

(New Arrivals March 11, 2009)

Business & Economics

1. Kotler, Philip. **Principles of marketing.** 12th. New Delhi: Pearson, 2008
2. Zikmund, William G. **Business research methods.** New Delhi: Cengage Learning India, 2008
3. McBurney, Donald H. **Research methods.** 7th. Delhi: Thomson, 2007
4. Keller, Kevin Lane. **Strategic brand management: building, measuring, and managing brand equity.** 3rd. New Delhi: Pearson, 2008
5. Carrell, Michael R. **Negotiating essentials: theory, skills, and practices.** New Delhi: Pearson, 2008
6. Barney, Jay B. **Strategic management and competitive advantage: concepts and cases.** New Delhi: Pearson, 2008
7. Barua, Samir K. **Portfolio management.** New Delhi: Tata McGraw-Hill, 2005
8. Gupta, S. L. **Financial derivatives: theory, concepts and problems.** New Delhi: Prentice Hall of India, 2006
9. Maheshwari, Yogesh. **Investment management.** New Delhi: PHI Learning, 2008
10. Moran, Robert T. **Managing cultural differences: global leadership strategies for the 21st century.** 7th. Oxford: Butterworth-Heinemann, 2009
11. Daft, Richard L. **The new era of management.** Delhi: Thomson, 2007
12. Bhattacharya, Hrishikes. **Working capital management: strategies and techniques.** 2nd. New Delhi: PHI Learning, 2008
13. Raghunathan, V. **Stock exchanges, investments and derivatives: straight answers to 250 nagging questions.** 3rd. New Delhi: Tata McGraw-Hill, 2008
14. Kelly-Holmes, Helen. **Advertising as multilingual communication.** London: Palgrave Macmillan, 2008
15. Jones, Chris. **Financial economics.** London: Routledge, 2008
16. Rose, Ed. **Resenting and training with magic: 53 simple tricks you can use to energize any audience.** New Delhi: Tata McGraw-Hill, 2004
17. Taylor, Shirley. **Model business letters, e-mails & other business documents.** 6th. New Delhi: Pearson, 2007
18. Koutsoyiannis, A. **Theory of econometrics.** 2nd. New York: Palgrave, 2007
19. Leeds, Dorothy. **Power speak: engage, inspire, and stimulate your audience.** New Delhi: Tata McGraw-Hill Publishing, 2005
20. Gerson, Sharon J. **Technical writing: process and product.** 5th. New Delhi: Pearson, 2008
21. Ambler, Tim. **Doing business in China.** 3rd. London: Routledge, 2009
22. Jain, A. K. **Professional communication skills.** New Delhi: S. Chand & Company, 2006
23. Vaman, Jagan Nathan. **ERP in practice: ERP strategies for steering organizational competence and competitive advantage.** New Delhi: Tata McGraw-Hill, 2007

24. Renn, Ortwin. **Risk governance: coping with uncertainty in a complex world.** London: Edward Arnold, 2008
25. Miller, Paul B. W. **Quality financial reporting.** New Delhi: Tata McGraw-Hill, 2005
26. Hilton, Ronald W. **Managerial accounting: creating value in a dynamic business environment.** 7th. New York: McGraw-Hill, 2008
27. Salvatore, Dominick. **Introduction to international economics.** Singapore: John Wiley, 2006
28. Turban, Efraim. **Decision support systems and intelligent systems.** 7th. New Delhi: Pearson, 2006
29. Nadeau, Raymond A. **Living Brands: Collaboration + innovation = customer fascination.** New Delhi: Tata McGraw-Hill, 2007
30. Horngren, Charles T. **Cost accounting; a managerial emphasis.** 12th. New Delhi: Pearson, 2009
31. Daft, Richard L. **The leadership experience.** 3rd. Mason: Thomson, 2005
32. Zamir Iqbal. **An introduction to Islamic finance: theory and practice.** Lahore: Vanguard Books, 2008
33. Glanz, Barbara A. **Care packages for your customers: an idea a week to enhance customer service.** New York: McGraw-Hill, 2007
34. Lenderman, Max. **Experience the message: how experiential marketing is changing the brand world.** New York: Carroll & Graf Publishers, 2006
35. Schmitt, Bernd H. **Experiential marketing; how to get customers to sense, feel, think, act, and relate to your company and brands.** New York: The Free Press, 1999
36. Anderson, Paul V. **Business communication: an audience-centered approach.** Oriando: Harcourt Brace Publishers, 1989

Science & Technology

1. Hair, Joseph F. **Multivariate data analysis.** 6th. New Delhi: Pearson, 2007
2. Lowe, Andrew B. **Polyelectrolytes and polyzwitterions: synthesis, properties, and applications.** Washington: American Chemical Society, 2006
3. Braun, D. **Polymer synthesis: theory and practice: fundamentals, methods, experiments.** 4th. New York: Sharpe Professional, 2007
4. **The complete technology book on dyes & dye intermediates.** Delhi: National Institute of Industrial Research.
5. Betala, Reeta. **Design: comprehension & visualizations.** New Delhi: Ane Books, 2005
6. Billmeyer, Fred W. **Textbook of polymer science.** 3rd. New Delhi: Wiley India, 2007
7. Holker, J. R. **Bonded fabrics.** Cambridge: Wood head publishing, 2004
8. **Modern inks formulas and manufacturing industries with directory of machinery & raw material suppliers.** New Delhi: Engineers India Research Institute.
9. Doble, Mukesh. **Biochemical engineering.** New Delhi: Prentice Hall of India, 2007
10. Mark, W. V. **Chemical process industries.** 2nd. New Delhi: CBS Publishers, 2007

11. Kime, Linda Almgren. **Explorations in college algebra.** 3rd. Hoboken: John Wiley & Sons, 2005
12. Rudin, Alfred. **The elements of polymer science and engineering.** 2nd. New Delhi: Academic Press, 2006
13. Shahzad Ahmad. **Encyclopedia of industrial Chemistry.** New Delhi: Anmol Publications, 2008
14. Cowie, J. M. G. **Polymers: Chemistry and Physics of modern materials.** 2nd. London: Stanley Thornes, 2002
15. **Handbook of advanced ceramics: materials science.** New Delhi: Academic Press, 2006
16. Stephanopoulos, George. **Chemical process control: an introduction to theory and practice.** New Delhi: Pearson, 2008
17. Lipschutz, Seymour. **Schaum's outline of theory and problems of set theory and related topics.** New Delhi: Tata McGraw-Hill, 2008
18. Timothy J. Ross. **Fuzzy logic with engineering applications.** 2nd. Chichester: John Wiley, 2007
19. Kimbark, Edward Wilson. **Power systems stability: V.1: elements of stability calculations, V.2: power circuit breakers and protective relays, V.3: synchronous machines.** Singapore: John Wiley, 2004
20. Foust, Alan S. **Principles of unit operations.** 2nd. Singapore: John Wiley, 2004
21. Sillbey, Robert J. **Physical Chemistry.** 4th. New Delhi: Wiley India, 2007
22. Aggarwal, K. K. **Reliability engineering.** New Delhi: Springer, 2007
23. Bradley, Tresa. **Essential mathematics for economics and business.** 3rd. Chichester: John Wiley, 2008
24. Ghosh, Premamoy. **Polymer science and technology: plastics, rubbers, blends and composites.** 2nd. New Delhi: Tata McGraw-Hill, 2008
25. Levenspiel, Octave. **Chemical reaction engineering.** 2nd. Singapore: John Wiley, 1995
26. Tanveer Ahmed Inamdar. **Biochemical engineering: principles and concepts.** New Delhi: Prentice Hall of India, 2007
27. Naisbitt, John. **High tech/high touch: technology and our accelerated search for meaning.** London: Nicholas Brealey Publishing, 2001
28. Naisbitt, John. **High tech/high touch: technology and our accelerated search for meaning.** London: Nicholas Brealey Publishing, 2001
29. Patranabis, D. **Principles of process control.** 2nd. New Delhi: Tata McGraw-Hill, 2007
30. Duda, Richard O. **Pattern classification.** 2nd. New Delhi: Wiley India, 2007
31. Billinton, Roy. **Reliability evaluation of engineering systems: concepts and techniques.** 2nd. New Delhi: Springer, 2007
32. Saff, E. B. **Fundamentals of complex analysis with applications to engineering and science.** 3rd. New Delhi: Pearson, 2008
33. Erwin Kreyszig. **Advanced engineering mathematics.** 8th. New York: John Wiley, 2006
34. Bogart, Theodore F. **Electronic devices and circuits.** 6th. New Delhi: Pearson, 2006

Social Sciences & Humanities

1. Martin, Mike W. **Everyday morality: an introduction to applied ethics.** 4th. Belmont: Thomson, 2007
2. Cohen, Martin. **101 ethical dilemmas.** 2nd. London: Routledge, 2007
3. Fuery, Kelli. **New media: culture and image.** London: Palgrave Macmillan, 2009
4. Lax, Stephen. **Media and communication technologies: a critical introduction.** New York: Palgrave Macmillan, 2009
5. Newuman, W. Lawrence. **Social research methods: qualitative and quantitative approaches.** 6th. New Delhi: Pearson, 2008
6. Gomm, Roger. **Social research methodology: a critical introduction.** 2nd. New York: Palgrave Macmillan, 2008
7. **The media and social theory.** London: Routledge, 2008
8. Coyer, Kate. **The alternative media handbook.** London: Routledge, 2007
9. Balnaves, mark. **Media theories and approaches: a global perspective.** London: Palgrave Macmillan, 2009
10. Theaker, Alison. **The public relations handbook.** 3rd. London: Routledge, 2008
11. Moore, Roy L. **Media law and ethics: a casebook.** 2nd. London: Routledge, 2008
12. Duffy, Brooke Erin. **Key readings in media today: mass communication in contexts.** London: Routledge, 2009
13. Martinec, Radan. **The language of new media design: theory and practice.** London: Routledge, 2009
14. **Qualitative discourse analysis in the social sciences.** London: Palgrave Macmillan, 2008
15. Negrine, Ralph M. **The transformation of political communication: continuities and changes in media and politics.** London: Palgrave Macmillan, 2008
16. Nida, Eugene A. **Toward a science of translating: with special reference to principles and procedures involved in Bible translating.** Leiden: E. J. Brill, 1964
17. Bradford, Helen. **Communication language and literacy in the early years foundation stage.** London: Routledge, 2009
18. Ferguson, Gibson. **Language planning and education.** Edinburgh: Edinburgh University Press, 2006
19. Krippendorff, Klaus. **On communicating: otherness, meaning, and information.** New York: Routledge, 2009
20. Christie, Frances. **Classroom discourse analysis: a functional perspective.** London: Constable, 2007
21. McNabb, David E. **Knowledge management in the public sector: a blueprint for innovation in government.** New Delhi: Prentice Hall of India, 2007
22. **The world in 2009.** London: The Economist, 2009
23. Catford, J. C. **A linguistic theory of translation: an essay in applied linguistics.** London: The Open

University, 1967

24. Berger, Arthur Asa. **Media and society: a critical perspective.** 2nd. Lanham: Roman & Littlefield Publishers, 2007
25. **Readings on second language acquisition.** Englewood Cliffs: Prentice-Hall, 1995
26. Gelb, Michael J. **How to think like Leonardo da Vinci: seven steps to genius every day.** New York: Delta Trade Paperbacks, 2004
27. Watson, James. **Media communication: an introduction to theory and process.** 3rd. London: Palgrave Macmillan, 2008