

Library, SOM
New Titles Arrived between July - August

Title No	Title	Call No	Author	Copies
17691	Principles of risk management and insurance	658.155 REJ	Rejda, George E and McNamara, Michael J	2
17693	Internet marketing : strategy, implementation, and practice	658.84 CHA	Chaffey, Dave and Others	1
17694	Marketing research	658.83 BUR	Burns, Alvin C and Others	1
17695	Cost accounting	657.42 SAX	Saxena, V K and Vashist, C D	1
17696	ISO 9000 quality systems handbook	658.562 HOY	Hoyle, David	1
17697	Computers applications in business	658.054 SUD	Sudalaimuthu, S and Raj, S Anthony	1
17698	Statistical methods	519.5 GUP	Gupta, S P	1
17699	Cost accounting	657.42 LAL	Lal, Jawahar and Srivastava, Seema	1
17700	Essentials of business communication	651.7 PAL	Pal, Rajendra and Korlahalli, J S	1
17701	Elements of mercantile law	346.02 KAP	Kapoor, N D	1
17702	Human resource management	658.3 MAT	Mathis Robert C and Jackson John H	1
17703	Management information systems:	003.542 LAU	Laudon Kenneth C and Laudon jane P	1
17704	Operations research: theory and applications	658.4034 SHA	Sharma J K	1

17705	Managerial economics theory and application	658.155 MIT	Mithani, D M	1
17706	Legal and ethical aspects of international business	343.07 RIC	Richards, Eric L. and Shackelford, Scott J	5
17711	Healthcare operations management	362.1068 MCL	McLaughlin, Daniel B and Olson, John R	5
17716	Consumer behaviour	658.8342 SET	Sethna, Zubin and Blythe, Jjim	2
17718	Brands and branding	658.827 BRO	Brown, Stephen	1
17719	Beginning R : the statistical programming language	005.133 GAR	Gardener Mark.	1
17721	Essentials of business processes and information system	658.4038011 MAG	Magal, Simha and Word, Jeffrey	1
17722	Fraud data analytics methodology : the fraud scenario a	658.473 VON	Vona, Leonard W.	1
17723	Google analytics breakthrough : from zero to business i	005.3 ALH	Alhlou, Feras and Others	1
17725	Organization design and development: Concepts and appli	658.1 SRI	Srivastava, Bhupen	1
17726	PMP : project management professional exam study guide	658.404 HEL	Heldman, Kim	1
17727	Predictive marketing : easy ways every marketer can use	658.8 ART	Artun, Omer and Levin, Dominique	1
17728	Research methods for business	001.4265 SEK	Sekaran, Uma and Bougie, Roger	1
17729	Ready, study, go! : smart ways to learn	153 BAT	Batliwala, Khurshed and Ghodke, Dinesh,	1

17730	The little book of talent : 52 tips for improving skill	153.9 COY	Coyle, Daniel	1
17731	Working with emotional intelligence	152.4 GOL	Goleman, Daniel	1
17732	13 things mentally strong people don't do : take back y	158.1 MOR	Morin, Amy	1
17733	On writing : a memoir of the craft	813.54 KIN	King, Stephen	1
17734	Marketing 4.0 : moving from traditional to digital	658.8 KOT	Kotler, Philip	1
17735	Emotional agility : get unstuck, embrace change,	155.24 DAV	David, Susan A.	1
17736	The intelligent investor : a book of practical counsel	332.678 GRA	Graham, Benjamin	1
17737	Investments	332.6 BOD	Bodie, Zvi and Others	2
17739	Business analytics : methods, models, and decisions	658.409033 EVA	Evans James R	2
17741	Universal's medical negligence and legal remedies	344.5404121 KAU	Kaushal, Anoop K.	3
17744	Medical negligence and compensation - With CD	344.540411 SIN	Singh, Jagdish and Bhushan, Vishwa	2
17746	Guide to competition law - Vol 1	343.93072 DUG	Dugar, S. M	2
17747	Guide to competition law - Vol 2	343.93072 DUG	Dugar, S. M	2
17750	Bharat's cyber laws & information technology	343.5409944 RAT	Rattan, Jyoti and Rattan, Vijay	2
17752	Digest of important labour laws : 1990 to 2017 case law	343.071 KUM	Kumar, H L	2
17754	Law of contract (a study of the Contract Act, 1872) and	346.5402 SIN	Singh, Avtar,	2

17756	Law relating to intellectual property rights	346.54048 AHU	Ahuja, V. K.	2
17758	Law of copyright and neighbouring rights : national and	346.048 AHU	Ahuja, V. K.	2
17760	Surrogacy in India : a law in the making	346.54017 MAL	Malhotra, Anil and Malhotra, Ranjith	1
17761	Pre-conception and Pre-natal Diagnostic Techniques (Pro	346.066 PUL	Puliani, Sathpal	3
17764	The right to information act 2005	342.540853 PUL	Puliani, Sathpal	2
17766	The sexual harassment of women at workplace (prevention	344.54014133PUL	Puliani, Sathpal	3
17769	The scheduled Castes and the scheduled tribes	345.54025 PUL	Puliani, Sathpal	1
17770	The Karnataka shops & commercial establishments act,196	346..07 PUL	Puliani, Sathpal	2
17772	The child labour (prohibition and regulation) act, 1986	345.07 PUL	Puliani, Sathpal	2
17774	Organizational behavior	658.31 ROB	Robbins, Stephen P and Others	2
17776	Organizational behavior	658.31 SCH	Schermerhorn, John R and others	2
17778	Financial ACCT	657 GOD	Godwin, Norman H and Others	2
17780	Managerial economics : principles and worldwide application	658.155 SAL	Salvatore, Dominick and Rastogi, Sadhartha K	2
17784	Business analytics : an application focus	658.409033 RAO	Rao, Purba Halady	1
17785	Competency-based human resource management	658.3 KAN	Kandula, Srinivas R	1

17786	Investment management	332.6 MAH	Maheshwari, Yogesh	1
17787	Managing intellectual property : the strategic imperative	346.048 SOP	Sople, Vinod V	1
17788	Organizational behaviour: text and cases	658.31 CHI	Chitale, Avinash K and Others	1
17789	Human resource management	658.3 DES	Dessler, Gary	1
17790	International human resource management	658.3 DOW	Dowling, Peter J and Others	4
17794	Cases in brand management and services marketing	658.827 GEO	George, Simon	2
17796	Understanding digital marketing : marketing strategies	658.872 RYA	Ryan, Damian	1
17797	Leadership assessment for talent development	658.4092 WAL	Wall, Tony and Knights, John	1
17798	The Oxford handbook of political methodology	320.01 BOX	Box-Steffensmeier, Janet M and Others	1
17799	Compensation management	658.322 BHA	Bhattacharyya, Dipak Kumar	1
17800	Predictive HR analytics : mastering the HR metric	658.3 EDW	Edwards, Martin R and Edwards, Kirsten	1
17801	Healthcare disrupted : next generation business models	362.1068 ELT	Elton, Jeff and O'Riordan, Anne,	1
17802	Digital sense : the common sense approach to effectively blending social business strategy, marketing technology, and customer experience	658.872 WRI	Wright, Travis and Snook, Chris J	1

17803	Encyclopedia of chart patterns	332.63222 BUL	Bulkowski, Thomas N.	1
17804	Implementing enterprise risk management : case studies	368 FRA	Fraser, John R. S and Others	1
17805	Internet, phone, mail, and mixed-mode surveys : the tailored design method	300.723 DIL	Dillman, Don A. and Others	2
17807	Marketing to millennials for dummies	658.834 PAD	Padveen, Corey	1
17808	People analytics in the era of big data	658.3 ISS	Isson, Jean Paul and Harriott, Jesse S	1
17809	Project management : case studies	658.404 KER	Kerzner, Harold R	1
17810	The brutal truth about Asian branding and how to break	658.8 BAL	Baladi, Joseph	1
17811	The handbook of mobile market research : tools and tech	658.83 POY	Poynter, Ray and Others	1
17812	The six disciplines of breakthrough learning	658.3124 POL	Pollock, Roy V. H and Others	1
17813	Training and development for dummies	658.3124 BIE	Biech, Elaine	1
17814	Vital lies, simple truths : the psychology of self-deception	153 GOL	Goleman, Daniel	1
17815	Operations management in healthcare : strategy and practice	362.1068 KAR	Karuppan, Corinne M and Others	2
17817	Health communication in the changing media landscape	610.696 VEM	Vemula, Ravindra Kumar and Gavaravarapu, Subbarao M	1
17818	Cambridge handbook of strategy as practice	658.4012 GOL	Golsorkhi, Damon and Others	1

17819	Financial services and markets	332.17 PAN	Pandian Punithavathy	1
17820	Winning on HR analytics : leveraging data for competition	658.3 SOU	Soundararajan, Ramesh and Kuldeep Singh	1
17821	Search inside yourself : the secret to unbreakable concentration, complete relaxation, total self-control	158.7 TAN	Tan, Chade-Meng	1
17822	How to be a knowledge ninja : study smarter, focus better, achieve more	371.3 ALL	Allcott, Graham	1
17823	The lean startup : how constant innovation creates radically successful businesses	658.11 RIE	Ries, Eric	1
17824	Health economics : an introduction for health professionals	338.433621 PHI	Phillips, Ceri J	1
17825	The handbook of global health communication.	362.1 OBR	Obregon, Rafael and Waisbord, Silvio	1
17826	Convert! : designing web sites to increase traffic and conversion	658.872 HUN	Hunt, Ben	1
17827	The social media bible : tactics, tools, and strategies	658.872 SAF	Safko, Lon	1
17828	Service operations management : improving service delivery	658.5 JOH	Johnston, Robert and Others	3
17831	The organizational behavior reader	658.31 OSL	Osland, Joyce S and Turner, Marlene E	1
17832	Armstrong's handbook of human resource management practice	658.3 ARM	Armstrong, Michael and Taylor, Stephen	1

17833	Designing and conducting mixed methods research	001.42 CRE	Creswell, John W and Plano Clark, Vicki L.	1
17834	Scale development : theory and applications	300.72 DEV	DeVellis, Robert F	2
17836	Medical law : text, cases, and materials	344.41041 JAC	Jackson, Emily	2
17848	Medical negligence and compensation	344.540411 SIN	Singh, Jagdish and Bhushan, Vishwa	2
17850	The law of patents : with a special focus on pharmaceuticals in India	346.0486 KHA	Khader, Feroz Ali	2
17852	The modern law of patents	346.0486 JOH	Johnson, Phillip	1
17853	Investments : analysis and management	332.6 JON	Jones, Charles P	1
17854	Statistics for management	519.502465 LEV	Levin, Richard I and Rubin, David S	1
17855	Business marketing management : B2B	658.8 HUT	Hutt, Michael D.and Speh, Thomas W.	1
17856	Financial and managerial accounting	657 WIL	Williams Jan R and Others	1
17857	E-business : organization and technical foundations	658.84 PAP	Papazoglou, Michael P and Ribbers, Pieter M A	1
17858	Investing in small-cap stocks	332.4 GRA	Graja, Christopher	1
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17860	International marketing	658.848 CAT	Cateora, Philip R and Others	1
17861	Operations research	658.4034 PAN	Panneerselvam, R	1

17862	Crafting and executing strategy: The quest for competitive advantage	658.4012 THO	Thompson, Arthur A and others	1
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17864	Innovations in healthcare management : cost-effective a	362.1068 SIN	Singh, V. K. and Lillrank, Paul	1
17865	International human resource management	658.3 DOW	Dowling, Peter J and Others	1
17866	Organization development and change	658.406 CUM	Cummings, Thomas G and Worley, Christopher G	1
17867	Business research methods : a South-Asian perspectives	001.4265 ZIK	Zikmund William G and Others	1
17868	Financial ACCT: a South-Asian perspective	657 GOD	Godwin, Norman H.and Others	1
17869	Matching supply with demand : an introduction to operations management	658.5 CAC	Cachon, Gérard and Terwiesch, Christian	1
17870	Project management : the managerial process	658.804 GRA	Gray, Clifford and Others	2
17872	Organizational behavior : An evidence-based approach	658.31 LUT	Luthans,Fred	1
17873	International human resource management: text and cases	658.3 ASW	Aswathappa, K and Dash, Sadhna	2
17875	Compensation	658.322 MIL	Milkovich George T and others	1
17876	International human resource management	658.3 GUP	Gupta, S C	1

17877	Tourism and retail : the psychogeography of liminal consumption	338.4791 MCL	McIntyre, Charles	1
17878	Conversational intelligence : how great leaders build trust and get extraordinary results	650.1014 GLA	Glaser, Judith E.	1
17879	Competing on analytics : the new science of winning	658.4013 DAV	Davenport, Thomas H. and Harris, Jeanne G.	1
17880	Navigating the labyrinth : perspectives on India's higher education	378.54 KAP	Kapur, Devesh and Mehta, Pratap Bhanu	1
17881	24 carat bold : the standard for REAL thought leaders	158.4 GIB	Gibbins-Klein, Mindy	1
17882	365 ways to raise your frequency : simple tools to incr	204 ALV	Alvarez, Melissa	1
17883	42 rules for growing enterprise revenue	658.406 SHI	Shirman, Lilia	1
17884	42 rules for 24-hour success on LinkedIn	650.13 MUC	Muccio, Chris and Others	1
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17886	42 rules for effective connections	650.14082 ROS	Ross-Parker, Bonnie and Elsberry, Cindy	1
17887	42 rules for sourcing and manufacturing in China	658.5 COA	Coates, Rosemary	1
17888	42 rules for your new leadership role : the manual they	658.4092 ROL	Rollin, Pam Fox	1
17889	42 rules of cold calling executives	658.872 VAN	Vanella, Mari Anne	1
17890	42 rules of employee engagement	658.314 STA	Stamm, Susan	1
17891	42 rules of marketing	658.8 LOW	Lowell, Laura	1

17892	42 rules of social media for business	658.872 JAC	Jacobson, Jennifer L.	1
17893	42 rules to increase sales effectiveness	658.85 GRI	Griego, Michael	1
17894	42 rules to jumpstart your professional success	658.045 BIL	Bilanich, Bub	1
17895	42 Rules to turn your prospects into customers	658.8101 POW	Powell, Meridith Elliott	1
17896	A wonderful boss : great people to work with	658.4092 KAP	Kapoor, Virender	1
17897	Age of discovery : navigating the risks and rewards of	909.82 GOL	Goldin, Ian and Kutarna, Chris	1
17898	... and then you're dead!.	158.1 RAI	Rai, Jim	1
17899	Bare knuckle people management : creating success with	658.4022 ONE	O'Neil, Sean and Kulisek, John	1
17900	Big data : does size matter?	005.7 HAR	Harkness, Timandra	1
17901	Big magic : creative living beyond fear	810 GIL	Gilbert, Elizabeth	1
17902	Brand Vinci : decoding facets of branding	658.827 PAD	Padaki, Pavan	1
17903	Calling India : how India became the offshoring capital	658.40580954 SEN	Sen, Satindra	1
17904	Capital wars	337 PIN	Pinto, Daniel	1
17905	Cultural intelligence	658.408 MID	Middleton, Julia	1
17906	Don't feed the ducks : inspire your people, create a br	650.1 OCO	O'Connell, Liam	1
17907	Economics made simple : how money, trade and markets re	330 PIR	Pirie, Madsen	1
17908	Finding the space to lead	658.4092 MAR	Marturano, Janice	1

17909	Forgotten fundamentals : the answers are in the box	158.1 CLA	Clark, Dan	1
17910	Found	338.040954 LAK	Lakkur, Naveen	1
17911	From vision to exit : the entrepreneur's guide to build	377 RIG	Rigby, Guy	1
17912	Get that job : interviews : how to keep your head and g	650.144	Steps to success.	1
17913	Get yourself	650.14	Publishing, Bloomsbury	1
17914	Hoof it! : 7 key lessons on your journey of success	158.1 NOR	Norris, Richard	1
17915	Inseparable twins : paired principles to inspire young	158.1 LAK	Lakur, Naveen	1
17916	It's the people! : what really drives great management	658.4092 DEM	Dembitz, John	1
17917	Predictable success : getting your organization on the	658 MCK	McKeown, Les	1
17918	Six disciplines execution revolution : solving the one	658.401 HAR	Harpst, Gary	1
17919	Six disciplines for excellence	658.022 HAR	Harpst, Gary	1
17920	Smart moves management : cultivating world-class people	658.3 THE	Theford, John	1
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17928	Steve Jobs : the man who thought different	330.09 BLU	Blumenthal, Karen	1