

D.J. ACADEMY FOR MANAGERIAL EXCELLENCE
Coimbatore
Accession Register Details
List of books added during the year 2021-2022

| Acc.No | Call No | Title | Author | Publisher | ISBN | Price |
|--------|-------------------|---|--|---|--------------------|---------|
| 18814 | 381.0954 ANN | Marketing White book 2019-20 | Annurag Batra | Business world | 978-81-933064-4-4 | Donated |
| 18815 | 337 BHA | Beyond Great: Nine Strategies for Thriving in an era of social tension Economic Nationalism, and Technological Revolution | Arindam Bhattacharya; Nikolaus Lang; Jim Hemerling | Business world | 978-1-5293-4139-3 | Donated |
| 18816 | 658 SUD | The CEO Factory: Management Lessons from Hindustan Unilever | Sudhir Sitapati | Juggernaut | 978-93-5345-114-1 | Donated |
| 18817 | 294.543 SWA | Adi Shankaracharya's Bhaja Govindam Seeking and Finding Answers within | Swami Sukhabodhananda | Jaico Publishing house | 978-81-8495-206-3 | Donated |
| 18818 | 153.9 EPS | Range: How Generalists Triumph in a Specialized World | David Epstein | Macmillan | 978-1-5098-4350-3 | Donated |
| 18819 | 658.827 CHA | The Perfect Pill: 10 Steps to build A Strong Health care brand | gauri Chaudhari | Sage Publications | 978-93-5388-251-8 | Donated |
| 18820 | 302 KIN | Social Chemistry: Decoding the Patterns of Human Connection | Marissa King | Hodder & Stoughton | 978-1-4736-8953-4 | Donated |
| 18821 | 658.3044 | Fail-safe Hiring: Assuring Talent Acquisition | Raghunath Ramaswamy | Raghunath ramaswamy | 978-93-5419-159-6 | Donated |
| 18822 | 658.401 EMI | Better Thinking, Better Results: Case Study and Analysis of an Enterprise wide lean Transformation | Bob Emiliani | The center for lean Business Management | 978-0-9722-591-2-5 | Donated |
| 18823 | 338.766362092 IND | My life in full work, family, and our future | Indra Nooyi | hachette | 978-93-89253-81-8 | Donated |
| 18824 | 658.041082 BHA | Eves Against the odds: 25 Inspiring women Entrepreneurs Stories | Bhavesh Kothari; Hariharan Iyer | notion press | 978-1-63997-559-4 | Donated |
| 18825 | 206 AMB | For God's Sake: An Adman on the business of religion | Ambi Parameswaran | Portfolio Penguin | 978-0143-424871 | Donated |
| 18826 | 158.2 AMB | Spring Bouncing Back from Rejection | Ambi Parameswaran | Westland Publishing PVT ltd | 978-9389648300 | Donated |
| 18827 | 332.03 MON | Let's talk money: You've worked hard for it, now make it work for you | Monika Halan | Harper Business | 978-93-5277-939-0 | 284.00 |
| 18828 | 658.827 RAM | Branded in History: Fresh Marketing lessons from vintage brands | Ramya Ramamurthy | hachette | 978-93-88322-68-3 | 408.00 |
| 18829 | 658.404 KUR | Half A Century and still at the crease: A Journey through 50-plus years of A Management Professional | Biji K Kurien | Productivity & Quality publishing Pvt. Ltd. | 978-81-953281-6-1 | 786.00 |
| 18830 | 658.3 DES | Human Resource Management | Gary Dessler; Biju Varkkey, Pradnya Prasher | Pearson Education | 978-93-539-4220-5 | Donated |
| 18831 | 658.0072 KOT | Research Methodology: Methods and Techniques | Kothari, C R; Gaurav Garg | New Age International (P) Limited | 978-93-86649-22-5 | Donated |
| 18832 | 658.4034 SHA | Operations Research: Theory and Applications | Sharma J K | Trinity press | 978-93-85935-14-5 | Donated |
| 18833 | 658.5 MAH | Operations Management: Theory and Practice | Mahadevan, B | Pearson Education | 978-93-325-4752-0 | Donated |



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