

NEW ARRIVALS

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20 TITLES

ACCESSION NO.	TITLE	AUTHOR	COPIES
MB8047	SOCIAL MEDIA MARKETING: STRATEGIES FOR ENGAGING IN FACEBOOK, TWITTER & OTHER SOCIAL MEDIA	EVANS, LIANA LI	3
MB8050	BUSINESS COMMUNICATION FOR MANAGERS	MEHRA, PAYAL	3
MB8053	ORGANIZATIONAL BEHAVIOR	ROBBINS, S. P. [ET AL]	3
MB8056	ORGANIZATION DEVELOPMENT AND CHANGE	CUMMINGS, THOMAS G.	2
MB8058	INDUSTRIAL RELATIONS, TRADE UNIONS AND LABOUR LEGISLATION	SINHA, P.R.N. [ET AL]	3
MB8061	CORPORATE SOCIAL RESPONSIBILITY	PALERI, PRABHAKARAN	3
MB8064	QUANTITATIVE TECHNIQUES	DHAWAN, SANJEEV	5
MB8069	ACCOUNTING FOR MANAGEMENT AND REPORTING	JAIN, S.P. [ET AL]	5
MB8074	MANAGEMENT ACCOUNTING	KHAN, M.Y.	3
MB8077	QUANTITATIVE TECHNIQUES	AGGARWAL, S.L. [EL AL]	3
MB8080	MARKETING ANALYTICS	GUPTA, SEEMA	3
MB8083	RICH DAD POOR DAD	KIYOSAKI, ROBERT T.	2
MB8085	GLOBAL ENCYCLOPAEDIA OF BUSINESS MANAGEMENT VOL-1 & 2	KRISHNAMURTHI, KAVITA	2
MB8087	ENCYCLOPAEDIA OF MANAGEMENT VOL-1 TO 5	GUPTA, G.K.	5
MB8092	ENCYCLOPAEDIA OF ADVANCED FINANCIAL MANAGEMENT	DANGARWALA, UMESH R.	1
MB8093	ENCYCLOPAEDIA OF ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT	DANGARWALA, UMESH R.	1
MB8094	MANAGERIAL ECONOMICS	JAIN, T.R.	5
BC6738	SERVICES MARKETING	ZEITHAML, V. A. [ET AL]	4
BC6742	BASIC ACCOUNTING WITH GST	JUNEJA, MOHAN C. [ET AL]	4
BC6746	PRACTICAL APPROACH TO DIRECT & INDIRECT TAXES	AHUJA, G. & GUPTA, RAVI	2

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7 TITLES

ACCESSION No.	TITLE	AUTHOR	COPIES
MC6936	ARTIFICIAL INTELLIGENCE: A NEW STRUCTURES & STRATEGIES FOR COMPLEX PROBLEM SOLVING	LUGER, GEORGE F.	2
MC6938	INTRODUCTION TO THE DESIGN & ANALYSIS OF ALGORITHMS	LEVITIN, ANANY	3
MC6941	INTERNET OF THINGS ARCHITECTURE AND DESIGN PRINCIPLES	KAMAL, RAJ	2
MC6943	INTERNET OF THINGS ARCHITECTURE AND DESIGN PRINCIPLES	DULANEY, EMMETT	2
MC6945	QUANTUM COMPUTING FOR EVERYONE	BERNHARD, CHRIS	2
MC6947	INTERNET OF THINGS ENABLING TECHNOLOGIES PLATFORMS AND USE CASES	RAJ, PETHURU	1
MC6948	FUNDAMENTALS OF IOT	GUPTA, RAJAN	2

