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New Arrivals – Books December 2021

Acc No	Title	Authors	Call No	Grants
PU12226	The talent management hand book	Berger, Lange A. Berger, Dorothy R.	658.3 BER;4	BBA
PU12221	Microeconomics	Pindyck, Robert S. Rubinfeld, Daniel L.	338.5 PIN;7 R	BBA
PU12223	Strategic management : as per new syllabus for sixth semester, BBM, Bangalore University	Appannaiah, H R. Ramanath, H	658.4012 APP;2	BBA
PU12214	International trade and export management	Cherunilam, Francis.	658.848 CHE;2 R1	BBA
PU12216	Change management and organizational development	Raina, Ratan.	658.406 RAI;2 R1	BBA
PU12208	Indirect taxes : GST and other indirect taxes	Suseela, Jaya Vasudevan.	336.2 SUS;2	BBA
PU12209	Mathematics and statistics for management : business mathematics and analytics	Mittal, P K. Sathyaprasad, B G. Pradeep Kumar Rao, M K.	510 MIT;1 R	BBA
PU12211	Production and operations management	Jain, K C. Verma, P L. Kartikey, Prabhat.	658.5 JAI;1 R	BBA
PU12212	Quantitative methods for business- I : as per new syllabus (CBCS) for first semester BBA, Bangalore University w.e.f 2014-15	Ranganath, G K. Rao, Narasimha, T V.	658.403 RAN;1 R	BBA
PU12205	Talent magnet : how to attract and keep the best people	Miller, Mark.	658.3 MIL;1 R	BBA
PU12196	Strategic management : an integrated approach, theory and cases	Hill, Charles W L. Schilling, Melissa A. Jones, Gareth R.	658.4012 HIL;8	BBA
PU12198	Consumer behavior	Schiffman, Leon G. Wisenbit, Joe. Ramesh Kumar, S.	658.8342 SCH;19	BBA
PU12185	Sport management : principles and applications	Hoye, Russell. Smith, Aaron C T. Nicholson, Matthew ...[et al.]	796.069 HOY;2 R1	BBA-Sports
PU12188	Advanced strength and conditioning : an evidence-based approach	Turner, Anthony. Comfort, Paul.	613.713 TUR;1 R	BBA-Sports
PU12232	Sports nutrition : Vol.19 of the encyclopedia of sports medicine an IOC medical commission publication	Maughan, Ronald J.	613.2 MAU;1 R	BBA-Sports
PU12233	Bates' guide to physical examination and history taking	Fridaus, Uzma. Bickley, Lynn S. Szilagyi, Peter G.	616.07 FRI;1 R	BBA-Sports

PU12234	Fundamentals of sports injury management	Anderson, Marcia K. Parr, Gail	617.1027 AND;1 R	BBA-Sports
PU12227	The physiotherapist's pocket book : essential facts at your fingertips	Kenyon, Karen. Keyon, Jonathan.	615.8 KEN;1 R	BBA-Sports
PU12228	Fundamentals of biomechanics	Knudson, Duane V.	612.76 KNU;5 R	BBA-Sports
PU12229	Introduction to physical education, fitness and sport	Siedentop, Daryl	372.37 SIN;1 R	BBA-Sports
PU12230	Introduction to physical education and sport science	France, Robert C.	372.37 FRA;1 R	BBA-Sports
PU12231	Foundations of physical education, exercise science and sport	Wuest, Deborah A. Bucher, Charles A.	372.37 WUE;1 R	BBA-Sports
PU12218	ACSM's exercise testing and prescription	Bayles, Madeline Paternastro.	615.82 BAY;1 R	BBA-Sports
PU12219	Sports injuries : prevention,treatment and rehabilitation	Peterson, Lars. Renstrom, Per.	617.1 PET;1 R	BBA-Sports
PU12192	Digital marketing : strategy, implementation and practice	Chaffey, Dave. Ellis-Chadwick, Fiona.	658.872 CHA;1 R	BBA-Sports
PU12184	Food and beverage management	Davis, Bernard. Lockwood, Andrew. Alcott, Peter ..[et al.]	641 DAV;1 R	HM
PU12254	Front office : procedures, social skills, yield and management	Abbott, Peter. Lewry, Sue.	647 ABB;1 ABB;1 R	HM
PU12220	Photoshop elements 2019 for dummies	Obermeier, Barbara. Padava, Ted.	006.686 OBE;1 R	HM
PU12202	Services marketing	Vasanti, Venugopal. Raghu, V	658.8 VAS;1 R	HM
PU12203	Professional communication skills	Jain, A K. Bhatia, Pravin S R. Sheikh, A M.	651.7 JAI;1 R	HM
PU12204	The waiter	Fuller, John. Currie, A J.	647.2 FUL;1 R	HM
PU12200	Professional food and beverage service management	Verghese, Brian.	641 VER;2 R1	HM
PU12201	Connect the dots : the inspiring stories of 20 entrepreneurs without an MBA who dared to find their own path	Rashmi, Bansal.	338.04 RAS;1 R	HM
PU12250	K A Nilakanta Sastri : writings in the Hindu	THG publishing.	954.8 TGH;1 R	MBA
PU12251	Change makers : people and institutions that have worked against the odds to bring about positive change	Lasrado, Allan.	303.48 LAS;1 R	MBA
PU12252	The assassination of Mahatma Gandhi : trial and verdict 1948-49	THG publishing.	364.15 THG;1 R	MBA
PU12253	The Hindu speaks on management Vol.2	THG publishing.	500 KAS;2 R1	MBA
PU12244	Spectrum : the many-hued world of science for children	Ganesh, A S. Chidanand Sekar.	618.92 GNE;1 R	MBA
PU12245	40 years of sportstar, 40 superstars	Ganesh, A S. Chidanand Sekar.	796.092 GAN;1 R	MBA
PU12246	The first 100 Vol. 1 : a selection of editorials, 1878-1978	THG publishing.	954.035 TGH;1 R	MBA
PU12247	The second 100 Vol. 2 : a selection of editorials, 1978-2016	THG publishing.	954.035 TGH;1 R	MBA

PU12248	Goal : an autobiography with hockey hints	Dhyan Chand.	954.034 DHY;1 R	MBA
PU12249	Table talk : conversations with leaders	Kamath, Vinay. Rao, Parimala. Indira Balaji ...[et al.]	824.7 KAM;1 R	MBA
PU12238	The Hindu speaks on scientific facts	THG publishing	500 THG;1 R	MBA
PU12239	The Hindu speaks on scientific facts Vol.2	Kasturi and sons.	500 KAS;1 R	MBA
PU12240	The Hindu speaks on scientific facts Vol.3	THG publishing	500 THG;1 R	MBA
PU12241	Hindu book of editorials 2017:a curated selection	THG publishing	500 THG;1 R	MBA
PU12242	Hindu book of editorials 2018:a curated selection	THG publishing	500 THG;1 R	MBA
PU12243	The Hindu business line think editorials 2019 : a curated selection	THG publishing	330 THG;1 R	MBA
PU12235	Young manager's hand book : future-proof yors MBA	Kamath, Vinay. Rao, Parimala S. Mythili Rajkumar ...[et al.]	658.4 KAM;1 R	MBA
PU12236	What budget 2020 means for you ; a ready reckoner	THG publishing	352.49 THG;1 R	MBA
PU12237	Icons of Madras : a selection of the city's memorable go-to establishments and institutions of yesteryear	Kamala Ramakrishnan.	709.5482 KAM;1 R	MBA