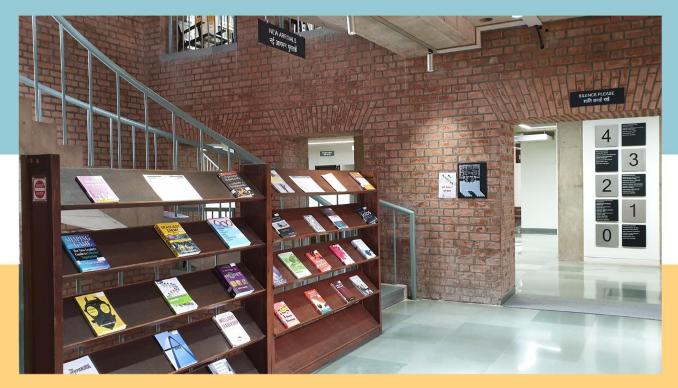


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NEW ARRIVALS (BOOKS)

On Display April 03 - 09, 2023



Available for issue from April 10, 2023

1. WHERE ARE THESE BOOKS?

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2. HOW TO RESERVE THE BOOK?

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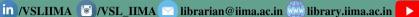
3. HOW TO SUGGEST THE BOOK?

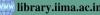
You can suggest the book through the online catalogue (https://vslopac.iima.ac.in/cgi-bin/koha/opac-suggestions.pl), using "Your purchase suggestions" tab.













SUBJECT

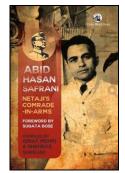
GENERAL	3
FICTION	4
MANAGEMENT	
FINANCE	5
MARKETING	6
STRATEGY	
SOCIAL SCIENCE	7

Note:

- * Issued to Faculty
- ** Issued to Ph.D.
- *** Issued to Student

GENERAL

1



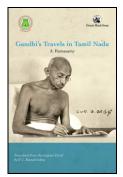
Abid Hasan Safrani: Netaji's comrade-in-arms. Hyderabad: Orient BlackSwan, 2023.

954.035092 A2 (205967)

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2



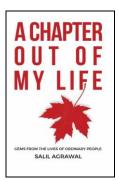
Gandhi's travels in Tamil Nadu by A. Ramasamy. Hyderabad: Orient BlackSwan, 2023.

954.035092 R2G2 (205968)

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3



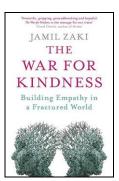
A chapter out of my life: gems from the lives of ordinary people by Salil Agrawal. Chennai: Notion Press, 2020.

809.93592 A4C4 (205969)

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4



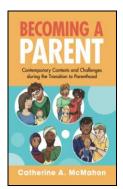
The war for kindness: building empathy in a fractured world by Jamil Zaki. New York: Penguin Random House, 2021.

152.41 Z2W2 (205978)

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Place hold

5



Becoming a parent: contemporary contexts and challenges during the transition to parenthood by Catherine A. McMahon. New York: Cambridge University Press, 2023.

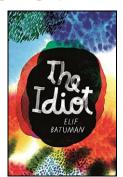
155.646 M2B3 (205982) **

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FICTION

6



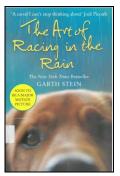
The Idiot by Elif Batuman. London: Penguin Random House, 2017.

813.6 B2I2 (205971) ***

Click here for more details

Place hold

7



The art of racing in the rain by Garth Stein. New York: HarperCollins Publishers, 2018.

813.54 S8A7 (205980) ***

Click here for more details

Place hold

8



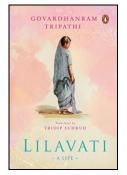
The secret of more: a novel by Tejaswini Apte-Rahm. New Delhi: Aleph Book Company, 2023.

823.0954792 A7S3 (205988)

Click here for more details

Place hold

9



Lilavati: a life by Govardhanram Tripathi. Haryana: Penguin Random House, 2022.

920.291471 T7L4 (205993)

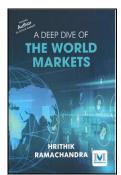
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Place hold

MANAGEMENT

FINANCE

10



A deep dive of the world markets by Hrithik Ramachandra. Queensland: MunuMunu Book Publication, 2021.

332.6322 R2W6 (205994)

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11



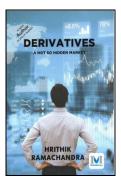
Basic guide to share investing by Hrithik Ramachandra. Queensland: MunuMunu Book Publication, 2021.

332.6322 R2B2 (205995)

Click here for more details

Place hold

12



Derivatives: a not so hidden market by Hrithik Ramachandra. Queensland: MunuMunu Book Publication, 2021.

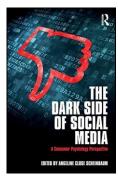
332.6322 R2D3 (205997)

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Place hold

MARKETING

13



The dark side of social media: a consumer psychology perspective by Angeline Close Scheinbaum (Editor). New York: Routledge, 2018.

658.8343 D2 (205981) **

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Place hold

14

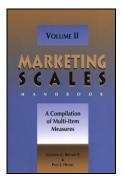


Marketing scales handbook: a compilation of multi-item measures by Gordon C. Bruner. Chicago: American Marketing Association, 1994.

658.83028 B7M21 (205998)

Place hold

15



Marketing scales handbook: a compilation of multi-item measures, volume II by Gordon C. Bruner. Chicago: American Marketing Association, 1996.

658.83028 B7M22 (205999)

Place hold

16



Brandscendence: three essential elements of enduring brands by Kevin Clark. Chicago: Dearborn Trade Publishing, 2004.

658.827 C5B7 (206000)

Place hold

STRATEGY

17



HBR's 10 must reads on strategy, vol. 2: creating shared value by Harvard Business Review. Boston: Harvard Business Review Press, 2020.

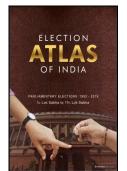
658.4012 H2-II (205979) ***

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SOCIAL SCIENCE

18



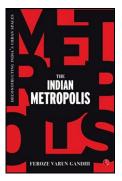
Election atlas of India: parliamentary elections 1952-2019 by R. K. Thakur. New Delhi: Indiastat Publications, 2022.

324.954022 E5 (206059)

Click here for more details

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19



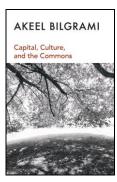
The Indian metropolis: deconstructing India's urban spaces by Feroze Varun Gandhi. New Delhi: Rupa Publications, 2023.

307.760954 G2I6 (205983)

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Place hold

20

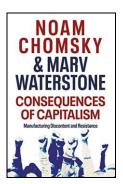


Capital, culture, and the commons by Akeel Bilgrami. Ranikhet: Orient BlackSwan, 2022.

306 B4A5 (205970) ***

Click here for more details

Place hold



Consequences of capitalism: manufacturing discontent and resistance by Noam Chomsky. Dublin: Penguin Random House, 2021.

330.122 C4C6 (205977)

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Back to content

• New Arrival - Books (Previous weeks)