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DELHI TECHNOLOGICAL UNIVERSITY



July, 2018



New Arrivals

S. No	Title	Author	Class No.	Publisher	Year
1	RESEARCH METHODS FOR BUSINESS AND SOCIAL SCIENCE STUDENTS	ADAMS, JOHN	001	SAGE PUB	2014
2	RESEARCH ANALYTICS	CHAUHAN, AJAY KUMAR	001	DREAM TECH	2017
3	PRIMER OF VISUAL LITERACY	DONDIS, DONIS A.	002	THE MIT PRESS	1973
4	BIG-DATA ANALYTICS	HWANG, KAI	005	WILEY	2018
5	BUSINESS DATA ANALYSIS USING EXCEL	WHIGHAM, DAVID	006	OUP	2014
6	BIG DATA	DREAMTECH	006	DREAM TECH	2017
7	CRACKING THE CREATIVITY CODE	RUTTENBERG, ARIE	153.35	SAGE PUB	2014
8	LOGICAL REASONING AND DATA INTERPRETATION FOR THE CAT	SINHA, NISHIT K	160	PEARSON	2017
9	MAKING A DIFFERENCE	CHOUDHURY, ARUP	172.2097 3	MCGRAW-HILL	2013
10	BUSINESS ETHICS AND CORPORATE GOVERNANCE	GHOSH, B N	174.4	MCGRAW-HILL	2018
11	BUSINESS ETHICS	FRANCIS, RONALD D	174.4054	MCGRAW-HILL	2011
12	MEDITATIONS	AURELIUS, MARCUS	188	PENGUIN CLASSICS	2006
13	DISCOVERING STATISTICS USING IBM SPSS STATISTICS	FIELD, ANDY	300.2855 55	SAGE PUB	2013
14	MEDIA METRICS	DAYAL, MANOJ	302.2307 27	SAGE/ TEXTS	2017
15	MILLENNIALS AND THE WORKPLACE	SINGH, PRITAM	305.2	SAGE PUB	2012
16	BUSINESS STATISTICS	VOHRA, N D	311	MCGRAW-HILL	2017
17	ECONOMICS	LIPSEY	330	OUP	2015
18	BASIC ECONOMETRICS	GUJARATI, DAMODAR N	330.0151 95	MCGRAW-HILL	2018
19	PRINCIPLES OF ECONOMETRICS	HATEKAR, NEERAJ R.	330.0151 95	SAGE/TEXTS	2010
20	BUSINESS ECONOMICS	GILLESPIE, ANDREW	330.0246 58	OUP	2013
21	PRINCIPLES OF ECONOMICS	VENGEDASALAM, DEVIGA	330.076	OUP	2013
22	INDUSTRIAL RELATIONS AND LABOUR LAWS	MONAPPA, ARUN	331.0954	MCGRAW-HILL	2016
23	INDUSTRIAL RELATIONS IN INDIA	RAVINDRANATH, E.I.	331.0954	MCGRAW-HILL	2014

24	INDUSTRIAL RELATIONS AND LABOUR LAWS	GHOSH, PIYALI	331.0954	MCGRAW-HILL	2018
25	EMPLOYEE RELATIONS MANAGEMENT	SINGH, P.N.	331.0994	PEARSON	2011
26	FINANCIAL TERMS SIMPLIFIED	MAJUMDAR, GAUTAM	332.03	SAGE PUB	2013
27	CAPITAL MARKET REFORM IN ASIA	KAWAI, MASAHIRO	332.0415 095	SAGE PUB	2012
28	INTERNATIONAL FINANCE	MOOSA, IMAD A.	332.042	MCGRAW-HILL	2011
29	FINANCING INTERNATIONAL TRADE	SANATI, GARGI	332.042	SAGE/TEXT	2017
30	FINANCING INTERNATIONAL TRADE	SANATI, GARGI	332.042	SAGE/TEXTS	2017
31	FINANCIAL INSTITUTIONS AND MARKETS	BHOLE, L M	332.0954	MCGRAW-HILL	2017
32	FINANCIAL INSTITUTIONS MANAGEMENT	SAUNDERS, ANTHONY	332.1068	MCGRAW-HILL	2016
33	BANK MANAGEMENT AND FINANCIAL SERVICES	ROSE, PETER S.	332.1068	MCGRAW-HILL	2017
34	INDIAN FINANCIAL SYSTEM	KHAN, M Y	332.1095 4	MCGRAW-HILL	2018
35	FINANCIAL SERVICES	KHAN, M Y	332.1095 4	MCGRAW-HILL	2018
36	COMMERCIAL BANKING	GUP, BENTON E.	332.1206 8	WILEY	2016
37	INTERNATIONAL FINANCE	SRIVASTAVA, RAJIV	332.15	OUP	2018
38	ESSENTIALS OF INVESTMENTS	BODIE, ZVI	332.6	MCGRAW-HILL	2017
39	INVESTMENTS	BODIE, ZVI	332.6	MCGRAW-HILL	2017
40	INVESTMENT SCIENCE	LUENBERGER, DAVID G.	332.6	OUP	1998
41	BEHAVIOURAL FINANCE	CHANDRA, PRASANNA	332.6019	MCGRAW-HILL	2016
42	FINANCIAL PLANNING	MITTRA, SID	332.60954	SAGE/TEXTS	2015
43	TRADING AND EXCHANGES	HARRIS, LARRY	332.64	OUP	2018
44	ACHIEVING UNIVERSAL ENERGY ACCESS IN INDIA	MAITHANI, P.C.	333.7932	SAGE PUB	2015
45	FINANCING CITIES IN INDIA	MOHANTY, PRASANNA K.	336.0145 4	SAGE PUB	2016
46	INTERNATIONAL ECONOMICS	MARREWIJK, CHARLES VAN	337	OUP	2012
47	INDIA'S GLOBALIZATION: EVALUATING THE ECONOMIC CONSEQUENCES	NAYAR, BALDEV RAJ	337.54	VISTAAR PUB	2006

48	TECHNOLOGY, INNOVATIONS AND ECONOMIC DEVELOPMENT	SINGH, LAKHWINDER	338	SAGE PUB	2015
49	PRINCIPLES OF MICROECONOMICS	SALVATORE, DOMINICK	338.5	OUP	2018
50	TEXTBOOK OF MICROECONOMIC THEORY	TANDON, PANKAJ	338.5	SAGE PUB	2015
51	MICROECONOMICS	MADDALA, G.S.	338.5	MCGRAW-HILL	2016
52	MICROECONOMICS FOR BUSINESS	DAS, SATYA P.	338.5	SAGE/TEXTS	2007
53	TEXTBOOK OF MICROECONOMIC THEORY	TANDON, PANKAJ	338.5	SAGE/TEXTS	2015
54	MANAGERIAL ECONOMICS	SALVATORE, DOMINICK	338.5024 658	OUP	2017
55	MANAGERIAL ECONOMICS	THOMAS, CHRISTOPHER R.	338.5024 658	MCGRAW-HILL	2016
56	BUSINESS ENVIRONMENT	PAUL, JUSTIN	338.7	MCGRAW-HILL	2017
57	FROM START-UP TO GLOBAL SUCCESS	NATARAJAN, GANESH	338.7610 041	SAGE PUB	2016
58	INTERNATIONAL BUSINESS	MENIPAZ, EHUD	338.88	SAGE/TEXTS	2017
59	BUSINESS INTERESTS AND THE ENVIRONMENTAL CRISIS	KOHLI, KANCHI	338.927	SAGE PUB	2016
60	ECONOMIC ENVIRONMENT AND POLICIES FOR BUSINESS	PAUL, JUSTIN	338.954	MCGRAW-HILL	2012
61	ENVIRONMENT AND DEVELOPMENT	SHANMUGAM, K.R.	338.954	SAGE PUB	2016
62	INDIAN ECONOMY	BANIK, NILANJAN	338.954	SAGE PUB	2015
63	MACROECONOMICS	BANERJEE, SREEJATA	339	SAGE PUB	2018
64	MACROECONOMICS	DORNBUSCH, RUDIGER	339	MCGRAW-HILL	2017
65	SMARTONOMICS	MAITAL, SHLOMO	339	SAGE PUB	2017
66	MACROECONOMICS	BANERJEE, SREEJATA	339	SAGE/TEXT	2018
67	MACROECONOMICS	BANERJEE, SREEJATA	339	SAGE/TEXTS	2018
68	RISE OF RURAL CONSUMERS IN DEVELOPING COUNTRIES	MAHAJAN, VIJAY	339.4709 172	SAGE PUB	2016
69	FISCAL CONSOLIDATION, BUDGET DEFICITS AND THE MACRO ECONOMY	CHAKRABORTY, LEKHA S.	339.5209 54	SAGE PUB	2016
70	SOCIAL MARKETING IN INDIA	DESHPANDE, SAMEER	361.0068 8	SAGE PUB	2013
71	STORY OF MY LIFE	KELLER, HELEN	362.4109 2	GRAPEVINE INDIA	2017
72	RISK MANAGEMENT AND INSURANCE	HARRINGTON, SCOTT E.	368	MCGRAW-HILL	2017

73	INTERCULTURAL BUSINESS COMMUNICATION	CHANEY, LILLIAN	395.52	PEARSON	2014
74	HISTORY OF MATHEMATICS	MERZBACH, UTA C.	510.9	WILEY	2011
75	HISTORY OF ABSTRACT ALGEBRA	KLEINER, ISRAEL	512.02	BIRKHAUSE R	2007
76	INTRODUCTION TO GROUP RINGS	MILIES, CESAR POLCINO	512.4	KLUWER ACADEMIC PUBLISHERS	2002
77	STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS	LIND, DOUGLAS A.	519.5	MCGRAW- HILL	2017
78	APPLIED STATISTICS IN BUSINESS AND ECONOMICS	DOANE, DAVID P.	519.5	MCGRAW- HILL	2014
79	BUSINESS STATISTICS	JAGGIA, SANJIV	519.5	MCGRAW- HILL	2017
80	BUSINESS STATISTICS IN PRACTICE	BOWERMAN, BRUCE L.	519.5024 65	MCGRAW- HILL	2017
81	R IN ACTION	KABACOFF, ROBERT I.	519.5028 551	DREAMTEC H PRESS	2018
82	HANDBOOK OF PLASTICS TESTING AND FAILURE ANALYSIS	SHAH, VISHU	620.1923 029	WILEY	2007
83	ENGINEERING ELECTROMAGNETICS	HAYT, W H	621.3	MCGRAW- HILL	2017
84	NON-LINEAR ELECTROMECHANICS	SKUBOV, D. YU.	621.3104 2	SPRINGER	2008
85	CRYOGENICS	THIPSE, S.S.	621.59	NAROSA	2013
86	LIFE SKILLS FOR SUCCESS	WADKAR, ALKA	646.7	SAGE/TEXTS	2016
87	RESEARCH METHODS FOR BUSINESS	SEKARAN, UMA	650.072	WILEY	2018
88	ESSENTIALS OF BUSINESS RESEARCH	WILSON, JONATHAN	650.072	SAGE/TEXTS	2014
89	ESSENTIALS OF BUSINESS RESEARCH	WILSON, JONATHAN	650.072	SAGE/TEXTS	2014
90	GUIDE FOR INTERNATIONALS	REYNOLDS, SANA	650.1	PEARSON	2011
91	CAMPUS TO CORPORATE	JOSHI, GANGADHAR	650.1	SAGE/TEXTS	2016
92	NAVIGATING THE MAZE	WAKHLU, BHARAT	650.14	SAGE	2017
93	BUSINESS COMMUNICATION ESSENTIALS	BOVEE, COURTLAND	651.7	PEARSON	2013
94	INTERNAL COMMUNICATIONS	VERGHESE, ANIISU K.	651.79	SAGE PUB	2012
95	ACCOUNTING	ANTHONY, ROBERT N.	657	MCGRAW- HILL	2017
96	ANALYSIS AND USE OF FINANCIAL STATEMENTS	WHITE, GERALD I.	657.3	WILEY	2017
97	INTRODUCTION TO MANAGEMENT SCIENCE WITH SPREADSHEETS	STEVENSON, WILLIAM J	658	MCGRAW- HILL	2016

98	MANAGEMENT	STONER, JAMES A.F.	658	PEARSON	2018
99	MODERN MANAGEMENT	CERTO, SAMUEL C.	658	PEARSON	2016
100	PRINCIPLES AND PRACTICES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	SINGH, CHANDRANI	658	SAGE/TEXTS	2016
101	ORGANIZATIONAL BEHAVIOR	NAHAVANDI, AFSANEH	658	SAGE/TEXTS	2015
102	BUSINESS RESEARCH METHODS	BRYMAN, ALAN	658.0072	OUP	2015
103	WINNING A BILLION CONSUMERS	JOSHI, ATUL	658.0095 4	SAGE PUB	2016
104	10 COMMANDMENTS FOR FAMILY BUSINESS	RAMACHANDRAN, KAVIL	658.04	SAGE PUB	2015
105	INTERNATIONAL BUSINESS	SITKIN, ALAN	658.049	OUP	2013
106	INTERNATIONAL BUSINESS	HILL, CHARLES W L	658.049	MCGRAW- HILL	2017
107	GLOBAL BUSINESS TODAY	HILL, CHARLES W.L.	658.049	MCGRAW- HILL	2017
108	INTERNATIONAL BUSINESS	CZINKOTA, MICHAEL R	658.049	WILEY	2018
109	E-BUSINESS	PAPAZOGLU, MICHAEL P.	658.0546 78	WILEY	2016
110	FINANCIAL MANAGEMENT	BANERJEE, ARINDAM	658.15	OUP	2016
111	FINANCIAL MANAGEMENT	SRIVASTAVA, RAJIV	658.15	OUP	2018
112	INVESTMENT VALUATION	DAMODARAN'S, ASWATH	658.15	WILEY	2018
113	CORPORATE FINANCE THEORY AND PRACTICE	DAMODARAN, ASWATH	658.15	WILEY	2017
114	CORPORATE FINANCE	DAMODARAN, ASWATH	658.15	WILEY	2017
115	MANAGEMENT CONTROL SYSTEMS	ANTHONY, ROBERT N	658.15	MCGRAW- HILL	2017
116	CASE PROBLEMS IN FINANCE	KESTER, W CARL	658.15	MCGRAW- HILL	2016
117	FUNDAMENTALS OF CORPORATE FINANCE	ROSS, STEPHEN A.	658.15	MCGRAW- HILL	2017
118	CORPORATE VALUATION	CHANDRA, PRASANNA	658.15	MCGRAW- HILL	2017
119	CASE STUDIES IN FINANCE	BRUNER, ROBERT F.	658.15	MCGRAW- HILL	2017
120	CORPORATE FINANCE	ROSS, STEPHEN A	658.15	MCGRAW- HILL	2017

121	FINANCIAL MANAGEMENT	SHIL, NIKHIL CHANDRA	658.15	SAGE/TEXTS	2017
122	FINANCIAL MANAGEMENT	KOTHARI, RAJESH	658.15	SAGE/TEXTS	2017
123	FINANCIAL MANAGEMENT	KHAN, M Y	658.1509 54	MCGRRAW-HILL	2018
124	ANALYSIS FOR FINANCIAL MANAGEMENT	HIGGINS, ROBERT C.	658.151	MCGRRAW-HILL	2016
125	MANAGERIAL ACCOUNTING	HILTON, RONALD W	658.1511	MCGRRAW-HILL	2017
126	MANAGERIAL ACCOUNTING	GARRISON, RAY H	658.1511	MCGRRAW-HILL	2017
127	MANAGERIAL ACCOUNTING FOR MANAGERS	NOREEN, ERIC W.	658.1511	MCGRRAW-HILL	2011
128	MANAGEMENT ACCOUNTING	SEKHAR, R.C.	658.1511	OUP	2015
129	MANAGEMENT ACCOUNTING	SINGH, KANHAIYA	658.1552	WILEY	2015
130	INTERNATIONAL FINANCIAL MANAGEMENT	APTE, P G	658.1599	MCGRRAW-HILL	2016
131	INTERNATIONAL FINANCIAL MANAGEMENT	EUN, CHEOL S.	658.1599	MCGRRAW-HILL	2017
132	MERGERS, ACQUISITIONS, AND CORPORATE RESTRUCTURINGS	GAUGHAN, PATRICK A.	658.16	WILEY	2017
133	MERGERS, ACQUISITIONS, AND CORPORATE RESTRUCTURING	KRISHNAMURTI, CHANDRASEKHAR	658.162	SAGE/TEXTS	2018
134	INTERNATIONAL BUSINESS	ASWATHAPPA, K	658.18	MCGRRAW-HILL	2018
135	COMPETENCY BASED HRM	SHERMON, GANESH	658.3	MCGRRAW-HILL	2014
136	ORGANIZATIONAL BEHAVIOR	NEWSTROM, JOHN W	658.3	MCGRRAW-HILL	2018
137	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	ASWATHAPPA, K	658.3	MCGRRAW-HILL	2015
138	PERSONNEL MANAGEMENT	MONAPPA, ARUN	658.3	MCGRRAW-HILL	2017
139	HR FROM THE OUTSIDE IN	ULRICH, DAVE	658.3	MCGRRAW-HILL	2017
140	HUMAN RESOURCE MANAGEMENT	IVANCEVICH, JOHN M.	658.3	MCGRRAW-HILL	2017
141	HUMAN RESOURCE MANAGEMENT	ASWATHAPPA, K	658.3	MCGRRAW-HILL	2017
142	HUMAN RESOURCE MANAGEMENT	DURAI, PRAVIN	658.3	PEARSON	2018

143	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	EDWARDS, TONY	658.3	PEARSON	2007
144	HUMAN RESOURCE MANAGEMENT	SHARMA, R.C.	658.3	SAGE/TEXTS	2018
145	DESIGNING HUMAN RESOURCE MANAGEMENT SYSTEMS	MUKHERJEE, JAYANT	658.3001 1	SAGE PUB	2012
146	HR ANALYTICS	BHATTACHARYYA, DIPAK KUMAR	658.3007 27	SAGE/TEXTS	2017
147	HR ANALYTICS	BHATTACHARYYA, DIPAK KUMAR	658.3007 27	SAGE\TEXTS	2017
148	TRAINING AND DEVELOPMENT	BHATTACHARYYA, DIPAK KUMAR	658.3124	SAGE/TEXTS	2015
149	PERFORMANCE MANAGEMENT	RAO, T.V.	658.3125	SAGE PUB	2016
150	MONETISING INNOVATION	BORAH, GAUTAM	658.314	BLOOMSBURY	2015
151	COMPENSATION MANAGEMENT IN A KNOWLEDGE-BASED WORLD	HENDERSON, RICHARD I.	658.3142	PEARSON	2007
152	STRATEGIC COMPENSATION	MARTOCCHIO, JOSEPH J.	658.322	PEARSON	2018
153	LEADERSHIP STYLES AND PRACTICES	JOSEPH, P.T.	658.4	MCGRAW-HILL	2014
154	ORGANIZATIONAL BEHAVIOR	LUTHANS, FRED	658.4	MCGRAW-HILL	2017
155	FORWARD-LOOKING MANAGER IN A VUCA WORLD	BAKSHI, VIKRAM	658.4	SAGE PUB	2017
156	CORPORATE GOVERNANCE	MALLIN, CHRISTINE A.	658.4	OUP	2016
157	GLOBAL STRATEGIC MANAGEMENT	FRYNAS, J GEORGE	658.4012	OUP	2016
158	UNDERSTANDING STRATEGIC MANAGEMENT	HENRY, ANTHONY E.	658.4012	OUP	2018
159	PURSUIING THE COMPETITIVE EDGE	HAYES, ROBERT	658.4012	WILEY	2018
160	CRAFTING AND EXECUTING STRATEGY	THOMPSON, ARTHUR A.	658.4012	MCGRAW-HILL	2015
161	STRATEGIC MANAGEMENT	KAZMI, AZHAR	658.4012	MCGRAW-HILL	
162	STRATEGIC MANAGEMENT	PEARCE, JOHN A	658.4012	MCGRAW-HILL	2018
163	WINNING STRATEGIES FOR BUSINESS	BAISYA, RAJAT KANTI	658.4012	RESPONSE	2010
164	VALUE CREATION	MAHAJAN, GAUTAM	658.4012	SAGE	2016
165	HANDBOOK OF COMPETENCY MAPPING	SANGHI, SEEMA	658.4012	SAGE PUB	2016
166	PERSONNEL MANAGEMENT AND HUMAN RESOURCES	RATNAM, C S VENKATA	658.403	MCGRAW-HILL	2011

167	INTRODUCTION TO MANAGEMENT SCIENCE	HILLIER, FREDERICK S.	658.4032	MCGRAW-HILL	2017
168	WEAVING ANALYTICS FOR EFFECTIVE DECISION MAKING	BANERJEE, ARINDAM	658.4032	SAGE PUB	2017
169	STATISTICS FOR MANAGEMENT	SRIVASTAVA, T N	658.4033	MCGRAW-HILL	2016
170	OUT-THINK	SARKAR, SUMIT	658.4033	SAGE PUB	2016
171	BUSINESS INTELLIGENCE	VERCELLIS, CARLO	658.4038	WILEY	2017
172	MIS : MANAGING INFORMATION SYSTEMS IN BUSINESS, GOVERNMENT AND SOCIETY	DE, RAHUL	658.4038	WILEY	2018
173	ORGANIZATIONAL DESIGNS FOR EXCELLENCE	KHANDWALLA, PRADIP N	658.4038	MCGRAW-HILL	2009
174	BUSINESS DYNAMICS	STERMAN, JOHN D.	658.4038 011	MCGRAW-HILL	2018
175	INDESTRUCTIBLE BRAND	SHARMA, VENKE	658.4056	SAGE PUB	2017
176	MANAGING ORGANISATIONAL CHANGE	NILAKANT, V.	658.406	SAGE PUB	1998
177	STRATEGIC MANAGEMENT OF INNOVATION AND DESIGN	MASSON, PASCAL LE	658.4063	CUP	2012
178	INNOVATION MANAGEMENT	JAUHARI, VINNIE	658.4063	OUP	2014
179	INNOVATION SECRETS OF STEVE JOBS	GALLO, CARMINE	658.4063	MCGRAW-HILL	2014
180	BUSINESS TRANSFORMATION STRATEGIES	MASCARENHAS, OSWALD A.J.	658.4063	SAGE PUB	2011
181	BUSINESS ETHICS	CRANE, ANDREW	658.408	OUP	2016
182	ESSENTIAL BOOK OF CORPORATE GOVERNANCE	BAJPAI, G.N.	658.42	SAGE PUB	2017
183	BUSINESS COMMUNICATION TODAY	BOVEE, COURTLAND L	658.45	PEARSON	2018
184	PITCH ANYTHING	KLAFF, OREN	658.452	MCGRAW-HILL	2018
185	PRODUCT MANAGEMENT	LEHMANN, DONALD R.	658.56	MCGRAW-HILL	2018
186	RESEARCH METHODOLOGY	PHANSE, SAMEER	658.7	OUP	2016
187	SUPPLY CHAIN MANAGEMENT	SANDERS, NADA R.	658.7	WILEY	2017
188	INTERNATIONAL TRADE LOGISTICS	SINGH, RAM	658.7095	OUP	2017
189	SERVICES MARKETING	JAUHARI, VINNIE	658.8	OUP	2017
190	BUSINESS-TO-BUSINESS MARKETING	ELLIS, NICK	658.8	OUP	2018
191	MARKETING	BAINES, PAUL	658.8	OUP	2015
192	ESSENTIALS OF MARKETING	BAINES, PAUL	658.8	OUP	2016
193	SERVICES MARKETING	APTE, GOVIND	658.8	OUP	2016
194	STRATEGIC MARKET MANAGEMENT	AAKER, DAVID A.	658.8	WILEY	2016

195	PRODUCT AND BRAND MANAGEMENT	PANDA, TAPAN K.	658.8	OUP	2016
196	ESSENTIALS OF MARKETING	BAINES, PAUL	658.8	OUP	2016
197	BUSINESS MARKETING	SARIN, SHARAD	658.8	MCGRRAW-HILL	2017
198	BUSINESS MARKETING	HAVALDAR, KRISHNA K	658.8	MCGRRAW-HILL	2014
199	DIGITAL MARKETING	GUPTA, SEEMA	658.8	MCGRRAW-HILL	2018
200	MARKETING	GERWAL, DHURV	658.8	MCGRRAW-HILL	2017
201	MARKETING MANAGEMENT	LAL, RAJIV	658.8	MCGRRAW-HILL	2012
202	MARKETING MANAGEMENT	SAXENA, RAJAN	658.8	MCGRRAW-HILL	2017
203	MARKETING WARFARE	RIES, AL	658.8	MCGRRAW-HILL	2018
204	RURAL MARKETING	KUMAR, DINESH	658.800954	SAGE/TEXTS	2017
205	INTEGRATED MARKETING COMMUNICATIONS	DUTTA, KIRTI	658.802	OUP	2016
206	MANAGING MARKETING	CAPON, NOEL	658.802	WILEY	2015
207	MARKETING STRATEGY	WALKER, ORVILLE C	658.802	MCGRRAW-HILL	2017
208	MANAGING MARKETING	CAPON, NOEL	658.802	WILEY	2014
209	BUSINESS-TO-BUSINESS MARKETING	BRENNAN, ROSS	658.804	SAGE/TEXTS	2014
210	SALES AND DISTRIBUTION MANAGEMENT	PANDA, TAPAN K.	658.81	OUP	2017
211	SALES AND DISTRIBUTION MANAGEMENT	PANDA, TAPAN K.	658.81	OUP	2017
212	SALES AND DISTRIBUTION MANAGEMENT	HAVALDAR, KRISHNA K	658.81	MCGRRAW-HILL	2018
213	STRATEGIC MARKETING	WEST, DOUGLAS	658.8101	OUP	2016
214	RELATIONSHIP MARKETING	GODSON, MARK	658.812	OUP	2009
215	CUSTOMER RELATIONSHIP MANAGEMENT	MULLICK, N.H.	658.812	OUP	2016
216	CRM AT THE SPEED OF LIGHT	GREENBERG, PAUL	658.812	MCGRRAW-HILL	2018
217	LEAN CUSTOMER ENGAGEMENT	NIYOGI, SHIL	658.812	SAGE PUB	2016
218	ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS	SHAH, KRUTI	658.82	MCGRRAW-HILL	2016
219	FUTURE OF BRANDING	SRIVASTAVA, RAJENDRA K.	658.827	SAGE PUB	2016

220	BRANDING DEMYSTIFIED	VERMA, HARSH V.	658.827	RESPONSE BOOKS	2010
221	DEFINITIVE BOOK OF BRANDING	KOMPELLA, KARTIKEYA	658.827	SAGE PUB	2014
222	STRATEGIC BRAND MANAGEMENT FOR B2B MARKETS	SARIN, SHARAD	658.827	SAGE PUB	2016
223	AAKER ON BRANDING	AAKER, DAVID	658.827	SAGE PUB	2015
224	MARKETING RESEARCH	BERI, G C	658.83	MCGRAW-HILL	2017
225	MARKETING RESEARCH	KUMAR, V.	658.83	SAGE/TEXTS	2015
226	CONSUMER BEHAVIOUR	KUMAR, DINESH	658.8342	OUP	2015
227	CONSUMER BEHAVIOUR	KRISHNA, RAJNEESH	658.8342	OUP	2017
228	CONSUMER BEHAVIOUR	SAHNEY, SANGEETA	658.8342	OUP	2017
229	CONSUMER BEHAVIOR	HAWKINS, DEL I.	658.8342	MCGRAW-HILL	2017
230	INTERNATIONAL MARKETING	JOSHI, RAKESH MOHAN	658.84	OUP	2017
231	GLOBAL MARKETING MANAGEMENT	LEE, KIEFER	658.84	OUP	2012
232	INTERNATIONAL MARKETING	JOSHI, RAKESH MOHAN	658.84	OUP	2017
233	E-COMMERCE	CHAN, HENRY	658.84	WILEY	2018
234	INTERNATIONAL MARKETING	CATEORA, PHILIP R	658.84	MCGRAW-HILL	2018
235	FUNDAMENTALS OF SELLING	FUTRELL, CHARLES M.	658.85	MCGRAW-HILL	2016
236	INTERNATIONAL RETAILING	ALEXANDER, NICHOLAS	658.87	OUP	2014
237	RETAIL MARKETING IN THE MODERN AGE	CHAUDHARY, PRASHANT	658.87	SAGE/TEXTS	2016
238	INFORMATION TECHNOLOGY FOR RETIAL	JOSHI, GIRDHAR	658.8702 85	OUP	2014
239	INFORMATION TECHNOLOGY FOR RETIAL	JOSHI, GIRDHAR	658.8702 85	OUP	2014
240	ONLINE MARKETING	GAY, RICHARD	658.872	OUP	2018
241	DIGITAL MARKETING	AHUJA, VANDANA	658.872	OUP	2018
242	E-BUSINESS	KULKARNI, PARAG	658.872	OUP	2018
243	ART OF DIGITAL MARKETING	DODSON, IAN	658.872	WILEY	2018
244	SOCIAL MEDIA MARKETING	TUTEN, TRACY L.	658.872	SAGE PUB	2015
245	SOCIAL MEDIA MARKETING	TUTEN, TRACY L.	658.872	SAGE/TEXTS	2015
246	POSITIONING: THE BATTLE FOR YOUR MIND	RIES, AL	659.1	MCGRAW-HILL	2017

247	INTEGRATED, ADVERTISING, PROMOTION, AND MARKETING COMMUNICATIONS	CLOW, KENNETH E.	659.1	PEARSON	2017
248	ADVERTISING MANAGEMENT	BATRA, RAJEEV	659.1	PEARSON	2018
249	'AD'APTING TO MARKETS	SRINIVAS, C SUNITHA	659.1095 4	SAGE PUB	2015
250	CORPORATE COMMUNICATION THROUGH SOCIAL MEDIA	KAUL, ASHA	659.2028 547	SAGE/TEXTS	2017
251	ADDITIVES FOR PLASTICS HANDBOOK	MURPHY, JOHN	668.411	ELSEVIER ADVANCED TECHNOLOGY	2003
252	DESIGN STRUCTURE MATRIX METHODS AND APPLICATIONS	EPPINGER, STEVEN D.	670.427	THE MIT PRESS	2016
253	COGNITION AND THE VISUAL ARTS	SOLSO, ROBERT L.	701.15	THE MIT PRESS	1996
254	ART AND VISUAL PERCEPTION	ARNHEIM, RUDOLF	701.15	UNIVERSITY OF CALIFORNIA PRESS	1974
255	LINKOGRAPHY	GOLDSCHMIDT, GABRIELA	745.4	THE MIT PRESS	2014
256	PRIVATE INDIA	PATTERSON, JAMES	813.6	ARROW BOOKS	2015
257	WONDER	PALACIO, R.J.	813.6	CORGI	2014
258	DIVERGENT	ROTH, VERONICA	813.6	HARPER COLLINS	2013
259	FAULT, IN OUR STARS	GREEN, JOHN	813.6	PENGUIN BOOKS	2017
260	RAILWAY CHILDREN	NESBIT, E.	823.8	VINTAGE CLASSICS	2012
261	ARTEMIS FOWL	COLFER, EOIN	823.914	PUFFIN	2011
262	DAY OF THE JACKAL	FORSYTH, FREDERICK	823.914	ARROW BOOKS	1971
263	NOT A PENNY MORE, NOT A PENNY LESS	ARCHER, JEFFREY	823.914	PAN BOOKS	1988
264	HUNDRED-YEAR-OLD MAN WHO CLIMBED OUT OF THE WINDOW AND DISAPPEARED	JONASSON, JONAS	839.738	ABACUS	2012
265	POMPEII	BALL, KAREN	937.7	USBORNE	2006
266	DR. BABASAHEB AMBEDKAR	KEER, DHANANJAY	954.0409 24	POPULAR PRAKASHAN	2018
