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174	Marketing management	Saxena	9		
175	Marketing management	Lal,Quelch	5		
176	<b>MARKETING MANAGEMENT</b>	<b>Kotler</b>	<b>40</b>		
177	Marketing Management	C.N.Sontakki	36		
178	MARKETING MANAGEMENT	GUPTA & SONTAKKI	3		
179	Marketing Plans	Malcolm and McDonall	1		

180	Marketing research	Stasch	1		
181	Marketing research	Bush and Hair	1		
182	Marketing research	Dr.Ned Roberto	1		
183	Marketing Research	Aaker,kumar,Dey	1		
184	Marketing Research	Naresh k Malhotra & Satyabhusha	2		
185	Material Management	Gopalakrishnan and Sundaresan	1		
186	MEterial Management	AMIT CHOPRA	11		
187	Mathematics for economics and business	RS Bhardwaj	1		
188	Mercantile Law	Avtar Singh	1		
189	Micro Economics	Joydev Sorkel	2		
190	Micro Economics	Sen	1		
191	Micro economics theory	J.P.Gould and E.P.Lazer	3		
192	MIS-I	S BHOWMIK	1		
193	Modern Accounting	Hanif, Mukherjee	4		
194	Modern Business management	Haldar	1		
195	Modern competitive strategy	Gordon Walker	4		
196	MODERN ECONOMIC THEORY	SAMPAT MUKHERJEE	1		
197	Modern micro economics	A.Koutsoyianni	3		
198	Modern production/operations management	Elwood S.Buffa &Rakesh k.Sarin	1		
199	Operation management	Jacobs ,Chare,Agarwal	5		
200	Operation management	Gaither, Frazier	4		
201	Operation management	Stevenson	6		
202	Operation management for competitive advantage	Jacobs	1		
203	Operations management 8e	Lee Krajewski & Larry Ritzman &Manoj Malhotra	1		
204	Operations Research	Rathindra P.sen	2		
205	Operations Research	Hillier,Liebermen	4		
206	Operations Research	Wayne L.Winston	1		
207	Operations Research	Kalavathy	1		
208	Options,Futures& Other Derivatives	Hull & Basu	1		
209	Organisational Behavior	Sharma	1		
210	Organisational Behavior	Robbins,Judge,Sanghi	6		
211	Organisational Behavior	Fred Luthans	7		
212	Organisational Behavior	L.M.Prasad	1		
213	ORGANISATIONAL BEHAVIOR	GUPTA & JOSHI	1		
214	Organisational Theory	Gareth R.Jones	1		
215	Organization & Management	kings	1		
216	Organization theory and design	Rechard L.Dutt	1		
217	Organizational Behavior	kings	1		
218	ORGANIZATIONAL BEHAVIOUR	SASHI K.GUPTA	1		
219	Organizational theory,Design and change	Gareth R.Jones	9		
220	OXFORD DICTIONARY (ENGLISH - ENGLISH)		1		
221	Personal/Human Resource Management	Decenzo/Robbins	10		
222	Perspective in business ethics	Laura and Abha Chatterjee	2		
223	Phychology	Girish Bala Mohanty	11		
224	PRINCIPLE OF MANAGEMENT	KING'S	1		

225	Principles & Practices Of Management	L.M.Prasad	50		
226	Principles and practices of cost accounting	Ashish kr. Bhattacharya	2		
227	Principles of Commerce	J.K.Mitra	1		
228	Principles of corporate finance	Myers	1		
229	Principles of Economics	Dwivedi	1		
230	Principles Of Management	P.Sing & R. Kaur	100		
231	Probability,Random variables	Peyton Z .Peebles	1		
232	Product management	Lehmann and Winer	1		
233	Production and operation management	Chary	3		
234	Production and operation management	Ebert	6		
235	Production and operations management	Kanishka Bedi	2		
236	Production and operations management	SN Chary	1		
237	Production Management	Sharma and Mahendru	1		
238	PRODUCTION MANAGEMENT	SHARMA & MAHENDRA	2		
239	Professional Communication	Aruna Koneru	2		
240	Project Management	Nicholus,Steyn	1		
241	Projects	Prasanna Chandra	3		
242	Purchasing and Materials Management	P Gopalakrishnan	1		
243	Quantitative Analysis for Management	Render,Stair JR,Hanna	4		
244	Quantitative Methods	N.K.Nag	1		
245	Quantitative Methods for Business	Anderson, Sweeny,Williams	3		
246	QUANTITATIVE TECHNIQUES	KING'S	1		
247	Quantitative Techniques in Management	N.D.Nohra	7		
248	Quantitative aptitude	Abhijit Guha	1		
249	Research Methodology	BHATTACHARIYA	1		
250	Research Methods for Business	Uma Sekaran	3		
251	Research Methods for Management	Dr.s.Shajahan	1		
252	Reserarch for marketing Decission	Tull	1		
253	Retailing Management	Pradhan	2		
254	Rethinking Organisational Behavior	Jackson,Carter	1		
255	Sales Management	Kings	1		
256	Sales management	Williams	1		
257	Security Analysis & Portfolio Management	Kevin	1		
258	Services Marketing	Lovelock, Chatterjee	3		
259	Services Marketing	Ravishanker	2		
260	SET THEORY	N.G DAS	1		
261	Six sigma	paul Keller	1		
262	Statistic for business and economics	Anderson, Sweeny,Williams	1		
263	STATISTICAL METHODS	N.G DAS	5		
264	Statistical quality control	Eugenel. Grant &Richard s. Leav	1		
265	Statistics	y p singh & j k singh	1		
266	Statistics for business and economics	Anderson, Sweeney and Williams	1		
267	Statistics for management	Richard and David	3		
268	Statistics for management	R.I.Rabin and D.S.Rubin	5		
269	Statistics for management	T N srivastava and shailaja rego	1		
270	Statistics for manager	Stephen	11		
271	STATISTICS	N K NAG & S K NAG	25		
272	STATISTICS	PAL & BASAK	3		

273	Strategic brand management	keller and Jacob	1		
274	STRATEGIC CUSTOMER MANAGEMENT	ADRIAN PAYNE, PENNIE FROW	1		
275	Strategic management	VSP Rao, V.Hari.Kishna	2		
276	Strategic management	Upendra Kachru	1		
277	Strategic management and Business policy	Wheelen and Hunger	1		
278	Strategic management and Business policy	Kazmi	1		
279	STUDY LISTENING	TONY LYNCH	1		
280	Supply chian management	Chopra and Kalra	3		
281	The management of business logistics	Coyle, Bardi	1		
282	Theory & Practice of management	kings	1		
283	Total Relationship Marketing	Evert Gummesson	1		
284	Training & Development	Tapomoy Deb	1		
285	TRANSPORT MANAGEMENT	K KAUR	1		
286	Transportation Management	Kirandeep Kaur	1		
287	Transportation Management	Kirandeep Kaur	2		
288	Understanding & Managing OB	George,Jones	1		
289	Understanding Organisational Behavior	Udai Pareek	3		
290	WAGE & SALARY ADMINISTRATION	DR.PANDEY & RASTOGI	1		
291	WORKING CAPITAL MANAGEMENT	BHATTACHARIYA	2		
292	HUMAN RESOURCE MANAGEMENT [ BBA 4TH SEM W B U T]	SHASHI K. GUPTA AND ROY JOSHI	10		
293	HUMAN RESOURCE MANAGEMENT III [ BBA 6TH SEM W B U T]	N K SAHNI AND MANI PARTI BHARAR	10		
294	PRINCIPALS OF MANAGEMENT [2e ]	ANIL BHAT AND ARYA KUMAR	1		
295	MANAGEMENT A GLOBAL AND ENTREPRENEURIAL PERSPECTIVE [13E]	HEINZ WEIHRICH, MARK V CANNICE,	3		
296	BUSINESS ECONOMICS	R.K.Lekhi	20		
297	SOCIAL RESEARCH METHODS [ BBA 6 TH SEM W B U T]	MOHIT GUPTA , NAVDEEP AGGARWA	10		
298	ORGANIZATIONAL BEHAVIOUR	J S CHANDAN	2		
299	A TEXT BOOK OF COMPUTER APPLICATION II [ BBA 2 ND SEM ]	R SINGH AND G SINGH	10		
300	COST ACCOUNTING PRINCIPLES AND PRACTICE	S. JAIN,K.NARANG,S.AGRAWAL,M SE	10		
301	EASY ENGLISH BUSINESS COMMUNICATION II[BBA 2ND SEM W B U T]	ABHISHEK ARORA	10		
302	MATHEMATICS[ BBA 1 ST SEM W B U U T]	NAG AND NAG	21		
303	PERSONALITY DEVELOPMENT-1	L PUTHERY	30		
304	PERSONALITY DEVELOPMENT BBA 3	DD GHATE	20		
305	CASE STUDIES IN MARKETING	R SRINIVASAN	10		
306	COMMUNICATION SKILL FOR PROFESSIONAL	N KONAR	5		
307	COMMUNICATIVE ENGLISH	BHATNAGAR	5		
308	BASIC MANAGERIAL SKILLS	PHI	4		
309	BUSINESS INLELLIGENCE	SIA	10		
310	BUSINESS INTELLIGENCE AND ANALYTICS	TURBAN	1		
311	PRINCIPLES AND PRACTICE MANAGEME	PILLAI	50		
312	BUSINESS ECONOMICS MICROECOBONIC	AHUJA-	50		
313	.ENVIRONMENTAL STUDIES(ugc sylla	ASTHANA	10		
314	MANAGEMENT ACCOUNTING	PILLAI.	10		
315	ENTREPRENEURIAL DEVELOPMENT	KHANKA	30		
316	SALES & DISTRIBUTION	RAMENDRA SING	10		
317	CONSUMER BEHAVIOUR	XARDEL	50		
318	PROJECT MANAGEMENT	PATEL	10		
319	COMPUTER FUNDAMENTALS	SINHA-SINHA	10		

320	FINANCIAL INSTITUTIONS OF MARKETS	BHOLE	10		
321	CUSTOMER RELATIONSHIP MANAG	SHETH	50		
322	MANAGEMENT INFORMATION SYSTEMS	JAWADEK	10		
323	HTML DHTML JAVASCRIPT & PERL CGI	BAYROS	10		
324	FUND OF DIGITAL MARKETING	BHATIA	50		
325	BUSINESS RESEARCH METHOD	SCHINDLER 10	10		
326	HR MANAGEMENT	CB GUPTA	25		
327	MANAGEMENT	SP ROBBINS	5		
328	PROFILE OF FINANCIAL MANAGEMENT- THEORY AND PRACTICE	S MUKHERJEE	50		
<b>UP TO DATE 18/08/2023</b>			<b>1716</b>	<b>0</b>	