

Final Recommended E-books list for Management Department for (20--21)

S.NO	ISBN	Author	Title	Sub-Title	Department	Publisher	Qty	Price
1	9789352801183	D Israel	Data Analysis in Business Research	A Step-By-Step Nonparametric Approach	Management	SAGE	1	2,385
2	9788132118596	Ajai S Gaur	Statistical Methods for Practice and Research	A Guide to Data Analysis Using SPSS	Management	SAGE	1	1,575
3	9789351504023	John Adams	Research Methods for Business and Social Science Students		Management	SAGE	1	2,235
4	9789351504993	Rajen K. Gupta	Qualitative Research in Management	Methods and Experiences	Management	SAGE	1	2,250
5	9788132104056	T. V. Rao	Performance Management and Appraisal Systems	HR Tools for Global Competitiveness	Management	SAGE	1	2,175
6	9788132116929	Jayant Mukherjee	Designing Human Resource Management Systems	A Leader's Guide	Management	SAGE	1	1,725
7	9789352802920	Anuradha Sharma	Strategic Human Resource Management	An Indian Perspective	Management	SAGE	1	1,950
8	9789352800186	Ashok Chanda	Strategic Human Resource Technologies	Keys to Managing People	Management	SAGE	1	3,885
9	9789352801855	Ashok Chanda	HRM Strategic Integration and Organizational Performance		Management	SAGE	1	2,385
10	9788132119845	J V Vilanilam	More Effective Communication	A Manual for Professionals	Management	SAGE	1	1,380
11	9788132119760	Asha Kaul	The Effective Presentation	Talk Your Way To Success	Management	SAGE	1	1,650
12	9789385985966	Mathukutty M Monippally	Academic Writing	A Guide for Management Students and Researchers	Management	SAGE	1	1,485
13	9788178299549	Seema Sanghi	Towards Personal Excellence	Psychometric Tests and Self-Improvement Techniques for Managers	Management	SAGE	1	1,785
14	9789352800292	Joseph Fernandez	Corporate Communications	A 21st Century Primer	Management	SAGE	1	1,635
15	9789351505099	Dalip Singh	Emotional Intelligence at Work	A Professional Guide	Management	SAGE	1	1,650
16	9788132117575	Arindam Banerjee	Management Essentials	A Recipe for Business Success	Management	SAGE	1	1,185
17	9788132117636	Satish Pandey	Stress and Work	Perspectives on Understanding and Managing Stress	Management	SAGE	1	2,550
18	9789386042248	Sharad Sarin	Strategic Brand Management for B2B Markets	A Road Map for Organizational Transformation	Management	SAGE	1	1,575
19	9789351503194	Rajendra K. Srivastava	The Future of Branding		Management	SAGE	1	4,050
20	9788132118152	Sameer Deshpande	Social Marketing in India		Management	SAGE	1	1,875
21	9788132119951	Kenneth B Kahn	New Product Planning		Management	SAGE	1	1,725
22	9789352802784	Kaleem Mohammad Khan	The Encyclopaedic Dictionary of Marketing		Management	SAGE	1	1,725
23	9789351500018	Sanal Kumar Velayudhan	Rural Marketing	Targeting the Non-urban Consumer	Management	SAGE	1	1,575
24	9789352800964	Rajat K Baisya	Aesthetics in Marketing		Management	SAGE	1	1,785
25	9789351504429	Pingali Venugopal	Agri-input Marketing in India		Management	SAGE	1	1,875
26	9789351505563	Atul Joshi	Winning a Billion Consumers	A Disruptive Approach for Success in India	Management	SAGE	1	2,250
27	9788132101833	J S Panwar	Beyond Consumer Marketing	Sectoral Marketing and Emerging Trends	Management	SAGE	1	2,925
28	9789386042224	Pingali Venugopal	Marketing Management	A Decision-making Approach	Management	SAGE	1	1,725
29	9789352803439	John De Coninck	Planning, Monitoring and Evaluation in Development Organisations	Sharing Training and Facilitation Experiences	Management	SAGE	1	1,485
30	9789351509356	Preeti M Banerjee	Social Responsibility and Environmental Sustainability in Business	How Organizations Handle Profits and Social Duties	Management	SAGE	1	1,350
31	9788132118497	Audrey Gilmore	Services Marketing and Management		Management	SAGE	1	1,875
32	9788132101819	S Balachandran	Customer-Driven Services Management		Management	SAGE	1	1,350
33	9789352802630	Pingali Venugopal	Managing your Sales Force	A Motivational Approach	Management	SAGE	1	1,650
34	9789352801718	Pingali Venugopal	Sales and Distribution Management	An Indian Perspective	Management	SAGE	1	2,325
35	9788132101611	Shivganesh Bhargava	Developmental Aspects of Entrepreneurship		Management	SAGE	1	1,950
36	9789351500124	V Nilakant	Managing Organisational Change		Management	SAGE	1	2,235
37	9789352800612	Vijay Padaki	Management Development in Non-Profit Organisations	A Programme for Governing Boards	Management	SAGE	1	2,325
38	9788132119418	S. Ramnarayan	Organization Development	Accelerating Learning and Transformation	Management	SAGE	1	3,735
39	9788132117520	Gagandeep Singh	Organizational Development and Alignment	The Tensegrity Mandala Framework	Management	SAGE	1	2,550
40	9788132101796	Poonam Sharma	Managerial Ethics	Dilemmas and Decision Making	Management	SAGE	1	1,950
41	9789351509554	Ananda Das Gupta	Ethics, Business and Society	Managing Responsibly	Management	SAGE	1	1,485
42	9789352800414	Anand Halve	Planning for Power Advertising	A User's Manual for Students and Practitioners	Management	SAGE	1	2,025
43	9788132117506	Rajat K. Baisya	Branding in a Competitive Marketplace		Management	SAGE	1	1,785
44	9789386042248	Sharad Sarin	Strategic Brand Management for B2B Markets	A Road Map for Organizational Transformation	Management	SAGE	1	1,575
45	9789351500070	S R Vishwanath	Corporate Finance	Theory and Practice	Management	SAGE	1	2,385
46	9789351509479	Rajesh Chakrabarti	Capital Markets in India		Management	SAGE	1	1,875
47	9788132118008	K. Vaidyanathan	Credit Risk Management for Indian Banks		Management	SAGE	1	2,250
48	9788132118510	Chandrashekar Krishnamurti	Mergers, Acquisitions and Corporate Restructuring		Management	SAGE	1	1,875
49	9788178299600	Kenneth Abeywickrama	Adventures in Management	A Saga of Managing in a Developing Country	Management	SAGE	1	1,050

50	9788132103981	Jerome Joseph	Industrial Relations	Towards A Theory of Negotiated Connectedness	Management	SAGE	1	2,175
51	9789352800582	V Nilakant	Change Management	Altering Mindsets in A Global Context	Management	SAGE	1	1,935
52	9789351500056	K Harigopal	Management of Organizational Change	Leveraging Transformation	Management	SAGE	1	2,175
53	9789352801428	K V Ramani	Strategic Issues and Challenges in Health Management		Management	SAGE	1	2,085
54	9788132103837	Goel Cohen	Technology Transfer	Strategic Management in Developing Countries	Management	SAGE	1	2,550
55	9789352802579	P N Rastogi	Management of Technology and Innovation	Competing Through Technological Excellence	Management	SAGE	1	2,085
56	9788132116998	Shlomo Maital	Innovation Management	Strategies, Concepts and Tools for Growth and Profit	Management	SAGE	1	4,485
57	9789351509325	Rajat K Baisya	Winning Strategies for Business		Management	SAGE	1	1,575
58	9789385985201	G. N. Bajpai	The Essential Book of Corporate Governance		Management	SAGE	1	1,950
			Gross Total					119,070