

List of Books on Avinashilingam School of Business Administration (References)



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LIST OF BUSINESS ADMINISTRATION REFERENCE BOOKS

ACCNO	AUTHOR	TITLE	PUBLISHER	CALL NO	PRICE in ₹
115383	--	Nations of the World 2004 : World Business and Economic Review	Kogan Page London , 2004	8(X).1	5995.00
137935	Addison, Tony Ed.,	Development Finance in the Global Economy The Road Ahead	Palgrave Macmillan Publication New Delhi , 2008	8;D.1	5036.80
151975	Anderson, Donald, L Ed	Cases and Exercises in Organizational Development and Change	Sage Publications New Delhi , 2012	8;Y	3096.80
151113	Avolio, Bruce, J	Full Range Leadership Development	Sage Publications Thousand Oaks , 2011	8,1	3750.40
152087	Bateson, Richard, D	Financial Derivative Investments : An Introduction to Structured Products	Imperial College Press London , 2011	8;D	4147.50
156891	Baum, Thomas Ed	People and Work in Events and conventions : A Research Perspective	CAB International Oxford , 2009	8:(9f)	6747.00

ACCNO	AUTHOR	TITLE	PUBLISHER	CALL NO	PRICE in ₹
147453	Bergan Sjur Ed	Leadership And Governance in Higher Education : Handbook for Decision-Makers and Administrators	Raabe Academic Publishers Berlin , 2011	8,1(T4)	10460.00
150207	Bergan, Sjur Ed	Leadership And Governance in Higher Education : Handbook for Decision-Makers and Administrators	Raabe Academic Publishers Berlin , 2012	8,1(T4)	21527.00
153836	Bergan, Sjur Ed	Leadership and Governance in Higher Education : Handbook for Decision-Makers and Administrators	Raabe Academic Publishers Berlin , 2013	8,1(T4)	23327.00
155306	Bergan, Sjur Ed	Leadership and Governance in Higher Education : Handbook for Decision-Makers and Administrators	Raabe Academic Publishers Berlin , 2014	8,1(T4)	24246.00
148970	Bersin, Josh	Training Measurement Book : Best Practices, Proven Methodologies, and Practical Approaches	Pfeiffer San Francisco , 2008	8;Y61	3163.00
159495	Blacker, Keith	People Risk Management : A practical approach to managing the human factors that could harm your business	Kogan Page London , 2015	8	3694.94
163996	Bladen, Charles	Events Management : An Introduction	Routledge New York , 2018	8	3470.11
89958	Bodian, Nat G	Direct Marketing Rules of Thumb	Mcgraw-hill, Inc New York , 1995	8;B	3084.75

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115858	Brown, Duncan	Encyclopaedia of Human Resource Development : Reward Strategies	Jaico Publishing New Delhi , 2004	8;Yk	9900.00
151121	Clampitt, Phillip, G	Communicating for Managerial Effectiveness Problems/Strategies/Solutions	Sage Publications Thousand Oaks , 2010	8:(4)	4863.80
159493	Clark, Nigel Ed	Professional Services Marketing Handbook : How to build relationships, grow your firm and become a client champion	Kogan Page London , 2015	8;B	3166.94
163952	Colli, Andrea	Dynamics of International Business : Comparative Perspectives of Firms, Markets and Entrepreneurship	Pearson Education London , 2016	8.1	3025.11
151122	Crane, Frederick, G	Marketing for Entrepreneurs : Concepts and Applications for New Ventures	Sage Publications Thousand Oaks , 2010	8;B	3164.40
116575	Das, Satyajit	Swaps / Financial Derivatives : Products, Pricing, Applications and Risk Management	John Wiley Singapore , 2004	8;D	11000.00
106121	Dempster, M A H Ed,	Risk Management : Value At Risk And Beyond	Cambridge University Press Cambridge , 2002	8	3269.50
103535	Drucker, Peter F	Greatest Works of Peter F Drucker : People And Performance : The Best of Peter Drucker On Management	Butterworth-heinemann Oxford , 2000	8	9500.00

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133809	Fabozzi, Frank J Ed.,	Handbook of Finance : Valuation, Financial Modeling, and Quantitative Tools	John Wiley and Sons New Jersey , 2008	8;D	37080.00
146331	Fallon Fleming L	Human Resource Management in Health Care : Principles and Practice	Jones and Barlett Publishers Boston , 2007	8;Y	5569.60
150817	Fells, Ray	Effective Negotiation : From Research to Results	Cambridge University Press New York , 2012	8;B73	3515.41
152089	Frynas, Jędrzej George	Beyond Corporate Social Responsibility : Oil Multinationals and Social Challenges	Cambridge University Press New York , 2009	8 ;13:(Y)	5524.20
141163	Ghosh, G K	Disaster Management	A. P. H. Publishing Corporation New Delhi , 2006	8:(Y:435)	5000.00
105024	Ghosh, P K Ed.,	Encyclopaedic Dictionary of Management	Anmol Publications New Delhi , 1996	8k	8000.00
126978	Glendon, Ian, A	Human Safety and Risk Management	Taylor And Francis New York , 2006	8	4678.88
163564	Goldblatt, Joe	Special Events: Creating and Sustaining a New World for Celebration	Wiley New Delhi , 2014	8,1	6304.00

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156876	Hassanien, Ahmed Ed	Facilitis Management and Development for Tourism, Hospitality and Events	CAB International Oxford , 2013	80aU8(MG)	4114.85
152084	Hassard, John	Managing in the Modern Corporation : the Intensification of Managerial Work in the USA, UK and Japan	Cambridge University Press New York , 2009	8	5524.20
151968	Hastings, Gerard Ed	Sage Handbook of Social Marketing	Sage Publciations New Delhi , 2011	8;B:(Y)	8464.50
160356	Hisrich, Rober, D	International Entrepreneurship	Sage Publications California , 2016	8.1	5756.40
152791	Hopkin, Paul	Fundamentals of Risk Management : Understanding, evaluating and implementing effective risk management	Koganpage New Delhi , 2012	8;D	3117.61
133157	Jones, John Philip Ed.,	How to Use Advertising to Build Strong Brands	Sage Publications Thousand Oaks , 1999	8;B3	3661.02
101310	Kefford, Bryan	Art And Science of Financial Management : Financial Modelling For Business Decisions (vol Ii)	Crest Publishing House New Delhi , 1999	8;D	6500.00

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164086	Kelley, Larry D	Advertising Media Planning	Routledge London , 2015	8;B30a4,4	3579.11
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159362	Kim, Youn-Kyung	Experiential Retailing : Concepts and Strategies That Sell	Fairchild Publications New York , 2007	8;B52	5805.00
140929	Krueger, Richard A	Focus Groups : A Practical Guide for Applied Research	Sage Publications California , 2009	8	3063.00
153529	Krugman, Carol	Global Meetings and Exhibitions	John Wiley and Sons New Jory , 2007	8.1	5214.00
137485	Kukreja,Harish	Encyclopaedia of Retail Management with Case Studies	Surendra Publication New Delhi , 2009	8;B52k	4000.00
115382	Lake, Cathy	Mastering Project Management : Key Skills in Ensuring Profitable and Successful Projects	Viva Books New Delhi , 2003	8:(T:394)	6500.00

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153428	Levy, George	Computational Finance Using C and C #	Elsevier California , 2008	8:D:(9S)	5242.00
151908	May, Steve Ed	Case Studies in Organizational Communication : Ethical Perspectives and Practices	Sage Publications New Delhi , 2013	8:M3	3262.70
160407	Mayes, Linda, C Ed	Cambridge handbook of Environment in Human Development	Cambridge University Press Cambridge , 2015	8;Y (G:55)	4222.94
159494	Mckinnon, Alan Ed	Green Logistics : Improving the environmental sustainability of logistics	Kogan Page London , 2015	8;B	4222.94
139537	Menard, Scott	Logistic Regression form Introductory to Advanced Concepts and Applications	SAGE Publication New Delhi , 2010	8;BE2	3378.59
142379	Narayanan, V Ked.,	Encyclopedia of Technology and Innovation Management	John Wily and Sons New Delhi , 2010	8:(F)k1	6706.00
153623	Preston, C A	Event Marketing : How to Successfully Promote Events, Festivals, Conventions, and Expositions	John Wiley Hoboken , 2012	8;B	3871.00

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160483	Rebonato, Riccardo	Portfolio Management under Stress : A Bayesian - Net Approach to Coherent Asset Allocation	Cambridge University Press UK , 2013	8;D:(S:58)	4224.00
156884	Robinson, Peter Ed	Events Management	CAB International Oxford , 2010	8	3633.00
151152	Rubin, Herbert, J	Qualitative Interviewing : The Art of Hearing Data	Sage Publications Thousand Oaks , 2012	8;Y522	3516.00
115793	Scammell, Alison Ed.,	Hand Book of Information Management	Association for Information London , 2001	8:(1)	4355.00
148979	Schaeffer, Mary, S	New Payment World : A Manager's Guide to Creating an Efficient Payment Process	John Wiley and Sons New Jersey , 2007	8;Y3	3008.00
137527	Sethi, Sumit	Encyclopaedia of Business Communication and Life Skills	Anmol Publications New Delhi , 2009	8;M3k	5000.00
137621	Sharma, Sandeep	Encyclopaedia Small Scale Industries and Entrepreneurship	Anmol Publications New Delhi , 2009	8k	5000.00
130232	Silvers, Julia Rutherford	Professional Event Coordination	John Wiley and Sons New Jersey , 2004	8Y	3397.50

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