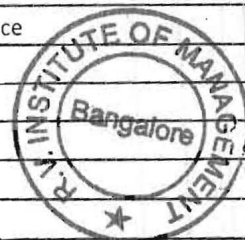
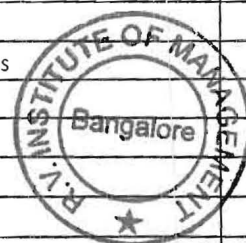


Rastreeya Sikshana Samithi Trust
R.V.Institute of Management
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Centre for Knowledge Resources

List of ebooks selected				
Sl.No.	Subject	Author	Title	Edition
1	Economics	Cherunilum	International Economics	5
2	Marketing	Nargundkar	Marketing Research	3
3	Management	Newstrom	Organisational Behaviour	12
4	Management	Paul	International Marketing	1
5	Computer	BEHL Ramesh	Information Technology for Management	2
6	Management	Monappa	Industrial Technology for Management	2
7	Marketing	Havaladar	Business Marketing	4
8	Computer	Leon	Enterprise Resource Planning	3
9	Management	Dhir	Cases in Strategic Management	1
10	Accounting	Wild John	Financial Accounting: Information for Decisions	4
11	Accounting	Hurt Robert	Accounting information systems	2
12	communication	Young Dona	Business English writing in the global workplace	1
13	Management	Hosmer la Rue	Ethics of Management,	7
14	Economics	Thomas Christopher	Managerial Economics	10
15	Finance	Bodie, Zvi	Investments	9
16	Marketing	Peter Paul	Consumer Behaviour	9
17	Marketing	Spiro Rosann	Management of a sales Force	12
18	Marketing	Hawkins Delbert	Consumer behaviour: Building marketing strategy	10
19	Marketing	Ulrich Kari	Product Design and Development	5
20	Marketing	Belch George	Advertising promotion	9
21	Management	Dogra	Rural Marketing	1
22	Finance	Gurusamy	Capital Markets	2
23	Finance	Gurusamy	Essential of Financial Service	2
24	Management	Kazmi	Strategic Management & Busines Policy	3
25	Finance	Khan & Jain	Theory & problems in Financial Management	2
26	Marketing	Khurana	Information Technology for Retailing	1
27	Finance	Kumar	Mergers and Acquisitions	1
28	Marketing	Madaan	Fundamentals of Retailing	1
29	Marketing	Nargundkar	Services Marketing	3
30	Management	Ramachandran	Entrepreneurship Development	1
31	Economics	Trivedi	Managerial Economics	1
32	Management	Aswathappa	HRM	1
33	Finance	Khan	Management Accounting	6
34	Management	Kumar	Mktg of Hospitality & tourism Service	1
35	Accounting	Kumar	Cost Accounting (BLR U)	1
36	Accounting	Sana	Auditing (CU)	1
37	OB	Kinicki Angelo	Organisational Behaviour	4
38		Ferrell O.C	Business A Changing world	8
39	Management	Jawaharlal	Cost Accounting 4e	4
40	Management	Jawaderkar	Knowledge Management	1
41	Finance	Khan	Cost Accounting in Financial Management	3
42	Management	Joseph	Credit Risk analysis	1
43	Marketing	Rizvi	Communication for retail Professionals	1



44	Finance	Rajesh Kumar	Financial Management	1
45	Management	Mathur	Business Law	1
46	Marketing	G.C Beri	Marketing Research	5
47	Finance	Pandey	Cases in Financial Management	2
48	Management	Aswathappa	International HRM	2
49	Finance	Chandra	Funt of Financial Management	6
50	Management	Rai	Negotiation	1
51	Management	Noe Raymond	Human Resource Management	1
52	Management	Noe Raymond	Employee Training & Development	5
53	Accounting	Blocher Edward	Cost Management: Strategic Emphasis	5
54	Management	Koontz	Essential of management	1
55	Accounting	Mathur	Accounting for Management	1
56	Finance	Prasanna chandra	Investment Analysis	3
57	Business	Aswathappa	International Business	1
58	Finance	Prasanna chandra	Investment Analysis & Protfoli	4
59	Management	Pathak	Legal Aspects of Business	5
60	Management	Ray	ERP	1
61	Ethics	Hartman Laura	Business Ethics	2
62	Marketing	Havaladar	Sales and Distribution Management	2
63	Accounting	Rajesh Agarwal	Accounting Made Easy	1
64	Finance	Khan	Financial Services	9
65	Finance	Khan	Basic Financial Manageemnt	2
66	Finance	Bhole	Financial Institutions	6
67	Management	Pradhan	Retailing Management	5
68	Finance	Pratap Giri. S	Investment Banking Concepts Analyses	3
69	Finance	Khan	Indian Financial System	10
70	Finance	Apte	International Financial Management	7
71	Management	Tripathi	Principles of Management	5
72	Marketing	Sengupta	Brand Positioning	2
73	Economics	Gujarathi Damodar	Essential of Econometrics	4
74	Finance	Brealey	Fundamentals of Corporate Finance	7
75	Finance	Kapoor Jack	Personal Finance	10
76	Management	Stevensons	Operations Management	11
77	Management	Hisrich Robert	Entrepreneurship	1
78	Management	Bharat Bhaskar	Electronic Commerce	4
79	Accounting	Tulisan	Principles & Practice of Accounting for CA	
80	Marketing	Hillier Frederick	Introduction to operation Research	9
81	Communication	Sethi	Business Communication	1
82	POM	Ajya K Garg	Production and operation Management	1
83	OB	Gibson James	Organisations Behaviour Structure process	14
84	Marketing	Hair Jr Joseph	Marketing Research	4
85	Marketing	Cooper Donald	Business Research Methods	11
86	Business	Katz	Entrepreneurial Small Business	3
87	Management	Jha	Operations Research	1
88	Accounting	Philips Fred	Fundamental Financial Accounting Concepts	3
89	Accounting	Whitcotton Stacey	Managerial Economics	1
90	Management	Hill Charles	Principles of Management	1
91	Management	Gamble John	Essential of Strategic Management	2
92	Management	Hughes Richard	Leadership Enhancing the lessons of experience	7
93	Finance	Frank Robert	Principles of Economics	4



94	Finance	Saunders Anthony	Financial Markets and Institutions	5
95	Finance	Saunders Anthony	Financial Institutions and Management	7
96	Finance	Lehmann Donald	Analysis for marketing Planning	7
97	Marketing	Walker Orville	Marketing Strategy	7
98	Accounting	Wild	Fundamental Accounting Principles	20
99	Finance	Bansal	Derivatives and Financial Innovations	1
100	Marketing	Harvinder Singh	Mall Management	1



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