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**NEW ARRIVAL BOOKS (YEAR: 2024-25)**

No.	Name of Department	Accession No.	Title	Author	Publisher	Year	Price
1	DBIM	210379	Case Studies on Management Strategies, Human Resource and Marketing Dimension	Shreya Mishra, Dr Ajoy Kumar Dey	BLOOMSBURY	2022	1299.00
2	DBIM	210380	Cases in Operations and Strategic Management	Dr Arun Sahay , Dr Veenu Sharma	Bloomsbury India	2018	699.00
3	DBIM	210381	Cases in Operations and Strategic Management	Dr Arun Sahay , Dr Veenu Sharma	Bloomsbury India	2018	699.00
4	DBIM	210382	Human Resource Management: A Critical Approach	John Bratton	Bloomsbury Academic India	2022	999.00
5	DBIM	210662	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	875.00
6	DBIM	210663	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	875.00
7	DBIM	210664	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	875.00
8	DBIM	210665	Digital Marketing	Seema Gupta	McGraw Hill	2023	999.00
9	DBIM	210666	Digital Marketing	Seema Gupta	McGraw Hill	2023	999.00
10	DBIM	210667	Digital Marketing	Seema Gupta	McGraw Hill	2023	999.00
11	DBIM	210668	Digital Marketing	Seema Gupta	McGraw Hill	2023	999.00
12	DBIM	210669	Financial Markets and Services	E.Gordon, K. Natarajan	Himalaya Publishing House	2023	1595.00
13	DBIM	210670	Financial Markets and Services	E.Gordon, K. Natarajan	Himalaya Publishing House	2023	1595.00
14	DBIM	210671	INVESTMENTS, 11TH EDITION	Zvi Bodie;Alex Kane;Alan J. Marcus;Pitabas Mohanty	McGraw Hill;	2019	1050.00
15	DBIM	210672	INVESTMENTS, 11TH EDITION	Zvi Bodie;Alex Kane;Alan J. Marcus;Pitabas Mohanty	McGraw Hill;	2019	1050.00
16	DBIM	210673	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
17	DBIM	210674	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
18	DBIM	210675	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
19	DBIM	210676	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
20	DBIM	210677	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
21	DBIM	210678	Advertising and Promotion: An Integrated Marketing Communications Perspective	George E Blech	McGraw Hill	2022	1130.00
22	DBIM	210679	Advertising and Promotion: An Integrated Marketing Communications Perspective	George E Blech	McGraw Hill	2022	1130.00
23	DBIM	210680	CONSUMER BEHAVIOR	Kumar Leon G., Schiffman;Joe, Wisenblit;S. Ramesh	Pearson	2025	1070.00
24	DBIM	210681	CONSUMER BEHAVIOR	Kumar Leon G., Schiffman;Joe, Wisenblit;S. Ramesh	Pearson	2025	1070.00
25	DBIM	210682	Industrial Relations and Labour Laws	Piyali Ghosh/ Shefali Nandan	McGraw Hill	2015	975.00
26	DBIM	210683	Industrial Relations and Labour Laws	Piyali Ghosh/ Shefali Nandan	McGraw Hill	2015	975.00

No.	Name of Department	Accession No.	Title	Author	Publisher	Year	Price
27	DBIM	210684	Industrial Relations and Labour Laws	Piyali Ghosh/ Shefali Nandan	McGraw Hill	2015	975.00
28	DBIM	210685	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
29	DBIM	210686	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
30	DBIM	210687	Retailing Management,10th Edition	Michael Levy, Barton A. Weitz	McGraw Hill	2023	1025.00
31	DBIM	210688	Marketing Management	Philip Kotler, Kevin lane Keller	Pearson Education	2022	1180.00
32	DBIM	210689	Marketing Management	Philip Kotler, Kevin lane Keller	Pearson Education	2022	1180.00
33	DBIM	210690	Marketing Management	Philip Kotler, Kevin lane Keller	Pearson Education	2022	1180.00
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35	DBIM	210692	Organizational Behavior	Stephen P. Robbins/ Timothy A. Judge/ Neharika Vohra	Pearson Education	2025	1180.00
36	DBIM	210693	Organizational Behavior	Stephen P. Robbins/ Timothy A. Judge/ Neharika Vohra	Pearson Education	2025	1180.00
37	DBIM	210694	BUSINESS COMMUNICATION: FROM PRINCIPLES TO PRACTICE	Matthukutty Monippally	Tata McGraw-Hill Education India	2013	799.00
38	DBIM	210695	BUSINESS COMMUNICATION: FROM PRINCIPLES TO PRACTICE	Matthukutty Monippally	Tata McGraw-Hill Education India	2013	799.00
39	DBIM	210696	BUSINESS COMMUNICATION: FROM PRINCIPLES TO PRACTICE	Matthukutty Monippally	Tata McGraw-Hill Education India	2013	799.00
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41	DBIM	210698	CONSUMER BEHAVIOR	Leon G. Schiffman / Joseph Wisenblit	Pearson	2025	1070.00
42	DBIM	210699	Financial Markets and Services	E.Gordon, K. Natarajan	Himalaya Publishing House	2018	1595.00
43	DBIM	210700	Financial Markets and Services	E.Gordon, K. Natarajan	Himalaya Publishing House	2023	1595.00
44	DBIM	210701	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	875.00
45	DBIM	210702	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	875.00
46	DBIM	210703	Human Resource Management: Text and Cases, 10th Edition	K. Aswathappa, Sadhna Dash	McGraw Hill	2023	875.00
47	DBIM	210704	Management For UGC NET/SLET and Other Competitive Examinations: For Essay Type Analytical Evaluative, Definitional and Text-Based Questions	Atlantic Research Division	Atlantic Publisher	2023	1395.00