

# CATALOGUE 2016

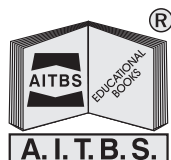
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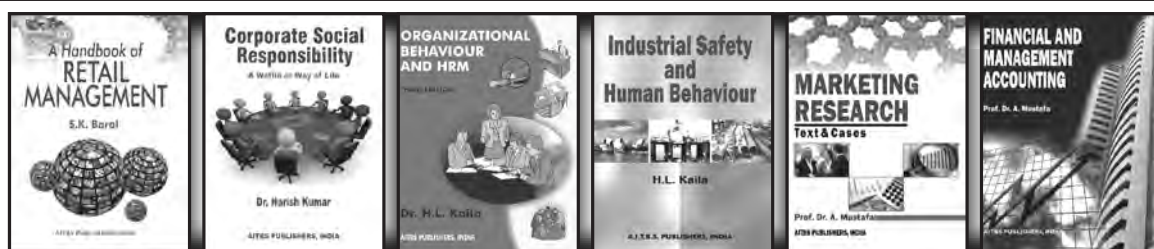


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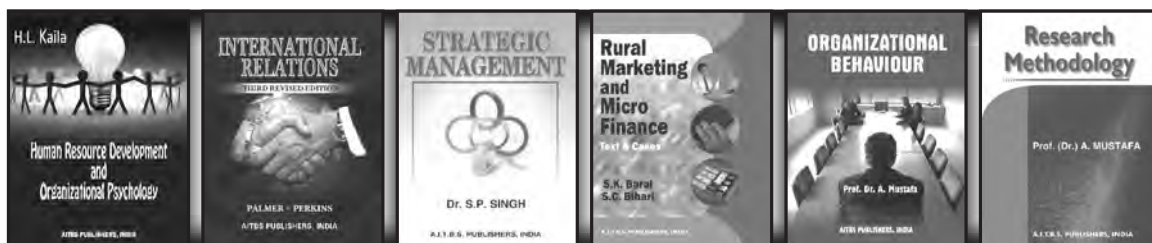
YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
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### Management/Marketing/Commerce

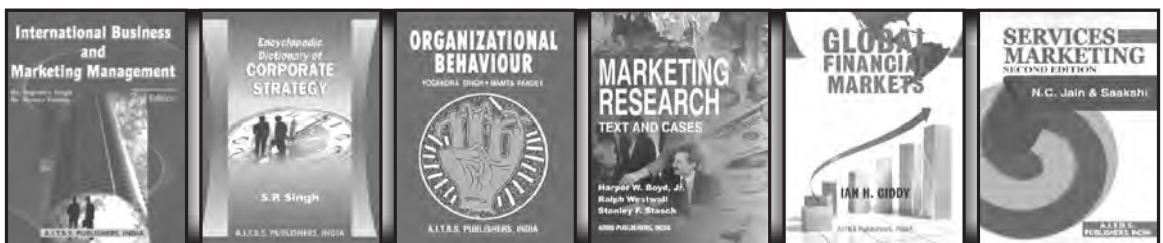


	81-85386-19-6	ALEXENDER	Industrial Marketing	295
	978-81-7473-367-2	AMIT CHAKRABARTY	Encyclopedic Dictionary of Banking, 1/Ed. (H.B.)	1490
2014	978-93-7473-535-0	BARAL	A Handbook of Retail Management, 1/Ed.	350
2015	978-93-7473-560-2	BARAL	Development Strategies and Innovation Dynamics for Sustainability, 1/Ed.	179
	978-81-7473-433-4	BARAL/BIHARI	Advanced Approach to Marketing Management, 1/Ed.	350
	978-81-7473-380-1	BARAL/BIHARI	Modern Marketing Management, 1/Ed.	350
2010	978-81-7473-444-0	BARAL/BIHARI	Retail Management, 1/Ed.	295
2010	978-81-7473-390-0	BARAL/BIHARI	Rural Marketing and Micro Finance, 1/Ed.	425
2014	978-81-85386-16-4	BOYD	Marketing Research: Text and Cases, 7/Ed.	550
2015	81-7473-090-7	FERNALD	Munn's Introduction to Psychology, 5/Ed.	695
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	81-7473-348-5	HARISH KUMAR	Employee Performance Management: An Empirical Viewpoint, 1/Ed.	110
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2012	978-93-7473-493-3	KAILA	Human Resource Development and Organizational Psychology, 1/Ed.	250

YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
2011	978-81-7473-224-8	KAILA	Organizational Behaviour and HRM, 3/Ed.	325
2010	978-81-7473-376-4	KAILA	Introduction to Psychology, 1/Rev. Ed. (H.B.)	1295
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	978-81-7473-279-9	KALYAN SAGAR	What My Cat Taught Me & My MBA Didn't: Management Demystified for Everyday Excellence, 1/Ed.	250
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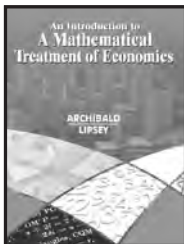
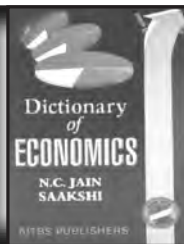
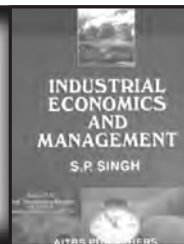

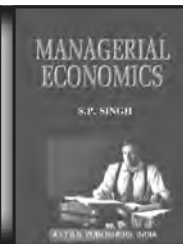
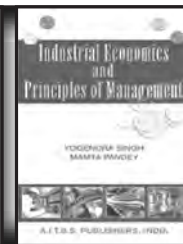


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<b>2011</b>	978-81-7473-282-8	<b>N.C. JAIN</b>	Personnel Management and Human Resources, 2/Ed.	175
	978-81-7473-342-6	<b>N.C. JAIN/ SAAKSHI</b>	Services Marketing, 2/Ed.	250
<b>2015</b>	978-81-7473-069-5	<b>PALMER</b>	International Relations, 3/Revised Ed.	550
<b>2016</b>	978-93-7473-498-8	<b>R.K. MISHRA</b>	Safety Management, 2/Ed. (P.B.)	375
<b>2012</b>	978-93-7473-498-8	<b>R.K. MISHRA</b>	Safety Management, 1/Ed. (H.B.)	795
<b>2015</b>	978-93-7473-528-2	<b>R.K. MISHRA</b>	Environmental Management, 1/Ed.	395
<b>2011</b>	978-93-7473-465-0	<b>SASANE</b>	Industrial and Labour Laws, 1/Ed.	295
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	978-81-7473-425-9	<b>S.P. SINGH</b>	Encyclopedic Dictionary of Corporate Strategy, 1/Ed.	150
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<b>2010</b>	978-81-7473-308-6	<b>SRIDHAR RAO</b>	Stress and its Management, 1/Revised Ed.	80
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<b>2010</b>	978-81-7473-262-4	<b>YOGENDRA/ MAMTA</b>	Industrial Economics and Principles of Management, 2/Ed.	175

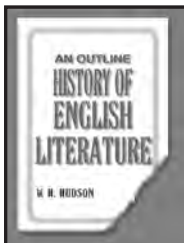
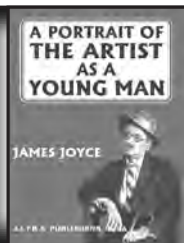
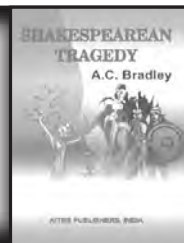


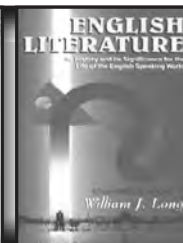


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2016	978-93-7473-462-9	ANUJEET	Applied English Grammar and Composition 2/Ed.	225
2011	978-81-7473-388-7	ANUJEET	The Inner Shrine—A Saga of Mystical Love 1/Ed.	195



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2015	81-7473-090-7	FERNALD	Munn's Introduction to Psychology, 5/Ed.	695
2015	978-93-7473-510-7	GANDHI	An Autobiography: The Story of My Experiments with Truth (With Rare Photographs)	250
2016	978-93-7473-527-5	G.W. TYRRELL	The Principles of Petrology: An Introduction to the Science of Rocks, 2/Ed.	195
2011	978-93-7473-490-2	HARISH KUMAR	Corporate Social Responsibility: A Waffle or Way of Life, 1/Ed.	195
2016	978-93-7473-511-4	HITLER	Mein Kampf (With Rare Photographs)	350
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2015	978-81-7473-376-4	KAILA	Introduction to Psychology, 2/Ed. (P.B.)	250
2012	978-93-7473-493-3	KAILA	Human Resource Development and Organizational Psychology, 1/Ed.	250
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YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
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	978-81-905986-1-3	PRABHAT CHAUDHARY	Tourism: Concepts and Principles, 1/Ed. (H.B)	695
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2016	978-81-7473-302-3	SHRADHA SINHA	A Textbook of Environmental Studies, 3/Ed.	195
2010	978-81-7473-308-6	SRIDHAR RAO	Stress and its Management, 1/Revised Ed.	80
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2016	978-93-7473-601-2	TERESA KELLER/ STEVE HAWKINS	Television News (A Handbook for Reporting, Writing, Shooting, Editing and Producing), 3/Ed.	695
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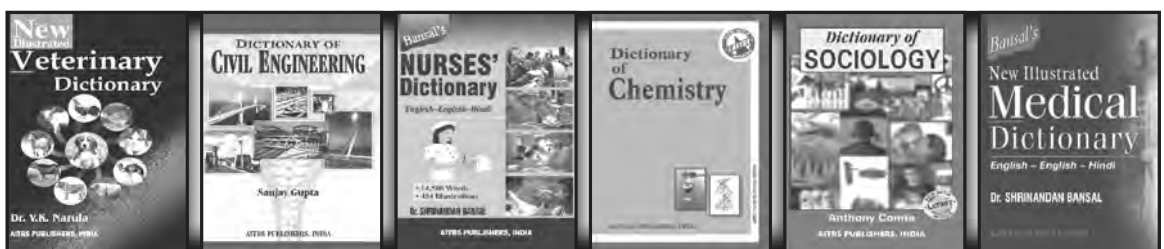
YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
2013	978-81-905986-0-6	ARORA	Dictionary of Science, 2/Ed.	275
2012	978-93-7473-495-7	ASHOK KUMAR	Applied Engineering Chemistry, 1/Ed.	175
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2010	978-81-7473-434-1	RAJEEV VERMA	Advanced Dictionary of Nano-Science and Nano-Technology, 1/Ed.	395
2014	978-81-7473-435-8	RAKESH KUMAR	Dictionary of Mathematics, 1/Revised Ed.	250
2011	978-93-7473-483-4	RANJAN KUMAR	Strength of Materials, 1/Ed.	250
2016	978-93-7473-485-8	RANJAN KUMAR	Applied Mechanics, 2/Ed.	315
2012	978-93-7473-500-8	RANJAN KUMAR	Fluid Mechanics and Hydraulic Machines, 1/Ed.	350
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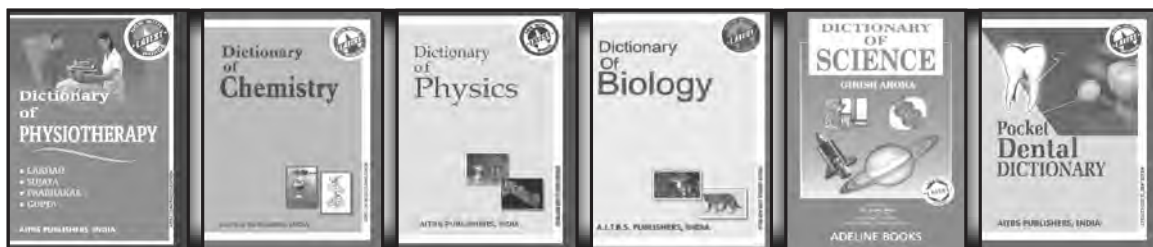
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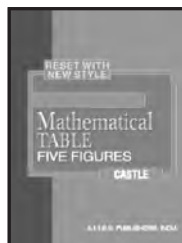
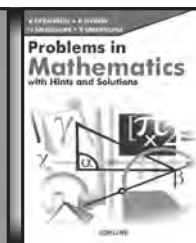
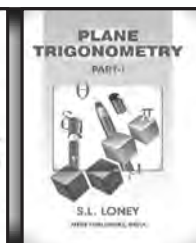
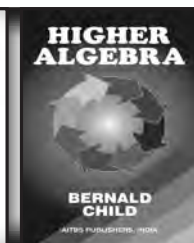
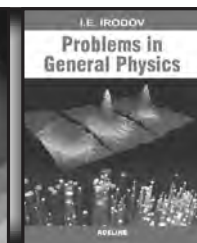
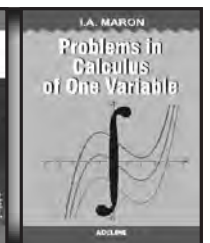
YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
	81-7473-385-X	<b>ARORA</b>	Dictionary of Entomology, 1/Ed.	150
<b>2016</b>	978-93-7473-586-2	<b>ARORA</b>	Dictionary of Genetics, 2/Ed.	225
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<b>2016</b>	978-93-7473-469-8	<b>BANSAL</b>	Bansal's Nurses' Dictionary, 3/Ed. (Eng.-Eng.-Hindi)	335
<b>2016</b>	978-93-7473-479-7	<b>BANSAL</b>	Bansal's Nurses' Dictionary, 2/Ed. (Eng.-Eng.)	295
<b>2016</b>	978-81-7473-288-0	<b>BANSAL</b>	Bansal's New Medical Dictionary, 3/Ed. (Eng.-Eng.) (H.B.)	450
<b>2016</b>	978-81-7473-260-6	<b>BANSAL</b>	Bansal's New Medical Dictionary, 3/Ed. (Eng.-Eng.) (P.B.)	395
<b>2014</b>	978-81-7473-332-0	<b>BANSAL</b>	Bansal's Medical Dictionary, 2/Ed. (Eng.-Hindi)	375
<b>2016</b>	978-81-7473-251-9	<b>BANSAL</b>	Bansal's New Illustrated Medical Dictionary 5/Ed. (English-English-Hindi) (H.B.)	750
<b>2016</b>	978-81-7473-281-1	<b>BANSAL</b>	Bansal's New Illustrated Medical Dictionary 5/Ed. (English-English-Hindi) (P.B.)	635
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<b>2016</b>	978-81-7473-452-5	<b>GUPTA</b>	Pocket Nurses' Dictionary, 3/Revised Ed. (Colour Edition) (P.B.)	225
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<b>2015</b>	978-81-7473-142-5	<b>GUPTA</b>	Pocket Medical Dictionary, 4/Revised Ed.	350
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<b>2016</b>	978-93-7473-599-2	<b>SANJAY GUPTA</b>	Pocket Medical Dictionary, 1/Ed. (English-English)	179
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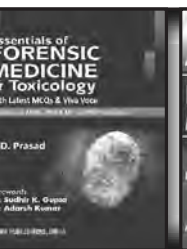
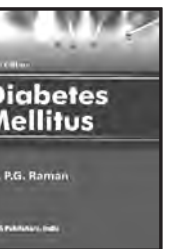
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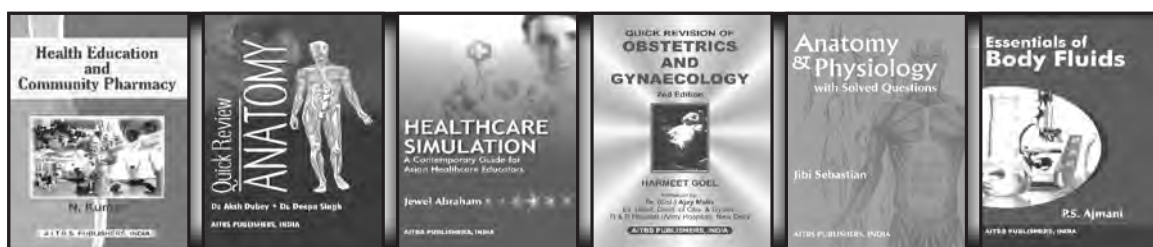
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<b>2016</b>	978-81-7473-369-6	<b>AMAR TYAGI</b>	Encyclopedic Dictionary of Pharmacy, 2/Ed.	595	
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<b>2016</b>	978-93-7473-479-7	<b>BANSAL</b>	Bansal's Nurses' Dictionary 2/Ed. (Eng.-Eng.)	295	
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<b>2016</b>	978-81-7473-260-6	<b>BANSAL</b>	Bansal's New Medical Dictionary, 3/Ed. (Eng.-Eng.) (P.B.)	395	
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<b>2016</b>	978-81-7473-365-8	<b>BANSAL</b>	Bansal's Concise Medical Dictionary, 4/Ed. (Eng.-Eng.-Hindi) (P.B.)	510	
<b>2016</b>	978-81-7473-251-9	<b>BANSAL</b>	Bansal's New Illustrated Medical Dictionary 5/Ed. (English-English-Hindi) (H.B.)	750	



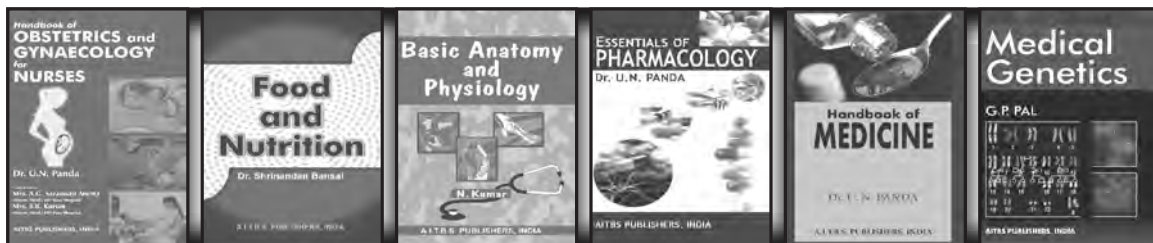
YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
2016	978-81-7473-281-1	BANSAL	Bansal's New Illustrated Medical Dictionary 5/Ed. (English-English-Hindi) (P.B.)	635
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<b>2016</b>	978-81-7473-133-3	<b>GUPTA</b>	Illustrated Nurses' Dictionary, 4/Ed.	350
<b>2014</b>	978-81-7473-178-4	<b>GUPTA</b>	New Concise Medical Dictionary, 5/Ed. (P.B.)	425
<b>2016</b>	978-81-7473-452-5	<b>GUPTA</b>	Pocket Nurses' Dictionary, 3/Revised Ed. (Colour Edition) (P.B.)	225
<b>2016</b>	978-81-7473-299-6	<b>GUPTA</b>	Pocket Nurses' Dictionary, 3/Revised Ed. (Colour Edition) (H.B.)	260
<b>2016</b>	978-81-7473-229-3	<b>GUPTA</b>	Anatomy and Physiology for Nurses, 3/Ed.	240
<b>2014</b>	978-81-7473-353-5	<b>GUPTA</b>	New Concise Medical Dictionary, 5/Ed. (H.B.)	475
<b>2015</b>	978-81-7473-142-5	<b>GUPTA</b>	Pocket Medical Dictionary, 4/Revised Ed.	350
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YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
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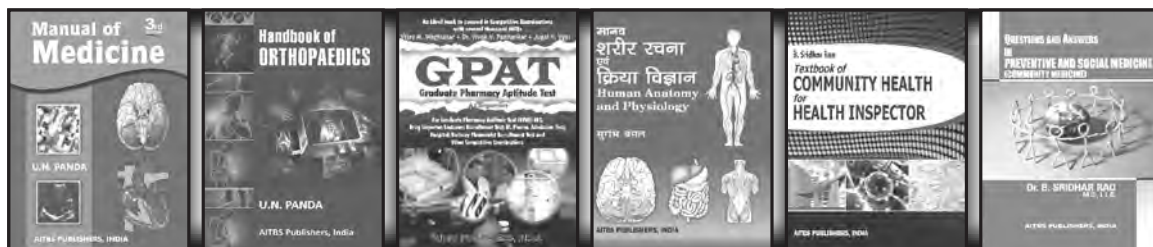
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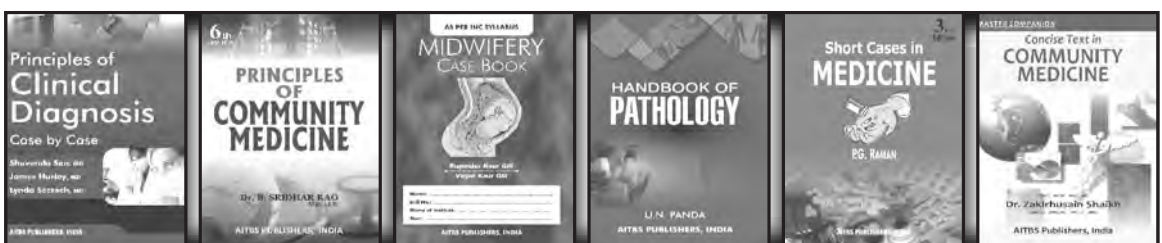


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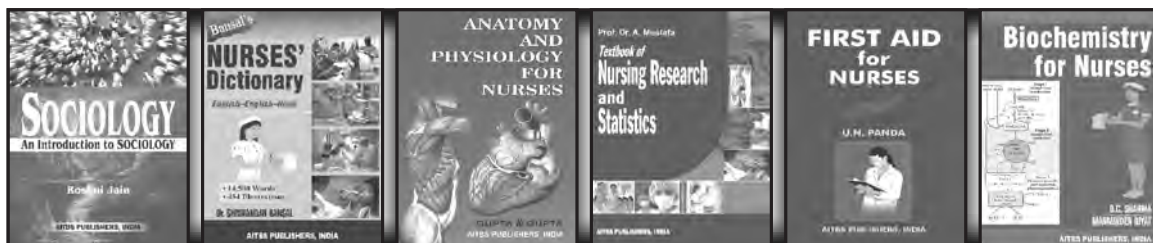
YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
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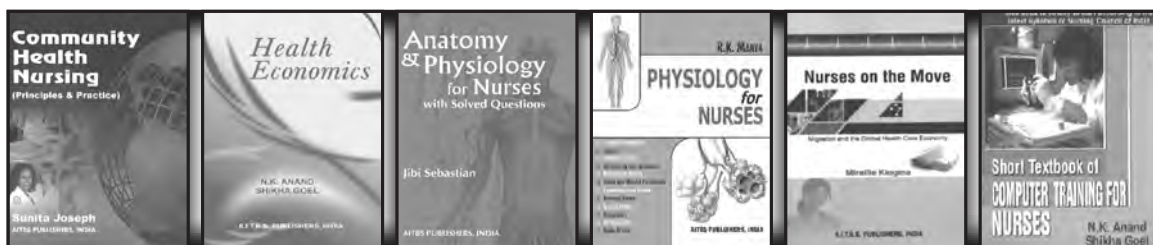
YEAR	ISBN	AUTHOR	TITLE	PRICE (₹)
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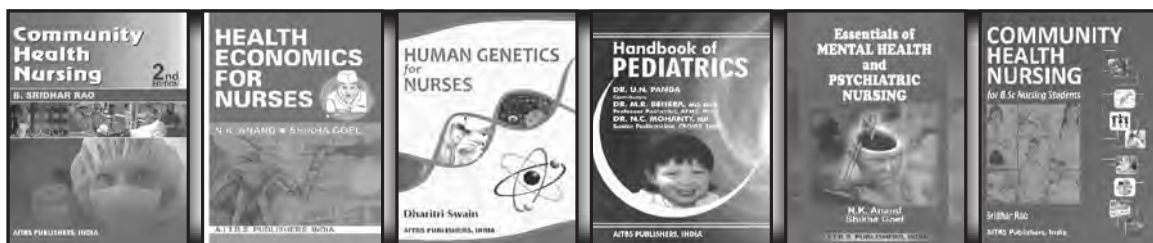




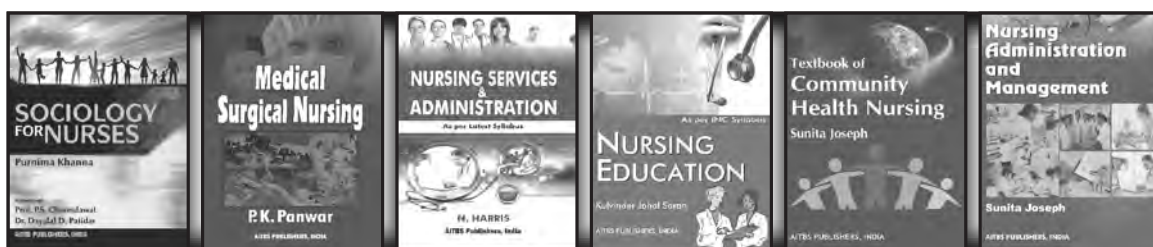
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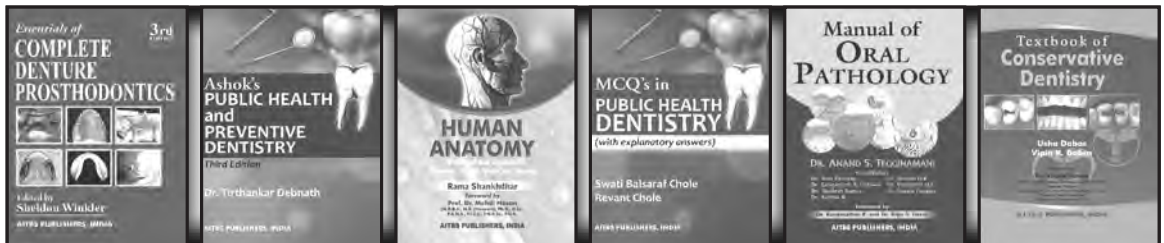


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