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NEW ARRIVAL BOOKS (YEAR: 2023-24)

No.	Department	Acession No.	Title	Author	Publisher	Year	Edition	Price
1	DBIM	208134	Digital Marketing	Seema Gupta	Mc Graw Hill	2023	3rd	970
2	DBIM	208135	Digital Marketing	Seema Gupta	Mc Graw Hill	2023	3rd	970
3	DBIM	208136	Digital Marketing	Seema Gupta	Mc Graw Hill	2023	3rd	970
4	DBIM	208137	Digital Marketing	Seema Gupta	Mc Graw Hill	2023	3rd	970
5	DBIM	208138	Digital Marketing	Seema Gupta	Mc Graw Hill	2023	3rd	970
6	DBIM	208139	Management Accounting	M Y Khan, P K Jain	Mc Graw Hill	2023	8th	930
7	DBIM	208140	Management Accounting	M Y Khan, P K Jain	Mc Graw Hill	2023	8th	930
8	DBIM	208141	Management Accounting	M Y Khan, P K Jain	Mc Graw Hill	2023	8th	930
9	DBIM	208142	Management Accounting	M Y Khan, P K Jain	Mc Graw Hill	2023	8th	930
10	DBIM	208143	Managerial Economics Principles and Worldwide Applications	Dominick Salvatore, Siddhartha K. Rastogi	Oxford	2020	9th	985
11	DBIM	208144	Managerial Economics Principles and Worldwide Applications	Dominick Salvatore, Siddhartha K. Rastogi	Oxford	2020	9th	985
12	DBIM	208145	Managerial Economics Principles and Worldwide Applications	Dominick Salvatore, Siddhartha K. Rastogi	Oxford	2020	9th	985
13	DBIM	208146	Brand Vinci	Pavan Padaki	Bloomsbury India	-	-	299
14	DBIM	208147	Co-Creating Brands	Nicholas Ind, Holger J.Schmidt	Bloomsbury Business	2019	-	699
15	DBIM	208148	Emotional Intelligence Why It Can Matter More than IQ	Daniel Goleman	Bloomsbury India	2021	-	499
16	DBIM	208149	Beyond Norms It for Business Excellence	Jayanthi Ranjan, Sandeep Puri, Rakesh Chopra	Bloomsbury Publishing	2013	-	1295
17	DBIM	208150	Human Resource Management	John Bratton, Jeff Gold	Bloomsbury Publishing	2022	7th	999
18	DBIM	208151	Principles of Microeconomics	N. Gregory Mankiw	Cengage Indian Private	2023	8th	999
19	DBIM	208152	Principles of Microeconomics	N. Gregory Mankiw	Cengage Indian Private	2023	8th	999
20	DBIM	208153	Principles of Microeconomics	N. Gregory Mankiw	Cengage Indian Private	2023	8th	999
21	DBIM	208154	25 Years of Globalisation and Indian Economy	R. K. Mittal, Sanjay Dhingra, Ashish Kumar,	Bloomsbury	2017	-	699
22	DBIM	208155	Case Studies on Management Strategies Human Resource and Marketing Dimension	Shreya Mishra, Ajoy K. Dey,	Bloomsbury	2022	-	1299
23	DBIM	208156	Cases In Operations and Strategic Management	Arun Sahay, Veenu Sharma,	Bloomsbury	2018	-	699
24	DBIM	208283	Production and Operations Management	Kanishka bedi	Oxford	2013	3rd	850
25	DBIM	208284	Production and Operations Management	Kanishka bedi	Oxford	2013	3rd	850
26	DBIM	208285	Production and Operations Management	Kanishka bedi	Oxford	2013	3rd	850
27	DBIM	208286	Production and Operations Management	Kanishka bedi	Oxford	2013	3rd	850

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28	DBIM	208287	Production and Operations Management	Kanishka bedi	Oxford	2013	3rd	850
29	DBIM	208288	Business Research Methods	William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin	Cengage	2010	9th	899
30	DBIM	208289	Business Research Methods	William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin	Cengage	2010	9th	899
31	DBIM	208290	Business Research Methods	William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin	Cengage	2010	9th	899
32	DBIM	208291	Business Research Methods	William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin	Cengage	2010	9th	899
33	DBIM	208420	Organizational Behavior	Stephen P. Robbins, Timothy A. Judge, Neharika A. Vohra	Pearson	2022	18th	1130
34	DBIM	208421	Organizational Behavior	Stephen P. Robbins, Timothy A. Judge, Neharika A. Vohra	Pearson	2022	18th	1130
35	DBIM	208422	Organizational Behavior	Stephen P. Robbins, Timothy A. Judge, Neharika A. Vohra	Pearson	2022	18th	1130
36	DBIM	208423	Organizational Behavior	Stephen P. Robbins, Timothy A. Judge, Neharika A. Vohra	Pearson	2022	18th	1130
37	DBIM	208424	Financial Management	I. M. Pandey	Pearson	2021	12th	965
38	DBIM	208425	Financial Management	I. M. Pandey	Pearson	2021	12th	965
39	DBIM	208426	Financial Management	I. M. Pandey	Pearson	2021	12th	965
40	DBIM	208427	Financial Management	I. M. Pandey	Pearson	2021	12th	965
41	DBIM	208428	Financial Management	I. M. Pandey	Pearson	2021	12th	965
42	DBIM	208429	Consumer Behavior	Leon G.Schiffman, Joseph Wisenblit, S. Ramesh Kumar,	Pearson	2019	12th	1025
43	DBIM	208430	Consumer Behavior	Leon G.Schiffman, Joseph Wisenblit, S. Ramesh Kumar,	Pearson	2019	12th	1025
44	DBIM	208431	Consumer Behavior	Leon G.Schiffman, Joseph Wisenblit, S. Ramesh Kumar,	Pearson	2019	12th	1025
45	DBIM	208432	Consumer Behavior	Leon G.Schiffman, Joseph Wisenblit, S. Ramesh Kumar,	Pearson	2019	12th	1025
46	DBIM	208433	Consumer Behavior	Leon G.Schiffman, Joseph Wisenblit, S. Ramesh Kumar,	Pearson	2019	12th	1026
47	DBIM	208434	Marketing Research An Applied Orientation	Naresh K. Malhotra, Satyabhusan Dash	Pearson	2024	11th	965
48	DBIM	208435	Marketing Research An Applied Orientation	Naresh K. Malhotra, Satyabhusan Dash	Pearson	2024	11th	965

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49	DBIM	208478	Experimental Marketing: Integrated Theory & Strategic Application	Leahy Rose, Fenton Pio, Barry Holly	Sage Publications	-	-	4847.7
50	DBIM	208479	Digital Storytelling for Brands	Tombleson Bridget, Wolf Kathaarina	Sage Publications	-	-	4406.9
51	DBIM	208480	Strategic Human Resource Management	Agarwala Tanuja	Oxford University Press	2007	1st	1050
52	DBIM	208481	Strategic Human Resource Management	Agarwala Tanuja	Oxford University Press	2007	1st	1050
53	DBIM	208533	Financial Markets and Services	E.Gordon, K. Natarajan	Himalaya Publishing House	-	-	1595
54	DBIM	208534	Financial Markets and Services	E.Gordon, K. Natarajan	Himalaya Publishing House	-	-	1595
55	DBIM	208535	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	10th	845
56	DBIM	208536	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	10th	845
57	DBIM	208537	Production and Operations Management, Third Edition	Kanishka Bedi	Oxford University Press	2013	3rd	850
58	DBIM	208538	Production and Operations Management, Third Edition	Kanishka Bedi	Oxford University Press	2013	3rd	850
59	DBIM	208539	Digital Marketing	Vandana Ahuja	Oxford University Press	2023	-	799
60	DBIM	208540	Digital Marketing	Vandana Ahuja	Oxford University Press	2023	-	799
61	DBIM	208541	Organizational Behavior	Neharika Vohra Stephen P. Robbins, Timothy A. Judge	Pearson Education	-	-	1130
62	DBIM	208542	Organizational Behavior	Neharika Vohra Stephen P. Robbins, Timothy A. Judge	Pearson Education	-	-	1130
63	DBIM	208543	Financial Management / 12th E	L. M Pandey	Pearson Education	-	-	965
64	DBIM	208544	Financial Management / 12th E	L. M Pandey	Pearson Education	-	-	965
65	DBIM	208545	Marketing Management	G. Shainesh Philip Kotler, Kevin lane Keller, Alexander	Pearson Education	-	-	1130
66	DBIM	208546	Marketing Management	G. Shainesh Philip Kotler, Kevin lane Keller, Alexander	Pearson Education	-	-	1130
67	DBIM	208547	Consumer Behavior	Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh	Pearson	-	-	1025
68	DBIM	208548	Consumer Behavior	Kumar Leon G., Schiffman; Joe, Wisenblit, S. Ramesh	Pearson	-	-	1025
69	DBIM	208549	International Marketing Management – An Indian Perspective	Varshney R. L., Bhattacharya B.	S.Chand & Sons	-	-	625
70	DBIM	208550	International Marketing Management – An Indian Perspective	Varshney R. L., Bhattacharya B.	S.Chand & Sons	-	-	625
71	DBIM	208551	Services Marketing: People, Technology, Strategy, 9th ed	Jochen Wirtz	World Scientific Publishing Co	2023	9th	1695
72	DBIM	208552	Services Marketing: People, Technology, Strategy, 9th ed	Jochen Wirtz	World Scientific Publishing Co	2023	9th	1695
73	DBIM	209046	Service Management, 9th Edition	Sanjeev K. Bordoloi	McGraw Hill	2019	9th	995

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74	DBIM	209047	Service Management, 9th Edition	Sanjeev K. Bordoloi	McGraw Hill	2019	9th	995
75	DBIM	209048	Digital Marketing	Seema Gupta	McGraw Hill	2023	3rd	970
76	DBIM	209049	Digital Marketing	Seema Gupta	McGraw Hill	2023	3rd	970
77	DBIM	209050	Principles of Macroeconomics with MindTap, 8th Edition	N. Gregory Mankiw	Cengage India Private Limited	-	-	999
78	DBIM	209051	Principles of Macroeconomics with MindTap, 8th Edition	N. Gregory Mankiw	Cengage India Private Limited	-	-	999
79	DBIM	209052	Business Research Methods, 9th ed.	William G. Zikmund/Barry J. Babin,Jon C Carr,Mitch Griffin	Cengage India Private Limited	-	-	899
80	DBIM	209053	Business Research Methods, 9th ed.	William G. Zikmund/Barry J. Babin,Jon C Carr, Mitch Griffin	Cengage India Private Limited	-	-	899
81	DBIM	209054	Strategic Human Resource Management, 5E	Jeffrey A. Mello	Cengage India Private Limited	-	-	699
82	DBIM	209055	Strategic Human Resource Management, 5E	Jeffrey A. Mello	Cengage India Private Limited	-	-	699
83	DBIM	209056	Management Accounting 8th Edition	M Y Khan, P. K. Jain	McGraw Hill	2022	8th	930
84	DBIM	209057	Management Accounting 8th Edition	M Y Khan, P. K. Jain	McGraw Hill	2022	8th	930
85	DBIM	209058	Business Research Methods, 13th Edition	Pamela S. Schindler	McGraw Hill	2019	13th	1050
86	DBIM	209059	Business Research Methods, 13th Edition	Pamela S. Schindler	McGraw Hill	2019	13th	1050
87	DBIM	209060	Investments, 11th Edition	Zvi Bodie;Alex Kane; Alan J. Marcus;Pitabas Mohanty	McGraw Hill;	2019	11th	1025
88	DBIM	209061	Investments, 11th Edition	Zvi Bodie;Alex Kane;Alan J. Marcus;Pitabas Mohanty	McGraw Hill;	2019	11th	1025
89	DBIM	209062	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	10th	995
90	DBIM	209063	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	10th	995
91	DBIM	209064	Advertising and Promotion: An Integrated Marketing Communications Perspective	George E Blech	McGraw Hill	2022	12th	1130
92	DBIM	209065	Advertising and Promotion: An Integrated Marketing Communications Perspective	George E Blech	McGraw Hill	2022	12th	1130
93	DBIM	209066	Organisational Behaviour	Aswathappa K	Himalya Publishing	-	-	1895
94	DBIM	209067	Organisational Behaviour	Aswathappa K	Himalya Publishing	-	-	1895
95	DBIM	209068	Principles and Practice of Management	Prasad, L. M.	S.Chand & Sons	-	-	550
96	DBIM	209069	Principles and Practice of Management	Prasad, L. M.	S.Chand & Sons	-	-	550