

S. No.	Display Title	Authors	Discipline	Publisher	Pub_yr	URL
1	FT Essential Guide to Leading Your Team : How to Set Goals, Measure Performance and Reward Talent	Yemm	General Management	FT Publishing International	2013	http://lib.myilibrary.com?id=462989
2	International Management, Global Edition	Deresky	General Management	Pearson	2013	http://lib.myilibrary.com?id=523717
3	Essentials of Marketing Research	Malhotra; Birks; Wills	Marketing	Pearson	2013	http://lib.myilibrary.com?id=471844
4	Your First 100 Days : How to accelerate your leadership performance in your new role	O'Keeffe	General Management	Financial Times/ Prentice Hall	2012	http://lib.myilibrary.com?id=463039
5	Human Resource Management: Text and Cases	Pande; Basak	Human Resource Management	Pearson Education India	2012	http://lib.myilibrary.com?id=475712
6	Fundamentals of Business Communication	Chaturvedi; Chaturvedi	Business Communication	Pearson Education India	2012	http://lib.myilibrary.com?id=475772
7	International Business	Varma	General Management	Pearson Education India	2012	http://lib.myilibrary.com?id=475711
8	Marketing and Human Resource Management: T. Y. B.Com	Shitole; Nair; Mathews; Narayanayyar	Human Resource Management	Pearson Education India	2012	http://lib.myilibrary.com?id=475950
9	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Kumar	General Management	Pearson Education India	2012	http://lib.myilibrary.com?id=475780
10	PMI: Agile Certified Practitioner	Chandramouli; Dutt	Project Management	Pearson Education India	2012	http://lib.myilibrary.com?id=475766
11	Accountability: Angst, Awareness, Action	Desai	Finance and Accounting	Pearson Education India	2012	http://lib.myilibrary.com?id=475743
12	Ethics and Governance	Sawshilya	General Management	Pearson Education India	2012	http://lib.myilibrary.com?id=475918
13	Cost Accounting	Alex	Finance and Accounting	Pearson Education India	2012	http://lib.myilibrary.com?id=475748
14	Business Communication for Managers	Mehra	Business Communication	Pearson Education India	2012	http://lib.myilibrary.com?id=475944
15	Principles of Management: Text and Cases	Bhattacharya	General Management	Pearson Education India	2012	http://lib.myilibrary.com?id=475852
16	Finance: Plain and Simple : What you Need to Know to Make Better Financial Decisions	Nokes, Sebastian	Finance and Accounting	Financial Times/ Prentice Hall	2011	http://lib.myilibrary.com?id=383151
17	Business of Sport Management, The	Beech; Chadwick	General Management	Financial Times/ Prentice Hall	2004	http://lib.myilibrary.com?id=60118
18	Persuasive Writing	Frederick	Business Communication	Prentice Hall	2012	http://lib.myilibrary.com?id=317342
19	Financial Times Essential Guide to Budgeting and Forecasting : How to Deliver Accurate Numbers	Nigel Wyatt	Finance and Accounting	FT Publishing International	2012	http://lib.myilibrary.com?id=399651
20	Financial Times Guide to Investing in Funds	Jerome De Lavenere Lussan	Finance and Accounting	Financial Times/ Prentice Hall	2012	http://lib.myilibrary.com?id=399610
21	Brilliant Marketing	Hall	Marketing	Pearson Education UK	2012	http://lib.myilibrary.com?id=369121
22	Management Research Methodology: Integration of Principles, Methods and Techniques (For VTU)	Krishnaswamy; Sivakumar; Mathirajan	Operations Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475795
23	Financial Management: For VTU	Kapil	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475793
24	Management Research Methodology: Integration of Principles, Methods and Techniques (For Anna University)	Krishnaswamy; Sivakumar; Mathirajan	Operations Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475797
25	Human Resource Management: For VTU	Durai	Human Resource Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475761
26	Basics of Business and Management: For University of Calicut's B.Com/BBA Programme	Emmanuel	General Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475951
27	International Business Management: For VTU	Sharan	General Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475783

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28	Business Communication and Soft Skills Laboratory Manual	Rani	Business Communication	Pearson Education India	2011	http://lib.myilibrary.com?id=475982
29	Rural Marketing	Kashyap	Marketing	Pearson Education India	2011	http://lib.myilibrary.com?id=475891
30	Business Organization and Management: Text and Cases	Kaul	Organizational Behaviour	Pearson Education India	2011	http://lib.myilibrary.com?id=475853
31	Statistics for Management: For VTU	Sharma	Business Statistics	Pearson Education India	2011	http://lib.myilibrary.com?id=475757
32	Accounting for Managers: For VTU	Rajasekaran	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475727
33	Statistics for Management: For Anna University	Sharma	Business Statistics	Pearson Education India	2011	http://lib.myilibrary.com?id=475758
34	Fundamentals of Financial Management	Sharan	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475729
35	Financial Accounting for Management: An Analytical Perspective	Gupta	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475737
36	Business Mathematics: For University of Delhi	Khattar; Gupta	Business Mathematics	Pearson Education India	2011	http://lib.myilibrary.com?id=475764
37	Contemporary Auditing: For Chaudhary Charan Singh University	Basu	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475740
38	Management Accounting: For the B.Com. Course of Uttar Pradesh Universities	Bhattacharyya	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475734
39	Management Accounting : For Chaudhary Charan Singh University	Bhattacharyya	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475725
40	Business Communication : For the B.Com. Course of Uttar Pradesh Universities	Chaturvedi; Chaturvedi	Business Communication	Pearson Education India	2011	http://lib.myilibrary.com?id=475726
41	Cost Management: For Chaudhary Charan Singh University	Rajasekaran	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475742
42	Services Marketing: Text and Cases	Verma	Marketing	Pearson Education India	2011	http://lib.myilibrary.com?id=475854
43	Corporate Governance: Principles, Policies and Practices: Principles, Polices and Practices	Fernando	General Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475736
44	Performance Management Systems and Strategies	Bhattacharyya	Human Resource Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475924
45	Management Accounting: For University of Delhi	Bhattacharyya; Sharma	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=479925
46	Corporate Accounting	Rajasekaran; Lalitha	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475931
47	Cost Accounting and Financial Management: For CA Integrated Professional Competence Course (IPCC)	Venkatasivakumar	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475832
48	Business Research Methods	Bajpai	Operations Management	Pearson Education India	2011	http://lib.myilibrary.com?id=479902
49	Business Communication : Concepts, Cases, and Applications	Chaturvedi; Chaturvedi	Business Communication	Pearson Education India	2011	http://lib.myilibrary.com?id=475874
50	Business Environment	Fernando	Organizational Behaviour	Pearson Education India	2011	http://lib.myilibrary.com?id=475926
51	Brilliant Business Writing	Taylor	Business Communication	Prentice Hall	2011	http://lib.myilibrary.com?id=317333
52	Brilliant Dissertation	Bill Kirton	Business Communication	Prentice Hall	2011	http://lib.myilibrary.com?id=404614
53	Brilliant Essay	Bill Kirton	Business Communication	Prentice Hall	2011	http://lib.myilibrary.com?id=404615

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54	Business Communication : Concepts, Cases and Applications (for Chaudhary Charan Singh University)	Chaturvedi	Business Communication	Pearson Education India	2011	http://lib.mylibrary.com?id=476017
55	Business Communication : For VTU	Chaturvedi	Business Communication	Pearson Education India	2011	http://lib.mylibrary.com?id=475991
56	Communication Skills : For Anna University	Chaturvedi	Business Communication	Pearson Education India	2011	http://lib.mylibrary.com?id=475978
57	Contemporary Communicative English for Technical Communication	Board of Editors	Business Communication	Pearson India	2011	http://lib.mylibrary.com?id=272657
58	Developing Management Skills	Whetten and Cameron	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=265031
59	FT Essential Guide to Business Writing	Ian Atkinson	Business Communication	Financial Times/ Prentice Hall	2011	http://lib.mylibrary.com?id=404607
60	Guide to Business Etiquette	Cook and Cook	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=272667
61	Guide to Cross-Cultural Communication	Reynolds, Valentine and Munter	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=272626
62	How to Argue	Alastair Bonnett	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=404631
63	How to Write Dissertations & Project Reports	Jonathan Weyers / Kathleen McMillan	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=404652
64	How to Write Essays & Assignments	Jonathan Weyers / Kathleen McMillan	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=404665
65	Intercultural Business Communication	Chaney and Martin	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=265125
66	Model Business Letters, Emails and Other Business Documents	Taylor	Business Communication	Financial Times/ Prentice Hall	2011	http://lib.mylibrary.com?id=390388
67	Opportunities and Challenges of Workplace Diversity: Theory, Cases, and Exercises	Canas and Sondak	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=265032
68	Principles and Practices of Management and Business Communication	Karmakar,Dutta	Business Communication	Pearson Education India	2011	http://lib.mylibrary.com?id=475967
69	Writing & Speaking at Work: A Practical Guide for Business Communication	Bailey	Business Communication	Prentice Hall	2011	http://lib.mylibrary.com?id=272670
70	Microeconomics I : For University of Delhi	Dwivedi	Business Economics	Pearson Education India	2011	http://lib.mylibrary.com?id=476020
71	Business Regulatory Framework : For the B.Com. Course of Uttar Pradesh Universities	Sheth	Business Statistics	Pearson Education India	2011	http://lib.mylibrary.com?id=476014
72	Business Statistics : For the B.Com. Course of Uttar Pradesh Universities	Sharma	Business Statistics	Pearson Education India	2011	http://lib.mylibrary.com?id=475981
73	Business Statistics : For University of Delhi	Sharma	Business Statistics	Pearson Education India	2011	http://lib.mylibrary.com?id=475966
74	How to Use Statistics	Steve Lakin	Business Statistics	Prentice Hall	2011	http://lib.mylibrary.com?id=404619
75	Accounts Demystified	Rice	Finance and Accounting	Prentice Hall	2011	http://lib.mylibrary.com?id=317336
76	Corporate Accounting : For Chaudhary Charan Singh University	Rajasekaran	Finance and Accounting	Pearson Education India	2011	http://lib.mylibrary.com?id=475980
77	Corporate Accounting : For the B.Com. Course of Uttar Pradesh Universities	Rajasekaran	Finance and Accounting	Pearson Education India	2011	http://lib.mylibrary.com?id=476013
78	Cost Accounting : As per the Syllabus of B.Com (Hons.) (University of Delhi)	Rajasekaran,Rao	Finance and Accounting	Pearson Education India	2011	http://lib.mylibrary.com?id=476007
79	Cost Accounting : For the B.Com. Course of Uttar Pradesh Universities	Rajasekaran	Finance and Accounting	Pearson Education India	2011	http://lib.mylibrary.com?id=475988
80	Devil's Deal : An Insider's Story of the City	Loizou	Finance and Accounting	Pearson Education UK	2011	http://lib.mylibrary.com?id=369167

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81	Financial Accounting	Rajasekaran and Lalitha	Finance and Accounting	Pearson India	2011	http://lib.myilibrary.com?id=283998
82	Financial Accounting : For Chaudhary Charan Singh University	Rajasekaran	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=476015
83	Financial Accounting : For the B.Com. Course of Uttar Pradesh Universities	Rajasekaran	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475962
84	Financial Accounting : For University of Delhi	Rajasekaran;Gupta	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475959
85	Financial Management : For Anna University	Kapil	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475992
86	Financial Management : For Chaudhary Charan Singh University	Kapil	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475984
87	Management Accounting	Bhattacharyya	Finance and Accounting	Pearson India	2011	http://lib.myilibrary.com?id=270192
88	Management Accounting : For Universities and Autonomous Colleges of Odisha	Das	Finance and Accounting	Pearson Education India	2011	http://lib.myilibrary.com?id=475973
89	Brilliant Teams	Miller	General Management	Prentice Hall	2011	http://lib.myilibrary.com?id=317337
90	Entrepreneurship Development and Small Business Enterprises : For Chaudhary Charan Singh University	Charantimath	General Management	Pearson Education India	2011	http://lib.myilibrary.com?id=476016
91	Financial Times Briefing on Corporate Governance	Finch	General Management	Financial Times/ Prentice Hall	2011	http://lib.myilibrary.com?id=462965
92	How to Manage	Owen	General Management	Pearson Business	2011	http://lib.myilibrary.com?id=404654
93	International Business Management : For Anna University	Sharan	General Management	Pearson Education India	2011	http://lib.myilibrary.com?id=476021
94	Manager's Bookshelf, The: A Mosaic of Contemporary Views	Pierce and Newstrom	General Management	Prentice Hall	2011	http://lib.myilibrary.com?id=272627
95	Managing	Mintzberg	General Management	Pearson Education UK	2011	http://lib.myilibrary.com?id=369166
96	Employee Relations Management	Singh	Human Resource Management	Pearson India	2011	http://lib.myilibrary.com?id=270191
97	Framework for Human Resource Management, A	Dessler	Human Resource Management	Prentice Hall	2011	http://lib.myilibrary.com?id=272663
98	Human Resource Management : For Anna University	Durai	Human Resource Management	Pearson Education India	2011	http://lib.myilibrary.com?id=475990
99	Key Performance Indicators (KPI)	Marr	Human Resource Management	Pearson Education UK	2011	http://lib.myilibrary.com?id=369163
100	Brilliant Marketing Plans: What to Know and Do to Make a Successful Plan	Linton	Marketing	Prentice Hall	2011	http://lib.myilibrary.com?id=333409
101	Business-to-Business Marketing: Analysis and Practice	Vitale, Giglierano and Waldemar	Marketing	Prentice Hall	2011	http://lib.myilibrary.com?id=272625
102	Facebook Era, The: Tapping Online Social Networks to Market, Sell, and Innovate	Shih	Marketing	Prentice Hall	2011	http://lib.myilibrary.com?id=285282
103	International Marketing and Export Management	Albaum; Duerr	Marketing	Financial Times/ Prentice Hall	2011	http://lib.myilibrary.com?id=327546
104	Marketing in Virtual Worlds	Wood	Marketing	Prentice Hall	2011	http://lib.myilibrary.com?id=265055
105	Marketing Plan Handbook, The	Wood	Marketing	Prentice Hall	2011	http://lib.myilibrary.com?id=265034
106	Rural Marketing: Text and Cases	Krishnamacharyulu and Ramakrishnan	Marketing	Pearson India	2011	http://lib.myilibrary.com?id=284001
107	Tourism Marketing	Das Gupta	Marketing	Pearson India	2011	http://lib.myilibrary.com?id=268138
108	Contemporary Logistics	Murphy and Wood	Operations Management	Prentice Hall	2011	http://lib.myilibrary.com?id=272666
109	Decision Support and Business Intelligence Systems	Turban, Delen and Sharda	Operations Management	Prentice Hall	2011	http://lib.myilibrary.com?id=262248
110	Entrepreneur's Legal Companion, The	Davidson and Forsythe	Operations Management	Prentice Hall	2011	http://lib.myilibrary.com?id=265033
111	Occupational Safety and Health: For Technologists, Engineers, and Managers	Goetsch	Operations Management	Prentice Hall	2011	http://lib.myilibrary.com?id=267065
112	Total Quality of Management	Bose	Operations Management	Pearson India	2011	http://lib.myilibrary.com?id=276878

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113	Behavior in Organizations	Greenberg	Organizational Behaviour	Prentice Hall	2011	http://lib.myilibrary.com?id=272664
114	Business Ethics as Rational Choice	Hooker	Organizational Behaviour	Prentice Hall	2011	http://lib.myilibrary.com?id=272665
115	Experiential Approach to Organization Development, An	Brown	Organizational Behaviour	Prentice Hall	2011	http://lib.myilibrary.com?id=265124
116	Management: A Focus on Leaders	McKee	Organizational Behaviour	Prentice Hall	2011	http://lib.myilibrary.com?id=272668
117	Organization Development	Pathak	Organizational Behaviour	Pearson India	2011	http://lib.myilibrary.com?id=276875
118	Integrating CMMI® and Agile Development: Case Studies and Proven Techniques for Faster Performance Improvement	McMahon	Project Management	Addison-Wesley Professional	2011	http://lib.myilibrary.com?id=285303
119	Studies in Accounting and Finance: Contemporary Issues and Debates	Basu; Saha	Finance and Accounting	Pearson Education India	2010	http://lib.myilibrary.com?id=475876
120	International Business: Concept, Environment and Strategy	Sharan	General Management	Pearson Education India	2010	http://lib.myilibrary.com?id=475903
121	Financial Management	Kapil	Finance and Accounting	Pearson Education India	2010	http://lib.myilibrary.com?id=475851
122	Indian Financial System: Markets, Institutions and Services	Pathak	Finance and Accounting	Pearson Education India	2010	http://lib.myilibrary.com?id=475907
123	Cost Accounting	Rajasekaran; Lalitha	Finance and Accounting	Pearson Education India	2010	http://lib.myilibrary.com?id=475871
124	Methodology of Business Studies: for Calicut and Kannur University	Emmanuel	General Management	Pearson Education India	2010	http://lib.myilibrary.com?id=479907
125	50 Strategies for Communicating and Working with Diverse Families	Gonzalez-Mena	Business Communication	Merrill	2010	http://lib.myilibrary.com?id=272673
126	Brilliant Email	Seeley	Business Communication	Prentice Hall	2010	http://lib.myilibrary.com?id=305617
127	Communication Skills	Davies	Business Communication	Prentice Hall	2010	http://lib.myilibrary.com?id=305596
128	Communication Skills and Soft Skills: An Integrated Approach	Kumar	Business Communication	Pearson India	2010	http://lib.myilibrary.com?id=272660
129	Management Communication: Financial Times Briefing	Adler	Business Communication	Financial Times/ Prentice Hall	2010	http://lib.myilibrary.com?id=305603
130	Foundation Maths	Croft; Davison	Business Mathematics	Prentice Hall	2010	http://lib.myilibrary.com?id=327534
131	Accounting Simplified	Fortes	Finance and Accounting	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298361
132	Be Your Own Financial Adviser:The comprehensive guide to wealth and financial planning	Lowe	Finance and Accounting	Pearson Education UK	2010	http://lib.myilibrary.com?id=264545
133	Brilliant Accounting	Quinn	Finance and Accounting	Prentice Hall	2010	http://lib.myilibrary.com?id=305599
134	Brilliant Book-keeping: How to keep your business efficient and cost-effective	Quinn	Finance and Accounting	Pearson Education UK	2010	http://lib.myilibrary.com?id=278606
135	Brilliant Budgets and Forecasts:Your practical guide to preparing and presenting financial information	Secrett	Finance and Accounting	Pearson Education UK	2010	http://lib.myilibrary.com?id=264547
136	Critical Finance Issues: Financial Times Briefing	Finch	Finance and Accounting	Financial Times/ Prentice Hall	2010	http://lib.myilibrary.com?id=305607
137	Financial Crisis: Causes, Context and Consequences	Buckley	Finance and Accounting	Financial Times/ Prentice Hall	2010	http://lib.myilibrary.com?id=311484
138	Financial Statement Analysis : For University of Calcutta	Bhattacharyya	Finance and Accounting	Pearson Education India	2010	http://lib.myilibrary.com?id=475971
139	Financial Times Handbook of Corporate Finance	Arnold	Finance and Accounting	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298344
140	Brilliant Business Plan	Williams	General Management	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298375

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141	Brilliant Checklists for Entrepreneurs	Ashton	General Management	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298373
142	Brilliant Customer Service	Stevens	General Management	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298370
143	Consultant ebook, The	Newton	General Management	Pearson Education	2010	http://lib.myilibrary.com?id=255764
144	Fast Track to Success: Managing	O'Neill; Mowl	General Management	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298357
145	Leadership Book, The	Anderson	General Management	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298353
146	Leadership in Organizations	Yukl	General Management	Prentice Hall	2010	http://lib.myilibrary.com?id=269334
147	Seven Cs of Consulting, The	Cope	General Management	Pearson Education Ltd	2010	http://lib.myilibrary.com?id=279486
148	The Truth About Innovation	Mckeown	General Management	Pearson Business	2010	http://lib.myilibrary.com?id=382324
149	Coaching Manual	Starr	Human Resource Management	Prentice Hall Business	2010	http://lib.myilibrary.com?id=305614
150	Fast track to Success: Managing People & Performance	Ross	Human Resource Management	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298356
151	Human Resource Management	Durai	Human Resource Management	Pearson India	2010	http://lib.myilibrary.com?id=266325
152	People CMM, The: A Framework for Human Capital Management	Curtis, Hefley and Miller	Human Resource Management	Addison-Wesley Professional	2010	http://lib.myilibrary.com?id=267503
153	Surviving the War for Talent in Asia: How Innovation Can Help	Ooi	Human Resource Management	IBM Press	2010	http://lib.myilibrary.com?id=267542
154	Web 2.0 and Social Networking for the Enterprise: Guidelines and Examples for Implementation and Management Within Your Organization	Bernal	Human Resource Management	IBM Press	2010	http://lib.myilibrary.com?id=267585
155	All a Twitter: A Personal and Professional Guide to Social Networking with Twitter	Morris	Marketing	Que Publishing	2010	http://lib.myilibrary.com?id=267589
156	Audience, Relevance, and Search: Targeting Web Audiences with Relevant Content	Mathewson, Donatone and Fishel	Marketing	IBM Press	2010	http://lib.myilibrary.com?id=267536
157	Blogging to Drive Business: Create and Maintain Valuable Customer Connections	Butow and Bollwitt	Marketing	Que Publishing	2010	http://lib.myilibrary.com?id=267535
158	Brilliant Online Marketing	Blyth	Marketing	Prentice Hall	2010	http://lib.myilibrary.com?id=305608
159	Create Your Own Blog: 6 Easy Projects to Start Blogging Like a Pro	Hussey	Marketing	Sams Publishing	2010	http://lib.myilibrary.com?id=267578
160	Customer Service: A Practical Approach	Harris	Marketing	Prentice Hall	2010	http://lib.myilibrary.com?id=267076
161	Essential Guide to Marketing Planning	Wood	Marketing	Pearson Education UK	2010	http://lib.myilibrary.com?id=278601
162	Eyetracking Web Usability	Nielsen and Pernice	Marketing	New Riders	2010	http://lib.myilibrary.com?id=267753
163	Facebook Marketing: Designing Your Next Marketing Campaign	Levy	Marketing	Que Publishing	2010	http://lib.myilibrary.com?id=267740
164	Get Up to Speed with Online Marketing	Reed	Marketing	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298354
165	How to Sell with NLP	Hutchinson	Marketing	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298363
166	Marketing for Hospitality & Tourism	Kotler, Bowen and Makens	Marketing	Prentice Hall	2010	http://lib.myilibrary.com?id=269338
167	Mobile Marketing: Finding Your Customers No Matter Where They Are	Krum	Marketing	Que Publishing	2010	http://lib.myilibrary.com?id=267610
168	Secrets of Success in Marketing	Linton	Marketing	Prentice Hall Business	2010	http://lib.myilibrary.com?id=305616
169	Social Factor, The: Innovate, Ignite, and Win through Mass Collaboration and Social Networking	Azua	Marketing	IBM Press	2010	http://lib.myilibrary.com?id=267568
170	Social Media Marketing: Strategies for Engaging in Facebook, Twitter and Other Social Media	Evans	Marketing	Que Publishing	2010	http://lib.myilibrary.com?id=285219
171	Dynamic Supply Chains	Gattorna	Operations Management	Pearson Education Limited	2010	http://lib.myilibrary.com?id=298350
172	Foodservice Operations: A Managerial and Systems Approach	Gregoire	Operations Management	Prentice Hall	2010	http://lib.myilibrary.com?id=266056

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173	Introduction to Hospitality Management	Walker	Operations Management	Prentice Hall	2010	http://lib.myilibrary.com?id=268118
174	Multisite Commerce: Proven Principles for Overcoming the Business, Organizational, and Technical Challenges	Mirlas	Operations Management	IBM Press	2010	http://lib.myilibrary.com?id=267638
175	Operations Management	Mahadevan	Operations Management	Pearson India	2010	http://lib.myilibrary.com?id=266314
176	Restaurant Food Service Equipment	Drysdale	Operations Management	Prentice Hall	2010	http://lib.myilibrary.com?id=267050
177	Supply Chain Management	Chopra and Meindl	Operations Management	Prentice Hall	2010	http://lib.myilibrary.com?id=269359
178	Agile Career Development: Lessons and Approaches from IBM	Bopp, Bing and Forte-Trammell	Organizational Behaviour	IBM Press	2010	http://lib.myilibrary.com?id=267466
179	Change Management: Financial Times Briefing	Newton	Organizational Behaviour	Financial Times/ Prentice Hall	2010	http://lib.myilibrary.com?id=305602
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