

Prasad V. Potluri Siddhartha Institute of Technology

Department of Business Administration

Library

S.No	Title	Author	Publication	No
1	Media and Communication Management	C.S.Rayudu	Himalaya Publishing house	1
2	Management Information Systems	C.S.V Murthy	Himalaya Publishing house	1
3	Financial Management	P.V. Kulkarni	Himalaya Publishing house	1
4	Business Ethics and Corporate Governance	A.C. Fernando	Pearson Publications	1
5	Strategic Management and Business Policy	C.Appa Rao B.Parwathiswara Rao K.Sivarama Krishna	Excel Books	1
6	Supply Chain Modelling and Solutions	B S Sahay A K Gupta	Macmillan Publications	1
7	Financial Markets , Institutions and Financial Services	Clifford Gomez	PHI Learning	1
8	Personnel Management in Indian Organisations	Pramod Verma	Oxford University Press	1
9	Personnel Management	S.K. Bhatia	Deep and Deep Publications	1
10	Research Methodology	K.V.Rao	Sterling	3
11	Marketing Management	Tapan K Panda	Excel Books	1
12	Managing Out of Bounds	R.S. Dwivedi	Galgotia Publications	1
13	Management Theory and Practice	P.Subba Rao	Himalaya Publishing house	1
14	Human Resource Management	Deepak Kumar Battacharya	Excel Books	1
15	Materials Management	A.K.Datta	PHI Learning	1
16	Counselling and Guidance	S.Narayana Rao	Tata Mc graw Hill	1
17	Statiustics and Finance an Introduction	David Ruppert	Springer	1
18	Business Policy and Strategic Management	P.Subba Rao	Himalaya Publishing house	1
19	Business Communication	C.S.G. Krishnamacharyulu R.Lalitha	Himalaya Publishing house	2
20	Computer applications in Management	TD. Malhotra	Kalyani Publishers	1
21	Industrial Marketing	Millind T. Phadtare	PHI Learning	1
22	Legal and Regulatory aspects of banking	Indian institute of banking and finance	Macmillan Publications	2

23	Statistics	Donald J. Koosi	Wiley	1
24	Questionnaire Design	Ian Brace	Kogan Page	1
25	Women at the ceter	Helen Todd	The university press limited	1
26	Serious Creativity	Edward De Bono	Indus Publications	1
27	Introducing Leadership	David Pardey	Elseiver	1
28	Modern Marketing Research	Kulkarni Patil Homai Pradhan	Himalaya Publishing house	1
29	Buisness Communication	Raman Singh	Oxford University Press	1
30	Managerial Economics	Jyoti Bhibpathaki Amrita Singh	Everest Publishing	1
31	Research Methodology and Statistical tools	P.Narayana Reddy GVRK Acharyulu	Excel Books	1
32	Supply Chain Management	B.S Sahay	Macmillan Publications	2
33	Human Resource Management	V S P Rao	Excel Books	1
34	Principles of Buisness Organisation and Management	P.N Reddy	S.Chand	1
35	Fundamentals of Financial Accounting	Naseem Ahmed Nawab Ali Kahn M.L. Gupta	Ane Books	1
36	Financial Management	R.P.Rustagi	Galgotia Publishing	1
37	Investments	Zvi Bodie Alex Kane	Tata Mac Graw Hill	1
38	Marketing Management	Rajan Saxena	Tata Mac Graw Hill	1
39	Internationa Financial Management	PG Apte	Tata Mac Graw Hill	2
40	Distribution and Logistics Management	D K Agarwal	Macmillan Publications	1
41	Behaviour in Organisations	Greenberg Baron	PHI Learning	1
42	Business Communication	R.C. Bhatia	Ane Books	1
43	Strategic Management	P.Subba Rao	Himalaya Publishing house	1
44	Strategic Management	Charles W.L Hill	Cengage	1
45	Management Information Systems	Dr.Milind Oka	Everest Publishing House	1
46	Entrepreneurial Development	Dr.S.SKhanka	S.Chand	1
47	Dynamics of Industrial Relations	Mamoria	Himalaya Publishing house	1
48	Managing a global workforce	Charles M. Vance	PHI Learning	1
49	Production Productivity and cost effectiveness	P.V.Rathnam	K.M Agencies	1
50	Organisational Behaviour	K.Aswathappa	Himalaya Publishing house	1
51	Financial Management	Prasanna Chandra	Tata Mac Graw Hill	1
52	Marketing Management	V S Rama swamy S. Nama Kumari	Macmillan Publications	1

53	Basic Business Communication	Lesikar Flatley	Tata Mac Graw Hill	3
54	Marketing Management	Philip Kotler	PHI Learning	1
55	Investment Management	Preeti Singh	Himalaya Publishing house	1
56	Global Business Finance	V A Avadhani	Himalaya Publishing house	1
57	Logistics and Supply Chain Management	D K Agarwal	Macmillan Publications	2
58	Internationa Finance	Clark	Thomson	1
59	Advertising Management	U.C Mathur	New Age	1
60	Quantitative Techniques for Decision Making	Anand Sharma	Himalaya Publishing house	1
61	e-Commerce	C.S.V Murthy	Himalaya Publishing house	1
62	Personnel Management and Industrial Relations	Tripathi	Sutan	1
63	Commodity derivatives and Risk Management	Prabina Rajib	PHI learning	1
64	Advanced Human Resource Management	S.C Gupta	Ane Books Pvt.	1
65	Statistics for Management, Economics and computer	Dr. Priyotosh Khan	Everest Publishing House	1
66	Economics Environment	S.K Misra V.K.Puri	Himalaya Publishing house	1
67	Operations Research	J K Sharma	Macmillan	1
68	Business Law For Management	K.R.Bulchandani	Himalaya Publishing house	1
69	Marketing Management	Philip Kotler	Pearson Publishing	1
70	Quantitative Techniques For Managerial Decicisons	L.C Jhamb	Everest Publishing House	1
71	International Trade and Export Management	Francis Cherunilam	Himalaya Publishing house	1
72	Industrial Psychology	P. K. Ghosh M.B.Ghorpade	Himalaya Publishing house	1
73	Human Resource Management	K.K.Ahuja	Kalyani Publishers	1
74	Insurance and Risk Management	P.K.Gupta	Himalaya Publishing house	1
75	Consumer Behaviour in Indian Perspective	Suja R. Nair	Himalaya Publishing house	1
76	Finance Accounting for Management	H.V. Shankaranarayana H.R. Ramanath	Cengage Learning	1
77	BCOM	Carol M. Lehman Debbie D. Dufrene	Cengage Learning	1
78	Management	James A.F. Stoner R.Edward Freeman	Prentice Hall India	1
79	Theory of Consumer Behaviour	Dr. Shri Prakash	Vikas	1
80	MKTG	Lamb, Hair, Sharma, Mc Daniel	Cengage Learning	1

81	Buisness Strategy		ICFAI Center	1
82	Foundations of Advertising Theory and practice	S.A. Chunawalla K.C.Setia	Himalaya Publishing house	1
83	Leadership	Richard L. Daft	Cengage Learning	1
84	Managing Human Resouces in global environment	A M Sarma	Himalaya Publishing house	1
85	Human Resource Management	B B Mahapatro	New age international publishers	1
86	Buisness Management	Meenakshi Raman Singh	Oxford University Press	1
87	Technical Communication	Meenakshi Raman sangeeta sharma	Oxford University Press	1
88	Innovation Management	Shlomo Maital and D.V.R.Seshadri	Sage Publishing	1
89	Managerial Economics	Mark Hirschey	Cengage Learning	1
90	Financial Management	William R. Lasher	Cengage Learning	1
91	E-Commerce Strategy, Technology, and implementations	Gary P. Schneider	Cengage Learning	1
92	Buisness Communication	P.Subba Rao B.Anita Kumar C.Hima Bindu	Cengage Learning	1
93	Managerial Economics	Dr. H.L. Ahuja	S.Chand	1
94	Case Method	Neeta Bapoikar	Himalaya Publishing House	1
95	Human Resources Management	Snell Bohlander Vohra	Cengage Learning	1
96	Managerial Economics and Financial Analysis	B.Kuberudu T.V.Ramana	Himalaya Publishing House	1
97	Services Marketing	Vasanti Venugopal Raghu V.N	Himalaya Publishing House	1
98	Performance Management	Soumendra Narain Bagchi	Cengae Learning	1
99	Buisness Laws	Dr.S.N.Maheswari Dr.S.K.Maheswari	Himalaya Publishing House	1
100	Selling Skills and Techniques	Institute of Finance, Banking & Insurance	IFBI	1
101	Financial Products and Services	Institute of Finance, Banking & Insurance	IFBI	1
102	Overview of Insurance	Institute of Finance, Banking & Insurance	IFBI	1
103	Finance Planning Process	Institute of Finance, Banking & Insurance	IFBI	1
104	Financial Mathematics and Accounting	Institute of Finance, Banking &	IFBI	1

		Insurance		
105	Managerial Economics	Suma Damodaran	Oxford University Press	2
106	Managerial Economics	Justing Paul, Leena Kaushal	Cengage Learning	1
107	Managerial Economics	D N. Dwivedi	Vikas	1
108	Intellectual Property	Deborah E Bouchoux	Cengage Learning	1
109	Human Resource Management	V.S.P Rao	Excel Books	1
110	Services Marketing	K.Rama Mohana Rao	Pearson Publishing	1
111	Soft Skills For Everyone	Jeff Butterfield	Cengage Learning	1
112	Management Process and Organisation	P S Bajaj V S P Rao	Excel Books	1
113	Managerial Economics	Dominick Salvatore	Oxford University Press	1
114	Effective Training systems, strategies, and practices	P.Nick Blanchard Jmaes W. Thacker V.Anand Ram	Pearson Publications	1
115	Managerial Economics and Financial Analysis	Kumar Rao	Cengage	1
116	Research Methodology	Ranjit Kumar	Sage Publications	1
117	Accounting and Finance for Bankers	Indian institute of banking and finance	Macmillan Publications	1
118	Buisness Environment	K.Aswathappa	Himalaya Publishing House	1
119	Introduction to Management Science	Kumar Chhalill	Cengage Learning	1
120	Personnel Management	C . B Mamoria	Himalaya Publishing House	1
121	Industrial Relations	Prof Balasubramanian	Everest Publishing House	1
122	Services Marketing	R. Srinivasan	PHI Learning	1
123	Environmental Studies	Anubha Kaushik C.P Kaushik	New Age International	1
124	Buisness Ethics and Corporate Governnace	Dr. S.S. Khanka	S.Chand	1
125	Mananerial Economics	VL Mote Samuel Paul G.S Gupta	Tata Mac Graw Hill	1
126	Engineering Economics and Costing	Mahendra P. Agasty	Scitech	1
127	Change Management	Robert A. Paton Jmaes Mc Calman	Sage Publications	1
128	Goods and sevice tax system	A. Md. Imtiaz	Deccan Law House	1
129	Managerial Economics and Financial Analysis	Dr.V.V.S.K. Prasad P.Meher Kumar	Duvvuri Publications	1
130	Management Principles,	Anil Bhat	Oxford University	1

	Processes, and Practices	Arya Kumar	Press	
131	Dynamics of industrial relations in India	C.B. Mamoria S. Mamoria	Himalaya Publishing House	1
132	Principle and Practice of Management	R.S. Gupta B.D.Sharma N.S.Bhalla	Kalyani Publishers	1
133	Methodology and techniques of social research	Wilkinson and Bhandarkar	Himalaya Publishing House	1
134	Management text and cases	V.S.P Rao V.Hari Krishna	Excel Books	1
135	Enrich your english	CIEFL	Oxford University	1
136	Principles and practices of management	Prof. Deppak Bhivpathaki Dr. S.K.Mahajan Prof Jyoti Bhivpathaki	Everest Publishing	1
137	Advertising	C N Sontakki	Kalyani Publishers	1
138	Marketing Management	C.B Mamoria Satish Mamoria R.K.Suri	Kitab Mahal	1