

Vivekanand College, Kolhapur
Department of MBA.
List of books available in department library.

Acc. No.	Title of book	Author of book
1	Basic managerial skill for all	E.H mcgrath,SJ
2	Stastical methods	N G dās
3	Marketing management	V s ramaywamy
		S Namakymani
4	Organizational Behavior	Stephen P. Robbins
		Timothy A. Judge
		Seema Sanghi
5	Marketing management	Philip Kotlar
		Kevin Lane keller
		Abraham Koshy
		Mithileshwar jhq
6	Human resource management	Gory Dessler
		Biju Varkkey
7	Quantitative techniques in management	N. D. Vohra
8	Economics	Paul A. Samuelson
		William D Nardhaus
9	Operation management	Richard B chase
		F robbernt juabs
		Nichonas Aquilamo
		Nitin Agrawal
10	Soft skill	Meenakshi raman
	Cornerstone of professional succes	Sanjiv kumar Chaudhary
		Sangeeta sharma
		Pushp lata
11	Stay Hungry Stay foolish	Rahmi bansal
12	Rich dad poor dad	Robert j kiyasaki
		Sharon I lechler
13	Productions & operations management	R P Panneerseleam
14	The Invisible cro my mudra years including Ag kspeak	A G Krishnamurthy
15	Financial management	Prasanna Chandra
16	Manufacturing & operational management	Dr. pradiip kumar Sinha
17	Essentail of management can international perspective	Harold koontz

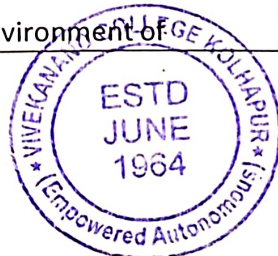
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18	Research methodology	Dr Mahesh Kulkarni
19	Organizational behavior & principles of management	Mrs. Amruta s oke
		sunil p. Jagare
		vilas d Nandvadekar
		mrs gauwni m. Kulkarni
20	Legal aspects of business	S D geet
		Mrs A A Deshpande
21	Practicing greatness	Reggie Mcneal
	C7 Disciplines of entruordinary sprvital leaders	
22	Financial management	DR N M Vechalekar
23	Kotlar on marketing	Philip kotlar
24	The Toyota way	Jeffrey k liker
25	Amacha baap ani amhi	Dr narendra Jadhav
26	Consumer is king	Rajyalakshmi rao
27	Head hunter	Sumedh wadawala
28	Big boss	Anand awadhani
29	Information technology	V s shirshetti
30	Human resource management	S d geet
		A d Deshpande
		Mrs asmita a deshapnde
31	Management information system	Jayant k oke
32	Basics of market	Lale dr pc pardeshi
		Dr Daniel j penkar
		Dr R b Khedkar
33	Materails & logistics management	Dr pradip kumar Sinha
34	Management accounting	Dr sanjay patankar
35	Management accounting	Ken blanchered
		Spencer johsons
36	You Can Sell	Shiv Khara
37	Business Maharajas	Namratha Jagtap
38	You can Win	Shiv Khara
39	Aarthat	Aachuut Godbole
40	Managerial Communication	Late P.C. Pardeshi
41	Statistical & Quantitative Method	Ranjeet Bhitale
42	Boardroom	Aachut Godbole
43	Economic Environment of	Mrs. Radha Raj



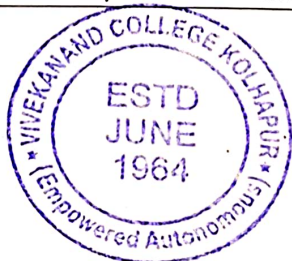
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	Business & Environment Management	
44	Managerial Economic	Dr. Mukund Mahajan
45	Management Guru Bhagvan Shreeram	Dr.Sunil Joshi
46	Consumer & organizational Buying Behavior	Mrs. Radha Raj
47	International Marketing	Smita Kheer Priyadrshan
48	Distribution & Retail Management	Abhijit Kulkarni
49	Labour Law	Sharad D Geet & Ms. ASmita Deshpande
50	Product & Brand Management	Milind Marathe , Ketan Chaudhari
51	International Marketing	Smita Kher , Manish Paliver
52	Advance Finance Management	Dr. N M Vechlekar
53	Direct taxation	Dr. P K Shina
54	Advanced Financial Services	Dr. P K Shina
55	International Finance	Dr. Pradip Sumar Shina
56	Strategic Cost Management	Dr. Pradip Kumar shina
57	Marketing Research	Vanishree Pabalkar
58	Virtual Marketing	Y L Giri , V V Giri
59	Labour laws	Sharad D Geet , Mrs. Samita Deshpande
60	Indirect Tax	Dr. Pradip Kumar Shina
61	Marketing Strategy & relationship Marketing	Mrs.Radha Raj
62	International Marketing Communication	Y L Giri , V V Giri
63	Strategic Financial Management	Dr. Pardip Kumar Shina
64	Personnel Administration System& Procedure	Dr. Pradip Kumar Shina
65	Sales Management & Personal Selling	Milind A Murathe
66	International business management	Mrs. Kiran jotwani
67	Indian financial system	M.Y Khan
68	Rural marketing opportunities and challenges	Dr. H.S Cheema
69	Dynamic personnel	Prof. M.N Rudhrabasavarji



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	administration	
70	Investment and securities markets in india	V.A Avadhani
71	Stock exchange investments and derivatives	V.Raghunathan prabina rajb
72	Organization development	Wendell French
73	Financial services	Dr.S. Guruswamy
74	Human resource management	Gary deseler
75	Guide to Entre-Preneurship	M.B Sivaramakrishnan
76	Get content get customers	Joe pulizzi and newt barret
77	Essentials of HRM and industrial relations	P.Subba rao
78	Direct taxation	Dr.pradip kumar Sinha
79	Direct taxation	Dr. vinod.K.Singhanian
80	Direct taxation	Dr. girish Ahuja
81	Management control system	Dr. ram gupta
82	Industrial relations	Dr.pradip kumar sinha
83	Labour welfare,trade unionsm &industrial relations	Arun monappa
84	Human resource management	Punekar deodhar
85	Industrial relations	H.John bornurdin
86	Marketing research	Vijay dhole & sunil goud
87	Security analysis & portfolio management	G.C beri
88	Industrial relations labour laws	Fischer & jorden
89	Basics of distribution management	B.D singh
90	Management control system	Satish .K. kapoor
91	Strategic management	Robert .N. anthony
92	Business policy and strategic management	David
93	Management control system	Dr. P.K.sinha
94	Income tax pratices & procedure	Dr. ashok joshi
95	Direct taxes law & practice	Prof.L.P. wakale
96	Entrepreneurship development & project management	Dr.vinod .K.singhanian
97	Bank proutionary officers exam	Dr.kapil singhanian
		Dr.mahesh.A. kulkarni
		Chandresh agrawal's



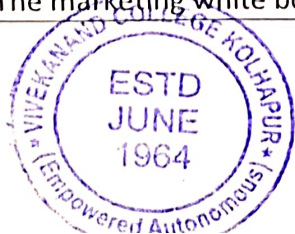
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98	MBA entrance study material on all sections of MBA entrance.	Chandresh agrawals
99	Advertising and promotions an IMC perspective	Krutishah alan Q souza
100	Business gurus that change the world	Peter F.drucker
		Philip kolter
		Edward de bona
		Stephen covey
		Ken Blanchard
		C.K.pralhad
101	The leadership pipeline how to build the leadership powered by company	Ram charan
		Steve drolter
		Jim noel
102	Sure success in interviews	Jayant neogy
103	Group discussion	Manju gupta
		Dr. prem kant Jha
104	Entrepreneurial development concepts and practices.	Dilip .M.sarwate
105	Logistics and supply chain management.	Martin christopher
106	Introduction to material management	J.R.T. Arnold
		S.N. Chapman
		R.V. Ramakrishnan
107	Communication for business	Shirley Taylor
		V. Chandra
108	Production and operations management	S. N. Chery
109	Production and operations management	R.J. Ebert
110	Never ending Success	Giri Subramanian
111	Sri bhagvadgita for managers	Dr.N.M. Khandelwal
112	Compendium of brand management	S.A. chunawalla
113	Economics for managers	D.M. Mithani
114	Chankya	M.H. Syed
115	Enterpreneurship development and project management	Neeta Baporiker
116	Managerial Communication	Rai and Rai



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		Prof. k.G. Padhy
118	A to z of banking and finance	R.R. Mishra
119	World power made easy	Norman Lewis
120	Financial Management	Sheeba Kapil
121	Emotional Intelligence	Daniel Goleman
122	Dev Boli vishayi Sarvakahi	Rohini Pethé
123		Shyam Sundar Mule
124	Revolution 2020	Chetan Bhagat
125	How to make money from charts	Brian Marber
		V.L. Mote
		Samvel Paul
126	Managerial economics concepts and cases	G.S. Gupta
127	Parenting the office	Doris S.Davidoff
		Dr. V.K. Singhania
128	Direct taxes law and practice	Dr. Kapil Singhania
129	Time management	Frank Atkinson
130	Financial management	Dr. R.P. Rustagi
131	Marketing management	Philip Kotler
		Dr. Bhakti & Pawar
132	Economic analysis for business decision	Padma Lochana Bisoyi
133	Wise & Otherwise	Sudha Murty
134	The sme Whitebook 2011-12	Prosenjit Dutta
135	Complete book Maharashtra mba cmat	Chandresh Agrawal's
136	Leadership enhancing the lesson of experience	Richard L. Hughes
		L.M. Bhole
137	Financial institutions and markets	Jitendra Muhakud
138	Fundamentals of financial management	R.P. Rustagi
139	Foreign exchange risk management	C. Jeevananadam
140	Corporate fiancé theory and practice	Aswath Damodurun
		David A. Aaker
141	Marketing research	V. Kumar
142	Internet jagatil google katha	Viral Vasawada
143	101 Kartukwan Ladies	Dr. Swati Karve
144	The marketing white book 2011-	Prosenjit Dutta



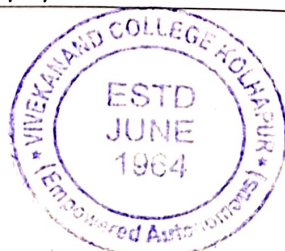
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145	The business school	Robert K. Richard
		Dr. Lal Jain
146	Teaching and research aptitude	Dr. K.C. vashistha
147	Opening after school education	Subhash c. Sonie
148	Tata -1 corporate brand chi ukkranti	Morgan Vitzel
149	I dare	Kiran Bedi
	Ugc net / jrf / set management paper 2	Dr. L.N. Koli
150		Prem Koli
		Jay Elliot
151	Steve Jobsway	William Z. Simon
	Dairy development and income distribution in india	Dr. M. Perumal
152		
153	Dairy cooperatives and tribal development	R. V. singh
154	Women in dairy development	Shagutta Jamal
155	Dairying and rural management	C. R. Das
	Managing dairy cooperatives in india	Dr. P.A. Koli
156		V. Venkatasubramaniam
		A. K. Singh
157	Dairy development in india	S.V.N. Rao
		Neeti Jain
158	The startup diaries	Gagan Jain
159	Business research methodology	J. K. Suchdeve
		Bruce R. Barringer
160	Entrepreneurship	R. Duanchand
	Changing face of processed food industry in india	Rajat K. Baisya
161		
162	Food processing & agro based industries	Sudhir Gupta
		Arpita Mukherjee
163	Food processing industry in india	Deborhree gloin
	Quantitative techniques for business managers	R.K. Bharadwaj
164		
165	Agriculture business management	Prof. H. L. Nagarjun Murthy
	Methodology of research in social sciences	O.R. Krishnaswamy
166		M. Ranganathan



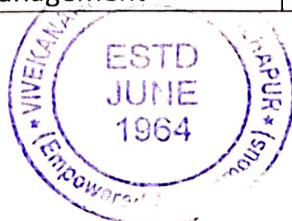
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168	Research methods	W.M.K. Trochim
169	New age marketing – vol – 1	Nusrath jahan maldar
170	Social marketing in india	Sameer Deshpande
		Nancy R. Lee
171	Case studies on marketing entry strategies	Nouvik Dhar
172	Case studies on growth exploring and exploiting new avenues	Kumar Satyaki Rai
		Arindam Mukharjee
173	Sales management	P.K. Ghosh
174	Q.T. for decision making	Anand sharma
175	The making white book 2013 – 14	Anand Sharma
176	Rich dad poor dad	R.T. Kiyosaki
177	How to win friend & influence people	Carnegie
178	The 7 habits of highly effective people	Stephen R. Covey
179	Zero to one	Peter Thiel
180	Emotional intelligence 2.0	Travis Bradberry &
		Jean Greaves
181	Thinking east and slow	Daniel Kahneman
182	Six thinking hats	Edward de bono
183	The power of habit	Charles Duhigg Goodreads
184	Getting to yes	Roger Fisher
185	Who says elephants can't dance ?	Louis V Gerstner
186	Influence	Robert B. Cialdini
187	Rework – change the way you work forever	Jason Friede David
		Heinemeier Hansson
188	Execution – the discipline of getting things done	Jack Welch
189	Personal history	Katharine Graham
190	A waken the giant within	Anthony Robbins
191	The new one minute manager	Ken Blanchard
		Spencer Johnson
192	The lean startup	Eric Ries
193	The seven level of communication	Michael J. Maher
194	Losing my virginity the autobiography	Richard Branson



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		Prafulla Agnihotri
196	Business research methods	Donald R Cooper
		Pamela Schinder
		J.K. Sharma
197	Business research methods	Donald R Cooper
		Pamela Schinder
		J.K. Sharma
198	Positioning the battle for your mind	Al Ries
		Jack Trour
199	Management text and cases	R. Sutza Raju
		A. Partasathz
200	Management text and cases	R. Sutza Raju
		A. Partasathz
201	Management information system managing the digital firm	Kenneth C. Laudon
		Janep. Laudon
202	Management information systems	Kenneth C. Laudon
		Janep. Laudon
203	Operation and supply chain management	Richard B. Chase
		Ravi Shankar
		F. Robert Jacobs
204	Strategic management	Azbar Kazim
		Adela Kazim
205	Project management – the managerial process	Cliford F. Aroy
		Erik W. Larson
		Gautam V. Desai
206	Cost accounting – text problem and cases	Jawahar lal
		Seema Srivastava
		Manisha Singh
207	Cost accounting – text problem and cases	Jawahar lal
		Seema Srivastava
		Manisha Singh
208	Advanced Accounting	R.L. Gupta
		M. Radhaswamy
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		Harold koontz
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214	The one thing	Gary Heller
215	Made to stik	Jay Parason
		Chip Health
216	Computer fundamental	Pradeep K. Shina
		Priti Shina
217	Computer fundamental	Pradeep K. Shina
		Priti Shina
218	Great by choice	Jim Collins Morten
		T. Hansen
219	The happiness advantages	Shawn Achor
220	Malcolm Gladwell	Outliers
221	Secrrat	Rhomla Byene
222	The power of positive thinking	Norman Vincent Peale
		Strengththsnder
223	Discover your cliftonstrengths	Tom Rate
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		Rechard Chase
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		Adela Kazim
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		Mondyam M Srinivason
228	Supply chain management for competitive advantages	Narayan G Raghuram
		Mondyam M Srinivason
		James A.
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		Faizsimmous
		Courtlandl
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		Roshan Lal



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		Jayan to
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		Christorper Loverlock
		Jayan to
234	Crucial Confrontations	New York Times
		Crucial
235	Principles of marketing	Philip Kotler.

