

New Arrival of Books (October 1-31, 2019)

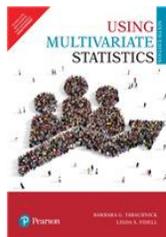
IIM Jammu Library



भारतीय प्रबंध संस्थान जम्मू
Indian Institute of Management Jammu

Using multivariate statistics. - 6th ed. / Tabachnick, Barbara G | Fidell, Linda S. - Noida: Pearson, 2018

Call No- 519.535 TAB



This book provides practical guidelines for conducting numerous types of multivariate statistical analyses. It gives syntax and output for accomplishing many analyses through the most recent releases of SAS, SPSS, and SYSTAT, some not available in software manuals. The book maintains its practical approach, still focusing on the benefits and limitations of applications of a technique to a data set - when, why, and how to do it. Overall, it provides advanced students with a timely and comprehensive introduction to today's most commonly encountered statistical and multivariate techniques, while assuming only a limited knowledge of higher-level mathematics.

International business: environments and operations. - 16TH ed. / Daniels, John | Radebaugh, Lee | Sullivan, Daniel | Salwan, Prashant. - Noida: Pearson, 2018

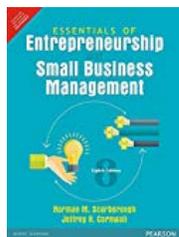
Call No- 658.18 DAN



In this book, the authors provide enhanced idea about international business with authoritative theories and lot of updated or newly written cases which helps students effectively apply what they have learned. The ideas discussed in chapter in a way that prompts students to engage their imagination about the world's future. As rigorous and practical as ever, this edition remains up-to-date through updated or newly written cases, streamlined writing, and expanded coverage of relevant global changes Some new topics and cases have also been included.

Essentials of entrepreneurship and small business management. - 8th ed. / Scarborough, Norman M | Cornwall, Jeffrey R. - Noida: Pearson, 2018

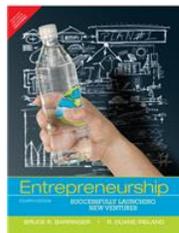
Call No-338.04 SCA



This eighth edition introduces the processes of new venture creation and the critical knowledge needed to manage your business once it is formed. The book includes chapters the challenges of entrepreneurship, building a business plan, marketing considerations, e-commerce and the entrepreneur, advertising and pricing for profit, financial considerations and managing cash flow, building a competitive edge, and debt/equity and site and location considerations

Entrepreneurship: successfully launching new ventures. - 4th ed. / Barringer, Bruce R | Ireland, R Duane. - Noida: Pearson, 2018

Call No-338.04 BAR



In this books, the author emphasis on the entrepreneurial process - particularly opportunity, recognition and feasibility analysis. This book contains many real-life examples, makes a thoughtful, practical guide to the process of launching new ventures. It begins by introducing a model of the entrepreneurial process, and follows the model throughout the book. A four part organization makes the journey toward understanding the entrepreneur process both enjoyable and

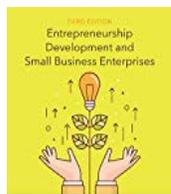
productive.

Communication: principles for a life time. - 6th ed. / Beebe, Steven A | Beebe, Susan | Ivy, Diana K. - Noida: Pearson, 2018
Call No- 658.45 BEE



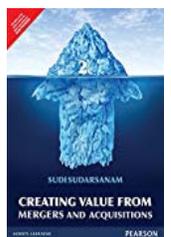
In this book, the authors provide enhanced idea about communication and the challenges someone face when they are to deliver some knowledge or message. This sixth edition retains not only its five-principle framework as previous editions but also added updated content and new architecture helps students in a better way to build and use strong communication skills.

Entrepreneurship development and small business enterprises. - 3rd ed. / Charantimath, Poornima M. - Noida: Pearson, 2019
Call No- 338.04 CHA



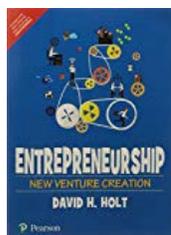
This book discusses how entrepreneurs can successfully manage their ventures in a highly dynamic and challenging environment. This book prepares students for life outside the classroom through case studies drawn from diverse sectors, profiles of successful entrepreneurs and projects that promote analysis and decision making. Each Chapter begins with a picture serve as ice-breakers and narrate the key concepts of the Chapter through a powerful story around an entrepreneur or company for better understanding of the Chapter new end-of-chapter activities and projects designed to promote effectual Reasoning. Fourteen end-of-chapter case studies drawn from diverse sectors reflect current thinking and practice in the Indian context.

Creating values from mergers and acquisitions: the challenges. - 2nd ed. / Sudarsanam, Sudi. - New Delhi: Pearson, 2016
Call No-658.162 SUD



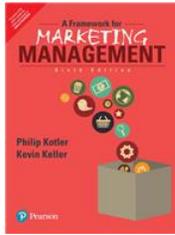
This book provides an international and multidisciplinary perspective of M & A and considers M & A as a process and not a mere transaction. The author draws upon economics, finance, strategy, law, organizational theories to formulate a five-stage model and emphasizes the need to understand the interconnected nature of these stages. The book's central focus is on the challenges to using M & A as an instrument to create shareholder value, how M & A risks can be mitigated and how odds of success in acquisitions can be increased.

Entrepreneurship: new venture creation. / Holt, David H. - New Delhi: Pearson, 2017
Call No-338.04 HOL



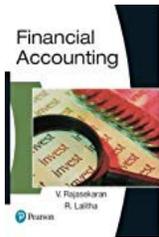
Entrepreneurship is aimed at helping students transform their entrepreneurial dreams into reality. The book is organized in a way that will help readers explore the nature of entrepreneurship, provides models for new venture creation, and describes ways to help entrepreneurs succeed. Each chapter incorporates learning objectives, checkpoint questions, examples, and illustrations to help students learn about the entrepreneurial processes. Approximately 50 brief biographies or profiles of successful entrepreneurs are presented throughout the text to illustrate real-world results of new ventures.

Framework for marketing management. – 6th ed. / Kotler, Philip | Keller, Kevin Lane. - Noida: Pearson, 2018
Call No- 658.8 KOT



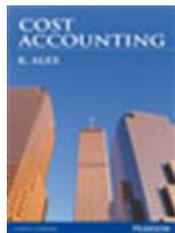
This book is a concise, streamlined version of Kotler and Keller's fifteenth edition of Marketing Management, a comprehensive look at marketing strategy. The book's efficient coverage of current marketing management practices makes for a short yet thorough text that provides the perfect supplement for incorporated simulations, projects, and cases. This edition approaches the topic of marketing from a current standpoint, focusing its information and strategy on the realities of 21st century marketing. Individuals, groups, and companies alike can modernize their marketing strategies to comply with 21st century standards by engaging in this succinct yet comprehensive text.

Financial accounting. / Rajasekaran, V. - Noida: Pearson, 2016
Call No-657 RAJ



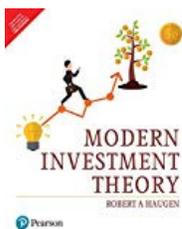
This book provides a comprehensive, simple, and pragmatic presentation of various concepts in accounting. Rich in pedagogy and extensive in coverage, the book not only meets the requirements of the undergraduate students of different Indian universities but will also be useful for the students of CA, CS, MBA and ICWA. Concepts has been explained with the help of diagrams, step by step illustrations and over 400 solved examples. This book has been written to facilitate those who are preparing for various other competitive examinations.

Cost accounting. / Alex, K. - Noida: Pearson, 2012
Call No- 657.42 ALE



This book deals with all basic and advance concepts of cost accounting and designed to provide essential skill sets to those who are planning and controlling their business financials. Many exercises have also been designed to give students a hands-on experience in cost accounting. Uses learning tools such as chapter outlines, learning objectives, chapter summaries, end-of-chapter questions and problems to help the reader grasp the subject better.

Modern investment theory. - 5th ed. / Haugen, Robert A. - Noida: Pearson, 2018
Call No- 332.6 HAU



This text offers accurate and intuitive coverage of investments, with an emphasis on portfolio theory. It includes extensive discussion of capital asset pricing, arbitrage pricing, pricing of derivative securities, interest rates, and bond management. Stock valuation, estimating future earnings and dividends, and fixed income markets are examined.

Financial markets and institutions. – 8th ed. / Mishkin, Fredric S | Eakins, Stanley G | Jayakumar Tuli | Pattnaik, R K. - Noida: Pearson, 2019

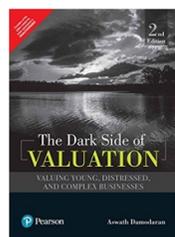
Call No- 332 MIS



In this book, the authors provide a practical introduction to prepare students for today's changing landscape of financial markets and institutions. A unifying framework uses core principles to organize students' thinking then examines the models as real-world scenarios from a practitioner's perspective. By analysing these applications, students develop the critical-thinking and problem-solving skills necessary to respond to challenging situations in their future careers.

Dark side of valuation: valuing young, distressed and complex business. - 2nd ed. / Damodaran, Aswath. - Noida: Pearson, 2018

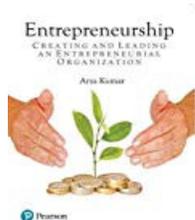
Call No-332.63221 DAM



In this book, the author brings together today's best practices for accurately valuing young, distressed and complex businesses. The author looks at a range of these companies, from start-ups in new businesses to distressed companies, from banks facing regulatory turmoil to commodity firms, and from emerging market upstarts to multinationals that spread across geographies and businesses. With each grouping, he helps you examine the call of the dark side and its practices and frameworks to value these firms. The author looks at companies across the life cycle and in different markets, from Uber and Shake Shack at one end of the spectrum to Vale, Royal Dutch, and United Technologies at the other end. In the process, you learn how to Deal with "abnormally low" and negative risk-free rates in valuation Adapt to dynamic and changing risk premiums Value young companies that are disrupting existing businesses Analyze commodity and cyclical companies across cycles Value a company as the sum of its parts or as an aggregation of its users/subscribers and customers Determine the difference between pricing and valuation, and why some investments can only be priced.

Entrepreneurship: creating and leading an entrepreneurial organization. - / Arya Kumar. - Noida: Pearson, 2018

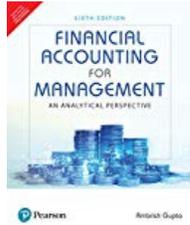
Call No- 658.45 BEE



A new venture or business always stands on the precarious ground of unpredictable challenges wherein it is constantly subjected to pressures from competition and the ever changing dynamics of the market. In this scenario, a venture can only be successful, if it is guided by **an entrepreneur** who measures situations insightfully and calculates the risks before taking a plunge. This book is about creating, managing, and leading an entrepreneurial organization. The contents would help in inculcating an entrepreneurial mind-set, developing entrepreneurial skills, and equipping the reader with the basic knowledge and skills for launching and managing the growth of a venture.

Financial accounting for management. - 6th ed. / Gupta, Ambrish. - Noida: Pearson, 2019

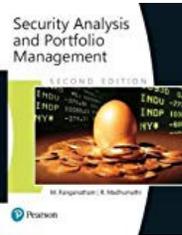
Call No-657 GUP



Continuing with the ongoing improvements since the first edition, the approach in the sixth edition has been to incorporate the latest accounting standards, principles, and practices in corporate financial reporting and analysis prevailing in India, which are in accordance with the international financial reporting standards, and present them in a simple manner. The entire text has been revamped in accordance with the standards and principles laid down in IFRS converged Ind ASs, which focus on fair value measurement, and Ind AS compliant schedule III, which is believed to be compatible with the international literature on the subject..

Security analysis and portfolio management. – 2nd ed. / Ranganatham, M | Madhumathi, R. - Noida: Pearson, 2019

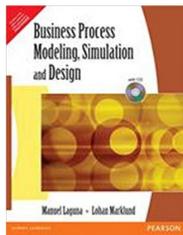
Call No-332.6 RAN



This book provides a more comprehensive coverage of security analysis and portfolio management. It has been expanded to strengthen the conceptual foundation and incorporates the latest research and up-to-date thinking in all the chapters. Completely new chapters on portfolio risk analysis, portfolio building process, mutual fund management, and portfolio performance evaluations and hedging portfolio risk have been included. The book employs learning tools such as learning objectives, chapter outlines, detailed chapter summaries, key terms and review questions to help the reader grasp the subject matter better.

Business process, modeling, simulation and design. - / Laguna, Manuel | Marklund, Johan. - Noida: Pearson, 2011

Call No- 658.401 LAG



This book covers the design of business processes from a broad quantitative modeling perspective. The text presents a multitude of analytical tools that can be used to model, analyse, understand and ultimately, to design business processes. The range of topics in this text include graphical flowcharting tools, deterministic models for cycle time analysis and capacity decisions, analytical queuing methods, as well as the use of Data Envelopment Analysis (DEA) for benchmarking purposes.

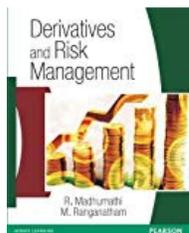
Corporate accounting. - / Rajasekaran, V | Lalitha R. - .Noida: Pearson, 2019

Call No- 657 RAJ



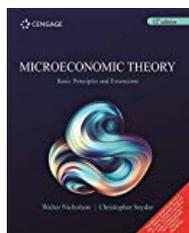
This book sets a new standard for the textbooks with rich pedagogy and an easy-to-understand approach that aims at equipping students with a solid grounding in the concepts in corporate accounting. The book is made up of independent chapters dealing with a particular aspect of corporate accounting. The text in each chapter is accompanied with illustrative material and many questions and problems for better grasp of the subject.

Derivatives and risk management. - / Madhumathi, R | Ranganathan, M. - Noida: Pearson, 2012
Call No- 658.155 MAD



This text provides cutting-edge material comprising new and unique study tools and fresh, thought-provoking content. The organization of the text is designed to conceptually link a firm's actions to its value as determined in the derivatives market. It addresses the specific needs of Indian students and managers by successfully blending the best global derivatives and risk management practices with an in-depth coverage of the Indian environment.

Microeconomic theory: basic principles and extensions. - 12th ed. / Nicholson, Walter | Synder, Christopher. - New Delhi: Cengage, 2018
Call No-658.162 SUD



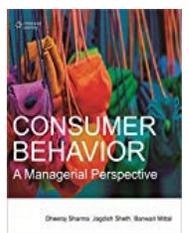
This 12th edition offers a level of mathematical rigor ideal for upper-level undergraduate or beginning graduate students. This edition provides clear, accurate coverage of advanced microeconomic concepts while illustrating how theory applies to practical situations. Readers work with theoretical tools, real-world applications, new behavioural economics problems, and the latest developments in microeconomics. The book's unique presentation even helps build student intuition with highly-acclaimed, two-tier end-of-chapter problems that begin with simple numerical/mathematical exercises followed by more analytical, theoretical, complex, and behavioural economics problems.

International marketing. - 10th ed. / Czinkotz, Micheal R | Ronkainen, Ilkka A. - New Delhi: Cengage, 2017
Call No-658.84 CZI



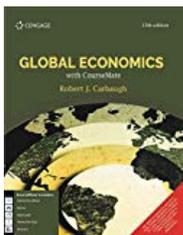
This book is a completely up-to-date text for one of the most dynamic upper-level and graduate courses in marketing departments today. It offers the entire range of international marketing topics beginning with start-up operations, continuing with new market entry considerations, and concluding with the international issues confronting giant global marketers. The text is designed for the undergraduate student with prior exposure to the marketing field. Because of its in-depth coverage, it also presents an excellent challenge for graduate instruction and executive education.

Consumer behavior: a managerial perspective. - / Sharma, Dheeraj | Sheth, Jagadish | Mittal, Banawari. - New Delhi: Cengage, 2015
Call No- 658.8342 SHA



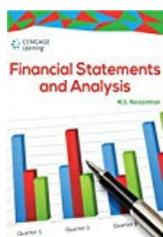
This book goes beyond the conventional subject matter of most consumer behavior textbooks, focusing not only on the role of consumers as buyers, but also on their roles as users and payers. This book primarily focuses on consumer behavior from a managerial perspective, emphasizing marketing strategy and marketing management, making this more appropriate for upper level, or graduate level courses. This book adopts a Consumer Values framework to demonstrate how consumer behavior is driven by the market values that consumers seek, helping readers to understand the decision-making process. The six-value framework offers marketers an avenue to practice the relationship orientation and, as a result, achieve consumer satisfaction and retention.

Global economics: with coursemate. - 13th ed. / Carbaugh, Robert J. - New Delhi: Cengage, 2017
Call No- 337 CAR



This book demonstrates the relevance of theory to real-world economic issues and policy questions. Discussions are presented both verbally and graphically, making the text highly accessible even for students with little economics background, and a flexible format makes the text suitable for a wide range of course structures and subjects.

Financial statements and analysis. - / Narsimhan M S. - New Delhi: Cengage, 2016
Call No-657.3 NAR



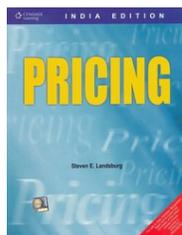
The book is intended to provide a feeling of completeness to the readers in their understanding of financial statements. Even for those from a non-accounting background, this simple and easily readable text helps to read and understand financial statements and to be able to evaluate the financial health of a company. The book is relevant for non-financial managers, entrepreneurs, and the students of accounting courses from different backgrounds. It is also relevant for those pursuing courses on valuation, mergers and acquisition, and specialized course on Financial Statement Analysis.

Introductory econometrics: a modern approach. – 5th ed. / Wooldridge, Jeffery M. - New Delhi: Cengage, 2019
Call No- 330.015195 WOO



This book's unique presentation demonstrates how econometrics can be used to empirically study and answer questions across a variety of disciplines. A reflection of how econometric instruction has evolved, this text is organized around the type of data being analysed with a systematic approach, where assumptions are introduced only as they are needed to obtain a certain result. This approach simplifies the exposition and makes the text's material easier for students to comprehend. Packed with timely, relevant applications the text emphasizes examples that have implications for policy or provide evidence for or against economic theories.

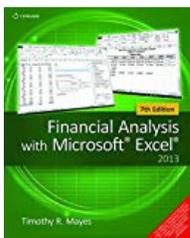
Pricing. / Landsburg, Steven E. - New Delhi: Cengage, 2009
Call No- 338.52 LAN



This edition thoroughly develops the standard topics of intermediate price theory as well as such innovative topics as the economics of information, alternative normative criteria, efficient asset markets, contestable markets, antitrust law, human capital, and the demand for public goods. It also uses the timely topic of social welfare as a unifying concept throughout. Extensive sections are devoted to topics excluded from many standard intermediate textbooks, such as alternative normative criteria, efficient asset markets, contestable markets, antitrust law, and mechanisms for eliciting private information regarding demand for public goods, human capital, increasing returns in economic growth, the Capital Asset Pricing Model, and the pricing of stock options.

Financial analysis with Microsoft excel 2013. – 7th ed. / Mayes, Timothy R. - New Delhi: Cengage, 2019

Call No- 657.3 MAY



This text help the readers to develop a proficiency in using Excel® 2013 to solve real financial problems without sacrificing any finance background. This edition covers all of the topics in today's corporate finance course, including financial statements, budgets, the Market Security Line, pro forma statements, cost of capital, equities, and debt. A reader-friendly, self-directed learning approach and numerous study tools make this book both an ideal resource for independent learning and a valuable long-term reference tool.

Principles of human resource management. – 16th ed. / Bohlander, George W | Snell, Scott A. - New Delhi: Cengage, 2019

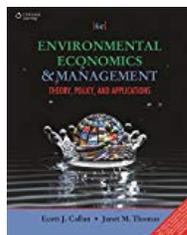
Call No- 658.3 BOH



This book builds upon a foundation of research and theory with an inviting, practical framework that focuses on today's most critical HR issues and current practices. The book's engaging writing style and strong visual design use more than 500 memorable examples from a variety of real organizations to illustrate key points and connect concepts to current HR practice. Fresh cases throughout this edition spotlight the latest developments and critical trends, while hands-on applications focus on practical tips and suggestions for success.

Environmental economics and management: theory, policy and application. – 6th ed. / Callan, Ecott | Thomas, Janet M. - New Delhi: Cengage, 2016

Call No- 333.7 CAL



With a strong focus on policy and real-world issues, this book does not compromise economic theoretical concepts but it does complement economic theory with timely, real-world applications. This Book will be helpful for both who have minimal exposure to economics, and with an advanced understanding of economics. The book emphasizes the use of economic analytical tools, such as market models, benefit-cost analysis, and risk analysis, to assess environmental problems and to evaluate policy solutions. With a proven, modular structure, this edition provides a well-organized presentation.

Personal financial planning. – 13th ed. / Gitman, Lawrence J | Joehnk, Micheal D | Billigslay, Randell S. - New Delhi: Cengage, 2017

Call No- 332.024 GIT

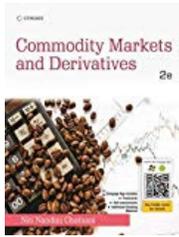


The book follows a life-cycle approach--addressing financial plans, assets, credit, insurance, investment, and retirement--as individuals and families progress through life. The latest updates reflect the most recent financial developments

and research--from new tax laws and the latest financial data to professional financial advice that considers the impact of the recent global financial crisis. The 13th edition is packed with new information for example, changing spending habits for the better, knowing the right questions to ask a financial adviser, using tips on budgeting and planning for retirement, knowing what to look for when choosing a bank, knowing whether to buy or lease a car, knowing what's important when buying your first home, and choosing the right credit card.

Commodity markets and derivatives. – 2nd ed. / Chatnani, Niti Nandini. - New Delhi: Cengage, 2019

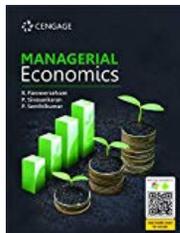
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The commodity derivative markets have gained an important place among the Indian financial markets, and their integration with the equity derivative markets is also gaining pace. This Book has been prepared with the specific objective of serving B-Schools for their commodity derivatives courses. Even though the functioning of commodity derivative markets is similar worldwide, this book is written with a focus on the Indian commodity markets. The book will equally be of interest and importance to all those seeking knowledge to participate in these markets.

Managerial economics. / Panneerselvam R | Sivasankaraan P | Senthilkumar P. - New Delhi: Cengage, 2018

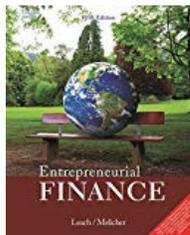
Call No- 330 PAN



This book presents complete concepts and techniques for understanding and analyzing the elements of managerial economics to help to visualize the linkages between firms, industries, and national and global economies for effective business planning and operation.

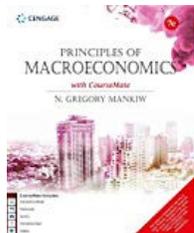
Entrepreneurial finance. – 5th ed. / Leach, J Chris | Melicher, Ronald W. - New Delhi: Cengage, 2019

Call No- 658.15 LEA



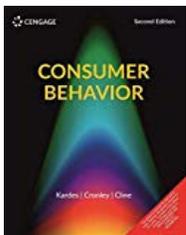
This text guides readers through a complete "life cycle of the firm" as it introduces the theories, knowledge, and corporate finance tools and techniques an entrepreneur needs to start, build, and eventually harvest a successful venture. With a strong emphasis on sound financial management practices, the text explores important issues entrepreneurs face, including how and where to obtain financing, using business cash flow models, and positioning the early-stage company strategically. Students will also gain an understanding of how to interact effectively with financial institutions and regulatory agencies that can affect venture growth and enable liquidity for investors.

**Principles of macroeconomics: with corsemate. – 7th ed. / Mankiw, N. Gregory. New Delhi: Cengage, 2019
Call No- 339 MAN**



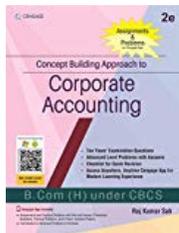
This book continues to be the most popular and widely-used text in the economics classroom. A text by a superb writer and economist that stresses the most important concepts without overwhelming students with an excess of detail. A thorough update has been made to keep all chapters fresh and relevant with current Economic coverage. The seventh edition contains extensively updated coverage of relevant, current Economic topics. A few of the chapters with the most comprehensive updates include: 12 – The Design of the Tax System, 20 – Income Inequality and Poverty, 23 – Measuring a Nation's Income, 24 – Measuring the Cost of Living, 25 – Production and Growth, & 28 – Unemployment.

**Consumer behavior. – 2nd ed. / Kardes, Frank R | Cronley, Maria L | Cline, Thomas W. New Delhi: Cengage, 2019
Call No- 658.8342 KAR**



This text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. It devotes ample attention to "classic" consumer behavior topics, including consumer information processing, consumer decision-making, persuasion, social media and the role of culture and society on consumer behavior. In addition, this innovative text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies. This versatile text strikes an ideal balance among theoretical concepts, cutting-edge research findings, and applied real-world examples that illustrate how successful businesses apply consumer behavior to develop better products and services, market them more effectively, and achieve a sustainable competitive advantage.

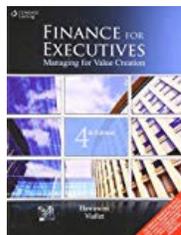
**Concept building approach to corporate accounting. – 2nd ed. / Sah, Raj Kumar. New Delhi: Cengage, 2019
Call No- 657 SAH**



This book follows a unique "Teach Yourself" approach with simple presentation and easy to navigate. This book covers the provisions of the Companies act, 2013 with latest updates and the applicable Accounting Standards with emphasis on Indian Accounting Standards (Ind AS).

Finance for executives: managing for value creation. – 4th ed. / Hawawini, Gabriel | Vialle, Claude. New Delhi: Cengage, 2019

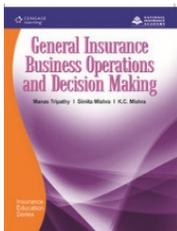
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This book illustrates the importance of financial information in maximizing firm value. The authors draw on their wealth of business and teaching experience to provide a concise, analytically sound introduction to financial management that is neither too simplistic nor too theoretical. In fact, the text masterfully balances a thorough exploration of modern finance principles with a strong practical focus on real-world applications and rigorous analysis, even while avoiding complicated formulas with little value for decision-making.

General insurance business operations and decision making. / Tripathy, Manas. - New Delhi: Cengage

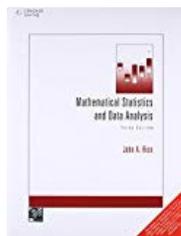
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The book shows how law of linkage between Macro Environment and General Insurance stipulates that transformation of General Insurance takes place in tandem with transformation of Macro-economic Environment to provide adequacy of insurance cover to meet the demands of the society in the new macro-environment. In this scenario, insurance industry is increasingly seen as a component of financial sector as a whole, which necessitated the opening of the sector almost globally.

Mathematical statistics and data analysis. – 3rd ed. / Rice, John A. - New Delhi: Cengage, 2018

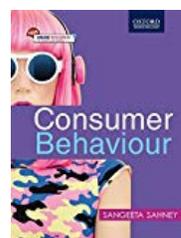
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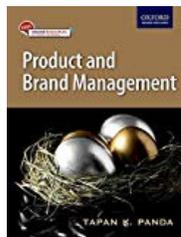
This is the first text in a generation to re-examine the purpose of the mathematical statistics course. The book's approach interweaves traditional topics with data analysis and reflects the use of the computer with close ties to the practice of statistics. The author stresses analysis of data, examines real problems with real data, and motivates the theory. The book's descriptive statistics, graphical displays, and realistic applications stand in strong contrast to traditional texts that are set in abstract settings.

Consumer behavior. / Sahney, Sangeeta. - New Delhi: Oxford University Press, 2017

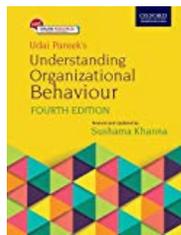
Call No- 658.8342 SAH



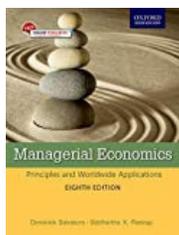
This book intended for students of MBA specializing in marketing, undertakes detailed discussions to explain and analyse behaviour of Indian consumers, and strategies used by marketers to deal with them. The book is divided into 16 chapters. It begins with introducing the subject, market research, market segmentation, and positioning. The book elaborates on the process of consumer decision making also providing key learnings for a budding marketer to handle situations. The text emphasizes examples that have implications for policy or provide evidence for or against economic theories

Product and brand management. / Panda, Tapan K. - New Delhi: Oxford University Press, 2016**Call No- 658.827 PAN**

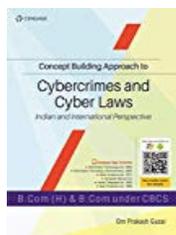
This comprehensive book offers in-depth coverage of various elements, valuation techniques, and emerging applications for managing a product as well as a brand. The book has been divided into seven parts. Part I provides a detailed discussion on handling products, product life cycle, and developing new products. Parts II and III explain the various brand choice models, brand identity, and brand image in detail. Part IV describes the marketing and accounting concerns of brand valuation, and the methods of brand tracking and monitoring. Parts V, VI, and VII elucidate the brand revitalization techniques, methods of building a successful brand in the Indian market, and strategies used to keep brands alive across geographical borders.

Understanding organizational behaviour – 4th ed. / Pareek, Udai | Khanna, Sushama. New Delhi: Oxford University Press, 2017**Call No- 658.402 KHA**

This fourth edition of the text is a comprehensive textbook tailored to meet the needs of postgraduate management students. It has been extensively revised to include new topics, examples, and case studies. The book explores the core concepts and theories of organizational behaviour (OB) through managerial applications. It provides in-depth coverage of the issues and challenges faced by Indian companies in relation to different organizational units: the individual, the role, the team, and the organization.

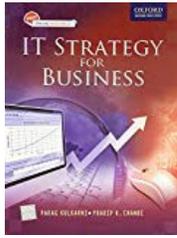
Managerial economics: principles and worldwide applications. - 8th ed. / Salvatore, Dominick | Rastogi, Siddhartha K. - New Delhi: Oxford University Press, 2016**Call No- 330 SAL**

This book is a comprehensive textbook designed for courses in managerial economics in business schools. Reflecting the highly globalized nature of tastes, production, labour markets and financial markets in today's world, the book presents the theory of the firm as a unifying theme to examine the managerial decision-making process. Adopting a global perspective, it synthesizes economic theory, decision science, and business administration studies, examining how they interact as a firm strives to reach optimal profitability and efficiency in the face of modern constraints.

Concept building approach to cybercrimes and cyber laws. / Gusai, Om Prakash. - New Delhi: Cengage, 2019**Call No- 343.09944 GUS**

This book is designed to cater needs of students, who are interested in reading about cybercrimes and cyber laws. It provides a comprehensive and accessible summary of the history, developments and efforts to tackle cybercrimes in various forms at all levels of government - international, national, state and local.

IT strategy for business. / Kulkarni, Parag | Chande, Pradip K. - New Delhi: Oxford University Press, Call No- 658.05 KUL



This book is a comprehensive textbook designed to meet the requirement of MBA students specializing in Information Technology or Systems. The book positions IT as a strategic business tool and knowledge catalyst. Based on original research by the authors, it introduces various aspects of IT strategy and business strategy, and stresses upon the strategic use of IT for building competitive advantage. The book explains how a firm can strike a perfect balance between technology and business, and gives a practical insight into IT strategies for all kinds of enterprises, including those that specialize in Information Communication Technologies (ICT) or offer related goods and services.