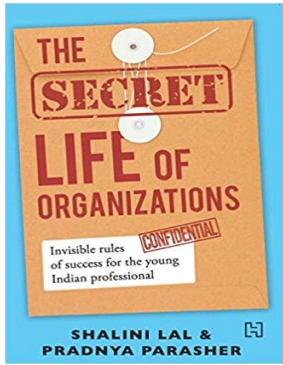


New Arrival List of Books (March - 2022)



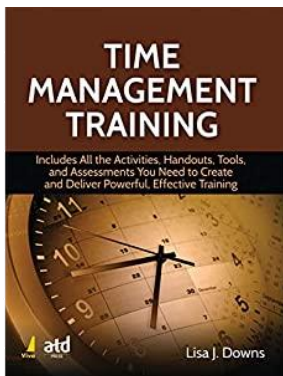
Sr. No. 01

Title: The secret life of organizations: invisible rules of success for the young Indian professional by Lal, Shalini

Gurugram Hachette Book Publishing India Pvt. Ltd. 2019

Acc. No. 002009

Call No. 658.402 LAL



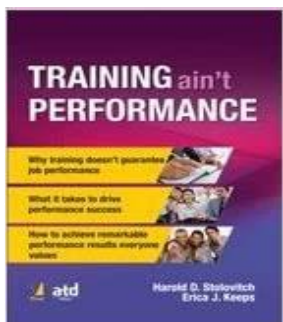
Sr. No. 2

Title: Time management training: includes all the activities, handouts, tools, and assessments you need to create and deliver powerful, effective training by Downs, Lisa J.

New Delhi Viva Books Private Ltd. 2019

Acc. No. 002010

Call No. 658.3124 DOW



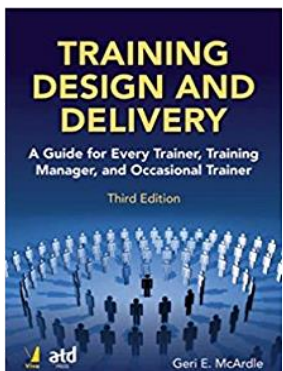
Sr. No. 3

Title: Training ain't performance by Stolovitch, Harold D.

New Delhi Viva Books Private Ltd. 2017

Acc. No. 002011

Call No. 658.3124 STO



Sr. No. 4

Title: Training design and delivery: a guide for every trainer, training manager, and occasional trainer by McArdle, Geri E.

New Delhi Viva Books Private Ltd. 2017

Acc. No. 002012

Call No. 658.3124 MCA



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 5

Title: Understanding the theory and design of organization by Daft, Richard L.

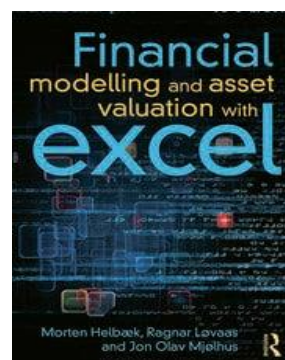
New Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 002013

Call No. 658.402 DRA

Summary: A variety of organizations with unique and unprecedented designs and structures have emerged in recent times. Such organizations adopt rare business strategies and establish uncommon commercial networks to remain competitive. Understanding these organizations and their behaviour has become dynamically challenging. Also, organizations adapt dynamic shapes and forms in order to survive in VUCA business world and complex societal norms. Understanding the Theory & Design of Organizations draws from seminal and modern literature and attempts to provide deeper understanding about the organizations.

[Click for more details](#)



Sr. No. 6

Title: Financial modelling and asset valuation with Excel by Helbaek, Morten

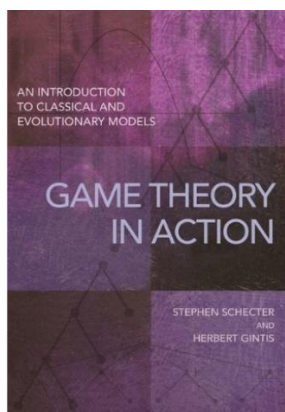
Oxon Routledge 2022

Acc. No. 002014

Call No. 332.0285554 HEL

Summary: Finance is Excel! This book takes you straight into the fascinating world of Excel, the powerful tool for number crunching. In a clear cut language it amalgamates financial theory with Excel providing you with the skills you need to build financial models for private or professional use. A comprehensive knowledge of modeling in Excel is becoming increasingly important in a competitive labour market.

[Click for more details](#)



Sr. No. 7

Title: Game theory in action: an introduction to classical and evolutionary models by Schecter, Stephen

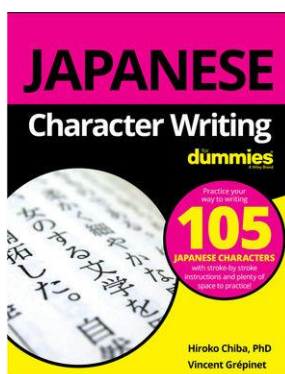
New Jersey Princeton University Press 2016

Acc. No. 002015

Call No. 519.3 SCH

Summary: Game Theory in Action is a textbook about using game theory across a range of real-life scenarios. From traffic accidents to the sex lives of lizards, Stephen Schecter and Herbert Gintis show students how game theory can be applied in diverse areas including animal behavior, political science, and economics. The book's examples and problems look at such fascinating topics as crime-control strategies, climate-change negotiations, and the power of the Oracle at Delphi.

[Click for more details](#)



Sr. No. 8

Title: Japanese character writing for dummies by Chiba, Hiroko

Hoboken John Wiley & Sons, Inc. 2020

Acc. No. 002016

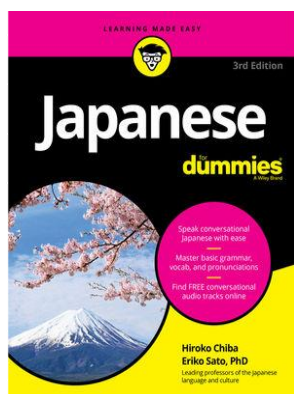
Call No. 495.683421 CHI

Summary: Japanese is considered to be the most complicated writing system in the world, with tens of thousands of characters. But with Japanese Character Writing For Dummies, you'll find easy step-by-step instructions for writing the first 100 Japanese Kanji characters with ease. Includes online bonus content featuring videos, downloadable flashcards, and printable writing pages, Offers easy-to-follow instruction for writing 100 Japanese characters.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 9

Title: Japanese for dummies by Chiba, Hiroko

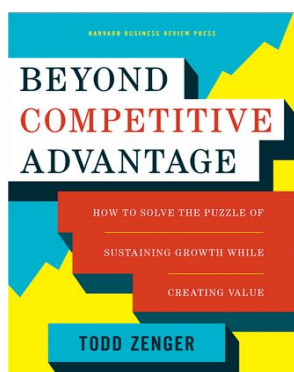
Hoboken John Wiley & Sons, Inc. 2019

Acc. No. 002017

Call No. 495.683421 CHI

Summary: Japanese language enrolment is up by 27.5 percent since 2006, making it the sixth most popular language studied on college campuses. Whether studying for school, business, or travel, Japanese for Dummies provides complete coverage of all Japanese language essentials including grammar, usage, and vocabulary. Complete with free conversational audio tracks online, this handy book offers everything you need to learn the Japanese language to get ahead in class or on a trip to Japan. In no time, you'll make sense of the language well enough to communicate with native speakers!

[Click for more details](#)



Sr. No. 10

Title: Beyond competitive advantage: how to solve the puzzle of sustaining growth while creating value by Zenger, Todd

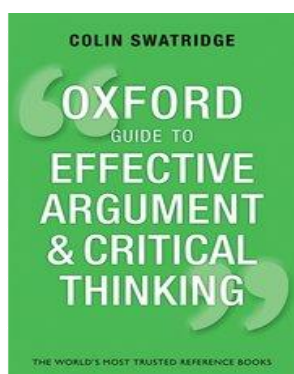
Boston Harvard Business Review Press 2016

Acc. No. 002018

Call No. 658.4 ZEN

Summary: Your company is turning in regular profits every year, and its market share is only getting bigger. Competitors can't touch you. So why is your stock price so sluggish? The answer is as simple as it is cruel: investors aren't interested in history, and they already know you're profitable and competitive--that knowledge is baked into your stock price. The hard reality is that a competitive advantage just isn't enough.

[Click for more details](#)



Sr. No. 11

Title: Oxford guide to effective argument and critical thinking by Swatridge, Colin

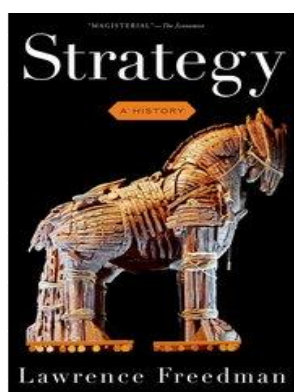
New York Oxford University Press 2014

Acc. No. 002019

Call No. 168 SWA

Summary: This accessible book takes you step by step through the art of argument, from thinking about what to write and how you might write it, to how you may strengthen your claims, and how to come to a strong conclusion. Engagingly written and featuring useful summaries at the end of each chapter, this new book offers easily transferable practical advice on assessing the arguments of others and putting forward effective arguments of your own. The book's strength lies in its clear guidance and the use of real-life arguments - both contemporary and historical

[Click for more details](#)



Sr. No. 12

Title: Strategy: a history by Freedman, Lawrence

New York Oxford University Press 2021

Acc. No. 002020

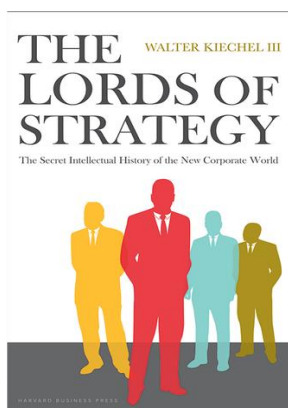
Call No. 320.6 FRE

Summary: In Strategy: A History, Sir Lawrence Freedman, one of the world's leading authorities on war and international politics, captures the vast history of strategic thinking, in a consistently engaging and insightful account of how strategy came to pervade every aspect of our lives. The range of Freedman's narrative is extraordinary, moving from the surprisingly advanced strategy practiced in primate groups, to the opposing strategies of Achilles and Odysseus in The Iliad, the strategic advice of Sun Tzu and Machiavelli, the great military innovations of Baron Henri de Jomini and Carl von Clausewitz

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 13

Title: The lords of strategy: the secret intellectual history of the new corporate world
by Kiechel, Walter

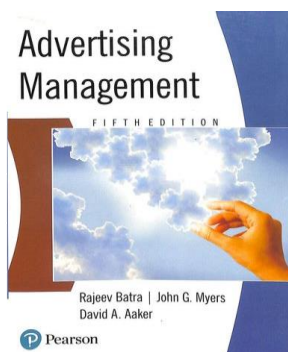
Boston Harvard Business Review Press 2010

Acc. No. 002021

Call No. 658.4012 KIE

Summary: In "The Lords of Strategy," renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: (1) Bruce Henderson, founder of Boston Consulting Group, (2) Bill Bain, creator of Bain & Company, (3) Fred Gluck, longtime Managing Director of McKinsey & Company, and (4) Michael Porter, Harvard Business School professor.

[Click for more details](#)



Sr. No. 14

Title: Advertising management by Batra, Rajeev

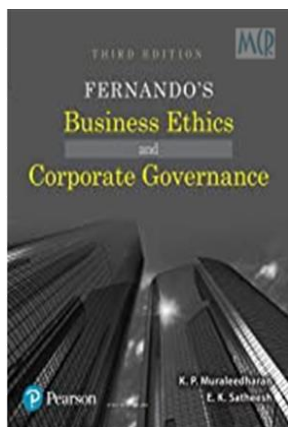
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002022

Call No. 659.1 BAT

Summary: The overriding objective of the book is to provide an approach to the management of advertising that is sophisticated, thoughtful, and state-of-the-art, while being practical and relevant to real-world advertising planning, decision making, and control. The book draws on and attempts to integrate three related disciplines: the behavioral sciences, marketing and advertising research, and management science.

[Click for more details](#)



Sr. No.15

Title: Fernando's business ethics and corporate governance by Fernando, A.C.

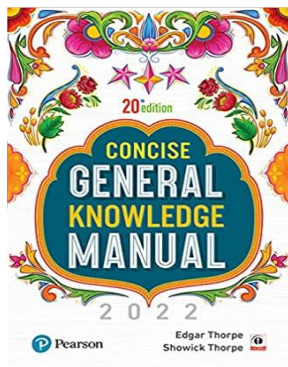
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002023

Call No. 174.4 FER

Summary: Business Ethics and Corporate Governance offers readers a comprehensive coverage of the theories of business ethics and corporate governance. This book emphasizes the importance of ethical principles in overcoming ethical dilemmas in the highly dynamic business world of today. It also provides a details explanation of the corporate governance mechanism. Its constituents and its implementation in India and abroad. Numerous real-life examples and case studies presented in this book help in the comprehension of concepts and discussions around these cases provide a better understanding of real-life business practices.

[Click for more details](#)



Sr. No. 16

Title: Concise general knowledge manual 2022 by Thorpe, Edgar

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002024

Call No. 001.076 THO

Summary: This book continues to be the one-stop solution for the aspirants preparing for various competitive examinations. This book has been the best-seller for more than 15 years now and is being thoroughly updated and revised to reflect recent developments and trends in related examinations patterns. Special efforts have also been made to provide the widest coverage of facts and events in a concise and easy-to-understand manner.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 17

Title: Corporate governance: principles, policies and practices by Fernando A. C.

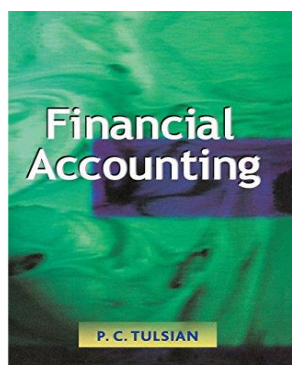
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002025

Call No. 658.4 FER

Summary: The Third edition of Corporate Governance: Principles, Policies and Practices sheds light on recent corporate problems using a flexible modular format, through a detailed explanation of the corporate governance mechanism and the various incentives within today's governance system, while offering potential solution in context. With an emphasis on connecting corporate governance to practical management, the book provide cutting-edge material comprising new and unique study tools and fresh, thought-provoking content."

[Click for more details](#)



Sr. No. 18

Title: Financial accounting by Tulsian, P. C.

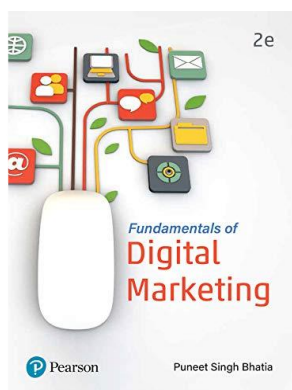
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002026

Call No. 657 TUL

Summary: Texts on Financial Accounting have much in common; but differences run deep. The present text has been class-tested for more than twenty years. Rich in pedagogy and written in an easy-to-understand manner, this book adopts a fresh and novel approach to the study of accounting keeping in view the specific requirements of the students appearing in the B.Com. examination of the Indian universities and other professional examinations.

[Click for more details](#)



Sr. No. 19

Title: Fundamentals of digital marketing by Bhatia, Puneet Singh

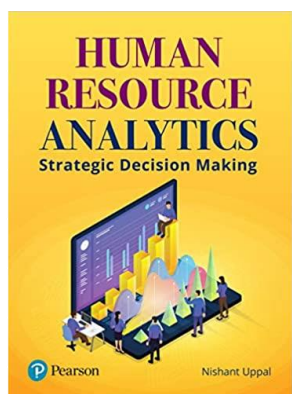
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002027

Call No. 658.872 BHA

Summary: Staying true to its former, Fundamentals of Digital Marketing, second edition, is an honest attempt to capture and showcase the evolving Indian landscape of digital marketing to an audience that had for long viewed this academic field from an external (non-Indian) lens or through the eyes of online training modules without delving into the building blocks that constitute this multi-disciplinary area of study. This text will be of great interest to students, professors, readers, and entrepreneurs as it brings forth a pedagogical, framework-driven approach mostly lacking across academic and corporate circuits.

[Click for more details](#)



Sr. No. 20

Title: Human resource analytics: strategic decision making by Uppal, Nishant

New Delhi Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 002028

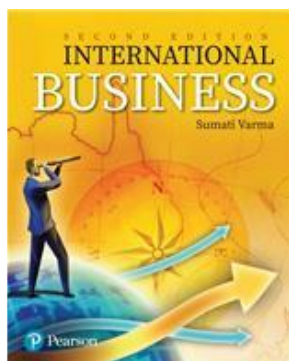
Call No. 658.3 UPP

Summary: Human Resource Management is progressing from being merely operational in nature to being seen as a strategic business partner. Analytics has played a key role in this transformation. HR Analytics is a data-driven approach to HR and is being applied to a wide range of areas in HR such as attracting top talent, performance measurement, compensation, workforce planning, training and development, retention, and overall human capital planning. Its insights are used as an input to strategic decision making and enable organizations to measure the business impact of HR practices and policies.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 21

Title: International business by Varma, Sumati

New Delhi Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 002029

Call No. 338.88 VAR

Summary: International Business, 2e is a revised and updated textbook for postgraduate courses of International Business and Strategy. The book aims to give students a comprehensive coverage of all aspects of the subject by linking concepts, theories and frameworks with real life cases and examples across countries and industries.

[Click for more details](#)



Sr. No. 22

Title: International business by Daniels John D.

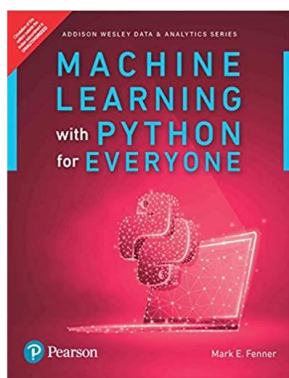
New Delhi Pearson India Education Services Pvt. Ltd. 2018

Acc. No. 002030

Call No. 338.88 DAN

Summary: Balancing authoritative theory and meaningful practice, International Business engages students on the subject of conducting business in international markets. The authors' descriptions and ideas of international business are enhanced with contemporary examples, scenarios, and cases that help students effectively apply what they've learned. Now in its 16th Edition, International Business remains one of the best-selling and most authoritative international business texts available.

[Click for more details](#)



Sr. No. 23

Title: Machine learning with Python for everyone by Fenner, Mark E.

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002031

Call No. 006.31 FEN

Summary: Students are rushing to master powerful machine learning techniques for improving decision-making and scaling analysis to immense datasets. Machine Learning with Python for Everyone brings together all they'll need to succeed: a practical understanding of the machine learning process, accessible code, skills for implementing that process with Python and the scikit-learn library, and real expertise in using learning systems intelligently.

[Click for more details](#)



Sr. No. 24

Title: Macroeconomics by Blanchard, Olivier

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002032

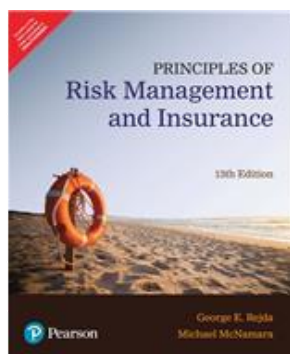
Call No. 339 BLA

Summary: In Macroeconomics, Blanchard presents a unified, global view of macroeconomics, enabling students to see the connections between goods markets, financial markets, and labor markets worldwide. Organized into two parts, the text contains a core section that focuses on short-, medium-, and long-run markets and three major extensions that offer more in-depth coverage of the issues at hand.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 25

Title: Principles of risk management and insurance by Redja, George E.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002033

Call No. 658.155 REJ

Summary: Redja's Principles of Risk Management and Insurance provides an in-depth examination of major risk themes. Using rich and up-to-date content on the basic concepts of risk and insurance, and introductory and advanced topics in traditional and enterprise risk management, the text is relevant to a wide number of disciplines in the business realm.

[Click for more details](#)



Sr. No. 26

Title: Service operations management: improving service delivery by Johnston, Robert

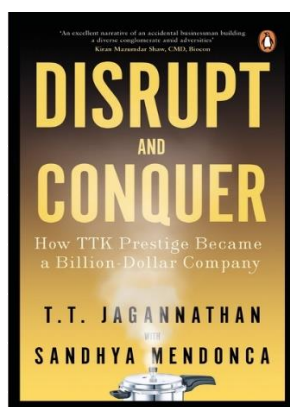
New Delhi Pearson India Education Services Pvt. Ltd. 2018

Acc. No. 002034

Call No. 658.5 JOH

Summary: "This international market-leading book, aimed at both students and practising managers, provides a comprehensive and balanced introduction to service operations management. Building on the basic principles of operations management, the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers.

[Click for more details](#)



Sr. No. 27

Title: Disrupt and conquer: how TTK prestige became a billion-dollar company by Jagannathan, T. T.

Haryana Penguin Random House India Pvt. Ltd. 2018

Acc. No. 002035

Call No. 338.4764330954 JAG

Summary: In this book, the current chairman T.T. Jagannathan, along with Sandhya Mendonca, takes us through the journey of this extraordinary company which fought off bankruptcy and rose like a phoenix to become a highly profitable, successful entity. Like a phoenix, the group and its constituent companies, have risen from the ashes, many times over, to stand tall and proud. This is the story of a journey that began with early success and experienced catastrophic disasters, and set about turning its fortunes around in stunning comebacks, time and again.

[Click for more details](#)

Sr. No. 28

Title: Harsh realities: the making of Marico by Mariwala, Harsh

Haryana Penguin Random House India Pvt. Ltd. 2021

Acc. No. 002036

Call No. 650.09 MAR

Summary: This is the story of grit, gumption and growth, and of the core values of trust, transparency and innovation which have brought the company to its current stature. Co-authored by leading management thinker and guru Ram Charan, Harsh Realities is a much-awaited business book by an innovative and clear-headed leader who built a highly professional, competitive business from the ground up.

[Click for more details](#)

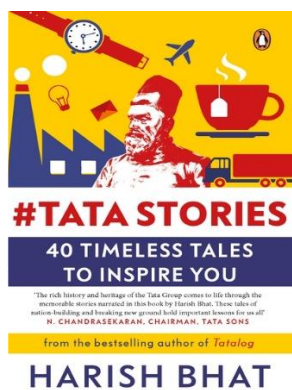
Harsh Realities

The Making of Marico

Harsh Mariwala and Ram Charan



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 29

Title: Tata stories: 40 timeless tales to inspire you by Bhat, Harish

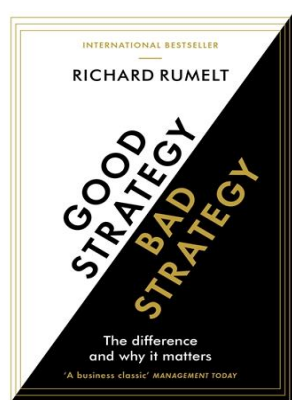
Haryana Penguin Random House India Pvt. Ltd. 2021

Acc. No. 002037

Call No. 650.09 BHA

Summary: The Tatas have a legacy of nation-building over 150 years. Dancing across this long arc of time are thousands of beautiful, astonishing stories, many of which can inspire and provoke us, even move us to meaningful action in our own lives. A diamond twice as large as the famous Kohinoor pledged to survive a financial crisis; a meeting with a 'relatively unknown young monk' who later went on to be known as Swami Vivekananda; the fascinating story of the first-ever Indian team at the Olympics;

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Sr. No. 30

Title: Good strategy, bad strategy: the difference and why it matters by Rumelt, Richard P.

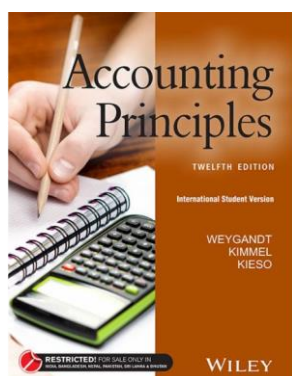
London Profile Books 2017

Acc. No. 002038

Call No. 658.4012 RUM

Summary: A Profile Business Classic edition of one of the most important and critically acclaimed books on strategy ever written. Since then, his original and pragmatic ideas have won fans around the world and continue to help readers to recognise and avoid the elements of bad strategy and adopt good, action-oriented strategies that honestly acknowledge the challenges being faced and offer straightforward approaches to overcoming them.

[Click for more details](#)



Sr. No. 31

Title: Accounting principles by Weygandt, Jerry J.

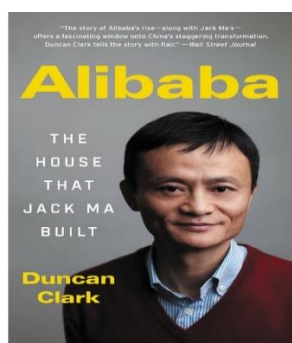
New Delhi Wiley India Pvt. Ltd. 2018

Acc. No. 002039

Call No. 657 WEY

Summary: Accounting Principles 12th Edition by Weygandt, Kimmel, and Kieso provides students with a clear introduction to fundamental accounting concepts. The Twelfth Edition helps students get the most out of their accounting course by making practice simple. Both in the print text and online in WileyPLUS with ORION new opportunities for self-guided practice allow students to check their knowledge of accounting concepts, skills, and problem solving techniques and receive personalized feedback at the question, learning objective and course level.

[Click for more details](#)



Sr. No. 32

Title: Alibaba: the house that Jack Ma built by Clark, Duncan

New York HarperCollins Publishers 2016

Acc. No. 002040

Call No. 650.09 CLA

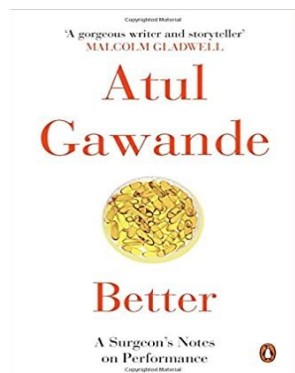
Summary: In just a decade and half Jack Ma, a man who rose from humble beginnings and started his career as an English teacher, founded and built Alibaba into the second largest Internet company in the world. The company's \$25 billion IPO in 2014 was the world's largest, valuing the company more than Facebook or Coca Cola. Alibaba today runs the e-commerce services that hundreds of millions of Chinese consumers depend on every day, providing employment and income for tens of millions more.

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New Arrival of Books – March 2022



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 33

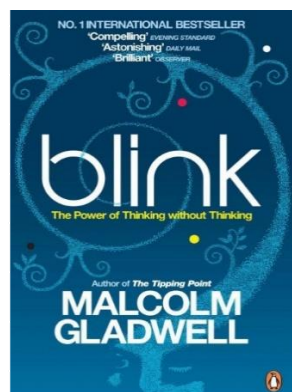
Title: Better: a surgeon's notes on performance by Gawande, Atul

Haryana Penguin Random House India Pvt. Ltd. 2014

Acc. No. 002041

Call No. 616 GAW

Summary: The Struggle To Perform Well Is Universal, And Nowhere Is The Drive To Do Better More Important Than In Medicine, Where Lives Are On The Line With Every Decision. In His New Book, Atul Gawande Explores How Doctors Strive To Close The Gap Between Best Intentions And Best Performance In The Face Of Obstacles That Sometimes Seem Insurmountable. Gawande S Gripping Stories Of Diligence And Ingenuity Take Us To Battlefield Surgical Tents In Iraq, Delivery Rooms In Boston, A Polio Outbreak In India, And Malpractice Courtrooms In The Us.



Sr. No. 34

Title: Blink: the power of thinking without thinking by Gladwell, Malcolm

London Penguin Books Ltd. 2005

Acc. No. 002042

Call No. 153.44 GLA

Summary: Blink: The Power of Thinking Without Thinking is a revolution in the understanding of the mind. An art expert sees a ten-million-dollar sculpture and instantly spots it's a fake. A marriage analyst knows within minutes whether a couple will stay together. A fire-fighter suddenly senses he has to get out of a blazing building. A speed dater clicks with the right person...This book is all about those moments when we 'know' something without knowing why.

[Click for more details](#)



Sr. No. 35

Title: Corporate financial reporting and analysis by Bhattacharya, Ashish K.

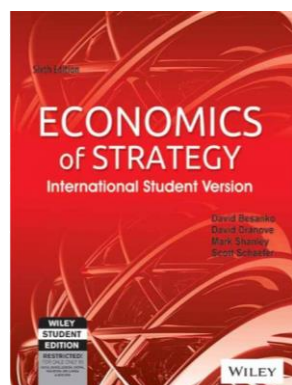
New Delhi PHI Learning Pvt. Ltd. 2021

Acc. No. 002043

Call No. 658.1512 BHA

Summary: The book provides an insight into the concepts pertaining to financial accounting in the most simplified way. With clear and concise presentation and systematic discussion of the concepts, the text helps in developing the basic understanding of corporate financial reporting. It explicates the accounting principles and methods stipulated in Ind AS, without going into too much detail to make the book useful to the students without previous accounting knowledge. Primarily, the book is intended as first course for the postgraduate students of management for their papers in Financial Reporting and Financial Statement Analysis.

[Click for more details](#)



Sr. No. 36

Title: Economics of strategy by Besanko, David

New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 002044

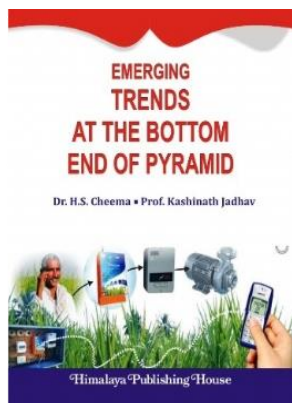
Call No. 330 BES

Summary: Economics of Strategy offers a comprehensive text that provides a link between economic theory and business applications that is at once technical in its approach and accessible due to its numerous examples and clear writing style. The sixth edition of Besanko's Economics of Strategy uses economic theory to bring new insights to popular topics in modern strategy. By presenting basic concepts of economic theory with ideas in modern strategy literature, this book provides readers with a logical framework for understanding the strategic activities within a firm.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 37

Title: Emerging trends at the bottom end of pyramid by Cheema, H. S.

Mumbai Himalaya Publishing House Pvt. Ltd. 2017

Acc. No. 002045

Call No. 658.800954 CHE

Summary: "Emerging Trends at the Bottom End of Pyramid" has a unique significance as it provides intellectual capital in the form of a wide spectrum of research papers that present a treasure of data. As the years pass, we are bound to face many challenges on the road to rural marketing. All reputed industries and business houses are in the process of formulating their strategies to cater to the rural market in the best way possible. This is going to be a different ball game altogether as rural populace has a different mind set, their needs, expectations and life styles are different.

[Click for more details](#)



Sr. No. 38

Title: Essentials of business analytics by Camm, Jeffrey D.

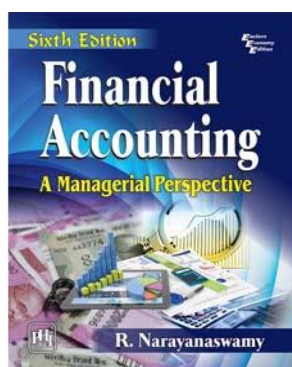
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002046

Call No. 658.4033 CAM

Summary: This book offers topical coverage over the full range of analytics: descriptive, predictive, and prescriptive. It integrates several important analytics topics not covered by any other single book. It integrates a traditional quantitative methods curriculum with the concepts of data visualization and data mining that are of growing importance to students who will work in a world inundated with data. The coverage we provide is an elementary introduction accessible to an undergraduate, but rooted in practicality. Excel is completely integrated throughout the book, so students learn the latest methods for solving practical problems.

[Click for more details](#)



Sr. No. 39

Title: Financial accounting: a managerial perspective by Narayanaswamy, R.

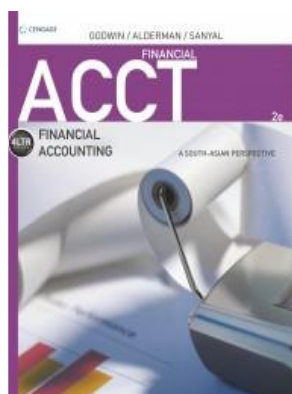
New Delhi PHI Learning Pvt. Ltd. 2021

Acc. No. 002047

Call No. 658.1511 NAR

Summary: This highly acclaimed text, now in its Sixth Edition, is designed as a first-level course offered in business schools, universities, and professional programmes. It explains how to prepare, analyze, and interpret financial statements. Its distinctive features include the following: Developing the accounting model from the basics of business, Stress on the why of accounting rather than the how of bookkeeping, Emphasis on financial analysis from the beginning.

[Click for more details](#)



Sr. No. 40

Title: Financial ACCT with coursemate by Godwin, Norman

New Delhi Cengage Learning India Pvt. Ltd. 2016

Acc. No. 002048

Call No. 657.044 GOD

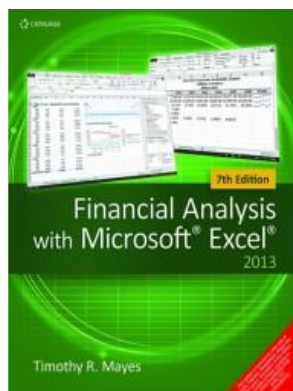
Summary: This series of books is to introduce students and teachers in India to an innovative concept in management studies. Since the launch, 4LTR Press has helped more than 1,800,000 college students at over 2,000 schools succeed worldwide. Financial ACCT, 2e, a 4LTR Press product, takes into account and integrates the inputs from discipline-specific focus groups, conversations, and surveys and presents the content in a visually engaging page layout, keeping intact the high-quality content instructors need. It adopts a persuasive visual medium and offers a balanced approach, demonstrating how to use accounting information to make business decisions.

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New Arrival of Books – March 2022



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 41

Title: Financial analysis with Microsoft Excel by Mayes, Timothy R.

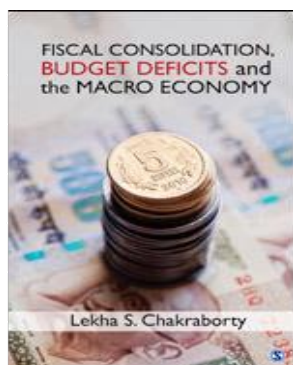
New Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 002049

Call No. 658.15 MAY

Summary: 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. Because today's typical students enter college with basic spreadsheet skills, this new edition covers the basics early for those with no background, before moving quickly into many of the more advanced and most powerful features of Excel® 2013.

[Click for more details](#)



Sr. No. 42

Title: Fiscal consolidation, budget deficits and the macro economy by Chakraborty, Lekha S.

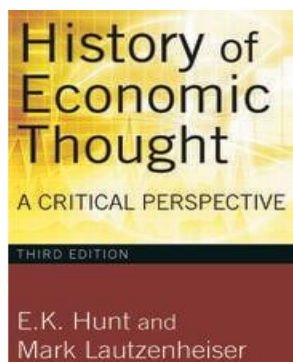
New Delhi Sage Publications India Pvt. Ltd. 2016

Acc. No. 002050

Call No. 339.520954 CHA

Summary: This book analyses such debates and impacts of fiscal deficit in India, empirically, through macro econometric exercise. Filling an existing gap, it revisits the debate on the macroeconomic effects of deficit by taking India as a case study based on a long-time series analysis from 1980–81 to 2012–13.

[Click for more details](#)



Sr. No. 43

Title: History of economic thought: a critical perspective by Hunt, E.K.

New York Routledge 2017

Acc. No. 002051

Call No. 330.09 HUN

Summary: The new edition of this classroom classic retains the organizing theme of the original text, presenting the development of thought within the context of economic history. Economic ideas are framed in terms of the spheres of production and circulation, with a critical analysis of how past theorists presented their ideas.

[Click for more details](#)



Sr. No. 44

Title: Speak with impact by Sharma, Meenakshi

Haryana Penguin Random House India Pvt. Ltd. 2014

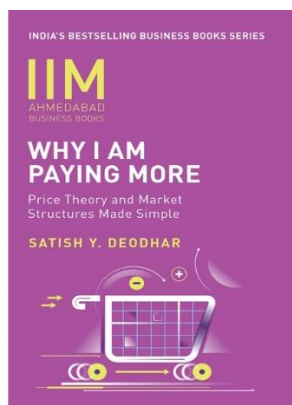
Acc. No. 002052

Call No. 651.73 SHA

Summary: If you are among those who tremble and break into a sweat at the thought of facing an audience, or hesitate in offering an opinion, you are not alone. If this has happened to you a few times, you might feel that spoken communication is not your forte. In this book, using interactive and accessible methods, along with a host of useful examples, Prof. Meenakshi Sharma shows you how you can sharpen your ability to leave an impact on others with every interaction.



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 45

Title: Why I am paying more: price theory and market structures made simple by Deodhar, Satish Y.

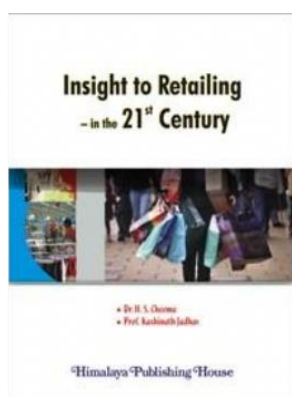
Haryana Penguin Random House India Pvt. Ltd. 2016

Acc. No. 002053

Call No. 658.816 DEO

Summary: Why do saree emporiums and apparel shops offer heavy discounts on a few occasions during the year? Why is it that airline tickets booked well in advance are always cheaper? How would Phoolan Devi and Veerappan react to a case of Prisoners' Dilemma? Professor Deodhar explains the dynamics of pricing with respect to demand and supply and various market structures like perfect competition, monopoly, monopolistic competition and oligopoly through engaging everyday examples and case studies.

[Click for more details](#)



Sr. No. 46

Title: Insight retailing in the 21st century by Cheema, H. S.

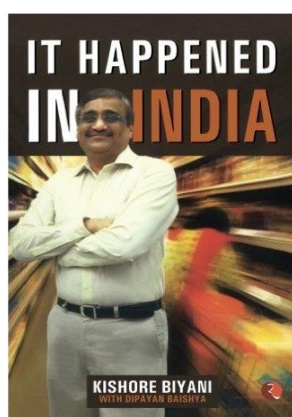
Mumbai Himalaya Publishing House Pvt. Ltd. 2012

Acc. No. 002054

Call No. 658.87 CHE

Summary: The book, "Insight to Retailing in the 21st Century" is the outcome of all this intellectual churning that's happening around at the moment. So the research in this book has the potential to guide our burgeoning industries through these tasting times. The book is divided into 4 parts:- Part A "Retail Market Issues and Challenges of Development Strategies" Part B deals with "IT and Customer Relationship Management" Part C of the book, "Retail Strategy" focuses on another feature of vital importance is that of 'strategy'. Part D highlights, "Insight into the Behaviour of Consumers".

[Click for more details](#)



Sr. No. 47

Title: It happened in India: the story of pantaloons, big bazar, central and the great Indian consumer by Biyani, Kishore

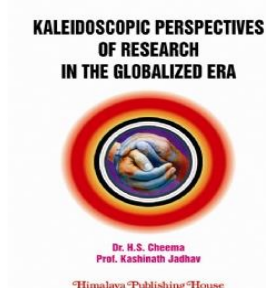
Delhi Rupa Publications India Pvt. Ltd. 2007

Acc. No. 002055

Call No. 338.040 BIY

Summary: Kishore Biyani started his career selling stonewash fabric to small shops in Mumbai. Years later, with the launch of Pantaloons, Big Bazaar, Food Bazaar, Central and many more retail formats, he redefined the retailing business in India. Incidentally, Kishore Biyani's objective is to capture every rupee in the wallet of every Indian consumer, wherever they are – an investment banker living in a south Mumbai locality or a farmer in Sangli. As large business houses enter the retail space, Kishore Biyani is not just concentrating on retail but aiming to capture the entire Indian consumption space

[Click for more details](#)



Sr. No. 48

Title: Kaleidoscopic perspectives of research in the globalized era by Cheema, H. S.

Mumbai Himalaya Publishing House Pvt. Ltd. 2011

Acc. No. 002056

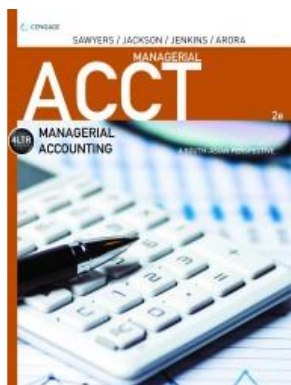
Call No. 658.800954 CHE

Summary: 'kaleidoscopic Perspectives of Research in the Globalization Era' assumes a great significance for academia in general of academic institutions in particular when burgeoning Indian economy necessitates a strong research base.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 49

Title: Managerial ACCT with course mate by Sawyers, Steve

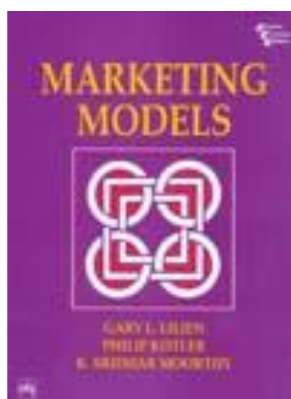
New Delhi Cengage Learning India Pvt. Ltd. 2016

Acc. No. 002057

Call No. 658.1511 SAW

Summary: Managerial ACCT, 2e, a 4LTR Press product, takes into account and integrates the inputs from discipline-specific focus groups, conversations, and surveys and presents the content in a visually engaging page layout, keeping intact the high-quality content instructors need. It adopts a persuasive visual medium and offers a balanced approach, demonstrating how to use accounting information to make business decisions. The book aims at enjoyable reading and easy attention using comprehensive pedagogical features.

[Click for more details](#)



Sr. No. 50

Title: Marketing models by Lilien, Gary L.

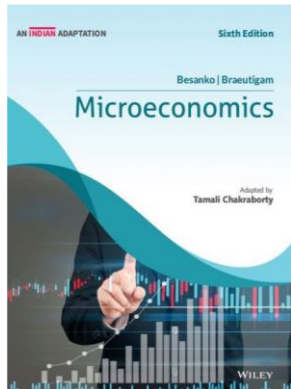
New Delhi PHI Learning Pvt. Ltd. 2019

Acc. No. 002058-59

Call No. 658.8 LIL

Summary: Recent scientific and database developments have provided tools and models for improving the effectiveness of the marketing decisions. Marketing Models authored by a team of distinguished faculty that includes Philip Kotler examines the more promising scientific and database developments that assist managers in arriving at cost-effective marketing strategies and budgets. It describes some of the important developments in marketing theory which help analyse marketing issues more effectively.

[Click for more details](#)



Sr. No. 51

Title: Microeconomics by Besanko, David

India Wiley India Pvt. Ltd. 2021

Acc. No. 002060

Call No. 330 BES

Summary: This Indian Adaptation of Microeconomics sixth edition has revised text that offers new and enhanced content throughout. The coverage of the book also incorporates the dramatic changes that have occurred in this field in the recent years. New applications and case studies reflecting current data and important new developments in the field of economics relevant to the Indian scenario have been added. A new chapter on Demand Forecasting has been included. Learning- by-Doing Exercises in the chapter, and end of chapters exercises are enriched with new Questions and Problems to help learners relate better to the content.

[Click for more details](#)

SANDEEP HASURKAR



Sr. No. 52

Title: Never too big to fail: the collapse of IL and FS and its ten trillion-rupee maze by Hasurkar, Sandeep

New Delhi Rupa Publications India Pvt. Ltd. 2020

Acc. No. 002061

Call No. 330.9730 HAS

Summary: India is staring at a financial crisis of apocalyptic proportions in the wake of the Corona pandemic, but the country could have mitigated the impact had it not been in the midst of an economic slowdown caused by the failure of some of the biggest companies. IL&FS was the biggest and the most unexpected failure on this list. The dramatic fall of this low-profile behemoth, which was as sudden as its rise, triggered shockwaves that ripped through financial markets and the economy.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 53

Title: New era of management with course mate by Daft, Richard L.

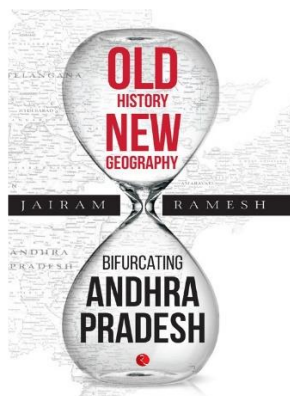
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002062

Call No. 658.3 DAF

Summary: New Era of Management helps you develop managers who look beyond traditional techniques and ideas to tap into a full breadth of innovative management skills. New Era of Management, 11e addresses emerging themes and the issues most important for meeting today's management demands and challenges. A blend of proven management techniques and new competencies demonstrate how to harness creativity and lead change, as students learn to put theory into practice.

[Click for more details](#)



Sr. No. 54

Title: Old history new geography: bifurcating Andhra Pradesh by Ramesh, Jairam

New Delhi Rupa Publications India Pvt. Ltd. 2016

Acc. No. 002063

Call No. 954.84 RAM

Summary: In November 1956, a unified Telugu-speaking state of Andhra Pradesh came into being. In February 2014, Parliament bifurcated it to create two Telugu-speaking states: Telangana and Andhra Pradesh. Old History, New Geography provides the context, text and subtext to the bifurcation, which continues to be contentious and controversial. Jairam Ramesh makes an ideal commentator, given that he was a key member of the group of ministers (GoM) set up by the United Progressive Alliance government in October 2013 to prepare the legislation for the bifurcation.

[Click for more details](#)



Sr. No. 55

Title: Organization development and change by Cummings, Thomas G.

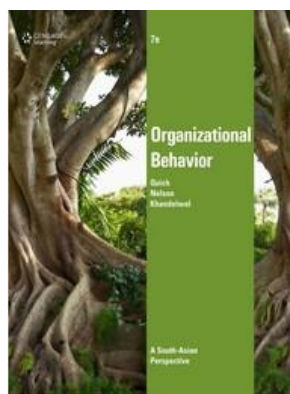
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002064

Call No. 658.3 CUM

Summary: Market-leading Organization Development and Change, 10th Edition blends rigor and relevance in a comprehensive and clear presentation. The authors work from a strong theoretical foundation to describe, in practical terms, how behavioral science knowledge can be used to develop organizational strategies, structures, and processes.

[Click for more details](#)



Sr. No. 56

Title: Organizational behaviour: a South Asian perspective by Quick, James Campbell

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002065

Call No. 658.3 QUI

Summary: Organizational Behavior: A South-Asian Perspective, 7th edition, engages both classic and emerging issues with a special focus on the South Asian environment, especially the Indian perspective. Using the knowledge and insights offered in the study of organizational behavior, we can take responsible actions to create the kinds of organizations in which we thrive, grow strong, and experience fulfillment in the spirit of the happy/productive worker.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 57

Title: Principles of human resource management with course mate by Bohlander, George W.

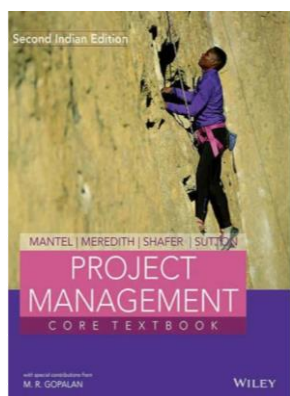
New Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 002031

Call No. 658.3 BOH

Summary: 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. This market-leading text demonstrates how HR impacts both individuals and organizations.

[Click for more details](#)



Sr. No. 58

Title: Project management core textbook by Mantel, Samuel J.

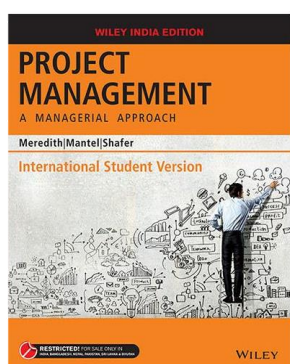
New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 002067

Call No. 658.404 MAN

Summary: Project Management Core Textbook, Second Indian Edition is a concise, hands-on guide that gives students everything they need to succeed in project management. Focusing on the technical aspects of project management that are directly related to practice, this book is organized around the project management life cycle, providing students with essential project management concepts and instructing them on how to use these concepts in real-world situation. This second edition features updated cases, Indian cases, problems and exercises for greater relevance and understanding of the material.

[Click for more details](#)



Sr. No. 59

Title: Project management: a managerial approach by Meredith, Jack R.

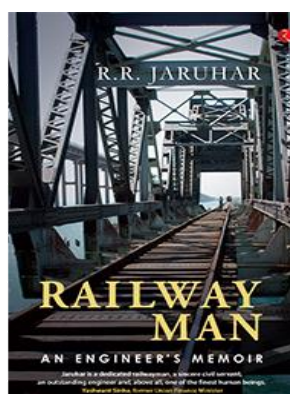
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 002068

Call No. 658.404 MER

Summary: Designed for project management courses for business students, Project Management: A Managerial Approach, 9th Edition guides students through all facets of the steps needed to successfully manage a project. The authors' managerial perspective addresses the basic nature of managing all types of projects as well as the specific techniques and insights required for selecting, initiating, executing, and evaluating those projects.

[Click for more details](#)



Sr. No. 60

Title: Railway man: an engineers memoir by Jaruhar, R. R.

New Delhi Rupa Publications India Pvt. Ltd. 2020

Acc. No. 002069

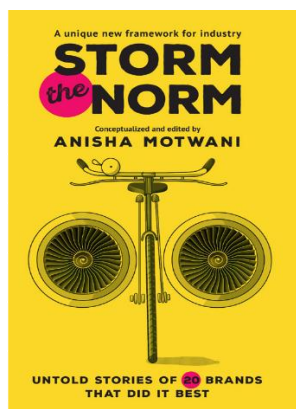
Call No. 625.10092 JAR

Summary: This is the story of an engineer par excellence who not only built bridges in the toughest terrains, but also bridged divides among people. R.R. Jaruhar gives a fascinating and vivid account of his log and illustrious career in the Indian Railways. The engaging narrative is peppered with awe-inspiring anecdotes as well as amusing adventures often experienced in the most trying of conditions. Jaruhar's steely determination, humility and cheerful disposition helped him survive murderous dacoits, tough union leaders and even tigers!

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 61

Title: Storm the norm: untold stories of 20 brands that did it best by Motwani, Anisha

New Delhi Rupa Publications India Pvt. Ltd. 2016

Acc. No. 002070

Call No. 658.827 MOT

Summary: Storm the Norm is a first-of-its-kind collection of contemporary stories of truly inspiring businesses and brands from India that either wrote or rewrote the norms of their respective industries and brought in unprecedented change and vibrancy. This book features twenty such stories from an exciting mix of categories—telecommunications (Idea), foods and beverages (Sprite, Tata Tea, Kissan, Kurkure), personal care (Fiama Di Wills, Sensodyne), automobiles (Honda Motors, Ford and Mahindra), financial services (Axis Bank), entertainment (PVR), travel (MakeMyTrip) and media (The Times of India).

[Click for more details](#)



Sr. No. 62

Title: Switch: how to change things when change is hard by Heath, Chip

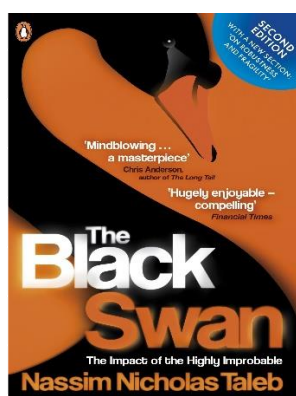
London Random House Business Books 2010

Acc. No. 002071

Call No. 303.4 HEA

Summary: Change is hard. It doesn't have to be. We all know that change is hard. It's unsettling, it's time-consuming, and all too often we give up at the first sign of a setback. But why do we insist on seeing the obstacles rather than the goal? This is the question that bestselling authors Chip and Dan Heath tackle in their compelling and insightful book. They argue that we need only understand how our minds function in order to unlock shortcuts to switches in behaviour.

[Click for more details](#)



Sr. No. 63

Title: The black swan: the impact of the highly improbable by Nicholas, Nassim

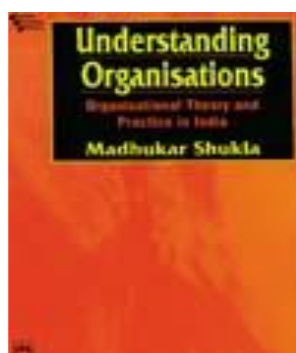
London Penguin Books Ltd. 2010

Acc. No. 002072

Call No. 003.54 NIC

Summary: A condensed guide to life from the bestselling author of The Black Swan, Nassim Nicholas Taleb's The Bed of Procrustes is an invaluable collection of aphorisms navigate the modern world. Why are we so often unwilling to accept that life is unpredictable? In this brilliant book Nassim Nicholas Taleb distils his idiosyncratic wisdom to demolish our illusions, contrasting the classical values of courage, elegance and erudition against modern philistinism and phoniness. Only by accepting what we don't know, he shows, can we see the world as it really is.

[Click for more details](#)



Sr. No. 64

Title: Understanding organisations: organisational theory and practice in India by Shukla, Madhukar

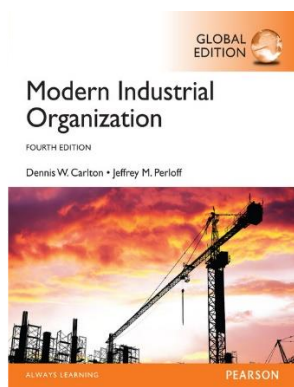
New Delhi PHI Learning Pvt. Ltd. 2013

Acc. No. 002073

Call No. 658.4 SHU

Summary: Organisations play a crucial role in our day-to-day life though most of us are unaware of it. They permeate and pervade almost all aspects of our lives and their significance cannot therefore be overemphasized. This easy-to-read and compact book on Organisational Theory (OT) gives an account of what an organisation is and how it operates.

[Click for more details](#)



Sr. No. 65

Title: Modern industrial organization by Carlton, Dennis W.

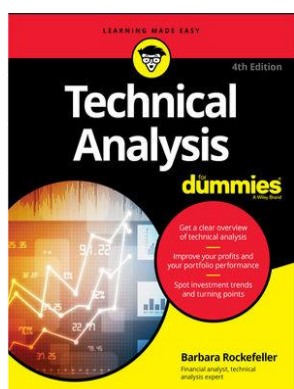
Boston Pearson Education Ltd. 2015

Acc. No. 002074

Call No. 338.6 CAR

Summary: Written by two of the field's most respected researchers, Modern Industrial Organization goes beyond the traditional structure-conduct-performance framework by using the latest advances in microeconomic theory, including transaction cost analysis, game theory, contestability, and information economics. Fully updated to reflect new trends and topics, the Fourth Edition focuses on providing students with a clear, unified structure for analyzing theories and empirical evidence about the organization of firms and industries.

[Click for more details](#)



Sr. No. 66

Title: Technical analysis for dummies by Rockefeller, Barbara

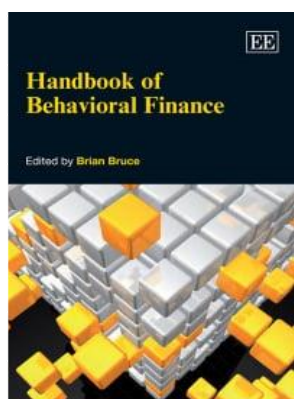
Hoboken John Wiley & Sons, Inc. 2020

Acc. No. 002075

Call No. 332.6 ROC

Summary: This straightforward guide shows you how to put this into profitable action—from basic principles and useful formulas to current theories on market trends and behavioral economics—to make the most lucrative decisions for your portfolio. The latest edition of Technical Analysis for Dummies includes a brand-new chapter on making the right decisions in a bull or bear market, an updated look at unique formulas and key indicators, as well as refreshed and today practical examples that reflect today's financial atmosphere.

[Click for more details](#)



Sr. No. 67

Title: Handbook of behavioral finance by Bruce, Brian

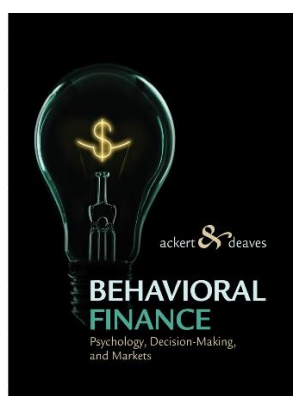
Cheltenham Edward Elgar Publishing Ltd. 2010

Acc. No. 002076

Call No. 332.6019 ACK

Summary: The Handbook of Behavioral Finance is a comprehensive, topical and concise source of cutting-edge research on recent developments in behavioral finance. The Handbook is divided into three areas of interest. The first – Behavioral Biases – includes discussions on herding in the market, information processing and the disposition effect in investment decisions. In the second section – Behavior in the Investment Process – topics explored include the effects of higher transaction costs on traders' behavior, investor sentiment, overconfidence and active management, and behavior effects on forecasts.

[Click for more details](#)



Sr. No. 68

Title: Behavioral finance: psychology, decision-making, and markets by Ackert, Lucy

USA South-Western, Cengage Learning 2010

Acc. No. 002077

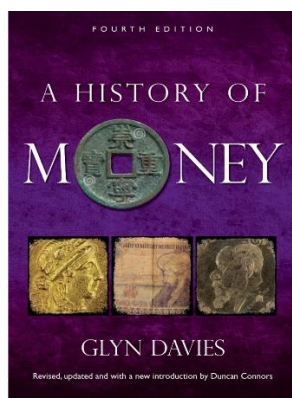
Call No. 332.6019 ACK

Summary: This book is unique as it spends a significant amount of time examining how behavioral finance can be used effectively by practitioners today. The book's solid academic approach provides opportunities for students to utilize theory and complete applications in every chapter. A wide variety of end-of-chapter exercises, discussion questions, simulations and experiments reinforce the book's applied approach, while useful instructor supplements ensure you have the resources to clearly present theories of behavioral finance and their applications.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 69

Title: A history of money: from ancient times to the present day by Davies, Glyn

Cardiff University of Wales Press 2016

Acc. No. 002078

Call No. 332.49 DAV

Summary: A History of Money is exactly that—a look at how money, the indispensable unit of our economy, developed through time. Starting with the barter system, the authors describe how the basic function of exchanging goods evolved into a monetary system based on coins made of precious metals and how, from the 1500s onwards, financial systems were established and currency became intertwined with commerce and trade, finally settling by the mid-1800s into a stable system based on gold.

[Click for more details](#)



Sr. No. 70

Title: The economics of health and health care by Folland, Sherman

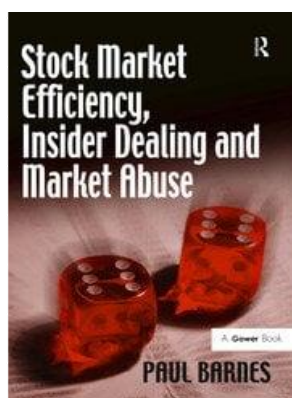
New York Routledge 2017

Acc. No. 002079

Call No. 338.433621 FOL

Summary: The Economics of Health and Health Care text offers the market-leading overview of all aspects of Health Economics, teaching through core economic themes, rather than concepts unique to the health care economy. The Eighth Edition of this key textbook has been revised and updated throughout, and reflects changes since the implementation of the Affordable Care Act (ACA). In addition to its revised treatment of health insurance, the text also introduces the key literature on social capital as it applies to individual and public health,

[Click for more details](#)



Sr. No. 71

Title: Stock market efficiency, insider dealing and market abuse by Barnes, Paul

New York Routledge 2016

Acc. No. 002080

Call No. 332.642 BAR

Summary: This book discusses what makes stock market efficiency so important for the economy, looks at the theory and issues that underpin market abuse and why an offence often dismissed as a victimless crime is punished so severely. It explores the impact of perception and other factors that distort the market and outlines the extent of abuse. Regulators, lawyers, company officials, investigators, professional advisers and of course investors, both professional and otherwise will find this a helpful guide to the underlying elements of fraud and market manipulation.

[Click for more details](#)



Sr. No. 72

Title: Ecological economics: principles and applications by Daly, Herman E.

Washington Island Press 2011

Acc. No. 002081

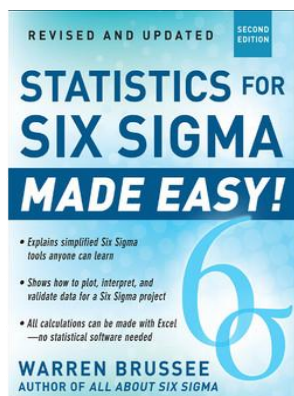
Call No. 333.7 DAL

Summary: This book helped to define the emerging field of ecological economics. This new edition surveys the field today. It incorporates all of the latest research findings and grounds economic inquiry in a more robust understanding of human needs and behavior. Humans and ecological systems, it argues, are inextricably bound together in complex and long-misunderstood ways. According to ecological economists, conventional economics does not reflect adequately the value of essential factors like clean air and water, species diversity, and social and generational equity.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 73

Title: Statistics for six sigma made easy by Brussee, Warren

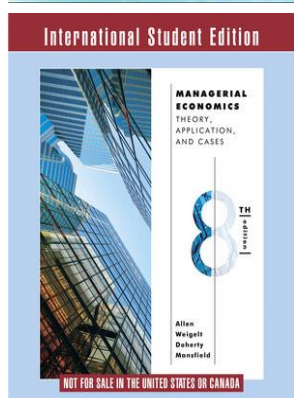
New York McGraw Hill Education Pvt. Ltd. 2012

Acc. No. 002082

Call No. 658.562 BRU

Summary: Six Sigma is one of the most effective strategies for improving processes, creating better products, and boosting customer satisfaction, but business leaders often balk at its reputation for being too complex. Don't fall into that trap. Six Sigma is simple to understand and implement—if you have Statistics for Six Sigma Made Easy! Warren Brussee has helped businesses save millions of dollars with Six Sigma, and he explains how you can achieve similar results in this step-by-step guide.

[Click for more details](#)



Sr. No. 74

Title: Managerial economics: theory, applications, and cases by Allen, W. Bruce

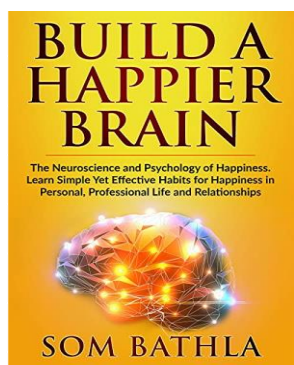
New York W.W. Norton & Company 2013

Acc. No. 002083

Call No. 338.5024658 ALL

Summary: Modernized for the 21st century, the Eighth Edition emphasizes strategic thinking by managers and includes over 50 new case studies on events from 2010 to 2012 that prepare students for today's changing economy.

[Click for more details](#)



Sr. No. 75

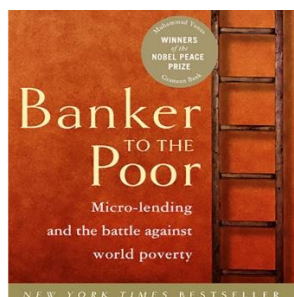
Title: Build a happier brain: the neuroscience and psychology of happiness. learn simple yet effective habits for happiness in personal, professional life and relationships by Bathla, Som

UK Coppel 2019

Acc. No. 002084

Call No. 612.82 BAT

Summary: Build a Happier Brain is a theory that offers a lot of practical ways to be happier. It will enrich your rational brain with psychological theories and neuroscience based on decades of happiness research, and it will also tell you about how happiness through effective daily habits can invite joy into your personal life, work life, and relationships.



Sr. No.76

Title: Banker to the poor: micro-lending and the battle against world poverty by Yunus, Muhammad

New York Public Affairs 2003

Acc. No. 002031

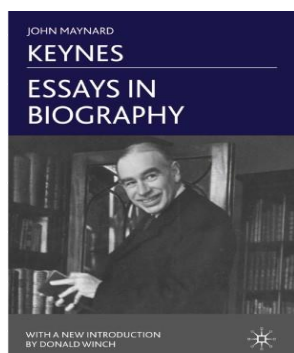
Call No. 332.1095492 YUN

Summary: Muhammad Yunus was a professor of economics in Bangladesh, who realized that the most impoverished members of his community were systematically neglected by the banking system — no one would loan them any money. Yunus conceived of a new form of banking — microcredit — that would offer very small loans to the poorest people without collateral, and teach them how to manage and use their loans to create successful small businesses. He founded Grameen Bank based on the belief that credit is a basic human right, not the privilege of a fortunate few, and it now provides \$24 billion of micro-loans to more than nine million families.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 77

Title: *Essays in biography by Keynes, John Maynard*

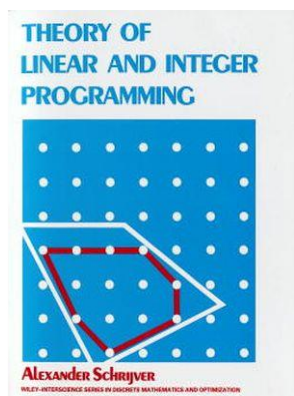
New York Martino Publishing 2012

Acc. No. 002086

Call No. 920.042 KEY

Summary: This authoritative Royal Economic Society edition of *Essays in Biography* contains some of Keynes's finest writing. It has been reissued with a new introduction by Donald Winch that appraises Keynes's achievement as biographer, character analyst, and intellectual historian.

[Click for more details](#)



Sr. No. 78

Title: *Theory of linear and integer programming by Schrijver, Alexander*

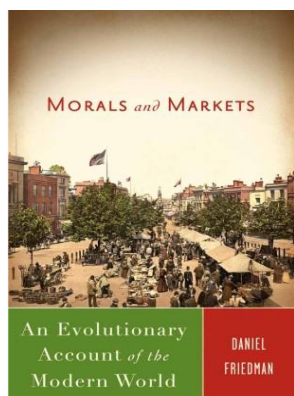
Chichester John Wiley & Sons, Inc. 2000

Acc. No. 002087

Call No. 519.72 SCH

Summary: This book describes the theory of linear and integer programming and surveys the algorithms for linear and integer programming problems, focusing on complexity analysis. It aims at complementing the more practically oriented books in this field. A special feature is the author's coverage of important recent developments in linear and integer programming. Applications to combinatorial optimization are given, and the author also includes extensive historical surveys and bibliographies. The book is intended for graduate students and researchers in operations research, mathematics and computer science.

[Click for more details](#)



Sr. No. 79

Title: *Morals and markets: an evolutionary account of the modern world by Friedman, Daniel*

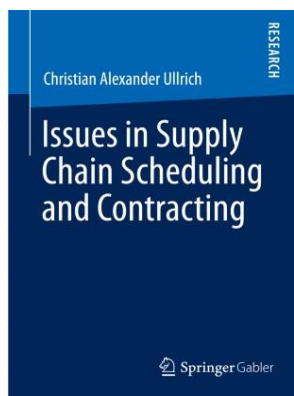
New York Palgrave Macmillan 2008

Acc. No. 002088

Call No. 174.4 FRI

Summary: In this book, economist and evolutionary game theorist Daniel Friedman demonstrates that our moral codes and our market systems, while often in conflict, are really devices evolved to achieve similar ends, and that society functions best when morals and markets are in balance with each other.

[Click for more details](#)



Sr. No. 80

Title: *Issues in supply chain scheduling and contracting by Ullrich, Christian Alexander*

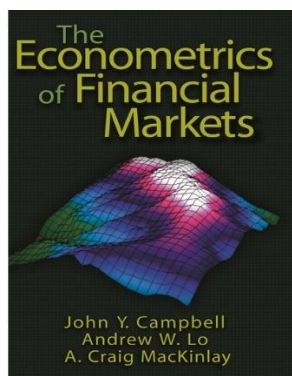
Dordrecht Springer 2013

Acc. No. 002089

Call No. 658.404 ULL

Summary: Christian A. Ullrich investigates the optimization potential of integrated supply chain scheduling approaches. Considering a company-internal supply chain, the author's first research question is whether the results of integrating machine scheduling and vehicle routing are significantly better than those of classic decomposition approaches which break down the overall problem and solve the subproblems successively. The scope is then broadened to include the machine and transportation scheduling problems of two and more companies at consecutive supply chain stages. The last part of this dissertation addresses supply chain contracting issues.

[Click for more details](#)



Sr. No. 81

Title: The econometrics of financial markets by Campbell, John Y.

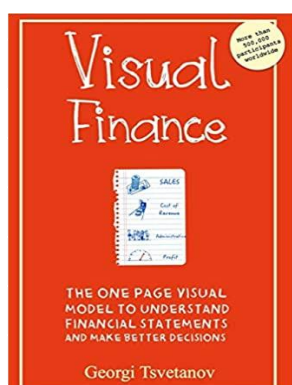
New Jersey Princeton University Press 1997

Acc. No. 002090

Call No. 332.0414 CAM

Summary: The book covers the entire spectrum of empirical finance, including: the predictability of asset returns, tests of the Random Walk Hypothesis, the microstructure of securities markets, event analysis, the Capital Asset Pricing Model and the Arbitrage Pricing Theory, the term structure of interest rates, dynamic models of economic equilibrium, and nonlinear financial models such as ARCH, neural networks, statistical fractals, and chaos theory.

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Sr. No. 82

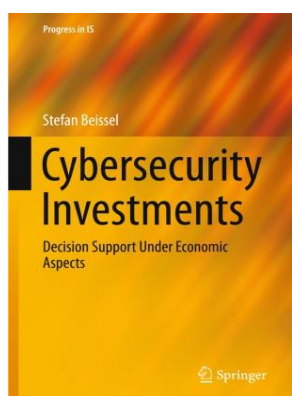
Title: Visual finance: the one-page visual model to understand financial statements and make better business decisions by Tsvetanov, Georgi

UK CreateSpace Independent Publishing 2015

Acc. No. 002091

Call No. 657 TSV

Summary: Visual Finance is a powerful, simple tool that you can learn in a couple of hours, and easily apply to real life. Over the past five years, this model has been used in thousands of finance for non-financial managers training sessions in more than 30 countries. Now for the first time, it has been finally released in a paperback format. Accounting is perceived as being tedious, complicated and too theoretical. Non-financial managers are less than enthusiastic about accounting. One of the possible reasons might be the way business schools teach it.



Sr. No. 83

Title: Cybersecurity investments: decision support under economic aspects by Beissel, Stefan

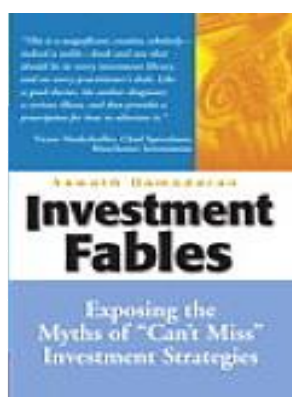
Switzerland Springer 2016

Acc. No. 002092

Call No. 658.4038 BEI

Summary: This book offers readers essential orientation on cybersecurity safeguards, and first and foremost helps them find the right balance between financial expenditures and risk mitigation. This is achieved by pursuing a multi-disciplinary approach that combines well-founded methods from economics and the computer sciences. Established decision making techniques are embedded into a walk-through for the complete lifecycle of cybersecurity investments.

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Sr. No. 84

Title: Investment fables: exposing the myths by Damodaran, Aswath

New Jersey Prentice Hall 2004

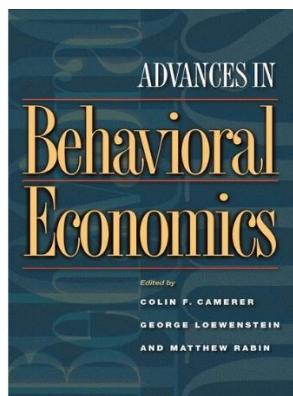
Acc. No. 002093

Call No. 332.6 DAM

Summary: In Investment Fables, one of the world's leading investment researchers runs the numbers on 13 of today's most widely touted strategies, objectively answering the questions your broker can't answer. Has it worked over the long term? Over the short term? If it made sense once, does it still make sense? Are the promised benefits a statistical mirage? Could it work, as one part of your investment strategy? What are the downsides and how can you mitigate them? If you want to make smarter investment decisions, you'll find this book utterly indispensable. "



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 85

Title: *Advances in behavioral economics by Camerer, Colin F.*

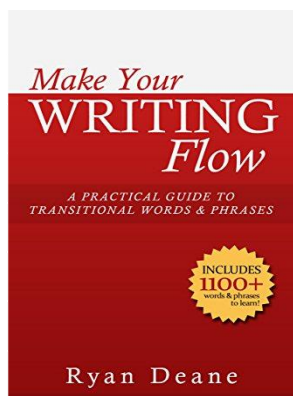
New Jersey Princeton University Press 2004

Acc. No. 002094

Call No. 330.019 CAM

Summary: This book assembles the most important papers on behavioral economics published since around 1990. Among the 25 articles are many that update and extend earlier foundational contributions, as well as cutting-edge papers that break new theoretical and empirical ground. *Advances in Behavioral Economics* will serve as the definitive one-volume resource for those who want to familiarize themselves with the new field or keep up-to-date with the latest developments.

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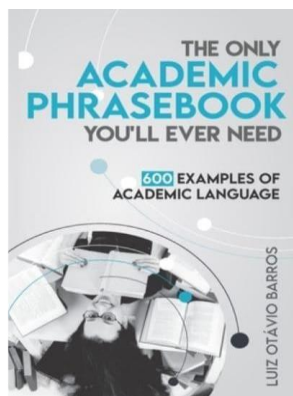
Sr. No. 86

Title: *Make your writing flow: a practical guide to transitional words and phrases by Deane, Ryan*

Great Britan Innerspace Publishing 2015

Acc. No. 002095

Call No. 829.5 DEA



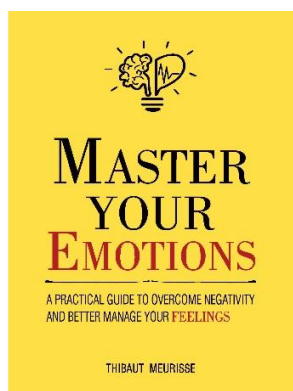
Sr. No. 87

Title: *The only academic phrasebook you'll ever need: 600 examples of academic language by Barros, Luiz Otavio*

UK Createspace Independent Publication 2016

Acc. No. 002096

Call No. 378.0014 BAR



Sr. No. 88

Title: *Master your emotions: a practical guide to overcome negativity and better manage your feelings by Meurisse, Thibaut*

UK Wisdom Tree 2019

Acc. No. 002097

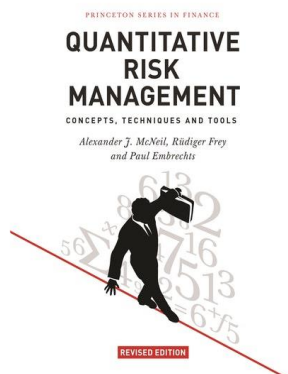
Call No. 152.4 MEU

Summary: Want to overcome your negative feelings? Feel like you aren't good enough? Need help dealing with stress? The solution to deal with negative emotions is to understand how your emotions work and apply specific techniques to ensure you manage them as effectively as possible. *Master Your Emotions* is the 'how-to' manual your parents should have given you at birth. By reading it, you'll learn how to deal with negative emotions so you can live a happier, more fulfilling life.

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Sr. No. 89

Title: Quantitative risk management: concepts, techniques and tools by McNeil, Alexander J.

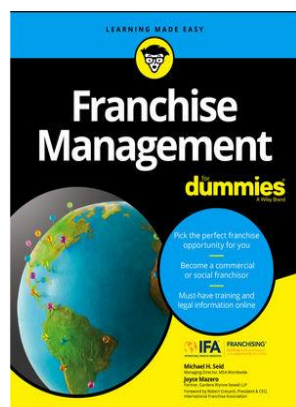
New Jersey Princeton University Press 2015

Acc. No. 002098

Call No. 658.1550151 MCN

Summary: This book provides the most comprehensive treatment of the theoretical concepts and modelling techniques of quantitative risk management. Whether you are a financial risk analyst, actuary, regulator or student of quantitative finance, Quantitative Risk Management gives you the practical tools you need to solve real-world problems. Describing the latest advances in the field, Quantitative Risk Management covers the methods for market, credit and operational risk modelling.

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Sr. No. 90

Title: Franchise management for dummies by Seid, Michael H.

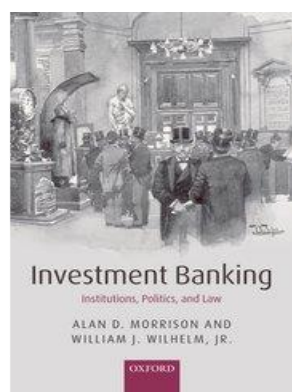
Hoboken John Wiley & Sons, Inc. 2017

Acc. No. 002099

Call No. 658.8708 SEI

Summary: If you've ever visited a chain restaurant and thought, "I'd like to run one of these," you're among countless would-be entrepreneurs eager to be their own boss. Franchise Management For Dummies is a hands-on guide that provides clear and concise information on the issues involved in finding, buying, operating, and ultimately growing a successful franchise business. Geared toward both novices and experts in franchising, it's an essential guide to help prospective franchisees know what to look for in a great franchisor, and to show existing franchisees what great franchisors are providing their franchisees.

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Sr. No. 91

Title: Investment banking: institutions, politics, and law by Morrison, Alan D.

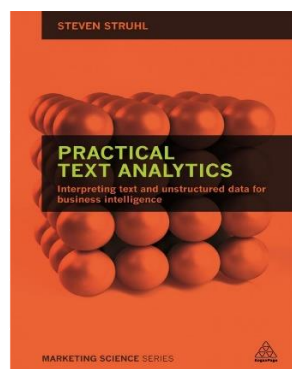
Oxford Oxford University Press 2012

Acc. No. 002100

Call No. 332.66 MOR

Summary: Investment Banking: Institutions, Politics, and Law provides an economic rationale for the dominant role of investment banks in the capital markets, and uses it to explain both the historical evolution of the investment banking industry and also recent changes to its organization. Although investment decisions rely upon price-relevant information, it is impossible to establish property rights over it and hence is very hard to coordinate its exchange. The authors argue that investment banks help to resolve this problem by managing "information marketplaces,

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Sr. No. 92

Title: Practical text analytics: interpreting text and unstructured data for business intelligence by Struhl, Steven

London Kogan Page Limited 2015

Acc. No. 002101

Call No. 658.472 STR

Summary: Practical Text Analytics is an essential daily reference resource, providing real-world guidance on the effective application of text analytics. The book presents the analysis process so that it is immediately understood by the marketing professionals who must use it, so they can apply proven concepts and methods correctly and with confidence.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 93

Title: *Econometric analysis by Greene, William H.*

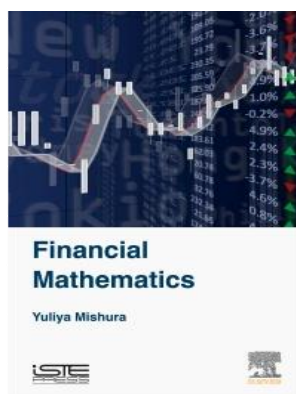
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002102

Call No. 330.015195 GRE

Summary: This book first introduces students to basic techniques, a rich variety of models, and underlying theory that is easy to put into practice. It then presents students with a sufficient theoretical background to understand advanced techniques and to recognize new variants of established models. This focus, along with hundreds of worked numerical examples, ensures that students can apply the theory to real-world application and are prepared to be successful economists in the field.

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Sr. No. 94

Title: *Financial mathematics by Mishura, Yuliya*

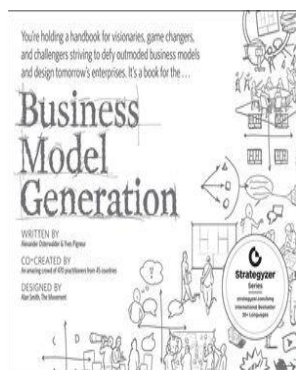
London ISTE Press Ltd. 2016

Acc. No. 002103

Call No. 330.0151 MIS

Summary: Finance Mathematics is devoted to financial markets both with discrete and continuous time, exploring how to make the transition from discrete to continuous time in option pricing. This book features a detailed dynamic model of financial markets with discrete time, for application in real-world environments, along with Martingale measures and martingale criterion and the proven absence of arbitrage. With a focus on portfolio optimization, fair pricing, investment risk, and self-finance, the authors provide numerical methods for solutions and practical financial models

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Sr. No. 95

Title: *Business model generation: a handbook for visionaries, game changers, and challengers by Osterwalder, Alexander*

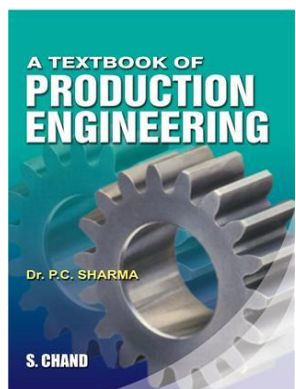
New Jersey John Wiley & Sons, Inc. 2010

Acc. No. 002104

Call No. 658.4012 OST

Summary: Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation.

[Click for more details](#)



Sr. No. 96

Title: *A textbook of production engineering by Sharma, P. C.*

New Delhi S. Chand & Company Ltd. 2019

Acc. No. 002105

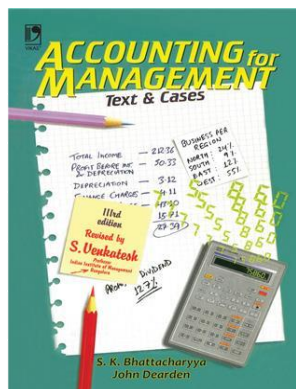
Call No. 658.5 SHA

Summary: The book has been a very useful resource for the students for undergraduate students of Mechanical Engineering. Divided in 27 chapters, it is written with the objective of providing comprehensive knowledge about various aspects of the subject from process and production planning and control to manufacturing systems and automation thereby providing the student with a holistic idea.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 97

Title: Accounting for management: text and cases by Bhattacharyya, S. K.

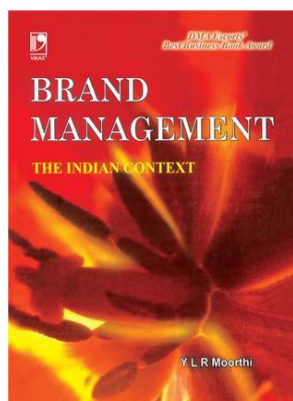
Noida Vikas Publishing House Pvt. Ltd. 2021

Acc. No. 002106

Call No. 658.1511 BHA

Summary: This book incorporates the refinements in the accounting concepts and practices and reflects on new issues and developments in the field of accounting at the international and national levels. The original structure of the book, i.e. to instruct managers rather than accountants, remains unchanged. The inclusion of a large number of cases is an element of this design. To make the book more contemporaneous some of the cases have been replaced. However, those cases have been retained which we believe provide learning that can be described as timeless.

[Click for more details](#)



Sr. No. 98

Title: Brand management: the Indian context by Moorthi, Y. L. R.

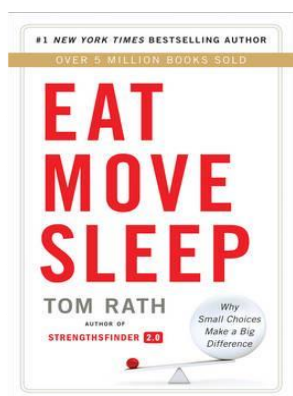
New Delhi Vikas Publishing House Pvt. Ltd. 2018

Acc. No. 002107-08

Call No. 658.8270954 MOO

Summary: Bridging the gap between theoretical aspects of brand management and the reality of the Indian Market, this crisp and compact book covers five essential topics including brand success, brand equity, brand extension, brand personality and brand repositioning. The book targets product/brand managers, senior and middle level marketing managers and postgraduate students of management

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Sr. No. 99

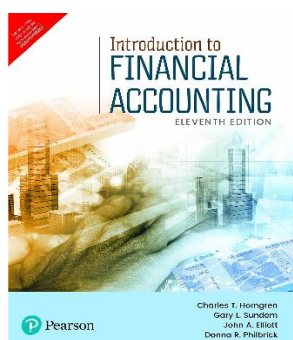
Title: Eat move sleep: how small choices lead to big changes by Rath, Tom

USA Missionday 2013

Acc. No. 002109

Call No. 613 RAT

Summary: In Eat Move Sleep, #1 New York Times bestselling author Tom Rath delivers a book that will improve your health for years to come. While Tom's bestsellers on strengths and well-being have already inspired more than 5 million people in the last decade, Eat Move Sleep reveals his greatest passion and expertise. Quietly managing a serious illness for more than 20 years, Tom has assembled a wide range of information on the impact of eating, moving, and sleeping. Written in his classic conversational style, Eat Move Sleep features the most proven and practical ideas from his research.



Sr. No. 100

Title: Introduction to financial accounting by Horngren, Charles T.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002110

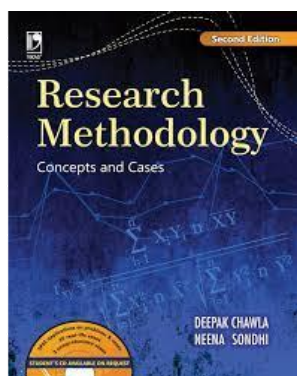
Call No. 657 HOR

Summary: Introduction to Financial Accounting, 11e, focuses upon the most widely accepted accounting theory and practice with an emphasis on using and analyzing the information in financial statements. This adaptation title describes the underlying concepts of accounting and several accounting procedures such as transaction analysis, journalizing, and posting based on the Indian context.

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Sr. No. 101

Title: Research methodology: concept and cases by Chawla, Deepak

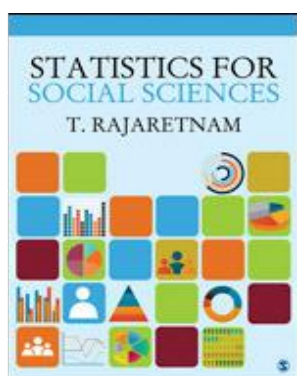
New Delhi Vikas Publishing House Pvt. Ltd. 2022

Acc. No. 002111

Call No. 001.42 CHA

Summary: Research Methodology: Concepts and Cases provides an updated, comprehensive, and stepwise understanding of the research processes with a balanced blend of theory, techniques and illustrations from a wide cross-section of businesses in India. This book makes no presumptions and can be used with confidence and conviction by both students and experienced managers. The conceptual base has been provided in a comprehensive, yet simplistic way, addressing even the minutest explanations required by the reader.

[Click for more details](#)



Sr. No. 102

Title: Statistics for social sciences by Rajaretnam, T.

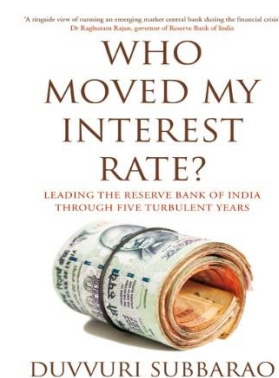
New Delhi Sage Publications India Pvt. Ltd. 2016

Acc. No. 002112

Call No. 519.5 RAJ

Summary: This book brings out the relevance of statistical tools and methods in social sciences. Describing the various statistical techniques, it highlights their purpose and application along with a brief overview on how to interpret results and draw inferences.

[Click for more details](#)



Sr. No. 103

Title: Who moved my interest rate? leading the Reserve Bank of India through five turbulent years by Subbarao, Duvvuri

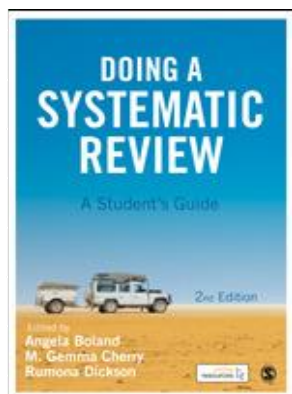
Haryana Penguin Random House India Pvt. Ltd. 2016

Acc. No. 002113

Call No. 332.12092 SUB

Summary: Who Moved My Interest Rate is an insider's account of the dilemmas and quandaries Subbarao confronted while leading the Reserve Bank through these extraordinary economic and political challenges. Subbarao's five years at the Reserve Bank also marked an intellectually vigorous period for central banking around the world. Not only did the global financial crisis test the policy force of central banks, but it also raised several questions about the breadth of their mandates and the limitations of their autonomy and accountability.

[Click for more details](#)



Sr. No. 104

Title: Doing a systematic review: a student's guide by Boland, Angela

London Sage Publications Ltd. 2017

Acc. No. 002114

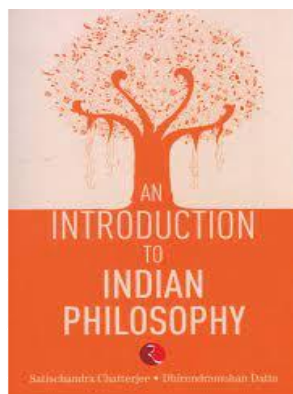
Call No. 362.10723 BOL

Summary: Written in a friendly, accessible style by an expert team of authors with years of experience in both conducting and supervising systematic reviews, this is the perfect guide to using systematic review methodology in a research project. It provides clear answers to all review-related questions, including: How do I formulate an appropriate review question? What's the best way to manage my review? How do I develop my search strategy? How do I get started with data extraction? How do I assess the quality of a study? How can I analyse and synthesize my data?

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 105

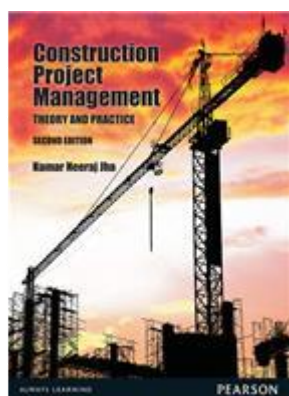
Title: Introduction to Indian philosophy by Chatterjee, Satischandra

New Delhi Rupa Publications India Pvt. Ltd. 2022

Acc. No. 002115

Call No. 181.4 CHA

Summary: An Introduction to Indian Philosophy, termed by Srila Prabhupada as 'very authoritative', while introducing the reader to the spirit, vast ocean of knowledge and outlook of Indian philosophy, also helps him to grasp thoroughly the central ideas. Philosophy, in its widest etymological sense, means 'love of knowledge'. It tries to search for knowledge of himself, the world and God, and describes the Indian way of life as we know it. Indian philosophy denotes the philosophical speculations of all Indian thinkers, ancient or modern, Hindus or non-Hindus, theists or atheists.



Sr. No. 106

Title: Construction project management: theory and practice by Jha, Neeraj Kumar

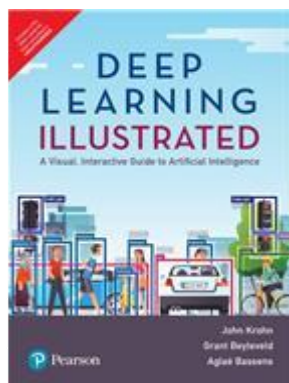
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002116

Call No. 624 JHA

Summary: Construction Project Management discusses the various facets of construction project management with a special emphasis on the fundamental concepts. The major principles of project management are explained with the help of real-life case studies. Simple examples are used to facilitate the better understanding of basic concepts before complex problems are discussed.

[Click for more details](#)



Sr. No. 107

Title: Deep learning illustrated: a visual, interactive guide to artificial intelligence by Krohn, Jon

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002117

Call No. 006.3 KRO

Summary: Deep learning is one of today's hottest fields. This approach to machine learning is achieving breakthrough results in some of today's highest profile applications, in organizations ranging from Google to Tesla, Facebook to Apple. Thousands of technical professionals and students want to start leveraging its power, but previous books on deep learning have often been non-intuitive, inaccessible, and dry.

[Click for more details](#)



Sr. No. 108

Title: Entrepreneurship development and small business enterprises by Charantimath, Poornima M.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002118

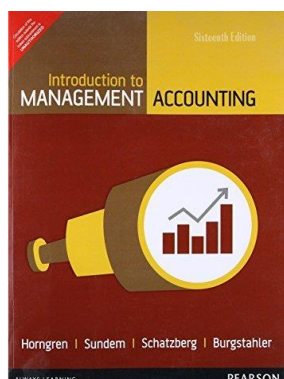
Call No. 338.04 CHA

Summary: The revised and updated Third edition of Entrepreneurship Development and Small Business Enterprises 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.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 109

Title: Introduction to management accounting by Horngren, Charles T.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002119

Call No. 658.1511 HOR

Summary: In today's troubled economy, it's important to show students how managerial decisions can affect business costs. Introduction to Management Accounting helps to enhance students' ability to make effective economic decisions by encouraging them to understand the inner-workings of the concepts, rather than solely focusing on technique memorization. Overall, this text describes both theory and common practices in a way that will help students produce information that's useful in day-to-day decision-making.

[Click for more details](#)



Sr. No. 110

Title: Concepts in strategic management and business policy: globalization, innovation and sustainability by Wheelen, Thomas L.

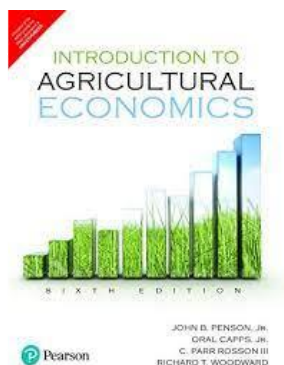
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002120

Call No. 658.4012 WHE

Summary: Concepts in Strategic Management and Business Policy, 15e, has continued to develop around three key themes—globalization, innovation, and sustainability—which was introduced in the previous edition. In the current order of things around the world, these three strategic issues comprise the cornerstone all organizations must build upon to push their businesses forward.

[Click for more details](#)



Sr. No. 111

Title: Introduction to agricultural economics by Penson, John B.

New Delhi Pearson India Education Services Pvt. Ltd. 2019

Acc. No. 002121

Call No. 338.1 PEN

Summary: Introduction to Agricultural Economics, Sixth Edition, provides students with a systematic introduction to the basic economic concepts and issues impacting the U.S. food and fiber industry and offers strong coverage of macroeconomic theory and international trade. The Teaching and Learning Package includes an Instructor's Manual and PowerPoint slides.

[Click for more details](#)



Sr. No. 112

Title: Measuring economic welfare: new methods by McKenzie, George W.

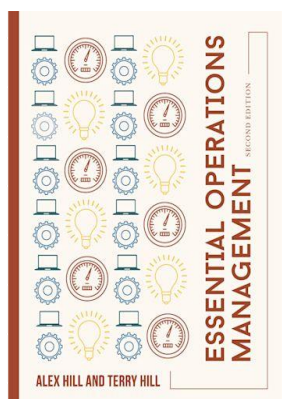
Cambridge Cambridge University Press 2007

Acc. No. 002122

Call No. 330.155 MCK

Summary: In this book the author suggests the abandonment of this traditional approach based on the concept of 'willingness-to-pay' or the compensating variation. Instead, the measure that Samuelson has called the 'money-metric' should become the cornerstone of applied welfare economics.

[Click for more details](#)



Sr. No. 113

Title: Essential operations management by Hill, Alex

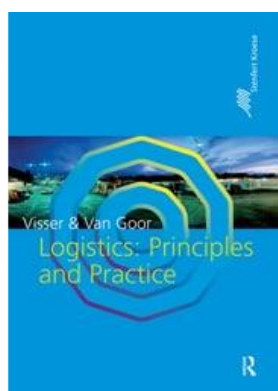
London Palgrave Macmillan 2018

Acc. No. 002123

Call No. 658.5 HIL

Summary: The second edition of this innovative core textbook spans the service and manufacturing sectors, equipping readers to grasp and overcome the core challenges faced in planning, designing and implementing operations. The prestigious and well-respected author team takes a 'tasks and challenges' approach that marries theory to their extensive practical experience of running operations in high-profile business settings while reflecting their clear vision and personal philosophy of operations management.

[Click for more details](#)



Sr. No. 114

Title: Logistics: principles and practice by Visser, H. M.

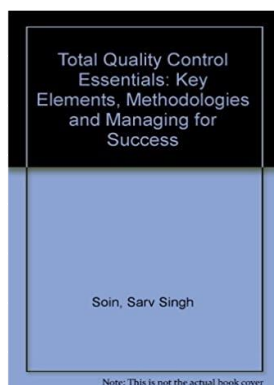
Netherland Wolters - Noordhoff 2006

Acc. No. 002124

Call No. 658.7 VIS

Summary: Logistics: Principles & Practice is a general introduction to the subject. This specialized field is fast moving – fulfilling orders on time is of crucial importance in the modern age of internet economy and just-in-time production. Besides dealing with the logistics of purchasing, production and distribution, the book also examines common ground with marketing, quality and production design.

[Click for more details](#)



Sr. No. 115

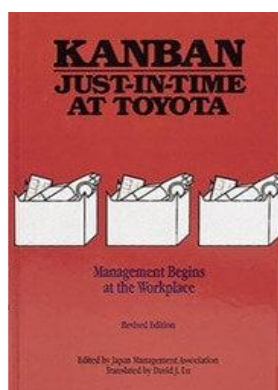
Title: Total quality control essentials: key elements, methodologies, and managing for success by Soin, Sarv Singh

New York McGraw Hill, Inc. 1992

Acc. No. 002125

Call No. 658.4013 SOI

Summary: Total Quality Control (TQC) enables a company or organization to better focus its efforts & increase its effectiveness. This book offers quality personnel, managers, & engineers a complete introduction to TQC, including step-by-step instructions for starting & managing a TQC effort. For those companies that already have a TQC program in place, it presents strategies & tactics for diagnosing current capabilities & improving them.



Sr. No. 116

Title: Kanban just-in-time at Toyota by Japan Management Association

New York CRC Press 2013

Acc. No. 002126

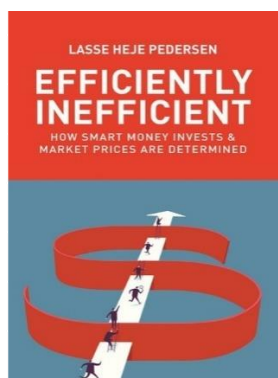
Call No. 658.56 JAP

Summary: Toyota's world-renowned success proves that just-in-time (JIT) makes other manufacturing practices obsolete. This simple but powerful book is based on the seminars given by Taiichi Ohno and other senior production staff to introduce Toyota's own supplier companies to JIT. It teaches the philosophy and implementation of what many call the most efficient production system in the world.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 117

Title: Efficiently inefficient: how smart money invests by Pedersen, Lasse Heje

New Jersey Princeton University Press 2015

Acc. No. 002127

Call No. 332.6 PED

Summary: Efficiently Inefficient describes the key trading strategies used by hedge funds and demystifies the secret world of active investing. Leading financial economist Lasse Heje Pedersen combines the latest research with real-world examples to show how certain tactics make money—and why they sometimes don't. He explores equity strategies, macro strategies, and arbitrage strategies,

[Click for more details](#)



Sr. No. 118

Title: International financial reporting standards: a framework-based perspective by Burton, F. Greg

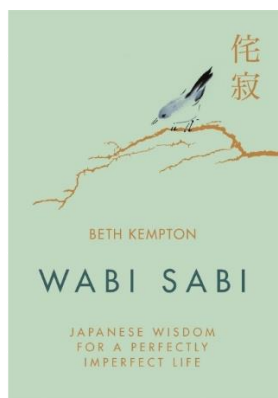
New York Routledge 2015

Acc. No. 002128

Call No. 657.30218 BUR

Summary: International Financial Reporting Standards: A Framework-based Perspective links broad concepts and general accounting principles to the specific requirements of IFRS to help students develop and understand the judgments required in using a principle-based standard.

[Click for more details](#)



Sr. No. 119

Title: Wabi Sabi: Japanese wisdom for a perfectly imperfect life by Kempton, Beth

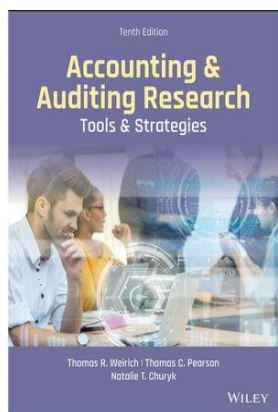
U.K. Piatkus 2018

Acc. No. 002129

Call No. 158.1 KEM

Summary: Wabi sabi (“wah-bi sah-bi”) is a captivating concept from Japanese aesthetics, which helps us to see beauty in imperfection, appreciate simplicity and accept the transient nature of all things. With roots in zen and the way of tea, the timeless wisdom of wabi sabi is more relevant than ever for modern life, as we search for new ways to approach life's challenges and seek meaning beyond materialism.

[Click for more details](#)



Sr. No. 120

Title: Accounting and auditing research: tools and strategies by Weirich, Thomas R.

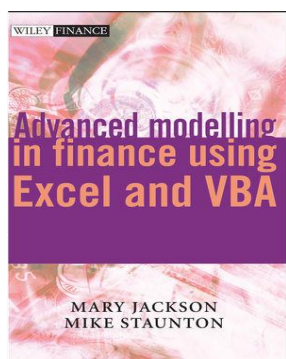
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002130

Call No. 657.072 WEI

Summary: Accounting and Auditing Research, 10th Edition prepares students and early-stage practitioners to use well-established research solutions in a broad range of practical applications, from financial accounting and tax planning, to investigating fraud and auditing various business problems. Emphasizing real-world skills development, this fully-updated textbook covers the current tools, techniques, and best practices in applied professional research and analysis.

[Click for more details](#)



Sr. No. 121

Title: Advanced modelling in finance using excel and VBA by Jackson, Mary

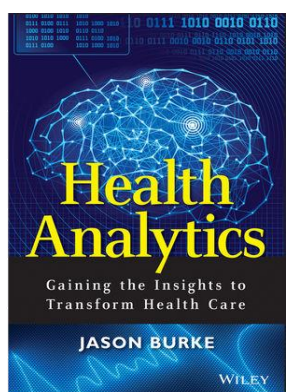
West Sussex John Wiley & Sons, Ltd. 2001

Acc. No. 002131

Call No. 332.015118 JAC

Summary: This new and unique book demonstrates that Excel and VBA can play an important role in the explanation and implementation of numerical methods across finance. Advanced Modelling in Finance provides a comprehensive look at equities, options on equities and options on bonds from the early 1950s to the late 1990s.

[Click for more details](#)



Sr. No. 122

Title: Health analytics: gaining the insights to transform health care by Burke, Jason

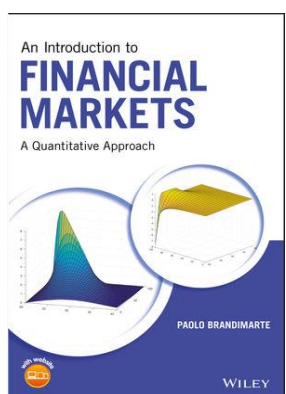
New Jersey John Wiley & Sons, Inc. 2013

Acc. No. 002132

Call No. 362.1068 BUR

Summary: The industry-wide transformation taking place across the health and life sciences ecosystem is mandating that organizations adopt new decision-making capabilities, based on science and real-world information. Analytics will be a required competency for the modern health enterprise; this book is about how to "cross the chasm." The ultimate analytics guide for the health industry leader, this essential book equips business leaders with little-to-no experience in analytics to understand how to incorporate analytics as a cornerstone of their 21st century competitive business strategy.

[Click for more details](#)



Sr. No. 123

Title: An introduction to financial markets: a quantitative approach by Brandimarte, Paolo

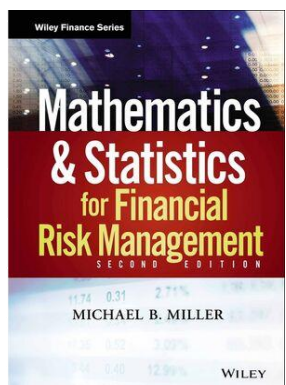
New Jersey John Wiley & Sons, Inc. 2018

Acc. No. 002133

Call No. 332.644 BRA

Summary: This comprehensive yet accessible book introduces students to financial markets and delves into more advanced material at a steady pace while providing motivating examples, poignant remarks, counterexamples, ideological clashes, and intuitive traps throughout. Tempered by real-life cases and actual market structures, An Introduction to Financial Markets: A Quantitative Approach accentuates theory through quantitative modeling whenever and wherever necessary.

[Click for more details](#)



Sr. No. 124

Title: Mathematics and statistics for financial risk management by Miller, Michael B.

New Jersey John Wiley & Sons, Inc. 2014

Acc. No. 002134

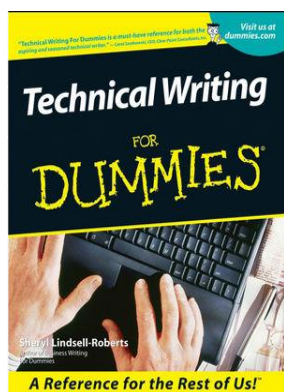
Call No. 332.015195 MIL

Summary: Mathematics and Statistics for Financial Risk Management is a practical guide to modern financial risk management for both practitioners and academics. Now in its second edition with more topics, more sample problems and more real world examples, this popular guide to financial risk management introduces readers to practical quantitative techniques for analyzing and managing financial risk.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 125

Title: Technical writing for dummies by Lindsell-Roberts, Sheryl

New Jersey John Wiley & Sons, Inc. 2011

Acc. No. 002135

Call No. 808.0666 LIN

Summary: Let's face it, a lot of technical documentation reads as if it had been translated into English from Venutian by a native speaker of gibberish. Which is annoying for you and expensive for the manufacturer who pays with alienated customers and soaring technical support costs. That's why good technical writers are in such big demand worldwide. Now, Technical Writing For Dummies arms you with the skills you need to cash in on that demand.

[Click for more details](#)



Sr. No. 126

Title: Qualitative research methods for the social sciences by Lune, Howard

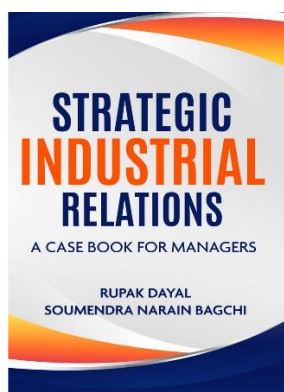
New Delhi Pearson India Education Services Pvt. Ltd. 2018

Acc. No. 002136

Call No. 300.72 LUN

Summary: Qualitative Research Methods for the Social Sciences is written with the recognition that different researchers in different fields each bring their own needs and intentions to the process. Authors Howard Lune and Bruce Berg aim to guide the reader through the process of research planning, carrying out one's projects, and making sense of the results. Each chapter provides examples of the best and worst approaches to the kinds of questions that arise with each form of research, as well as discussions of what makes an approach successful or not.

[Click for more details](#)



Sr. No. 127

Title: Strategic industrial relations: a case book for managers by Dayal, Rupak

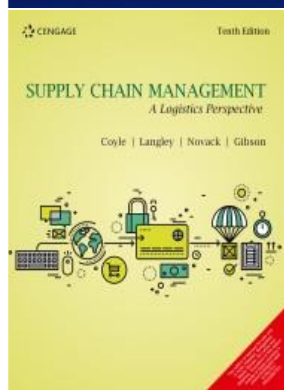
Chandigarh White Falcon Publishing 2021

Acc. No. 002137

Call No. 331.0954 DAY

Summary: This book offers a comprehensive collection of cases for managers to understand challenges in Industrial Relations. This casebook offers to readers an opportunity to engage with a variety of problems allowing them to discuss and deliberate the issues highlighted and explore possible ways to resolve them. It is only through thinking about the multiple dimensions of a problem, and the interlinks among them does one develop a judicious approach towards Industrial Relations.

[Click for more details](#)



Sr. No. 128

Title: Supply chain management: a logistics perspective by Coyle, John J.

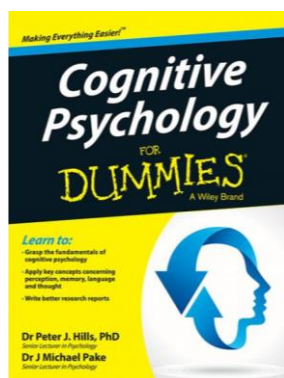
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002138

Call No. 658.5 COY

Summary: Supply Chain Management: A Logistics Perspective refined its focus on the supply chain approach by blending logistics theory with practical applications and includes updated material on the latest technology, transportation regulations, pricing, and other issues. Each chapter opens with "Supply Chain Profiles" vignettes introducing students to real-world companies, people, and events. New and updated "On the Line" boxed features are applied examples providing students with hands-on managerial experience of the chapter's topics. "

[Click for more details](#)



Sr. No. 129

Title: Cognitive psychology for dummies by: Hills, Peter J.

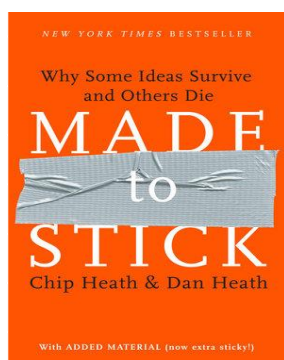
New Delhi Wiley India Pvt. Ltd. 2016

Acc. No. 002139

Call No. 153 HIL

Summary: Cognitive psychology is the study of all things to do with thinking. It's the part of psychology that covers perception, attention, memory, knowledge, thinking, reasoning, decision-making and language. To study it, cognitive psychologists develop ingenious experiments that manipulate a small part of the cognitive system.

[Click for more details](#)



Sr. No. 130

Title: Made to stick: why some ideas survive and others die by Heath, Chip

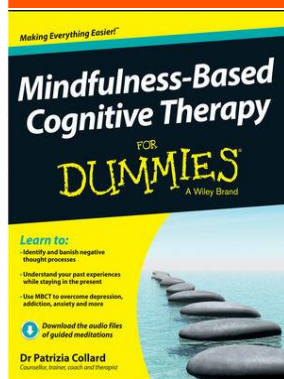
New York Random House 2008

Acc. No. 002140

Call No. 302.13 HEA

Summary: In Made to Stick, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach’s lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits.

[Click for more details](#)



Sr. No. 131

Title: Mindfulness-based cognitive therapy for dummies by Collard, Patrizia

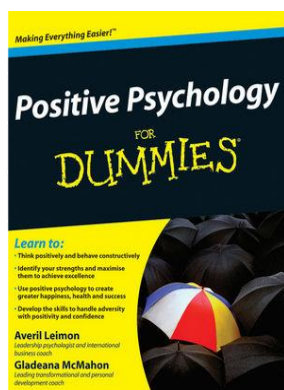
New Delhi Wiley India Pvt. Ltd. 2013

Acc. No. 002141

Call No. 616.891425 COL

Summary: Mindfulness-Based Cognitive Therapy For Dummies takes you through the eight-week MBCT course, using the principles of mindfulness to complement established CBT techniques. You'll discover how using MBCT can help lower your risk of relapsing into depression and reduce the risk of other mental health disorders including anxiety, stress, and low self-esteem.

[Click for more details](#)



Sr. No. 132

Title: Positive psychology for dummies by Leimon, Averil

New Delhi Wiley India Pvt. Ltd. 2009

Acc. No. 002142

Call No. 150.198 LEI

Summary: Positive Psychology For Dummies: Taps into the burgeoning media focus on happiness and positive mental attitude, Provides key information on the origins, theory, methods, practitioners and results of positive psychology, Demonstrates how to understand what makes you tick, how to hone positive emotions and how to use positive philosophy for success in both your personal and working lives.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 133

Title: International marketing by Czinkota, Michael R.

New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002143

Call No. 658.84 CZI

Summary: International Marketing, 10e, 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.

[Click for more details](#)



Sr. No. 134

Title: MKTG: a South Asian perspective by Lamb, Charles

New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002144

Call No. 658.8 LAM

Summary: MKTG, a 4LTR Press product, takes into account and integrates the inputs from discipline-specific focus groups, conversations, and surveys and presents the content in a visually engaging page layout, keeping intact the high-quality content instructors need. It adopts a persuasive visual medium and offers a balanced approach, demonstrating how to use marketing information to make business decisions. The book aims at enjoyable reading and easy attention using comprehensive pedagogical features.

[Click for more details](#)



Sr. No. 135

Title: Principles of management by Ganguly, Atreyee

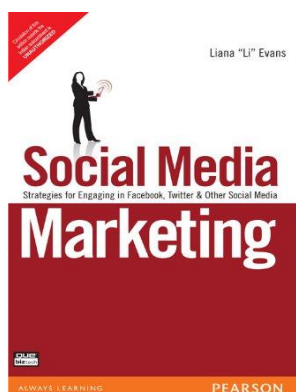
New Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 002145

Call No. 658 GAN

Summary: As per new B.Com CBCS syllabus 2017, this book has been designed to cater to the needs of the students of B.Com, Semester I of the University of Calcutta. It systematically covers all topics associated with Introduction to Management and provides an in depth understanding of the functional areas of management.

[Click for more details](#)



Sr. No. 136

Title: Social media marketing: strategies for engaging in Facebook, Twitter and other social media by Evans, Liana 'Li'

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002146

Call No. 658.872 EVA

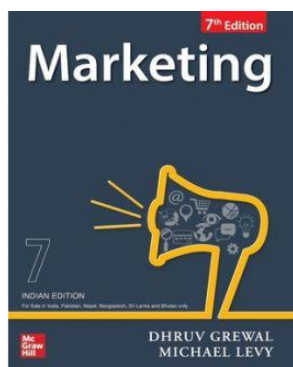
Summary: Using new social media marketing techniques, you can deepen relationships with your most passionate, profitable customers--and create more of them than ever before! In this 100% practical book, world-renowned expert Li Evans shows exactly how to make the most of social media--in any company, in any industry. You'll discover exactly how to customize your best social networking strategy...then staff it, organize it, manage its risks, and execute it successfully! Evans shows how to understand your audience, enter the conversation, build trust,

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New Arrival of Books – March 2022



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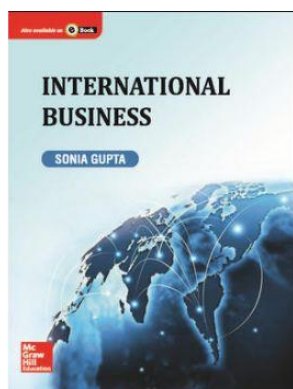
Sr. No. 137

Title: Marketing by Grewal, Dhruv

New Delhi McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002147

Call No. 658.8 GRE



Sr. No. 138

Title: International business by Gupta, Sonia

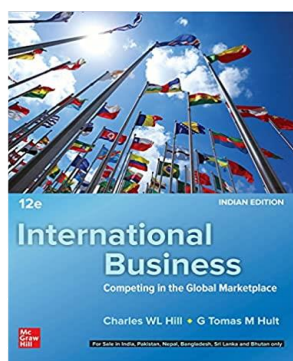
Chennai McGraw Hill Education (India) Pvt. Ltd. 2018

Acc. No. 002148

Call No. 658.049 GUP

Summary: International Business has been designed to provide its readers all the basic concepts of the subject in a simple and succinct manner. With its logical approach towards the subject, it gradually guides the readers from elementary to complex concepts. The textbook covers contemporary topics such as 10-P Model of Global Strategic Management, 5-E Model of change in International Business, Bilateral Trade Relations of EU and BRICS countries, Indo-China as well as India-US trade relations, International Brand Portfolio and many more.

[Click for more details](#)



Sr. No. 139

Title: International business: competing in the global marketplace by Hill, Charles W. L.

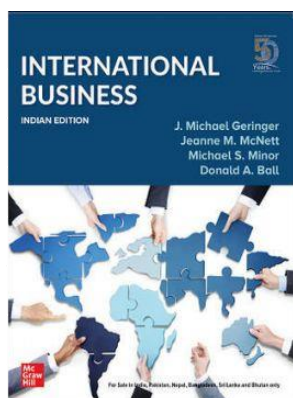
Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002149

Call No. 658.049 HIL

Summary: International Business, now in its twelfth edition, is a comprehensive and case oriented version of the text that lends itself to the core course in international business, especially for those courses that require a deeper focus on the global capital market, organization of an international business, international accounting, and international finance

[Click for more details](#)



Sr. No. 140

Title: International business by Geringer, J. Michael

Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002150

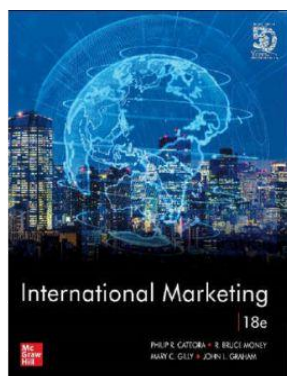
Call No. 658.049 GER

Summary: International Business is a unique book that makes the subject of international business more accessible to students. It aims to make teaching and learning experience more personal in order to allow all students to become informed global citizens with a global mind-set. It offers answers to questions about business in different cultures, the continued growth and effect of the Internet on international business, how one can succeed in this global world, and many more.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 141

Title: International marketing by Cateora, Philip R.

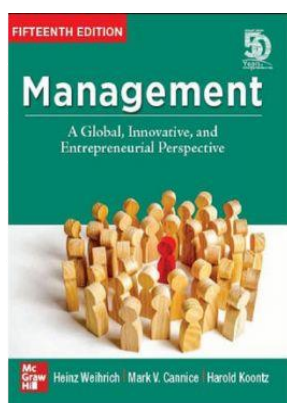
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 00251

Call No. 658.84 CAT

Summary: International Marketing addresses global issues and describes concepts relevant to all international marketers, regardless of their international involvement. Notwithstanding the extent of global perspective that firms may have, they are affected by the competitive activity in the global marketplace. It is this perspective that the authors bring into this edition of the text. The text focuses on the strategic implications of competition in different markets. The environmental and cultural approach to international marketing permits a truly global orientation.

[Click for more details](#)



Sr. No. 142

Title: Management: a global, innovative, and entrepreneurial perspective by Wehrlich, Heinz

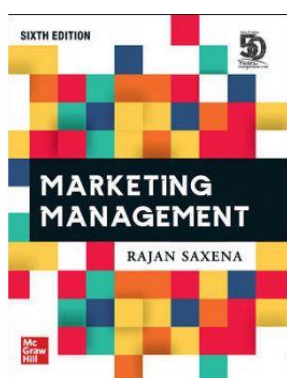
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002152

Call No. 658 WEI

Summary: The thoroughly revised and updated fifteenth edition takes an international view of management. This edition comprehensively covers the latest management advancements. Entrepreneurial and innovative perspectives of management are integrated throughout this edition. Based on real-life business experiences and integration of theory with practice, this edition focuses on the professional development of its readers by providing exercises that encourage students to enhance their professional profile and network.

[Click for more details](#)



Sr. No. 143

Title: Marketing management by Saxena, Rajan

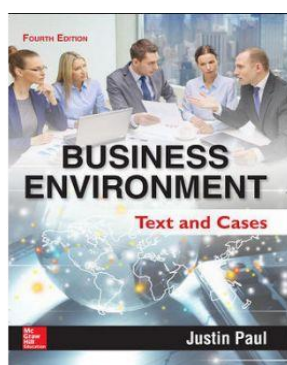
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002153

Call No. 658.8 SAX

Summary: Understanding market dynamics has always been a challenge. It becomes even more crucial in today's world of digital media and social networking. Designed to cater to majority of courses in Marketing, this book effectively elucidates the modern-day marketing breakthroughs. This thoroughly updated edition is written in a user-friendly language. Alongside, the text captures the core concepts comprehensively and follows an application-based approach.

[Click for more details](#)



Sr. No. 144

Title: Business environment: text and cases by Paul, Justin

Chennai McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 002154

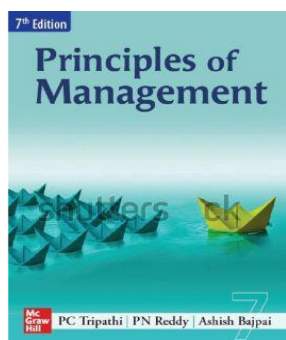
Call No. 338.7 PAU

Summary: We are delighted to present the thoroughly revised edition of Business Environment by best-selling author Justin Paul. The text has been updated with information on contemporary topics along with more than 35 new case studies, including 30 video cases. Overall 75 industry-based cases studies support students to learn more about the changing landscape of business.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 145

Title: Principles of management by Tripathi, P. C.

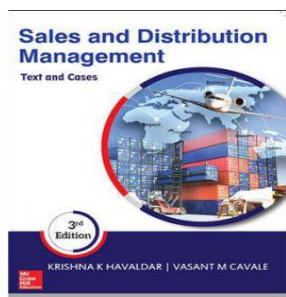
Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002155

Call No. 658 TRI

Summary: This revised edition of Principles of Management will be updated to incorporate latest trends in management along with new cases and examples. The title offers comprehensive discussion on all major areas of principles of management and organizational behavior. Emerging topics, recent examples, side bars, schematic diagrams, and integrated cases will also be included for learners and practitioners to stay abreast of the latest happenings in the corporate world.

[Click for more details](#)



Sr. No. 146

Title: Sales and distribution management: text and cases by Havaldar, Krishna K.

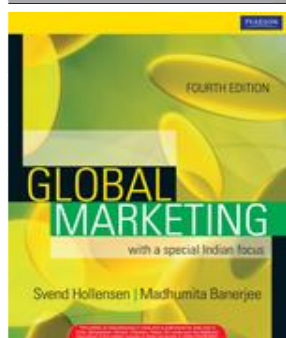
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002156

Call No. 658.81 HAV

Summary: This textbook, in its latest edition, continues to capture the rapidly changing trends of the ever-dynamic subject area in an easily comprehensible manner. It focuses on explaining concepts with the help of latest examples and learning-outcome based text in all the chapters. It gives an exposure to key concepts, theories, and recent developments in sales and distribution,

[Click for more details](#)



Sr. No. 147

Title: Global marketing: a decision-oriented approach by Hollensen, Svend

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002157

Call No. 658.848 HOL

Summary: Drawing on an incomparable breadth of international examples, Global Marketing not only demonstrates how global marketing works, but also how it relates to real decisions around the world. Written from the perspective of firms competing in international markets, irrespective of their country of origin, this book provides a complete and concentrated overview of the total international planning process.

[Click for more details](#)



Sr. No. 148

Title: Global Marketing by Keegan, Warren J.

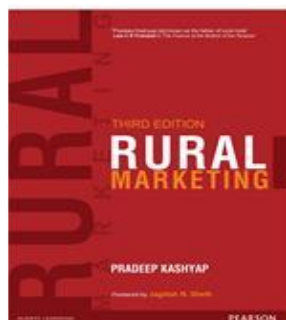
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002158

Call No. 658.84 KEE

Summary: Global Marketing Management, Eighth Edition, presents the latest developments in global marketing within the context of the whole organization, making internal and external connections where appropriate for a deeper understanding of global business from a managerial point of view.

[Click for more details](#)



Sr. No. 149

Title: Rural marketing by Kashyap, Pradeep

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002159

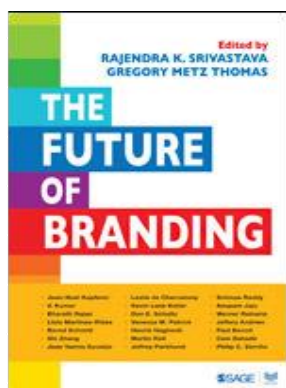
Call No. 658.8 KAS

Summary: The first edition of Rural Marketing was published in 2005—a time when the rural demand was just beginning to register high rates of growth, but very little information or data was available. The subsequent and unimaginable changes in rural India in the last decade prompted the need of a revised edition to make the book more relevant to the evolving rural marketing needs and challenges.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 150

Title: The future of branding by Srivastava, Rajendra K.

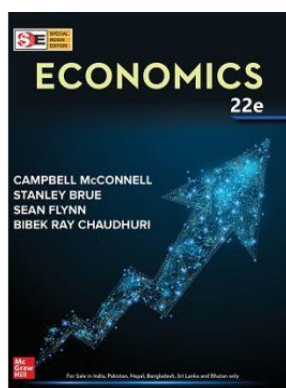
New Delhi Sage Publications India Pvt. Ltd. 2016

Acc. No. 002160

Call No. 658.827 SRI

Summary: New ideas change the world. From social movements to scientific discovery the power of an idea is to reshape the world, who we are, and how we live. Changes in the increasingly dynamic competitive environment require a focus on what should be done, not just what is currently done. The inspiration for this book is to provide an outlet for cogent ideas that will help managers build and maintain brands in the future marketplace.

[Click for more details](#)



Sr. No. 151

Title: Economics by McConnell, Campbell R.

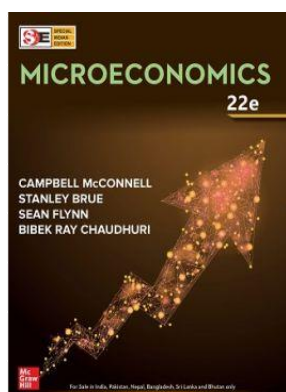
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002161

Call No. 330 MCC

Summary: Economics is seen as one of the most innovative and popular books in the subject area across the globe. This revised edition of the book offers comprehensive discussion on all major areas of both micro and macro aspects of economics, with inclusion of insightful new content around latest trends. From real-life examples to cutting-edge learning resources, Economics offers a student-centered learning environment that presents content in new, engaging ways.

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Sr. No. 152

Title: Microeconomics by McConnell, Campbell R.

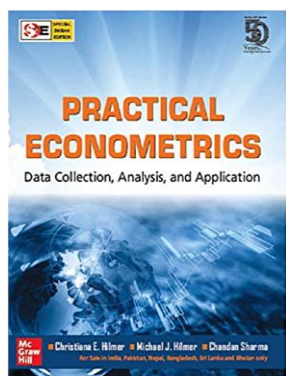
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002162

Call No. 330 MCC

Summary: Microeconomics is seen as one of the most innovative and popular book in the subject area across the globe. This revised edition of the book offers comprehensive discussion on all major areas of micro aspects of economics, with inclusion of insightful new content around latest trends. From real-life examples to cutting-edge learning resources, Microeconomics offers a student-centered learning environment that presents content in new, engaging ways. With its modern approach and inclusion of new data

[Click for more details](#)



Sr. No. 153

Title: Practical econometrics: data collection, analysis, and application by Hilmer, Christiana E.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

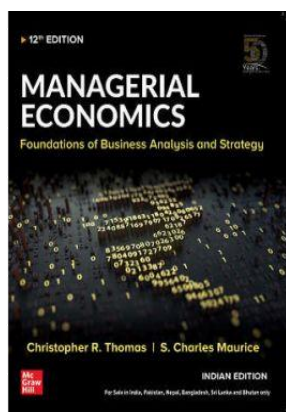
Acc. No. 002163

Call No. 330.015195 HIL

Summary: Practical Econometrics: Data Collection, Analysis, and Application is the first textbook to bridge the gap between theoretical and practical knowledge of introductory econometrics. This text also helps readers to correctly utilize tools and skills to be able to communicate their findings.



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 154

Title: Managerial economics: foundations of business analysis and strategy by Thomas, Christopher R.

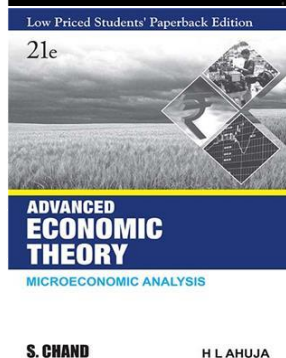
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002164

Call No. 330 THO

Summary: This text is designed to teach students the economic way of thinking about business decisions and strategy. Managerial Economics develops critical thinking skills and provides students with a logical way of analyzing both the routine decisions of managing daily operations of a business as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. It is a self-contained textbook that requires no previous training in economics.

[Click for more details](#)



Sr. No. 155

Title: Advanced economic theory: microeconomic analysis by Ahuja, H. L.

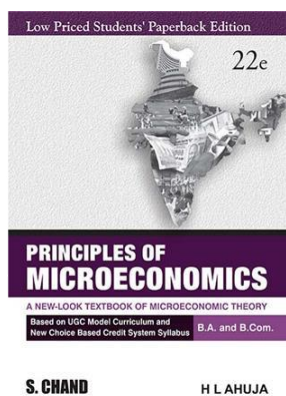
New Delhi S. Chand & Company Ltd. 2021

Acc. No. 002165

Call No. 330.01 AHU

Summary: This authoritative and comprehensive text is an advanced treatise on microeconomics. Featuring simplified mathematical treatment, the book covers a wide spectrum of theories and concepts aimed at effective understanding of advanced economic theory. This revised edition explores further the concept of economic efficiency and the concept of utility and its critique by Prof. Amartya Sen. It further includes an incisive analysis of Hicksian and Slutsky substitution effect.

[Click for more details](#)



Sr. No. 156

Title: Principles of microeconomics by Ahuja, H. L.

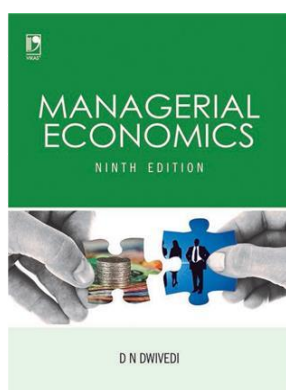
New Delhi S. Chand & Company Ltd. 2020

Acc. No. 002166

Call No. 338.5 AHU

Summary: The book makes a comprehensive and analytical study of theories of demand, production/cost and determination of price and output of products in different market structures. It also discusses theory of factor pricing and income distribution as wages, rent, interest and profits. Above all, it critically analyses the conditions of economic efficiency and maximum social welfare and causes of market failures. It takes a further lead with this revision by aligning its contents with the prescribed UGC model curriculum and new Choice Based Credit System (CBCS) syllabus.

[Click for more details](#)



Sr. No. 157

Title: Managerial economics by Dwivedi, D. N.

New Delhi Vikas Publishing House Pvt. Ltd. 2022

Acc. No. 002167

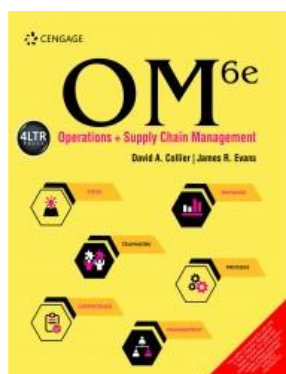
Call No. 330 DWI

Summary: This well-known book on the subject has stood the test of time for the last 40 years because of the quality of presentation of its text. It has become students' favourite as it provides the latest theories, thoughts and applications on the subject with timely revisions to stay up-to-date all the time. Since its first edition, it has provided complete, comprehensive and authentic text on micro and macro aspects of managerial economics. It has now been revised thoroughly with added interpretations of economic theories and concepts, and their application to managerial decisions.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 158

Title: OM: operations plus supply chain management by Collier, David A.

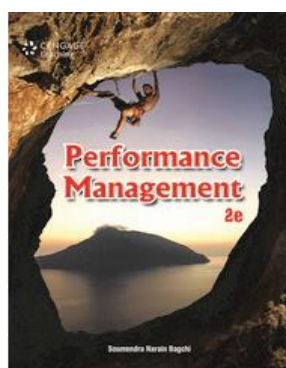
New Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 002168

Call No. 658.5 COL

Summary: Created after exhaustive research into students' workflows and preferences, OM6 from 4LTR Press combines an easy-reference, paperback textbook at an affordable price. Extensively revised and reorganized, OM6 content includes a new integrative case that moves from chapter to chapter, with a total of 35 related questions; a new treatment of value chain networks; greater emphasis on supply chain design; an all-new chapter devoted to supply chain management and logistics; and many new feature boxes and cases.

[Click for more details](#)



Sr. No. 159

Title: Performance management by Bagchi, Souendra Narain

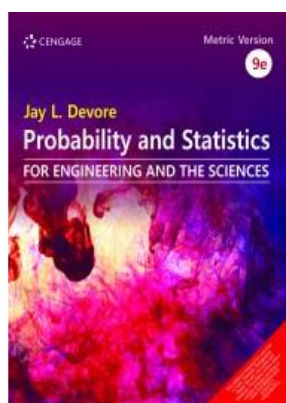
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002169

Call No. 658.3125 BAG

Summary: This book is aimed to help graduate students of business and economics and those specializing in performance management to understand the different concepts and their integrated application in a comprehensive manner. It presents the concepts in a coherent and simple manner. The author provides a strong theoretical framework while emphasizing the application of concepts through real-life examples, illustrations, caselets, and case studies. The book lays emphasis on holistic approach towards performance management, linking strategic challenges

[Click for more details](#)



Sr. No. 160

Title: Probability and statistics for engineering and the sciences by Devore, Jay L.

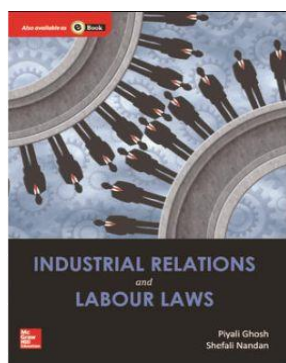
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002170

Call No. 519.5 DEV

Summary: Put statistical theories into practice with Probability and Statistics For Engineering and The Sciences, 9e, Metric Edition. Always a market favorite, this calculus-based text offers a comprehensive introduction to probability and statistics while demonstrating how professionals apply concepts, models, and methodologies in today's engineering and scientific careers. Jay Devore, an award-winning professor and internationally recognized author and statistician, stresses lively examples and engineering activities to drive home the numbers without exhaustive mathematical development and derivations.

[Click for more details](#)



Sr. No. 161

Title: Industrial relations and labour laws by Ghosh, Piyali

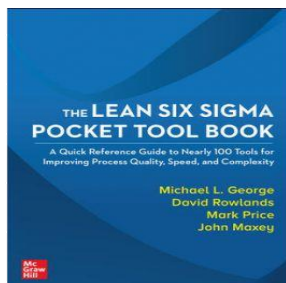
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002171

Call No. 331 GHO



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



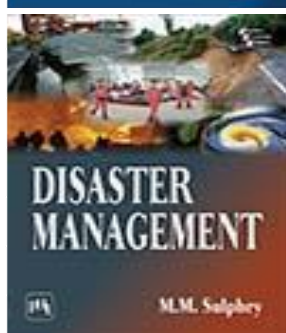
Sr. No. 162

Title: Lean six sigma pocket toolbox: a quick reference guide to nearly 100 tools for improving process quality, speed, and complexity by George, Micheal L.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2016

Acc. No. 002172

Call No. 658.562 GEO



Sr. No. 163

Title: Disaster management by Sulphery, M. M.

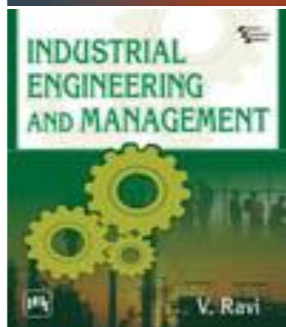
New Delhi PHI Learning Pvt. Ltd. 2021

Acc. No. 002173

Call No. 363.34 SUL

Summary: This book provides various dimensions of Disaster Management, causes of disasters—both natural and manmade, threats posed and the ways of managing the same. Divided into 28 chapters, and organized into three parts, the book elaborately explains the concepts with suitable examples. Part I on 'Systems of Earth' introduces the readers to the various aspects of earth that could cause disasters.

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Sr. No. 164

Title: Industrial engineering and management by Ravi, V.

New Delhi PHI Learning Pvt. Ltd. 2015

Acc. No. 002174

Call No. 658.5 RAV

Summary: The book is primarily intended as a text for all branches of B.Tech, M.Tech and MBA courses. Beginning with an introduction to industrial engineering, it discusses contributions and thoughts of classical (Taylor, Fayol, and Weber's), neo-classical (Hawthorne) and modern thinkers. The book explains different functions of management, and differentiate between management and administration.

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Sr. No. 165

Title: Operation management and productivity techniques by Mukherjee, P. N.

New Delhi PHI Learning Pvt. Ltd. 2015

Acc. No. 002175

Call No. 658.5 MUK

Summary: This book provides readers with an easy-to-understand treatment of all aspects of Operations Management and explains the expanded coverage of the role of Operations Management in the organization. Manufacturing and service operations are given equal treatment. While focusing on the basic principles and core operations in a straightforward and well structured style,

[Click for more details](#)



Sr. No. 166

Title: Project management by Khanna, R. B.

New Delhi PHI Learning Pvt. Ltd. 2016

Acc. No. 002176

Call No. 658.404 KHA

Summary: Written in a straightforward and student-friendly language, this comprehensive and well-organized book presents the fundamentals of project management using a step-by-step approach. It deals with all the phases of project management such as initiation, planning, execution, monitoring and control, and closure. The book carries examples illustrating the use of software packages which can be used effectively for better planning, scheduling, monitoring and controlling of projects.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 167

Title: Introduction to internet of things: connecting devices, edge gateway, and cloud with applications by Dubey, Rahul

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002177

Call No. 006.8 DUB

Summary: This book encourages the use of community-based hardware platforms. As a result, Arduino UNO and the Raspberry Pi platforms are chosen, which are introduced and used to build and program Edge Devices and Gateways. Amazon Web Services (AWS) IoT services are used in examples and discussion to demonstrate a deployable IoT ecosystem.

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Sr. No. 168

Title: Management information systems by Oz, Effy

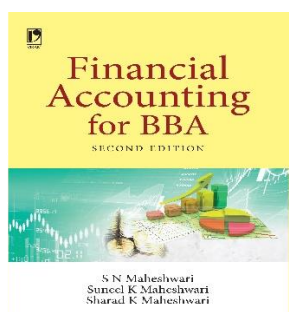
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002178

Call No. 658.4038 OZ

Summary: With a clear emphasis on the business and management elements of information technology, Management Information SYSTEMS continues to be the ideal resource for upper-level business students and MBA students. Updated to include the latest information technologies, practices, and trends, this book uses more real-world examples and case studies than ever before, providing skills and knowledge that are easily transferable to the business world.

[Click for more details](#)



Sr. No. 169

Title: Financial accounting for BBA by Maheshwari, S.N.

New Delhi Vikas Publishing House Pvt. Ltd. 2022

Acc. No. 002179

Call No. 657 MAH

Summary: This well-known textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature that has made this book popular among students is the simplicity of presentation which enables them to understand the subject and solve practical problems with ease. The main strengths of the book are the plentiful illustrative examples and the end-of-chapter exercise with answers.

[Click for more details](#)



Sr. No. 170

Title: Internet marketing: integrating online and offline strategies by Roberts, Mary Lou

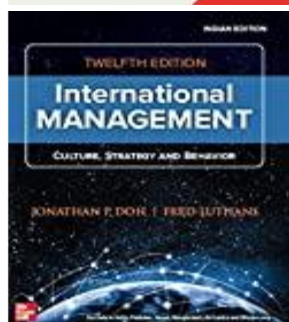
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002180

Call No. 658.872 ROB

Summary: Internet Marketing, 3rd Edition provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues.

[Click for more details](#)



Sr. No. 171

Title: International management: culture, strategy, and behavior by Doh, Jonathan P.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002181

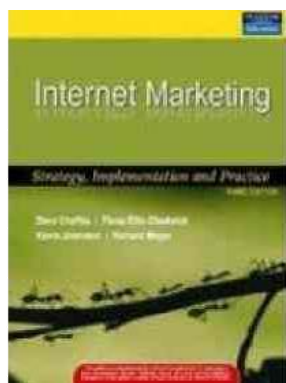
Call No. 658.049 DOH

Summary: International Management: Culture Strategy and Behavior reflects new and emerging developments influencing international managers. With integrated real-world examples research and practical applications students understand how to adjust, adapt and navigate the changing global business landscape and respond to global challenges-making it a market-leader.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 172

Title: Internet marketing: strategy, implementation and practice by Chaffey, Dave

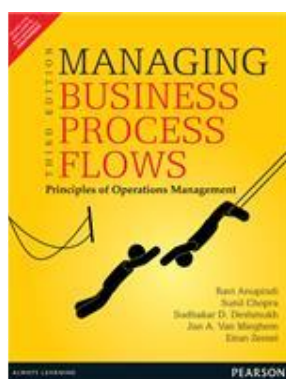
New Delhi Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 002182

Call No. 658.872 CHA

Summary: Internet Marketing is a comprehensive guide to how organisations can use the Internet to support their marketing activities and covers all aspects of the subject, from environmental analysis to strategy development and implementation. Now in its third edition, Internet Marketing is an invaluable resource for all students studying e-marketing, e-commerce or Internet marketing at second, third or postgraduate level, as well as specialist courses involving Internet marketing.

[Click for more details](#)



Sr. No. 173

Title: Managing business process flows: principles of operations management by Anupindi, Ravi

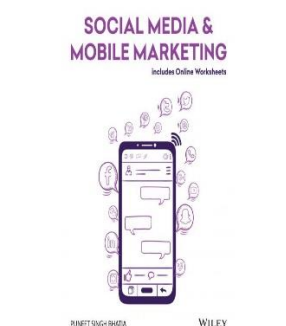
New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002183

Call No. 658.5 ANU

Summary: A structured, data-driven approach to understanding core operations management concepts. Anupindi shows how managers can design and manage process structure and process drivers to improve the performance of any business process. The third edition retains the general process view paradigm while providing a sharper, more streamlined presentation of the development of ideas in each chapter—all of which are illustrated with contemporary examples from practice.

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Sr. No. 174

Title: Social media and mobile marketing by Bhatia, Puneet Singh

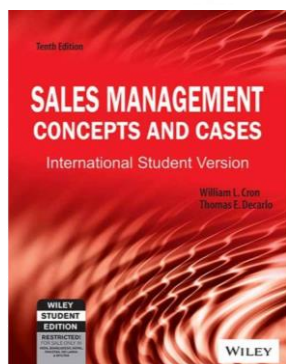
New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 002184

Call No. 658.872 BHA

Summary: Social media and Mobile marketing exemplify two extreme pivots of any human behaviour. While the first marketing form (social media) establishes the desire of an individual to connect to the largest (like-minded) human audience possible, the second form (mobile marketing) reflects that person's inner-most need to view the world through a most personalized and private lens.

[Click for more details](#)



Sr. No. 175

Title: Sales management: concepts and cases by Cron, William L.

New Delhi Wiley India Pvt. Ltd. 2015

Acc. No. 002185

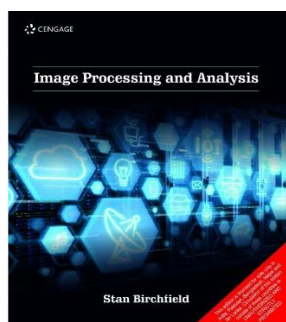
Call No. 658.81 CRO

Summary: Dalrymple's Sales Management arms sales managers with the tools to help their companies gain a competitive edge as well as acquire strategic advantages in their careers. With the tenth edition, they'll find streamlined coverage for easier readability and retention. Numerous new cases have been added and several others have been significantly updated. The majority of case studies at the beginning of each chapter have been reworked.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 176

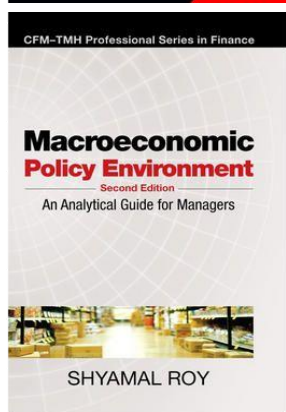
Title: Image processing and analysis by Birchfield, Stan

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002186

Call No. 621.367 BIR

Summary: The book effectively balances key topics from the field of image processing in a format that gradually progresses from easy to more challenging material, while consistently reinforcing a fundamental understanding of the core concepts.



Sr. No. 177

Title: Macroeconomic policy environment: an analytical guide for managers by Roy, Shyamal

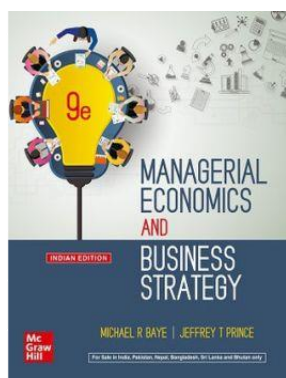
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002187

Call No. 339 ROY

Summary: Macroeconomic Policy Environment is meant for professional managers, both in public and private sectors, who have little or no background in economics, but have to face, on a regular basis, the challenges posed by a rapidly changing macroeconomic policy environment. The book attempts to provide an understanding of how macroeconomic policies work and, in turn, how they impact the business environment. It adopts a uniquely practical approach to explain various aspects by deliberately avoiding jargon, diagrams and equations. Instead, a 'story' mode has been in-built for simplifying concepts.

[Click for more details](#)



Sr. No. 178

Title: Managerial economics and business strategy by Baye, Micheal R.

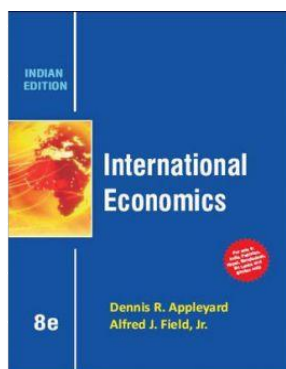
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002188

Call No. 338.5024658 BAY

Summary: The Ninth Edition of Managerial Economics and Business Strategy builds on the basic philosophy reflected in the previous eight editions. The text continues to focus on tools from microeconomics, game theory and industrial organization to enable readers to make sound managerial decisions. The text teaches budding managers practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, as well as the basic models of perfect competition, monopoly, and monopolistic competition.

[Click for more details](#)



Sr. No. 179

Title: International economics by Appleyard, Dennis R.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 002189

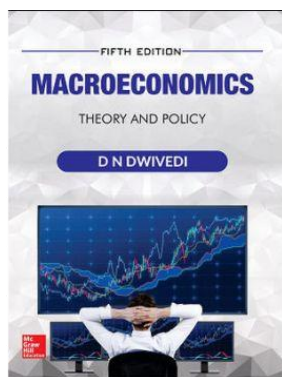
Call No. 337 APP

Summary: Appleyard and Field's International Economics offers a consistent level of analysis and treatment of the two main subdivisions of international economics—international trade theory and policy and international monetary theory and policy. Comprehensive and clear, International Economics helps students move beyond recognition toward an understanding of current and future international events. New improvements covering the emerging issues in the global economy are designed to help readers both understand and appreciate the growing importance of the global economy in their lives.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 180

Title: *Macroeconomics: theory and policy* by Dwivedi, D N.

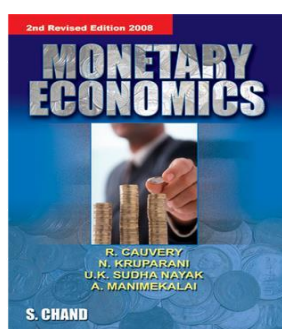
Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002190

Call No. 339 DWI

Summary: It gives us immense pleasure to present the fifth edition of Macroeconomics. This edition meets the curriculum requirements to broaden each student's perspective and provides macroeconomic analysis its greatest breadth. It continues to offer a comprehensive explanation of various theories formulated at different stages of the growth of macroeconomics—classical, Keynesian and post-Keynesian. A succinct methodology is applied throughout to present the subject matter of macroeconomics.

[Click for more details](#)



Sr. No. 181

Title: *Monetary economics* by Cauvery, R.

New Delhi S. Chand & Company Ltd. 2020

Acc. No. 002191

Call No. 332 CAU

Sr. No. 182

Title: *Modern public economics* by Jha, Raghendra

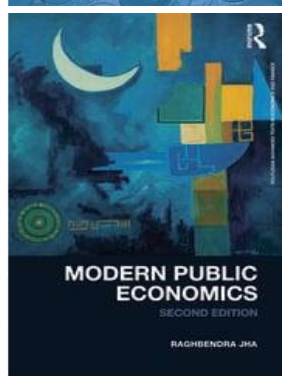
London Routledge 2010

Acc. No. 002192

Call No. 336 JHA

Summary: In recent times not only have traditional areas of public economics such as taxation, public expenditure, public sector pricing, benefit cost analysis, and fiscal federalism thrown up new challenges but entirely new areas of research and inquiry have emerged. This second edition builds upon the strengths of the previous edition and incorporates results of research on new areas such as global public goods, environmental taxation and carbon permits trading and the complexities of corporate taxation in a rapidly globalizing world.

[Click for more details](#)



Sr. No. 183

Title: *Quantitative finance: a simulation-based introduction using excel* by Davison, Matt

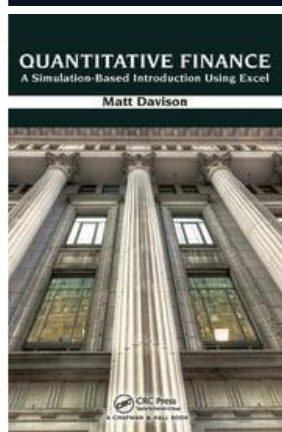
Boca Raton CRC Press 2014

Acc. No. 002193

Call No. 332.0151 DAV

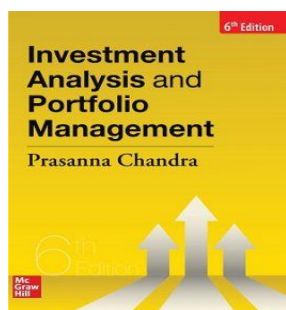
Summary: Quantitative Finance: A Simulation-Based Introduction Using Excel provides an introduction to financial mathematics for students in applied mathematics, financial engineering, actuarial science, and business administration. The text not only enables students to practice with the basic techniques of financial mathematics, but it also helps them gain significant intuition about what the techniques mean, how they work, and what happens when they stop working. After introducing risk, return, decision making under uncertainty, and traditional discounted cash flow project analysis, the book covers mortgages, bonds, and annuities using a blend of Excel simulation and difference equation or algebraic formalism.

[Click for more details](#)





भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 184

Title: Investment analysis and portfolio management by Chandra, Prasanna

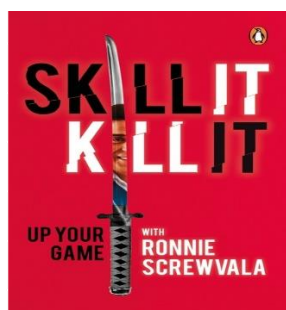
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002194

Call No. 332.632042 CHA

Summary: Investment Analysis and Portfolio Management is an introductory book that seeks to capture the essence of modern developments in investments. It describes the characteristics of various investment alternatives available to investors along with the techniques used in their valuation and analysis. The book presents a framework for portfolio management with a set of guidelines for investors with varying inclinations.

[Click for more details](#)



Sr. No. 185

Title: Skill it, kill it: up your game by Screwvala, Ronnie

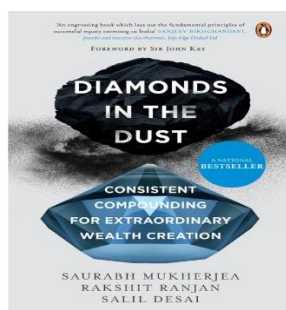
Haryana Penguin Random House India Pvt. Ltd. 2021

Acc. No. 002195

Call No. 158.1 SCR

Summary: In this book, Ronnie Screwvala shares personal stories and observations from his many failures and few successes to give you an insider's view of the 'invisible' skills, which can cut years off your learning curve. Practical, actionable and peppered with advice from successful leaders, Skill It, Kill It will ensure you're future-proof in these ever-changing times and ready to stand out among your peers.

[Click for more details](#)



Sr. No. 186

Title: Diamonds in the dust: consistent compounding for extraordinary wealth creation by Mukherjea, Saurabh

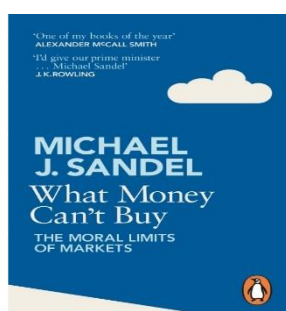
Haryana Penguin Books Pvt. Ltd. 2021

Acc. No. 002196

Call No. 332.60954 MUK

Summary: Diamonds in the Dust offers Indian savers a simple, yet highly effective, investment technique to identify clean, well-managed Indian companies that have consistently generated outsized returns for investors. Based on in-depth research conducted by the award-winning team at Marcellus Investment Managers,

[Click for more details](#)



Sr. No. 187

Title: What money can't buy: the moral limits of markets by Sandel, Michael J.

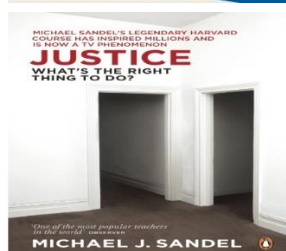
Haryana Penguin Random House India Pvt. Ltd. 2013

Acc. No. 002197

Call No. 174 SAN

Summary: What Money Can't Buy is the Top Ten Sunday Times Bestseller from 'the superstar philosopher', Michael Sandel. Should we financially reward children for good marks? Is it ethical to pay people to donate organs? What about hiring mercenaries to fight our wars, outsourcing inmates to for-profit prisons or selling citizenship?

[Click for more details](#)



Sr. No. 188

Title: Justice: what's the right thing to do? by Sandel, Michael J.

Haryana Penguin Random House India Pvt. Ltd. 2010

Acc. No. 002198

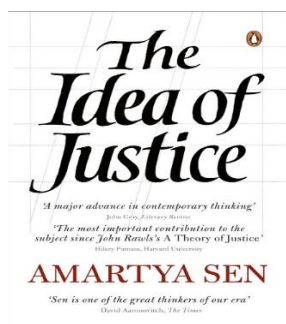
Call No. 172.2 SAN

Summary: Michael Sandel's Justice: What's the Right Thing to Do? invites readers of all ages and political persuasions on a journey of moral reflection, and shows how reasoned debate can illuminate our lives.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 189

Title: *The idea of justice by Sen, Amartya*

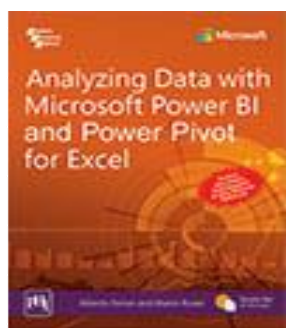
Haryana Penguin Random House India Pvt. Ltd. 2009

Acc. No. 002199

Call No. 172.2 SEN

Summary: Is justice an ideal, for ever beyond our grasp, or something that may actually guide our practical decisions and enhance our lives? At the heart of Sen's argument is his insistence on the role of public reason in establishing what can make societies less unjust. But there are always choices to be made between alternative assessments of what is reasonable, and competing positions can each be well defended.

[Click for more details](#)



Sr. No. 190

Title: *Analyzing data with microsoft power BI and power pivot for Excel by Alberto, Ferrari*

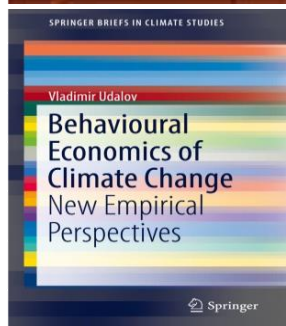
New Delhi PHI Learning Pvt. Ltd. 2019

Acc. No. 002200

Call No. 005.743 ALB

Summary: This book introduces the basic techniques for shaping data models in Excel and Power BI. It's meant for readers who are new to data modeling as well as for experienced data modelers looking for tips from the experts. If you want to use Power BI or Excel to analyze data, the many real-world examples in this book will help you look at your reports in a different way..

[Click for more details](#)



Sr. No. 191

Title: *Behavioural economics of climate change: new empirical perspectives by Udalov, Vladimir*

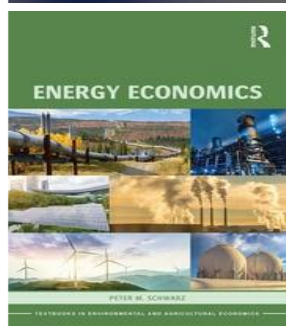
Germany Springer 2019

Acc. No. 002201

Call No. 333.72 UDA

Summary: This book investigates various kinds of climate change mitigation behaviour, which range from a general support of environmental policy to concrete energy-saving activities, in selected countries. Drawing on extensive national and international survey data, the analysis has the following main objectives: to identify potential determinants of individuals' renewable energy

[Click for more details](#)



Sr. No. 192

Title: *Energy economics by Schwarz, Peter M.*

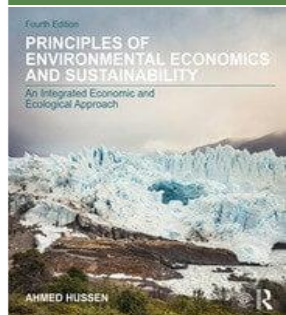
New York Routledge 2018

Acc. No. 002202

Call No. 333.79 SCH

Summary: This book focuses on both energy choices and the impact of these choices on market performance, environmental conditions, and sustainability. The initial section covers the fundamental economic concepts for analyzing energy markets. Following this, a detailed analysis of established energy sources, specifically fossil fuels and nuclear energy, leads into consideration of energy alternatives such as renewable energy and next-generation alternatives.

[Click for more details](#)



Sr. No. 193

Title: *Principles of environmental economics and sustainability: an integrated economic and ecological approach by Hussen, Ahmed*

New York Routledge 2019

Acc. No. 002203

Call No. 333.7 HUS

Summary: Principles of Environmental Economics and Sustainability was the first textbook to make a serious attempt to systematically integrate ecological and economic principles. It successfully introduced ecological perspectives to the study of environmental economics while maintaining the integrity of the standard economic approach.

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New Arrival of Books – March 2022



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 194

Title: Achieving economic development in the era of globalization by Sharma, Shalendra D.

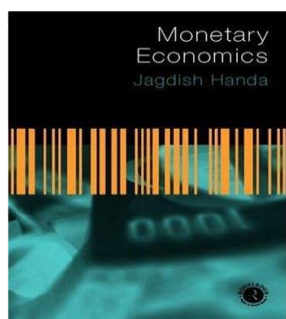
New York Routledge 2008

Acc. No. 002204

Call No. 338.90091724 SHA

Summary: Challenging assumptions about the benefits of specific development practices, this book provides readers with overview of how competing frameworks have developed and the ways that specific development practices reflect specific understandings of the main debates, as well as offering a comprehensive historical overview of attempts to achieve economic development.

[Click for more details](#)



Sr. No. 195

Title: Monetary economics by Handa, Jagdish

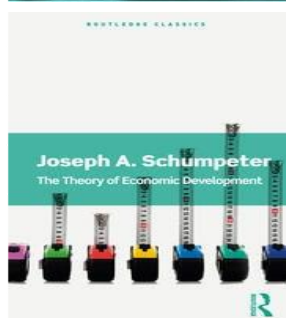
New York Routledge 2000

Acc. No. 002205

Call No. 332.4 HAN

Summary: A comprehensive overview of advanced monetary economics, integrating the presentation of monetary theory with empirical formulations and their empirical tests. Unlike most texts this book brings together in a single unified source the core areas of monetary economics. Key features include cross-country comparison of central banking in the US, UK and developing countries

[Click for more details](#)



Sr. No. 196

Title: The theory of economic development by Schumpeter, Joseph A.

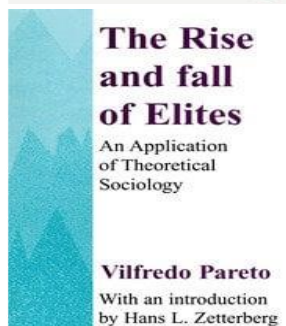
New York Routledge 2021

Acc. No. 002206

Call No. 330.1 SCH

Summary: The Theory of Economic Development is one of Schumpeter's most important books and the one that made him famous. He poses a fundamental question: why does economic development proceed cyclically rather than evenly? Turning prevailing economic theory, which approached economics as equilibrium, on its head, Schumpeter argues it is because economics is constantly transformed by its own internal forces.

[Click for more details](#)



Sr. No. 197

Title: The rise and fall of elites: an application of theoretical sociology by Pareto, Vilfredo

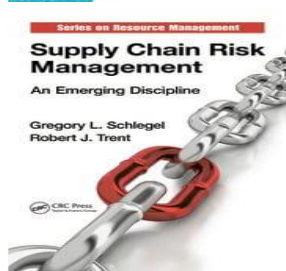
New York Routledge 2017

Acc. No. 002207

Call No. 320.5 PAR

Summary: Combining a thorough introduction to the work of nineteenth-and early twentieth-century Italian social theorist Vilfredo Pareto with a highly readable English translation of Pareto's last monograph "Generalizations," originally published in 1920, this work illustrates how and why democratic forms of government undergo decay and are eventually reinvigorated

[Click for more details](#)



Sr. No. 198

Title: Supply chain risk management: an emerging discipline by Schlegel, Gregory L.

London CRC Press 2015

Acc. No. 002208

Call No. 658.7 SCH

Summary: You don't have to outrun the bear ... you just have to outrun the other guy. Often in business we only have to run a bit faster than our competitors to be successful. The same is true in risk management. While we would always like to anticipate and prevent risk from happening, when risk events do occur being faster, flexible, and more responsive than others can make a world of difference.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 199

Title: Big data and cloud computing for development by Kshetri, Nir

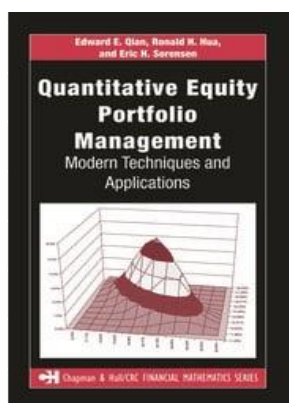
New York Routledge 2017

Acc. No. 002209

Call No. 338.90028557 KSH

Summary: This book provides a framework for evaluating big data and cloud computing based on how they evolve to fit users' needs in developing countries in key areas, such as agriculture and education. The authors discuss how this framework can be utilized by businesses, governments, and consumers to accelerate economic growth and overcome information and communication barriers. By examining the ways in which cloud computing can drive social, economic, and environmental transformation, readers gain a nuanced understanding of the opportunities and challenges these technologies offer.

[Click for more details](#)



Sr. No. 200

Title: Quantitative equity portfolio management: modern techniques and applications by Qian, Edward E.

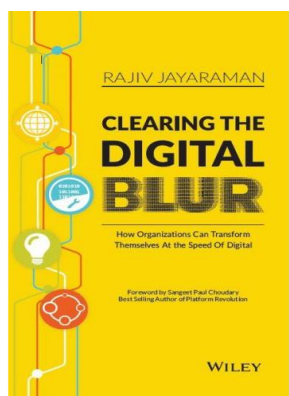
London Chapman & Hal 2007

Acc. No. 002210

Call No. 332.6 QIA

Summary: Quantitative equity portfolio management combines theories and advanced techniques from several disciplines, including financial economics, accounting, mathematics, and operational research. While many texts are devoted to these disciplines, few deal with quantitative equity investing in a systematic and mathematical framework that is suitable for quantitative investment students. Providing a solid foundation in the subject, Quantitative Equity Portfolio Management:

[Click for more details](#)



Sr. No. 201

Title: Clearing the digital blur by Jayaraman, Rajiv

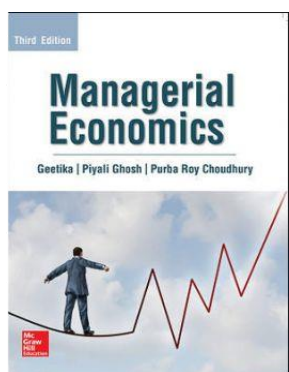
New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 002211

Call No. 621.382 JAY

Summary: What do Google, Amazon, Facebook and Alibaba have in common? Collectively referred to as "GAFA", these companies represent a new breed of competitors who are disrupting one industry after another using a playbook that most incumbent companies fail to understand. This book will help you understand how these digital born organizations look at the world around them, and more importantly, help you transform your own organization to compete and ultimately, thrive in the digital age. With management playbooks from the industrial age offering very little meaningful guidance, we need a fresh perspective to respond to the digital challenge.

[Click for more details](#)



Sr. No. 202

Title: Managerial economics by Geetika

Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002212

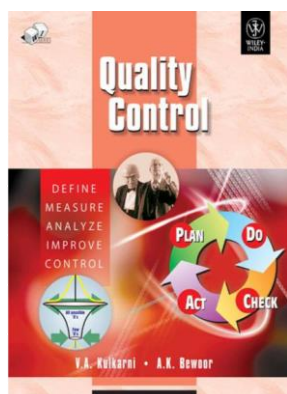
Call No. 330 GEE

Summary: Managerial Economics, 3e, provides a detailed introduction of economic concepts to management students. It illustrates the technique of systematic problem solving and taking effective decisions by applying concepts of economics in different situations. With its unique integrative approach, this revised edition covers the recent developments in the interdisciplinary fields related to economics and business such as Demonetization, Jio case study, Patanjali, restriction on H1B visa, GST, Highlights of Budget 2017, and many more.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 203

Title: Quality control by Kulkari, V.A.

New Delhi Wiley India Pvt. Ltd. 2016

Acc. No. 002213

Call No. 658.562 KUL

Summary: Quality Control is designed with an integrated approach for the interdisciplinary courses on Quality Control and Total Quality Management. The book serves as a textbook for the core course on Statistical Quality Control and is aimed at undergraduate students of engineering at all Indian universities. The text provides a comprehensive coverage of the subject from basic principles to state-of-the-art concepts and applications. With a strong engineering and management orientation, the book explores the modern use of statistical methods in quality control and improvement

[Click for more details](#)



Sr. No. 204

Title: Successful product design and management toolkit by Fradin, David

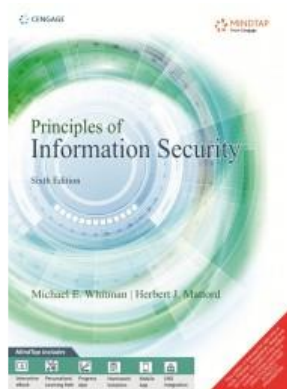
New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 002214

Call No. 658.5752 FRA

Summary: Successful Product Design and Management Toolkit covers most of these competencies. It is a comprehensive toolkit with various templates and frameworks for efficient management of products (and services) to exponentially enhance the possibilities of success. It is a necessary guide for all those involved in product success, with special attention to product managers. The book provides a hands-on tour of David's product management lifecycle, starting from product strategy to marketing, user experience, and pricing strategy.

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Sr. No. 205

Title: Principles of information security by Whitman, Michael E.

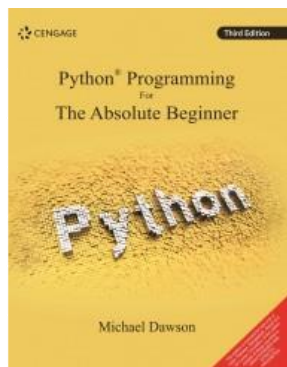
New Delhi Cengage Learning India Pvt. Ltd. 2018

Acc. No. 002215

Call No. 658.472 WHI

Summary: Introduce the latest technology and developments with the book specifically oriented to the needs of information systems students: PRINCIPLES OF INFORMATION SECURITY, 6E. Taking a managerial approach, this market-leading introductory book emphasizes all the aspects of information security -- not just the technical control perspective. Students gain a broad overview of the entire field of information security and related elements with the detail to ensure understanding. Students review terms used in the field, a history of the discipline, and an overview of how to manage an information security program.

[Click for more details](#)



Sr. No. 206

Title: Python programming for the absolute beginner by Dawson, Michael

Cengage Cengage Learning India Pvt. Ltd. 2020

Acc. No. 002216

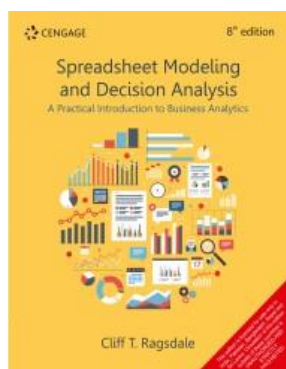
Call No. 005.133 DAW

Summary: If you are new to programming with Python and are looking for a solid introduction, this is the book for you. Developed by computer science instructors, books in the "for the absolute beginner" series teach the principles of programming through simple game creation. You will acquire the skills that you need for practical Python programming applications and will learn how these skills can be put to use in real-world scenarios. Throughout the chapters, you will find code samples that illustrate concepts presented.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 207

Title: Spreadsheet modeling and decision analysis: a practical introduction to business analytics by Ragsdale, Cliff T.

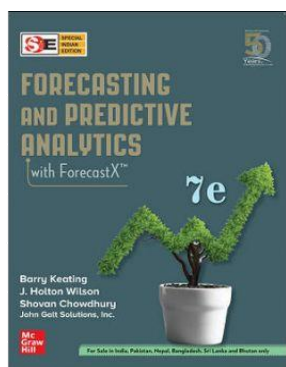
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002217

Call No. 658.403 RAG

Summary: Spreadsheet Modeling and Decision Analysis, 8e's updates work seamlessly with Microsoft® Office Excel® 2016. Succinct instruction highlights the most commonly used business analytics techniques and clearly demonstrates how to implement these tools with the most current version of Excel® for Windows. This text focuses on developing both algebraic and spreadsheet modeling skills.

[Click for more details](#)



Sr. No. 208

Title: Forecasting and predictive analytics: with ForecastX by Keating, Barry

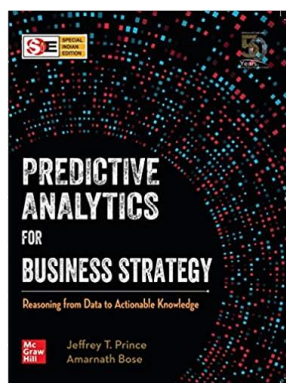
Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002218

Call No. 338.5442 KET

Summary: The seventh edition of Forecasting and Predictive Analytics with ForecastX™ builds on the success of the previous editions. While a number of significant changes have been made in this edition, it remains a book about prediction methods for managers, forecasting practitioners, data scientists, and students aspiring to become business professionals and have a need to understand practical issues related to prediction in all its forms. The text is designed to lead through the most helpful techniques in any prediction effort.

[Click for more details](#)



Sr. No. 209

Title: Predictive analytics for business strategy by Prince, Jeffrey T.

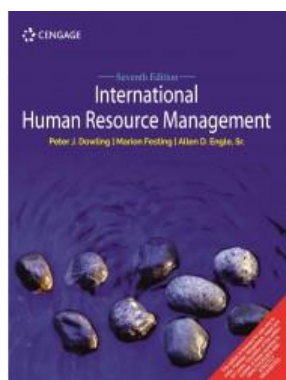
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002219

Call No. 658.4012 PRI

Summary: Predictive Analytics for Business Strategy is a book designed for courses that provide conceptual and broad-based introduction to econometrics and business analytics. It lays the foundation of a course that benefits both future analysts and managers. The course gives managers a basic understanding of what data can do in an important area of business (strategy formation) and present it in a way that doesn't feel like a taxonomy of models and their statistical properties. It gives future analysts a bigger picture of what their analysis is trying to accomplish, and the conditions under which it can be deemed successful.

[Click for more details](#)



Sr. No. 210

Title: International human resource management by Dowling, Peter J.

New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002220

Call No. 658.3 DOW

Summary: This textbook has developed alongside the field – helping to shape what it is today – and remains a leading International Human Resources Management (IHRM) textbook worldwide. International Human Resource Management provides an academic overview of global IHRM, whilst still remaining close to curriculum developments. This textbook also contains nine in-depth case studies written by the authors and global experts, that provide a range of in-depth applications for all of the major functional areas of IHRM.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 211

Title: Principles of human resource management by Bohlander, George W.

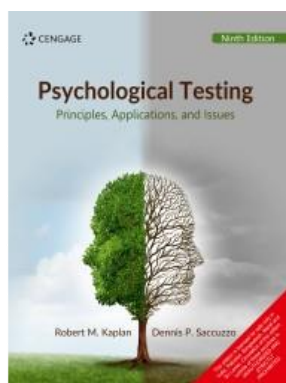
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002221

Call No. 658.3 BOH

Summary: Bohlander/Snell's popular Principles of Human Resource Management, 16e, 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.

[Click for more details](#)



Sr. No. 212

Title: Psychological testing by Kaplan, Robert M.

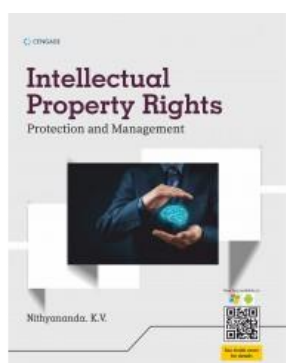
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002222

Call No. 150.287 KAP

Summary: Psychological Testing: Principles, Applications, and Issues, Ninth Edition explains the fundamentals of psychological testing, their important applications, and the controversies that emerge from those applications in clinical, education, industrial, medical, and legal settings. Kaplan and Saccuzzo's engaging and thorough text demonstrates how psychological tests are constructed and used, both in a professional setting and in everyday lives. It explains core concepts that affect the evaluation of all tests, major types of psychological tests, and current issues affecting testing such as stereotype threat, bias, laws, and ethics.

[Click for more details](#)



Sr. No. 213

Title: Intellectual property rights: protection and management by Nithyananda, K. V.

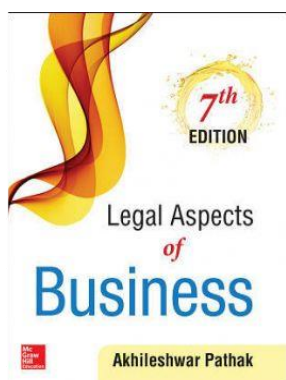
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002223

Call No. 346.048 NIT

Summary: Intellectual Property Rights (IPRs) have become an essential element of today's management world — not only in its day-to-day activities, but also in specific events like mergers, acquisitions, takeovers, and in financing its operations. Business managers with the knowledge and expertise of IPRs and their management are scarce and are offered premium positions in organisations, not only in India but also in other parts of the world. This book provides an introductory perspective on the various IPRs and their management.

[Click for more details](#)



Sr. No. 214

Title: Legal aspects of business by Pathak, Akhileshwar

Chennai McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 002224

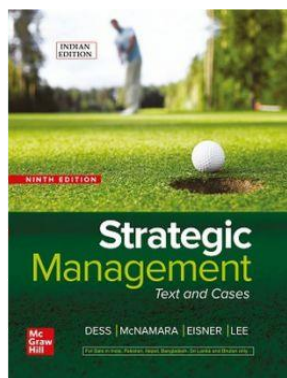
Call No. 346.07 PAT

Summary: Legal Aspects of Business, Seventh Edition, by Akhileshwar Pathak interfaces law with management and deals comprehensively with almost every field of law which has a bearing on business. The focus of this edition, like that of the earlier editions, is on making the teaching and learning of business laws interesting and engaging. It adopts a 'learning by discovering' approach. Each important theme opens with a section having unsolved cases that bring out disputes arising from business practices and other common incidents.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 215

Title: Strategic management: creating competitive advantages by Dess, Gregory G.

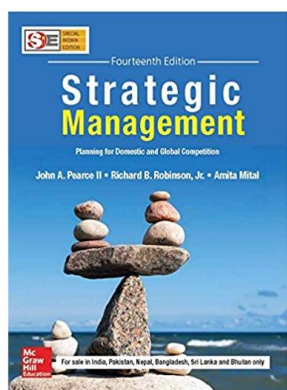
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002225

Call No. 658.4012 DES

Summary: Strategic Management: Text and Cases, now in its ninth edition, continues its tradition of being readable, relevant, and rigorous. Its engaging writing style minimizes jargon to maximize readability. The book provides examples from management practice and societal themes, including environmental sustainability, ethics, globalization, entrepreneurship, and data analytics, to make the content relevant and present a balanced outlook in all the fields. It draws on the latest research done by management scholars and insights from executives to balance accessibility with rigor.

[Click for more details](#)



Sr. No. 216

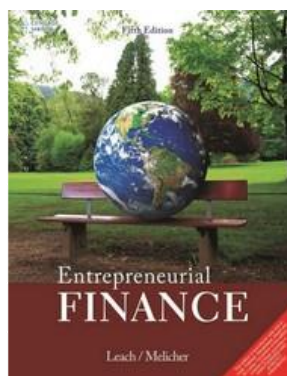
Title: Strategic management: planning for domestic and global competition by Pearce, John A.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 002226

Call No. 658.4012 PEA

Summary: The fourteenth edition of Strategic Management continues to emphasize on planning for domestic and global competition that is integral to strategic decision-making. This revised edition is specially designed to accommodate the needs of strategic management students worldwide. The unique pedagogy reflects strategic analysis and innovation at different organizational levels. Real business situations from around the world, in both large and small entrepreneurial companies, are evident in the form of 25 globally engaged cases, 57 Global Strategy in Action (NEW), 35 Strategy in Action (NEW) modules.



Sr. No. 217

Title: Entrepreneurial finance by Leach, J. Chris

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002227

Call No. 658.15 LEA

Summary: "This accessible, reader-friendly text guides students 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.

[Click for more details](#)



Sr. No. 218

Title: Financial services by Sharma, Renuka

New Delhi Cengage Learning India Pvt. Ltd. 2017

Acc. No. 002228

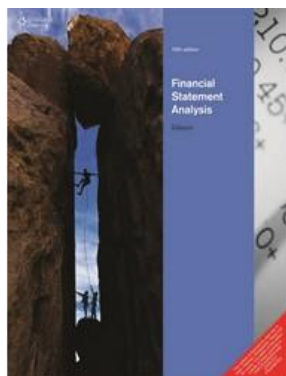
Call No. 332 SHA

Summary: Financial Services is designed to serve as a textbook for a course in Financial Services and will be useful for MBA students as well as for professionals involved in different types of financial services. It provides extensive reading material on various topics related to financial services and is an essential course in under-graduate and post-graduate programmes in management and commerce offered by most of the universities in India. This book covers reading material relevant to all major categories of financial services offered in the current market scenario.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 219

Title: Financial statement analysis by Gibson, Charles H.

New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 002229

Call No. 657.3 GIB

Summary: 'Now you can teach financial accounting from both a user's and preparer's perspective with a wealth of actual examples, cases, and real financial statements found in Gibson's Financial Statement Analysis, 13e. This effective text emphasizes the analysis and interpretation of the end result of financial reporting financial statements. The author focuses on the language and preparation of financial statements throughout. Students analyze real financial reports, 10Ks, proxy statements, other exhibits, and cases drawn from actual companies.

[Click for more details](#)



Sr. No. 220

Title: Financial institutions and markets by Madura, Jeff

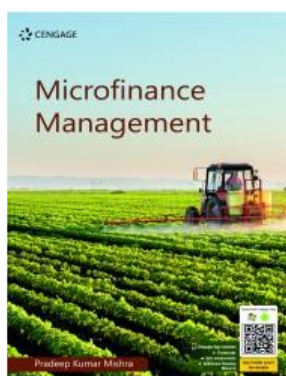
New Delhi Cengage Learning India Pvt. Ltd. 2017

Acc. No. 002230

Call No. 332 MAD

Summary: 'Help students understand why financial markets exist, how financial institutions serve these markets, and what services those institutions offer with the solid conceptual framework in this best-selling finance text. Madura's leading Financial Institutions and Markets, 10e, emphasizes securities traded by financial institutions and the scope of participation of those financial institutions within each market. This edition also focuses on the management, performance, and regulatory aspects of financial institutions and explores the functions of the Federal Reserve System, the major debt and equity security markets, and derivative security market.

[Click for more details](#)



Sr. No. 221

Title: Microfinance management by Mishra, Pradeep Kumar

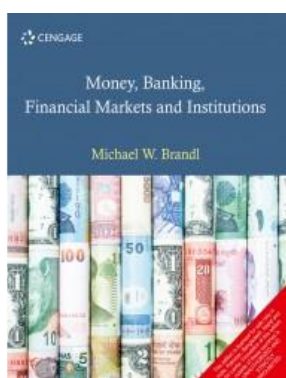
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002231

Call No. 332.3 MIS

Summary: Microfinance has grown into a distinct and impactful industry. It has developed into a large employer, a great platform for policy interventions and a tool for poverty alleviation and financial inclusion. It has also been a subject of debates and discussions across the world. The enormous growth of microfinance as a field of practice and as a body of knowledge has made it a challenging task to comprehend this subject. This textbook is an attempt to explain the concepts and practices of microfinance.

[Click for more details](#)



Sr. No. 222

Title: Money, banking, financial markets and institutions by Brandl, Michael W.

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002232

Call No. 332 BRA

Summary: Unlike other Money and Banking texts, where the discussion of the macroeconomy is left to the end in a confusing blur of IS-LM and AS-AD models, Brandl's Money, Banking, Financial Markets and Institutions examines the macroeconomy early. The author does so in a clear concise manner using only the AS-AD framework. With the recent economic crisis as a backdrop, the book demonstrates links between the macroeconomic course work that students have just completed and your money and banking course.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya

Sr. No. 223

Title: Security analysis and portfolio management by Talwer, Shalini

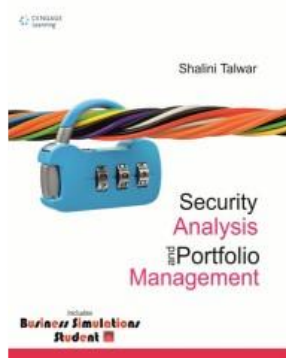
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002233

Call No. 332.6 TAL

Summary: Analysis of securities for construction of portfolio is undertaken by portfolio managers and investors for generating superior return. The return of a portfolio is largely characterized by the risk-return profile of the component securities. Bonds and equities are considered to be the two main components of any investment portfolio constructed to diversify risk and generate return. Therefore, a deep study of bonds and equities with a view to ascertaining their expected return and volatility is the key preoccupation of investors and portfolio managers.

[Click for more details](#)



Sr. No. 224

Title: Understanding behavioral finance by Ackert, Lucy F.

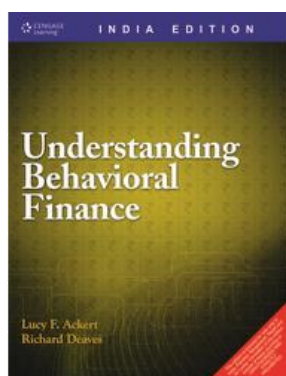
New Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 002234

Call No. 332.6 ACK

Summary: This comprehensive text ideal for today's behavioral finance electivelinks finance theory and practice to human behavior. The book begins by building upon the established, conventional principles of finance before moving into psychological principles of behavioral finance, including heuristics and biases, overconfidence, emotion and social forces. Readers learn how human behavior influences the decisions of individual investors and professional finance practitioners, managers, and markets.

[Click for more details](#)



Sr. No. 225

Title: Financial management by Gulati, Sumit

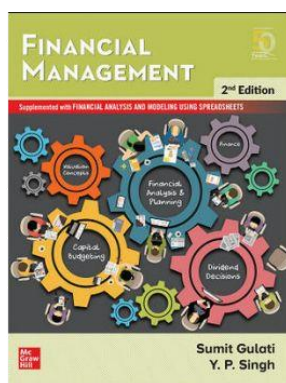
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002235

Call No. 658.15 GUL

Summary: The objective of this book is to present the financial concepts to the readers, including students, financial managers, or general managers in the most simple, crisp, and concise manner. Every concept is followed with an illustration for better understanding. The second edition of this book has been provided with refinements and improvements in many parts to include the latest concepts and updates in the subject area.

[Click for more details](#)



Sr. No. 226

Title: Strategic financial management: managing for value creation by Chandra, Prasanna

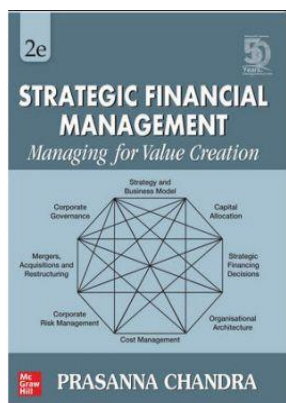
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002236

Call No. 658.15 CHA

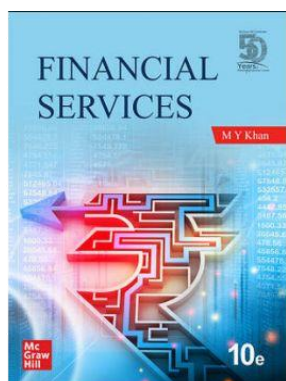
Summary: From the 1980 onwards, there has been a remarkable transformation in the global business and financial scene, thanks to deregulation, liberalization, globalization, automation, privatization, and the ascendance of the services sector. In the wake of these developments, competition has intensified, investment and financing avenues have expanded, corporates have grown in size and complexity, capital has become more mobile, institutional investors (who are, in general, more demanding than individual investors) have become an important force, financial prices have become more volatile, and intangible assets have assumed greater significant.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 227

Title: Financial services by Khan, M. Y.

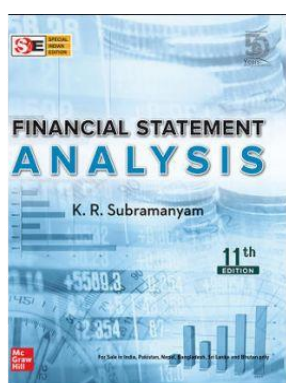
Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002237

Call No. 332 KHA

Summary: Now in its Tenth Edition, Financial Services continues to be the leading textbook, aimed at reflecting the current regulatory and policy developments in the financial sector in India. The text has been substantially revised to include all the significant updates- notable policy and operational developments- till end-March 2019. It provides a judicious mixture of theory and business practices, both from the non-banking financial intermediaries/companies (which provide the financial services) and their users viewpoint.

[Click for more details](#)



Sr. No. 228

Title: Financial statement analysis by Subramanyam, K. R.

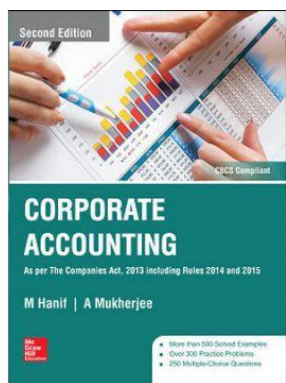
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002238

Call No. 657.3 SUB

Summary: Financial Statement Analysis in its 11th edition continues to set the standard in showing readers the keys to effective analysis of financial statements. To accommodate different teaching styles and needs, the book is organized in a unique three-part framework – first part provides accounting overview (chapters 1 and 2), followed by accounting analysis (chapters 3-6) and then financial analysis (chapters 7-11). The text presents a balanced view of analysis, including both equity and credit analysis, and both cash-based and earnings-based valuation models.

[Click for more details](#)



Sr. No. 229

Title: Corporate accounting by Hanif, Mohammed

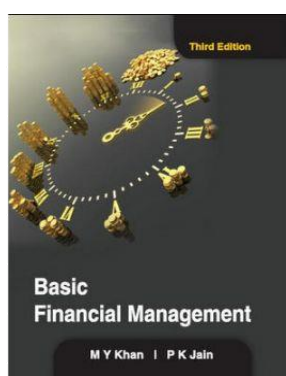
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002239

Call No. 657 HAN

Summary: 'Corporate Accounting 2e' has been designed for various undergraduate and postgraduate students, besides being equally useful for the professional aspirants. It presents the core concepts of corporate accounting in a lucid and easy-to-understand language. The book has been thoroughly revised as per Schedule III of 'The Companies Act, 2013' along with the related rules of 2014 and 2015. An in-depth explanation of the theoretical concepts supplemented by real-life situations and visual aids aims to make learning effective and enhances readers' understanding of the subject.

[Click for more details](#)



Sr. No. 230

Title: Basic financial management by Khan, M. Y.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002240

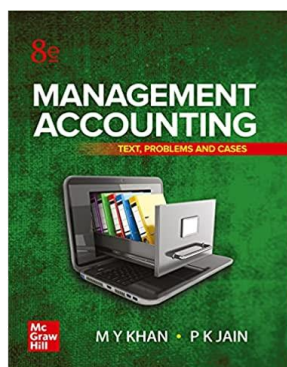
Call No. 658.15 KHA

Summary: This thoroughly revised edition continues to focus on equipping the readers with the theories, concepts and techniques that can be applied to corporate decision-making in the field of financial management. It incorporates up-to-date knowledge about this discipline, including the recent regulatory and policy developments. Primarily developed as per the requirements of B. Com, BBA, BBS, BBM courses, the book will be equally useful for those pursuing MBA / PGDM courses.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 231

Title: Management accounting: text, problems and cases by Khan, M. Y.

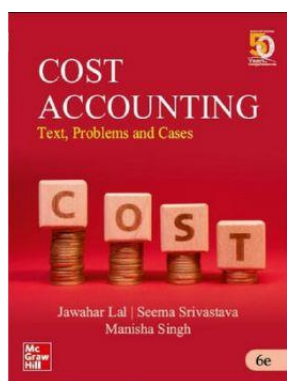
Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002241

Call No. 658.1511 KHA

Summary: Management Accounting, now in its eighth edition, continues to offer its readers an in-depth analysis regarding usage of accounting information for financial analysis, profit planning, cost control and decision-making. The authors have adopted an exceptional outcome-based learning approach to provide a comprehensive analysis of the concepts, theories and techniques of management in a simple yet lucid style.

[Click for more details](#)



Sr. No. 232

Title: Cost accounting: text, problems and cases by Lal, Jawahar

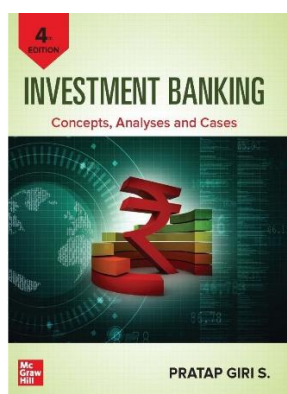
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002242

Call No. 657.42 LAL

Summary: Now in its Sixth Edition, Cost Accounting continues to focus on various aspects—cost ascertainment, cost analysis and control, and managerial decision making – in a logical and comprehensive manner. The revised edition is specially designed with extensive theoretical inputs, large number of numerical illustrations, excel spreadsheets, case studies, rich pedagogy and exercises. It offers adequate flexibility to fulfil the needs of different university and professional courses varied in terms of coverage and emphasis.

[Click for more details](#)



Sr. No. 233

Title: Investment banking: concepts, analyses and cases by Giri S., Pratap

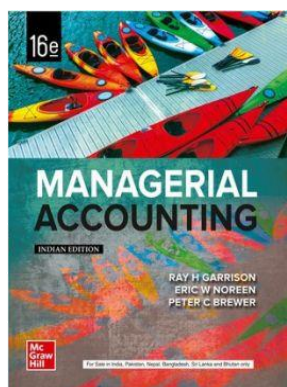
Chennai McGraw Hill Education (India) Pvt. Ltd. 2022

Acc. No. 002243

Call No. 332.66 GIR

Summary: Investment Banking – Concepts, Analyses and Cases is a long-standing work in the subject and is positioned as a complete textbook for postgraduate level of study in Investment Banking. It covers exhaustively the history, market, business, industry, transaction and service perspective of this important area of financial services. It caters to all postgraduate courses with focus on finance and capital markets in general and investment banking in particular. It comprehensively meets the conceptual and learning requirements for MBA, CA, CS, CMA and other capital market-oriented courses in the Indian context.

[Click for more details](#)



Sr. No. 234

Title: Managerial accounting by Garrison, Ray H.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002244

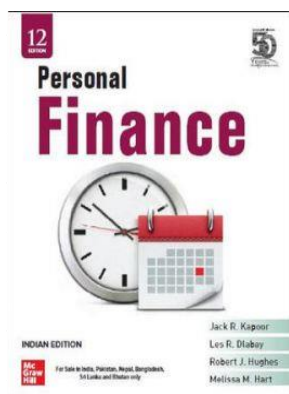
Call No. 658.1511 GAR

Summary: The Sixteenth Edition of Managerial Accounting builds on the basic philosophy of relevance, accuracy, and clarity reflected in all previous editions. The text continues to focus on explaining the concepts in a simple manner while providing easy-to-follow examples. The book offers exhaustive coverage on the subject area while interspersing the text with a host of pedagogical features. Praised by faculty and students alike for its real-world examples and cases, the book offers insights into service-based economies, IFRS & GAAP, ethics assignments and author-written supplements.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 235

Title: Personal finance by Kapoor, Jack R.

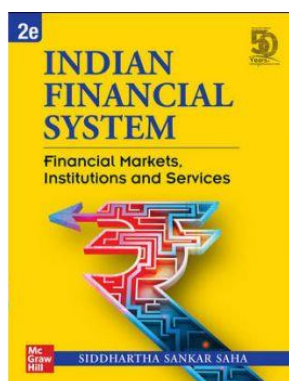
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 002245

Call No. 332.024 KAP

Summary: Personal Finance is a well-established and authoritative text in the subject area. This 12th edition of the book provides extensive coverage of career planning, money management, taxes, consumer credit, housing, legal protection, insurance, investments, retirement planning, and estate planning. The objective of the book is to teach the students the fundamentals of financial planning and to build a foundation of long-term financial security. It deals with many financial planning tools to help the students identify and evaluate choices as well as understand the consequences of decisions in terms of opportunity costs.

[Click for more details](#)



Sr. No. 236

Title: Indian financial system: financial markets institutions and services by Saha, Siddhartha Sankar

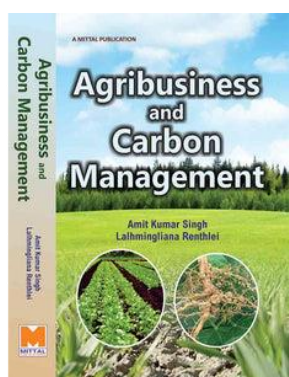
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002246

Call No. 332.0954 SAH

Summary: The second edition of Indian Financial System—Financial Markets, Institutions and Services is a thoroughly revised and updated text. The latest regulations and new concepts in the changing world of finance is incorporated to suit the market demand. The book presents comprehensive discussion of topics with suitable illustrations and practical cases on different components of the financial system. The pedagogical features and chapter-end exercises are enhanced to make student's examination ready.

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Sr. No. 237

Title: Agribusiness and carbon management by Singh, Amit Kumar

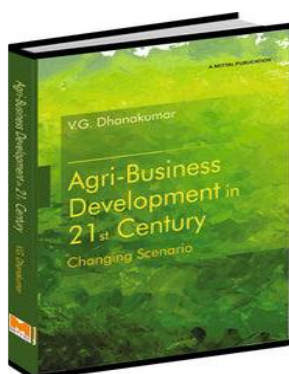
New Delhi Mittal Publications 2018

Acc. No. 002247

Call No. 338.10954 SIN

Summary: The main aim of the book 'Agribusiness and Carbon Management' is to develop the conceptual and practical understanding of the anthropogenic forcing causing the climate change, the global framework and mechanism to deal with it, challenges to responses of business community, Socio economic impact on carbon mitigation and the dynamics underlying carbon management in reference to agribusiness. We are of firm belief that the book will be helpful to researchers, scholars, Government officers, Corporate executives, NGOs and other activist

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Sr. No. 238

Title: Agri-business development in 21st century: changing scenario by Dhanakumar, V.G.

New Delhi Mittal Publications 2021

Acc. No. 002248

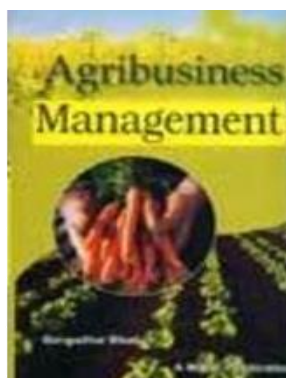
Call No. 338.160954 DHA

Summary: A book with true triumph over culture, agriculture and agribusiness scenario 2050! Contents are richly detailed, and ingeniously constructed to understand the basic to practicum for scholars and businessmen about "Agribusiness". We need to know the features of future agribusiness because our present is too volatile. The book that will get you marching towards "Benevolent of Agribusiness".

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 239

Title: Agribusiness management by Bhatia, Ganagdhhar

New Delhi Mittal Publications 2017

Acc. No. 002249

Call No. 630.68 BHA

Summary: Agribusiness management comprises numerous aspects of economic agriculture including businesses that provide supplies and series to producers (including cooperatives). The businesses that add value to agricultural products and those which facilitate marketing of agricultural products to an ever growing market, are also brought with in the radar of agribusiness management. The book is an effort on the author's part to introduce to the reader the basic tenets of agribusiness management with its comprehensive account, detailed analysis and practical approach to the subject facilitating immediate understanding it is hoped that this book would be an interesting reading for those involved in the agro sector.

Sr. No. 240

Title: Agricultural development and natural resource management by Singh, A. K.

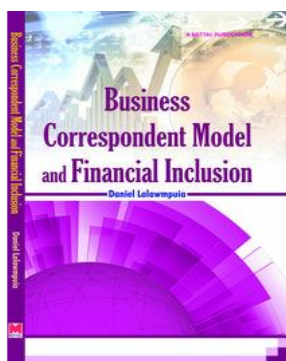
New Delhi Mittal Publications 2021

Acc. No. 002250

Call No. 338.1609542 SIN



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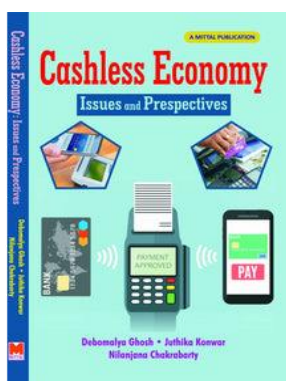
Sr. No. 241

Title: Business correspondent model and financial inclusion by Lalawmpuia, Daniel

New Delhi Mittal Publications 2019

Acc. No. 002251

Call No. 332.0954 LAL



Sr. No. 242

Title: Cashless economy: issues and perspectives by Ghose, Debomalya

New Delhi Mittal Publications 2019

Acc. No. 002252

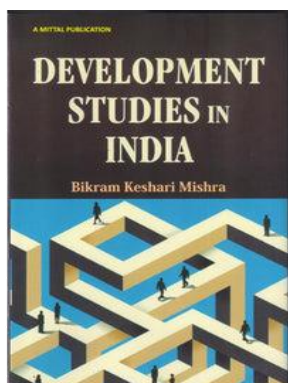
Call No. 332.1780954 GHO

Summary: This Book entitled “Cashless Economy: Issues and Perspectives” covers altogether 10 select chapters from scholarly contributors from the gamut of Transition from Cash to Cashless Economy. Each chapter tries to showcase the different aspects of cashless era. Overall, the book volume on ‘Transition to Cashless Economy’ focus on important evidence based research findings in number of prominent areas including Cashless Economy, Demonetisation and its impact on Indian

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 243

Title: *Development studies in India* by Mishra, Bikram Keshari

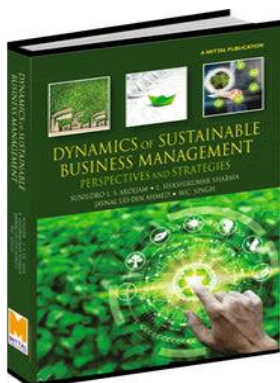
New Delhi Mittal Publications 2017

Acc. No. 002253

Call No. 338.954 MIS

Summary: Development has been much more than a mere socioeconomic construct. As the literature on development has proliferated, exchange of ideas among those who approach development from different perspectives, disciplines and professions has become more elastic. The volume *Development Studies in India* makes a modest attempt to critically examine the book view and field view of development. The chapters contributed by scholars and development experts across disciplines tend to sensitize the learner with the development discourse from a multi-disciplinary perspective.

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Sr. No. 244

Title: *Dynamics of sustainable business management: perspectives and strategies* by Akiijam, Sunildro L. S.

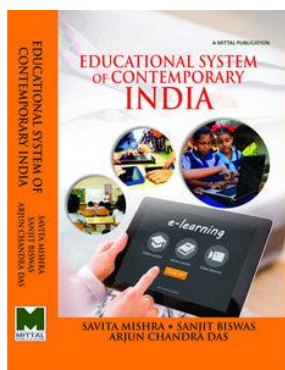
New Delhi Mittal Publications 2020

Acc. No. 002254

Call No. 658.400954 AKO

Summary: Sustainable Business Management is the intersection of business and sustainability. It supports a business's long-term viability and can take various forms including investing in fair-trade products, reducing packaging materials, and ensuring humane working conditions at supplier factories. It also has impacts on a wide range of ecological and human issues, from the preservation of natural resources to a commitment to human and societal wellbeing.

[Click for more details](#)



Sr. No. 245

Title: *Educational system of contemporary India* by Mishra, Savita

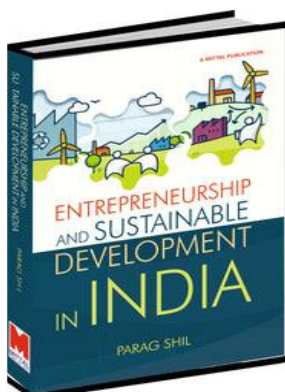
New Delhi Mittal Publications 2021

Acc. No. 002255

Call No. 370.954 MIS

Summary: The book "Educational System of Contemporary India" discusses the contemporary issues and concerns related to the current scenario of Education in present-day India. This book aims to provide a platform for students, teachers, researchers, and educationists to share knowledge and ideas in the recent trends in the field of Education system of contemporary India. The main objective of this book is to explore experimental, theoretical, and scientific data analysis.

[Click for more details](#)



Sr. No. 246

Title: *Entrepreneurship and sustainable development in India* by Shil, Parag

New Delhi Mittal Publications 2020

Acc. No. 002256

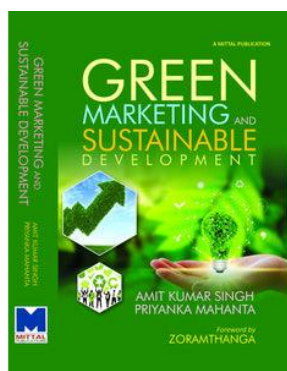
Call No. 338.040954 SHI

Summary: Sustainable development through entrepreneurship is an emergent field of knowledge. The association of sustainable development and entrepreneurship through conceptual as well as empirical studies has been attempted in this book. This book includes most of the pertinent issues involved in this emerging field. The book focused on the topics related to startups issues, entrepreneurial ethics, entrepreneurial sustainability, social entrepreneurship, sustainability of rural development, EDPs in skill development,

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 247

Title: Green marketing and sustainable development by Singh, Amit Kumar

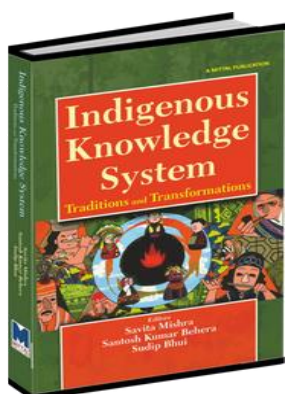
New Delhi Mittal Publications 2022

Acc. No. 002257

Call No. 363.700951 SIN

Summary: The dynamic shift towards sustainability and protection of environment by the consumer has led to major changes in the marketing strategies. Marketers are focusing towards developing green products and marketing them with the help of sustainable green marketing practices, the shift towards environment protection and creation of green marketing strategies have led development for better marketing practices all over the world and in India. Green Marketing is a mechanism to achieve sustainability and environmental protection,

[Click for more details](#)



Sr. No. 248

Title: Indigenous knowledge system: traditions and transformations by Mishra, Savita

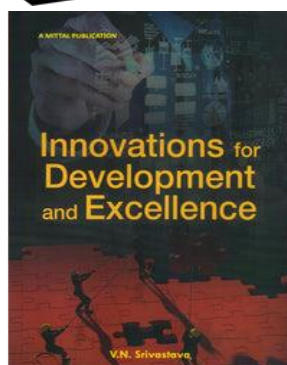
New Delhi Mittal Publications 2022

Acc. No. 002258

Call No. 306.420968 MIS

Summary: Knowledge and ideas exist in world by mankind flow in continuous stream, aspired to come in enrichment of cultural heritage and civilization reflects diverse way to wellbeing. In this edited volume university and college faculties along with their scholars contribute in empirical ways on tribal situations of Jharkhand and West Bengal generally. Fifteen chapters distributed in three part brought focus on the indigenous knowledge about agriculture, sacred groves and natural resources.

[Click for more details](#)



Sr. No. 249

Title: Innovation for development and excellence by Srivastava, V. N.

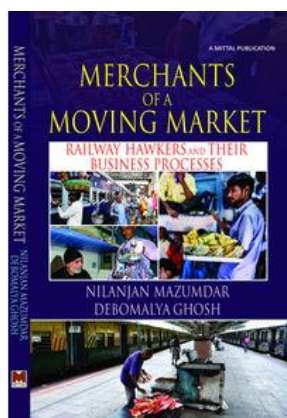
New Delhi Mittal Publications 2017

Acc. No. 002259

Call No. 658.00954 SRI

Summary: The book, "Innovations for Development and Excellence" is written out of management research carried out on Organisational Excellence, after considerable experience as a researcher, consultant and a trainer. The book is structured around 31 identified attributes of Organisational excellence, 15 relating to General Management Excellence, 8 to Human Resource Management Excellence and 8 attributes of Operational Management Excellence, including 9 factors of powerful leadership and 10 factors of performance culture.

[Click for more details](#)



Sr. No. 250

Title: Merchants of a moving markets: railway hawkers and their business processes by Mazumdar, Nilanjan

New Delhi Mittal Publications 2021

Acc. No. 002260

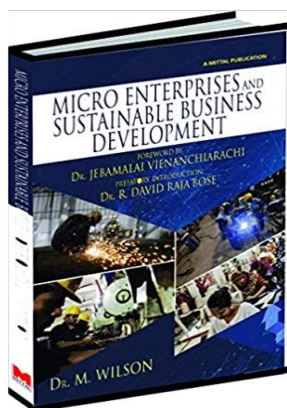
Call No. 658 MAZ

Summary: This book is about one of the marginalized class of work force in the country who earn their living while selling varied commodities and offering services to the passengers onboard a live train; who are well known as railway hawkers in India. The authors of this book make an earnest attempt to explore the business of railway hawking, the participants i.e. the railway hawkers themselves and their way of conducting the business of railway hawking in the context of North Eastern Region of India. Many unlicensed and licensed hawkers earn their livelihood by this trade.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 251

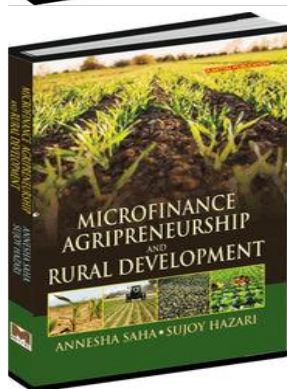
Title: Micro enterprises and sustainable business development by Wilson, M.

New Delhi Mittal Publications 2020

Acc. No. 002261

Call No. 338.6420954 WIL

Summary: Micro enterprises play an important role in the socio-economic development of India. COVID 19 impacted India in income, employment, purchasing power and savings of people. Hence, there is a need for a solution for it. The important option for this is establishment of more micro enterprises. In this respect an international webinar on 25/5/2020 on the topic COVID 19 AND MICRO ENTERPRISES was conducted, and call of papers was done and quite number of papers are received. Among the papers 15 papers are selected for publication. The papers give a clear understanding of the importance of Micro Enterprises, the problems faced by them and solutions for it.



Sr. No. 252

Title: Microfinance, agripreneurship and rural development by Saha, Annesha

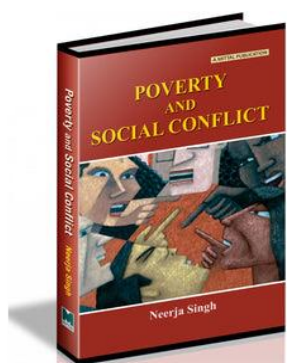
New Delhi Mittal Publications 2021

Acc. No. 002262

Call No. 307.14120954 SAH

Summary: Microfinance, Agripreneurship & Rural development: The book focuses on basic concepts of Microfinance, different government and non-government policies, strategies, credit needs in agripreneurship, Indian cooperative movement, rural development administration and its problem and prospects in details. Relating to the context recent developments and progress has been well documented in a sequential manner for better understanding and learning. Present book is primarily targeted at graduate and post-graduate students of Rural Development, Agricultural Policy & Planning and Rural Management, who will find this book useful.

[Click for more details](#)



Sr. No. 253

Title: Poverty and social conflict by Singh, Neeraj

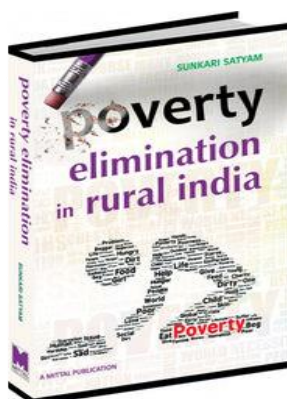
New Delhi Mittal Publications 2015

Acc. No. 002263

Call No. 339.46 SIN

Summary: Poverty is concerned with social needs as well as physical needs. People are social beings, with social roles and relationships. Our needs arise through these roles and relationships, as well as through our need for physical survival. Poverty is the result of unequal distribution of money and is the inequality between the rich and poor naturally led to violence and conflicts. Realistic peace education must start from the recognition of these facts. The book examines the current evidences on the relationship between poverty and conflicts.

[Click for more details](#)



Sr. No. 254

Title: Poverty elimination in rural India by Satyam, Sunkari

New Delhi Mittal Publications 2016

Acc. No. 002264

Call No. 339.46095485 SAT

Summary: This book is valid in larger social science research domain, supportive for young and emerging social scientists. It definitely must be a source to drive in different literature on understanding poverty and policy mechanism. As exemplified in the preface, the book has become a model not just for its contents, but also for its rich empirical understanding. Thus, the book has three main aims: to provide changing policy scenario since the beginning of planned economy, to help scholars and policy analysts develop further analytical process, and to provide an exemplary method for researching unsearched social issues.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 255

Title: Soviet economic development from Lenin to Khrushchev by Davies, R.W.

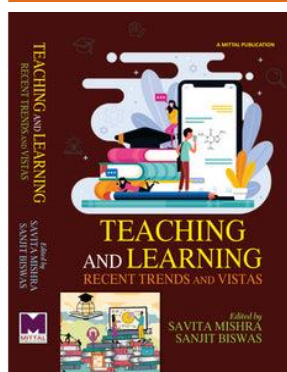
Cambridge Cambridge University Press 1998

Acc. No. 002265-66

Call No. 338.94700904 DAV

Summary: This book provides a comprehensive survey of Soviet economic development from 1917 to 1965 in the context of the pre-revolutionary economy. In these years the Soviet Union negotiated the first stages of modern industrialisation and then, after the defeat of Nazi Germany and its allies, emerged as one of the two world superpowers. This was also the first attempt to construct a planned socialist order. These developments resulted in great economic achievements at great human cost.

[Click for more details](#)



Sr. No. 256

Title: Teaching and learning: recent trends and vistas by Mishra, Savita

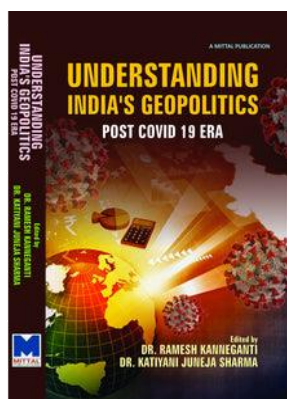
New Delhi Mittal Publications 2021

Acc. No. 002267

Call No. 370 MIS

Summary: The book "Teaching and Learning: Recent Trends and Vistas" is an introduction to Teaching and Learning, with special reference to instructional strategies, methods and skills for teaching. This book is a collection of all the original research articles presented by the research scholars, faculty members of different Institutions. The book will surely help teachers as well as the researchers, academicians and students to have a thorough orientation regarding the recent developments in teaching-learning processes.

[Click for more details](#)



Sr. No. 257

Title: Understanding India's geopolitics: post covid-19 era by Kanneganti, Ramesh

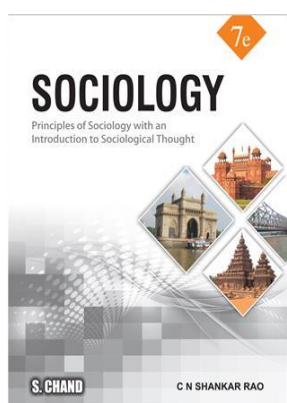
New Delhi Mittal Publications 2022

Acc. No. 002268

Call No. 320 KAN

Summary: The present piece of work on Understanding India's Geopolitics-Post Covid 19 Era is a detailed descriptive study on the finer aspects of Human Security at large from local governance to global governance. Freedom from want -freedom from fear-freedom to live with dignity is the cornerstone of the Human Security concept enunciated by the then United Nations Secretary General Mr. Kofi Annan in early 1990's with a view to instill a sense of balance in the public policy making. Concepts like National Security and Human Security are two sides of the same coin,

[Click for more details](#)



Sr. No. 258

Title: Sociology by Rao, C. N. Shankar

New Delhi S. Chand & Company Ltd. 2021

Acc. No. 002269

Call No. 301 RAO

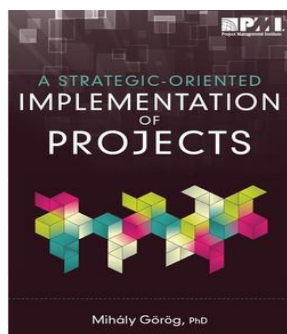
Summary: This textbook has been comprehensively written to acquaint the students with the fundamental concepts of Sociology as well as provide an introduction to the diverse aspects of Sociology. Students will be introduced to the origins of Sociology as a discipline and would get to explore relevant topics such as inequality, institutions, control, change, disorganisation and problems in the society. Topics such as applied sociology and sociological thought have also been discussed to give a complete overview of the subject. This textbook not only caters to the requirements of the undergraduate students of Sociology and Law courses but is also a useful reference for postgraduate students and aspirants appearing for various competitive examinations.

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New Arrival of Books – March 2022



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 259

Title: Strategic-oriented implementation of projects by Gorog, Mihaly

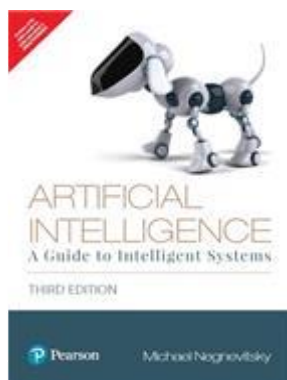
New Delhi Viva Books Private Ltd. 2018

Acc. No. 002270

Call No. 658.404 GOR

Summary: While it is broadly accepted that projects are the building blocks in implementing organizational strategic objectives, many books fail to address one critical question: how do you translate a strategic objective into a manageable project task? Lavishly illustrated with more than 40 figures and tables, this latest book from practitioner and project management professor Mihály Görög, PhD addresses this critical lack, for project managers of all levels.

[Click for more details](#)



Sr. No. 260

Title: Artificial intelligence: a guide to intelligent systems by Negnevitsky, Michael

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002271

Call No. 006.3 NEG

Summary: Negnevitsky shows students how to build intelligent systems drawing on techniques from knowledge-based systems, neural networks, fuzzy systems, evolutionary computation and now also intelligent agents. The principles behind these techniques are explained without resorting to complex mathematics, showing how the various techniques are implemented, when they are useful and when they are not. No particular programming language is assumed and the book does not tie itself to any of the software tools available. However, available tools and their uses are described, and program examples are given in Java.

[Click for more details](#)



Sr. No. 261

Title: Business process transformation by Grover, Varun

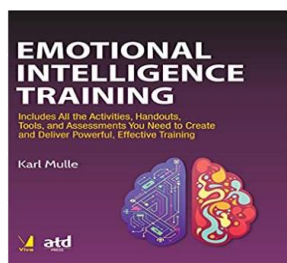
New Delhi PHI Learning Pvt. Ltd. 2008

Acc. No. 002272

Call No. 658.4038 GRO

Summary: This book provides a rich set of conceptual, empirical, and introspective studies that characterize fundamental knowledge in the area of Business Process Transformation. It covers the core challenges organizations face in their journey to higher degrees of process orientation. Processes are interpreted broadly to include operational and managerial processes within and between organizations, as well as those involved in knowledge generation.

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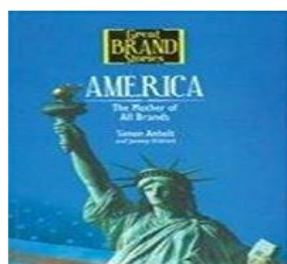
Sr. No. 262

Title: Emotional intelligence training: includes all the activities, handouts, tools and assessments you need to create and deliver powerful, effective training by Mulle, Karl

New Delhi Viva Books Private Ltd. 2019

Acc. No. 002273

Call No. 152.4 MUL



Sr. No. 263

Title: America: the mother of all brands by Anholt, Simon

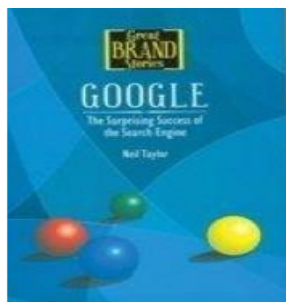
New Delhi Viva Books Private Ltd. 2009

Acc. No. 002274

Call No. 658.827 ANH



भारतीय प्रबंध संस्थान बोधगया
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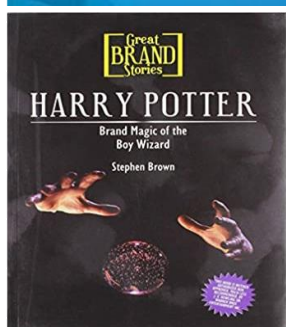
Sr. No. 264

Title: Google: the surprising success of search engine by Taylor, Neil

New Delhi Viva Books Private Ltd. 2009

Acc. No. 002275

Call No. 025.04252 TAY



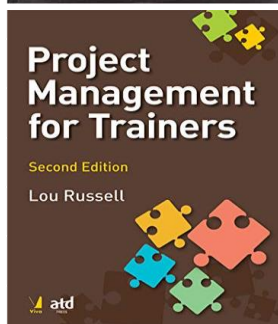
Sr. No. 265

Title: Harry Potter: brand magic of the boy wizard by Brown, Stephen

New Delhi Viva Books Private Ltd. 2009

Acc. No. 002276

Call No. 650.09 BRO



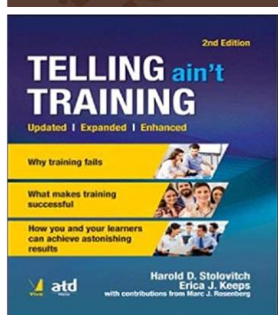
Sr. No. 266

Title: Project management for trainers by Russell, Lou

New Delhi Viva Books Private Ltd. 2019

Acc. No. 002277

Call No. 658.404 RUS



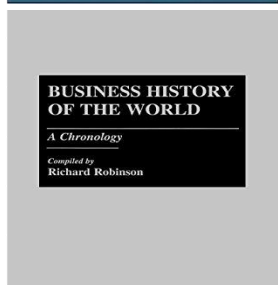
Sr. No. 267

Title: Telling ain't training by Stolovitch, Harold D.

New Delhi Viva Books Private Ltd. 2017

Acc. No. 002278

Call No. 658.3124 STO



Sr. No. 268

Title: Business history of the world: a chronology by Robinson, Richard

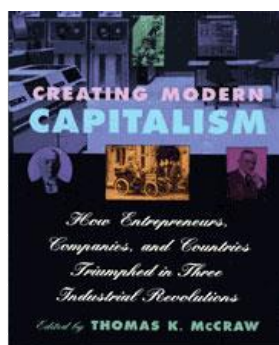
Westport Greenwood Press 1993

Acc. No. 002279-80

Call No. 330.9 ROB



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Sr. No. 269

Title: *Creating modern capitalism: how entrepreneurs, companies, and countries triumphed in three industrial revolutions* by McCraw, Thomas K.

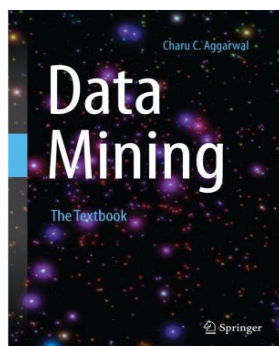
Cambridge Harvard University Press 1997

Acc. No. 002281

Call No. 338.09 MCC

Summary: The book focuses on how specific entrepreneurs influenced the economic success of their countries: Josiah Wedgwood and Henry Royce in Britain; August Thyssen and Georg von Siemens in Germany; Henry Ford, Alfred Sloan, and the two Thomas J. Watsons in the United States; Sakichi Toyoda, Masatoshi Ito, and Toshifumi Suzuki in Japan.

[Click for more details](#)



Sr. No. 270

Title: *Data mining: the textbook* by Aggarwal, Charu C.

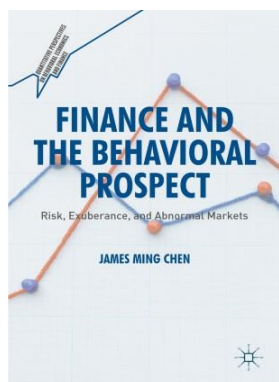
Switzerland Springer 2015

Acc. No. 002283

Call No. 006.312 AGG

Summary: This textbook explores the different aspects of data mining from the fundamentals to the complex data types and their applications, capturing the wide diversity of problem domains for data mining issues. It goes beyond the traditional focus on data mining problems to introduce advanced data types such as text, time series, discrete sequences, spatial data, graph data, and social networks. Until now, no single book has addressed all these topics in a comprehensive and integrated way.

[Click for more details](#)



Sr. No. 271

Title: *Finance and the behavioral prospect: risk, exuberance, and abnormal markets* by Ming, Chen James

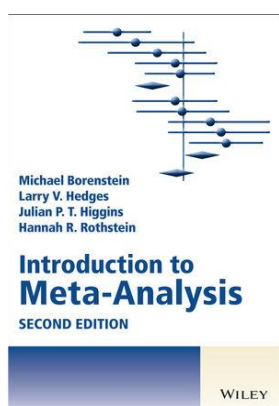
London Palgrave Macmillan 2016

Acc. No. 002284

Call No. 332.6019 MIN

Summary: This book explains how investor behavior, from mental accounting to the combustible interplay of hope and fear, affects financial economics. The transformation of portfolio theory begins with the identification of anomalies. Gaps in perception and behavioral departures from rationality spur momentum, irrational exuberance, and speculative bubbles. Behavioral accounting undermines the rational premises of mathematical finance.

[Click for more details](#)



Sr. No. 272

Title: *Introduction to meta-analysis* by Borenstein, Michael

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002285

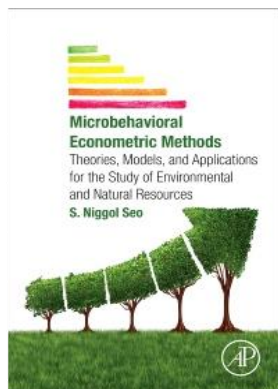
Call No. 610.72 BOR

Summary: This book provides a clear and thorough introduction to meta-analysis, the process of synthesizing data from a series of separate studies. The first edition of this text was widely acclaimed for the clarity of the presentation, and quickly established itself as the definitive text in this field. The fully updated second edition includes new and expanded content on avoiding common mistakes in meta-analysis, understanding heterogeneity in effects, publication bias, and more. Several brand-new chapters provide a systematic “how to” approach to performing and reporting a meta-analysis from start to finish.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 273

Title: Microbehavioral econometric methods: theories, models, and applications for the study of environmental and natural resources by Seo, S. Niggol

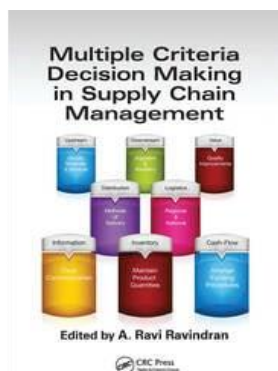
London Academic Press 2016

Acc. No. 002286

Call No. 338.927 SEO

Summary: Microbehavioral Econometric Methods and Environmental Studies uses microeconomic methods to model the behavior of individuals, then demonstrates the modelling approaches in addressing policy needs. It links theory and methods with applications, and it incorporates data to connect individual choices and global environmental issues. This extension of traditional environmental economics presents modeling strategies and methodological techniques, then applies them to hands-on examples.

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Sr. No. 274

Title: Multiple criteria decision making in supply chain management by Ravidran, A. Ravi

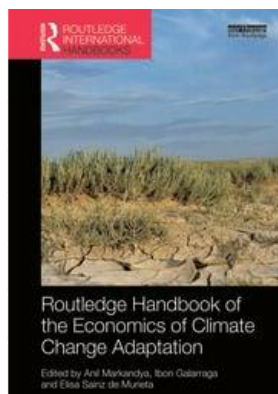
London CRC Press 2021

Acc. No. 002287

Call No. 658.5036 RAV

Summary: The focus of the book is on the design and operation of the supply chain system, which involves connecting many production and distribution systems, often across wide geographic distances, in such a way that the businesses involved can ultimately satisfy the consumer demand as efficiently as possible, resulting in maximum financial returns to those businesses connected to that supply chain system. The book includes several case studies on the design and operation of supply chain networks in manufacturing and healthcare.

[Click for more details](#)



Sr. No. 275

Title: Routledge handbook of the economics of climate change adaptation by Markandya, Anil

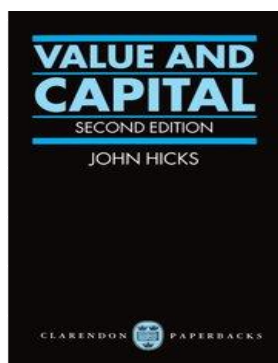
New York Routledge 2014

Acc. No. 002288

Call No. 363.73874 MAR

Summary: This book deals with the difficulties that face the economics of adaptation. Critical issues include: uncertainty; baselines; reversibility, flexibility and adaptive management; distributional impacts; discount rates and time horizons; mixing monetary and non-monetary evaluations and limits to the use of cost-benefit analysis; economy-wide impacts and cross-sectoral linkages. All of these are addressed in the book from the perspective of economics of adaptation. Other dimensions of adaptation are also included,

[Click for more details](#)



Sr. No. 276

Title: Value and capital: an inquiry into some fundamental principles of economic theory by Hicks, John R.

London Oxford University Press 1978

Acc. No. 002289

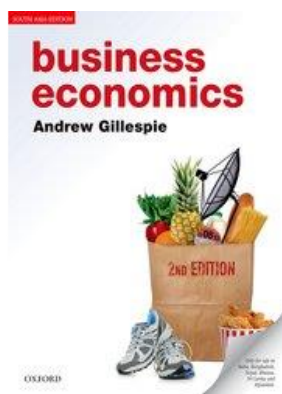
Call No. 330.1 HIC

Summary: Value and Capital an Inquiry into some Fundamental Principles of Economic Theory

[Click for more details](#)



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Sr. No. 277

Title: Business economics by Gillespie, Andrew

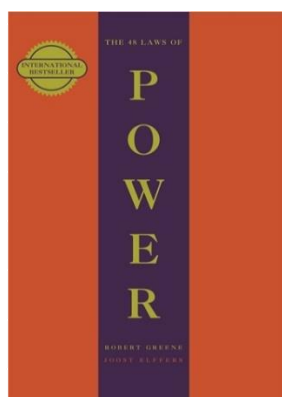
London Oxford University Press 2013

Acc. No. 002290

Call No. 338 GIL

Summary: Business Economics offers students real insight into how economics is used in business and why it is relevant to their future careers. Renowned for its engaging style and clarity of explanation, students are carefully guided through economic concepts and models, with stimulating examples and questions to reinforce learning and test understanding. Video walkthroughs help explain more difficult economic concepts and give readers the opportunity to go back over what they have learnt. Packed full of engaging and topical cases which students can easily relate to, the author considers economics in the context of business and management,

[Click for more details](#)



Sr. No. 278

Title: The 48 laws of power by Greene, Robert

London Profile Books 2006

Acc. No. 002291

Call No. 303.3 GRE

Summary: Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power.

[Click for more details](#)



Sr. No. 279

Title: Managerial economics by Damodaran, Suma

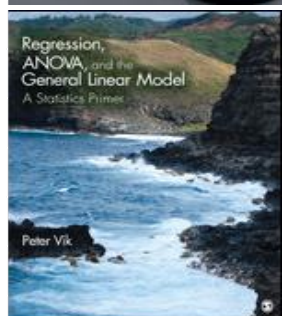
New Delhi Oxford University Press 2010

Acc. No. 002292

Call No. 338.5024658 DAM

Summary: The second edition of Managerial Economics is a comprehensive textbook specially designed to meet the requirements of management students. Introducing students to the related economics in business decision-making, this text now provides more simplified explanations of the fundamental concepts and principles of managerial economics. In an attempt to better bridge the gap between economic theory and application, the revised edition is now enhanced and supported with several new exhibits, cases, and illustrations.

[Click for more details](#)



Sr. No. 280

Title: Regression, ANOVA, and the general linear model: a statistics primer by Vik, Peter

California Sage Publications, Inc. 2014

Acc. No. 002293

Call No. 519.5 VIK

Summary: Peter Vik's Regression, ANOVA, and the General Linear Model: A Statistics Primer demonstrates basic statistical concepts from two different perspectives, giving the reader a conceptual understanding of how to interpret statistics and their use. This book juxtaposes the two approaches by presenting a traditional approach in one chapter, followed by the same analysis demonstrated using GLM.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 281

Title: *Macroeconomics* by Abel, Andrew B.

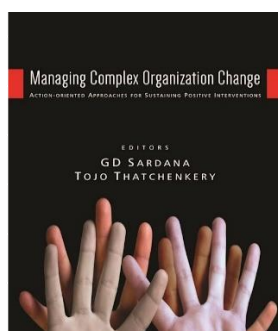
New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002294

Call No. 339 ABE

Summary: Abel, Bernanke, and Croushore present macroeconomic theory in a way that prepares students to analyze real macroeconomic data used by policy makers and researchers. With a balanced treatment of both classical and Keynesian economics, the comprehensive coverage makes it easy for instructors to align chapters to fit their own syllabi. Students in this course often struggle to see how the macroeconomic models compare to one another and fit into the big picture.

[Click for more details](#)



Sr. No. 282

Title: *Managing complex organization change: action - oriented approaches for sustaining positive interventions* Sardana, G. D.

New Delhi Bloomsbury Publishing Pvt. Ltd. 2015

Acc. No. 002295

Call No. 658.406 SAR

Summary: The book should be a valuable source for students of management, organizational science researchers, organizational development practitioners, management consultants, policy makers and regulators, and business leaders.

[Click for more details](#)



Sr. No. 283

Title: *Sales and distribution management: decisions, strategies, and cases* by Still, Richard R.

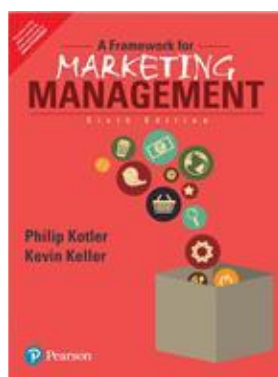
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002296

Call No. 658.81 STI

Summary: Sales and Distribution Management, 6e provides insights toward delineating the areas in which sales managers make decisions, analyzing decision alternatives and criteria in the sales areas, and providing cases as real-life examples of decision situations.

[Click for more details](#)



Sr. No. 284

Title: *A framework for marketing management* by Kotler, Philip

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002297

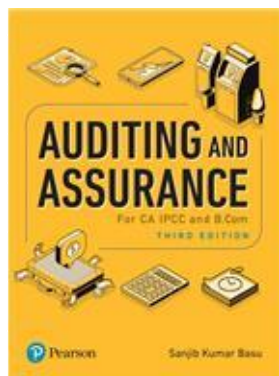
Call No. 658.8 KOT

Summary: Framework for Marketing Management 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.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 285

Title: Auditing and assurance by Basu, Sanjib Kumar

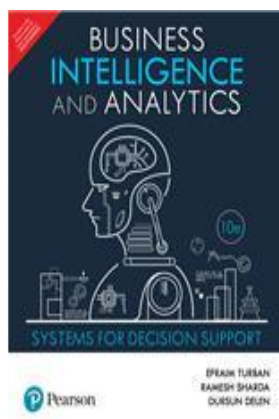
New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002298

Call No. 657.45 BAS

Summary: Auditing and Assurance, 3e comes in the light of the recent changes made in the regulatory framework governing the auditing profession in India. The new edition explains the concepts, principles and techniques of auditing with a detailed presentation of their applications in real-life situations. With its simple and lucid language, this student-friendly and syllabi-oriented book covers recent developments in the legal and regulatory framework governing the auditing work in India.

[Click for more details](#)



Sr. No. 286

Title: Business intelligence and analytics: systems for decision support by Sharda, Ramesh

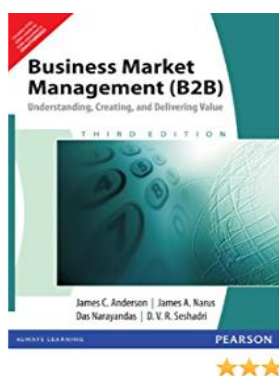
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002299

Call No. 658.4038 SHA

Summary: Business Intelligence and Analytics, 10e provides the only comprehensive, up-to-date guide to today's revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book. In addition to traditional decision support applications, this edition expands the reader's understanding of the various types of analytics by providing examples, products, services, and exercises by discussing Web-related issues throughout the text."

[Click for more details](#)



Sr. No. 287

Title: Business market management (B2B): understanding, creating and delivering value by Anderson, James C.

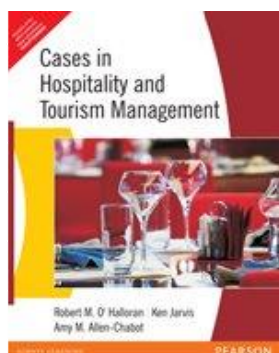
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002300

Call No. 658.8 AND

Summary: Anderson builds the book around a framework of understanding, creating, and delivering value. The third edition of this text retains the framework for understanding, delivering, and creating value that was established in the first edition, giving the readers a framework for understanding the topic. Viewed from an international perspective—rather than a purely American one—Business Market Management draws upon best business practices,

[Click for more details](#)



Sr. No. 288

Title: Cases in hospitality and tourism management by O'Halloran, Robert M.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002301

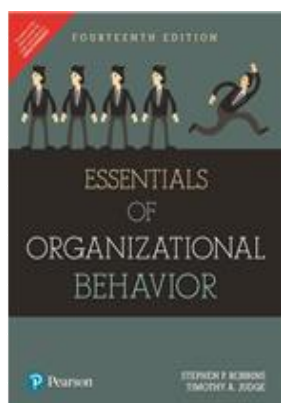
Call No. 647.94 OHA

Summary: Students making an introduction to the hospitality and tourism field will benefit from the experienced educators and ex-industry employers who created the cases compiled in this unique text. The virtual exposure found in its case study experiences will enhance student curriculum and careers

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 289

Title: Essentials of organizational behavior by Robbins, Stephen P.

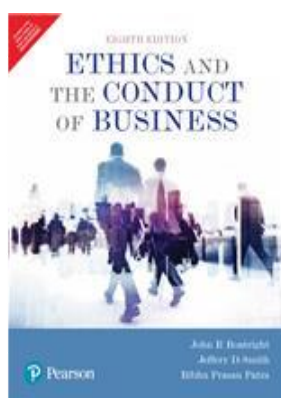
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002302

Call No. 658.402 ROB

Summary: Essentials of Organizational Behavior teaches students how to communicate and interact within organizations, through real-world scenarios. The text offers comprehensive coverage of key organizational behavior (OB) concepts, making each lesson engaging and easy to absorb. Students can use the book's concepts to apply what they've learned to their own education, future career plans, and other organizational endeavors. Currently used at more than 500 colleges and universities worldwide, Essentials of Organizational Behavior serves as a popular resource so students can learn and understand the most important concepts in OB.

[Click for more details](#)



Sr. No. 290

Title: Ethics and the conduct of business by Boatright, John R.

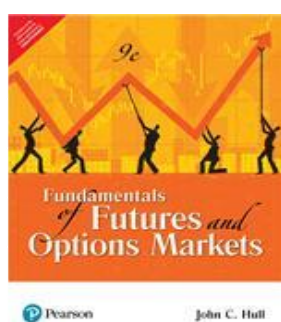
New Delhi Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 002303

Call No. 174.4 BOA

Summary: Ethics and the Conduct of Business 8/e, is essential for a full understanding of the positions and arguments offered on the main issues in business ethics. Fortunately, the amount of theory needed is relatively small, and much of the discussion of these issues can be understood apart from the theoretical foundation. The study of ethical issues in business is not confined to a single academic discipline. The aim of the book is to help students to understand various ethical problems implicated in the conduct of business. The book focuses on the fact that adopting a moral point of view and using moral reasoning in business decision making is in the best interest of the individual, organization and the society.

[Click for more details](#)



Sr. No. 291

Title: Fundamentals of futures and options markets by Hull, John C.

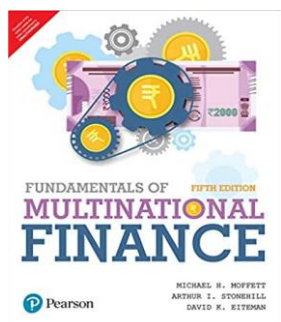
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002304

Call No. 332.6452 HUL

Summary: Fundamentals of Futures and Options Markets covers much of the same material as Hull's acclaimed title, Options, Futures, and Other Derivatives. However, this text simplifies the language for a less mathematically sophisticated audience. Omitting calculus completely, the book is suitable for any graduate or undergraduate course in business, economics, and other faculties.

[Click for more details](#)



Sr. No. 292

Title: Fundamentals of multinational finance by Moffett, Michael

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002305

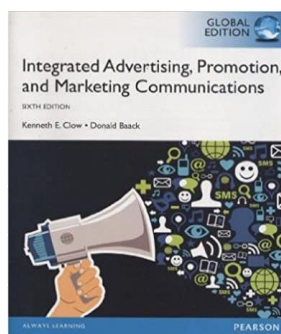
Call No. 658.1599 MOF

Summary: Tomorrow's business leaders will be expected to comprehend global markets and lead their organizations through a constantly changing global environment. By grounding concepts in the context of illuminating case studies and real-world examples, Fundamentals of Multinational Finance familiarizes students with the fundamental concepts and tools necessary to implement an effective global financial management strategy.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 293

Title: *Integrated advertising, promotion, and marketing communications by Clow, Kenneth E.*

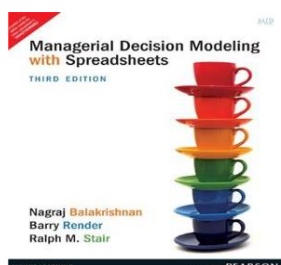
New Delhi Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 002306

Call No. 659.1 CLO

Summary: A study of integrated marketing communications taught through real-life application Integrated Advertising, Promotion, and Marketing Communications, 9th Edition speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world.

[Click for more details](#)



Sr. No. 294

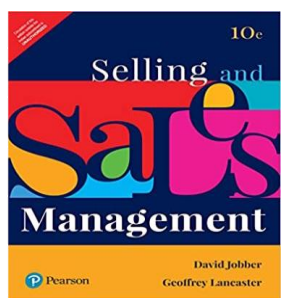
Title: *Managerial decision modeling with spreadsheets by Balkrishnan, Nagraj*

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002307

Call No. 658.4032 BAL

Summary: It's important that textbooks support decision modeling courses by combining student's ability to logically model and analyze diverse decision-making scenarios with software-based solution procedures. Balakrishnan offers the perfect balance of the decision modeling process and the use of spreadsheets to set up and solve decision models.



Sr. No. 295

Title: *Selling and sales management by Jobber, David*

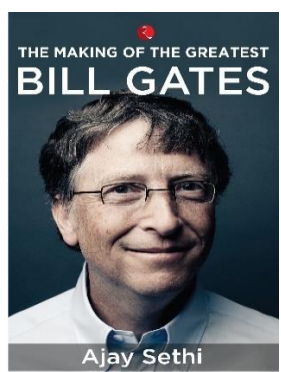
New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002308

Call No. 658.81 JOB

Summary: Over the past quarter of a century, Selling and Sales Management has proved itself to be the definitive text in this exciting and fast-paced subject area. This new edition comes fully updated with new case studies, using working businesses to connect sales theory to the practical implications of selling in a modern environment.

[Click for more details](#)



Sr. No. 296

Title: *Making of the greatest Bill Gates by Sethi, Ajay*

New Delhi Rupa Publications India Pvt. Ltd. 2019

Acc. No. 002309

Call No. 650.09 SET

Summary: Encyclopaedia Britannica describes Bill Gates (born William Henry Gates III) as an 'American computer programmer, businessman and philanthropist'—and rightly so. However, the man and his achievements are so vast that even a big, fat encyclopaedia would not be enough to document his entire life. In his teenage years, Gates acquired the reputation of being quite a hacker. At thirteen, he hacked his school computer and got himself into a class 'with a disproportionate number of interesting girls'. Then, at fifteen, he hacked the computer of a big corporation.

[Click for more details](#)



Sr. No. 297

Title: *Macroeconomics and policy for managers: an Indian perspective by Kumar, S. N. V. Siva*

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 002310

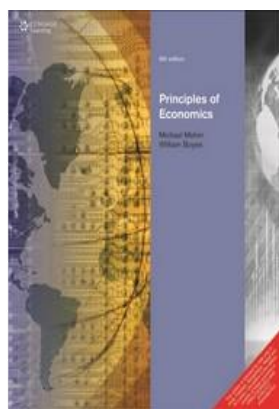
Call No. 339 KUM

Summary: This book aims to introduce Macroeconomics, its purpose and provides simple methods to study and comprehend the subject matter. Its focus is to provide an Indian perspective on all theoretical topics of Macroeconomics along with data analysis.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 298

Title: Principles of economics by Melvin, Michael

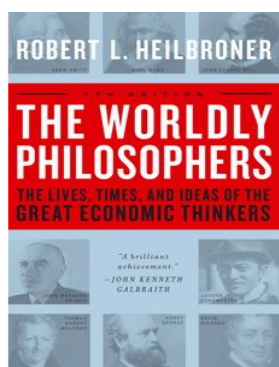
New Delhi Cengage Learning India Pvt. Ltd. 2014

Acc. No. 002311

Call No. 330 MEL

Summary: 'Introduce the latest thinking of today's economists on important microeconomic and macroeconomic phenomena while equipping your students with a solid global understanding of basic economic principles with Boyes/Melvin's popular PRINCIPLES OF ECONOMICS, 9E. This latest edition's reader-friendly writing style, carefully integrated learning features, and emphasis on global economics help to clearly illustrate the connections between key economic principles and today's actual business practices. This edition's updates, timely revisions and memorable examples ensure you are teaching using the latest economic statistics and developments.

[Click for more details](#)



Sr. No. 299

Title: The worldly philosophers: the lives, times and ideas of the great economic thinkers by Heilbroner, Robert L.

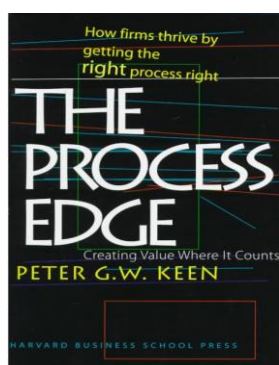
New York Simon & Schuster 1999

Acc. No. 002312

Call No. 330.10922 HEI

Summary: The Worldly Philosophers not only enables us to see more deeply into our history but helps us better understand our own times. In this seventh edition, Robert L. Heilbroner provides a new theme that connects thinkers as diverse as Adam Smith and Karl Marx. The theme is the common focus of their highly varied ideas—namely, the search to understand how a capitalist society works. It is a focus never more needed than in this age of confusing economic headlines.

[Click for more details](#)



Sr. No. 300

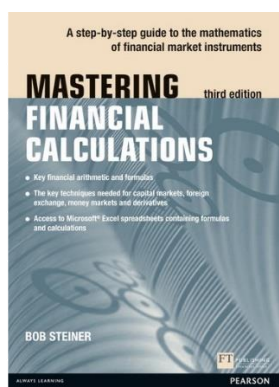
Title: The process edge: creating value where it counts by Keen, Peter G. W.

Boston Harvard Business School Press 1997

Acc. No. 002313

Call No. 658.4063 KEE

Summary: Is business process improvement a fad? This book will remove all doubt: it's not. Process can be the key to competitive edge only if business leaders recognize process for what it really is: a strategic asset deployed to create wealth. Peter Keen shows how companies can take charge of change by identifying a limited number of major opportunities for improvement, and then focusing attention, money, and human resources on them - investing only in the processes that make a difference.



Sr. No. 301

Title: Mastering financial calculations: a step-by-step guide to the mathematics of financial market instruments by Steiner, Bob

USA Pearson Education Ltd. 1993

Acc. No. 002314

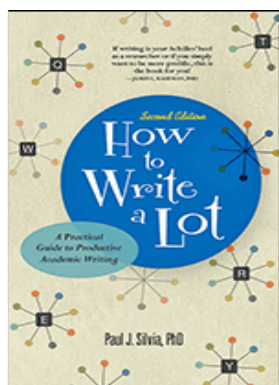
Call No. 658.01513 STE

Summary: Mastering Financial Calculations starts by introducing the fundamentals of financial market arithmetic, including the core concepts of discounting, net present value, effective yields, and cash flow analysis. Next, walk step-by-step through the essential calculations and financial techniques behind money markets and futures, zero-coupon analysis, interest rate and currency swaps, bonds, foreign exchange, options, and more. Making use of many worked examples and practical exercises,

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 302

Title: How to write a lot: a practical guide to productive academic writing by Silvia, Paul J.

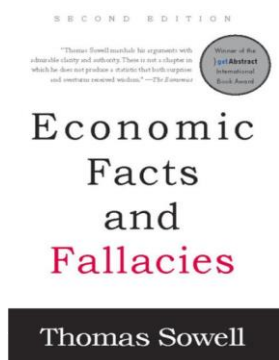
Washington American Psychological Association 2007

Acc. No. 002315

Call No. 808.042 SIL

Summary: In this second edition of his popular book, Paul J. Silvia offers fresh advice to help overcome barriers to writing and use time more productively. After addressing some common excuses and bad habits, he provides practical strategies to motivate students, professors, researchers, and other academics to become better and more prolific writers. Silvia draws from his own experience in psychology to explain how to write, submit, and revise academic work, from journal articles to books, all without sacrificing evenings, weekends, and vacations.

[Click for more details](#)



Sr. No. 303

Title: Economic facts and fallacies by Sowell, Thomas

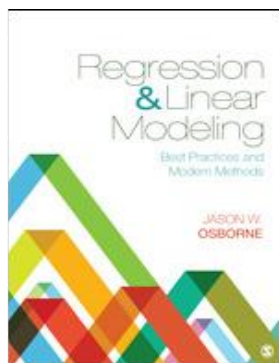
New York Basic Books 2007

Acc. No. 002316

Call No. 330 SOW

Summary: Economic Facts and Fallacies exposes some of the most popular fallacies about economic issues-and does so in a lively manner and without requiring any prior knowledge of economics by the reader. These include many beliefs widely disseminated in the media and by politicians, such as mistaken ideas about urban problems, income differences, male-female economic differences, as well as economics fallacies about academia, about race, and about Third World countries.

[Click for more details](#)



Sr. No. 304

Title: Regression and linear modeling: best practices and modern methods by Osborne, Jason W.

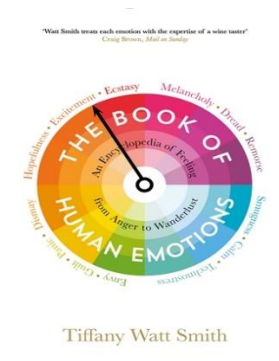
California Sage Publications, Inc. 2017

Acc. No. 002317

Call No. 519.536 OSB

Summary: In a conversational tone, Regression & Linear Modeling provides conceptual, user-friendly coverage of the generalized linear model (GLM). Readers will become familiar with applications of ordinary least squares (OLS) regression, binary and multinomial logistic regression, ordinal regression, Poisson regression, and loglinear models. The author returns to certain themes throughout the text, such as testing assumptions, examining data quality, and,

[Click for more details](#)



Sr. No. 305

Title: The book of human emotions: an encyclopedia of feeling from anger to wanderlust by Smith, Tiffany Watt

London Profile Books 2016

Acc. No. 002318

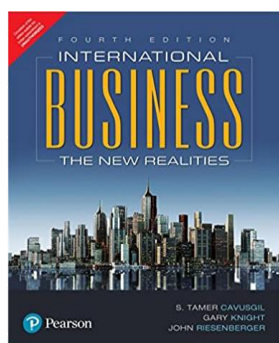
Call No. 152.4 SMI

Summary: The Book of Human Emotions is a gleeful, thoughtful collection of 156 feelings, both rare and familiar. Each has its own story, and reveals the strange forces which shape our rich and varied internal worlds. In reading it, you'll discover feelings you never knew you had (like basorexia, the sudden urge to kiss someone), uncover the secret histories of boredom and confidence, and gain unexpected insights into why we feel the way we do.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 306

Title: International business: the new realities by Cavusgil, S. Tamer

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002319

Call No. 658.049 CAV

Summary: International Business: The New Realities caters to a millennial student audience, the most diverse and educated generation to date. The book speaks to students of the technological age, facing a diverse and evolving economic environment fuelled by the Internet and multimedia sources. By addressing issues such as the competitive job market and challenges faced by advanced economies, the text preps students for international business in our modern world. The Fourth Edition plays on millennials' characteristics to engage them in the material.



Sr. No. 307

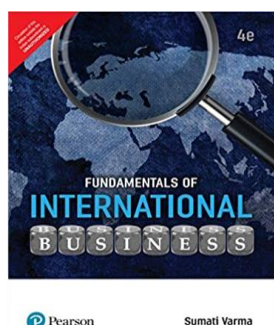
Title: Sales and distribution management: decisions, strategies, and cases by Still, Richard R.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002320

Call No. 658.81 STI

Summary: Sales and Distribution Management, 6e provides insights toward delineating the areas in which sales managers make decisions, analyzing decision alternatives and criteria in the sales areas, and providing cases as real-life examples of decision situations.



Sr. No. 308

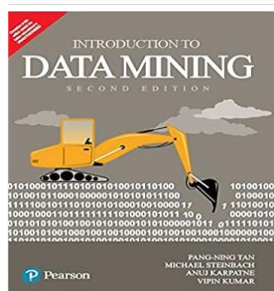
Title: Fundamentals of international business by Varma, Sumati

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002321

Call No. 338.88 VAR

Summary: Fundamentals of International Business is the fourth edition of International Business by Dr Sumati Varma. The content of the book has been revised and mapped to the latest syllabus by the UGC under the CBCS system. The book captures the core essence of international business, with focus on the plethora of issues related to the functioning of transnational corporations (TNCs), within its geographical proximity and then moving on to more advanced modes of foreign market entry.



Sr. No. 309

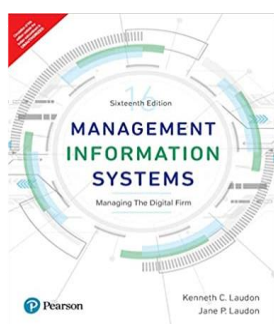
Title: Introduction to data mining by Tan, Pang-Ning

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002322

Call No. 006.312 TAN

Summary: This book provides a comprehensive introduction to data mining and is designed to be accessible and useful to students, instructors, researchers, and professionals. Areas covered include data preprocessing, predictive modeling, association analysis, cluster analysis, anomaly detection, and avoiding false discoveries.



Sr. No. 310

Title: Management information systems: managing the digital firm by Laudon, Kenneth C.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002323

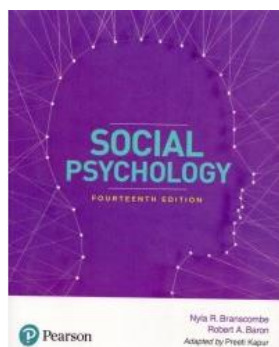
Call No. 658.4038 LAU

Summary: Management Information Systems, 16e is a book that delves into how business firms across the globe use information technologies and systems to accomplish business objectives. In a world, where a continuous stream of information technology innovations are transforming the traditional business world, information systems are serving as a tool for business managers to achieve corporate advantage.

New Arrival of Books – March 2022



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 311

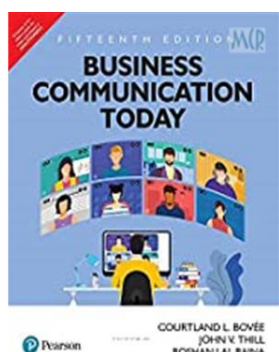
Title: Social psychology by Branscombe, Nyla R.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002324

Call No. 302 BRA

Summary: The primary focus of Social Psychology, 14e, is the social world which has changed tremendously in recent years under technological advancements. These changes have important implications for how we think about ourselves and other people. Social psychology is the branch of psychology that studies all aspects of our behavior with and toward others, our feelings and thoughts about them, and the relationships we develop with them.



Sr. No. 312

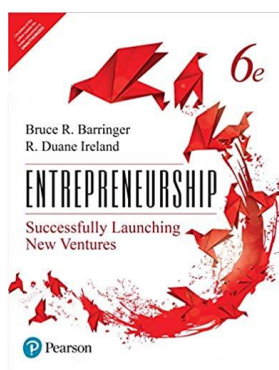
Title: Business communication today by Bovee, Courtland L.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002325

Call No. 658.45 BOV

Summary: Business Communication Today, 15e brings business communication into the context of a digital world. Technology and communication intersect to prepare students for the workplace. The text addresses the essential advances in technology such as mobile communication, social media, and artificial intelligence and their impact on the business world, while covering the timeless communication skills such as listening, presenting, and writing.



Sr. No. 313

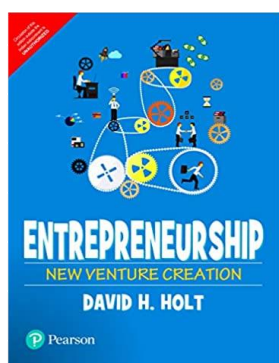
Title: Entrepreneurship: successfully launching new ventures by Barringer, Bruce R.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002326

Call No. 338.04 BAR

Summary: Entrepreneurship: Successfully Launching New Ventures explores the allure of entrepreneurship, teaching students how to successfully launch and grow their own business. Using real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to. The 6th Edition examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and difficulty of launching a new company. Careful to identify failures as well as successes, the text is a guide to starting a new business.



Sr. No. 314

Title: Entrepreneurship: new venture creation by Holt, David H.

New Delhi Pearson India Education Services Pvt. Ltd. 2020

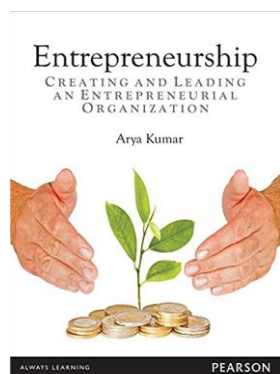
Acc. No. 002327

Call No. 338.04 HOL

Summary: 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. Part One, consisting of four chapters, establishes a foundation for the course. Part Two, comprising three chapters, describes product development, legal protection of innovations, and the human side of enterprise in services. Part Three, which again has three chapters, concentrates on market research and development.



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 315

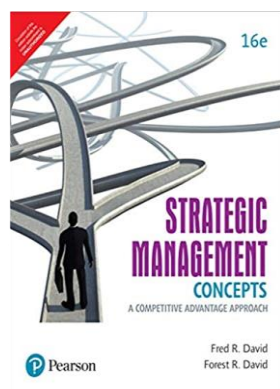
Title: Entrepreneurship: creating and leading an entrepreneurial organization by Kumar, Arya

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002328

Call No. 338.04 KUM

Summary: This book is about creating, managing, and leading an entrepreneurial organization. The contents would help in inculcating an entrepreneurial mindset, developing entrepreneurial skills, and equipping the reader with the basic knowledge and skills for launching and managing the growth of a venture. The teaching/learning of entrepreneurship require greater focus on experiential learning. Therefore, the book extensively emphasizes on experiential learning and a hands-on approach -



Sr. No. 316

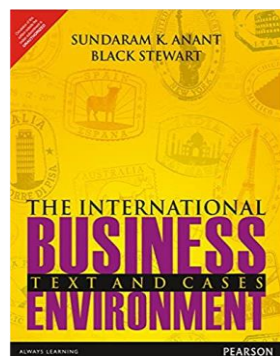
Title: Strategic management concepts: a competitive advantage approach by David, Fred R.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002329

Call No. 658.4012 DAV

Summary: Strategic Management Concepts: A Competitive Advantage Approach, 16e, is a practical, skills-oriented strategic-management textbook designed to enable students to learn "how to do strategic planning," rather than simply memorize seminal theories in strategy. This book will provide managers the latest skills and concepts needed to effectively formulate and efficiently implement a strategic plan that can lead to sustainable competitive advantages for any type of business. Learners using this text follow an integrative model that appears in every chapter as they progress with the book.



Sr. No. 317

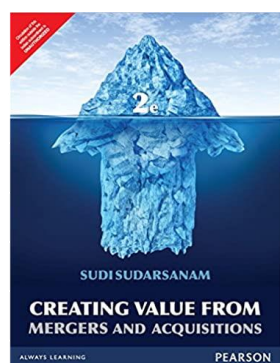
Title: The International business environment: text and cases by Anant, Sundaram K.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002330

Call No. 658.049 ANA

Summary: The International Business Environment is written with the aim to provide students with the necessary tools to analyze systematically the different facets of international business environment and how they affect an organization. The text focusses on five aspects of the cross border environment—exchange rates and international capital markets, trading patterns and regimes, regulatory content, and political context.



Sr. No. 318

Title: Creating value from mergers and acquisitions by Sudarsanam, Sudi

New Delhi Pearson India Education Services Pvt. Ltd. 2016

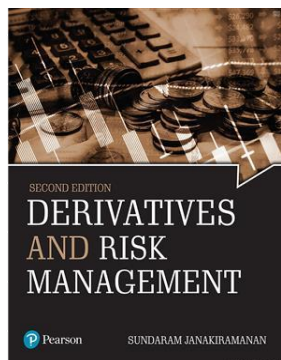
Acc. No. 002331

Call No. 658.162 SUD

Summary: This book is suitable for those studying advanced undergraduate and MBA courses in industrial organizations, finance, business strategy, and corporate governance, as well as those preparing for professional exams. The rigorous integration of the conceptual, empirical, and practical aspects of M&A means that researchers and practitioners will also find this book extremely useful.



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 319

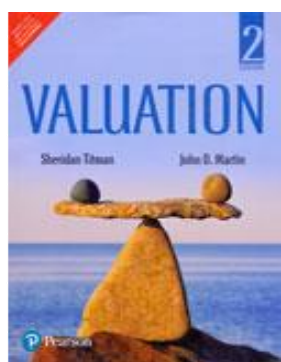
Title: Derivatives and risk management by Janakiraman, Sundaram

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002332

Call No. 332.645 JAN

Summary: Targeted at postgraduate students of commerce, finance and management, Derivatives and Risk Management blends theory, problems, and cases to introduce the basic concepts in lucid, engaging manner. The comprehensive coverage of fundamentals along with liberal use of examples to explain concepts makes it the perfect textbook. It will also be of use to fund managers, risk-management specialists, treasury managers, students taking the CFA examinations and anyone who wants to understand the derivatives market in India.



Sr. No. 320

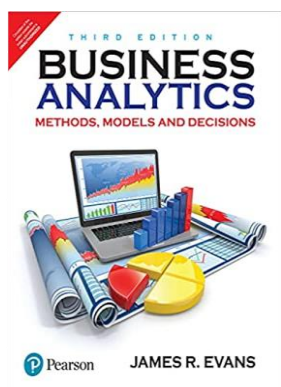
Title: Valuation: the art and science of corporate investment decisions by Titman, Sheridan

New Delhi Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 002333

Call No. 658.15 TIT

Summary: In this book the authors present an integrated approach to both project and enterprise valuation, showing readers the economic realities that today's modern corporations face. This text also goes beyond standard DCF analysis by including additional valuation methods that are commonly used in practice, such as comparables, simulations, and real options.



Sr. No. 321

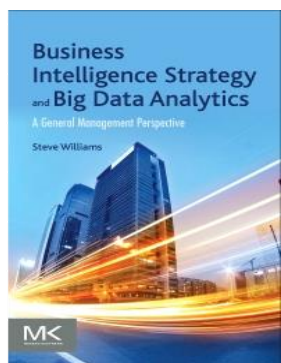
Title: Business analytics: methods, models and decision by Evans, James R.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002334

Call No. 658.401 EVA

Summary: Business Analytics teaches the fundamental concepts of modern business analytics and provides vital tools in understanding how data analysis works in today's organizations. Author James Evans takes a fair and comprehensive, approach, examining business analytics from both descriptive and predictive perspectives. Students learn how to apply basic principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. And included access to commercial grade analytics software gives students real-world experience and career-focused value.



Sr. No. 322

Title: Business intelligence strategy and big data analytics: a general management perspective by Williams, Steve.

Cambridge Morgan Kaufmann 2016

Acc. No. 002335

Call No. 658.472 WIL

Summary: Business Intelligence Strategy and Big Data Analytics is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between \$500 million and \$20 billion.

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Sr. No. 323

Title: Financial management: theory and practice by Brigham, Eugene F.

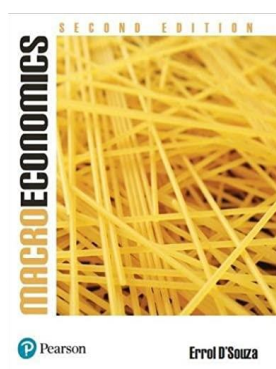
New Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 002336

Call No. 658.15 BRI

Summary: The only text to strike a balance between solid financial theory and practical applications, Brigham/Ehrhardt's Financial Management: Theory and Practice, 15e gives you a thorough understanding of the essential concepts you need to develop and implement effective financial strategies. The book begins with a presentation of corporate finance fundamentals before progressing to discussions of specific techniques used to maximize the value of a firm. It also explores the recent financial and economic crises and the role of finance in the business world.

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Sr. No. 324

Title: Macroeconomics by D'Souza, Errol

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002337

Call No. 339 DSO

Summary: The revised and updated second edition of Errol D'Souza's Macroeconomics presents the connections between theoretical frameworks and the actual behaviour of the economy in a more comprehensive manner. It enables instructors to teach relevant concepts within the context of both the Indian and the global economy, and at the same time provides policymakers with material from current research in macroeconomics.

Sr. No. 325

Title: The world is flat: a brief history of the twenty-first century by Friedman, Thomas L.

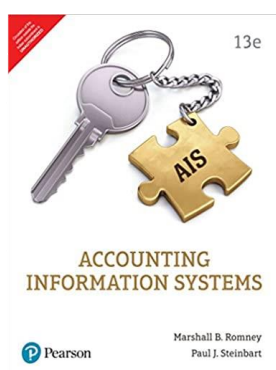
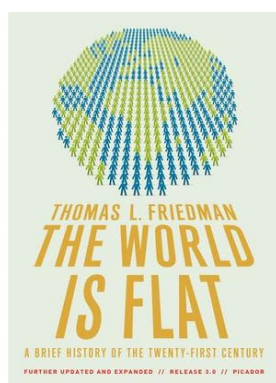
New York Picador 2007

Acc. No. 002338

Call No. 330.90511 FRI

Summary: "One mark of a great book is that it makes you see things in a new way, and Mr. Friedman certainly succeeds in that goal," the Nobel laureate Joseph E. Stiglitz wrote in The New York Times reviewing The World Is Flat in 2005. In this new edition, Thomas L. Friedman includes fresh stories and insights to help us understand the flattening of the world. Weaving new information into his overall thesis, and answering the questions he has been most frequently asked by parents across the country,

[Click for more details](#)



Sr. No. 326

Title: Accounting information systems by Romney, Marshall B.

New Delhi Pearson India Education Services Pvt. Ltd. 2021

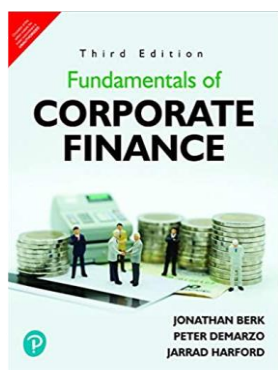
Acc. No. 002339

Call No. 657 ROM

Summary: This market leading textbook delivers the most comprehensive and flexible coverage of the major approaches to teaching AIS, while allowing instructors the flexibility to reorder chapters and focus the material to suit their individual course needs. This new edition has been updated to cover all of the most recent developments in AIS and to show AIS has changed the roles of an accountant.



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Sr. No. 327

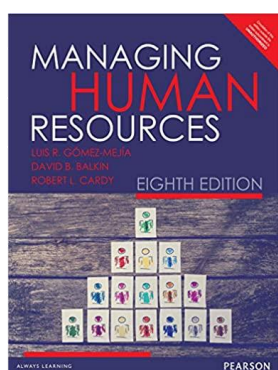
Title: Fundamentals of corporate finance by Berk, Jonathan

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002340

Call No. 658.15 BER

Summary: Fundamentals of Corporate Finance's applied perspective cements students' understanding of the modern-day core principles, giving them a problem-solving methodology and profiling real-life financial management practices-all within a clear valuation framework.



Sr. No. 328

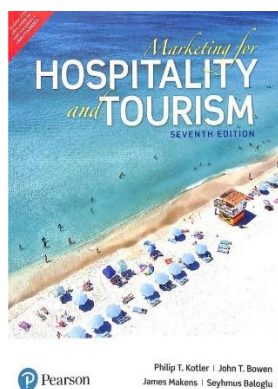
Title: Managing human resources by Gomez-Mejia, Luis R.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002341

Call No. 658.3 GOM

Summary: Managing Human Resources, 8e, gives all future managers a business understanding of human resource management skills. The "nonfunctional" HR approach used in this text makes human resources relevant to anyone who has to deal with HR issues in the workplace, including those who do not hold the title of manager. The current edition is updated to include new introductory vignettes, new case studies, and a focus on emerging trends in HR.



Sr. No. 329

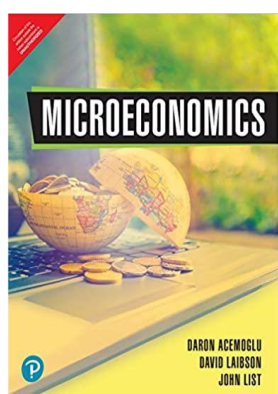
Title: Marketing for hospitality and tourism by Kotler, Philip

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002342

Call No. 647.940688 KOT

Summary: Marketing for Hospitality and Tourism, 7/e is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-colour book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.



Sr. No. 330

Title: Microeconomics by Acemoglu, Daron

New Delhi Pearson India Education Services Pvt. Ltd. 2019

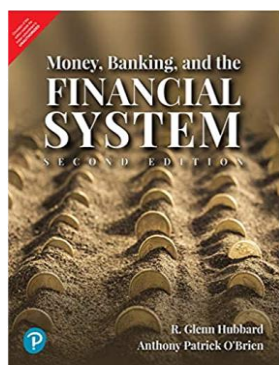
Acc. No. 002343

Call No. 338.5 ACE

Summary: Throughout Microeconomics, authors Daron Acemoglu, David Laibson, and John List use real economic questions and data to help students learn about the world around them. Taking a fresh approach, the authors use the themes of optimization, equilibrium and empiricism to illustrate the power of simple economic ideas, and their ability to explain, predict, and improve what happens in the world. Each chapter begins with an empirical question that is later answered using data in the Evidence-Based Economics feature. As a result of the text's practical emphasis, students will learn to apply economic principles to guide the decisions they make in their own lives.



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Sr. No. 331

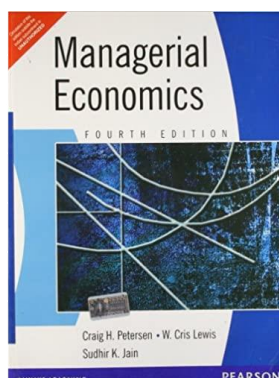
Title: Money, banking, and the financial system by Hubbard, R. Glenn

New Delhi Pearson India Education Services Pvt. Ltd. 2019

Acc. No. 002344

Call No. 332.1 HUB

Summary: Hubbard/O'Brien's textbook presents Money, Banking, and the Financial System in the context of contemporary events, policy, and business with an integrated explanation of today's financial crisis. Reviewers tell us that Hubbard/O'Brien helps make the link between theory and real-world easier for students! The second edition retains the modern approach of the first edition, while incorporating several changes to address feedback from instructors and students and also to reflect the authors' own classroom experiences.



Sr. No. 332

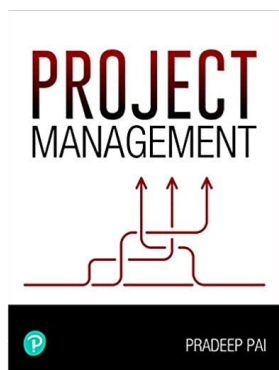
Title: Managerial economics by Petersen, Craig H.

New Delhi Pearson India Education Services Pvt. Ltd. 2016

Acc. No. 002344

Call No. 330 PET

Summary: Managerial Economics offers a lively presentation of analytical and empirical tools for managerial decision-making. This edition increases the emphasis on managerial applications with more problems, case studies, and questions. With this book, students will not only receive a complete and rigorous introduction to the basic principles of microeconomics, but also learn how the application of economic theory can improve decision making.



Sr. No. 333

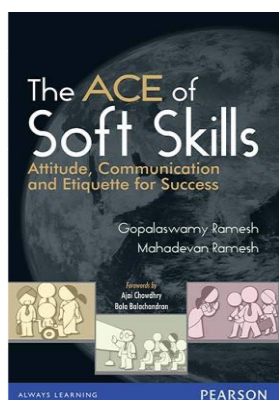
Title: Project management by Pai, Pradeep

New Delhi Pearson India Education Services Pvt. Ltd. 2019

Acc. No. 002346

Call No. 658.404 PAI

Summary: Like most things in today's world, project management techniques have also evolved making it imperative for a Project Manager to stay abreast with the latest techniques, processes and tools. With a complete theoretical framework, Project Management by Pradeep Pai addresses the learner's requirement of project management skills. The first edition of this title will serve as a ready reference for practitioners to understand base topics and concepts which form the foundation of the subject.



Sr. No. 334

Title: ACE of soft skill: attitude, communication and etiquette for success by Ramesh, Gopalaswamy

New Delhi Pearson India Education Services Pvt. Ltd. 2021

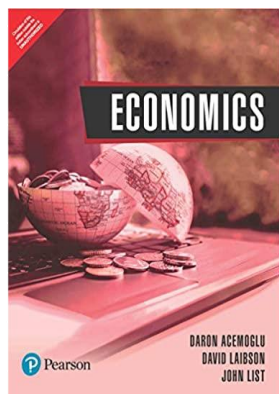
Acc. No. 002347

Call No. 650.13 RAM

Summary: The ACE of Soft Skills is a part of this educational process that produces top-notch professionals. Divided into three parts—Attitude, Communication and Etiquette—this unique book provides a broad-based coverage of what constitute soft skills. The foundations of soft skills lie in a strong attitude; this attitude gets manifested as communication, which gets further refined as etiquette. This book covers a wide range of topics—a gamut of nearly 40 essential soft skills—including personal accountability, listening skills, business proposals, and the role of small talk and humour at work



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Sr. No. 335

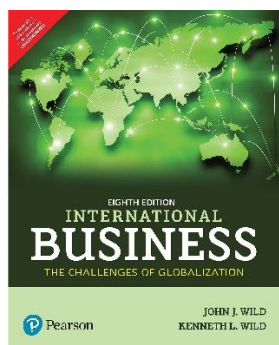
Title: Economics by Acemoglu, Daron

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002348

Call No. 330 ACE

Summary: Throughout Economics, authors Daron Acemoglu, David Laibson, and John List use real economic questions and data to help students learn about the world around them. Taking a fresh approach, the authors use the themes of optimization, equilibrium and empiricism to illustrate the power of simple economic ideas, and their ability to explain, predict, and improve what happens in the world. Each chapter begins with an empirical question that is later answered using data in the Evidence-Based Economics feature. As a result of the text's practical emphasis, students will learn to apply economic principles to guide the decisions they make in their own lives.



Sr. No. 336

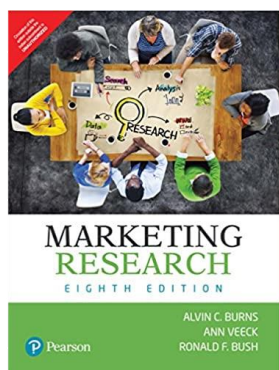
Title: International business: the challenges of globalization by Wild, John J.

New Delhi Pearson India Education Services Pvt. Ltd. 2017

Acc. No. 002349

Call No. 338.88 WIL

Summary: International Business: The Challenges of Globalization is a comprehensive introduction to the difficulties of global entrepreneurship. By employing engaging features and real-world examples through a concise and focused text, the Eighth Edition presents a fresh take on the subject that is both interesting and invaluable to students. The material has been thoroughly updated based on both student and instructor feedback and ongoing changes in the international business world to ensure that it remains up-to-date and well received by audiences.



Sr. No. 337

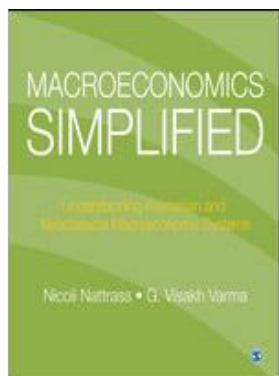
Title: Marketing research by Burns, Alvin C.

New Delhi Pearson Education 2018

Acc. No. 002350

Call No. 658.83 BUR

Summary: The Eighth Edition of Marketing Research continues to provide students with a "nuts and bolts" introduction to the field of marketing research. Intended for students with no prior background in marketing research, the book teaches the basic fundamental statistical models needed to analyse market data. This new edition has been condensed and reorganized for a more streamlined approach. An integrated case study throughout the text helps students relate the material to the real world and their future careers.



Sr. No. 338

Title: Macroeconomics simplified: understanding Keynesian and neoclassical macroeconomic systems by Nattress, Nicoli

New Delhi Sage Publications India Pvt. Ltd. 2014

Acc. No. 002351

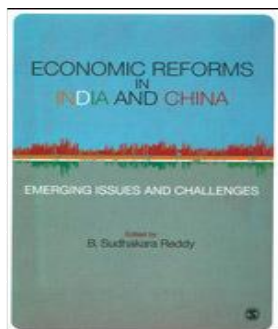
Call No. 339.1267 NAT

Summary: Macroeconomics Simplified explains the intuition behind Keynesian and neoclassical macroeconomics using graphs and simple algebra. It provides students with a strong conceptual basis for understanding the tension between Keynesian and neoclassical systems that has once again come to the forefront since the 2007–08 financial crisis. The book shows how theoretical perspectives affect macroeconomic policy choices and proposes a pragmatic approach to policy that is sensitive to prevailing economic conditions.

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Sr. No. 339

Title: Economic reforms in India and China: emerging issues and challenges by Reddy, B Sudhakara

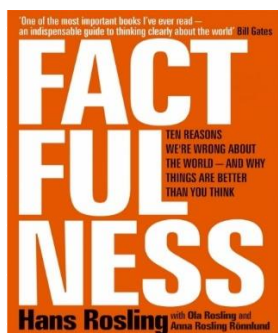
New Delhi Sage Publications India Pvt. Ltd. 2009

Acc. No. 002352

Call No. 330.951 RED

Summary: Economic Reforms in India and China: Emerging Issues and Challenges presents the latest data and appraises issues pertaining to the economic reforms of India and China—two of the major contenders for global power. The two countries have followed different paths to economic growth and yet both have emerged as fast growing economies.

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Sr. No. 340

Title: Factfulness: ten reasons we are wrong about the world--and why things are better than you think by Rosling, Hans

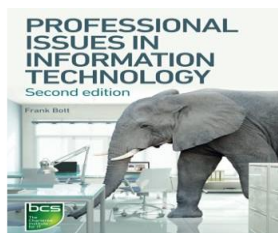
London Hachette Book Publishing India Pvt. Ltd. 2018

Acc. No. 002353

Call No. 155.9042 ROS

Summary: In Factfulness, Professor of International Health and a man who can make data sing, Hans Rosling, together with his two long-time collaborators Anna and Ola, offers a radical new explanation of why this happens, and reveals the ten instincts that distort our perspective. It turns out that the world, for all its imperfections, is in a much better state than we might think.

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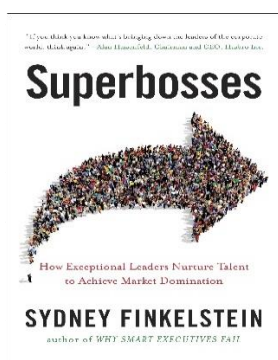
Sr. No. 341

Title: Professional issues in information technology by Bott, Frank

New Delhi Viva Books Private Ltd. 2014

Acc. No. 002354

Call No. 004.068 BOT



Sr. No. 342

Title: Super bosses: how exceptional leaders master the flow of talent by Finkelstein, Sydney

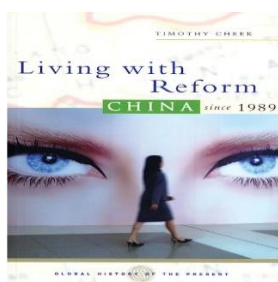
London Penguin Books Ltd. 2016

Acc. No. 002355

Call No. 658.4092 FIN

Summary: Superbosses exist in nearly every industry, from the glamorous to the mundane. They are defined by consistent success in their fields and their approach to finding, nurturing and developing talent. If you study the top fifty leaders in any field, as many as one-third will have once worked for a superboss. After ten years of research and more than two hundred interviews with superbosses including technology CEO Larry Ellison and fashion pioneer Ralph Lauren,

[Click for more details](#)



Sr. No. 343

Title: Living with reform: China since 1989 by Cheek, Timothy

New York Zed Books Ltd. 2006

Acc. No. 002356-57

Call No. 951.059 CHE

Summary: China is huge. China is growing more powerful. Yet China remains a great mystery to most people in the West. This contemporary history, based on the latest scholarly research, offers a balanced perspective of the continuing legacy of Maoism in the lives not only of China's leaders but China's working people.

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