

TRIDENT ACADEMY OF TECHNOLOGY, BHUBANESWAR
CATALOGUE OF BOOKS

Management

Sl.No.	Book Name	Author	Publisher	QUANTITY
1	Engineering Management	Fraidoom Mazda	Wesley	2
2	Financial Management : Text, Problems And Cases	M.Y.Khan	TMH	37
3	Financial Management	I.M.Pandey	Vikash	55
4	Financial Management	S.C.Kuchhal	Chaitnya	15
5	Personal Management : Text & Cases	C.B.Mamoria	Himalaya	52
6	Personal Management and Industrial Relations	R.S.Davar	Vikas	15
7	Principles and Practice of Management	L.M.Prassad	Sultanchand	25
8	Principles of Management Accounting	S.N.Maheswari	S.Chand	1
9	Principles of Marketing	Philip Kotler;	PHI	45
10	Advanced Cost and Management Accounting	Sashik Gupta	Kalyani	2
11	Cost Accounting : A Managerial Emphasis	C.T.Horngreen	PHI	37
12	Industrial Engineering and Management	O.P.Khanna	Dhanpat Rai	4
13	Engineering Ethics	Charles E.Fleddermann	Pearson	2
14	Corporate Governance in India: An Evaluation	Subhash Chandra Das	PHI	10
15	Performance Management : (It is About Performing- Not Just Appraising)	Prem Chadha	Macmillan	5
16	Product Management, 2nd ed.	C.Anandan	TMH	5
17	Product Management, 4th ed.	Donald R.Lehmann	TMH	25
18	Product Management	S.A.Chunawalla	Himalaya	5
19	Marketing Research	S L Gupta	Excel	2
20	Brand Positioning (Strategic for Competitive Advantage), 2nd ed.	Subroto Sengupta	TMH	1
21	Industrial Relations and Labour Laws	B.D.Singh	Excel Books	1
22	Strategic Management (Building & Sustaining Competitive Advantage) 4th ed.	Robert A.Pitts	Cengage	2
23	Advertising Management With Integrated Brand Promotion	Thomas C.O'Guinn	Cengage	2
24	Strategic Management (India Edition)	R.Duane Ireland	Cengage	2
25	Marketing Research	Debashis Pati	Universities Press	2
26	Working Capital Management : Text & Cases, 8th Rev ed.	V.K.Bhalla	Anmol Pub	8
27	Entrepreneurship	Rajeev Roy	Oxford	67
28	Global Strategic Management (International Student Edition)	Kamel Mellahi	Oxford	2
29	Business Policy & Strategic Management (Text & Cases)	Aurnob Roy	Vrinda Pub	2
30	Retail Management A Strategic Approach, 10th ed.	Barry Berman	Pearson	2
31	Takeovers, Restructuring, and Corporate Governance, 4th ed.	J.Fred Weston	Pearson	15
32	Marketing Management	Philip Kotler	Pearson	20
33	A Text Book of Research Methodology	A.K.P.C.Swain	Kalyani	2
34	Strategic Management and Entrepreneurship :Text & Cases	C.N.Sontakki	Kalyani	5

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Sl.No.	Book Name	Author	Publisher	QUANTITY
35	Management Control Systems	M.Dutta	S.Chand	5
36	Business Law	R.S.N.Pillai	S.Chand	10
37	Industrial Relations and Labour Laws, 5th ed.	S.C.Srivastava	Vikas	10
38	Strategic Management : Theory and Application	Adrian Haberberg	Oxford	2
39	Understanding Strategic Management	Anthony Henry	Oxford	5
40	Strategic Financial Management	G P Jakhotiya	Vikas	20
41	Business Policy & Strategic Management : Concepts & Applications	Vipin Gupta	PHI	2
42	Strategic Management : Concepts And Cases, 12th ed.	Fred R.David	PHI	2
43	Labour and Industrial Laws	P.K.Padhi	PHI	2
44	Crafting & Executing Strategy (The Quest for Competitive Advantage) Concepts &	Arthur A.Thompson	TMH	2
45	Business Policy & Strategic Management	P.Subba Rao	Himalaya	5
46	Strategic Management : A Book on Business Policy/Corporate Planning	Francis Cherunilam	Himalaya	5
47	Strategic Brand Management: Building, Measuring & Managing Brand Equity	Kevin Lane Keller	Pearson	5
48	The CRM Handbook: A Business Guide to Customer Relationship Management	Jill Dyche	Pearson	2
49	Introduction to Management Accounting	Charles T.Horngren	PHI	3
50	Management Accounting	R.K.Sharma	Kalyani	43
51	Marketing Management	Philip Kotler	PHI	57
52	Human Resource Management Text And Cases 5th & 6th ed.	K.Aswathappa	TMH	40
53	Managing Human Resources 4th ed. & 6th ed.	Luis R.Gomez-Mejia	Pearson	10
54	Modern Production /Operations Management 8th ed.	Elwood S.Buffa	John Wiley	5
55	Production and Operations Management	Joseph S Martinich	John Wiley	5
56	Production and Operations Management, 2nd ed.	Kanishka Bedi	Oxford	5
57	Production and Operations Management	Sushanta Tripathy	Scitech	5
58	Production Management	Martand T.Telsang	S.Chand	5
59	Contemporary Financial Management	Rajesh Kothari	Macmillan	20
60	Financial Management Principles And Applications	Arthur J.Keown	Pearson	5
61	Financial Management	Paresh P.Shah	biztantra	5
62	Human Resource Management, 11th ed.	Gary Dessler	PHI,Pearson	30
63	Managing Human Resources : Productivity Quality of Work Life Profits	Wayne F.Cascio	TMH	3
64	Marketing Concepts And Strategies	W.M.Pride		1
65	Marketing Management	S.A.Sherlekar	Himalaya	5
66	Operations Management Theory and Practice	B.Mahadevan	Pearson	15
67	Operations Management : An Integrated Goods and Services	James R.Evans	Cengage	5
68	Personal Management And Human Resources	C.S.Venkata Ratnam	TMH	5
69	Principles of Marketing 12th ed.	David L.Kurtz	Cengage	31

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Sl.No.	Book Name	Author	Publisher	QUANTITY
70	Production and Operations Management	S.A.Chunawalla	Himalaya	16
71	Production and Operations Management Text And Cases	Upendra Kachru	Excel Books	5
72	A Framework For Marketing Management 2nd ed.	Philip Kotler	Pearson	5
73	Crash in Course Personal Development	Clegg		5
74	Human Resource Management	Cynthia D.Fisher	biztantra	5
75	Human Resource Management 2nd ed.	Dipak Kumar Bhattacharyya	Excel Books	3
76	Human Resource Management	P Jyothi	Oxford	7
77	Human Resource Management Text & Cases	V S P Rao	Excel Books	31
78	Human Resource Management	Shashi K.Gupta	Kalyani	10
79	Introduction to Marketing : Theory And Practice	Adrian Palmer	Oxford	12
80	Marketing Management (In The Indian Background)	C.N.Sontakki	Kalyani	5
81	Operations Management (For Competitive Advantage) 11th ed.	Richard B.Chase	MGH	20
82	Human Resource Development & Management	A M Sheikh	S.Chand	7
83	Cases in Financial Management	I M.Pandey	TMH	5
84	Marketing Management :Comprehensive Text Base Practices Corporate Insights	Arun Kumar	Vikas	15
85	Operations Now 3rd ed.	Byron J Finch	TMH	5
86	Marketing (Special Indian Edition)	Dhruv Grewal	TMH	5
87	Strategic Management	U.C.Mathur	Macmillan	4
88	Human Resource Management	Scott Snell	Cengage	5
89	Marketing : An Introduction	Armstrong	Pearson	5
90	Marketing Management : Text And Cases	S H H Kazmi	Excel Books	5
91	Financial Management Principles And Practice	Sudhindra Bhat	Excel Books	5
92	Human Resource Management	Robert L.Mathis	Thomson	5
93	Personality Theories 8th ed.	Barbara Engler	Houghton Mifflin	10
94	Business Research Methods 2nd ed.	Alan Bryman	Oxford	10
95	Production and Operations Management	K.Aswathappa	Himalaya Publication	30
96	Consumer Behaviour 9th ed.	Leon G.Schiffman	PHI	20
97	Marketing Management	T.N.Chhabra	Dhanpat Rai	10
98	Marketing : Concepts & Cases	Michael J.Etzel	MGH	45
99	Marketing Management	C.B.Gupta	S.Chand	5
100	Business Statistics	R.S.Bhardwaj	Excel	10
101	Business Statistics 2nd ed.	J.K.Sharma	Pearson	10
102	Double Entry Book Keeping CBSE XII	T.S.Grewal	S.Chand	5
103	Double Entry Book Keeping CBSE XI	T.S.Grewal	S.Chand	5
104	Financial Accounting	S.P.Jain	Kalyani	60
105	Financial Accounting 4th ed.	S.N.Maheshwari	Vikas	5
106	Financial Accounting A Managerial Emphasis	Ashok Banerjee	Excel	20

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Sl.No.	Book Name	Author	Publisher	QUANTITY
107	Financial Accounting For Management An Analytical Perspective 3rd ed.	Ambrish Gupta	Pearson	45
108	Fundamentals of Management :Essential Concepts & Applications 5th ed.	Stephen P.Robbins	Pearson	10
109	Management Text And Cases	V.S.P.Rao	Excel	20
110	Organisation Structure and System	R.K.Sharma	Kalyani	40
111	Operations Management 9th ed.	Norman Gaither	Thomson	20
112	Operations Management Contemporary Concepts And Cases	Roger G.Schroeder	MGH	6
113	Production and Operations Management	Partha Sarathi Das	Alok	50
114	Fundamentals of Financial Accounting 5th ed.	Ashok Sehgal	Taxmann	20
115	Management ,8th ed.	Ricky W.Griffin	biztantra	20
116	Personality : Classic Theories and Modern Research 3rd ed.	Howard S.Friedman	Pearson	25
117	Modern Management 10th ed.	Samuel C.Certo	Pearson	30
118	Corporate Governance : Principles, Policies & Practices	A.C.Fernando	Pearson	25
119	Financial Derivatives : Theory, Concepts and Problems	S.L.Gupta	PHI	7
120	Financial Management and Policy	R.M.Srivastava	Himalaya	4
121	Financial Management and Policy 12th ed.	James C.Van Horne	PHI	8
122	Financial Management : Theory and Practice 7th ed.	Prasanna Chandra	TMH	35
123	Financial Management : Theory and Practice 6th ed.	Shashi K.Gupta	Kalyani	65
124	Fundamentals of Financial Management	Vyuptakesh Sharan	Pearson	16
125	Business Law For Managers	P K Goel	biztantra	20
126	Business Studies And Management-II :CHSE-XII	R.K.Sharma	Kalyani	5
127	Business Studies And Management :CHSE-XI	R.K.Sharma	Kalyani	5
128	Financial Management : Theory,Concepts and Problems 3rd ed.	R.P.Rustagi	Galgotia	2
129	Management (Value-Oriented Holistic Approach)	S.A.Sherlekar	Himalaya	2
130	Essentials of Management An International Perspective	Harold Koontz	TMH	10
131	Financial Accounting A Managerial Perspective	R.Narayanaswamy	PHI	2
132	Fundamentals of Statistics	D.N.Elhance	Kitab Mahal	2
133	Management : Tasks,Responsibilities, Practices	Peter F. Drucker	Allied	5
134	Financial Management 6th ed.	Ravi M.Kishore	Taxmann	11
135	Understanding Wage System	A.M.Sarma	Himalaya	33
136	Business Organisation And Management	C.R.Basu	TMH	90
137	Essentials of Human Resource Management And Industrial Relations	P.Subba Rao	Himalaya	40
138	Performance Management : Strategies, Interventions & Drivers	Srinivas R.Kandula	PHI	3
139	Designing and Managing Human Resource Systems	Udai Pareek	Oxford	3

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Sl.No.	Book Name	Author	Publisher	QUANTITY
140	Logistical Management: The Integrated Supply Chain Process	Donald J.Bowersox	TMH	2
141	Corporate Governance ,2nd ed.	Christine A.Mallin	Oxford	12
142	Project Management: The Managerial Process, 3rd ed.	Clifford F.Gray	TMH	6
143	Business Logistics/ Supply Chain Management	Ronald H.Ballou	Pearson	5
144	Selling and Sales Management, 6th ed.	David Jobber	Pearson	4
145	Services Marketing: A Paradigm Shift towards Global Service Economies	Gurdev Singh Thakur	Kalyani	12
146	Electronic Commerce : A Manager's Guide	Ravi Kalakota	Pearson	2
147	Services Marketing	S.M.Jha	Himalaya	4
148	Banking Theory and Practice, 9th ed.	K.C.Shekhar	Vikas	2
149	Derivatives and Risk Management	Jayanth Rama Varma	TMH	10
150	Marketing of Services	K.Douglas Hoffman	Cengage	4
151	Performance Management	Aguinis	Pearson	2
152	Services Marketing	K.Rama Mohana Rao	Pearson	22
153	Logistics Engineering and Management, 6th ed.	Benjamin S.Blanchard	Pearson	2
154	Service Operations Management	Richard Metters	Cengage	17
155	Principles of Supply Chain Management: A Balanced Approach	Joel D.Wisner	Cengage	2
156	Corporate Governance	Kesho Prasad	PHI	2
157	Marketing for Hospitality and Tourism, 4th ed.	Philip Kotler	Pearson	2
158	Readings in Human Resource Development	T.V.Rao	Oxford	25
159	Textbook of Logistics and Supply Chain Management	D K Agrawal	Macmillan	14
160	Human Resources Development and Management	Biswanath Ghosh	Vikas	2
161	Business Ethics: Text and Cases	C.S.V.Murthy	Himalaya	35
162	Banking: Theory, Law and Practice, 21st rev ed.	E.Gordon	Himalaya	35
163	Sales and Distribution Management: Text and Cases	Krishna K Havaldar	TMH	8
164	Project Management (Free Six Sigma Project Management)	K.Nagarajan	New Age	25
165	Financial Engineering: A Complete Guide to Financial Innovation	John F.Marshall	PHI	7
166	Banking Theory, Law and Practice, 2nd ed.	S.Gurusamy	TMH	2
167	Indian Banking	S.Natarajan	S.Chand	10
168	Performance Appraisal and Management: Concepts, antecedents and Implications	Tapomoy Deb	Excel	17
169	Total Quality : Excellence through Organization-Wide Transformation	Bharat Wakhlu	S.Chand	2
170	Performance Management: A Strategic and Integrated Approach to Achieve Success	Michael Armstrong	Jaico Publishing	15
171	Introduction to Operations and Supply Chain Management	Cecil C.Bozarth	Pearson	2
172	Business Ethics, 2nd ed. (Indian Edition)	Andrew Crane	Oxford	12
173	Derivatives: Valuation and Risk Management	David A.Dubofsky	Oxford	5

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174	Performance Management	A.S.Kohli	Oxford	30
175	Basics of Distribution Management: A Logical Approach	Satish K.Kapoor	PHI	4
176	Strategic Human Resource Development	Srinivas R.Kandula	PHI	2
177	Performance Management: Concepts,Skills & Exercises	Robert L.Cardy	PHI	5
178	Total Quality Management	P.N.Mukherjee	PHI	2
179	Strategic Marketing for Nonprofit Organisations	Alan R.Andreasen	PHI	2
180	Human Resource Development	Jon M.Werner	Cengage	12
181	Introduction to Banking	Vijaya Ragavan Iyengar	Excel	2
182	360 Degree Feedback and Performance Management System : Volume 1,2nd ed.	T V Rao	Excel	3
183	360 Degree Feedback and Performance Management System : Volume 2	T V Rao	Excel	3
184	360 Degree Feedback and Assessment & Development Centres : Volume 3	T V Rao	Excel	3
185	Banking: Law and Practice	S.N.Maheshwari	Kalyani	15
186	Introduction to Statistical Quality Control, 4th ed.	Douglas C.Monigomery	John Wiley	2
187	Project Management: A Managerial Approach, 6th ed.	Jack R.Meredith	John Wiley	2
188	Management of Banking, 6th ed.	S.Scott MacDonald	Cengage	2
189	Quality Control and Management	James R.Evans	Cengage	2
190	Project Management	Jack Gido	Cengage	4
191	Sales Management	Thomas N.Ingram	Cengage	4
192	Service Management: Operations, Strategy, Information Technology	James A.Fitzsimmons	TMH	12
193	Training Instruments in HRD and OD, 3rd ed.	Udai Pareek	MGH	2
194	What is Six Sigma ?	Pete Pande	TMH	2
195	Futures and Options, 2nd ed.	N.D.Vohra	TMH	10
196	Project Management: Strategic Financial Planning, Evaluation & Control	Bhavesh M Patel	Vikas	10
197	Entrepreneurial Development	S.S.Khanka	S.Chand	131
198	Foundations of Marketing Theory	Shelby D.Hunt	PHI	3
199	Investment Analysis And Portfolio Management	M.Ranganatham	Pearson	4
200	Investment Analysis And Portfolio Management 3rd ed.	Prasanna Chandra	TMH	22
201	Investments Analysis And Management, 9th ed.	Charles P.Jones	John Wiley	4
202	Marketing Management	P.K.Mishra	Alok	35
203	Personal Management and Industrial Relations	N.G.Nair	S.Chand	2
204	Research Methodology 2nd ed.	Dipak Kumar Bhattacharyya	Excel Books	7
205	Security Analysis And Portfolio Management 6th ed.	Donald E.Fischer	Pearson	7

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206	Security Analysis And Portfolio Management (Investment Management)	Shashi K.Gupta	Kalyani	4
207	Security Analysis And Portfolio Management	S.Kevin	PHI	27
208	Strategic Management and Business Policy 3rd ed.	Azhar Kazmi	TMH	21
209	Strategic Marketing Management : Text And Cases	U.C.Mathur	MacMillian	5
210	A Manual of Business Laws	S.N.Mahehsuari	Himalaya	6
211	Industrial Relations	Arun Monappa	TMH	7
212	Industrial Relations, Trade Unions,and Labour Legislation	P.R.N.Sinha	Pearson	45
213	Industrial Relations : Imerging Paradigms	B.D.Singh	Excel Books	3
214	Legal Aspects of Business 3rd ed.	Akhilshwar Pathak	MGH	5
215	Mercantile Law	S S Gulshan	Excel Books	15
216	Research Methodology	R.Panneerselvam	PHI	15
217	Business Law For Management 5th ed.	K.R.Bulchandani	Himalaya	5
218	Business Research Methods 7th ed.	W.G.Zikmund	Cengage	30
219	Commercial Law including Company Law	Arun Kumar Sen	World Press	15
220	Dynamics of Industrial Relations	C.B.Mamoria	Himalaya	50
221	Globalization and Labour-Management Relations (Dynamics of Change)	C.S.Venkata Ratnam	Response Books	10
222	Business Research Methods 9th ed.	Donald R.Cooper	TMH	10
223	Industrial Relations (Conceptual and Legal Framework) 9th ed.	A.M.Sarma	Himalaya	10
224	Industrial Relations	C.S.Venkata Ratnam	Oxford	40
225	Investment Management: Security Analysis and Portfolio Management 15th Rev ed.	V.K.Bhalla	S.Chand	12
226	Management Research Methodology: Integration of Principles, Methods and Techniqu	K.N.Krishnaswamy	Pearson	9
227	Research Methodology: Methods and Techniques 2nd ed.	C.R.Kothari	New Age	48
228	Business Law 4th ed.	M.C.Kuchhal	Vikas	15
229	Business Law	N.D.Kapoor	S.Chand	15
230	Compensation Management in a Knowledge Based World, 10th ed.	Richard I.Henderson	Pearson	15
231	Consumer Behaviour : A Strategic Approach	Henry Assael	biztantra	3
232	Financial Institutions and Markets	Meir Kohn	TMH	5
233	Foundations of Advertising : Theory And Practice	S.A.Chunawalla	Himalaya	20
234	Investment Analysis And Portfolio Management	Frank K.Reilly	Cengage	2
235	Kleppener's Advertising Procedure, 16th ed.	W.Ronald Lane	Pearson	2
236	Management Accounting : Theory & Practice with C D	M P Pandikumar	Excel	1
237	Principles of Risk Management And Insurance, 9th ed.	George E.Rejda	Pearson	10
238	Risk Management And Insurance	J.S.Trieschmann		5

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239	Strategic Human Resources Planning 2nd ed.	Monica Belcourt	Cengage	2
240	Advertising Principles And Practice	William Wells	PHI	2
241	Consumer Behaviour	Roger D.Blackwell	Cengage	3
242	Consumer Behaviour : Building Marketing Strategy	Del I Hawkins	TMH	20
243	Consumer Behaviour : Buying Having & Being 7th ed.	Michael R.Solomon	PHI	10
244	Consumer Behaviour : Concepts, Applications And Cases	M S Raju	Vikas	3
245	Consumer Behaviour And Marketing Research	Suja R Nair	Himalaya	15
246	Consumer Behaviour : Text And Cases	N.K.Sahni	Kalyani	3
247	Financial Services	E.Dharmaraj	S.Chand	3
248	Insurance and Risk Management	P.K.Gupta	Himalaya	40
249	Integrated Advertising, Promotion, And Marketing Communications	Kenneth E.Clow	PHI	2
250	Portfolio Management, 2nd ed.	S.Kevin	PHI	2
251	Marketing Channels, 7th ed.	Bert Rosenbloom	Cengage	4
252	Advertising Management, 5th ed.	Rajeev Batra	Pearson	15
253	Consumer Behaviour : Text And Cases, 2nd ed.	Satish K.Batra	Excel	15
254	Financial Services 4th ed.	M Y Khan	TMH	10
255	Fundamentals of Investments, 3rd ed.	Gardon J. Alexander	Pearson	10
256	Insurance : Principles and Practice	M.N.Mishra	S.Chand	15
257	Investment Management: Security Analysis : Text And Cases	Dhanesh Kumar Khatri	Macmillan	2
258	Investments, 6th ed.	Zvi Bodie	TMH	2
259	Investments Analysis And Behaviour	Mark Hirschey	MGH	2
260	Management Accounting : Text, Problems And Cases,, 4th ed.	M Y Khan	TMH	10
261	Management And Cost Accounting, 6th ed.	Colin Drury	Thomson	3
262	Strategic Human Resource Planning	Vivek Paranjpe	Allied Publishers	25
263	A Text Book of Cost And Management Accounting, 8th ed.	M.N.arora	Vikas	20
264	Advanced Management Accounting : Text,Problems And Cases	Jawahar Lal	S.Chand	8
265	Advertising	Frank Jefkins	Pearson	2
266	Advertising & Sales Promotion	Debraj Datta	Vrinda Publications	2
267	Advertising Management	Jaishri Jethwaney	Oxford	5
268	Advertising : Planning And Implementation	Sangeeta Sharma	PHI	2
269	Cost Accounting Principles and Practice	B.M.Lall Nigam	PHI	3
270	Customer Relationship Management : Concepts & Application	Alok Kumar	biztantra	3
271	Financial Services	Nalini Prava Tripathy	PHI	4
272	Financial Services: Including Financial Markets	Shashi K.Gupta	Kalyani	5
273	Fundamentals of Risk And Insurance, 9th ed.	Emmett J.Vaughan	John Wiley	3
274	Insurance Management	Anand Ganguly	New Age	10
275	Insurance Management In The Reforms Era	S.C.Bihari	Skylark	5

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276	Security Analysis And Portfolio Management	Punithavathy Pandian	Vikas	30
277	Consumer Behaviour : In Indian Context	P.C.Jain	S.Chand	3
278	Financial Markets And Services 5th Revised ed.	E.Gordon	Himalaya	30
279	Modern Concepts of Insurance	M N Mishra		2
280	Advertising And Promotion : An Integrated Marketing Communications , 6th ed.	George E.Belch	TMH	2
281	Consumer Behaviour, 4th ed.	David L.Loudon	TMH	15
282	Advertising And Promotion : An IMC Approach	Terence A.Shimp	Cengage	2
283	Cost & Management Accounting, 4th ed.	Ravi M.Kishore	Taxmann	20
284	Cost Accounting Principles and Practice	Manash Dutta		3
285	Strategic Compensation : A Human Resource Management Approach, 3rd ed.	Joseph J.Martocchio	Pearson	10
286	Advertising & Sales Promotion, 3rd ed.	S H H Kazmi	Excel	10
287	Compensation, 9th ed.	George T Milkovich	MGH	25
288	Advertising & Promotions : An IMC Perspective	Kruti Shah	TMH	25
289	Human Resource Planning, 2nd ed.	Dipak Kumar Bhattacharyya	Excel	30
290	A New Approach to Accounting (Part-1)	Ranjan K.Bal	S.Chand	10
291	Financial Accounting For Business Managers, 3rd ed.	Asish K.Bhattacharyya	PHI	10
292	Insurance Management Text and Cases	S.C.Sahoo	Himalaya	10
293	Sales and Distribution Management: Text and Cases (An Indian Perspective)	S.L.Gupta	Excel	7
294	Sales and Distribution Management	Tapan Kumar Panda	Oxford	22
295	Projects – Planning, Analysis, Selection, Financing	Prasanna Chandra	TMH	9
296	Options, Futures and other Derivatives, 7th ed.	John C.Hull	Pearson	20
297	Services Marketing: People, Technology , Strategy	Christopher Lovelock	Pearson	7
298	Services Marketing	Valarie A Zeithaml	TMH	12
299	Business Ethics (Perspectives in), 3rd ed.	Laura P Hartman	TMH	5
300	Business Ethics (An Indian Perspective)	Ronald D Francis	TMH	7
301	Corporate Governance : Principles, Mechanisms & Practice	Parthasarathy	biztantra	2
302	Supply Chain Management: Strategy, Planning, and Operation	Sunil Chopra	Pearson	4
303	Corporate Governance : Critical Issues	C V Baxi	Excel	2
304	Services Marketing	Govind Apte	Oxford	4
305	Services Marketing and Management	B.Balaji	S.Chand	4
306	Modern Banking Management	S.C.Bihari	Skylark	2
307	Business Ethics: Concepts and Cases	Joseph W. Weiss	Cengage	2
308	Corporate Governance : Global Concepts & Practice	S.Singh	Excel	3
309	Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies	David Simchi-Levi	TMH	12

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310	Quality Management	Kanishka Bedi	Oxford	3
311	Financial Derivatives	Bishnupriya Mishra	Excel	2
312	Services Marketing: Text and Cases, 2nd ed.	Rajendra Nargundkar	TMH	2
313	Marketing Channels, 7th ed.	Anne T.Coughlan	Pearson	8
314	Project Management: Projects, Analysis, Finance,Policies etc	Vasant Desai	Himalaya	2
315	Introduction to Materials Management	J.R.Tony Arnold	Pearson	14
316	Total Quality Management, 3rd ed.	Dale H.Besterfield	Pearson	4
317	Materials Management: Text and Cases	A.K.Chitale	PHI	2
318	Juran's Quality Planning & Analysis for Enterprise Quality, 5th ed.	Frank M.Gryna	TMH	2
319	Production and Operations Management	Martin K.Starr	biztantra	2
320	Handbook of Materials Management	P.Gopalakrishnan	PHI	2
321	Salesmanship and Sales Management, 3rd Revised ed.	P.K.sahu	Vikas	4
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