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New Arrival of Books: October 2023

Greetings!

The Central Library has acquired and added the following resources to its collection in the month of October, 2023.

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Subject	Title	Author	ISBN
BUSINESS MANAGEMENT	Modern Marketing: principles and practices	Pillai, R. S. N.	9788121916974
	Marketing Data Science: modelling techniques in predictive analytics with R and Python	Miller, Thomas W.	9789353065744
	International Trade: theory and policy	Krugman, Paul	9789332585768
	Integrated Advertising, Promotion and Marketing Communications	Clow, Kenneth E.	9789332518377
	Vipul's Advertising and Sales Management :(m. com. part -II) management group (second year fourth semester)	Sharma, Prerna	9788196078829
	Vipul's Advertising and Sales Management :(m. com. part -II) management group (second year fourth semester)	Sharma, Prerna	9788196078829
	International Business: competing in the global marketplace	Hill, Charles W. L.	9789355324771
	Organization Development: behavioural science interventions for organizational improvement	French, Wendell L.	9789332575264
	Textbook of Logistics and Supply Chain Management	Agrawal, D. K.	9789385750045
	Intelligent Investor: a book of practical counsel	Graham, Benjamin	9780062312686
	Labour and Industrial Laws	Misra, S. N.	9789388267304
	Tulsian's Corporate Accounting	Tulsian, P. C.	9789355017567
	Principles of Marketing	Kotler, Philip	
	Business Economics: microeconomic analysis	Ahuja, H. L.	9789352837366
Marketing Communications	Eagle, Lynne [et. al...]	9780429447044	

	Marketing Management: concepts, cases, challenges and trends	Govindarajan, M	9788120332591
	Marketing Management: text and cases	Rajagopal	9788125907732
	Research Methodology	Chandra, S. S. Vinod	9789352863518
HOTEL MANAGEMENT	Historical Dictionary of Indian Food	Achaya, K. T.	9780195658682
HUMANITIES	Sims' Symptoms in the Mind: textbook of descriptive psychopathology	Oyebode, Femi	9780702085253
	Theories of Personality	Feist, Jess	9780071263450
	Science and Practice of Cognitive Behaviour Therapy		9780192627254
	Snell's Clinical Neuroanatomy	Spittgerber, Ryan	9789389859379
	Qualitative Research Methods for the Social Sciences	Lune, Howard	9789352865963
	Foundations of physiological psychology	Carlson, Neil R.	9788131712979
	Introduction to Counselling and Guidance	Gibson, Robert L.	9789332551831
	Applied Behaviour Analysis	Cooper, John O.	9781292324630
	Handbook of Individual Therapy	Dryden, Windy and Andrew Reeves	9781446201374
	Behaviour Modification: principles and procedures	Miltenberger, Raymond G.	9789353503376
	Emotions in Learning, Teaching, and Leadership: Asian perspectives		9780367692858
	Rational Emotive Behaviour Therapy: distinctive features	Dryden, Windy	9780367685775
	Advances in Cognitive-Behavioural Therapy	Dobson, Keith S.	9780761906436
	Culture of Encounters: Sanskrit at the Mughal court	Truschke, Audrey	9780143428909
	Inner World: a psycho-analytic study of childhood and society in India	Kakar, Sudhir	9780198077152
	Making Sense of Illness: the social psychology of health and disease	Radley, Alan	9780803989092
Biostatistics: basic concepts and methodology for the health sciences	Daniel, Wayne W.	9788126551897	
MEDICAL PATHOLOGY	Pathology Simplified: a quick review for examination preparation	Mohan, Harsh	9789354651335
MEDICAL PHARMACOLOGY	Essentials of Medical Pharmacology	Tripathi, K.D.	9789352704996

MEDICAL SCIENCE	Carcinoma of the Larynx and Hypopharynx		9789811331091
	Biochemistry: a very short introduction	Lorch, Mark	9780198833871
	Harrisons Principles of Internal Medicine Vol- 1		9781264285822
	Harrisons Principles of Internal Medicine Vol-2		9781264285839
PHARMACY	Practical book of Herbal Drug Technology	Rageeb, MD.	9789388108002
	Medical Dictionary: english to hindi: encyclopedia of medical and allied sciences terms	Sood, M. S.	9788123930282
	Rowland and Tozer's Clinical Pharmacokinetics and Pharmacodynamics: concepts and applications	Derendorf, Hartmut	9789389335804
	Practical Manual of Community Pharmacy and Management	Gupta, G. D.	9789354516634
	Textbook of Pharmacotherapeutics	Baweja, Himanshu	9781543346091
	Practical Manual of Hospital and Clinical Pharmacy	Gupta, G. D.	9789354516887
	Pharmacotherapy: a pathophysiologic approach	Metcalf, Austin	9781644350621
	Textbook of Biochemistry and Clinical Pathology	Tiwari, Abhishek	9789354517143
	Textbook of Physical Pharmaceutics-II	Patil, Akshay Shashikant [et. al...]	9789388706179
	PHYSIOTHERAPY	Evidence-Based Physical Therapy for the Pelvic Floor: bridging science and clinical practice	
Clinical Reasoning in The Health Professions			9780702062247
Introduction to Craniosacral Therapy: anatomy, function, and treatment		Cohen, Don	9781556431838
Introduction to Craniosacral Therapy: anatomy, function, and treatment		Cohen, Don	9781556431838
Dr. Vodder's Manual Lymph Drainage: a practical guide		Wittlinger, Hildegard [et. al...]	9783132411449
Principles of Musculoskeletal Treatment and Management: a handbook for therapists			9780702067198
Therapeutic Exercise Prescription		Dunleavy Kim	9780323280532

	Anatomy Trains	Myers, Thomas W.	9780702078132
	Functional Atlas of the Human Fascial System	Stecco Carla	9780702044304
	Manual Physical Therapy of the Spine	Olson, Kenneth A.	9780323673396
	Muscle and Bone Palpation; manual with trigger points, referral patterns, and stretching	Muscolino Joseph E	9780323761369
	Concise Book of Trigger Points: a professional and self-help manual	Niel-Asher, Simeon	9781583948491
	Cranio Sacral Therapy: what it is, how it works	Upledger, John E.	9781556436956
	Physical Agents in Rehabilitation: an evidence-based approach to practice	Cameron, Michelle H.	9780323761949
POLITICAL SCIENCE	History of Political Thought: from ancient Greece to early Christianity	Coleman, Janet	9780631218227
	Mughal Administration	Sarkar, Jadunath	9789388789967
PSYCHOLOGY	Introduction to the Psychotherapies		9780198520924
	Social Psychology	Branscombe, Nyla R.	9789332586116
	Technique and Practice of Psychoanalysis, Vol-1	Greenson, Ralph R.	9781782204619
	Psychology	Ciccarelli, Sandra K.	9789352861798
	Abnormal Psychology	Hooley, Jill M.[et.al...]	9789353065591
SOCIAL SCIENCE	Indian Social Problems: social disorganization and reconstruction, Vol.- 2, Social Work	Madan, G. R.	9788184244601