurabh, Kumar	Blockchain technology	concepts and applications	xxiv, 348p	Wiley India	2020	Blockchain technology; Blockchain
49188	332.4	9780143422716	Graeber, David	Debt	the first 5000 years	534p	Penguin Books	2014	Debt; Financial crises; Money-History
48993	332.40285	9789388991155	Danial, Kiana	Cryptocurrency investing	for dummies	xv, 326p	Wiley India	2020	Cryptocurrency; Investments; Digital finance
48998	332.6	9788126569366	Srivastava, Rajiv	Investment management		xxii, 630p	Wiley India	2018	Investment management; Investment
48979	332.6327	9789390218899	Verma, Alok	Investment funds in India	a legal handbook	xvi, 218p	Thomson Reuters	2020	Investment; Investment funds; Funds
49195	332.6327	9780857199126	Mead, Adam J	The complete financial history of Berkshire Hathaway	a chronological analysis of Warren Buffett and Charlie Munger's conglomerate masterpiece	xvi, 766p	Harriman House	2021	Financial history; Berkshire Hathaway; Investments; Mutual funds
49223	332.64	9780761935575	Pelle, Stefano	Understanding emerging markets	building business BRIC by brick	246p	Sage	2011	Emerging markets; BRIC; Economic policy; Developing countries
49026	333.79	9781788112604	Skea, Jim	Energy innovation for the twenty-first century	accelerating the energy revolution	xi, 451p	Edward Elgar	2019	Energy innovation; Energy development; Energy industries
49245	338	9780593239759	Brown, Eliot	The cult of we	WeWork, Adam Neumann and the great startup delusion	xiii, 446p	Crown	2021	Adam Neumann; New business enterprises; Business failures; Firm

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
49021	338.04	9781789903973	Laveren, Eddy	Rigour and relevance in entrepreneurship research, resources and outcomes	frontiers in European entrepreneurship research	ix, 221p	Edward Elgar	2019	Entrepreneurship; Entrepreneurship research
49022	338.04	9781784710057	Carayannis, Elias G	Entrepreneurial ecosystems and the diffusion of startups		ix, 204p	Edward Elgar	2018	Startups; Entrepreneurship; New business enterprises
49023	338.04	9780367197735	Gordon, Michael David	Becoming a social entrepreneur	starting out, scaling up and staying true	xxiii, 365p	Routledge	2020	Social entrepreneurship; Entrepreneurship
49025	338.064	9781788974479	Hudson, John	The robot revolution	understanding the social and economic impact	xx, 160p	Edward Elgar	2019	Robot revolution; Artificial intelligence; Automation; Robots
49159	338.095	9781840643343	Tipton, Frank B	Asian firms	history institutions and management	ix, 419p	Edward Elgar	2007	Asian firms; Industrial policy; Industrial management-Asia
49228	338.47677	9780375713965	Beckert, Sven	Empire of cotton	a global history	xxii, 615p	Vintage Books	2015	Cotton; Global history; Cotton textile industry; Capitalism
49011	338.4791	9781787693746	Camilleri, Mark Anthony	The branding of tourist destinations	theoretical and empirical insights	xx, 241p	Emerald Publishing	2019	Branding; Tourism; Marketing environment; Environment
49012	338.4791	9781138206793	Lew, Alan A	Tourism resilience and adaptation to environmental change	definitions and frameworks	xvi, 324p	Routledge	2018	Tourism; Environmental change; Global environmental change
49062	338.4791	9789353885106	Sharma, Shailja	Introduction to tourism		xxxii, 487p	Sage	2021	Tourism
49244	338.516	9780198866824	Mayer, C P	Prosperity better business makes the greater good		xiii, 261p	Oxford University Press	2021	Prosperity; Corporate social responsibility; Profit; Environment
49203	338.74	9781560006251	Drucker, Peter F	Concept of the corporation	with a new introduction by the author	xxvii, 329p	Routledge	2017	Corporation; General Motors; Economic policy
49197	338.88954	9780674262393	Raianu, Mircea	Tata	the global corporation that built Indian capitalism	291p	Harvard University Press	2021	Indian capitalism; Tata group; Capitalism; International business enterprises

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49200	338.9	9780195374636	Collier, Paul	The bottom billion	why the poorest countries are failing and what can be done about it	xiii, 209p	Oxford University Press	2008	Poor-Developing countries; Poverty; Economic development projects; International cooperation
48964	340	9789386374806	Pawha, Rupin	The law behind the news		xxi, 167p	Thomson Reuters	2019	Law; Law behind news
48986	340	9788194772330	Ukey, Dilip	The jurisprudence of legal theory		xxiv, 148p	Thomson Reuters	2020	Jurisprudence; Law
48965	340.115	9788194772323	Mitra, P P	Socio legal research	theory and methodology	xxiv, 181p	Thomson Reuters	2021	Socio-Legal research; Methodology; Research methodology
48975	340.115	9789390218905	Bhatia, K L	Dharmoprudence	from legal cosmology to illuminative, expounding and explicatory Indian perceptions of Vidhi law and Nyaya justice	xxix, 108p	Thomson Reuters	2020	Dharmoprudence; Legal cosmology; Law; Justice
49014	341.7511	9781788117661	Kirk, Jonathan	Mis-selling financial services		xxx, 329p	Edward Elgar	2019	Financial services; Financial services industry; Electronic books
48977	342.054	9789389891232	Bhatia, K L	Expounding constitutionalism in India	challenges and perspectives	xxii, 262p	Thomson Reuters	2020	Constitutionalism-India; Constitutionalism; Law
49018	343.04	9781788976510	Oberson, Xavier	Taxing robots	helping the economy to adapt to the use of artificial intelligence	xii, 187p	Edward Elgar	2019	Artificial intelligence; Robots-Taxation; Law legislation; Law
48969	343.06	9789390529124	Shroff, Cyril	Cyril Amarchand Mangaldas's	treatise on securities law	xlvi, 765p	Thomson Reuters	2021	Securities law; Low; Various security
48970	343.06	9789390529629	Pandey, Raghav	The law of corporate insolvency	resolution and liquidation	xxxiv, 631p	Thomson Reuters	2021	Corporate insolvency; Business law; Law; Corporate law
48963	343.73097	9789389046243	Pachnanda, Vikrant	A guide to India's aviation law		xvii, 167p	Thomson Reuters	2019	Aviation law; Law; Aeronautics
48961	345.42	9789389407310	Walia, Ivneet	Crime punishment and sentencing In India		xxv, 316p	Thomson Reuters	2019	Crime; Punishment; Law; Criminal law
48966	345.42	9781292259079	Kemeys, Josie	Question and answer	criminal law	xix, 289p	Pearson	2019	Criminal law; Law

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48973	345.42	9781292286747	Wilson, William	Criminal law		xlvi, 643p	Pearson	2020	Criminal law; Law
48968	346.02	9781292259031	Hamilton, Marina	Question and answer	contract Law	xviii, 269p	Pearson	2019	Contract law; Law
48971	346.02	9789390529490	Laik, Kaushik	Consensus ad idem	consent and free consent in contract law	lviii, 535p	Thomson Reuters	2021	Consensus; Contract law; Law; Consent
48967	346.03	9781292253848	Gladwin-Geoghegan, Rebecca	Question and answer	tort law	xvii, 299p	Pearson	2019	Tort law; Law
48981	346.048	9789389891508	Ahuja, V K	Intellectual property rights	contemporary developments	xxviii, 664p	Thomson Reuters	2020	Intellectual property rights; Artificial intelligence; Property rights; Copyright law
48959	346.0482	9789389891355	Rajasingh, Betsy Vinolia	Digital copyright law	a comparative study of the limitations and exceptions relating to education	xxxix, 348p	Thomson Reuters	2020	Digital copyright law; Comparative study; Copyright law; Law; Copyright
48978	346.0486	9789386374943	Vij, Shivani	Patent case digest for India		xii, 116p	Thomson Reuters	2019	Patent case; Law
48974	346.066	9781292246062	Wild, Charles	Smith and Keenan's company law		lvi, 608p	Pearson	2019	Company law; Law
48962	346.410488	9789389891454	Ghosh, Eashan	Imperfect recollections	the Indian supreme court on trade mark law	cxlvi, 382p	Thomson Reuters	2020	Recollections; Supreme court; Trade mark law; Law
48982	346.42022	9789390529087	Dhingra, Rajni malhotra	Specific contracts		xciii, 786p	Thomson Reuters	2021	Contracts; Partnership act; Act; Law
49019	346.42066	9781509929177	Gullifer, Louise	Corporate finance law	principles and policy	cxv, 880p	Hart	2020	Corporate finance law; Corporate law; Law
48985	347.014	9789389891577	Shajahan, K M	Judges of the high courts of India	a quantitative study	xii, 203p	Thomson Reuters	2020	Judges; High courts; Quantitative study; Selection-Appointment
48984	347.54	9788194772361	Banumathi, R	Judiciary, judges and the administration of justice		xvii, 255p	Thomson Reuters	2020	Judiciary; Judges administration; Courts; Judges

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48972	354.76	9789389891225	Khatavkar, Pranav M	Insolvency and bankruptcy code, 2016	compilation of select judgments along with executive summaries	xvi, 689p	Thomson Reuters	2020	Insolvency; Bankruptcy code; Select judgments; Law
49004	362.19689	9780367217822	Goodman, David M	Race, rage and resistance	philosophy, psychology and the perils of individualism	xv, 220p	Routledge	2020	Cultural psychiatry; Philosophy; Psychology; Social problems
49234	363.73	9780525576709	Wallace-Wells, David	The uninhabitable earth	life after warming	310p	Tim Duggan Books	2019	Climatic changes; Global environmental change; Environment; Global warming
49232	370.1523	9780521319263	Novak, Joseph Donald	Learning how to learn		xiv, 199p	Cambridge University Press	2010	Learning; Learn
49239	382.094105	9781624665967	Barrow, Ian J	The East India company 1600-1858	a short history with documents	xxix, 176p	Hackett Publishing	2017	East India company; East India
49229	382.0954918	9780521089401	Markovits, Claude	The global world of Indian merchants 1750-1947	traders of Sind from Bukhara to Panama	xv, 327p	Cambridge University Press	2008	Indian merchants; Commerce; Pakistan commerce; Sindhi
49241	501	9780807600153	Bertalanffy, Ludwig Von	General system theory	foundations, development applications	xxxvi, 295p	George Braziller	2015	General system theory; System theory
49059	515.35	9781292240992	Nagle, R Kent	Fundamentals of differential equations		717p	Pearson	2019	Differential equations; Equations
49005	519.5	9789389307368	Sharma, J K	Business mathematics		xvii, 726p	Dreamtech Press	2019	Business mathematics; Mathematics
48960	570	9788194792215	Arun, Subbanarasimhaiah	Law of disaster and pandemic management in India	covid-19 a case study	xviii, 195p	Thomson Reuters	2021	Pandemic management; COVID-19; Case study
48918	650	9789353882709	Balakrishna, Sidharth	Cut to the chase	a no-nonsense approach towards strategy and problem-solving	xiii, 268p	Sage	2020	Chase; Problem solving; Strategic planning; Strategic thinking
49048	650.1	9789389931181	Hill, Napoleon	How to raise your own salary		319p	Fingerprint	2020	Salary; Personal achievement; Achievement
48917	650.13	9789353884925	Dalal, Bhavna	Checkmate office politics		x, 240p	Sage	2020	Office politics

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
49016	657	9781292244013	Atrill, Peter	Accounting and finance for non-specialists		xxi, 589p	Pearson	2019	Accounting; Financial statements; Accounting finance
48995	657.42	9789389633412	Palaniappan, R	Cost accounting	problems and solutions	530p	Dreamtech Press	2019	Cost accounting; Accounting
48999	657.42	9789389872149	Palaniappan, R	Cost accounting	theory and practice	xxii, 1200p	Dreamtech Press	2019	Cost accounting; Accounting
49052	657.48	9781292251257	Atrill, Peter	Financial accounting for decision makers		xxi, 594p	Pearson	2019	Financial accounting; Accounting
49053	657.48	9781292255996	Elliott, Barry	Financial accounting and reporting		xxxiii, 889p	Pearson	2019	Financial accounting; Accounting
49198	658.001	9781614275718	Taylor, Frederick Winslow	The principles of scientific management		iv, 76p	Martino Publishing	2014	Scientific management; Management; Industrial management
49204	658.001	9780393065534	Stewart, Matthew	The management myth	debunking modern business philosophy	viii, 343p	W W Norton	2009	Management; Business philosophy; Philosophy
49158	658.009	9781138911635	Witzel, Morgen	A history of management thought		387p	Routledge	2017	Management thought; Management science; Management; Management-History
49235	658.009	9780415600583	Witzel, Morgen	A history of management thought		318p	Routledge	2012	Management; Management science; Management history
49202	658.049	9781376191783	Ghoshal, Sumantra	Multinational corporations as differentiated networks		57p	Andesite Press	2017	Multinational corporations; Differentiated networks; Corporations
49000	658.1	9789390395576	Rai, Shailendra Kumar	Finance for managers and entrepreneurs		xxviii, 262p	Wiley India	2020	Finance managers; Entrepreneurs; Management
49238	658.1	9780631186311	March, James G	Organizations		ix, 287p	Blackwell	1993	Organizations
48991	658.11	9789388991025	Cohen, David	Do more faster India	techstars lessons to accelerate your startup	xlii, 374p	Wiley India	2020	Startup; Indian-Startups; Entrepreneur
49001	658.15	9788194780427	Shah, Paresh	Financial management		xxx, 558p	Dreamtech Press	2020	Finance management; Finance
49015	658.15	9781292222189	Titman, Sheridan	Financial management	principles and applications	718p	Pearson	2018	Financial management; Finance

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48983	658.15(V)	9789390529445	Kumar, Abhijeet	A complete guide to valuation of IP assets	with discussions on managing, auditing and taxing IPs	xxiv, 323p	Thomson Reuters	2021	Valuation; Value; Finance
49017	658.152	9781292208541	Pike, Richard	Corporate finance and investment	decisions and strategies	xxvi, 849p	Pearson	2018	Corporate finance; Investments; Finance
49050	658.1599	9781118929322	Shapiro, Alan C	International financial management		xxii, 695p	John Wiley & Sons	2014	International financial management; International business enterprises; Finance
48996	658.16	9789389633641	Dash, A P	Mergers and acquisitions		viii, 262p	Dreamtech Press	2020	Mergers acquisitions
48997	658.16	9788126568253	Kapil, Sheeba	Mergers and acquisitions	strategy, valuation leveraged buyouts and financing	xxi, 549p	Wiley India	2020	Mergers acquisitions; Valuation
49057	658.3	9781292309125	Dessler, Gary	Human resource management		720p	Pearson	2020	Human resource management; Human resource; Personnel management
48921	658.3008	9781526458896	Syed, Jawad	Managing diversity and inclusion	an international perspective	xxix, 431p	Sage	2020	Diversity; Equality; Personnel management; Human resources management
48919	658.4	9789353884659	Correa, Steve	The Indian boss at work	thinking global acting Indian	xvi, 318p	Sage	2020	Executives; Global acting; Leadership; Cross-cultural studies
49061	658.4012	9781292215488	Wheelen, Thomas L	Strategic management and business policy	globalization, innovation and sustainability	404p	Pearson	2018	Strategic management; Business policy; Strategic planning; Strategy
49201	658.4012	9781614275084	Chandler, Alfred Dupont	Strategy and structure chapters in the history of the industrial enterprise		xiv, 463p	The MIT Press	2013	Strategy management; Corporations; Industrial management; Industrial enterprise
49199	658.403	9781614275329	Cyert, Richard Michael	A behavioral theory of the firm		ix, 332p	Martino Publishing	2013	Firm; Decision making; Industrial organization; Managerial economics

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48926	658.4033	9781473903913	Hennink, Monique	Qualitative research methods		xxx, 345p	Sage	2020	Qualitative research; Social sciences; Research; Qualitative research methods; Research methodology
49066	658.4036	9789353885397	Levi, Daniel	Group dynamics for teams		xxv, 276p	Sage	2020	Teamwork; Team building; Team training
49056	658.406	9781119517962	Emery, Jennifer	Leading for organisational change	building purpose, motivation and belonging	x, 310p	John Wiley & Sons	2019	Organisational change; Employee motivation
48990	658.4063	9788126548491	Ramgir, Mayur	Unbarred innovation redefined	a pathway to greatest discoveries	xviii, 181p	Wiley India	2020	Innovation redefined; Innovation
48992	658.4063	9788126566624	Wiley Innovation Advisory Council	Innovation black book enterprise 4.0		430p	Wiley India	2020	Innovation black book; Enterprise; Innovation
49054	658.4063	9781292251523	Trott, Paul	Innovation management and new product development		xxi, 545p	Pearson	2021	Innovation management; Product management; Innovations
49020	658.421	9781788972314	Bruin, Anne De	A research agenda for social entrepreneurship		xiii, 183p	Edward Elgar	2019	Social entrepreneurship; Entrepreneurship
49024	658.421	9781789900217	Morris, Michael H	What do entrepreneurs create	understanding four types of ventures	xvi, 218p	Edward Elgar	2020	Entrepreneurship; New business enterprises
49067	658.421	9789353285333	Ahmad, Ali J	Entrepreneurship in developing and emerging economies		xxvi, 241p	Sage	2021	Entrepreneurship; Emerging economies; Developing countries
48958	658.422	9780230111547	Pendergast, Jennifer M	Building a successful family business board	a guide for leaders, directors and families	x, 261p	Palgrave	2011	Family business; Family corporations; Boards meeting
48914	658.45	9781526491978	Cornelissen, Joep	Corporate communication	a guide to theory and practice	xxiv, 304p	sage	2020	Corporate communication; Business communication; Communication
49063	658.45	9789353282073	Kakarla, Ujjwala	Functional english for communication		viii, 309p	Sage	2019	English communication; Communication; Oral communication
48989	658.47(A)	9789390421558	Yadav, Rama Shankar	HR analytics	connecting data and theory	xx, 218p	Wiley India	2021	Analytics; HR analytics; Human resources

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49002	658.47(A)	9788126502950	Motwani, Bharti	Data analytics using python		xxvi, 734p	Wiley India	2020	Analytics; Data analytics; Python
49220	658.47(ML)	9781484242148	Ramasubramanian, Karthik	Machine learning using R	with time series and industry-based use cases in R	xxiv, 700p	Apress	2019	Machine learning; R; Artificial intelligence
49060	658.5	9781292253961	Slack, Nigel	Operations management		xxv, 750p	Pearson	2019	Operations management; Production management; Production
49137	658.514	9780062973474	Cusumano, Michael A	The business of platforms	strategy in the age of digital competition, innovation and power	xi, 304p	Harper Business	2019	Business platforms; Strategy; Digital competition; Innovation
49192	658.812	9781578519538	Prahalad, Coimbatore K	The future of competition	co-creating unique value with customers	xiii, 257p	Harvard Business School Press	2004	Competition; Customer relations; Customer services; Strategic planning
49055	658.83	9781292308722	Malhotra, Naresh K	Marketing research	applied insight	xvii, 951p	Pearson	2020	Marketing research; Methodology
48916	658.8342	9781544318165	Mooij, Marieke de	Consumer behavior and culture	consequences for global marketing and advertising	xvii, 451p	Sage	2019	Consumer behavior; Global marketing; Consumers-Psychology
49013	658.8342	9781292153100	Solomon, Michael R	Consumer behavior	buying, having and being	623p	Pearson	2018	Consumer behavior
48920	658.872	9781526420763	Westwood, Joanne L	Social media in social work practice		170p	Sage	2019	Social media; Digital media
48924	658.872	9789353887094	Kumar, V	Intelligent marketing	employing new-age technologies	xvi, 295p	Sage	2021	Intelligent marketing; Digital marketing
48927	658.872	9781526446046	French, Jeff	Strategic social marketing	for behaviour and social change	xxiii, 551p	Sage	2020	Strategic social marketing; Social marketing; Digital marketing
48988	658.872	9788126560875	Charan, Ram	The Amazon management system		162p	Wiley India	2020	Amazon management system; Amazon; Digital marketing
49065	658.872	9789353885403	Hanlon, Annmarie	Digital marketing	strategic planning and integration	xviii, 341p	Sage	2021	Digital marketing; Strategic planning

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49064	659.1	9789353883928	Kumar, S Ramesh	Advertising, brands and consumer behaviour	the Indian context	xiv, 266p	Sage	2020	Advertising; Brand; Consumer behavior
49006	823	9789388810470	Premchand, Munshi	Godana		432p	Fingerprint	2019	Godana; Fiction; Hindi
49007	823	9789389053845	Tagore, Rabindranath	Chokher bali	Aank ki kirkiri	232p	Fingerprint	2019	Chokher bali; Fiction; Hindi
49010	823	9789389053043	Premchand, Munshi	Gabana		320p	Fingerprint	2019	Gabana; Fiction; Hindi
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