



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



# New Arrivals

February 2019



Library & Information Services

## 1 Abratt, Russell

Strategic marketing: concepts and cases / Abratt, Russell

-- New York: Routledge, 2019. x, 147 p.

ISBN : 9781138593640.

658.802 45063

\*\* Strategic marketing; Concepts-Cases; Strategic planning Case studies; Marketing management

## 2 Adamou, Betty

Games and gamification in market research: increasing

consumer engagement in research for business success /

Adamou, Betty.-- New York: Kogan Page, 2019. xxii, 333 p

ISBN : 9780749483357.

658.83 45170

\*\* Games-Gamification; Market research; Consumer; Emerging technologies

## 3 Ahuja, Girish

Simplified approach to corporate tax planning and

management / Ahuja, Girish.--19th ed.-- Gurgaon: Wolters

Kluwer, 2018. lxii, 909 p.

ISBN : 9789387506312.

336.201 45098

\*\* Corporate tax; Wealth tax; Tax planning; Income tax; GST

## 4 Amann, Wolfgang

Advanced leadership insights: how to lead people and

organizations to ultimate success / Amann, Wolfgang.--

Charlotte: Information Age Publishing, 2017. xv, 189 p.

ISBN : 9781681238166.

658.4092 45071(Out)

\*\* Advanced leadership; Leadership insights; Leadership; Lead people; Organizations; Ultimate success

## 5 Archiv, Bauhaus

Bauhaus 1919-1933 / Archiv, Bauhaus.-- Los Angeles:

Taschen, 2010. 256 p.

ISBN : 9783822850022.

770.1 45132

\*\* Bauhaus; Art-German; Bauhaus-Design; Art; Making books  
Photography

## 6 Aylott, Elizabeth

Employee relations: a practical introduction / Aylott,

Elizabeth.--2nd ed.-- London: Kogan Page, 2018. xi, 205.

ISBN : 9780749483210.

658.3153 GEN 45068(Out)

\*\* Employee relations; Personnel management; Industrial  
relations

## 7 Beard, Colin

Experiential learning: a practical guide for training,

coaching and education / Beard, Colin.--4th ed.-- New

Delhi: Kogan Page, 2018. ix, 361 p.

ISBN : 9780749483036.

658.3124 45076

\*\* Experiential learning; Active learning; Employees  
training; Coaching; Education

## 8 Beatson, J

Anson's law of contract / Beatson, J.--30th ed.-- Oxford:

Oxford University Press, 2016. xcvi, 763 p.

ISBN : 9780198734789.

346.4102 45087

\*\* Anson law; Contract; Law-Contract; Contracts-England

## 9 Bendoly, Elliot

The handbook of behavioral operations management: social and psychological dynamics in production and service settings / Bendoly, Elliot.-- New York: Oxford University Press, 2015. xiii, 425 p.  
ISBN : 9780199357222.  
658.5(OM) 45145(Ref.)

\*\* Handbook-Behavioral operations; Operations management; Psychological dynamics; Production; Production management Service settings

## 10 Berg, Maggie

The slow professor: challenging the culture of speed in the academy / Berg, Maggie.-- Toronto: University of Toronto Press, 2017. xviii, 115 p.  
ISBN : 9781487521851.  
378.1 45165

\*\* Slow professor; Challenging-Culture; Speed-Academy; College teaching; Slow life movement; Time management; Education

## 11 Berners, Philip

The practical guide to managing event venues / Berners, Philip.-- New York: Routledge, 2019. viii, 235 p.  
ISBN : 9781138486409.  
658.456 45136

\*\* Practical guide; Managing event-Venues; Special events Planning; Entertainment

## 12 Bertsekas, Dimitri P

Dynamic programming and optimal control: volume 1 / Bertsekas, Dimitri P.--3rd ed.-- Belmont: Athena Scientific, 2005. xv, 543 p. Volume 1. ISBN : 9781886529267.  
519.703 45112

\*\* Dynamic programming; Optimal control; Control theory; Mathematical optimization

- 13 Bertsekas, Dimitri P  
Dynamic programming and optimal control: volume 2 /  
Bertsekas, Dimitri P.--3rd ed.-- Belmont: Athena  
Scientific, 2007. xv, 445 p.  
Volume 2.  
ISBN : 9781886529304.  
519.703        45113
- \*\* Dynamic programming; Optimal control; Control theory;  
Mathematical optimization
- 14 Bhakar, S S  
Mastering supply chain intricacies for market leadership:  
volume 2 / Bhakar, S S.-- New Delhi: Bharti Publications,  
, 2016. xi, 246 p.  
ISBN : 9789385000782.  
658.7        C1724
- \*\* Mastering supply chain-Intricacies; Market leadership;  
Supply chain management; Business logistics
- 15 Bieger-Thielemann, Marianne  
20th century photography: museum Ludwig cologne / Bieger-  
Thielemann, Marianne.-- London: Taschen, 2007. 760 p.  
ISBN : 9783822840832.  
770.1        45115
- \*\* Photography; Museum Ludwig cologne; Photographic art
- 16 Bloomberg, David J  
Logistics / Bloomberg, David J.-- New Delhi: Pearson,  
2015. xviii, 310 p.  
ISBN : 9789332555112.  
658.5        45163
- \*\* Logistics; Business logistics; Logistics management

## 17 Blount, Jeb

Objections: the ultimate guide to mastering the art and science of getting past no / Blount, Jeb.-- New Jersey:

Wiley, 2018. xi, 225 p.

ISBN : 9781119477389.

658.81 45053

\*\* Objections; Selling; Psychology; Rejection

## 18 Bond, Ruskin

A little book of courage / Bond, Ruskin.-- New Delhi:

Speaking Tiger Publishing, 2018. 159 p.

ISBN : 9789388070065.

823 45080

\*\* Little book; Courage; Personal development; Mind-Body; Spirit

## 19 Bridger, Emma

Employee engagement: a practical introduction / Bridger,

Emma.--2nd ed.-- New Delhi: Kogan Page, 2018. vii, 253 p

ISBN : 9780749483517.

658.314 45067(Out)

\*\* Employee engagement; Personnel management; Employee motivation; Motivation

## 20 Buonomano, Dean

Our brain is a time machine: the neuroscience and physics

of time / Buonomano, Dean.-- New York: Norton & Company, 2018. 293 p.

ISBN : 9780393355604.

612.82 45050

\*\* Our brain; Time machine; Neuroscience; Physics-Time; Brain

- 21 Burns, Lynette Sheridan  
Understanding journalism / Burns, Lynette Sheridan.--3rd ed.-- London: Sage Publications, 2018. xiv, 268 p.  
ISBN : 9781526428103.  
070.4        45148
- \*\* Journalism; Reporters; Reporting; Authorship
- 22 Charlton, Michael  
Media communication in everyday life: interpretative studies on children's and young people's media actions / Charlton, Michael.-- Berlin: De Gruyter, 1990. 224 p.  
ISBN : 9783598202087.  
302.23        45152
- \*\* Media communication; Everyday life; Interpretative studies; Young people; Media actions; Mass media; Media
- 23 Chatterjee, Upamanyu  
The revenge of the non-vegetarian / Chatterjee, Upamanyu. -- New Delhi: Speaking Tiger Publishing, 2018. 127 p.  
ISBN : 9789387693562.  
823        45082
- \*\* Revenge; Non-Vegetarian; Contemporary-Fiction; Fiction
- 24 Chenecey, Sean Pillot de  
The post-truth business: how to rebuild brand authenticity in a distrusting world / Chenecey, Sean Pillot de.-- London: Kogan Page, 2019. xii, 284 p.  
ISBN : 9780749482817.  
658.827        45166(Out)
- \*\* Post-Truth business; Rebuild brand; Brand management; Brand

25 Choudhury, Nilanjan P  
Shillong Times: a story of friendship and fear /  
Choudhury, Nilanjan P.-- New Delhi: Speaking Tiger  
Publishing, 2018. 237 p.  
ISBN : 9789388070478.  
823 45081

\*\* Shillong Times; Friendship; Fear; Historical fiction;  
Fiction

26 Clinton, Bill  
The president is missing: a novel / Clinton, Bill.--  
London: Century, 2018. 513 p.  
ISBN : 9781780898407.  
823 45173(Out)

\*\* President missing; Novel; Bill Clinton; President

27 Cook, David A  
A history of narrative film / Cook, David A.--3rd ed.--  
New York: Norton, 1996. xxvi, 1087 p.  
ISBN : 9780393968194.  
770.1 45120

\*\* History-Narrative film; Motion pictures; History; Film  
Making techniques; Photography

28 Cooper, Donald R  
Business research: a guide to planning, conducting and  
reporting your study / Cooper, Donald R.-- New Delhi:  
Sage, 2019. xxiv, 408 p.  
ISBN : 9781544307824.  
001.42 (BR) 45146

\*\* Business research; Research methodology; Planning-  
Conducting



29 Coovadia, Imraan

A spy in time / Coovadia, Imraan.-- New Delhi: Speaking Tiger Publishing, 2018. 241 p.

ISBN : 9789388070263.

823 45059(Out)

\*\* Spy-Time; Fiction; Fantasy-Horror

30 Cotton, Charlotte

The photograph as the contemporary art / Cotton, Charlotte.-- London: Thames & Hudson, 2006. 224 p.

ISBN : 9780500203804.

770.1 45122

\*\* Photography; Contemporary art

31 CQ Researcher

Issues in media: selections from CQ researcher / CQ Researcher.--4th ed.-- New Delhi: Sage Publications, 2019 xviii, 342 p.

ISBN : 9781544350530.

302.23 45149

\*\* Issues media; Selections; CQ researcher; Mass media; Public opinion; Digital media; Social media; Media

32 Dey, Ajoy Kumar

Responsible humane strategies for gender equality empowerment and leadership / Dey, Ajoy Kumar.-- New Delhi : Bloomsbury, 2019. xiv, 292 p.

ISBN : 9789388630085.

658.4092 C1725

\*\* Responsible-Humane strategies; Gender equality; Empowerment; Leadership

- 33 Dowson, Ruth  
Event planning and management: principles, planning and practice / Dowson, Ruth.--2nd ed.-- London: Kogan Page, 2018. xvi, 345 p.  
ISBN : 9780749483319.  
658 45172

\*\* Event planning; Event management; Special events; Events

- 34 Dzamic, Lazar  
The definitive guide to strategic content marketing: perspectives, issues, challenges and solutions / Dzamic, Lazar.-- New York: Kogan Page, 2018. xxii, 266 p.  
ISBN : 9780749482220.  
658.802 45061

\*\* Definitive guide; Strategic content marketing; Challenges-Solutions; Internet marketing; Marketing

- 35 Epstein, Randi Hutter  
Aroused: the history of hormones and how they control just about everything / Epstein, Randi Hutter.-- New York : Norton & Company, 2018. xvii, 313 p.  
ISBN : 9780393239607.  
612.4 45176

\*\* Aroused; Hormones; Control everything; Hormones-Physiology; Hormones-History

- 36 Fahr-Becker, Gabriele  
Japanese prints / Fahr-Becker, Gabriele.-- Hong Kong: Taschen, 2007. 200 p.  
ISBN : 9783822835098.  
770.1 45126

\*\* Japanese prints; Prints; Colour prints; Japan-Photography

37 Fiell, Charlotte

Contemporary graphic design / Fiell, Charlotte.-- Cologne

: Taschen, 2010. 351 p.

ISBN : 9783836521369.

770.1 45117

\*\* Contemporary graphic; Graphic design; Photography

38 Folinas, Dimitris

Marketing and supply chain management: a systemic approach / Folinas, Dimitris.-- London: Routledge, 2017.

xi, 232 p.

ISBN : 9781138181656.

658.7 45064

\*\* Marketing; Supply chain management; Supply chain; Business logistics; Industrial marketing

39 Gawhande, Mrunaal

Untold, unheard, unwritten / Gawhande, Mrunaal.-- London:

Kalon Maple Publishing, 2018. 178 p.

ISBN : 9781731403049.

821 45158

\*\* Untold; Unheard; Unwritten; Poetry; Prose

40 Gere, Cathy

Pain, pleasure and the greater good: from the panopticon to the skinner box and beyond / Gere, Cathy.-- Chicago:

The University of Chicago Press, 2017. 292 p.

ISBN : 9780226501857.

144.6 45155

\*\* Pain; Pleasure; Greater good; Panopticon; Skinner box

## 41 Glanfield, Keith

Brand transformation: transforming firm performance by disruptive, pragmatic and achievable brand strategy / Glanfield, Keith.-- New York: Routledge, 2018. xiii, 224p . ISBN : 9781138064300.

658.827 45137

\*\* Brand transformation; Transforming firm; Performance; Disruptive; Pragmatic; Brand strategy; Branding; Brand management

## 42 Glasserman, Paul

Monte carlo methods in financial engineering / Glasserman, Paul.-- New York: Springer, 2010. xiii, 596p. ISBN : 9780387004518.

658.155 45118

\*\* Monte Carlo methods; Financial engineering; Monte Carlo Methods; Derivative securities; Mathematics; Stochastic modelling; Applied probability

## 43 Grewal, Dhruv

Retail marketing management: the 5 Es of retailing today / Grewal, Dhruv.-- New Delhi: Sage, 2019. xvii, 172 p. ISBN : 9781526446855.

658.87 45147

\*\* Retail marketing management; Retail management; Retail marketing; Retail trade

## 44 Gupta, Anil K

Grassroots innovation: minds on the margin are not marginal minds / Gupta, Anil K.-- Gurgaon: Random Business, 2016. xv, 381 p. ISBN : 9788184005875.

658.4063 45094(Out)

\*\* Grassroots innovation; Minds; Marginal minds; Innovation; Technological innovations; Economic development

## 45 Hill, Steve

Mobile first journalism: producing news for social and interactive media / Hill, Steve.-- New York: Routledge, 2019. xiv, 223 p.

ISBN : 9781138289314.

302.23 45135

\*\* Mobile; Journalism; Producing news; Social media; Interactive media; Technological innovations; Online journalism

## 46 Jacobs, Warren

A portrait of New Zealand / Jacobs, Warren.-- Auckland: New Holland Kowhai, 2005. 192 p.

ISBN : 9781869663599.

770.1 45161

\*\* Portrait; New Zealand; Pictorial works; Description-Travel; New Zealand-Photography

## 47 Jeffrey, Ian

The photography book / Jeffrey, Ian.-- London: Phaidon, 1997. 512 p.

ISBN : 9780714844886.

770.1 45125

\*\* Photography book; Photography; Old photography

## 48 Johnson, William

A history of photography: from 1839 to the present / Johnson, William.-- London: Taschen, 2005. 766 p.

ISBN : 9783822847770.

770.1 45114

\*\* History-Photography; Photography; Photography sells

49 Jones, Gillian

How to create a coaching culture: a practical introduction / Jones, Gillian.--2nd ed.-- New York: Kogan Page, 2018. xvii, 227 p.

ISBN : 9780749483272.

658.3124 45070(Out)

\*\* Coaching culture; Personnel management; Employees-Coaching

50 Kamins, Michael

Marketing manipulation: a consumer's survival manual / Kamins, Michael.-- Singapore: World Scientific Publishing , 2019. viii, 242 p.

ISBN : 9789813234703.

658.8342 45062

\*\* Marketing manipulation; Consumer; Consumer behavior

51 Kar, Sohini

Financializing poverty: labor and risk in Indian microfinance / Kar, Sohini.-- Stanford: Stanford University Press, 2018. xiii, 259 p.

ISBN : 9781503605886.

332 45201

\*\* Financializing poverty; Labor-Risk; Indian microfinance Poverty; Microfinance; Financial risk

52 Kimmel, Allan J

Psychological foundations of marketing: the keys to consumer behavior / Kimmel, Allan J.--2nd ed.-- New York: Routledge, 2018. xviii, 465 p.

ISBN : 9781138219151.

658.80019 45140

\*\* Psychological foundations; Marketing; Consumer behavior Marketing

- 53 Kirkpatrick, James D  
Kirkpatrick's four levels of training evaluation /  
Kirkpatrick, James D.-- New Delhi: Viva Books, 2019.  
xviii, 238 p.  
ISBN : 9789387925489.  
658.3124      45072(Out)
- \*\* Training evaluation; Evaluation; Human resources;  
Kirkpatrick-Model; Training
- 54 Koetzle, Hans-Michael  
Photo icons: the story behind the pictures, 1827-1991 /  
Koetzle, Hans-Michael.-- London: Taschen, 2005. 351 p.  
ISBN : 9783822840962.  
770.1      45116
- \*\* Photo icons; Story-Picture; Photography; Photography-  
History
- 55 Kothari, Vinod  
Guide to Independent directors / Kothari, Vinod.-- New  
Delhi: Taxmann, 2014. 425 p.  
ISBN : 9789350714935.  
346.73      45121
- \*\* Independent directors; Directors; Appointment;  
Functioning; Evaluation; Duties
- 56 Krzywdzinski, Martin  
Consent and control in the authoritarian workplace:  
Russia and China compared / Krzywdzinski, Martin.--  
Oxford: Oxford University Press, 2018. viii, 298 p.  
ISBN : 9780198806486.  
658.3008      45144
- \*\* Consent; Control; Authoritarian workplace; Personnel  
management; Cross-Cultural studies

57 Kumar, Geraldine

Clipped wings glow / Kumar, Geraldine.-- London:  
Independently Published, 2018. 142 p.

ISBN : 9781791589332.

821 45160

\*\* Clipped-Wings glow; Poetry; Prose

58 Lange, Paul A M van

Handbook of theories of social psychology: 2 volume set /  
Lange, Paul A M van.-- Los Angeles: Sage, 2012. xx, 562 p.

ISBN : 9780857029607.

302 45141-45142(Ref.)

\*\* Handbook-Theories; Handbook-Social psychology; Psychology

59 Laxman, VVS

281 and beyond / Laxman, VVS.-- New Delhi: Westland Sport  
, 2018. 309 p.

ISBN : 9789387578777.

920 45109(Out); 45174

\*\* 281; Biography; Autobiography; V V S Laxman; Cricket- Sport

60 Leiter, Saul

Saul Leiter / Leiter, Saul.-- London: Thames & Hudson,  
2008. 64 p.

ISBN : 9780500410974.

770.1 45110

\*\* Saul Leiter; Street photography; Photography

61 Lewis, Chris

The leadership lab: understanding leadership in the 21st  
century / Lewis, Chris.-- London: Kogan Page, 2019.

xxxiii, 259 p.

ISBN : 9780749483432.

658.4092 45073(Out)

\*\* Leadership lab; Leadership



62 Lorenzo, David V

The 60 second sale: the ultimate system for building lifelong client relationships in the blink of an / Lorenzo, David V.-- New Jersey: John Wiley & Sons, 2018. xx, 233 p.  
ISBN : 9781119499763.  
658.81(S) 45077

\*\* 60 second sale; Ultimate system; Building lifelong; Client relationships; Sales management; Sales

63 Lunt, Tom

Event sponsorship and fundraising: an advanced guide / Lunt, Tom.-- London: Kogan Page, 2019. xxv, 259 p.  
ISBN : 9780749480929.  
658 45169

\*\* Event sponsorship; Fundraising; Advanced guide; Event; Corporate sponsorship; Special events; Management

64 Machado, Carolina

Micro MBA: theory and practice / Machado, Carolina.-- Berlin: Walter de Gruyter, 2018. xii, 171 p.  
ISBN : 9783110481167.  
658.007 45048

\*\* Micro MBA; MBA; Business education; Executives-Training

65 MacLean, Leonard C

Problems in portfolio theory: and the fundamentals of financial decision making / MacLean, Leonard C.-- New Jersey: World Scientific, 2017. x, 201 p.  
ISBN : 9789814759144.  
332.601 45192

\*\* Problems; Portfolio theory; Financial decision making; Decision making; Portfolio Selection

66 Marcos, Javier

Implementing key account management: designing customer-centric processes for mutual growth / Marcos, Javier.-- London: Kogan Page, 2018. xvii, 329 p.

ISBN : 9780749482756.

658.81(AM) 45047

\*\* Implementing key; Account management; Customer; Customer-Centric process; Mutual growth; Selling; Key accounts

67 Maxwell, John C

Developing the leader within you 2.0 / Maxwell, John C.-- New Delhi: HarperCollins, 2018. xi, 237 p.

ISBN : 9781404107878.

658.4092 45154

\*\* Developing leader; Business; Self help; Leadership; Leader

68 McDonald, Malcolm

Malcolm McDonald on value propositions: how to develop them, how to quantify them / McDonald, Malcolm.-- New York: Kogan Page, 2019. xiii, 242 p.

ISBN : 9780749481766.

659.2 45171

\*\* Malcolm McDonald; Value propositions; Corporate image; Branding

69 Ministry of Corporate Affairs

India unlimited: a corporate journey / Ministry of Corporate Affairs.-- New Delhi: Penguin Enterprise, 2010. xvii, 186 p.

ISBN : 9780670085101.

954 45128

\*\* India unlimited; Corporate journey; Government corporations; India-Corporations

- 70 Misra, Surya Narayan  
Labour and industrial laws / Misra, Surya Narayan.--28th ed.-- Allahabad: Central Law Publications, 2018.  
lxxxviii, 1216 p.  
ISBN : 9789384961602.  
344.01        45164
- \*\* Labour law; Industrial law
- 71 Mitchell, Olivia S  
Financial decision making and retirement security in an aging world / Mitchell, Olivia S.-- Oxford: Oxford University Press, 2017. xviii, 230 p.  
ISBN : 9780198808039.  
658.15        45143
- \*\* Financial decision; Decision making; Retirement security; Aging world; Finance;
- 72 Nandhi, Mani Arul  
The urban poor and their money: a study of cycle rickshaw pullers in Delhi / Nandhi, Mani Arul.-- New Delhi: Pinnacle Learning, 2014. 184 p.  
ISBN : 9789383848041.  
307.76        45119
- \*\* Urban poor; Money; Cycle rickshaw pullers; Rickshaw Men-Case studies
- 73 Newman, Martin  
100 practical ways to improve customer experience: achieve end-to-end customer engagement in a multichannel world / Newman, Martin.-- London: Kogan Page, 2018. xvii, 281 p.  
ISBN : 9780749482671.  
658.812        45052
- \*\* 100 practical ways; Improve-Customer experience; Customer engagement; Multichannel world; Customer relations

74 Nurkse, Ragnar  
Problems of capital formation in underdeveloped countries  
/ Nurkse, Ragnar.-- New Delhi: Oxford University Press,  
1980. 163 p.  
ISBN : 19560377X.  
658.152        45111

\*\* Capital formation; Underdeveloped countries

75 Pantano, Eleonora  
Technology and innovation for marketing / Pantano,  
Eleonora.-- London: Routledge, 2019. xv, 130 p.  
ISBN : 9781138323179.  
658.802        45139

\*\* Technology; Innovation-Marketing; Innovation marketing  
Marketing management

76 Parmenter, David  
The financial controller and CFO's toolkit: lean  
practices to transform your finance team / Parmenter,  
David.--3rd ed.-- New Jersey: Wiley, 2016. xxi, 442 p.  
ISBN : 9788126565443.  
332.2        45093

\*\* Financial controller; CFO-Toolkit; Lean practices;  
Transform; Finance team

77 Petrilli, Susan  
Signifying and understanding: reading the works of  
Victoria Welby and the significant movement / Petrilli,  
Susan.-- Berlin: Mouton de Gruyter, 2009. xx, 1048 p.  
ISBN : 9783110218503.  
920        45150

\*\* Signifying-Reading; Understanding-Works; Victoria  
Welby; Significant movement

78 R, Komal

Hashtag metoo / R, Komal.-- London: Kalon Maple Publishing, 2018. 121 p.

ISBN : 9781730919985.

821 45159

\*\* Hashtag metoo; Metoo

79 Ray, Saon

Global value chains and the missing links: cases from Indian industry / Ray, Saon.-- New Delhi: Routledge, 2018 xvi, 267 p.

ISBN : 9781138363908.

338.954 45095

\*\* Global value chains; Missing links; Indian industry; Value chains; International economic relations

80 Roberge, Mark

The sales acceleration formula: using data, technology and inbound selling / Roberge, Mark.-- New Delhi: Wiley India, 2018. xix, 203 p.

ISBN : 9788126572557.

658.81(S) 45049

\*\* Sales; Sales acceleration-Formula; Using data; Technology; Inbound selling; Acceleration formula

81 Rose, Michael

Reward management / Rose, Michael.--2nd ed.-- New Delhi: Kogan Page, 2018. vii, 264 p.

ISBN : 9780749483418.

355.134068 45069(Out)

\*\* Reward management; Reward strategy; Compensation management; Employee motivation; Incentives industry

82 Sammis, Kristy

Influencer marketing for dummies / Sammis, Kristy.-- New Delhi: Wiley India, 2016. xv, 263 p.

ISBN : 9788126560554.

658.872 45065

\*\* Influencer marketing; Dummies; Business; Strategy; Social media; Media

83 Scanlon, T M

Why does inequality matter / Scanlon, T M.-- Oxford: Oxford University Press, 2018. 170 p.

ISBN : 9780198812692.

305 45086

\*\* Inequality matter; Equality; Ethics; Moral philosophy

84 Shore, Stephen

The nature of photographs: a primer / Shore, Stephen.-- London: Phaidon, 2007. 133 p.

ISBN : 9780714859040.

770.1 45124

\*\* Nature-Photographs; Photography

85 Shore, Stephen

Stephen Shore uncommon places: the complete works / Shore, Stephen.-- New York: Aperture, 2004. 188 p.

ISBN : 9781931788342.

770.1 45134

\*\* Stephen Shore; Uncommon places; Complete works; Photography

86 Shreves, Ric

Social media optimization for dummies / Shreves, Ric.-- New Delhi: Wiley India, 2015. xii, 344 p.

ISBN : 9788126556977.

658.872 45066

\*\* Social media; Optimization; Dummies; Study-Guides; Increase engagement

87 Sims, Ronald R  
When a new leader takes over: toward ethical turnarounds  
/ Sims, Ronald R.-- Charlotte: Information Age Publishing  
, 2017. vii, 418 p.  
ISBN : 9781681239439.  
658.406        45075(Out)

\*\* Leader takes over; Ethical turnarounds; Organizational  
change; Leadership; Business ethics

88 Sood, Gaurav  
Impact of doppelganger brand image on India premiere  
league IPL / Sood, Gaurav.-- New Delhi: Amiga Press, 2019  
xvi, 152 p.  
ISBN : 9789384533502.  
658.827        45123

\*\* Doppelganger; Brand image; India premiere league; IPL;  
Brand management

89 Srinivasan, Ramesh  
Whose global village: rethinking how technology shapes  
our world / Srinivasan, Ramesh.-- New York: New York  
University Press, 2019. viii, 280 p.  
ISBN : 9781479856084.  
658.872        45167

\*\* Global village; Rethinking; Technology shapes; Digital  
stories; Digital marketing

90 Steenkamp, Jan-Benedict  
Retail disruptors: the spectacular rise and impact of the  
hard discounters / Steenkamp, Jan-Benedict.-- London:  
Kogan Page, 2019. xxi, 242 p.  
ISBN : 9780749483470.  
658.87        45168

\*\* Retail disruptors; Spectacular rise; Hard discounters;  
Retail marketing; Retail management; Grocery trade;  
Retail trade

- 91 Steinert-Threlkeld, Zachary C  
Twitter as data: elements in quantitative and  
computational methods for the social sciences / Steinert-  
Threlkeld, Zachary C.-- Cambridge: Cambridge University  
Press, 2018. 112 p.  
ISBN : 9781108438339.  
005.74 45138
- \*\* Twitter data; Quantitative methods-Social sciences;  
Computational methods-Social sciences; Social sciences
- 92 Sullivan, Robert  
Life the classic collection: wonders of the world /  
Sullivan, Robert.-- New York: Life Books, 2009. 143 p.  
ISBN : 9781603200875.  
770.1 45127
- \*\* Life; Classic collection; Wonders-World; Photography;  
Picture
- 93 Tufte, Edward R  
Envisioning information / Tufte, Edward R.-- Cheshire:  
Graphics Press, 2008. 126 p.  
ISBN : 9780961392116.  
770.1 45129
- \*\* Envisioning information; Micro readings; Macro  
readings Layering-Separation; Color information;  
Photography
- 94 Tufte, Edward R  
The visual display of quantitative information / Tufte,  
Edward R.--2nd ed.-- Cheshire: Graphics Press, 2011. 197p .  
ISBN : 9780961392147.  
770.1 45131
- \*\* Visual display; Quantitative information; Visual  
communication; Images-Quantities; Evidence-Narrative;  
Color information; Photography; Computer graphics;  
Graphic arts



95 Tufte, Edward R

Visual explanations: images and quantities, evidence and narrative / Tufte, Edward R.-- Cheshire: Graphics Press, 2005. 156 p.

ISBN : 9780961392123.

770.1 45130

\*\* Visual explanations; Explanations; Images-Quantities; Evidence-Narrative; Color information; Photography; Computer graphics

96 Umiker-Sebeok, Jean

Marketing and semiotics: new directions in the study of signs for sale / Umiker-Sebeok, Jean.-- Berlin: Mouton de Gruyter, 1987. xii, 556 p.

ISBN : 9783110111484.

380.1 45151

\*\* Marketing-Semiotics; Directions-Study; Signs-Sale; Marketing; Semiotics

97 Upadhyay, Shashi

The revenue acceleration rules: supercharge sales and marketing through artificial intelligence, predictive technologies / Upadhyay, Shashi.-- New Jersey: John Wiley, 2018. xii, 180 p.

ISBN : 9781119371953.

658.81(S) 45078

\*\* Revenue acceleration-Rules; Supercharge sales; Sales marketing; Artificial intelligence; Predictive technologies; Sales; Industrial marketing

98 Vajpeyi, Ashok

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954 45083(Out)

\*\* India dissents; Doubt; Argument; Civilization; Dissenting opinions

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658.3124 45088(Ref.)

\*\* Oxford handbook; Skills-Training; Handbook; Occupational training

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920 45153(Out)

\*\* No spin; My autobiography; Shane Warne; Biographies; Autobiography; Sports-Cricket

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658.827 45060

\*\* Gen-Z frequency; Brands tune; Build credibility; Branding; Brand management; Brand

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Affected: emotionally engaging customers in the digital age / Wrigley, Cara.-- Melbourne: John Wiley & Sons, 2018 xv, 229 p.

ISBN : 9780730357018.

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\*\* Affected; Emotionally engaging; Customer relations; Digital age; Internet marketing

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332.0415 45156

\*\* Mastering-Private equity; Venture capital; Minority investments; Private equity; Capital investments

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\*\* Private equity; Equity-Action; Case studies; Emerging markets

**\*\* - Keywords**

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