

Ratan Tata Library
List of Documents Acquired
01/12/2024 to 18/03/2025

Printed On: 18/03/2025 11:48 AM

Sl No	Accession No	Bibliographic Details
Commerce		
1.	01528285	KELLEY Larry D. / Advertising account planning: Planning and managing strategic communication campaigns.London Routledge
2.	01528286	CHAFFEY Dave; SMITH P.R. / Digital marketing excellence.London Routledge
3.	01528287	GARN Wolfgang / Data analytics for business.London Routledge
4.	01528299	BOURNE Mike; BOURNE Pippa / Concise introduction to performance management.Cheltenham Edward Elgar
5.	01528300	VANCE Charles M. / Managing a global workforce.New York Routledge
6.	01528301	KARS-UNLUOGLU Selen / Unleadership: The remarkable power of unremarkable acts.Berlin De Gruyter
7.	01528315	SMITH Andrew / Consumer behavior and analytics.London Routledge
8.	01528316	ALSEM Karel Jan / Strategic marketing planning: A step-by-step approach.London Routledge
9.	01528317	MACLARAN Pauline / Gendered marketing.Cheltenham Edward Elgar
10.	01528321	MOGAJI Emmanuel / Digital consumer management understanding and managing consumer engagement in the digital environment.London Routledge
11.	01528325	SOLOMON Gustav / Digital entrepreneurship.New York Larsen and Keller
12.	01528326	JAISWAL G.C.R. / International finance.New York Larsen and Keller
13.	01528327	GALLAGHER Sean / Research methodology for commerce and management.London ED-Tech Press
14.	01528328	GORDON Eric / Research advances in business and management.Wilmington American Academic Publisher
15.	01528329	LYNCH Shelley / Logistics engineering and management.New York Willford Press
16.	01528330	HURLEY Brian / Sustainable strategies for business and economic development in the 21st century.New York Willford Press
17.	01528331	FLOYD Telsa / Business statistics.New York Larsen and Keller
18.	01528332	HOPPE Mitch / Artificial intelligence: Concepts, tools and techniques.New York Murphy and Moore
19.	01528336	ABDEY James / Business analytics: Applied modelling and prediction.London Sage

SI No	Accession No	Bibliographic Details
20.	01528339	FARKAS Dan; GEIER Rebecca / Strategic content marketing: creating effective content in practice.London Routledge
21.	01528340	PARSONS Elizabeth / Contemporary issues in marketing and consumer behaviour.London Routledge
22.	01528341	WILKINSON Preston / Theories and policies of macroeconomics.Wilmington American Academic Publisher
23.	01528344	RICHARDSON Neil / Sustainable marketing planning.London Routledge
24.	01528387	JONES Bryce / Corporate responsibility and sustainable development: An integrated perspective.New York N Y Research Press
25.	01528388	MASON Jamie / Sustainable business models: Innovation, implementation and success.New York Clanrye International
26.	01528389	TAYLOR Julia / Sustainability accounting and management.New York Willford Press
27.	01528407	GALLAGHER Sean / Research methodology for commerce and management.London ED-Tech Press
28.	01528408	BRIDGE Alan / Career as a celebrity manager.New York States Academic Press
29.	01528409	TURNER Parker / Industry 4.0 in SMEs across the globe: Challenges and opportunities.New York Clanrye International
30.	01528410	HART Marcus / Social media management: A complete guide.New York Murphy & Moore
31.	01528411	GILSON Paulo / Technology application in the tourism and hospitality industry.New York Willford Press
32.	01528415	BORSELLA Ralph / E-Business: A global scenario.New Jersey Clanrye International
33.	01585183	SINGH C; KHATRI Aditi / Principles and practices of management and organizational behaviour.London Routledge
34.	01585184	RAO T.V; KHANDELWAL Anil K. / HRD,OD, and institution building: essays in memory of Udai Pareek.New Delhi Atlantic Publishers and Distributors
35.	01585185,01585186	AGGARWAL Ashita; COMMURI Suraj / Brands and branding: Strategy to build and nurture brands.London Routledge
36.	01585194-98	MISHRA Anubhav; VIJAY Tata Sai / Integrated advertising, promotion, and marketing: Communicating in a digital world.London Routledge
37.	01585199,01585200	KANDAMPULLY; SOLNET J / Service management and marketing principles: Competing in the service economy.London Routledge
38.	01585280,01585281	MUTHUSWAMY B.S. / Swamy hndbook 2025(english & Hindi).New Delhi Swamy Publishers