

Author(s)	Title	Edition	Publisher	Pub. Year	ISBN
Kapferer, JN	The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term	5th	Kogan Page	2012	978-0-7494-6515-5
Barden, Phil	Decoded: The Science Behind Why We Buy		John Wiley and Sons Ltd.	2023	978-1-119673088
Wu, Tim	The Attention Merchants: The Epic Scramble to Get Inside Our Heads		Atlantic Books	2017	978-1-78239-485-3
Luca, Michael Luca and Bazerman, Max H.	Power of Experiments: Decision Making in a Data-Driven World		MIT Press	2020	978-0-262-54227-2
Zeithaml, Valarie A., Bitner, Mary Jo and Gremler, Dwanye D.	Services Marketing: Integrating Customer Focus Across the Firm	7th	McGraw Hill Pvt Ltd	2024	978-93-5316-077-7
Herbert, L.	Digital Transformation: Build Your Organization's Future for the Innovation Age		Bloomsbury Business	2017	978-9-386-82656-5
Drury, Colin	Management Accounting for Buisness	7th	Cengage Learning	2019	978-1-4737-4911-5
Brealey, Richard A. et al	Principles of Corporate Finance		McGraw Hill Pvt Ltd	2024	978-9-355-32583-9
Brown, Tim	Change by design (Revised and updated)		Harper Collins	2009	978-0-062-96709-1
Soni, Pavan	Design Your Thinking (PP): The mindsets, toolsets and skill sets for creative problem-solving		Penguin	2020	978-0-670-09409-7
Thiel, Peter and Masters, Blake	Zero to One: Notes on Start Ups, or How to Build the Future (PP)		Penguin Random House	2014	978-0-753-55519-4
Ries, Eric	The Lean Startup: How Constant Innovation Creates Radically Successful Businesses		Penguin	2011	978-0-670-92160-7
Ben, Horowitz	The Hard Thing About Hard Things: Building a Business When There are No Easy Answers		Harper	2024	978-0-062-27320-8
Guillebeau, Chris	The \$100 Startup: Fire your Boss, Do What You Love And Work Better To Live More		Macmillan	2024	978-1-035-03627-1
Hill, Charles W.L. et al.	Strategic Management: Theory & Cases: An Integrated Approach	13E	Cengage	2020	978-9-355-73564-5
Rumelt, Richard P.	Good Strategy/Bad Strategy: The difference and why it matters		London: Profile Business	2017	978-1-781-25617-6
Simchi-levi, David	Designing and Managing the supply chain: Concepts, strategies, and case studies	4 E	McGraw-Hill	2022	978-9-355-32178-7
Nabi, M. K.	Legal Aspects of Business: Text & Cases	2 E	Taxmann	2024	978-9-357-78405-4
Baye, Michael R and Prince, Jeffrey T	Managerial Economics and Business Strategy	12 E	McGraw-Hill	2017	978-9-354-60020-3
Samuelson, Paul A and Nordhaus, William D;	Macroeconomics	20 E	McGraw-Hill	2021	978-9-354-60113-2

Dornbusch,Rudiger, Fischer, Stanley; Startz, Richard	Macroeconomics	12 E	McGraw-Hill	2014	978-9-353-16259-7
Duran, Randall E.	Financial Services Technology Processes, Architecture and Solutions: Process, Architecture and Solutions	2 E	Cengage	2018	978-9-355-73906-3
Mollick, Ethan	Co-Intelligence: Living and Working with AI		Penguin Random House	2024	978-0-753-56077-8
Dubey, Sanjiva Shankar	Cloud Computing and Beyond: A Managerial Perspective		Wiley	2018	978-9-386-76814-8
Jawadekar, Waman S and Dubey, Sanjiva Shankar	Management Information System: Text and Cases	6 E	McGraw Hill Pvt Ltd	2020	978-9-389-94934-6
Kotler, Philip, Armstrong, Gary and Agnithotri, Sridhar B.Prafulla	Principles of Marketing:	19 E	Pearson	2023	978-9-357-05521-5
Soloman,Michael R. and Panda, Tapan Kumar	Consumer Behavior: Buying, Having, and Being	13 E	Pearson	2020	978-9-389-55243-0
Hoffer,Jeffrey A., Ramesh V and Topi, Heikki	Modern Database Management	12 E	Pearson	2018	978-9-386-87326-2
Horngren, Charles T., Sundem, Gary L., Elliott,John A. and Philbrick, Donna R.	Introduction to Financial Accounting	11 E	Pearson	2018	978-9-352-86247-4
Ben, Horowitz	The Hard Thing About Hard Things: Building a Business When There are No Easy Answers		Harper	2024	978-0-062-27320-8
Chopra, Sunil, Kalra Dharam VIR and Dwivedi, Gaurav	Supply Chain Management: Strategy, Planning and Operation	7 E	Pearson	2024	978-9-361-59289-8
Aggarwal,Rashmi and Kaur, Rajinder	Legal Aspects of Business		Pearson	2020	978-9-389-55200-3
Kay, John	The Corporation in the Twenty-First Century: Why (almost) everything we are told about business is wrong		Profile Books	2024	978-1-805-22172-2
Maor, Dana; Kaas, Hans- Werner; Strovink, Kurt and, Srinivasan, Ramesh	The Journey of Leadership: How CEOs Learn to Lead from the Inside Out		Nicholas Brealey Publishing	2024	978-1-399-82140-7
Duvvuri Subbarao	Just a Mercenary? : Notes from My Life and Career		India Viking	2024	978-0-143-46729-8
Dalrymple, William	The Golden Road: How Ancient India Transformed the World		Bloomsbury Publishing	2024	978-1-408-86441-8
Sinclair, Dana	Dialed In: Do Your Best When It Matters Most		Simon & Schuster	2024	978-1-982-18187-1
Cremer, David De	The AI-Savvy Leader:		HBR Press	2024	978-1-647-82623-9
Susskind, Daniel	Growth: A Reckoning		Allen Lane	2024	978-0-241-70313-7

Bhattacharya, Dipak Kumar	HR Analytics: Understanding Theories and Applications		Wiley	2023	978-9-357-46173-3
Gupta, Parul	Industrial Relations and Labour Laws For Managers		Taxmann	2023	978-9-356-22694-4
Yadav, Rama Shankar and Maheshwari, Sunil	HR Analytics		Wiley	2021	978-9-390-42155-8
Bratton, John	Work and Organizational Behavior		Bloomsbury	2021	978-9-356-40128-0
Dessler, Gary	Human Resource Management	17th	Pearson	2023	978-9-357-05428-7
Cummings, T. G., & Worley, C. G.	Organization development and change. Cengage learning	11th	Cengage	2019	978-9-355-73744-1
Render, Barry; Stair Jr, Ralph M; Hanna, Micheal E; Hale, Trevor S; Badri, TN	Quantitative Analysis for Management	13th	Pearson Education	2022	978-9-353-43745-9
Sridhar, S; Indumathi, J; Hariharan, VM	Python Programming		Pearson Education	2023	978-9-356-06933-6
Srivastava, Suresh C	Industrial Relations and Labour Laws	8th	Vikas Publication	2023	978-9-353-38742-6
Colo A, Gerald and Kelly, Phil	Management Theory and Practice	8th	Cengage	2015	978-9-353-38742-6
Wirtz, Jochen; Lovelock, Christopher; Chatterjee, Jayanta and Das, Gopal	Essentials of Services Marketing		Pearson	2019	978-9-353-43541-7
Erl, Thomas and Buhler, Paul	Big Data Fundamentals		Pearson	2016	978-9-332-57507-3
Martin, Roger	The Design of Business		HBR	2009	978-1-422-17780-8