

New Arrival of Books (November 1-30, 2019)

IIM Jammu Library

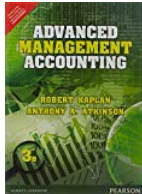


भारतीय प्रबंध संस्थान जम्मू
Indian Institute of Management Jammu

Advanced management accounting. – 3rd ed. / Kaplan, Robert | Atkinson, Anthony A. - Noida: Pearson, 2018

Call No- 658.1511 KAP

Accn. No.: 2152; 2153



This text provides leading-edge treatment of innovative management accounting issues used by major companies throughout the world. Takes a systematic management-oriented approach to advanced management topics. Each chapter is accompanied by cases to illustrate the concepts discussed. Suitable for upper level advanced management or cost accounting.

Advanced strategic management: a multi-perspective approach. – 3rd ed. / Jenkins, Mark | Ambrosini, Veronique | Collier, Nardine. – New York: Palgrave, 2016

Call No- 658.4012 ADV

Accn. No.: 2237



This book builds on prior knowledge of strategic decision making and is intended to compliment general strategy texts by providing an 'umbrella view' of the multi-dimensional nature of strategic management. Featuring expert contributions, the discussion of each perspective is enhanced by empirical case examples.

AI for marketing and product innovation: powerful new tools for predicting trends, connecting with costumers and closing sales. / Pradeep, A K | Appel, Andrew | Sthanunathan, Stan. – New Jersey: Wiley, 2019

Call No- 006.3 PRA

Accn. No.: 2222



This book offers creatives and marketing professionals a non-tech guide to artificial intelligence (AI) and machine learning (ML)—twin technologies that stand poised to revolutionize the way we sell. The future is here, and we are in the thick of it; AI and ML are already in our lives every day, whether we know it or not. This book helps you lean into the curve and take advantage of AI's unparalleled and rapidly expanding power. More than a simple primer on the technology, this book goes beyond the “what” to show you the “how”: How do we use AI and ML in ways that speak to the human spirit? How to we translate cold technological innovation into creative tools that forge deep human connections? This book shows you the ins and outs of these ground-breaking technological tools.

Auditing and assurance. – 2nd ed. / Basu, Sanjib Kumar. - Noida: Pearson, 2015

Call No- 657.45 BAS

Accn. No.: 2092; 2093



This book explains the concepts, principles and techniques of auditing with a detailed presentation of their applications in real-life situations. This book also emphasises on the modern techniques of auditing while retaining the basic concepts and principles. With its simple and lucid language, this student-friendly and syllabi-oriented book covers recent development in the legal and regulatory framework governing the auditing work in India.

Beyond strategy: the impact of next generation companies. / Andersen, Micheal Moesgaard | Poulfelt, Flemming. – New York: Routledge, 2014

Call No- 658.4012 AND

Accn. No.: 2221

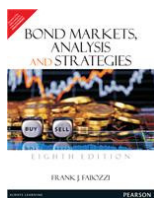


Companies adhering to disruptive business models are seen to be more agile and to possess a higher degree of actionability. Such next generation companies are labelled black swans. This book delves into the inner workings of such black swans as Apple, Aravind, Emirates, Huawei, Natura, Ryanair and Tata and addresses the rise and fall of Nokia. It provides explosive evidence of black swan companies working against the norms to enter uncharted waters, determined not to adhere to the best practice of others, but rather to create a genuine next generation practice.

Bond markets, analysis and strategies. – 8th ed. / Fabozzi, Frank J. - Noida: Pearson, 2019

Call No- 332.6323 FAB

Accn. No.: 2172; 2173

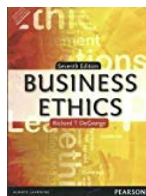


An applied approach to understanding bond markets. Through its applied approach this book prepares students to analyse the bond market and manage bond portfolios without getting bogged down in the theory. This book has been streamlined and updated with new content, and features.

Business ethics. - 7th ed. / DeGeorge, Richard T. - Noida: Pearson, 2015

Call No- 174.4 DeG

Accn. No.: 2104; 2105

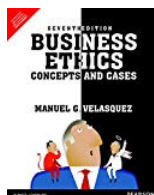


This systematic, integrated investigation of the field of business ethics is presented from an informed philosophical point of view. This interesting, comprehensive book about business ethics argues that ethics is the 'glue' as well as the oil that makes successful business possible, addressing the full gamut of issues: from such macro considerations as the moral system of economic system to such micro issues as proper computer use by employees. It allows the reader to see the whole range of issues in business ethics rather than just selected topics. Its focus on internationalization and globalization is important, as it relates facts about this dynamic, growing aspect of corporate business. This book not only covers ethics, it also includes such topics as: management, production, marketing, finance, workers' rights, and environmental issues; it enables readers to see how all of the issues presented are interrelated.

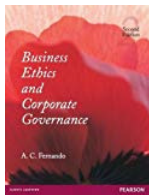
Business ethics. – 7th ed. / Velasquez, Manuel g. - Noida: Pearson, 2017

Call No- 174.4 VEL

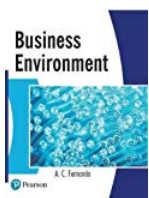
Accn. No.: 2178; 2179



This book is accessible in style and lucid in explanations of complex theories and concepts. This text has been revised to reflect the changes in technologies, organizational forms, and managerial practices. It incorporates several valuable and exciting pedagogical devices to increase student's engagement and improve their performance. New cases in the Indian context has also been included like The Maggi Fiasco for Nestle, Gaining Business and Market Edge—the Britannia Way, caring for the Needy in Difficult Times—Ethical Dilemma, Job Discrimination—an Ugly Side of Professionalism, Rewarding Ethical Employees etc.

Business ethics and corporate governance. – 2nd ed. / Fernando A C. - Noida: Pearson, 2019**Call No- 174.4 FER****Accn. No.: 2180; 2181**

This book offers a comprehensive coverage of the theories of business ethics and corporate governance. This book emphasizes the importance of ethical principles in overcoming ethical dilemmas in the highly dynamic business world of today. It also provides a detailed explanation of the corporate governance mechanism, its constituents and its implementation in India and abroad. Numerous real-life examples and case studies presented in this book.

Business environment / Fernando, A C. - Noida: Pearson, 2019**Call No- 338.7 FER****Accn. No.: 2150; 2151**

In this book author has integrated the concepts with real-world situations and the most recent data to help students grasp complex economic concepts, a clear understanding of which is required to comprehend the various facets of business environment. He adopts a jargon-free style and presents the subject matter logically, from elementary to complex concepts to engage the student completely. Divided into eight parts comprising fifty chapters, the book has been designed to be of particular use to students who are not familiar with the concepts of economics.

Business law. – 3rd ed. / Sheth, Tejpal. - Noida: Pearson, 2019**Call No- 346.07 SHE****Accn. No.: 2114; 2115**

This book covers almost all essential topics of business law. All the concepts have been well discussed with the help of necessary examples, case studies and landmark judgements. The book is supported with interpretations, explanations and illustrations to help the learners understand provisions in a better way. The subject covered widely and in a lucid way without compromising on technical details.

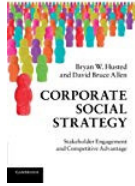
Concepts and practice of mathematical finance. – 2nd ed. / Joshi, Mark S. – UK: Cambridge University Press, 2011**Call No- 519 JOS****Accn. No.: 2234**

An ideal introduction for those starting out as practitioners of mathematical finance, this book provides a clear understanding of the intuition behind derivatives pricing, how models are implemented, and how they are used and adapted in practice. Strengths and weaknesses of different models, e.g. Black-Scholes, stochastic volatility, jump-diffusion and variance gamma, are examined. Both the theory and the implementation of the industry-standard LIBOR market model are considered in detail. Each pricing problem is approached using multiple techniques including the well-known PDE and martingale approaches. This book contains many more worked examples and over 200 exercises with detailed solutions. Extensive appendices provide a guide to jargon, a recap of the elements of probability theory, and a collection of computer projects.

Corporate social strategy: stakeholder engagement and competitive advantage. / Husted, Bryan W | Allen, David Bruce. - Cambridge: Cambridge University Press, 2011

Call No- 658.408 HUS

Accn. No.: 2232



The demand for corporate social responsibility (CSR) is directed mainly at top management in multinational corporations who are reminded that, in addition to helping to make the world a better place, their commitment to social action will be rewarded by lasting customer loyalty and profits. But is it true that firms that engage in social action will be rewarded with a good name, competitive advantage, superior profits and corporate sustainability? What if it is true for some firms and not for others? This book addresses these and other questions by explaining the how and why of creating value and competitive advantage through corporate social action.

Cost accounting. / Rajasekaran V | Lalitha R. - Noida: Pearson, 2018

Call No- 657.42 RAJ

Accn. No.: 2128; 2129

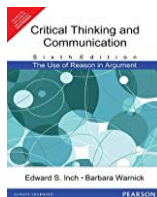


This book covers the theory of accounting principles as well as the treatment is a lucid style to enable students to understand concept with ease. For each accounting principle, a separate model sum is provided and solved step by step. Since the aim of this book is to make it student friendly there therefore most of the accounting items are worked out and shown with asterisk marks to which the ledger accounts should be taken into consideration.

Critical thinking and communication: the use of reason in argument. – 6th ed. / Inch, Edward S | Warnick, Barbara. - Noida: Pearson, 2011

Call No-658.45 INC

Accn. No.: 2190; 2191

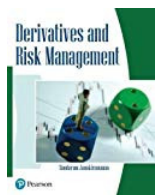


This book encourages students to develop skills in both constructing and refuting arguments in a variety of contexts from informal conversations to structured debates. Through exercises and examples, students learn how to create arguments, developed extended cases, and how to critically understand and interpret them. It continues to help students conceptualize argumentation in the larger framework of verbal and written communication, from public speaking and debating to interpersonal, intercultural, and small group communication.

Derivatives and risk management. / Janakiramanan, Sundaram. - Noida: Pearson, 2018

Call No- 658.155 JAN

Accn. No.: 2144; 2145

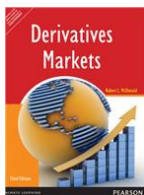


This book provides readers with a thorough knowledge of the functions of derivatives and the many risks associated with their use. Besides discussing the derivative instruments available in India, the book concentrates on four types of derivatives—forward contracts, futures contracts, swap contracts and options contracts. It is targeted at postgraduate students of commerce, finance and management, and blends theory, problems and cases to introduce the basic concepts in a lucid, engaging manner. It will also be of use to fund managers, risk-management specialists, treasury managers, students taking the CFA examinations and anyone who wants to understand the derivatives market in India.

Derivative markets. – 3rd ed. / McDonald, Robert L. - Noida: Pearson, 2014

Call No- 332.6457 McD

Accn. No.: 2200; 2201

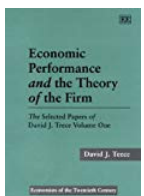


This book has an accessible mathematical presentation, and more importantly, helps students gain intuition by linking theories and concepts together with an engaging narrative that emphasizes the core economic principles underlying the pricing and uses of derivatives. It has been updated to include new data and examples throughout.

Economic performance and the theory of the firm: the selected papers of David J Teece volume one. / Teece, David J. - UK: Edward Elgar, 1998

Call No- 338 TEE

Accn. No.: 2231

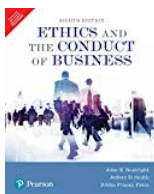


These papers by Teece cover the theory of the firm and its implications for economic performance, as they concern managers and policymakers. Key topics addressed include: the nature of the firm and dynamic capabilities; diversification and vertical integration; and joint ventures. The articles in this volume has been reproduced as originally published inclusive of footnotes and pagination to facilitate ease of reference.

Ethics and the conduct of the business. – 8th ed. / Boatright, John R. - Noida: Pearson, 2019

Call No- 174.4 BOA

Accn. No.: 2206; 2207

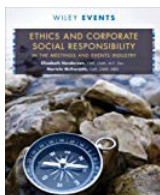


This text is essential for a full understanding of the positions and arguments offered on the main issues in business ethics. Fortunately, the amount of theory needed is relatively small, and much of the discussion of these issues can be understood apart from the theoretical foundation. The aim of the book is to help students to understand various ethical problems implicated in the conduct of business. The book focuses on the fact that adopting a moral point of view and using moral reasoning in business decision making is in the best interest of the individual, organization and the society.

Ethics and corporate social responsibility: in the meetings and events industry. / Henderson, Elizabeth | McIlwraith, Mariela. – New Jersey: Wiley, 2013

Call No- 174.4 HEN

Accn. No.: 2239



This book encourages students to develop skills in both constructing and refuting arguments in a variety of contexts from informal conversations to structured debates. Through exercises and examples, students learn how to create arguments, developed extended cases, and how to critically understand and interpret them. It continues to help students conceptualize argumentation in the larger framework of verbal and written communication, from public speaking and debating to interpersonal, intercultural, and small group communication.

Ethics for international business: decision making in a global political economy. – 2nd ed. / Kline, John M. – New York: Routledge, 2010

Call No- 174.4 KLI

Accn. No.: 2223



The central focus of this text lies in how to make and explain 'best choice' judgments when confronting ethical dilemmas in international business situations. The newly updated version of this ground-breaking textbook continues to provide a topical and relevant analysis of the ethical dimensions of conducting business in a global political economy. From a starting point of applied ethics, the book introduces a common set of normative terms and analytical tools for examining and discussing real case scenarios. Its unique focus on specifically international ethical challenges faced by business, where governments and civil society groups play an active role. This textbook condenses ethical theory into applied decision-making concepts, emphasizing practical applications to real world dilemmas.

Financial accounting for managers. – 3rd ed. / Dhamija, Sanjay. - Noida: Pearson, 2019

Call No- 657 DHA

Accn. No.: 2192; 2193

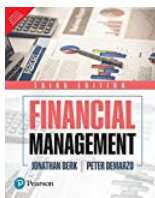


This book seeks to provide a comprehensive coverage of the basic principles of financial accounting, incorporating the latest accounting norms and standards. This book can be used as an introductory course on accounting. This edition would also be helpful to practicing managers - both in finance and non-finance areas, so that they can sharpen their skills in understanding and analysing financial and accounting information. Concepts discussed in the text have been reinforced with the help of solved instances both within the text and at the end of every chapter.

Financial management. – 3rd ed. / Berk, Jonathan | DeMarzo, Peter. - Noida: Pearson, 2016

Call No-658.15 BER

Accn. No.: 2156; 2157

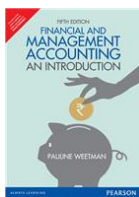


This book presents corporate finance as an application of a small set of simple core ideas. Modern finance theory and practice is grounded in the idea of the absence of arbitrage- or the Law of One Price- as the unifying concept in valuation. This book introduces the Law of One Price concept as the basis for NPV. The book uses the Law of One Price as a compass; that keeps financial decision makers on the right track and is the backbone of the entire book.

Financial and management accounting: an introduction. – 5th ed. / Weetman, Pauline. – Noida: Pearson, 2013

Call No- 658.1511 WEE

Accn. No.: 2098; 2099

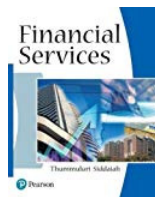


This revised and fully updated edition continues to provide students with a clear and well-structured introduction to financial and management accounting. This book retains all of the classic features such as clarity of expression, the focus on the accounting equation, student activities, real-life commentaries running through each chapter, and the inclusion of the Safe and Sure Annual Report as a real-world example of a listed company.

Financial services / Siddaiah, Thummuluri. - Noida: Pearson, 2011

Call No- 332 SID

Accn. No.: 2148; 2149



class-tested.

This book aims to make the complex nature of financial products and services simple and easy to comprehend. The book provides the analytical framework for a range of financial products and services offered by various financial institutions and agencies in India. The simplified presentation of regulatory and legislative frameworks is an important characteristic of this book. This book also discusses concepts with the help of real-life Indian examples, boxes, questions, and case studies. The content of this book is

Financial statement analysis. – 2nd ed. / Foster, George. - Noida: Pearson, 2017

Call No- 657.3 FOS

Accn. No.: 2166; 2167



This book provides an intensive study to financial statement analysis, seeking to describe and explain, the demand and supply forces underlying the provision of financial statement data, the properties of numbers derived from financial statements, the key aspect of decision that use financial statement information and the features of the environment in which these decisions are made.

Foundations of entrepreneurship and economic development. / Harper, David A. - London: Routledge, 2003

Call No- 338.04 HAR

Accn. No.: 2224

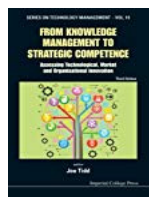


This book is the first to deal with entrepreneurship in all its aspects for the first time within a unified framework. It considers the economic, psychological, political, legal and cultural dimensions of entrepreneurship from a market-process perspective. It examines the environmental conditions most conducive to a blossoming of the entrepreneurial drive. The author has produced a volume that analyses why some people are quicker than others in discovering profit opportunities. Importantly, the book also covers the issue of how cultural value systems orient entrepreneurial vision and, in contrast to conventional wisdom, the book argues that individualist cultural values are not categorically superior to group-oriented values in terms of their consequences for entrepreneurial discovery.

From knowledge management to strategic competence: assessing technological, market and organizational innovation. – 3rd ed. / Tidd, Joe. - London: Imperial College Press, 2012

Call No- 658.4012 FRO

Accn. No.: 2220

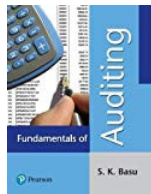


This book aims to integrate strategic and knowledge management approaches to capability building with the development of competencies by bringing together the latest research and practices from international experts in the field. This text has been fully updated with five new chapters. The book is of value for academic researchers and business practitioners who are interested in the difficult questions of how to identify competencies and to measure technological, market and organizational innovation.

Fundamentals of auditing. / Basu, S K. - Noida: Pearson, 2009

Call No- 657.45 BAS

Accn. No.: 2090; 2091



This book covers cost accounting aspects, managerial policies, operational efficiencies and system applications and audit under Computer Information System environment aspects. It also covers social implications of business organizations and environmental issues and also describes the modern tools and techniques of auditing. It explains the principles of auditing in a simple and lucid language. Many illustrative examples are given to make the subject simple, understandable, relevant in practice and interesting to learn. Model answers to the questions, both objective and subjective, are also provided to show the students the right approach to answer the questions.

Fundamentals of corporate finance. – 3rd ed. / Berk, Jonathan | Demarzo, Peter | Harford, Jarrad. - Noida: Pearson, 2019

Call No- 658.15 BER

Accn. No.: 2188; 2189

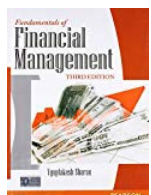


This book applied perspective cements students' understanding of the modern-day core principles, giving them a problem-solving methodology and profiling real-life financial management practices-all within a clear valuation framework. Using Excel, boxes have been expanded and provide hands-on instruction of how to use Excel to solve financial problems and include screenshots to serve as a guide for students. Time value of money chapters have been reorganized to quickly build the fundamental concepts and then apply them to both annual and more frequent cash flows.

Fundamentals of financial management. – 3rd ed. / Sharan, Vyuptkesh. - Noida: Pearson, 2012

Call No-658.15 SHA

Accn. No.: 2108; 2109

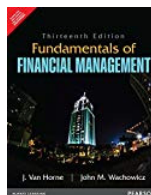


This book provides a comprehensive, simple, and pragmatic presentation of various concepts in financial management. Rich in pedagogy. This textbook is expected to serve better the interest of those who are not well versed in terminology of business studies. Explanations have been made greatly lucid, with a good number of examples in order to suit the needs of such readers. Examples depicting real life situations as box items to help readers understand concept better. Case studies link the theoretical concepts with real world.

Fundamentals of financial management. – 13th ed. / Horne J. Van | Wachowicz, John M. - Noida: Pearson, 2016

Call No-658.15 HOR

Accn. No.: 2174; 2175



This book provides a practical introduction to understanding the financial management of companies in today's rapidly changing business world. Maintaining its dedication to the financial decision-making process and the analysis of value creation, this new book develops a more international scope and introduces new topics into the debate. Current discussions on corporate governance, ethical dilemmas, globalization of finance, strategic alliances and the growth of outsourcing have been added with examples and boxed features to aid understanding and provide a more global perspective of financial management.

Fundamentals of international business - 4TH ed. / Varma, Sumati. - Noida: Pearson, 2019

Call No- 338.88 VAR

Accn. No.: 2118; 2119

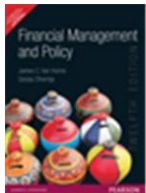


This book captures the core essence of international business with focus on the plethora of issues related to the functioning transnational corporations (TNCs), within its geographical proximity and then moving on to more advanced mode of foreign market entry. The language and the flow of the content enable students to understand and interpret the complexities of the subject including latest developments like BREXIT and the fluctuations in the BOLIVAR.

Financial management and policy. – 12th ed. / Horne, James C Van | Dhamija, Sanjay. - Noida: Pearson, 2019

Call No- 658.15 HOR

Accn. No.: 2196; 2197

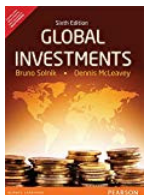


This classic text explores the rapidly evolving and exciting theory of finance as it relates to a corporation's investment in assets, financing, and dividends. It explains the ways in which analytical techniques are brought to bear on financial decision making and supplies the institutional material necessary for a solid understanding of the environment in which financial decisions are made. In the book there are extensive coverage of relevant topics such as efficient markets, share repurchase, empirical evidence, annuity, electronic funds transfers and loan pricing and also expanded coverage of topics like time value of money, methods of capital budgeting, leverage-financial and operating, inventory management and receivables management have been made.

Global investments. – 6th ed. / Solnik, Bruno | McLeavey, Dennis. - Noida: Pearson, 2015

Call No- 332.6 SOL

Accn. No.: 2110; 2111



This book provides accessible coverage of international capital markets using numerous examples to illustrate the applications of concepts and theories. Learning outcome statement guide the reader to all major points in the chapter and follow the progression of topics in the chapter. The model-in-action approach motivates learners to engage with content by using valuation and portfolio-management skills learned in the chapter to solve the problems. The contents of this book are having global perspective.

Horngren's cost accounting: a managerial emphasis. – 16th ed. / Datar, Srikant M | Rajan, Madhav V. - Noida: Pearson, 2019

Call No- 657.42 DAT

Accn. No.: 2154; 2155



This book provides key for planning and controlling, as well as costing products, services, even customers. It focuses on how this discipline would help to make better decisions. In order to emphasize this prominence in decision making, the authors have used the 'different costs for different purposes' theme throughout this book. In the book focus is on basic concepts, analyses, uses, and procedures instead of procedures alone.

Indian financial systems: markets, institutions and services. – 5th ed. / Pathak, Bharti V. - Noida: Pearson, 2019

Call No- 658.15 PAT

Accn. No.: 2194; 2195



This book is a comprehensive text that encompasses new developments in the financial system and discusses various components such as financial markets and institutions, instruments, agencies and regulations in an analytical and critical manner. The book is divided into four sections, each constituting the various topics under the umbrella of financial systems. It details the relationship between financial system and economic growth, historical perspective of the Indian financial system, objectives of financial sector reforms, elements of financial markets, new financial instruments such as floating rate bonds, zero coupon bonds, securitized paper, etc., management of non-performing assets by banks, factoring and forfaiting, housing finance and leasing and hire purchase to name a few.

International business. - 2nd ed. / Bennett, Roger. - Noida: Pearson, 2006

Call No-338.88 BEN

Accn. No.: 2088; 2089

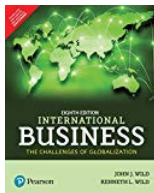


This text has been updated to include the latest developments in this wide-ranging field. The second edition of this book presents all the relevant essential topics in a clear, concise and informative way. This book is well structured and provide step by step guide to essential principles. An extensive bibliography and exercises are also provided to understand the concept more clearly.

International business: the challenges of globalization. – 8th ed. / Wild, John J. | Wild, Kenneth L. - Noida: Pearson, 2017

Call No- 338.88 WIL

Accn. No.: 2202; 2203

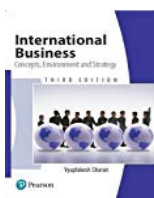


This book is a comprehensive introduction to the difficulties of global entrepreneurship. By employing engaging features and real-world examples through a concise and focused text, it presents a fresh take on the subject that is both interesting and invaluable to students. The material has been thoroughly updated. Focusing on relating major concepts to concrete examples, this hands-on text is highly relevant to a future career as a global entrepreneur. This book also addresses the issue of cultural barriers that arise in global business, as well as the theory and terminology essential to the process of conducting successful business abroad. Its brief yet inclusive coverage of all major international business topics make it the ideal introductory text for students exploring this subject.

International business: concepts, environment and strategy. - 3rd ed. / Sharan, Vyuptkesh. - Noida: Pearson, 2011

Call No-338.88 SHA

Accn. No.: 2086; 2087

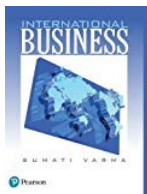


This book is written in a pragmatic way with an inclination on managerial aspect, thus encouraging students to explore international business as a career choice. It deals with the latest topics and development which we are witnessing around the globe. It attempts to impart the core body of knowledge in international business in an interesting and lively manner. This text not only describes the ideas of international business, but it also uses contemporary examples, scenarios, and cases to help students effectively put theory into practice.

International business. / Varma, Sumati. - Noida: Pearson, 2012

Call No- 338.88 VAR

Accn. No.: 2146; 2147

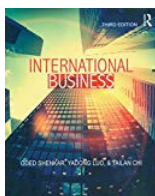


This book provides a well-rounded perspective on all important topics in the subject by emphasizing conceptual debates alongside contemporary research and up-to-date examples. It uses multiple frameworks that include the concept, environment, structure, and strategy of international business to examine the global business scenario.

International business. – 3rd ed. / Shenkar, Oded | Luo, Yadong | Chi, Tailan. – New York: Routledge, 2015

Call No- 338.88 SHE

Accn. No.: 2225

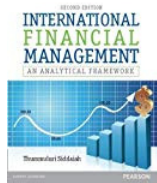


This book offers an action-focused, practical approach to the topic, helping students understand the global business environment and its repercussions for executives. The book provides thorough coverage of the field, delving into fundamental concepts and theory; the cultural, political, and economic environment; international business strategies; and even functional management areas.

International financial management: an analytical framework. – 2nd ed. / Siddaiah, Thummuluri. - Noida: Pearson, 2018

Call No- 658.1599 SID

Accn. No.: 2184; 2185



The book covers all major issues and topics in the field of international finance. The book uses tools, such as learning objectives, marginalia, solved examples, figures, tables, chapter summaries, exercises, case studies and multiple-choice questions, to help the reader understand complex topics like currency options, currency futures and financial swaps. Topics related to Indian economic and financial practices have been included like Indian foreign exchange market, India's balance of payments, domestic policy on foreign trade and investments, Indian accounting and taxation system. The use of data from sources, such as the RBI, UNCTAD, World Bank and IMF, makes the reader draw meaningful inferences and conclusions about recent developments and events. A detailed and analytical discussion of every concept and theory from practical perspective will help practicing managers and executives to make the right choices.

Introduction to management accounting. – 16th ed. / Horngren, Charles T | Sundem, Gary I | Schatzberg, Jeff O | Burgstahler, Dave. - Noida: Pearson, 2018

Call No-658.1511 HOR

Accn. No.: 2176; 2177

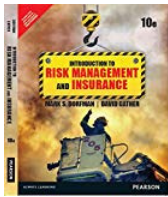


This book helps to enhance students' ability to make effective economic decisions by encouraging them to understand the inner workings of the concepts, rather than solely focusing on technique memorization. Overall, this text describes both theory and common practices in a way that will help students produce information that's useful in day-to-day decision-making.

Introduction to risk management and insurance. – 10th ed. / Dorfman, Mark S | Cather, David A. - Noida: Pearson, 2019

Call No- 658.155 DOR

Accn. No.: 2122; 2123

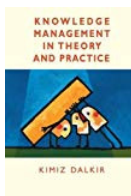


The goals of this book are twofold. The first is to increase the readers' understanding of the role of risk management and insurance in dealing with events that can adversely affect people, families, firms and other organisations. The tenth edition of this builds upon increased importance of risk management and insurance in business and society. Every chapter of this book has been updated to reflect recent changes in industry practice, product innovation, and regulation. It also refocusses its attention on corporate risk management, reflecting its growing importance in today's economy.

Knowledge management in theory and practice. / Dalkir, Kimiz. - Amsterdam: Elsevier, 2005

Call No- 658.4038 DAL

Accn. No.: 2226

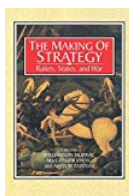


This book represents a deliberate and systematic approach to cultivating and sharing an organization's knowledge base. This textbook and professional reference offers a comprehensive overview of the field. Drawing on ideas, tools, and techniques from such disciplines as sociology, cognitive science, organizational behaviour, and information science, it describes Knowledge Management theory and practice at the individual, community, and organizational levels. Chapters cover such topics as tacit and explicit knowledge, theoretical modeling of Knowledge Management, the Knowledge Management cycle from knowledge capture to knowledge use, Knowledge Management tools, Knowledge Management assessment, and Knowledge Management professionals.

Making of strategy: rulers, states, and war. / Murray, Williamson | Knox, Macgregor | Bernstein, Alvin. – United Kingdom: Cambridge University Press, 2009

Call No- 658.4012 MUR

Accn. No.: 2235

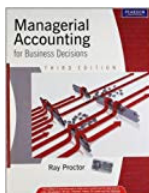


This book is about the strategic process. It consists of seventeen case studies that range from fifth-century B.C. Athens and Ming China to Hitler's Germany, Israel, and the post-1945 United States. The studies analyse, within a common interpretive framework, precisely how rulers and states have made strategy. The introduction emphasizes the constants in the rapidly shifting world of the strategist. The conclusion tries to understand the forces that have driven the transformation of strategy since 400 B.C. and seem likely to continue to transform it in the future.

Managerial accounting for business decisions. – 3rd ed. / Proctor, Ray. - Noida: Pearson, 2010

Call No- 658.1511 PRO

Accn. No.: 2106; 2107



This book sets management accounting into a real-world context, helping students to apply the theories they learn to management situations. This book will assist the reader in understanding the principles of management accounting and to master the numerical aspects of the subject. Interesting case studies from real companies demonstrate the application of ideas to real business. An excellent 'Manager's Point of View' feature in every chapter, written by a high-level manager looks at the practical aspects of tackling managerial problems with management accounting tools. Suitable for any student taking a first course in management accounting.

Management communication: a case analysis approach. - 4TH ed. / O'Rourke, James S | Gupta, Jaba Mukherjee. - Noida: Pearson, 2011

Call No- 658.45 O'RO

Accn. No.: 2081; 2082

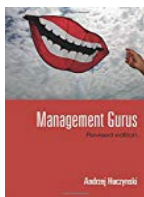


This book is suitable as an adjunct text in a management course that values communication skills. Focusing on the processes involved in management communication, the book speaks to ethical decision-making, offering guidance in addressing issues in this realm. The book is written for business students and entry-level managers.

Management gurus. – rev. ed. / Huczynski, Andrzej. - London: Routledge, 2006

Call No- 658.4 HUC

Accn. No.: 2227



This seminal text asks key questions such as: What is the secret of the success of management gurus and how can it be emulated? This book brings analysis of gurus into the twenty-first century. He identifies the essential ingredients of popular management ideas and contends that company managers, business school academics and management consultants all have the possibility of attaining guru status by following the guidelines contained in this book.

Managing to collaborate: the theory and practice of collaborative advantage. / Huxham, Chris | Vangen, Siv. - London: Routledge, 2005

Call No- 658.044 HUX

Accn. No.: 2228

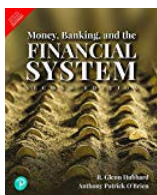


The key features of the book include rich theory, drawn directly from practice, explained in simple language, and a coherently developed understanding of the challenges of collaboration, based on careful research. This significant text will be an invaluable reference for all students, academics and managers studying or working in collaboration. In this notable text, the authors combine rigorous theory with practical examples to create a useful, practical, one-stop resource covering topics such as, the principles of the theory of collaborative advantage, managing aims, membership structures and dynamics, issues of identity, using the theory etc.

Money, banking and the financial system. - 2nd ed. / Hubbard, R Glenn | O'Brien, Anthony Patric. - Noida: Pearson, 2019

Call No- 332.1 HUB

Accn. No.: 2073; 2074

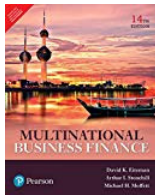


This textbook presents Money, Banking, and the Financial System in the context of contemporary events, policy, and business with an integrated explanation of today's financial crisis. Reviewers tell us that Hubbard/O'Brien helps make the link between theory and real-world easier for students! The second edition retains the modern approach of the first edition, while incorporating several changes to address feedback from instructors and students and to reflect the authors' own classroom experiences.

Multinational business finance. – 14th ed. / Eiteman, David K. | Stonehill, Arthur I | Moffett, Micheal H. - Noida: Pearson, 2019

Call No- 658.1599 EIT

Accn. No.: 2198; 2199

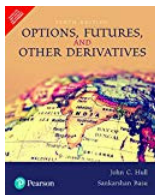


This book trains the leaders of tomorrow's multinational enterprises to recognize and capitalize on the unique characteristics of global markets based on its authoritative, comprehensive coverage of contemporary international finance. Because the job of a manager is to make financial decisions that increase firm value, many real-world mini cases have been embedded throughout to apply chapter concepts to the types of situations managers of multinational firms face.

Options, futures and other derivatives. – 10th ed. / Hull, John C | Basu, Sankarshan. - Noida: Pearson, 2019

Call No-332.6452 HUL

Accn. No.: 2182; 2183



This book gives students a modern look at derivatives markets. By incorporating the industry's hottest topics, such as the securitization and credit crisis, the book helps to bridge the gap between theory and practice. It covers all the latest regulations and trends, including the Black-Scholes-Merton formulas, overnight indexed swaps, and the valuation of commodity derivatives. Overall the definitive guide to derivatives markets, updated with contemporary examples and discussions.

Organisational behaviour. / James, P S. - Noida: Pearson, 2017

Call No- 658.402 JAM

Accn. No.: 2130; 2131

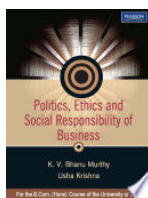


In this book focuses on how to help its readers 'create sustainable competitive advantage through people'. It is a comprehensive text with depth and wide coverage that will not only provide a lucid explanation of the concepts discussed but will also help understand the centrality of organisational behaviour to create sustained competitive advantage and initiate change. Every chapter has an initiating case. The events/incidents in the cases are embedded in the content of the chapter, which make the concepts more realistic and experiential.

Politics, ethics and social responsibility of business. - / Murthy, K V Bhanu | Krishna, Usha. - Noida: Pearson, 2010

Call No- 174.4 MUR

Accn. No.: 2126; 2127



This book is a comprehensive guide to corporate social responsibility (CSR) an area of study that is interdisciplinary by nature. It explains how the bases of CSR are politics and ethics, without which the role of business in society cannot be understood and looks at CSR from a new perspective and asserts that it needs to be understood as corporate responsibility. The book also throws light on some of the distinctive aspects of CSR, such as its definitions, tools and principles as well as standards of CSR. It also dwells upon current topics such as social exclusion, affirmative action and multiculturalism.

Practical methods of financial engineering and risk management: tools for modern financial professionals. / Chatterjee, Rupak. – New York: Springer, 2014

Call No- 658.15 CHA

Accn. No.: 2238



This book introduces latest concepts, tools, valuation techniques, and analytic measures being deployed by the more discerning and responsive Wall Street practitioners, on all operational scales from day trading to institutional strategy, to model and analyze more faithfully the real behavior and risk exposure of financial markets in the cold light of the post-2008 realities. The book assumes a working knowledge of calculus, statistics, and Excel, but it teaches techniques from statistical analysis, probability, and stochastic processes sufficient to enable the reader to calibrate probability distributions and create the simulations that are used on Wall Street to value various financial instruments correctly, model the risk dimensions of trading strategies, and perform the numerically intensive analysis of risk measures required by various regulatory agencies.

Preparing effective business plan: an entrepreneurial approach. / Barringer, Bruce R. - Noida: Pearson, 2014

Call No- 658.401 BAR

Accn. No.: 2168; 2169

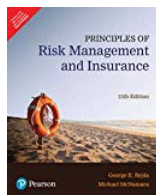


This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan. This book focuses on the "Front End" of the entrepreneurial process like Identifying a business idea, screening the idea to determine preliminary feasibility, conducting a feasibility analysis and writing the plan etc. Two worksheets are included to help students work through the feasibility analysis process.

Principles of risk management and insurance. – 13th ed. / Rejda, George E | McNamara, Micheal. - Noida: Pearson, 2019

Call No- 658.155 REJ

Accn. No.: 2186; 2187

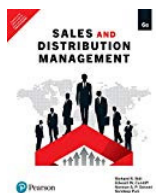


This book provides an in-depth examination of major risk themes. Using rich and up-to-date content on the basic concepts of risk and insurance, and introductory and advanced topics in traditional and enterprise risk management, the text is relevant to a wide number of disciplines in the business realm. It also covers global topics ranging from natural disasters and terrorism, to domestic issues like the ever-evolving Affordable Care Act and Healthcare Reform. It sets itself apart by placing primary emphasis on insurance consumers and blends basic risk management and insurance principles with consumer considerations, allowing students to apply basic concepts to their own personal risk management and insurance programs.

Sales and distribution management: decisions, strategies and cases. - 6th ed. / Still, Richard R | Cundiff, Edward W | Govoni, Norman A P | Puri, Sandeep. - Noida: Pearson Education, 2019

Call No-658.81 STI

Accn. No.: 2094; 2095



This book provides insights toward delineating the areas in which sales managers make decisions, analysing decision alternatives and criteria in the sales areas, and providing cases as real-life examples of decision situations. All chapters have been modified keeping in mind the Indian perspective. Several recent and up-to-date examples on case

studies have been included. Several recent and up-to-date examples on case studies have been included. 5 new chapters on Distribution Management emphasizing the role of channel partners, channel management, channel information systems, logistics and supply chain management have been included.

Science and corporate strategy: Du Pont R&D, 1902-1980. / Hounshell, David A | Smith, John Kenly. – New York: Cambridge University Press, 2006

Call No- 658.4012 HOU

Accn. No.: 2233

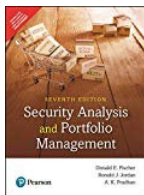


This book provides a comprehensive, critical study of research and development in a large US corporation. Du Pont was among a handful of US corporations that established formal research and development laboratories at the turn of the century to improve competitive positions in their respective industries. Initially, Du Pont's executives viewed R&D as an important though not central part of the corporation's strategy. However, the gains made by the company's laboratories soon demonstrated that R&D would be a critical ingredient in the firm's success. The industrial research and development laboratory became a major part of corporate structure; science became a central part of corporate strategy.

Security analysis and portfolio management. – 7th ed. / Fisher, Donald E | Jordan, Ronald | Pradhan A K. - Noida: Pearson, 2019

Call No- 332.6 FIS

Accn. No.: 2164; 2165



This is a classical text about investing in securities. It is aimed at providing a comprehensive introduction to the areas of security analysis and portfolio management. The text emphasizes the "how-to" aspects of the subject by using detailed real-world examples throughout. An attempt has been made to make the text as nonmathematical as possible. Only simple algebra and some elementary statistics are used in the book. The present adaptation ensures that the Indian readers are easily able to relate to examples from the Indian securities market.

Strategy and performance: achieving competitive advantage in the global marketplace. / Ghobadian, Abby | O'Regan, Nicholas | Gallear, David | Viney, Howard. – New York: Palgrave Macmillan, 2004

Call No- 658.4012 GHO

Accn. No.: 2242

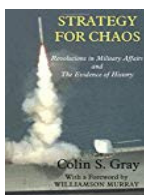


Strategy and Performance is a collection of 14 papers by international writers which address five principal areas of strategy: competition; innovation; industry, organisational and technological change. Interspersed with 'compare and contrast' academic reviews of strategic theory are lively research-based analyses. The new research contained in the book is well worth seeking out and discussing. It provides academics, practitioners and students with a highly focused approach to competing in the global marketplace.

Strategy for chaos: revolutions in military affairs and the evidence of history. / Gray, Colin S | Murray, Williamson. - London: Frank Cass, 2003

Call No- 658.4012 GRA

Accn. No.: 2241



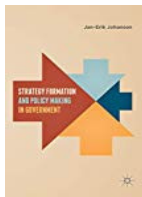
This book develops and applies the theory and scholarship on the allegedly historical practice of the 'Revolution in Military Affairs' (RMA), in order to improve our comprehension of how and why strategy 'works'. The author explores the RMA

hypothesis both theoretically and historically. The book argues that the conduct of an RMA has to be examined as a form of strategic behaviour, which means that, of necessity, it must "work" as strategy works. The author presents three historical RMAs as case studies for his argument: those arguably revealed in the wars of the French Revolution and Napoleon; in World War I; and in the nuclear age. The focus of his analysis is how these grand RMAs functioned strategically. The conclusions that he draws from these empirical exercises are then applied to help us understand what, indeed, is - and what is not - happening with the much-vaunted information-technology-led RMA of today.

Strategy formation and policy making in government. / Johanson, Jan Erik. – Switzerland: Palgrave, 2019

Call No- 658.4012 JOH

Accn. No.: 2240



This book explores goal-oriented action and describes the variety of options offered by strategic management in guiding public organisations. The book is based on the idea that planning is only one option in orienting the functioning of public organisations and applies resource-based and network studies to the public sector. This book examines developments within central governments and public agencies external to government hierarchies. The book also addresses the strategic distinction between politics and administration often neglected by existing research and illustrates the connection between goal setting and actual performance of government organisations.

Takeovers, restructuring and corporate governance. – 4th ed. / Weston, J Fred | Mitchell, Mark L | Mulherin, J Harold | Salwan, Prashant. - Noida: Pearson

Call No- 658.162 WES

Accn. No.: 2162; 2163



This book meant fundamentally for undergraduate- and graduate-level courses on mergers and acquisitions as well business and corporate finance, economics and strategy methodically combine conceptual and enhanced empirical data. It offers students a practical insight into understanding mergers and acquisitions as well as corporate restructuring in the arrangement of strategic planning experienced by managers in all business organizations.

Technology strategy for managers and entrepreneurs. / Shane, Scott A. - Noida: Pearson, 2013

Call No-658.84 CZI

Accn. No.: 2158; 2159

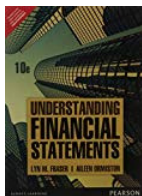


This book emphasizes how the future manager or entrepreneur can use strategic management of innovation and technology to enhance firm performance. It helps students to understand the process of technological change the ways that firms come up with innovations the strategies that firms use to benefit from innovation and the process of formulating technology strategy.

Understanding financial statements. – 10th ed. / Frase, Lyn M | Ormiston, Aileen. - Noida: Pearson, 2017

Call No-657.3 FRA

Accn. No.: 2096; 2097

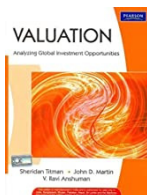


This book retains its reputation for readability, concise coverage, and accessibility, and gives students the conceptual background and analytical tools necessary to understand and interpret business financial statements. Its ultimate goal is to improve students' ability to translate financial statement numbers into a meaningful map for business decisions and enable each student to approach financial statements with enhanced confidence. This text contains everything a student needs to enhance their understanding of key topics.

Valuation: the art and science of corporate investment derivatives. – 2nd ed. / Titman, Sheridan | Martin, John D. - Noida: Pearson, 2015

Call No- 658.15 TIT

Accn. No.: 2160; 2161



In this book authors look up economic realities of the modern corporation through an integrated approach. They present an integrated approach to both project and enterprise valuation. This text also goes beyond standard DCF analysis by including additional valuation methods that are commonly used in practice, such as comparables, simulations, and real options. This book also includes an increased emphasis on enterprise valuation, a new chapter on financial forecasting, and enhanced examples and illustrations.