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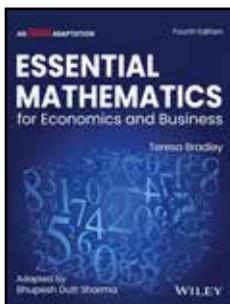
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## BUSINESS / FINANCE / ECONOMICS

### BUSINESS



#### Essential Mathematics for Economics and Business, 4ed, An Indian Adaptation | New Bradley

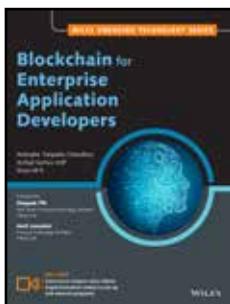
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Teresa Bradley, Former Lecturer, Mathematics, Statistics and Quality, Limerick Institute of Technology, Ireland

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#### Blockchain for Enterprise Application Developers | IM | e | k Choudhari

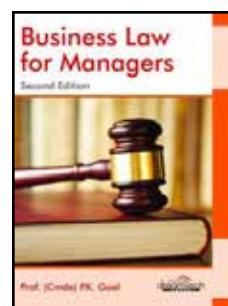
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Ambadas is a TOGAF-certified software architect with experience in cross-technology projects in insurance, life sciences, and financial services domains. He is involved in a wide variety of consultancy activities, such as enterprise architecture, legacy modernization, performance optimization in IT systems, etc.

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#### Business Law for Managers, 2ed | k Goel

##### About the Author

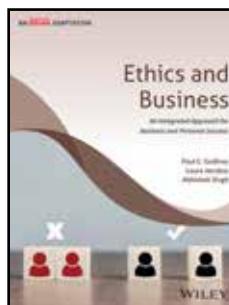
"Prof. (Commodore) P.K. Goel has taught business and corporate law at IMT Ghaziabad for more than twenty years. He has also been a visiting faculty for this subject in many management institutes including I.I.M. Ranchi. He has also been a visiting faculty at Defense Services Staff College, Wellington and many other institutes of the Indian Navy for over three decades. Prof. (cmde) Goel retired as the Judge Advocate General (Navy) in the rank of commodore. He was bestowed by the President of India Ati Vishisht Sewa Medal (AVSM) and Vishisht Sewa Medal (VSM).

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## Ethics and Business: An Integrated Approach for Business and Personal Success, An Indian Adaptation | e | k

### Godfrey

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## Digital First | k

### Guntha

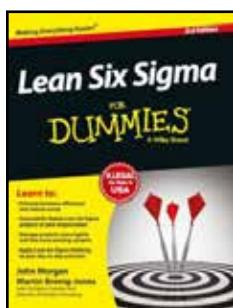
#### About the Author

Vamshi Guntha is the Founder and CEO of Propl Inventions, a firm dedicated to making organizations digital-first. Vamshi's passion for transforming businesses is reflected in his writing, speaking, and consulting.

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## Lean Six Sigma for Dummies, 3ed

### Morgan

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John Morgan and Martin Brenig-Jones are Directors of Catalyst Consulting, Europe's leading provider of Lean Six Sigma solutions. John works primarily in product design and development. Martin is an expert in quality and change management. Both are accomplished coaches and trainers.

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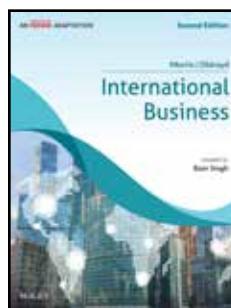
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## International Business, 2ed, An Indian Adaptation | IM | e | k

**Morris, Singh**

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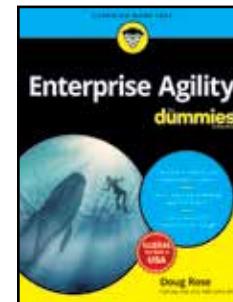
Dr. Ram Singh is Professor and Head (MDPs) at the Indian Institute of Foreign Trade, he has more than 25 years of experience in both industry and academia. He also holds a certificate in Managing Global Governance from German Development Institute, Bonn, Germany, and a Master Certificate in SCM & Logistics from Michigan State University, USA. He specializes both in training & research in areas such as export import procedure and trade policy & trade logistics. He has authored three textbooks—International Trade Operations with Excel Publications, International Trade Logistics with Oxford University Press, and Export Management with Sage Publishers. "

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## Enterprise Agility for Dummies | e

**Rose**

### About the Author

Doug Rose specializes in organizational coaching, training and change management. He has worked for over twenty years transforming organizations with technology and training, and he has helped several large companies optimize their business processes and improve productivity and delivery. You can also take his business courses online, available through LinkedIn Learning.

### Description

An enterprise agile transformation is a radical organizational change, and this book can help you manage that change. A successful transformation depends on understanding your organization's culture, and choosing the right enterprise agile framework based on that culture. You'll also get ideas on how to put together a change management plan that will earn you organizational buy in and support.

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## Blockchain Technology | IM | e | k

**Saurabh**

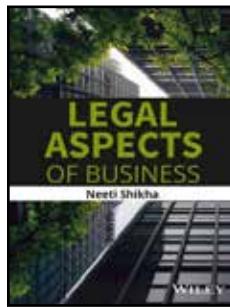
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## Legal Aspects of Business | New | IM | e | k

**Shikha**

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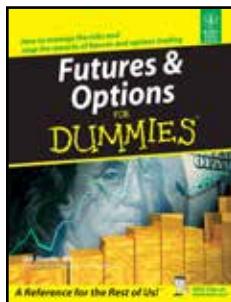


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## Increasing Your Influence at Work All-In-One for Dummies | e

**Schlachter**

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Influence is a timeless topic for business leaders and others in positions of power, but the world has evolved to the point where everyone needs these skills. No matter your job, role, rank, or function, if you want to get things done you need to know how to influence up, down, across, and outside the organization. Increasing Your Influence at Work All-in-One For Dummies shows you how to contribute more fully to important decisions, resolve conflicts more easily, lead and manage more effectively, and much more. Plus, you'll discover how to develop the most important attributes necessary for influence—trustworthiness, reliability, and assertiveness—and find out how to move beyond.

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## Statistic for Business and Economics : Using Microsoft Excel & Powered by IBM-SPSS, 3ed | e

**Sharma**

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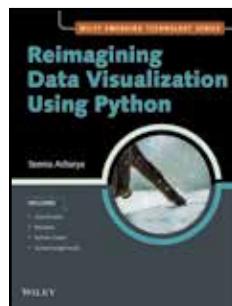
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## BUSINESS ANALYTICS



## Reimagining Data Visualization Using Python | e | k

**Acharya**

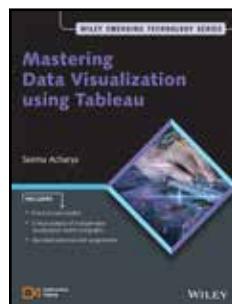
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## Mastering Data Visualization using Tableau | e

**Acharya**

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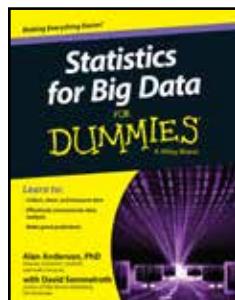
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#### Statistics for Big Data for Dummies | e

##### Anderson

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#### Advanced Blockchain Technologies | New

**Asharaf S**

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#### Blockchain Technology: Algorithms and Applications | e

**Asharaf**

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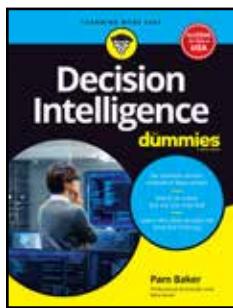
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## Decision Intelligence for Dummies

**Baker**

### About the Author

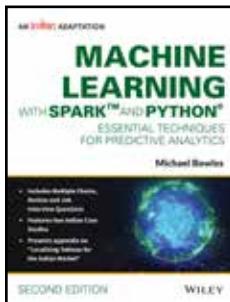
Pam Baker is a recognized and respected business analyst and journalist with work primarily focused on the worlds of big data, artificial intelligence, machine learning, business intelligence, and data analysis. She's contributed to numerous business and tech publications and is the author of *Data Divination - Big Data Strategies* (Cengage, 2014).

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## Machine Learning with Spark and Python : Essential Techniques for Predictive Analytics, 2ed, An Indian Adaptation | New | IM | e | k

**Bowles**

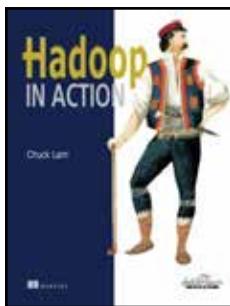
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## Hadoop in Action

**Chuck**

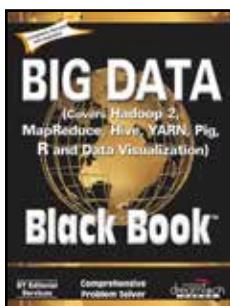
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Chuck Lam is a Senior Engineer at RockYou! He has a PhD in pattern recognition from Stanford University.

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## Big Data, Black Book: Covers Hadoop 2, MapReduce, Hive, YARN, Pig, R and Data Visualization | BS | e

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### About the Author

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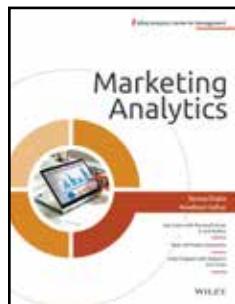
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## Marketing Analytics | IM | BS | e | k

### Gupta

#### About the Author

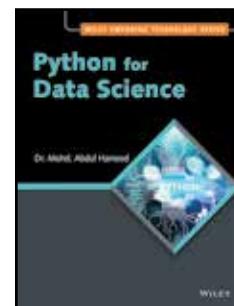
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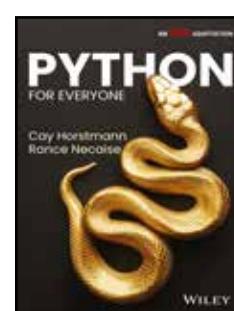
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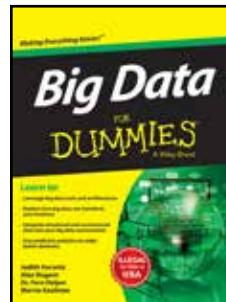
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## Big Data for Dummies | e

### Hurwitz

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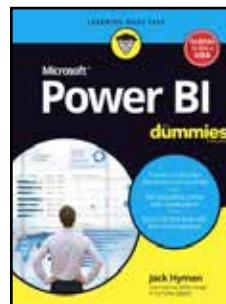
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## Microsoft Power BI for Dummies | e

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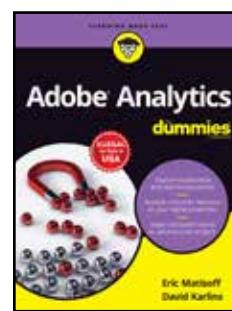
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## Adobe Analytics for Dummies | e

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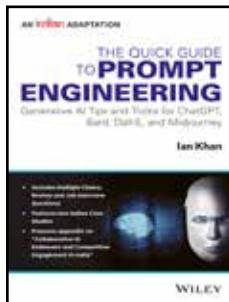
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**978126504442 | ₹ 849**



## The Quick Guide to Prompt Engineering : Generative AI Tips and Tricks for ChatGPT, Bard, Dall-E, and Midjourney, An Indian Adaptation | New | IM | e | k Khan

### About the Author

Ian Khan is a prolific Technology Futurist, documentary filmmaker, author, and commentator who has been regularly featured on CNN, Bloomberg, BCC, Fox, and other global media. He's a recognized thought leader on Foresight, and future leadership with clients that include Fortune 500 companies, Governments and leading professional associations and industry groups.

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## Business Analytics :The Science of Data-Driven Decision Making, 2ed | IM | BS | e | k

### Kumar

### About the Author

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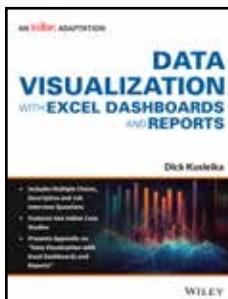
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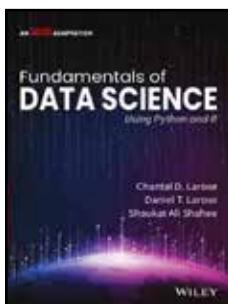
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## Fundamentals of Data Science Using Python and R | New | IM

**Larose, Larose, Shahee**

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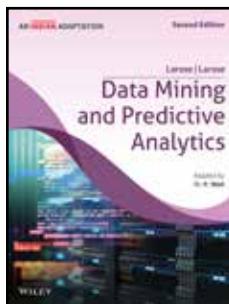
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## Data Mining and Predictive Analytics, 2ed, Indian Adaptation | New | IM | e | k

**Larose, Wali**

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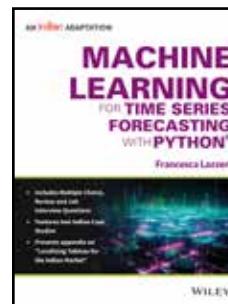
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## Machine Learning for Time Series Forecasting with Python, An Indian Adaptation | New | IM | e | k

### Lazzeri

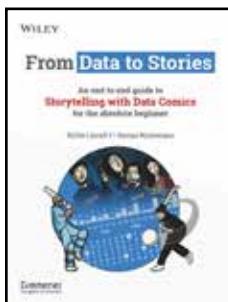
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## From Data to Stories : An end to end guide to Storytelling with Data Comics for the absolute beginner

**Lionell**

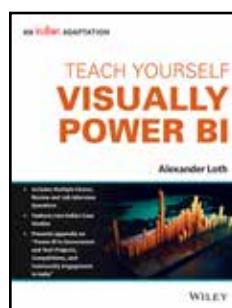
### About the Author

Richie Lionell V & Ramya Mylavapu are data storytellers at Gramener Inc pushing boundaries to tell insightful stories from data through innovative formats.

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## Teach Yourself VISUALLY Power BI, An Indian Adaptation | New | IM | e | k

**Loth**

### About the Author

Alexander Loth is a distinguished digital strategist and data scientist with over 14 years of experience advising numerous large companies on their digital transformations. He has a background in computational nuclear research, having worked at the European Organization for Nuclear Research (CERN) before transitioning to the

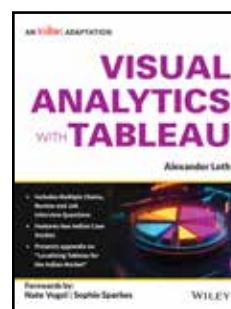
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## Visual Analytics with Tableau, An Indian Adaptation | New | IM | e | k

**Loth**

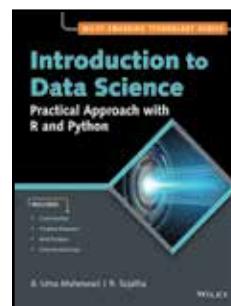
### About the Author

Alexander Loth is a data scientist with a background in computational nuclear research. Since 2015, he has been with Tableau Software as digital strategist. In that role, he has advised many large companies in their transformation to become data-driven organizations.

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## Introduction to Data Science: Practical Approach with R and Python | IM | BS | e | k

**Maheswari**

### About the Author

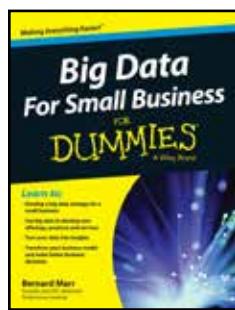
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## Big Data for Small Business for Dummies | e

**Marr**

### About the Author

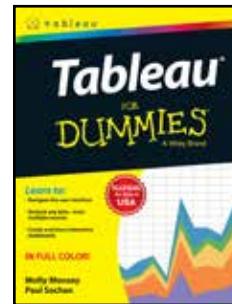
Bernard Marr is a bestselling author, strategic performance consultant and analytics, KPI & Big Data guru. He helps companies to better manage, measure, report and analyse performance. His leading-edge work with major companies, organisations and governments across the globe makes him an acclaimed and award-winning keynote speaker, researcher, consultant and teacher. Bernard is acknowledged by the CEO Journal as one of today's leading business brains.

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## Tableau for Dummies | e

**Monsey**

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## Data Analytics using Python | IM | BS | e | k

**Motwani**

### About the Author

Dr. Bharti Motwani has over 22 years of teaching, corporate, research, and consultancy in a variety of contexts. She is an author of many books related to data analytics including Data analytics with R (Wiley). She has demonstrated proficiency in guiding Ph.D. candidates, reviewing journals, editing books, and journals. She has written more than 80 research papers in leading books, national and international indexed journals of high repute. She is the recipient of Young Scientist of the Year award.

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## Machine Learning for Text and Image Data Analysis: Practical Approach with Business Use Cases | IM | e | k

**Motwani**

### About the Author

Dr. Bharti Motwani has over 25 years of experience in teaching, corporate, research, and consultancy in a variety of contexts. She is an analytical professional, IT and analytics consultant, result-driven and articulate academician who can think out of the box, who loves to innovate and engage in new challenges. She is an author of many books related to data analytics with Wiley Publishers including Data Analytics With R, HR Analytics: Practical

Approach Using Python and Data Analytics Using Python. Her books are accepted as textbooks in IIM and other premium institutions.

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## Data Analytics with R | IM | e | k

**Motwani**

### About the Author

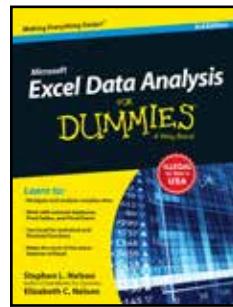
Dr. Bharti Motwani is an analytical professional, IT and analytics consultant, result-driven and articulate academician who can think out of the box, with more than 21 years of experience in corporate world and academics. She has written more than 75 research papers in leading national and international journals and books, including journals indexed in Scopus. She is the recipient of Young Scientist of the Year award (2015) from the Institute of Research and Journals. She has proved dexterousness in research methodologies and software development by conducting various seminars and workshops related to latest tools in research and software and guiding various research and software projects.



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## Microsoft Excel Data Analysis for Dummies, 3ed | e

### Nelson

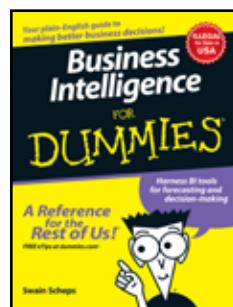
#### About the Author

Stephen L. Nelson is an author and CPA. He provides accounting, business advisory, tax planning, and tax preparation services to small businesses such as manufacturers, retailers, professional service firms, and startup technology companies. Steve is the author of more than 100 books, including QuickBooks For Dummies (all editions) and Quicken For Dummies (all editions).

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## Business Intelligence For Dummies | New

### Scheps

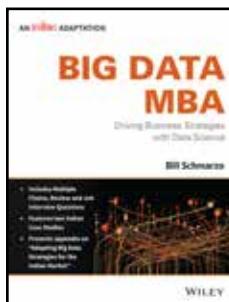
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## Big Data MBA Driving Business Strategies with Data Science, An Indian Adaptation | New | IM | e | k Schmarzo

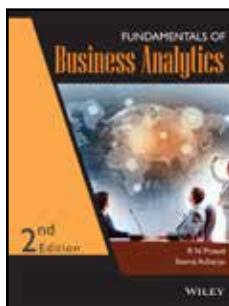
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## Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k Prasad

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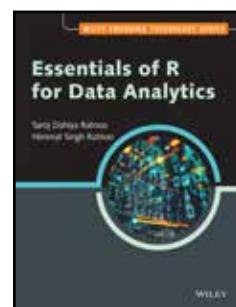
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## Essentials of R for Data Analytics | IM | e | k Ratnoo

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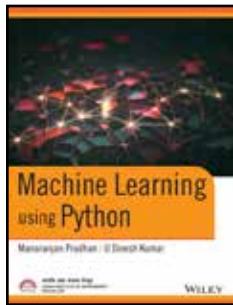
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## Machine Learning using Python | IM | BS | e | k

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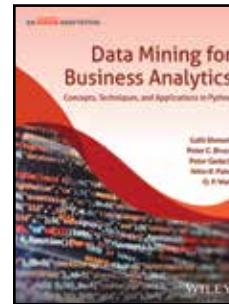
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## Data Mining for Business Analytics: Concepts, Techniques and Applications in Python, An Indian Adaptation | IM | BS | e | k

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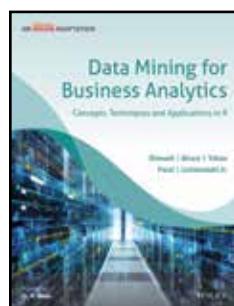
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## Data Mining for Business Analytics: Concepts, Techniques, and Applications in R, An Indian Adaptation | IM | BS | e | k Shmueli

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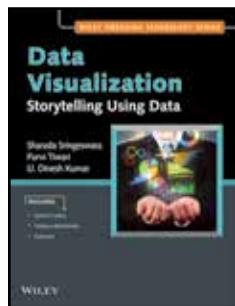
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## **Data Visualization: Storytelling Using Data | IM | BS | e | k**

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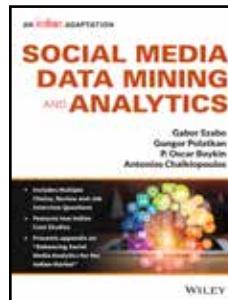
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## **Social Media Data Mining and Analytics, An Indian Adaptation | New | e**

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## **Emerging Technologies for Managers | New | IM | e | k**

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## Supply Chain Analytics | IM | BS | e | k

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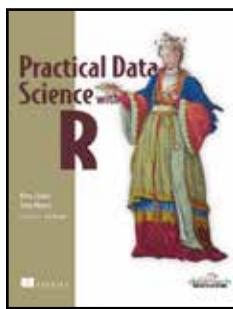
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## Practical Data Science with R

**Zumel**

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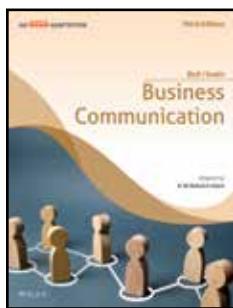
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## COMMUNICATION



## Business Communication, 3ed, An Indian Adaptation | IM | e | k

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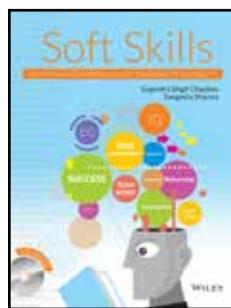
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## Soft Skills: An Integrated Approach to Maximise Personality, w/cd | IM | e | k

**Chauhan**

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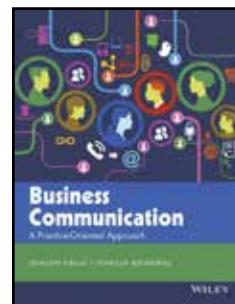
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## Business Communication: A Practice-Oriented Approach | IM | e | k

**Kalia**

### About the Author

Dr Shalini Kalia has more than 12 years of teaching experience with management institutes of repute and is currently working as Associate Professor and Area Chairperson-Business Communication with Institute of Management Technology, Ghaziabad. She has been invited for teaching assignments by prestigious management institutes including E M Normandie (France), IMT Dubai among others. Her teaching, training, research and consulting interests include Business Communication, Cross-Cultural Communication, Soft Skills, Personality Development, Corporate Etiquette, etc. She has been actively involved in Executive Learning and Development (ELD) and has conducted workshops in various domains of business communication. She is trained to administer 'Thomas Personal Profile Analysis and its related instruments

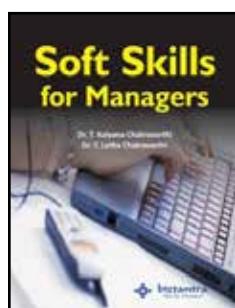
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## Soft Skills for Managers | e | k

### Kalyana

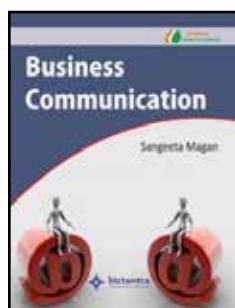
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## Business Communication | e | k

### Magan

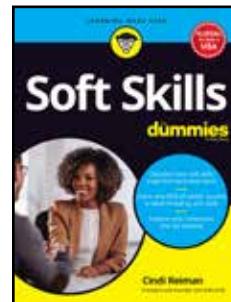
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## Soft Skills for Dummies

### Reiman

#### About the Author

Cindi Reiman is the President of Soft Skills, AHA, a company created by the American Hospitality Academy (AHA) in 1986, to serve as a bridge between colleges and industry, providing career-focused curriculum and structured training plans for students and young adults. Soft Skills AHA offers professional development programs that are designed to meet the needs of employers around the world, focusing on career readiness and the essential employability traits needed to be successful both in the workplace and in life.

#### Description

• Soft Skills For Dummies helps readers prepare to enter or re-enter the workforce by providing a comprehensive guide to the essential employability traits and soft skills needed for success in the workplace. The content is based on a time-tested curriculum designed to prepare readers for work and life success. Skill builder activities in each chapter will allow readers to actively participate in the soft skills learning process and each chapter features real-world applications, inspirational stories, and industry spotlights.

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## ENTREPRENEURSHIP



## The Startup Launchbook : A Practical Guide for Launching Customer-Centric Ventures | e | k

### Batra

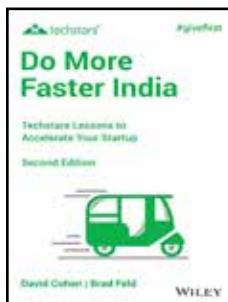
#### About the Author

Ajay Batra is an entrepreneur, mentor, angel investor, and an active contributor to the innovation and startup ecosystems. He has been recognized for his ground-breaking work in Design Thinking and Startup Incubation. Currently he is an Executive Vice President at Wadhwani Foundation, leading the global Wadhwani Venture Fastrack program. He is the Founding Director of Centre for Innovation Lab Entrepreneurship at Bennett University, where he also headed Bennett Hatchery — the startup incubator. Ajay has co-founded QAI Global, International Education Exchange, and Lutyens Startups; and has consulted with stellar organizations like Accenture, IBM, Sony, Wipro, HCL and Azim Premji Foundation. He was the only Indian to be selected for IDEO's global program on Design Thinking for Social Impact and has recently been recognized as Top 10 educators in the world by Arist, USA.

#### Description

“The Startup LaunchBook is a practical guide for entrepreneurs who wish to design, launch, and grow successful startups. Based on the author's work with hundreds of startups, this book has curated global startup success lessons in an actionable 5-stage framework. Use the book's Startup Maturity Model to develop an entrepreneurial mindset that helps convert an idea into a successful startup. Leverage the book's practices to build fundamentally-sound, investable and customer-centric ventures.”

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## Do More Faster India : Techstars Lessons to Accelerate Your Startup, 2ed

**Cohen**

### About the Author

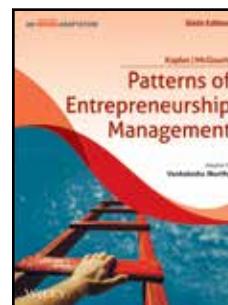
Brad Feld (Boulder, CO) has been an early stage investor and entrepreneur for over twenty years. Prior to co-founding Foundry Group, he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures, a company that helped launch and operate software companies and later became a venture affiliate of the predecessor to Mobius Venture Capital.

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## Patterns of Entrepreneurship Management, 6ed, An Indian Adaptation | IM | e | k

**Kaplan, Murthy**

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## Smash Innovation Smashing the Hand-Mind-Market Barrier, 2ed | k

### Katragadda

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## Unbarred Innovation Redefined : A Pathway to Greatest Discoveries | k

### Ramgir

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## HUMAN RESOURCE MANAGEMENT

**HR Analytics, 2ed | e | k**

**Bhattacharyya**

### About the Author

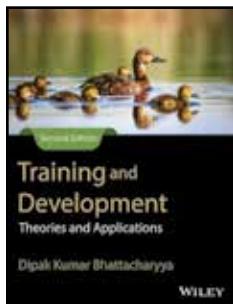
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## Training and Development: Theories and Applications, 2ed | e

**Bhattacharyya**

### About the Author

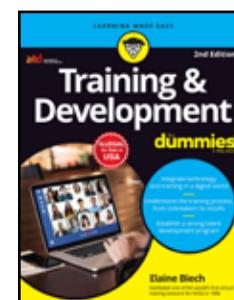
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## Training & Development for Dummies, 2ed

**Biech**

### About the Author

Elaine Biech is president and managing principal of ebb associates inc, an organizational and leadership development firm that helps organizations work through large-scale change. Her 30 years in the training and consulting field includes support to private industry,



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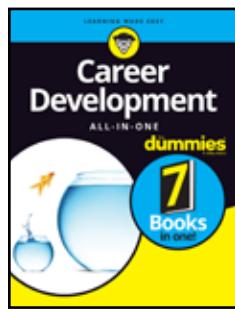
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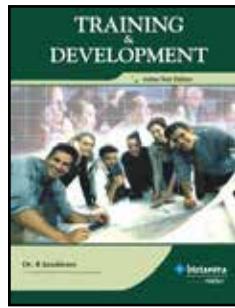


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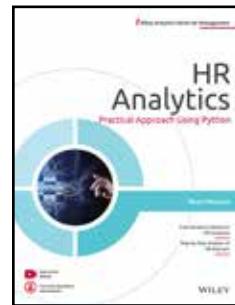
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## HR Analytics : Practical Approach Using Python | IM | e | k

### Motwani

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## Future of Human Resource Management : Case Studies with Strategic Approach | e | k

### Preet

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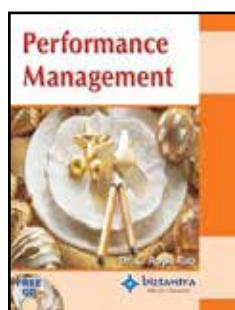
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**Rao**

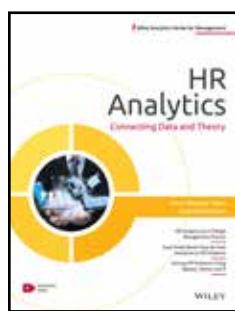
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## HR Analytics : Connecting Data and Theory | IM | BS | e | k

**Yadav**

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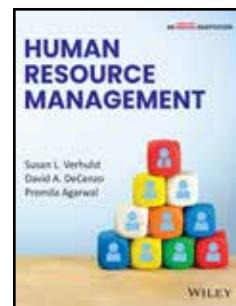
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## Human Resource Management, 15ed, An Indian Adaptation | New | IM | e | k

**Verhulst, DeCenzo, Agarwal**

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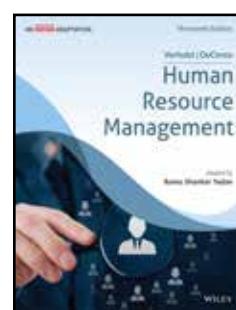
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## Human Resource Management, 13ed, An Indian Adaptation | IM | e | k

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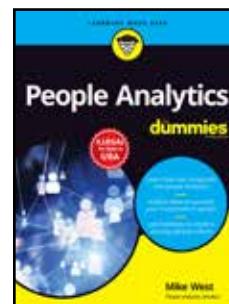
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## People Analytics for Dummies | e

### West

#### About the Author

Mike West was the founder of People Analytics at Merck, PetSmart, Google, Children's Health Dallas and VMWare before starting his own firm, PeopleAnalyst, LLC. He brings unique perspective to the field and motivation to help smaller organizations stand up to and outmaneuver giants, like Google, by using data to find more focus, agility and speed in People Operations.

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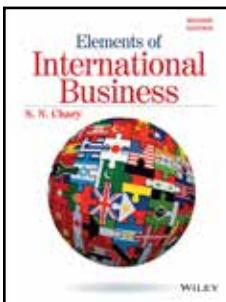


asking questions • Using people data in business analysis • Applying statistics to people management • Combining people strategy, science, statistics, and systems • Blazing a New Trail for Executive Influence and Business Impact • Moving from old HR to new HR • Using data for continuous improvement • Accounting for people in business results • Competing in the New Management Frontier • • Chapter 2: Making the Business Case for People Analytics • Getting Executives to Buy into People Analytics • Getting started with the ABCs • Creating clarity is essential • Business case dreams are made of problems, needs, goals • Tailoring to the decision maker • Peeling the onion • Identifying people problems • Taking feelings seriously • Saving time and money • Leading the field (analytically) • People Analytics as a Decision Support Tool • Formalizing the Business Case • Presenting the Business Case • • Chapter 3: Contrasting People Analytics Approaches • Figuring Out What You Are After: Efficiency or Insight • Efficiency • Insight • Having your cake and eating it too • Deciding on a Method of Planning • Waterfall project management • Agile project management • Choosing a Mode of Operation • Centralized • Distributed • • Part 2: Elevating Your Perspective • Chapter 4: Segmenting for Perspective • Segmenting Based on Basic Employee Facts • "Just the facts, ma'am" • The brave new world of segmentation is psychographic and social • Visualizing Headcount by Segment • Analyzing Metrics by Segment • Understanding Segmentation Hierarchies • Creating Calculated Segments • Company tenure • More calculated segment examples • Cross-Tabbing for Insight • Setting up a dataset for cross-tabs • Getting started with cross-tabs • Good Advice for Segmenting • • Chapter 5: Finding Useful Insight in Differences • Defining Strategy • Focusing on product differentiators • Identifying key jobs • Identifying the characteristics of key talent • Measuring If Your Company is Concentrating Its Resources • Concentrating spending on key jobs • Concentrating spending on highest performers • Finding Differences Worth Creating • • Chapter 6: Estimating Lifetime Value • Introducing Employee Lifetime Value • Understanding Why ELV Is Important • Applying ELV • Calculating Lifetime Value • Estimating human capital ROI • Estimating average annual compensation cost per segment • Estimating average lifetime tenure per segment • Calculating the simple ELV per segment by multiplying • Refining the simple ELV calculation • Identifying the highest-value-producing employee segments • Making Better Time-and-Resource Decisions with ELV • Drawing Some Bottom Lines • • Chapter 7: Activating Value • Introducing Activated Value • The Origin and Purpose of Activated Value • The imitation trap • The need to streamline your efforts • Measuring Activation • The calculation nitty-gritty • Combining Lifetime Value and Activation with Net Activated Value (NAV) • Using Activation for Business Impact • Gaining business buy-in on the people analytics research plan • Analyzing problems and designing solutions • Supporting managers • Supporting organizational change • Taking Stock • • Part 3: Quantifying the Employee Journey • Chapter 8: Mapping the Employee Journey • Standing on the Shoulders of Customer Journey Maps • Why an Employee Journey Map? 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# INTERNATIONAL BUSINESS



## Elements of International Business, 2ed | IM | e | k

**Chary**

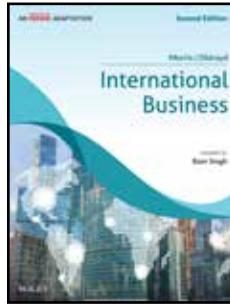
### About the Author

S. N. Chary has formerly been a Professor with the Indian Institute of Management Bangalore, where he taught for over a quarter of a century. A prolific management analyst and thinker, he is the author of several books.

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## International Business, 2ed, An Indian Adaptation | New | IM | e | k

**Morris, Singh**

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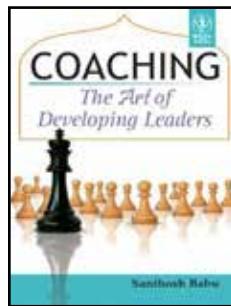
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## MANAGEMENT



### Coaching: The Art of Developing Leaders | e | k

**Babu**

#### About the Author

Santhosh Babu is the founder Managing Director of ODA (Organisation Development Alternatives Consultancy Pvt. Ltd.). Born and raised in Thrissur, Kerala, he started his career as a school teacher in far-away Bhutan, a five-year stint that stoked his interest in all things being taught. In 1994, Santhosh shifted to Delhi to work with the World Wildlife Fund (WWF) as an

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### Cleansing Moments: Developing Leadership Skills For All Times | e | k

**Kamdar**

#### About the Author

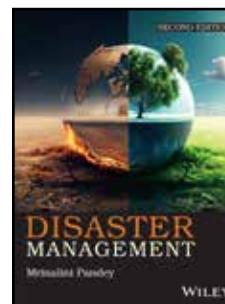
Professor Dishan Kamdar is the Vice-Chancellor (VC) of FLAME University, the forerunner of liberal education in India. He is also a leading researcher, senior faculty member, and executive coach to CEOs of renowned corporates and family businesses in the country.

Dishan was previously the Deputy Dean and Professor of Organizational Behaviour at the Indian School of Business (ISB), a premier global business school. A passionate teacher and a favourite among his students and alumni, Dishan says, "Nothing gives me more satisfaction than seeing my students and alumni succeed in their careers and make their alma mater and organisations proud." In his current role as VC, Dishan has been leading FLAME university's mission to make it the most preferred institution among its stakeholders.

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### Disaster Management, 2ed | e | k

**Pandey**

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Dr. Mrinalini Pandey is presently working as a Professor in Department of Management Studies, Indian School of Mines, Dhanbad. She has more than a decade of academic experience in teaching various courses on management both at PG and UG levels. She is a member of leading professional bodies of management, she has contributed many articles in management journals and presented papers in international and national conferences in India and abroad. She is also on the review board of a number of International Journals.

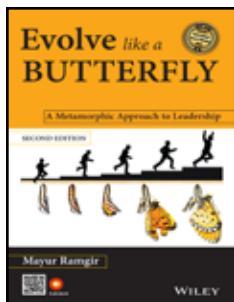
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**Ramgir**

**About the Author**

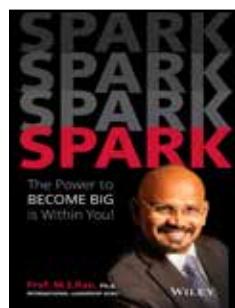
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**Spark: The Power to Become Big is Within You | k**

**Rao**

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Professor M.S. Rao has 37 years of experience in executive coaching and conducts leadership development training programs for various corporate and educational institutions. He coined a new leadership learning tool called Soft Leadership Grid, a leadership training tool called 11E Leadership Grid; and an innovative teaching tool called Meka's Method. His areas of interest include executive coaching, executive education and leadership. He has authored 40 books including the award-winning 21 Success Sutras for CEOs. His book Success Tools for CEO Coaches was the Community Choice Winner of the Small Business Book Awards 2014, USA.

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**Schermerhorn**

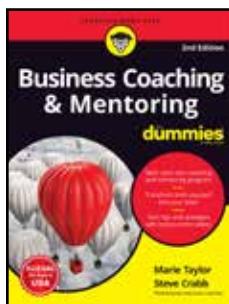
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## Business Coaching & Mentoring for Dummies, 2ed

**Taylor**

### About the Author

Marie Taylor had over 25 years' experience in HR and Organizational Development. Her consultancy business focuses on success and transformational coaching and Organizational Development. Working with senior professionals, business owners and individuals, she also delivered well-being retreats for busy professional men and women. A qualified coach for over 18 years, she delivered over 14,000 coaching hours at the individual and group level with UK and International clients during that time.

### Description

Business Coaching & Mentoring For Dummies provides business owners and managers with the insight they need to successfully develop the next generation of leaders. Packed with business-led strategies, key concepts, and effective techniques, this book equips you with the skills to transform both yourself and your team. Whether you're coaching colleagues, employees, or offering your skills as a service, these techniques will help you build a productive relationship that leads to business success. The companion website also features eight bonus videos that will further your mastery by showing you what great coaching looks like in action. Navigate tricky situations and emotional minefields with ease; develop vision, values, and a mission; create a long-term plan—everything you need is here, with expert guidance every step of the way.

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## MANAGEMENT INFORMATION SYSTEMS



## MIS: Managing Information Systems in Business, Government and Society, 2ed | IM | BS | e | k

**De**

### About the Author

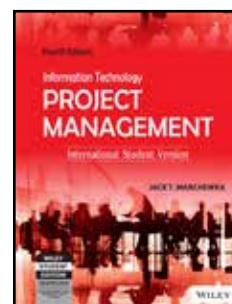
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## Information Technology Project Management, 4ed, ISV | IM | e

**Marchewka**

### About the Author

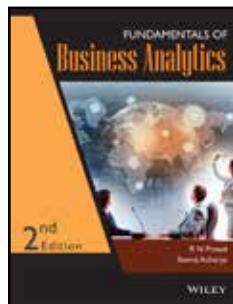
Jack T. Marchewka is an associate professor, the Barsema Professor of Management Information Systems and the director of the Business Information Technology Transfer Center (BITTC) at Northern Illinois University. Dr. Marchewka has taught a number of courses at both the undergraduate and graduate levels and has been a guest lecturer at the Rotterdam School of Management, Erasmus University in the Netherlands.

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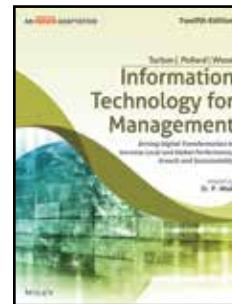
Digital Transformation, Analytics & Big Data related executive education, Analytics certification assessments design, University curriculum innovation consulting and IGIP (International Society for Engineering Pedagogy)-based faculty certification.

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#### Information Technology for Management, 12ed, An Indian Adaptation | IM | BS | e | k

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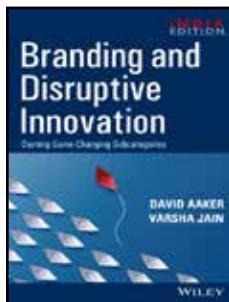
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## MARKETING & SALES



### Branding and Disruptive Innovation : Owning Game-Changing Subcategories (Exclusively distributed by Atlantic Publisher & Distributors) | New | e | k

**Aaker, Jain**

#### About the Author

David Aaker, the Vice-Chairman of Prophet (a global consultancy around branding, growth, and strategic transformation) and Professor Emeritus of Marketing Strategy at the Berkeley-Haas School of Business, is the winner of five career awards for contributions to the science of the theory and practice of marketing including the MIT's Buck Weaver Award and the NYAMA Marketing Hall of Fame. He has published more than one hundred articles and eighteen books that have sold well over one million copies and been translated into eighteen languages.

Prof. Varsha Jain is the AGK chair, professor of marketing, and cochairperson of research at the MICA, India. She has authored over 120+ publications, including papers in A\* and A journals. Prof. Jain is the recipient of more than 23 international and national awards and gold medals in scholarship. In her research career, she is visiting guest at Emory Business School, Atlanta, USA, visiting scholar at Greenwich University, London, and The Medill School, Northwestern University, USA. Her interest areas are advertising, branding, and digital (primarily immersive technologies, including AI, AR, VR, and Meta).

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### Marketing Research | IM | BS | e | k

**Aaker, Das**

#### About the Author

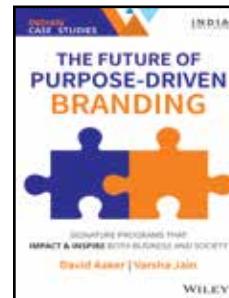
Gopal Das is an Associate Professor of Marketing at IIM Bangalore. Gopal has more than 10 years of teaching and/or research experience in Marketing and Data analytics. He has conducted several management development programmes on Research Methodology, Marketing Research, and Data Analytics using statistical packages, such as SPSS, AMOS, SAS, MINITAB, and R. He has been awarded and appreciated for his contributions to management study. He has won gold medal for the best "Outstanding Doctoral Management Student Awards (2012)" organized by AIMS International held at the IIM Bangalore.

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## The Future of Purpose-Driven Branding: Signature Programs that Impact & Inspire Both Business and Society | e | k

### Aaker, Jain

#### About the Author

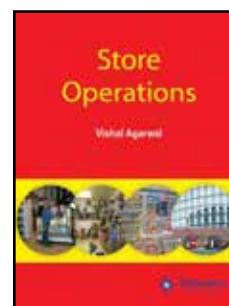
"David Aaker is the Vice-Chairman of Prophet (a global consultancy around branding, growth, and strategic transformation) and Professor Emeritus of Marketing Strategy at the Berkeley-Haas School of Business, is the winner of five career awards for contributions to the science of the theory and practice of marketing including the MIT's Buck Weaver Award and the NYAMA Marketing Hall of Fame.

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## Store Operations | e | k

### Agarwal

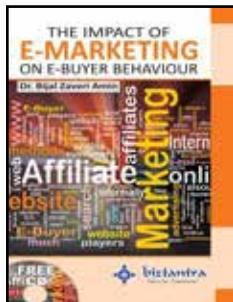
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Vishal Agarwal is Head Academics and Assistant Professor of Marketing at G L Bajaj Institute of Management and Research, Greater Noida (U. P.), having an experience of more than 10 years in teaching and Industry.

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## The Impact of E-Marketing on E-Buyer Behaviour, w/cd | e | k

**Amin**

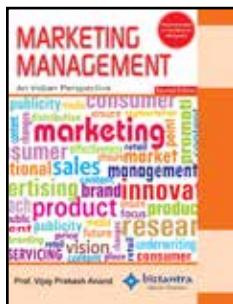
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Dr. Bijal Zaveri Amin, Director of Parul Institute of Engineering and Technology (MBA Programme). She did her Ph.D from M S University Baroda in the area of Online Marketing. She has 8 years of teaching and 1 year of Industry experience. Her research Interest includes Marketing, Advertisement, Communication and E-commerce. She has presented various papers in 25 International and National Conferences and attended various workshops.

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## Marketing Management: An Indian Perspective, 2ed | e

**Anand**

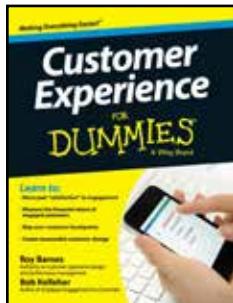
### About the Author

Prof. Vijay Prakash Anand is a management post graduate in Marketing from Symbiosis, Pune and an economics honours graduate from St. Xavier's College, Ranchi. He has more than 18 years of experience in the field of Marketing, Advertising, Corporate Communications, Academics and Research. He has taught at leading B-Schools in India like IIM Ranchi, Symbiosis, Pune, Bharti Vidyapeeth, Pune, Pune University MBA Department as a visiting faculty member and in EMPI Business School, New Delhi, NIILM Centre for Management Studies, New Delhi and IES Management College, Mumbai University, Mumbai as a full time faculty member.

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## Customer Experience for Dummies | e

**Barnes**

### About the Author

‘Roy Barnes is an acclaimed thought leader, keynote speaker, trainer and consultant. As President of Blue Space Customer Consulting, he travels worldwide to share his insights on customer engagement, strategic execution, performance management and leadership development. His consulting practice includes Fortune 500 clients in diverse industry types, including state, federal government agencies as well as large and small non-profit entities. Bob Kelleher is the founder of The Employee Engagement Group

### Description

Customer Experience for Dummies helps you listen to your customers and offers friendly, practical and easy-to-implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises. The book shows you simple and attainable ways to increase customer experience and generate sales growth, competitive advantage and profitability. You'll get the know-how to successfully optimize social media to create more loyal customers, provide feedback that keeps them coming back for more, become a trustworthy and transparent entity that receives positive reviews and so much more.

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## Social Media & Mobile Marketing: Includes Online Worksheets | IM | e | k

**Bhatia**

### About the Author

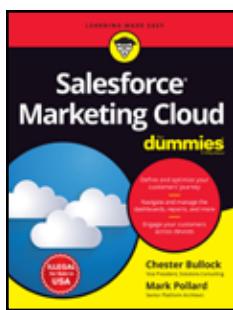
Puneet Singh Bhatia is a digital marketing professional with over 15 years of experience cited with the '100 Most Influential Marketing Tech Leaders Award' by CMO Council and World Marketing Congress in 2016 and followed-up with '100 Most Innovative Marketing Tech Leaders Award' in 2018. Social Media and Mobile Marketing is Puneet's third book in marketing.

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## Salesforce Marketing Cloud for Dummies | e

### Bullock

#### About the Author

Chester Bullock has been involved in Digital Marketing since the mid-1990's, when he built the first website for Copper Mountain Ski Resort in Colorado. A graduate of Embry-Riddle Aeronautical University, he was doing social media well before it had a name (anyone remember USENET?). He has been focused on Email Marketing and the Salesforce Marketing Cloud for the last seven years, on both the brand and agency sides of the business. He was worked with several top brands, including AAA, Bose, and Ticketmaster. Chester is based in Denver, Colorado with his wife and three children.

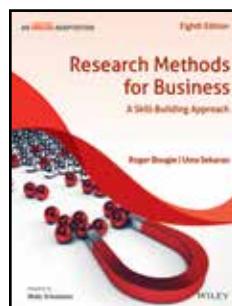
Mark Pollard has worked in some form of digital marketing for well over a decade and has a broad range of knowledge and experience. Through the strategic use of segmentation, dynamic content and automation he sees email as the perfect vehicle for achiev-

ing the objective of Right Person, Right Message, Right Time and loves that the tools to do so are constantly evolving while the number of tools in the toolbox continues to increase. Mark is Senior Platform Specialist at Trendline Interactive, where he uses his knowledge of the inner workings of ESP software to bring together the technology and data required to execute the delivery of successful email strategies.

### Description

Salesforce Marketing Cloud For Dummies will help you make the most of your investment in this exciting digital marketing suite of products. Use Salesforce Marketing Cloud to personalize your customers' journey, whether they are visiting you on the web, via their mobile device, or on Facebook. Discover how you can set-up and establish the data sets that are most important to your job function, use the robust e-mail tool for your direct marketing campaign, engage your customers on mobile devices, and use predictive intelligence to achieve optimal engagement across the customer journey.

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## Research Methods of Business 8ed: A Skill-Building Approach, An Indian Adaptation | IM | BS | e | k

### Bougle, Sekaran, Srivastava

#### About the Author

"Roger Bougie is Associate Professor at the TIAS School for Business and Society (Tilburg University, The Netherlands), where he teaches executive courses in Business Research Methods. He has received a number of teaching awards, including the Best Course Award for his course on Business Research Methods.

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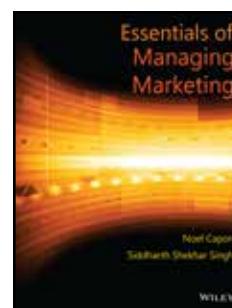
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## Essentials of Managing Marketing | k

### Capon, Singh

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## Managing Marketing: An Applied Approach | IM | e | k

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## Managing Marketing: A Concise Approach | IM | e | k

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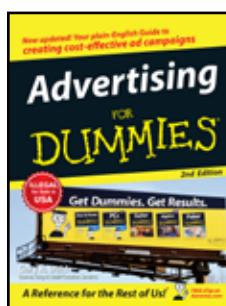
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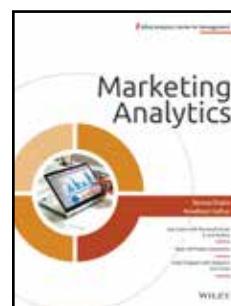
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**9789357462013 | ₹ 959**



**Marketing Analytics | IM | BS | e | k**

**Gupta**

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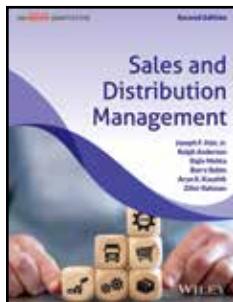
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#### Sales and Distribution Management, 2ed, An Indian Adaptation | New | IM | e | k

**Hair, Mehta, Babin, Kaushik, Rahman**

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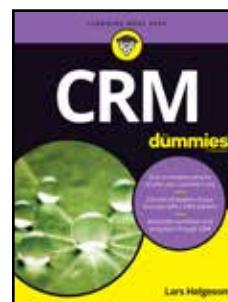
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## CRM for Dummies

**Helgeson**

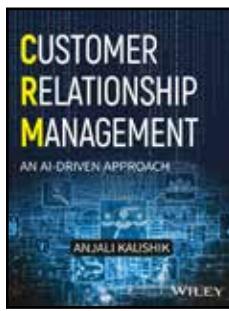
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Lars Helgeson is a sales and marketing technology pioneer. In 2011, he launched GreenRope, a CRM platform for small and mid-sized businesses worldwide. Built from scratch, GreenRope has grown to over 3,000 clients in over 40 countries without any venture capital. Lars is an active speaker for small membership organizations and conferences with hundreds of audience members.

### Description

CRM For Dummies is the small business leader's guide to managing customer interactions. Customer relationship management is a critical part of any business, and it encompasses everything from business strategy and HR to sales, marketing, events, and more. Solutions exist for businesses of any size, but how do you know which one is right for you? What features do you need? Do you have the people and processes in place to get the most out of whichever one you choose? This book is designed to help business leaders better understand effective CRM and identify the right solution for their business—but it's about much more than software; effective CRM requires appropriate team structures, intradepartmental collaboration, and process efficiency.

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## Customer Relationship Management, An AI-driven Approach | New | IM | e | k

**Kausik**

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## Digital Marketing: Strategy & Tactics | IM | e | k

**Kagan, Singh**

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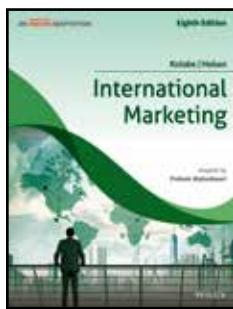
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**9789390395491 | ₹ 669**



## International Marketing 8e, An Indian Adaptation | IM | e | k

**Kotabe**

### About the Author

Masaaki Kotabe holds the Washburn Chair Professorship in International Business and Marketing at the Fox School of Business at Temple University. Prior to joining Temple University in 1998, he was Ambassador Edward Clark Centennial Endowed Fellow and Professor of Marketing and International Business at the University of Texas at Austin. Dr. Kotabe served as President of the

Academy of International Business in 2016–2017.

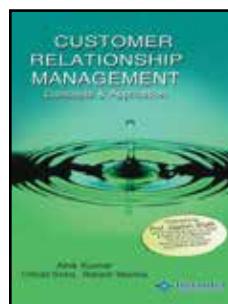
Prateek Maheshwari is an Assistant Professor of marketing at the Indian Institute of Foreign Trade (IIFT), New Delhi. A passionate teacher and mentor, Dr. Maheshwari has many years of both academic and corporate experience. He is an advocate of collaborative and experiential learning, and strongly believes that the true purpose of education is to make minds, not careers. He is constantly motivated to explore and investigate emerging research issues in the field of Marketing and General Management.

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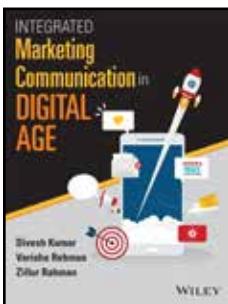
## Customer Relationship Management: Concepts & Application

**Kumar**

### Description

Bridging the chasm between theory and practice this unique book Customer Relationship Management Concepts and Application puts the evolving discipline of CRM/Relationship Marketing in a holistic perspective. The book lucidly covers in detail topics like the concept and context of CRM, types of customers, customer value, and technology of CRM, managing customer relationships, consumer research, CRM strategy, CRM measurement and HR in CRM. The text is interspersed with a profusion of cases and examples from various businesses. Service verticals covered include banking, retail, telecom, airlines and electronic media. The book helps students / practitioners and general management to gain insights into valuable customer relationships

**9788177226225 | ₹ 469**



## Integrated Marketing Communication in Digital Age | IM | e | k

**Kumar, Rehman, Rahman**

### About the Author

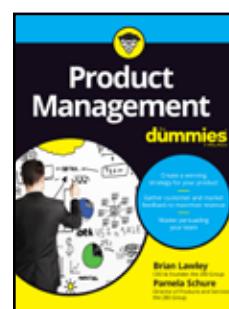
Divesh Kumar is an Associate Professor of Marketing at the Department of Management Studies, Malaviya National Institute of Technology Jaipur, India. Dr. Kumar holds a postgraduate degree in Business Administration with a specialization in marketing from Madan Mohan Malviya University of Technology, Gorakhpur India and a Ph.D. in marketing from the Indian Institute of Technology Roorkee, India.

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## Product Management for Dummies | e

**Lawley**

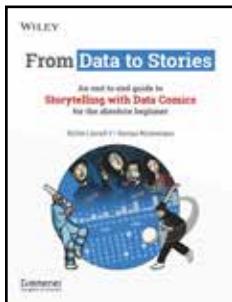
### About the Author

Brian Lawley is the CEO and Founder of the 280 Group, the world's leading Product Management Consulting and training firm. Founded in 1998 and located in the heart of Silicon Valley, the 280 Group has trained and consulted with tens of thousands of clients, helping them to dramatically improve their Product Management skills.

### Description

• Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field.

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## From Data to Stories : An end to end guide to Storytelling with Data Comics for the absolute beginner

**Lionell**

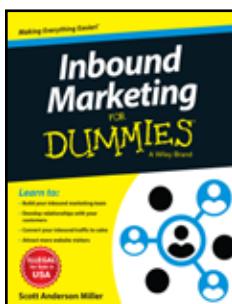
### About the Author

Richie Lionell V & Ramya Mylavaram are data storytellers at Gramener Inc pushing boundaries to tell insightful stories from data through innovative formats.

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## Inbound Marketing for Dummies | e

**Miller**

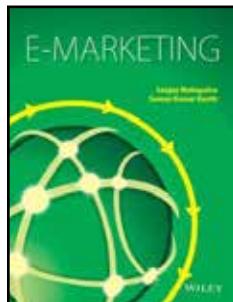
### About the Author

Anderson Miller is an entrepreneur, Inbound Marketing consultant, speaker and author. He has piloted 13 start-ups over a 25-year period. These start-ups include two successful marketing firms: Marketing Matters Inbound founded in 1996 and Evolve Digital Labs, an Inc. 500 Fastest Growing Company.

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## E-Marketing | IM | e | k

**Mohapatra**

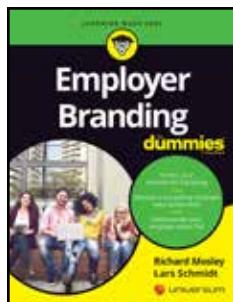
### About the Author

Dr. Sanjay Mohapatra is a Professor in Information Systems in XIMB, India. Professor Mohapatra has more than 21 years of industry experience. He has worked in various capacities in different organizations. His teaching interests are in IT Strategy and Management Information Systems and research interests are in the area of IT-enabled processes.

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**9788126542000 | ₹ 679**



## Employer Branding for Dummies

**Mosley**

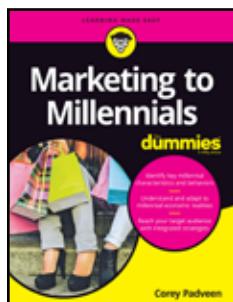
### About the Author

Richard Mosley, Universum's Global Head of Strategy, is widely recognized as a leading global authority on the subject of Employer Branding. He regularly chairs or delivers key note presentations at many of the world's leading employer brand events, including the annual HR Core Lab / Future of Recruitment event in Barcelona, LinkedIn's Talent Connect event in Europe, Glassdoor's Employer Branding Summit in San Francisco, and Shanghai's Employer Brand Summit.

### Description

Employer Branding For Dummies is the clear, no-nonsense guide to attracting and retaining top talent. Written by two of the most recognized leaders in employer brand, Richard Mosley and Lars Schmidt, this book gives you actionable advice and expert insight you need to build, scale, and measure a compelling brand. You'll learn how to research what makes your company stand out, the best ways to reach the people you need, and how to convince those people that your company is the ideal place to exercise and develop their skills. The book includes ways to identify the specific traits of your company that aligns with specific talent, and how to translate those traits into employer brand tactic that help you draw the right talent, while repelling the wrong ones.

**9788126567355 | ₹ 839**



## Marketing to Millennials for Dummies

**Padveen**

### About the Author

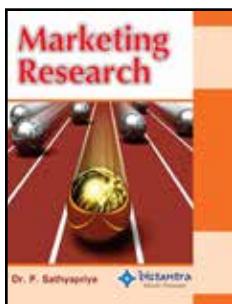
Corey Padveen is a globally-recognized leader in the field of marketing economics and data. He is the principal theorist behind the concepts of Social Equity and ResponsiveBranding, and has presented his findings, research and insights to audiences on three continents. Corey is Google AdWords and Analytics Certified and a Partner at t2 Marketing International.

### Description

- Millennials make up the largest and most valuable market of consumers in the United States—but until you understand how to successfully market to them, you may as well kiss their colossal spending power away! Packed with powerful data, research, and case studies across a variety of industries, Marketing to Millennials For Dummies gives you a fail-proof road map for winning over this coveted crowd. Millennials are projected to

have \$200 billion buying power by 2017, and \$10 trillion over their lifetimes — and yet industries across the board are struggling to garner their attention.

**9788126569175 | ₹ 539**



## Marketing Research | e

### Sathyapriya

#### About the Author

Dr. P. Sathyapriya, currently the Director of Sri Sri Academy has more than a decade experience in handling marketing research problems for industries and in class room. She has worked as professor in Marketing and Strategy in IBS Hyderabad and Professor in Marketing at Alliance University, Bangalore.

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**9789351197751 | ₹ 449**



## Export and Import Management: Text and Cases, 2ed | BS | e | k

### Singh

#### About the Author

Dr Ram Singh is Professor and Head (MDPs) at IIFT with over 20 years of teaching experience. His academic qualifications include BCom, MBA, PhD, UGC-NET Qualified, PGDIBO and Certificate in Managing Global Governance from the German Development Institute, Bonn, Germany. He also holds a Master Certificate in SCM and Logistics from Michigan State University, USA.

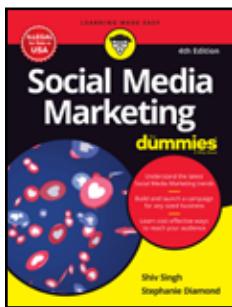
He specializes in both training and research in areas such as EXIM procedure, trade policy and trade logistics.

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## Social Media Marketing for Dummies, 4ed | e

**Singh**

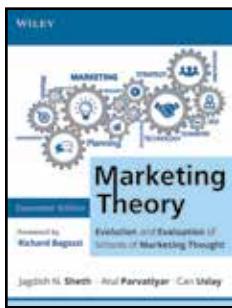
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### Description

• Social Media Marketing For Dummies, 4th Edition presents the essence of planning, launching, managing, and assessing a social marketing campaign in an economic 350-page guide - perfect for time-pressed marketers. This edition brings the existing content up to date for 2019 and adds new content as well.

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## Marketing Theory | e | k

**Sheth**

### About the Author

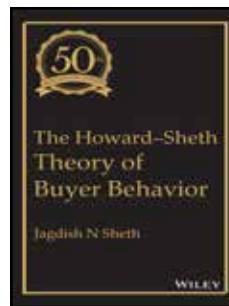
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## The Howard-Sheth Theory of Buyer Behavior | k

**Sheth**

### About the Author

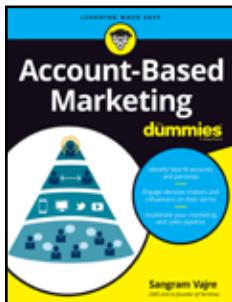
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## Account-Based Marketing for Dummies | e

### Vajre

#### About the Author

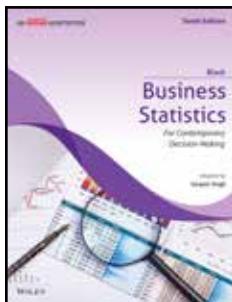
Sangram Vajre, co-founder and CMO of Terminus, is a passionate Marketing geek at heart and loves to solve problems, both analytically and creatively. In today's marketing world, when companies need to rapidly adapt to changing buyer-centric communication, Sangram finds comfort in all things technology to keep pace with this challenge. Over the years, Sangram has amassed invaluable experience from his exposure to startups, consulting and global companies.

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## OPERATIONS MANAGEMENT



## Business Statistics 10ed: For Contemporary Decision Making, An Indian Adaptation | IM | BS | e | k

### Black, Singh

#### About the Author

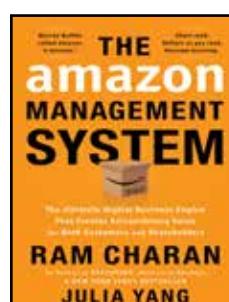
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## The Amazon Management System

### Charan

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from Harvard Business School, where he graduated with high distinction and taught as a faculty member.

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### Successful Product Design and Management Toolkit | e | k

**Fradin**

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David Fradin has experience in building successful products since 1969, at organizations including HP as well as Apple. He heads a professional development company specializing in building insanely great products, and has trained thousands of managers throughout the world based on his experience at Hewlett-Packard, Apple and across 75 products and services and eleven startups.

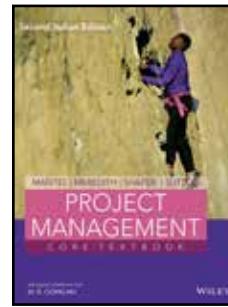
His vast experience encompasses areas of product management, product marketing management, product engineering management, product support management and consulting.

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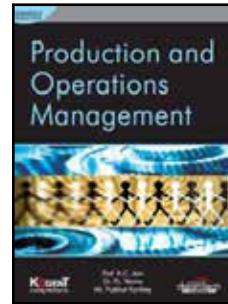
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### Production and Operations Management | e | k

**Jain**

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## Quality Control | e | k

### Kulkarni

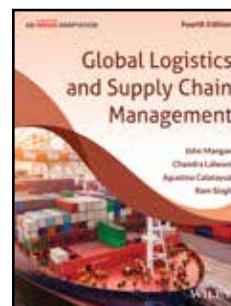
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## Global Logistics and Supply Chain Management, 4ed, An Indian Adaptation | IM | e | k

### Mangan, Singh

#### About the Author

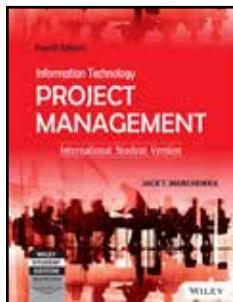
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## Information Technology Project Management, 4ed, ISV | IM | e

**Marchewka**

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## Project Management, 11ed, An Indian Adaptation | IM | BS | e | k

**Meredith, Scott M. Shafer, Anbanandam**

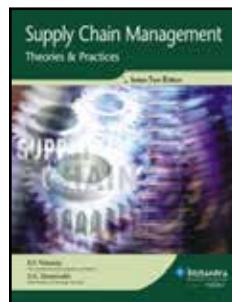
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Jack R. Meredith, Broyhill Distinguished Scholar and Chair in Operations, Emeritus Wake Forest University Ramesh Anbanandam, Associate Professor, Department of Management Studies, Indian Institute of Technology Roorkee

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## Supply Chain Management (Theories & Practices)

**Mohanty**

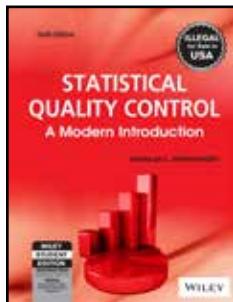
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Prof. Mohanty is currently the Vice President (Manpower & Training) at the Associated Cement Companies Ltd., Mumbai. He holds a Ph.D in Management.

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## Statistical Quality Control: A Modern Introduction, 6ed | IM

**Montgomery**

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## Operations Research | IM | e | k

**Mote**

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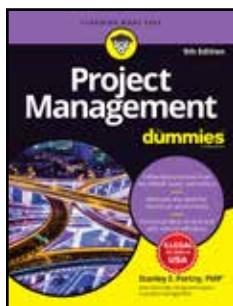
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## Project Management for Dummies, 5ed

**Portny**

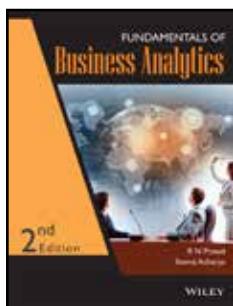
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Stanley Portny, BSEE, MSEE, EE, an internationally recognized expert in project management and project leadership. Portny is a leading project management consultant, trainer, training developer, and author. During the past 30 years, Portny has provided training and consultation to more than 150 public and private organizations in the fields of finance, pharmaceuticals, consumer products, information technology, insurance, telecommunications, defense and health care. He has developed and conducted training programs for over 50,000 management and staff personnel in engineering, sales and marketing, research and development, information systems, manufacturing, operations and support areas.

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## Fundamentals of Business Analytics, 2ed, w/cd | IM | BS | e | k

**Prasad**

### About the Author

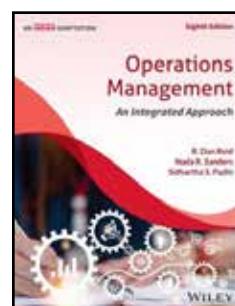
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## Operations Management: An Integrated Approach, 8ed, An Indian Adaptation | New | IM | BS | e | k

**Reid, Sanders, Padhi**

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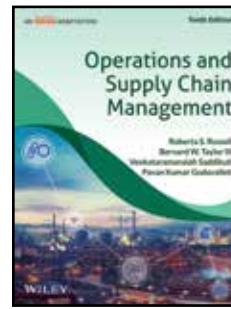
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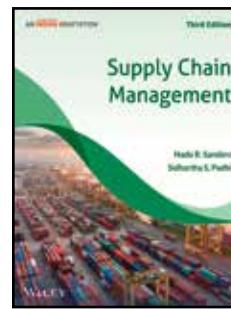
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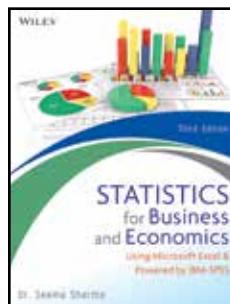
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## Statistics for Business and Economics : Using Microsoft Excel & Powered by IBM-SPSS, 3ed | e

**Sharma**

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## Supply Chain Analytics | IM | BS | e | k

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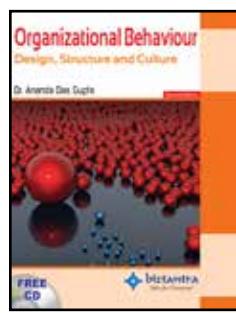
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## ORGANIZATIONAL BEHAVIOUR



### Organizational Behaviour: Design, Structure and Culture, 2ed, w/CD | eGupta

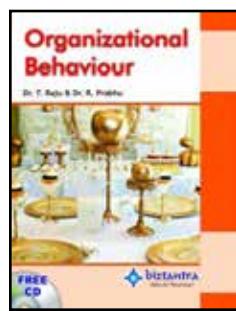
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## Organizational Behavior, 13ed, An Indian Adaptation | IM | e | k

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## Contemporary Organizational Behavior | e

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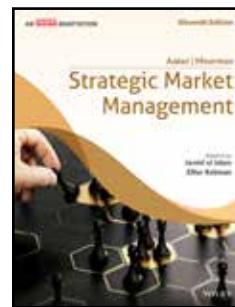
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## STRATEGIC MANAGEMENT

### Strategic Market Management, 11ed, An Indian Adaptation | IM | e | k



**Aaker, Islam**

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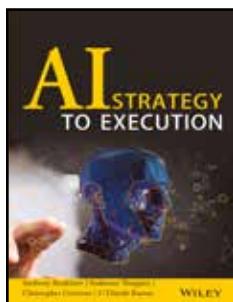
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## AI Strategy to Execution | e

**Bradshaw, Kumar**

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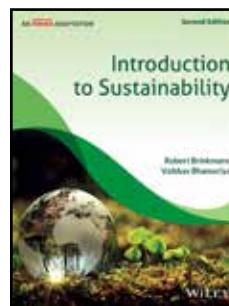
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## Introduction to Sustainability, 2ed, An Indian Adaptation | e | k

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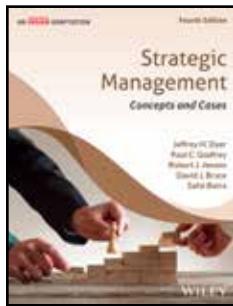


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## Strategic Management, 4ed: Concepts and Cases, An Indian Adaptation | IM | e | k

### Dyer, Batra

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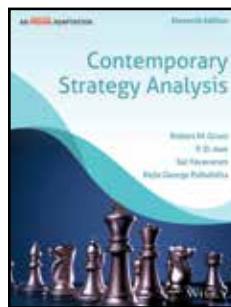
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## Contemporary Strategy Analysis, 11ed, An Indian Adaptation | IM | BS | e | k

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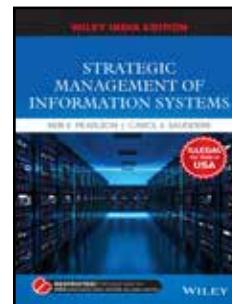
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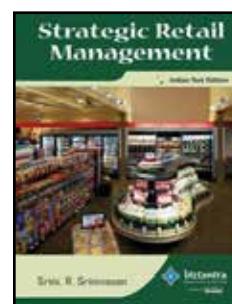
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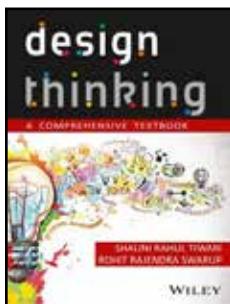
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## FINANCE

### Credit Risk Analytics with R | IM | e

Arora

#### About the Author

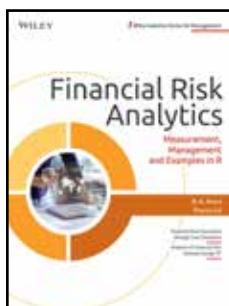
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## Financial Risk Analytics: Measurement, Management and Examples in R | IM | e | k

**Arora**

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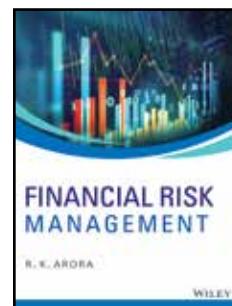
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## Financial Risk Management | IM |

**Arora**

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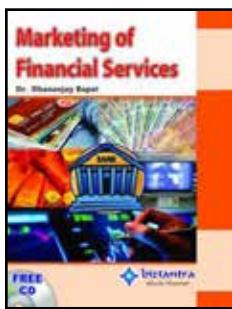
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## Marketing of Financial Services, w/cd | e

### Bapat

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## Accounting and Finance for Non-Finance Managers | IM | e | k

### Batra

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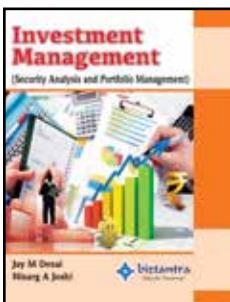
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## Investment Management (Security Analysis and Portfolio Management)

**Desai**

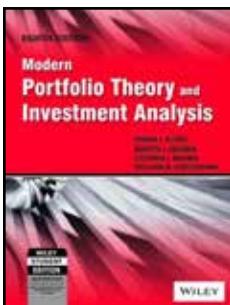
### About the Author

Prof. Jay Mahesh Desai served as Professor & Head, Department of Management Studies, Ahmedabad Institute of Technology. Presently, he is teaching at Shri Chimanbhai Patel Institute of Management & Research, Ahmedabad. During his tenure with industry, he was employed in the areas of equity and economic research.

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## Modern Portfolio Theory and Investment Analysis, 8ed | IM | e

**Elton**

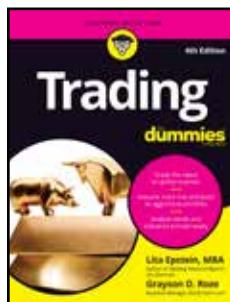
### About the Author

Edwin J. Elton is Nomura Professor of Finance at the Stern School of Business of New York University. He has authored or coauthored eight books and more than 110 journal articles. He has been coeditor of the Journal of Finance. Professor Elton has been a member of the board of directors of the American Finance Association and an Associate Editor of Management Science. Professor Elton has served as a consultant for many major financial institutions. A compendium of articles by Professor Elton and Professor Gruber has recently been published in two volumes by MIT press. Professor Elton is a past president of the American Finance Association, a fellow of that association, a recipient of distinguished research award by the Eastern Finance Association and a recipient of the James Vertin award from the Financial Analyst Association.

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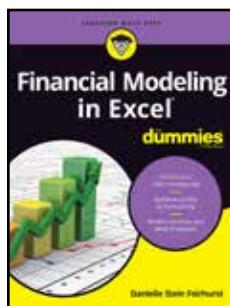
## Trading for Dummies, 4ed | e

**Epstein**

### Description

Taking the stress out of the stock market, this no-nonsense guide walks you through all the steps to trade with authority—and takes your portfolio to exciting new heights. Whether you're an investor looking for a clear guide to successfully trading stocks in any type of market, or an investor who has experience trading and are looking for new, proven methods to enhance the profitability of investments, you'll find a proven system for eliminating doubt, decreasing risk, and, ultimately, increasing return.

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## Financial Modeling in Excel for Dummies | e

**Fairhurst**

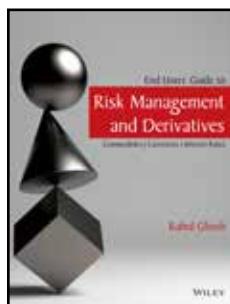
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## End Users' Guide to Risk Management and Derivatives | e | k

**Ghosh**

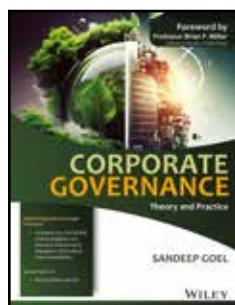
### About the Author

Rahul Ghosh is a Risk Management professional of over two decades. He has advised more than 100 business firms and dozen banks on derivatives and risk management. These assignments included a large number derivative disputes between counterparties, involving complex and structured products. He also headed the Risk Management team of derivatives exchange NCDEX in India. Rahul has served on the Board of a listed IT Company as an independent member. His two areas of special interest are Risk Management Policies and Valuation of Derivative Contracts. He speaks extensively and has done over 50 training programmes and several speaking engagements on risk management and derivatives.

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## Corporate Governance: Theory and Practice | IM | e | k

### Goel

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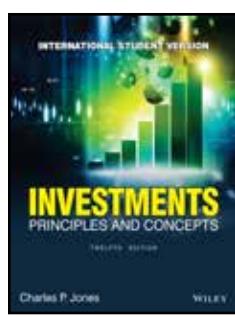
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## Investments, 12ed, ISV: Principles and Concepts | IM | e

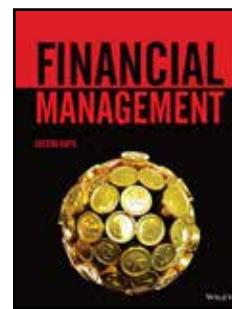
**Jones**

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## Financial Management, w/cd | IM |

**Kapil**

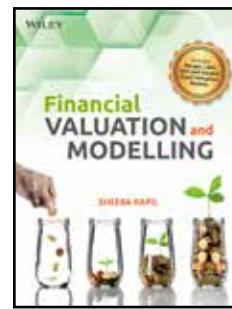
### About the Author

Dr. Sheeba Kapil has authored several books on Corporate Finance and published research papers dealing with Corporate Finance, Investment Analysis, Financial Instrument and Structured Investment Vehicles, and M&A Determinants and Firm Performance in various international and national journals of repute. She has developed several case studies, models, and simulation exercises that are actively used in classroom teaching. She is also actively involved in consulting activities, executive education and executive training and management development programs for various organizations.

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## Financial Valuation and Modelling |

**Kapil**

### About the Author

Dr. Sheeba Kapil has authored several books on Corporate Finance and published research papers dealing with Corporate Finance, Investment Analysis, Financial Instrument and Structured Investment Vehicles, and M&A Determinants and Firm Performance in various international and national journals of repute. She has developed several case studies, models, and simulation exercises that are actively used in classroom teaching. She is also actively involved in consulting activities, executive education and executive training and management development programs for various organizations.

### Description

The book takes the readers through the various underlying concepts, methodologies, Excel-based valuation models, and simulation models to better understand the valuation concepts. The book contains tables, graphs, illustrations, real business cases, and Excel

models to understand valuation across assets and investment decisions. With simple and lucid language and excellent presentation, this book would be immensely useful for MBA (Finance) students, chartered accountants

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## Mergers and Acquisitions: Valuation, Leveraged Buyouts and Financing, 2ed | IM | BS | e | k

**Kapil**

### About the Author

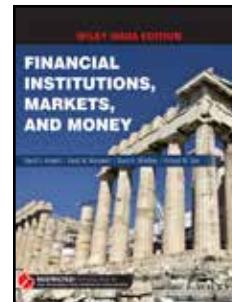
Dr. Sheeba Kapil has authored several books on Corporate Finance and published research papers dealing with Corporate Finance, Investment Analysis, Financial Instrument and Structured Investment Vehicles, and M&A Determinants and Firm Performance in various international and national journals of repute. She has developed several case studies, models, and simulation exercises that are actively used in classroom teaching. She is also actively involved in consulting activities, executive education and executive training and management development programs for various organizations.

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## Financial Institutions, Markets and Money | e

**Kidwell**

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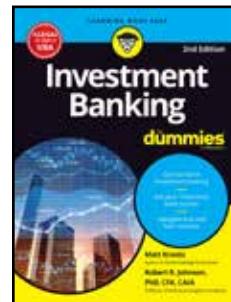
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## Investment Banking for Dummies, 2ed | e

### Krantz

#### About the Author

Matt Krantz is a nationally known financial journalist who specializes on investing topics. He has been with USA TODAY since 1999, where he covers financial markets and Wall Street, concentrating on developments affecting individual investors. In addition to covering markets for the print edition of USA TODAY, Matt writes a daily online investing column called "Ask Matt."

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## Financial Analytics | IM | e | k

### Mohanty

#### About the Author

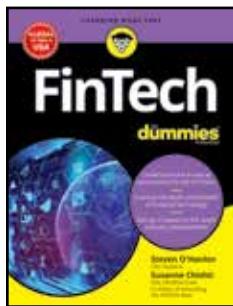
Pitabas Mohanty, Professor of Finance, XLRI, Jamshedpur, India

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## FinTech for Dummies | e

O'Hanlon

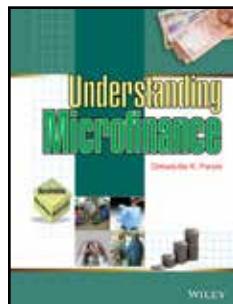
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## Understanding Microfinance | e | k

### Panda

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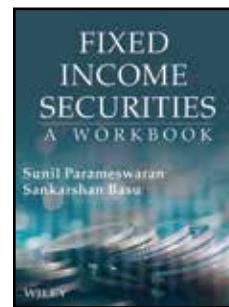
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## Fixed Income Securities | e | k

### Parameswaran

#### About the Author

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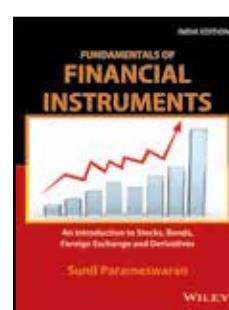
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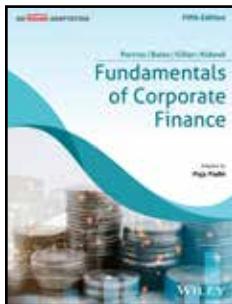
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## Fundamentals of Financial Instruments | e

### Parameswaran



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## Fundamentals of Corporate Finance, 5ed, An Indian Adaptation

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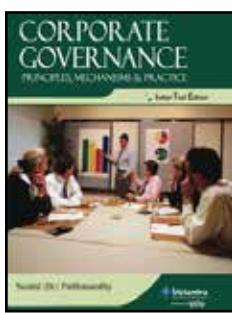
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## Corporate Governance: Principles, Mechanisms & Practice | e | k

**Parthasarathy**

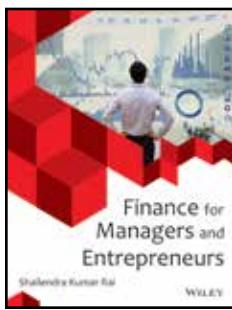
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## Finance for Managers and Entrepreneurs | e | k

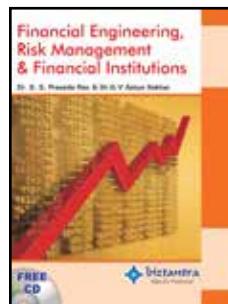
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## Financial Engineering, Risk Management & Financial Institutions, w/CD | e

**Rao**

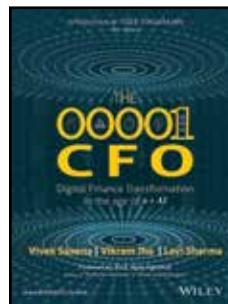
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## The 00001 CFO: Digital Finance Transformation in the age of x + AI | e | k

**Saxena**

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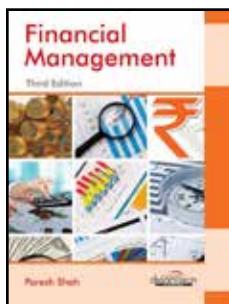
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## Financial Management, 3ed | e

**Shah**

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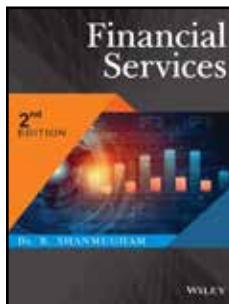
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## Financial Services, 2ed | e | k

**Shanmugham**

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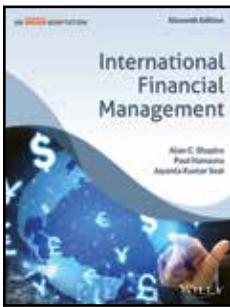
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## International Financial Management, 11ed, An Indian Adaptation | e | k

**Shapiro, Hanouna, Seal**

### About the Author

Alan C. Shapiro, Ivadelle and Theodore Johnson, Professorship in Banking & Finance

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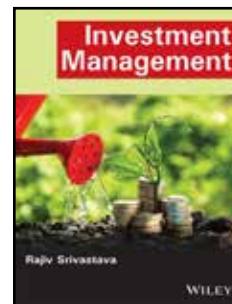
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## Investment Management | IM | e | k

**Srivastava**

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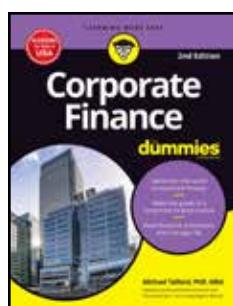
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## Corporate Finance for Dummies, 2ed

**Taillard**

### About the Author

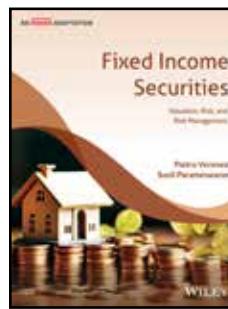
Michael Taillard is an economic consultant and professor of finance. His financial experience ranges from nonprofits to large corporations and even to small business owners. He is the author of the previous edition of *Corporate Finance For Dummies*, and many other publications. In his free time, Michael enjoys kayaking!

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## Fixed Income Securities : Valuation, Risk, and Risk Management, An Indian Adaptation | IM

**Veronesi, Parameswaran**

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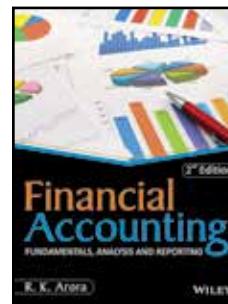
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## ACCOUNTING



### Financial Accounting : Fundamentals, Analysis and Reporting | IM | BS | e | k

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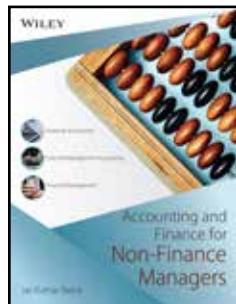
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## Accounting and Finance for Non-Finance Managers | IM | e | k

**Batra**

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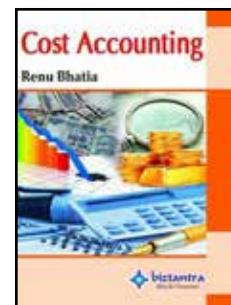
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## Cost Accounting | e

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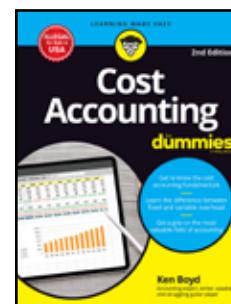
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## Cost Accounting for Dummies, 2ed

### Boyd

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## Tally.ERP 9 with GST in Simple Steps

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### About the Author

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## Cost Accounting with Integrated Data Analytics, An Indian Adaptation | New | IM | e | k

**Farmer, Fredin, Baag**

### About the Author

Karen Congo Farmer Raised on a farm in southwestern Ontario, Canada, I learned from an early age the value of hospitality, music, seasons, finishing a job, and telling a good story. McMaster University introduced me

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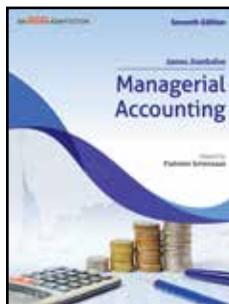


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## Managerial Accounting, 7ed, An Indian Adaptation | IM | BS | e | k

**Jiambalvo, Srinivasan**

### About the Author

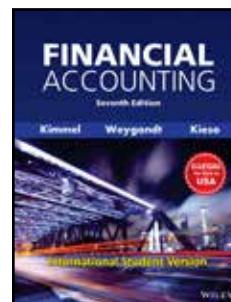
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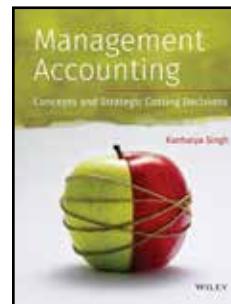
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## Management Accounting: Concepts and Strategic Costing Decision | IM | e | k

**Singh**

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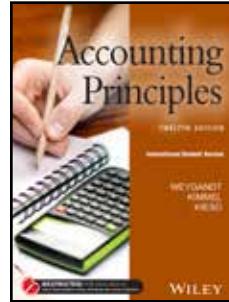
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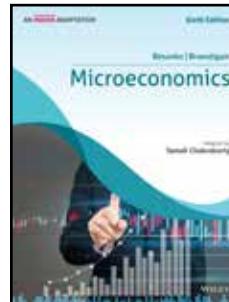
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## ECONOMICS



## Microeconomics, 6ed, An Indian Adaptation | IM | e | k

### Besanko, Chakraborty

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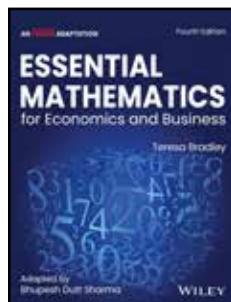
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## Essential Mathematics for Economics and Business, 4ed , An Indian Adaptation | New

**Bradley**

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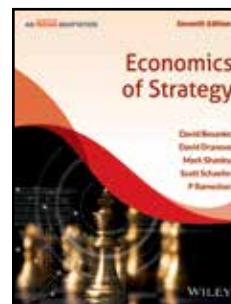
Teresa Bradley, Former Lecturer, Mathematics, Statistics and Quality, Limerick Institute of Technology, Ireland

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## Economics of Strategy, 7ed, An Indian Adaptation | IM | e | k

**Dranove, Besanko, Rameshan**

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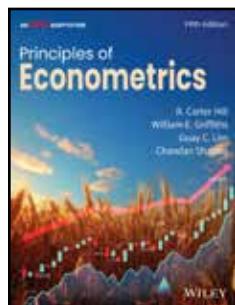
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## Principles of Econometrics, 5ed, An Indian Adaptation | New | IM | e | k

**Hill, Griffiths, Lim, Sharma**

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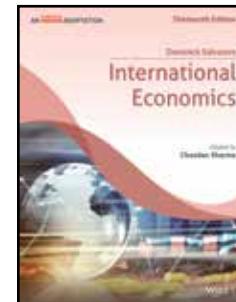
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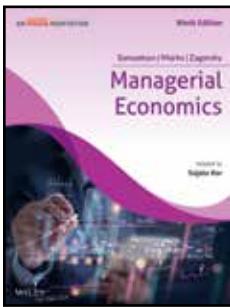
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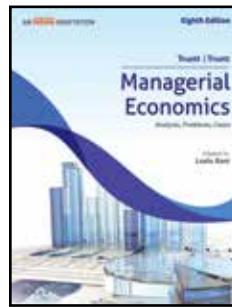
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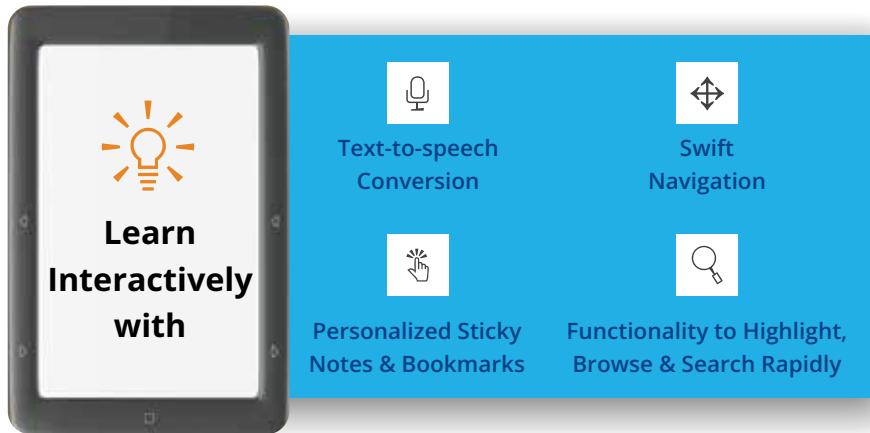
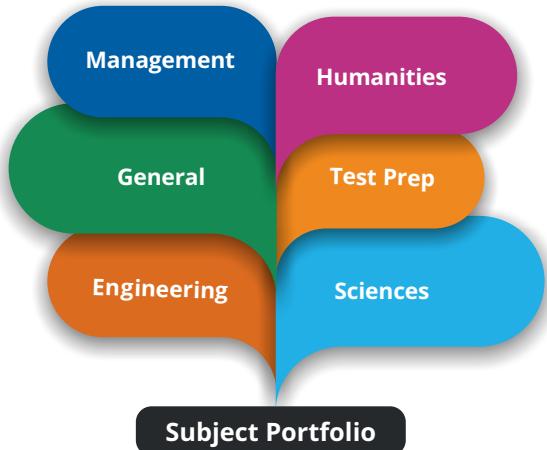
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