New Arrivals (Books)

(On Display 04\textsuperscript{th} -10\textsuperscript{th} April, 2016)

Available for issue from 11\textsuperscript{th} April, 2016

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Note:
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GENERAL


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650.14086 970973 W6O8 (191445)

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808.8387 38 C5B2 (191443)

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   891.44271 K2B2 (191508)
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COMMUNICATION

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ECONOMICS

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<td>Asia and global production networks: implications for trade, incomes and economic vulnerability</td>
<td>Benno Ferrarini (Editor)</td>
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<td>2014</td>
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<td>The fair trade scandal: marketing poverty to benefit the rich</td>
<td>Ndongo Samba Sylla</td>
<td>London: Pluto Press</td>
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EDUCATION


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371.9046 M2 (191515)

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Place hold


373.1291 3097471 F4F7 (191522) **

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378.001 R3U6 (191444) **

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FINANCE


364.163 B2W4 (191510)

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658.15 B7S6 (191523)

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GENERAL

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IT/SYSTEMS

    006.3  R6 (191461) *
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MARKETING

26  Handbook of Islamic marketing by Ozlem Sandikci (Editor). Cheltenham, UK: Edward Elgar, 2011.
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<td>Aaker on branding: 20 principles that drive success</td>
<td>David Aaker</td>
<td>Sage Publications</td>
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<td>The new rules of marketing &amp; PR: how to use social media, online</td>
<td>David Meerman Scott</td>
<td>John Wiley and Sons, Inc.</td>
<td>2015</td>
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<td>video, mobile applications, blogs, news releases, and viral</td>
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<td>The psychology of advertising</td>
<td>Bob M. Fennis</td>
<td>Routledge</td>
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658.4092 L2R3 (191516)
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PRODUCTION AND QUANTITATIVE METHODS

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658.5752 D3 (191511) *

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HEALTH


616.994 24 K2W4 (191521) **

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RESEARCH METHODS

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   H 154.5 S4A9 (191528)
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