

BOOKS DISPLAY ON WORLD'S MOST VALUABLE TOP 10 BRANDS 2017- FORBES



Vikram Sarabhai Library

Your 24x7 Gateway to Knowledge

Rank 1: Apple

Sr. No.	Title	Barcode	Call Number
1	Apple way: 12 management lessons from the World's most innovative company by Cruikshank, Jeffrey L.	163895	338.761004 C7A7
2	Apple world: core and periphery in a translational organizational culture by Garsten, Christina	134075	658.4 G2A7
3	Apple: the inside story of intrigue; egomania and business blunders by Carlton, Jim	142663	338.761004 C2A7
4	Digital wars Apple, Google, Microsoft and the battle for the internet by Arthur, Charles	177751	338.470040973 A7D4
5	Dogfight: how Apple and Google went to war and started a revolution by Vogelstein, Fred	180437	338.47004 V6D6
6	Evangelist marketing: what Apple, Amazon, and Netflix understand about their customers (that your company probably doesn't) by Goldfayn, Alex L.	176205	658.8 G6E9
7	Icon: Steve Jobs: the greatest second act in the history of business by Young, Jeffrey S.	164036	338.76100416 Y6I2
8	Inside Apple: the secrets behind the past and future success of Steve Jobs's iconic brand by Lashinsky, Adam	175559	338.761004 L2I6
9	Jony Ive: the genius behind Apple's greatest products by Kahney, Leander	181098	621.39092 K2J6
10	Leading Apple with Steve Jobs: management lessons from a controversial genius by Elliot, Jay	178277	338.761004 E5L3
11	Staying power: six enduring principles for managing strategy and innovation in an uncertain world (lessons from Microsoft, Apple, Intel, Google, Toyota and more) by Cusumano, Michael A.	177359	658.4012 C8S8
12	The Apple revolution: the real story of how Steve Jobs and the Crazy Ones took over the world by Dormehl, Luke	179885	338.76100416 D6A7
13	The innovation secrets of Steve jobs: insanely different principles for breakthrough success by Gallo, Carmine	171716	658.4063 G2I6

Rank 2: Google

14	Are you smart enough to work at Google?: fiendish puzzles and impossible interview questions from the world's top companies by Poundstone, William	180065	650.144 P6A71
15	Big switch rewiring the world from Edison to Google by Carr, Nicholas	168146	303.4834 C2B4
16	Digital wars Apple, Google, Microsoft and the battle for the internet by Arthur, Charles	177751	338.470040973 A7D4

17	Everything I know about marketing I learned from Google by Goldman, Aaron	171712	658.872 G6E9
18	Get to the top on Google: tips and techniques to get your site to the top of the search engine rankings - and stay there by Viney, David	165565	658.872 V4G3
19	Googled: the end of the world as we know it by Aduletta, Ken	170753	338.761025 A2G6
20	How Google works by Schmidt, Eric	185584	338.76102504 S2H6
21	I thought I knew how to Google: 50 tricks for refining your search by Mazzini, Miha	175821	658.872 M2I8
22	In the plex: how Google thinks, works, and shapes our lives by Levy, Steven	173219	338.76102504 L3I6
23	The Google Guys: inside the brilliant minds of Google founders Larry Page and Sergey Brin by Brandt, Richard L.	174473	338.76102504 B7G6
24	The Google Story by Vise, David A.	177667	338.761 V4G6
25	The Search: how Google and its rivals rewrote the rules of business and transformed our culture by Battelle, John	159090	338.761004 B2S3
26	What would Google do? by Jarvis, Jeff	168974	658.4012 J2W4
27	When Google met Wikileaks by Assange, Julian	188208	364.168 A8W4

Rank 3: Microsoft

28	Burning the ships: intellectual property and the transformation of Microsoft by Phelps, Marshall	169470	346.730486 P4B8
29	Digital wars Apple, Google, Microsoft and the battle for the internet by Arthur, Charles	177751	338.470040973 A7D4
30	Selling Microsoft: sales secrets from inside the world's most successful company by Dayton, Doug	143559	658.8 D2S3-2

Rank 4: Facebook

31	Chamathkari Facebook ke rachiyata by Sinha, Lav Kumar	193842	H 006.754092 S4C4
32	Facebook marketing: an hour a day by Treadaway, Chris	176326	658.872 T7F2
33	Killer Facebook ads: master cutting-edge Facebook advertising techniques by Weintraub, Marty	175215	659.144 W3K4
34	The complete idiot's guide to Facebook by Belicove, Mikal E.	175663	302.231 B3C6
35	The Facebook effect: the inside store of the company that is connecting the world by Kirkpatrick, David	179589	006.754 K4D2
36	The ultimate guide to Facebook advertising: how to access 600 Million customers in 10 minutes by Marshall, Perry	175676	659.144 M2U5

Rank 5: Coca-Cola

37	Coca-Cola Company: an illustrated profile of world-wide company by	87556	338.47663 C6
38	Inside Coca-Cola: a CEO's life story of building the world's most popular brand by Isdell, Neville	175560	338.7663621 I8I6

Rank 6: Amazon

39	Amazon.com: get big fast by Spector, Robert	146282	004.6 S7A6
40	One click: Jeff Bezos and the rise of Amazon.com by Brandt, Richard L.	190538	381.142092 B7O6

Rank 7: Disney

41	The Disney way: harnessing the management secrets of Disney in your company by Capodagli, Bill	144891	384.55 C2D4
----	--	--------	-------------

Rank 8: Toyota

42	40 years, 20 million ideas: the Toyota suggestion system by Yusuda, Yuzo	126911	338.762922220952 Y2F6
43	Extreme Toyota: radical contradictions that drive success at the world's best manufacturer by Osono, Emi	165558	338.476292 O8E9
44	How Toyota became #1: leadership lessons from the world's greatest car company by Magee, David	166758	658.4092 M2H6
45	The elegant solution: Toyota's formula for mastering innovation by May, Matthew E.	164315	658.4 M2E5
46	Toyota by Toyota: reflections from the inside leaders on the techniques that rev	176777	658 T6
47	Toyota culture: the heart and soul of the Toyota way by Liker, Jeffrey K	165794	658.3004629222 L4T6
48	Toyota talent: developing your people the Toyota way by Liker, Jeffrey K.	164096	658.3124 L5T6
49	Toyota way field book: a practical guide for implementing Toyota's 4Ps by Liker, Jeffrey K.	164095	658.5 L4T6
50	Toyota: a history of the first 50 years by	118669	338.4762920952 T6T6
51	Toyota: fifty years in motion: an autobiography by Toyoda, Eiji	119349	926.58 T6T6-2
52	Toyota: people, ideas and the challenge of the new by Reingold, Edwin M.	145044	338.476292 R3T6

Rank 9: McDonald's

53	McDonald's behind the Arches by Love, John F.	112742	338.76164795 L6M2
----	---	--------	-------------------

Rank 10: Samsung

54	The Samsung way: transformational management strategies from the world leader in innovation and design by Song, Jaeyong	192720	658.4012 S6S2
----	---	--------	---------------

55	Sony vs. Samsung: the inside story of the electronics giant's battle for global supremacy by Chang, Sea-Jin	165761	338.476213 C4S6
----	---	--------	-----------------