

List of New Books procured for Library 2018 & 2019

1	9536	China Behind the miracle
2	9537	International Economics
3	9538	International Economics
4	9539	Macro Economics
5	9540	Modern public Finance: Theory and Policy
6	9541	Banking: Theory Law and practice
7	9542	Bank credit management
8	9543	Bank Management
9	9544	Development Banking and Financial Intermediaries
10	9545	Banking and Financial Services
11	9546	Remedial Mathematics
12	9547	Management of Financial service Markets and Institutions
13	9548	Salesmanship
14	9549	Social Marketing
15	9550	Services marketing
16	9551	Franchising
17	9552	Retail Management
18	9553	Integrated Marketing Communication
19	9554	Modern Marketing Research
20	9555	Retail Management
21	9556	Marketing Research
22	9557	Modern Marketing
23	9558	E-commerce and E-business
24	9559	Services marketing
25	9560	Advertising sales and promotion management
26	9561	sales management
27	9562	financial markets and financial services
28	9563	Financial inclusion
29	9564	Small scale enterprises and entrepreneurship ecosystem
30	9565	Management Information system
31	9566	Management Information system
32	9567	Statistics for business and economics
33	9568	Cases in Business Ethics
34	9569	Information technology project management
35	9570	Enterprise project management
36	9571	Internet marketing and e-commerce
37	9572	Management Information system
38	9573	New Era of management
39	9574	Business ethics
40	9575	Communicating in Business
41	9576	Creating a winning E-business
42	9577	B2B marketing
43	9578	Business Analytics: Data Analysis

44	9579	International Marketing
45	9580	Pricing
46	9581	Economics for Managers
47	9582	Entrepreneurship
48	9583	Network security and Cryptography
49	9584	Principles of Micro economics
50	9585	Principles of Micro economics
51	9586	Introduction to retailing
52	9587	Branding in a competitive market place
53	9588	Strategy: Theory & Practice
54	9589	Introducing research Methodology
55	9590	Mentoring
56	9591	Marketing research: A Global outlook
57	9592	Body language
58	9593	The 10 Commandments for family Bussiness
59	9594	HRD Audit
60	9595	Strategic Brand Management for B2B markets
61	9596	Emotional Intelligence at work
62	9597	Adapting to Marketing
63	9598	Research methods for business and social science students
64	9599	Who cheats and How
65	9600	Gender issues in water and sanitation Programmes
66	9601	Interrogating Womens Leaderships and Empowerment
67	9602	Macroeconomics simplified
68	9603	Stress and work
69	9604	Cracking The Creativity Code
70	9605	Management Consulting In India
71	9606	Case Study Research What, Why And How
72	9607	Agri- Input Marketing in India
73	9608	Empowering Rural Women
74	9609	Sagubadi
75	9610	Sagubadi
76	9611	Sagubadi
77	9612	Sagubadi
78	9613	Sagubadi
79	9614	Doing Business Ethically By Lessons Learned,
80	9615	Developing a Business Case By Competitive Strategy
81	9616	HBR's 10 Must Reads on Communication
82	9617	HBR's 10 Must Reads on Innovation
83	9618	HBR's 10 Must Reads on Strategic Marketing
84	9619	What is Marketing
85	9620	The Little Black Book of Innovation: How it Works. How to Do it
86	9621	Creating Business Planning
87	9622	Guide to Business Communication
88	9623	Loving you Work
89	9624	Making the Sale

90	9625	Managing Time
91	9626	Running Meetings
92	9627	Teaching and the Case Method
93	9628	Teaching with Cases: A Practical Guide
94	9629	Entrepreneur's Toolkit
95	9630	Managing Projects
96	9631	Presentations By HBR,
97	9632	Ethics for the Real World
98	9633	Blue Ocean Strategy
99	9634	Can China Lead? Reaching the Limits of Power and Growth
100	9635	How to Write a Great Business Plan
101	9636	Employee First By Vineet Nayar,
102	9637	HBR Guide to Finance Basics for Managers
103	9638	HBR Guide to Persuasive Presentations
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		R kapse, P S & Deshmukh, P R
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