

Late Shri Ram Deole Central Library
Satish Pradhan Dnyanasadhana College, Thane

NEW ARRIVALS JULY 2021

Title	Author	Publisher	Accession No.
Foundation Course - I F.Y.B.A.M.M.C. Sem I	Aditya, Sheetal.	Mumbai Himalaya Publishing House	M013908 TO M013912 M014269 TO M014273
Effective Communication - I F.Y.B.A.M.M.C. Sem. I	Rai, Urmila.	Mumbai Himalaya Publishing House	M013913 TO M013917 M014274 TO M014278
Fundamentals of Mass Communication F.Y.B.A.M.M.C. Sem. I	Srivastav, Dr. Namrataa.	Mumbai Himalaya Publishing House	M013918 TO M013922 M014264 TO M014268
Advertising and Marketing Resarch T.Y.B.A.M.M.C Semester 5	Gupta, Jayati	Sheth Publishing	M014244 TO M014248
Corporate Communication and Public Relations S.Y.B.A.M.M.C Sem 3	Chheda, Dr. Rinkesh	Sheth Publishing	M014249 TO M014253
Theatre and Mass Communication 1 S.Y.B.A.M.M.C Semester 3	Gupta, Shamali	Sheth Publishing	M014254 TO M014258
Introduction to Photography S.Y.B.A.M.M.C Semester 3	Parulekar, Arvind	Sheth Publishing	M014259 TO M014263
Wings of Fire	Kalam, APJ Abdul	Universities Press India private Ltd	D004281
The Seven Steps to Nirvana	Sawhney, Mohan	Tata McGraw Hill Education Private Limited	D004282
Sree Sai Baba Bard of God the Great	Khanna, Monika	Vijay Goel English Hindi Publisher	D004283
Oh Mind Relax Please Roots of Yoga	Sukhabodhananda Swami	Pacific Books International	D004284
Survival Tactics	Yates, John	Jaico Publishing House	D004285
Gratitude A Way of Life	,Hay, Louise	Hay House Publishers Pvt. ltd	D004286
Chanakya in You Adventures of a Modern Kingmaker	Pillai, Radhakrishnan	Jaico Publishing House	D004287
Getting it to the Bottom Line	Sloma, Richard	The Free Press	D004288
Relevance Lost The Rise and Fall of Management Accounting	Johnson, H.Thomas	Harvard Business School Press	D004289
Peaks and Valleys	Johnson, Spencer	Atria Books	D004290
Managing Customer Value	,Gale, Bradley	The Free Press	D004291
High Performance Sales Organizations	Coker, Darlene	McGraw-Hill Companies, Inc	D004292
The New Digital Age	Schmidt, Eric.	John Murray	D004293
Peaks and Valleys	Johnson, Spencer	Atria Books	D004294
Marketing Warfare	Ries, A.J	McGraw-Hill Companies, Inc.	D004295
The Secret Hero	Byrne, Rhonda	Simon and Schuster,	D004296

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Title	Author	Publisher	Accession No.
The Success Formula	,Kakabadse, Andrew	Bloomsbury	D004297
A Short Guide to a Long Life	Agus, David		D004298
The Managers Handbook	,Young, Arthur	Crown Publishing Group	D004299
Swami Vivekananda on India and Her Problems	Nirvedananda, Swami	Advaita Ashrama	D004300
Selling Microsoft Sales Secret from Inside the World's Most Successful Company	,Dayton, Doug	Adams Media Corporation	D004301
Fad Free Management	Hamermesh, Richard	Knowledge Exchange	D004302
Business Icons who changed the World	Drexler, Kateri	Jaico Publishing House	D004303
ABB The Dancing Giant	Barham, Kevin	Prentice-Hall Inc	D004304
The Self Destructive Habits of Good Companies and How to Break Them	Sheth, Jagdish	Pearson Education Inc	D004305
Parenting in the 21st Century	Jain, Ambuj	Tata McGraw Hill Education Private Limited	D004306
Leading Digital	Westerman, George	Harvard Business School Press	D004307
Leading Quietly	Bdaracco, Joseph	Harvard Business School Press	D004308
Indian Ocean Strategy	,Singh, Sandeep	Swadeshi School for Training in Indian Knowledge	D004309
Reengineering the Corporation A Manifesto for Business Revolution	Hammer, Michael	Nicholas Brealey Publishing	D004310
The Place of Illusions	,Divakaruuni, Chitra	Picador Publishing	D004311
The Fakir The Journey Continues	Bharucha, Ruzbeh	Hind Pocket Books Pvt Ltd	D004312
Dhirubhaism The Remarkable Work Philosophy of Dhirubhai Ambani	Krishnamurthy, A.G	Tata McGraw Hill Education Private Limited	D004313
Aligning Strategy and Sales	Cespedes, Frank	Harvard Business School Press	D004314
Rural Marketing	Kashyap, Pradeep	Pearson Education Inc	D004315
Horse Sense How to Pull Ahead on the Business Track	Ries, A.L	A Plume Books	D004316

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Title	Author	Publisher	Accession No.
Bottom Up Marketing	,Ries, A.L	McGraw-Hill Companies, Inc	D004317
The Essence of Finance a New approach	Chakraborty, K	IBH Publishing Company	D004318
The 22 Immutable Laws of Marketing	Ries, Al	Harper Collins	D004319
How Buffett Does It	,Pardoe, James	Tata McGraw Hill Education Private Limited	D004320
The Seven Spiritual Laws of Success	Chopra, Deepak	Excel Books	D004321
The Bhagvadgita	Gandhi, M.K	Orient Paperbacks	D004322
The Secret	Byrne, Rhonda	Simon and Schuster	D004323
How Gujaratis Do Business Dhandha	,Bondre, Shobha	Random House	D004324
The Alchemist	,Coelho, Paulo	Harper Collins	D004325
Zero to One	Thiel, Peter	Virgin Books	D004326
Born to Win	Batra, Promod	Full Circle Publishing	D004327
TOC Thinking Removing Constrints for Business Growth	,Ashlag, Yishai	North River Press	D004328
This Is India New	Punja, Shobita	New Holand Publisher	D004329
India A Colurful Kaleidoscope	Mukundan, Monisha	Brijbasi Printer Pvt Ltd	D004330
A Journey Through India	,Guha, Supriya	Roli Books	D004331
Majestic India	,Chopra, Tarun	Prakash Books Pvt Ltd	D004332
A Passage through India	Saili, Ganesh	Lustre Press	D004333
100 Wonders of India	,Arora, Monica	Lustre Press	D004334
Exciting India a Visual Journey	Grewal, Bikram	Om Publisher	D004335
Monuments of India	Gupta, Shobhna	Delhi Public School	D004336
The Story of India	,Wood, Michael	BBC Books	D004337
India Land of Dreams and Fantasy	Jacobson, Doranne	Robert Tod	D004338
India	Eraly, Abraham	Dorling Kindersley (India) Pvt. Ltd	D004339