

SRI SAI RAM ENGINEERING COLLEGE

CHENNAI 600 044

Unique Title Report		
Title	Author	Copies
A HANDBOOK OF HUMAN RESORCE MANAGEMENT PRACTICE	ARMSTRONG MICHAEL	1
A HANDBOOK OF MANAGEMENT TECHNIQUES: A COMPREHENSIVE GUIDE TO ACHIEVING MANAGERIAL EXCELLENCE AND IMPROVED DECISION MAKING	ARMSTRONG MICHAEL	1
A TEXT BOOK COMPUTER PROGRAMMING	BABU RAMESH V	1
A TEXT BOOK ON COMPUTER PROGRAMMING	BABU RAMESH V	1
A TEXT OF STRENGTH OF MATERIALS	BANSAL R K	1
ACCOUNTING FOR MANAGEMENT	VENKATESH S	1
AD LAND: A GLOBAL HISTORY OF ADVERTISING	TUNGATE MARK	3
ADS TO ICONS: HOW ADVERTISING SUCCEEDS IN A MULTIMEDIA AGE	SPRINGER PAUL	3
ADVERTISING : PLANNING & IMPLEMENTATION	GRIFITH PA	1
AFTERSALES MANAGEMENT: CREATING A SUCCESSFUL AFTERSALES STRATEGY TO REDUCE COSTS, IMPROVE CUSTOMER SERVICE AND INCREASE SALES	BROCK DAVID	3
ARMSTRONGS HANDBOOK OF PERFORMANCE MANAGEMENT: AN EVIDENCE-BASED GUIDE TO DELIVERING HIGH PERFORMANCE	ARMSTRONG MICHAEL	3
ARMSTRONGS HANDBOOK OF REWARD MANAGEMENT PRACTICE: IMPROVING PERFORMANCE THROUGH REWARD	ARMSTRONG MICHAEL	3
BASIC CIVIL ENGINEERING	PALANICHAMY	1
BEING AUTHENTIC WITH YOURSELF AND OTHERS	GIARDINARIC	1

Sheet2

BEYONE BRANDING :HOW THE NEW VALUES OF TRANSPARENCY AND INTEGRITY ARE CHANGING THE WORLD OF BRANDS	IND NICHOLAS	3
BLOGGING FOR BUSINESS	HOLTER SHEL DEMOPOULOS TD	1
BRAND IMMORTALITY: HOW BRANDS CAN LIVE LONG AND PROSPER	PRINGLE HAMISH; FIELD PETER	3
BRAND ROYALTY: HOW THE WORLDS TO 100 BRANDS THRIVE & SURVIVE	HAIG MATT	3
BRAND SENSE: SENSORY SECRETS BEHIND THE STUF WE BUY	LINDSTROM MARTIN	3
BUDGETING ; PROFIT PLANNING & CONTROL	WELLSCH	1
BUSINESS ENVIRONMENT :BUSINESS ESSENTIALS	BUSINESS ESSENTIALS	3
BUSINESS MATHS:BUSINESS ESSENTIALS	BUSINESS ESSENTIALS	3
BUSINESS STRATEGY:BUSINESS ESSENTIALS	BUSINESS ESSENTIALS	3
CATEGORY MANAGEMENT IN PURCHASING: A STRATEGIC APPROACH TO MAXIMUIZE USINESS PROFITABILITY	OBRIEN JONATHAN	3
CISCO INTERNETWORKING	RILEY CHARLES	4
CLIMBING HIGHER FEDERATIONS OF WOMEN SELF HELP GROUPS AT THE PANJHAYAT LEVEL	GARIYALI IAS	1
COMMONSENSE DIRECT & DIGITAL MARKETING	BIRD DRAYTON	3
COMPUTER ORGANIZATION & ARCHITECTURE	GODSE A P	1
DATA MINING: MULTIMEDIA SOFT COMPUTING AND BIOINFORMATICS	MITRA SUSHMITA; ACHARYA TINKU	4
DATA WAREHOUSING IN THE REAL WORLD: A PRACTICAL GUIDE FOR BUILDING SUPPORT SYSTEMS	ANAHORY, SAM; MURRAY, DENNIS	4
DEALING WITH DIFFICULT PEOPLE	LILLEY ROY	3
DECIDE & CONQUER : MAKE WINNING DECISIONS AND TAKE CONTROL OF YOUR LIFE	ROBBINS, STEPHEN P	1

Sheet2

DEPLOYING LINUX ON THE DESKTOP	HALETKY EDWARD L	4
DEVELOPING PRACTICAL WIRELESS APPLICATIONS	GRATTON DEAN A	4
DISCRETE MATHEMATICS	BALAJI G	5
DISCRETE MATHEMATICS: WITH COBINACTORICS AND GRAPH THEORY	ROSEN KENNETH H	3
DISCRETE MATHEMATICS: WITH GRAPH THEORY AND COMBINATORICS	VEERARAJAN T	5
DISTRIBUTED ALGORITHMS	LYNCH, NANCY A	4
DR.AZHAGAPPA CHITTIAR AVARGALIN KATTURAIGAL	DR.AZHAGAPPA CHITTIAR	1
DUVERSUTY IN COACHING: WORKING WITH GENDER, CULTURE, RACE AND AGE	PASSMOR JONATHAN Ed.	3
ECONOMICS:BUSINESS ESSENTIALS	BUSINESS ESSENTIALS	3
EFFECTIVE LEADERSHIP	TRACY,BRIAN	4
ELECTRON DEVICES AND CIRCUITS	NAGARAJAN G	1
ELECTRONIC COMMERCE	SCHNEIDER GARY P	1
ELEXTRONIC CIRCUITS	SHIVASHANKAR H N; BASAVARAJ B	4
ENGINEERING GRAPHICS	VENUGOPAL	1
ENTERPRISE & VENTURE CAPITAL: A BUSINESS BUILDERS AND INVESTORS HANDBOOK	GOLIS CHRISTOPHER; ETAL...	3
ENVIRONMENTAL SCIENCE AND ENGINEERING	KAUSHIK C P	1
ESSENTIALS OF TCP/IP	SHANMUGARATHINAM G	1
ETHICS IN INFORMATION TECHNOLOGY	REYNOLDS, GEORGE	1
FASHION BRANDS: BRANDING STYLE FROM ARMAINI TO ZARA	TUNGATE MARK	3
FINANCE	LEARNING MEDIA	3
FLIPPING PROPERTIES	BRONCHISK WILLIAM	1

Sheet2

FUNDAMENTALS OF REMOTE SENSING	JOSEPH GEORGE	4
GATE 2008 INFORMATION TECHNOLOGY WITH	G K PUBLICATION	1
GRID COMPUTING: THE SAVVY MANAGERS GUIDE	PLASZEZAK PAWEL; WELLNER RICHARD	4
HANDBOOK IN DIAGNOSTIC-PRESCRIPTIVE TEACHING: ABRIDGED	MANN PHILIP H	1
HEDGE FUND RISK FUNDAMENTALS : SOLVING THE RISK MANAGEMENT AND TRANSPARENCY CHALLENGE	HORWITZ RICHARD	3
HOW TO SUCCEED AT RETAIL: WINNING CASE STUDIES AND STRATEGIES FOR RETAILERS AND BRANDS	LINCOLN KEITH	3
HOW I MADE IT: 40SUCCESSFUL ENTREPRENEURS REVEAL ALL	BRIDGE RACHEL	3
HOW TO CHEAT AT SECURING A WIRELESS NETWORK	HURLEY CHRIS	4
HOW TO SELL YOURSELF: THE SUNDAY TIMES	GROSE RAY	3
HOW TO WRITE A BUSINESS PLAN	FINCH BRIAN	3
HOW TO WRITE REPORTS AND PROPOSALS	FORSYTH PATRICK	3
HUMAN RESOURCE DEVELOPMENT	WILSON JOHN P	3
HUMAN RESOURCE MANAGEMENT	LEARNING MEDIA	3
HUMAN RESOURCE MANAGEMENT	SEETHARAMAN S; VENKATESWARA PRASSAD	1
HUMAN RESOURCE MANAGEMENT: EVOLUTION AND THE CHALLENGES AHEAD	SHARMA V K	3
HUMAN RESOURCES DISPUTES & RESOLUTIONS: THE MANAGERS GUIDE TO EMPLOYMENT HEADACHES & THE LAW	SHERRARD HARRY	3
HUMAN RESOURCES MANAGEMENT	PATTANAYAK BISWAJEET	1
INTRODUCTION TODIGITAL AND DATA COMMUNICATION	MILLER MICHAEL A	4
INVESTING IN CORPORATE SOCIAL RESPONSIBILITY: A GUIDE TO BEST PRACTICE, BUSINESS PLANNING & THE UKS LEADING COMPANIES	HANCOCK JOHN	2

Sheet2

INVESTING IN REITS: REAL ESTATE INVESTMENT TRUSTS	BLOCK RALPH L	3
ITS YOUR LIFE WHAT ARE YOU GOING TO DO WITH IT?	GRANT ANTHONY	1
KEY ACCOUNT MANAGEMENT IN FINANCIAL SERVICES: TOOLS AND TECHNIQUES FOR BUILDING STRONG RELATIONSHIPS WITH MAJOR CLIENTS	CHEVERTON PETER...	3
MANAGEMENT	BUSINESS ESSENTIALS	3
MANAGEMENT ACCOUNTING : TEXT AND CASES	SINGHVI N M	1
MANAGEMENT INFORMATION SYSTEM: MANAGERIAL PERSPECTIVES	GOYAL D P	1
MANAGERIAL ECONOMICS	MAHESWARI YOGESH	1
MANAGERIAL ECONOMICS: THEORY, APPLICATIONS, AND CASES	ALLEN BRUCE W; ETAL...	1
MANAGING BUSINESS RISK: A PRACTICAL GUIDE TO PROTECTING YOUR BUSINESS	REUVID JONATHAN Ed.	3
MANAVALAKKALAI VOL-I	VETHATHIRI MAHARISHI THATHUVAGNANI	1
MARKET RESEARCH MADE EASY	DOMAN DON; ETAL...	3
MARKETING	LEARNING MEDIA	3
MARKETING: ESSENTIAL PRINCIPLES, NEW REALITIES	GROUCUTT JONATHAN; ETAL...	3
MASTERING MARKETING	Nil	1
MASTERING STRATEGY	FINANCIA TIMES	1
MEASUREMENT SYSTEMS	DOEBLIN E O	1
MECHANICAL SYSTEM DESIGN	PATIL S P	4
METHODOLOGY OF RESEARCH IN SOCIAL SCIENCES	KRISHNASWAMI O R	2
MICROECONOMICS	MANSFIELD EDWIN; YOHE GARY	3

Sheet2

MICROECONOMICS FOR MANAGERS	KREPS DAVID M	3
	HIRSCH FREDERICK; KEMP JOHN; ILKKA JANI	4
MOBILE WEB SERVICES: ARCHITECTURE AND IMPLEMENTATION		
MOTIVATE TO WIN	DENNEY RICHARD	3
multimedia: systems design	ANDLEIGH, PRABHAT K	1
NEGOTIATION	Nil	1
NEW STRATEGIES FOR REPUTATION MANAGEMENT : GAINING CONTROL OF ISSUES CRISES AND CORPORATE SOCIAL RESPONSIBILITY	GRIFFIN ANDREW	3
NLP COACHING: AN EVIDENCE BASED APPROACH FOR COACHES, LEADERS AND INDIVIDUALS	LINDER-PELZ SUSIE	3
OPERATIONS MANAGEMENT	WATERS DONALD	3
OPERATIONS RESEARCH	KUMAR GUPTA PREM; HIRA D S	3
OPTICAL NETWORKING: A WILEY TECH BRIEF	CAMERON DEBRA	4
ORGANISATIONS AND BEHAVIOUR :BUSINESS ESSENTIALS	BUSINESS ESSENTIALS	3
PHYSICS	PREMANAND R	1
PRINCIPLES OF COMMUNICATIONS: SYSTEMS MODULATION AND NOISE	ZIEMER, R E; TRANTER WILLIAM H	4
PROBLEMS & SOLUSIONS OF CONTROL SYSTEMS WITH ESSENTIAL THEORY	JAIRATH, A K	1
PUBLICITY FOR NONPROFIT	BECKWITH SANDRA L	1
REFRIGERATION AND AIR CONDITIONING	THIPSE S S	4
REMOTE SENSING: MODELS AND METHODS FOR IMAGE PROCESSING	SCHOWENGERDT ROBERT A	4
RETAILING	DUNNE PATRICK M	1
SNAPSHOT SURVEY: QUICK AFFORDABLE MARKETING FOR EVERY ORGANIZATION	CORDER LOYD	1
STEPS TO SMALL BUSINESS START UP	PINSON LIND	2

Sheet2

SUCCESSFUL PROJECT MANAGEMENT	YOUNG TREVOR L	3
SUCCESSFUL TIME MANAGEMENT	FORSYTH PATRICK	3
SURVEY OF INDIAN INDUSTRY 2001	Nil	2
TAKING MINUTES OF MEETINGS	GUTMANN JOANNA	3
THE ART OF CREATIVE THINKING: HOW TO BE INNOVATIVE AND DEVELOP GREAT IDEAS	ADAIR JOHN	3
THE HANDBOOK OF MANAGEMENT CONSULTANCY	SADLER PHILIP Ed.	1
THE MANAGEMENT TOOL KIT: TOOLS AND TECHNIQUES THAT WORK	KERMALLY SULTAN	3
THE MURAJE OF GLOBAL MARKETS	ARNOLD DAVID	1
THE TRUTH ABOUT GETTING YOUR POINT ACROSS	PACELLI LONNIE	1
THE WALMART WAY	SODERQUIST DON	1
TRANSMISSION LINES AND WAVEGUIDE	DANANJAYAN, P	1
VAZHKKAI MALARKAL	VETHATHIRI MAHARISHI THATHUVAGNANI	1
YOGA FOR MODERN AGE	VETHATHIRI MAHARISHI THATHUVAGNANI	1