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**August 10, 2023****Accession Register**

<b>S.N.</b>	<b>Accession No</b>	<b>Title</b>	<b>Call No</b>	<b>Vol No</b>
	<b>Accession Date</b>	<b>Acquisition Details</b>	<b>Location</b>	
1	11077 18/06/2023	Advertising and IMC. / Moriarty, Sandra ; Mitchell, Nancy and Wells, William .- Tenth ed. Ed. . ; Mumbai : Pearson , 2018 <b>Item Price: INR : 839.00; Cost in Rupees: 839.00</b>	659.1 MOR	
2	11078 18/06/2023	Advertising and IMC : Principles and practice ; Uttar Pradesh : Pearson , <b>Item Price: INR : 820.00; Cost in Rupees: 820.00</b>	658.1 MOR	
3	11079 19/06/2023	Advertising and promotion : An integrated marketing communications perspective / Belch ,George E. ; Belch, Michael A. and Purani, Keyoor .- 12 ed. Ed. . ; chennai : McGraw-Hill , 2022 Pages: 712p. <b>Item Price: INR : 745.00; Cost in Rupees: 745.00</b>	659.1	
4	11080 22/06/2023	Advertising and integrated marketing communication. / Shah, Kruti ; Chennai : McGraw Hill Education , 2018 Pages: 889p. <b>Item Price: INR : 1,050.00; Cost in Rupees: 1,050.00</b>	659.1 SHA	
5	11081 17/06/2023	Advertising and promotion : An integrated marketing communications perspective / Belch, George E. ; Belch, Michael A. and Purani, Keyoor ; Tamil Nadu : McGraw Hill Education , 2013 Pages: 1016p. <b>Item Price: INR : 1,050.00; Cost in Rupees: 1,050.00</b>	659.1 BEL	
6	11082 17/06/2023	Advertising, selling and promotion. / Narang, Ritu ; Uttar pradesh : Pearson , 2020 Pages: 626p. <b>Item Price: INR : 720.00; Cost in Rupees: 720.00</b>	659.1 NAR	
7	11083 18/06/2023	Bankers' handbook on credit management. ; New Delhi : Indian Institute of Banking and Finance , 2018 Pages: 800p. <b>Item Price: INR : 990.00; Cost in Rupees: 990.00</b>	346.082 IIB	

S.N.	Accession No Accession Date	Title Acquisition Details	Call No Location	Vol No
8	11084 19/06/2023	Business communication : Connecting in a digital world / Lesikar, Raymond V ; Flatley, Marie E. and Rentz, Kathryn .- 13 ed. Ed. . ; Chennai : McGraw Hill Education , 2017 Pages: 772p. <b>Item Price: INR : 775.00; Cost in Rupees: 775.00</b>	658.5 LES	
9	11085 17/06/2023	Business communication today. / Bovee, Coutland L ; Thill, John V and Raina, Roshan Lal .- fifteenth ed. Ed. . ; Mumbai : Pearson , 2021 Pages: 712p. <b>Item Price: INR : 825.00; Cost in Rupees: 825.00</b>	651.7 BOV	
10	11086 22/06/2023	Business economics : Microeconomic analysis / Ahuja, H L .- 13ed. Ed. . ; New Delhi : S.Chand , 2023 Pages: 690p. <b>Item Price: INR : 555.00; Cost in Rupees: 555.00</b>	339 AHU	
11	11087 18/06/2023	Business ethics : Concepts and cases / Velasquez, Mnuel G ; Uttar Pradesh : Pearson , 2022 Pages: 495p. <b>Item Price: INR : 665.00; Cost in Rupees: 665.00</b>	174..4 VEL	
12	11088 18/06/2023	Business Market Management : Understanding, creating, and delivering value / Anderson, James C ; Narus, James A and Narayandas, Das ; Uttar Pradesh : Pearson . 2023 Pages: 470p. <b>Item Price: INR : 850.00; Cost in Rupees: 850.00</b>	658 AND	
13	11089 18/06/2023	Business research methods : A south-asian perspective / Zikumund, William G ; Carr, Jon C and Adhikari, Atanu ; New Delhi : Cengage Learning , 2016	ZIK	
14	11090 18/06/2023	Case studies in marketing management. / KUMAR, S Ramesh ; Uttar Pradesh : Pearson , 2012 Pages: 378p. <b>Item Price: INR : 599.00; Cost in Rupees: 599.00</b>	658.8 KUM	
15	11091 19/06/2023	Consumer behaviour. / Schiffman, Leon G. ; Wisenblit, Joe and KUMAR, S Ramesh .- 12th ed. Ed. . ; Uttar Pradesh : Pearson , 2021 <b>Item Price: INR : 950.00; Cost in Rupees: 950.00</b>	658.8342	
16	11092 19/06/2023	Consumer behaviour : A digital native / Jain, Varsha ; Sheth, Jagdish and Schultz, Done E ; Mumbai : Pearson , 2019 Pages: 456p. <b>Item Price: INR : 725.00; Cost in Rupees: 725.00</b>	658.8 JAI	
17	11093 19/06/2023	Cost accounting. / Lal, Jawahar ; Srivastava, Seema .- fifth ed. Ed. . ; New Delhi : McGraw Hill Education , 2016 Pages: 1049p. <b>Item Price: INR : 380.00; Cost in Rupees: 380.00</b>	657.48 LAL	

S.N.	Accession No Accession Date	Title Acquisition Details	Call No Location	Vol No
18	11094 18/06/2023	Customer relationship management. / Mullick, N H ; New Delhi : Oxford University Press , 2023 Pages: 360p. <b>Item Price: INR : 675.00; Cost in Rupees: 675.00</b>	658.812 MUL	
19	11095 18/06/2023	The dark side of valuation : valuing young, distressed and complex businesses / Damodaram, Aswath ; Uttar Pradesh : Pearson , 2018 Pages: 590p.	658 DAM	
20	11096 16/06/2023	derivatias and risk management. / Janakiraman, Sundaram ; Mumbai : Pearson , 2018 Pages: 513p. <b>Item Price: INR : 479.00; Cost in Rupees: 479.00</b>	332.63 JAN	
21	11097 18/06/2023	E-business and E-commerce Management : Strategy, implementation and practice / Chaffey, Dave ; Uttar Pradesh : Pearson , 2021 Pages: 733p. <b>Item Price: INR : 950.00; Cost in Rupees: 950.00</b>	621 CHA	
22	11099 18/06/2023	Entrepreneurship : Successfully launching new ventures .- Fourth ed. Ed. . ; Mumbai : Pearson , 2019 Pages: 563p. <b>Item Price: INR : 779.00; Cost in Rupees: 779.00</b>	658.1 BAR	
23	11200 18/06/2023	Entreprenerurship : successfully launching new ventures .- sixth ed. Ed. . ; Mumbai : Pearson , 2022 Pages: 617p. <b>Item Price: INR : 770.00; Cost in Rupees: 770.00</b>	658.1 BAR	
24	11201 18/06/2023	Environmental economics : for undergraduate and postgraduate courses of indian universities and NTAUGC-NET in Economics and commerce / Mani, N ; New Delhi : New Centurv Publications , 2020 Pages: 203P.p. <b>Item Price: INR : 295.00; Cost in Rupees: 295.00</b>	330.20 MAN	
25	11202 18/06/2023	Environmental management. / Thomas, Jacob ; Mumbai : Pearson , 2014	658.408 THO	
26	11203 19/06/2023	Essentials of management : an international, innovation and leadership perspective / Koontz, Harold ; Weihrich, Heinz and Cannice, Mark V ; Tamil Nadu : McGraw Hill Education , 2022 Pages: 590p. <b>Item Price: INR : 845.00; Cost in Rupees: 845.00</b>	658.0011 KOO	
27	11204 18/06/2023	Essentials of organizational behaviour. .- fourteen ed. Ed. . ; Mumbai : Pearson , 2021 Pages: 400p. <b>Item Price: INR : 540.00; Cost in Rupees: 540.00</b>	658.4 VBH	

S.N.	Accession No Accession Date	Title Acquisition Details	Call No Location	Vol No
28	11205 18/06/2023	Event management : for tourism, cultural, business and sporting events / Wagen, lynn Van Der ; Carlos, Brendra R ; Uttar Pradesh : Pearson , 2009 Pages: <b>Item Price: INR : 725.00; Cost in Rupees: 725.00</b>	658 WAC	
29	11206 19/06/2023	Exploring strategy : Text and cases / Johnson, Gerry ; Whittington, Richard and Regner, Patrick ; Uttar Pradesh : Pearson , 2022 Pages: 797p. <b>Item Price: INR : 925.00; Cost in Rupees: 925.00</b>	658 JOH	
30	11207 21/06/2023	Fernando's business environment. / Fernandez, Agna ; Mumbai : Pearson , 2022 Pages: 1.5p. <b>Item Price: INR : 825.00; Cost in Rupees: 825.00</b>	338.7 FER	
31	11208 21/06/2023	Financial accounting for management : an analytical perspective / Gupta, Ambrish ; Uttar Pradesh : Pearson , 2021 Pages: 770p. <b>Item Price: INR : 750.00; Cost in Rupees: 750.00</b>	657.48 GUP	
32	11209 22/06/2023	Financial management : Theory and practice / Chandra, Prasanna .- 10 ed. Ed. . ; Tamil Nadu : MC Graw Hill , 2023 Pages: 42.8p. <b>Item Price: INR : 945.00; Cost in Rupees: 945.00</b>	657.3 CHA	
33	11211 16/06/2023	Financial Management : Text, Problems and Cases / Khan, M.Y. .- eight ed Ed. . ; Tamil Nadu : McGraw-Hill , 2022 Pages: 35.47p. <b>Item Price: INR : 1,050.00; Cost in Rupees: 1,050.00</b>	657.3 KHA	
34	11212 23/06/2023	Financial markets and institutions. .- 8th ed. Ed. . ; Uttar Pradesh : Pearson , 2023 Pages: I-18p. <b>Item Price: INR : 805.00; Cost in Rupees: 805.00</b>	332.109 MIS	
35	11213 21/06/2023	Financial services. / Khan, M.Y. ; Tamil Nadu : McGraw Hill Education , 2022 Pages: 1-10 p. <b>Item Price: INR : 945.00; Cost in Rupees: 945.00</b>	332 KHA	
36	11214 21/06/2023	Fundamentals of business analysis. / Prasad, R N ; New Delhi : Wiley , 2015 Pages: 326p. <b>Item Price: INR : 499.00; Cost in Rupees: 499.00</b>	PRA	
37	11215 22/06/2023	Fundamentals of corporate finance. / Berk, Jonathan ; Demarzo, Petter and Hardford, Jarrad .- 3rd ed. Ed. . ; Uttar Pradesh : Pearson , 2023 <b>Item Price: INR : 845.00; Cost in Rupees: 845.00</b>	657.3 BER	

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38	11216 17/06/2023	Fundamentals of digital marketing. / Bhatia, Puneet Singh ; Uttar Pradesh : Pearson , 2023 Pages: 479p. <b>Item Price: INR : 599.00; Cost in Rupees: 599.00</b>	658.8 BHA	
39	11217 16/06/2023	Fundamentals of International Business. / Varma, Sumati ; Uttar Pradesh : Pearson , 2019 Pages: 339p. <b>Item Price: INR : 325.00; Cost in Rupees: 325.00</b>	338.88 VAR	
40	11218 17/06/2023	Global marketing management. / Keegan, Warren J ; Dutta, Gautam .- eight ed. Ed. . ; Mumbai : Pearson , 2019 Pages: 476p.	658.8 KEN	
41	11219 17/06/2023	Global marketing. / Keegan, Warren J ; Green, Mark C .- Ninth ed. Ed. . ; Uttar Pradesh : Pearson , 2022 Pages: 624p. <b>Item Price: INR : 795.00; Cost in Rupees: 795.00</b>	658.8 KEE	
42	11220 17/06/2023	Human resource analysis : strategic decision making / Uppal, Nishant ; Mumbai : Pearson , 2023 Pages: 348p. <b>Item Price: INR : 550.00; Cost in Rupees: 550.00</b>	658.3 UPP	
43	11221 17/06/2023	HR : A south -asian perspective / DeNisi, Angelo s ; Griffin, Ricky W and Sarkar, Anita ; New Delhi : Cengage Learning , 2016 <b>Item Price: INR : 749.00; Cost in Rupees: 749.00</b>	658.3 DEN	
44	11222 17/06/2023	HR : A south-asian perspective / DeNisi, Angelo s ; Griffin, Ricky W and Sarkar, Anita ; New Delhi : Cengage Learning , 2016 Pages: 407p. <b>Item Price: INR : 875.00; Cost in Rupees: 875.00</b>	658.3 DEN	
45	11224 16/06/2023	Industrial relations and labour laws. / Ghosh, Piyali ; Nandan, Shefali ; Tamil Nadu : McGraw Hill Education , 2021 <b>Item Price: INR : 860.00; Cost in Rupees: 860.00</b>	658.3151 GHO	
46	11225 16/06/2023	Industrial relations, trade unions, and labour legislation. / Sinha, P N R ; Sinha, Indu Bala and Shekhar, Seema Priyadarshini .- Third ed. Ed. . ; Uttar Pradesh : Pearson , 2022 Pages: 792p. <b>Item Price: INR : 750.00; Cost in Rupees: 750.00</b>	658.315198	
47	11226 22/06/2023	Information systems security. / Godbole, Nina .- 2nd ed. Ed. . ; New Delhi : Wiley , 2017 Pages: 912p. <b>Item Price: INR : 989.00; Cost in Rupees: 989.00</b>	658.403 GOD	

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48	11227 22/06/2023	Innovation management. / Jauhari, Vinnie ; Bhusan, Sudhanshu ; New Delhi : Oxford University Press , 2019 Pages: 346p. <b>Item Price: INR : 699.00; Cost in Rupees: 699.00</b>	658.57 JAU	
49	11228 22/06/2023	International business. / Joshi, Rakesh Mohan ; New York : Oxford University Press , 2019 Pages: 912p. <b>Item Price: INR : 1,025.00; Cost in Rupees: 1,025.00</b>	338.88 JOS	
50	11229 22/06/2023	International business. / Daniels, John D. ; Radebaugh, Lee H. and Sullivan, Daniel P .- 16th ed. Ed. . ; Uttar Pradesh : Pearson , 2022 Pages: <b>Item Price: INR : 830.00; Cost in Rupees: 830.00</b>	338.88 DAN	
51	11230 19/06/2023	International economics. / Cherunilam, Francis .- fifth ed. Ed. . ; Tamil nadu : McGraw Hill Education , 2018 Pages: 733p. <b>Item Price: INR : 599.00; Cost in Rupees: 599.00</b>	330 CHE	
52	11231 18/06/2023	International financial management. / Apte, P G .- Seventh ed. Ed. . ; Tamil Nadu : McGraw Hill Education , 2014 Pages: 762p. <b>Item Price: INR : 795.00; Cost in Rupees: 795.00</b>	332.042 APT	
53	11232 21/06/2023	International financial management. / Apte, P G ; Kapshe, Sanjeevan ; Tamil Nadu : McGraw Hill Education , 2022 Pages: 1.6 p. <b>Item Price: INR : 995.00; Cost in Rupees: 995.00</b>	332.042 APT	
54	11233 23/06/2023	International human resource management. / Dowling, Peter J ; Festing, Marion and Engle, Allen D Sr ; Delhi : Cengage , 2022 Pages: 361p. <b>Item Price: INR : 475.00; Cost in Rupees: 475.00</b>	658.3 DOW	
55	11234 22/06/2023	International management : Managing across borders and cultures / Deresky, Helen .- 9th ed. Ed. . ; Uttar Pradesh : Pearson , 2018 Pages: 499p. <b>Item Price: INR : 850.00; Cost in Rupees: 850.00</b>	658 DER	
56	11235 22/06/2023	International marketing. / Cateora ,Philip R. ; Gilly, Mary C .- 16th ed. Ed. . ; Chennai : McGraw Hill Education , 2018 Pages: 638p. <b>Item Price: INR : 795.00; Cost in Rupees: 795.00</b>	658.821 CAT	
57	11236 23/06/2023	Introduction to information systems : People, technology and processes / Wallace, Patricia ; Uttar Pradesh : Pearson , 2023 Pages: 420p. <b>Item Price: INR : 640.00; Cost in Rupees: 640.00</b>	658.403 WAL	

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58	11237 23/06/2023	Introduction to management science. / Taylor, Bernard W. ; Uttar Pradesh : Pearson , 2022 Pages: 858p. <b>Item Price: INR : 910.00; Cost in Rupees: 910.00</b>	658.403 TAY	
59	11238 22/06/2023	Introduction to mass communication. / Chawla, Abhay ; New Delhi : Pearson , 2021 Pages: 250p. <b>Item Price: INR : 445.00; Cost in Rupees: 445.00</b>	658.45 CHA	
60	11239 18/06/2023	Investment banking : Concepts, analyses and cases / Giri, S Pratap .- Third ed. Ed. . ; Tamil Nadu : McGraw Hill Education , 2017 Pages: 704p. <b>Item Price: INR : 952.00; Cost in Rupees: 952.00</b>	332.1 GIR	
61	11240 16/06/2023	Knowledge Management. / Awad, Elias M ; Ghaziri, Hassan M ; Noida : <b>Item Price: INR : 725.00; Cost in Rupees: 725.00</b>	658 AWA	
62	11241 16/06/2023	Legal Aspects of Business : Tests, Jurisprudence, and Cases .- Second Ed. . ; New Delhi : Oxford University Press , 2018 Pages: 718p. <b>Item Price: INR : 975.00; Cost in Rupees: 975.00</b>	174.4 ALB	
63	11242 17/06/2023	Legal aspects of business. / Kumar, Ravinder .- Fourth ed. Ed. . ; Delhi : Cengage , 2019 Pages: 776P. <b>Item Price: INR : 750.00; Cost in Rupees: 750.00</b>	340 KUM	
64	11243 17/06/2023	Management accounting. / Gordon, E. ; Sundaram, N and Sriram, M ; Mumbai : Himalaya Publishing House , 2018 Pages: 540p. <b>Item Price: INR : 598.00; Cost in Rupees: 598.00</b>	658.1511 GOR	
65	11244 18/06/2023	Management control systems. / Anthony, Robert N. ; Govindarajan, Vijay .- Twelfth ed. Ed. . ; Tamil Nadu : McGraw Hill Education , 2023 Pages: <b>Item Price: INR : 925.00; Cost in Rupees: 925.00</b>	658.401 ANT	
66	11245 18/06/2023	Management information systems. / Joshi, Girdhar ; New York : Oxford University Press , 2018 Pages: 503p. <b>Item Price: INR : 899.00; Cost in Rupees: 899.00</b>	658.403 JOS	
67	11246 16/06/2023	Management Information Systems. / Sayyed, Akhtar Ali ; Pune : Vishwakarma Publications , 2014 Pages: 294p. <b>Item Price: INR : 260.00; Cost in Rupees: 260.00</b>	658.403 SAY	



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68	11247 22/06/2023	Management of banking and financial services. / Suresh, Padmalatha ; Paul, Justin ; Uttar Pradesh : Pearson , 2022 Pages: 737p. <b>Item Price: INR : 750.00; Cost in Rupees: 750.00</b>	332.1 SUR	
69	11248 18/06/2023	Management. / Robbins, Stephen P. ; Coulter, Mary .- Fourteen ed. Ed. . ; Uttar Pradesh : Pearson , 2022 Pages: 792p.	658 11248	
70	11249 17/06/2023	Managerial economics : Economic tools for today's decision makers / Keat, Paul G ; Young, Philip K Y ; Delhi : Pearson , 2008 Pages: 562p. <b>Item Price: INR : 100.00; Cost in Rupees: 100.00</b>	338 KEA	
71	11250 17/06/2023	Managerial economics : Economic tools for today's desision makers / Keat, Paul G ; Young, Philip K Y and Erfle, Stephen E .- seventh ed. Ed. . ; Mumbai : Pearson , 2018 Pages: 606p. <b>Item Price: INR : 765.00; Cost in Rupees: 765.00</b>	338 KEA	
72	11251 16/06/2023	Managerial Economics. / Dwivedi, D.N. .- Eight ed. Ed. . ; Noida : Vikas Publishing House , 2019 Pages: 831p. <b>Item Price: INR : 625.00; Cost in Rupees: 625.00</b>	338 DWI	
73	11252 16/06/2023	Management Information Systems : Manegerial Perspectives / Goyal, D.P. .- Fourth ed. Ed. . ; Noida : Vikas Publishing House , 2023 <b>Item Price: INR : 450.00; Cost in Rupees: 450.00</b>	658.403 GOY	
74	11253 18/06/2023	Marketing Management. / Panda, Tapan K. ; Pune : Vishwakarma Publications , 2014 Pages: 314p. <b>Item Price: INR : 275.00; Cost in Rupees: 275.00</b>	658.81 PAN	
75	11255 17/06/2023	Marketing management. / Kotler ,Philip ; Keller, Kevin Lane and Chernev, Alexander ; Mumbai : Pearson , 2022 Pages: 596p. <b>Item Price: INR : 1,050.00; Cost in Rupees: 1,050.00</b>	658.81 KOT	
76	11256 19/06/2023	Marketing management. / Ramaswamy ,V.S. ; Namakumari, S .- 6 ed. Ed. . ; New Delhi : Sage , 2018 <b>Item Price: INR : 995.00; Cost in Rupees: 995.00</b>	658.81 RAM/NAM	
77	11258 21/06/2023	Marketing research. / Burns, Alvin C. ; Veeck, Ann and Bush, Roland F .- 8th ed. Ed. . ; Uttar Pradesh : Pearson , 2018 Pages: 489p. <b>Item Price: INR : 625.00; Cost in Rupees: 625.00</b>	658.83	



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78	11261 16/06/2023	Marketing management : A south -asian Perspective / Iacobucci, Dawn ; Vohra, Anupama ; Delhi : Cengage , 2020 Pages: 281p. <b>Item Price: INR : 592.00; Cost in Rupees: 592.00 Bill No.: HO/IN/630 Bill Date:</b>	658.81 IAC	
79	11262 21/06/2023	Modern database management. / Hoffer, Jeffery A ; Uttar Pradesh : Pearson , 2019 Pages: 554p. <b>Item Price: INR : 825.00; Cost in Rupees: 825.00</b>	621 HOF	
80	11263 22/06/2023	Money, banking, and the financial system. / Hubbard, R Glenn ; O'Brien , Anthony Patrick .- 2nd ed. Ed. . ; Uttar Pradesh : Pearson , 2023 <b>Item Price: INR : 740.00; Cost in Rupees: 740.00</b>	HUB	
81	11264 21/06/2023	Operations and supply chain management. / Chase, Richard B. ; Shankar, Ravi and Jacobs, F Robert .- 15 ed. Ed. . ; Channai : McGraw Hill <b>Item Price: INR : 725.00; Cost in Rupees: 725.00</b>	CHA	
82	11265 23/06/2023	Operations and supply chain management. / Kachru, Upendra ; Pune : Vishwakarma Publications , 2014 Pages: 354p. <b>Item Price: INR : 325.00; Cost in Rupees: 325.00</b>	658.5 KAC	
83	11266 23/06/2023	Operations management : Sustainability and supply chain management / Heizer, Jay ; Render, Berry and Munson, Chuck ; Uttar Pradesh : Pearson , <b>Item Price: INR : 850.00; Cost in Rupees: 850.00</b>	658.5 HEI	
84	11268 24/06/2023	Operations research. / Gupta, P.K. ; Hira, D.S. .- 7th ed. Ed. . ; New Delhi : S.Chand , 2019 Pages: 1498p. <b>Item Price: INR : 675.00; Cost in Rupees: 675.00</b>	001.424 GUP	
85	11269 21/06/2023	Operation research an introduction. / Taha, Hamdy A. .- 10th ed. Ed. . ; Uttar Pradesh : 2019 , 2023 Pages: 843p. <b>Item Price: INR : 935.00; Cost in Rupees: 935.00</b>	001.424 TAH	
86	11270 21/06/2023	Organization development and change. .- 10 ed. Ed. . ; New Delhi : Cengage Learning , 2022 Pages: 810p. <b>Item Price: INR : 825.00; Cost in Rupees: 825.00</b>	658.402/A	
87	11271 19/06/2023	Organizational behaviour : A south-asian perspective / Quick, James Campbell ; Nelson, Debra L and Khandelwal, Preetam .- 7 ed. Ed. . ; Delhi : <b>Item Price: INR : 850.00; Cost in Rupees: 850.00</b>	658.4 QUI	

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88	11272 23/06/2023	Organizational behaviour. / Robbins, Stephen P ; Judge, Timothy A and vohra, neharika ; Uttar Pradesh : Pearson , 2023 Pages: 796p. <b>Item Price: INR : 1,050.00; Cost in Rupees: 1,050.00</b>	658.402 ROB	
89	11273 17/06/2023	Organizational behavior : A south-asian perspective / Nelson, Debra L ; Quick, James Campbell and Khandelwal, Preetsm .- Second ed. Ed. . ; Delhi : Cengage , 2016 Pages: 391p.	658.402 NEL	
90	11274 18/06/2023	Organizational theory, design and change. / Jones, Gareth R. ; Uttar Pradesh : Pearson , 2023 Pages: 499p. <b>Item Price: INR : 710.00; Cost in Rupees: 710.00</b>	658.402 JON	
91	11275 22/06/2023	Principles of microeconomics. / Case, Karl E ; Fair, Ray C and Oster, Sharon E .- Twelfth Ed. . ; Mumbai : Pearson , 2020 Pages: 525p. <b>Item Price: INR : 750.00; Cost in Rupees: 750.00</b>	338.5 CAS	
92	11276 18/06/2023	Project management for engineering, business and technology. / Nicholes, John m ; STEYN, HERMAN ; London : Routledge , 2017 Pages: 697p. <b>Item Price: INR : 699.00; Cost in Rupees: 699.00</b>	658.404 NIC	
93	11277 19/06/2023	Project management. / Pai, Pradeep ; Mumbai : Pearson , 2019 <b>Item Price: INR : 660.00; Cost in Rupees: 660.00</b>	658.404 PAI	
94	11278 19/06/2023	Project management. / Pinto, Jeffrey K ; Uttar Pradesh : Pearson , 2020 <b>Item Price: INR : 770.00; Cost in Rupees: 770.00</b>	658.404 PIN	
95	11279 18/06/2023	Projects : Planning, analysis, selection, financing, implementation, and review .- nine ed. Ed. . ; Tamil Nadu : McGraw Hill Education , 2022 <b>Item Price: INR : 839.00; Cost in Rupees: 839.00</b>	658.404 CHA	
96	11280 18/06/2023	Public Relations : Principles and practices / Sachdeva, Iqbal S ; New York : Oxford University Press , 2020 Pages: 568p. <b>Item Price: INR : 1,000.00; Cost in Rupees: 1,000.00</b>	658 SAC	
97	11281 23/06/2023	Research methodology : Concepts and cases / Chawla, Deepak ; sondhi, Neena ; Uttar Pradesh : Vikas Publishing , 2023 Pages: 789p. <b>Item Price: INR : 699.00; Cost in Rupees: 699.00</b>	001.4 CHA	

S.N.	Accession No Accession Date	Title Acquisition Details	Call No Location	Vol No
98	11282 23/06/2023	Rural Marketing. / Kashyap, Pradeep .- 3 ed. Ed. . ; Uttar Pradesh : Pearson , 2023 Pages: 318p. <b>Item Price: INR : 799.00; Cost in Rupees: 799.00</b>	658.804 KAS	
99	11283 23/06/2023	Sales and distribution management. / Still, Richard R ; Cundiff, Edward w and Govoni, Norman A.P. ; Noida : Pearson , 2018 Pages: 590p. <b>Item Price: INR : 750.00; Cost in Rupees: 750.00</b>	658.81 STI	
100	11284 23/06/2023	Security analysis and portfolio management. / Fischer, Donald E. ; Jordan, Ronald J. and Pradhan, A K ; Uttar Pradesh : Pearson , 2020 Pages: 517p. <b>Item Price: INR : 770.00; Cost in Rupees: 770.00</b>	332.6 FIS	
101	11285 23/06/2023	Selling and sales management. / Jobber, David ; Lancaster, Geoff .- 10th ed. Ed. . ; Mumbai : Pearson , 2019 Pages: 522p. <b>Item Price: INR : 825.00; Cost in Rupees: 825.00</b>	658.81 JOB	
102	11286 23/06/2023	Statistics for management. / Levin, Richard I ; Rastogi, Sanjay and Rubin, David S ; Uttar Pradesh : Pearson , 2014 Pages: 999p. <b>Item Price: INR : 695.00; Cost in Rupees: 695.00</b>	519.5024 LEV	
103	11287 18/06/2023	Statistics for managers using microsoft excel. .- eight ed Ed. . ; Uttar pradesh : Pearson , 2022 Pages: 808p. <b>Item Price: INR : 899.00; Cost in Rupees: 899.00</b>	519.5024 LEV	
104	11288 22/06/2023	Strategic brand management. / Keller, Kevin Lane ; Uttar Pradesh : Pearson , 2020 Pages: 642p. <b>Item Price: INR : 950.00; Cost in Rupees: 950.00</b>	658.827 KEL	
105	11289 18/06/2023	Strategic human resource management. / Mello, Jeffrey A .- Fourth ed. Ed. . ; Delhi : Cengage , 2011 Pages: 674P.p. <b>Item Price: INR : 825.00; Cost in Rupees: 825.00</b>	658.4 MEI	
106	11290 19/06/2023	Strategic management : An Integrated approach theory and cases / Hill, Charles W L ; Schilling, Melissa A and Johns, Gareth R .- 12e. Ed. . ; Delhi : Cengage , 2022 Pages: I-22p. <b>Item Price: INR : 799.00; Cost in Rupees: 799.00</b>	658 HIL	
107	11291 18/06/2023	Strategic management of technological innovation. / Schilling, Melissa A ; Shankar, Ravi .- Sixth ed. Ed. . ; Tamil Nadu : McGraw Hill Education <b>Item Price: INR : 775.00; Cost in Rupees: 775.00</b>	658 SCH	

S.N.	Accession No	Title	Call No	Vol No
	Accession Date	Acquisition Details	Location	
108	11292 19/06/2023	Strategic management concepts : A comparative advantage approach / David, Fred R ; David, Forest R ; Uttar Pradesh : Pearson , 2022 Pages: 435p. <b>Item Price: INR : 605.00; Cost in Rupees: 605.00</b>	658.4 DAV	
109	11293 22/06/2023	Strategic marketing for nonprofit organizations. / Andreasen, Alan R ; Kotler, Philip .- 7th ed. Ed. . ; Uttar Pradesh : Pearson , 2019 Pages: 535p. <b>Item Price: INR : 699.00; Cost in Rupees: 699.00</b>	658.8 AND	
110	11294 21/06/2023	Supply chain management : Strategy, planning, and operation / Chopra, Sunil ; Kalra, Dharam Vir .- 7th ed. Ed. . ; Uttar Pradesh : Pearson , 2021 <b>Item Price: INR : 799.00; Cost in Rupees: 799.00</b>	658.7 CHO	
111	11296 21/06/2023	Using MIS. / Kroenke, David M ; Boyale, Randall J .- 10th ed. Ed. . ; Uttar Pradesh : Pearson , 2019 Pages: 599p. <b>Item Price: INR : 875.00; Cost in Rupees: 875.00</b>	KRO	