

SRI SAI RAM ENGINEERING COLLEGE

CHENNAI 600 044

Library – New Arrival December 2009

Unique Title Report

Date: 03/02/2010

S.No	Title	Author	Copies
1	ADVANCED METHODS OF MATHEMATICAL PHYSICS	KAUSHAL RS; PARASHAR D	1
2	ADVERTISING & IMC	DUNCAN TOM	3
3	ADVERTISING AND PROMOTIONSAN IMC PERSPECTIVE	SHAH KRUTI; D'SOUZA ANIL	3
4	AN ELEMENTARY COURSE ON VARIATIONAL PROBLEMS IN CALCULUS	KUMAR NEVEEN	1
5	AN INTRODUCTION NUMERICAL ANALYSIS	PRASAD DEVI	1
6	AN INTRODUCTION TO OBJECT-ORIENTED PROGRAMMING	BUDD TIMOTHY	5
7	ATM NETWORKS: CONCEPTS PROTOCOLS APPLICATIONS	HANDEL RAINER; ETAL...	5
8	BANKING THEORY LAW AND PRACTICE	GURUSAMY S	3
9	BASIC ELECTRICAL ENGINEERING	NATARAJAN ANANDA R; BABU RAMESH P	2
10	BRAND MANAGEMENT: THE INDIAN CONTEXT	MOORTHY Y L R	3
11	BRAND POSITIONING	SENGUPTA,SUBARAO	3
12	BUSINESS MARKETING: CONNECTING STRATEGY, RELATIONSHIPS, AND LEARNING	DWYER ROBERT F; TANNER JOHN F	3
13	BUSINESS RESEARCH METHODS	COOPER DONALD R; SCHINDLER PAMELA S	3
14	CASE STUDIES IN FINANCE: MANAGING FOR CORPORATE VALUE CREATION	BRUNER ROBERT F	3
15	CASES IN FINANCIAL MANAGEMENT	PANDEY,I.M.; BHAT, RAMESH	3
16	COMPENSATION	MILKOVICH GEORGE T; NEWMAN JERRY M	5
17	COMPUTER NETWORKING: A TOP-DOWN APPROACH FEATURING THE INTERNET	KUROSE JAMES F	3
18	CONSUMER BEHAVIOR AND MARKETING STRATEGY	PETER PAUL J; OLSON, JERRY C	3
19	CONSUMER BEHAVIOR: CONCEPTS, APPLICATIONS AND CASES	RAJU M S; XARDEL DOMINIQUE	3
20	CONTROL SYSTEMS: THEORY AND APPLICATIONS	GHOSH SMARAJIT	5
21	CORPORATE ACCOUNTING	MUKHERJEE A; HANIF M-	3
22	CORPORATE FINANCE	VISHWANANTH.SR	3
23	COST ACCOUNTING	KHAN MY; JAIN P K	3
24	COST ACCOUNTING	LAL JAWAHAR; SRIVASTAVA SEEMA	3
25	COST ACCOUNTING AND FINANCIAL MANAGEMENT	KHAN MY; JAIN P K	3
26	CREDIT RISK ANALYSIS:A TRYST WITH STRATEGIC PRUDENCE	JOSEPH CIBY	3
27	CRYPTOGRAPHY AND NETWORK SECURITY	KAHATE,ATUL	1

28	CUSTOMER RELATIONSHIP MANAGEMENT: A STEP-BY-STEP APPROACH	MOHAMED PEERU H; SAGADEVAN A	3
29	DATA MINING: INTRODUCTORY AND ADVANCED TOPICS	DUNHAM MARGARET H	5
30	DECISION SUPPORT AND DATA WAREHOUSE SYSTEMS	MALLACH EFREM G	3
31	DESIGNING AND MANAGING THE SUPPLY CHAIN	SIMCHI-LEVI DAVID; KAMINSKY PHILIP	3
32	DIGITAL CONTROL SYSTEMS	KUO BENJAMIN C	4
33	DIGITAL LOGIC AND COMPUTER DESIGN	MANO MORRIS M	5
34	DIGITAL MODULATION AND CODING	WILSON STEPHEN G	5
35	DIGITAL SATELLITE COMMUNICATIONS	HA TRI T	1
36	DIGITAL SYSTEMS: PRINCIPLES AND DESIGN	KAMAL RAJ	5
37	ELECTRONIC COMMERCE	BHASKER BHARAT	3
38	ELECTRONIC COMMUNICATIONS SYSTEMS: FUNDAMENTALS THROUGH ADVANCED	TOMASI WAYNE	4
39	ELECTRONIC COMMUNICATIONS SYSTEMS:FUNDAMENTALS THROUGH ADVANCED	TOMASI WAYNE	1
40	ELECTRONIC DEVICES AND CIRCUIT THEORY	BOYLESTAD ROBERT L	1
41	ELECTRONIC DEVICES AND CIRCUITS	KUMAR BALBIR; JAIN SHAIL B	3
42	ELECTRONIC FUNDAMENTALS AND APPLICATIONS: INTEGRATED AND DISCRETE SYSTEMS	RYDER JOHN D	5
43	ELECTRONIC INSTRUMENTS AND INSTRUMENTATION TECHNOLOGY	ANAND M M S	5
44	ELECTRONICS: ANALOG AND DIGITAL	NAGRATH I J	4
45	ELLIPTIC CURVES	GURJAR RV	1
46	EMPLOYEE TRAINING AND DEVELOPMENT	NOE RAYMOND A	3
47	ENGLISH FOR BUSINESS COMMUNICATION	FARHATHULLAH T M	2
48	ENTERPRISE JAVA BEANS: DEVELOPING COMPONENT-BASED DISTRIBUTED APPLICATIONS	VALESKY TOM	1
49	ERP IN PRACTICE :ERP STRATEGIES FOR STEERING ORGANIZATIONAL COMPETENCE AND COMPETITIVE ADVANTAGE	VAMAN JAGANNATHAN	3
50	ESSENTIALS OF COST ACCOUNTING	ARORA M N	3
51	ESSENTIALS OF MANAGEMENT ACCOUNTING	MURTHY A.S; GURUSAMY S	6
52	EVENT MARKETING AND MANAGEMENT	GAUR SANJAYA SINGH; SAGGERE SANJAY V	3
53	EXPORT MANAGEMENT	KAPOOR DC	3
54	FCB-ULKA BRAND BUILDING ADVERTISING CONCEPTS AND CASES	PARAMES; WARAN.MG; PARAMESWARAN MG	3
55	FINANCE SENSE; FINANCE FOR NON-FINANCE EXECUTIVES	CHANDRA PRASANNA	3
56	FINANCIAL INSTRUMENTS STANDARDS:A GUIDE ON IAS 32, IAS 39 IFRS 7	GUPTA POOJA	3
57	FINANCIAL MANAGEMENT	KHAN MY	3
58	FUNDAMENTALS OF DIGITAL IMAGE PROCESSING	ANNADURAI S; SHANMUGALAKSHMI R	5
59	FUNDAMENTALS OF NEURAL NETWORKS: ARCHITECTURES, ALGORITHMS, AND APPLICATIONS	FAUSETT LAURENE	5

60	FUTURES AND OPTIONS	VOHRA.N.D; BAGRI BR	3
61	GLOBAL BRAND INTEGRITY MANAGEMENT:HOW TO PROTECT YOUR PRODUCT IN TODAYS COMPETITIVE ENVIRONMENT	POST RICHARD S; POST PENELOPE N	2
62	GLOBAL MARKETING:FOREIGN ENTRY, LOCAL MARKETING AND GLOBAL MANAGEMENT	JOHANSSON JOHNY K	3
63	HANDBOOK OF DEBT SECURITIES AND INTEREST RATE DERIVATIVES	RAJWADE AV	3
64	HUMAN RESOURCE MANAGEMENT	IVANCEVICH JOHN M	3
65	HUMAN RESOURCE MANAGEMENT: GAINING A COPETITIVE ADVANTAGE	NOE RAYMOND A; ETAL...	3
66	HUMAN RESOURCES MANAGEMENT	SAIYADAIN MIRZA S	3
67	I WANT TO BE A TEACHER: EXPERIENCES, FACTS AND DIRECTIONS FOR SCHOOL AND COLLEGE GOERS	MY DREAM CAREER SERIES	3
68	I WANT TO BE IN CREATIVE FIELD: EXPERIENCES, FACTS AND DIRECTIONS FOR SCHOOL AND COLLEGE GOERS	MY DREAM CAREER SERIES	3
69	I WANT TO BE IN MANAGEMENT: EXPERIENCES, FACTS AND DIRECTIONS FOR SCHOOL AND COLLEGE GOERS	MY DREAM CAREER SERIES	3
70	IMPLEMENTING ASP ERP SALES AND DISTRIBUTION	WILLIAMS GLYNN C	3
71	INDIAN ACCOUNTING STANDARDS	BHATTACHARYYA ASISH K	3
72	INDIAN FINANCIAL MANAGEMENT	KHAN MY	3
73	INDUSTRIAL MARKETING	HAVALDAR KRISHNA K	3
74	INDUSTRIAL MARKETING MANAGEMENT	GOVINDARAJAN M	3
75	INFORMATION TECHNOLOGY FOR MANAGEMENT	LUCAS HENRY C	3
76	INSIDE CORBA: DISTRIBUTED OBJECT STANDARDS AND APPLICATIONS	MOWBRAY THOMAS J; RUH WILLIAM A	3
77	INTERNATIONAL FINANCE:A BUSINESS PERSPECTIVE	APTE PRAKASH G	3
78	INTERNATIONAL MARKETING: GLOBAL ENVIRONMENT, CORPORATE STRATEGY, CASE STUDIES	RAJAGOPAL	3
79	INTRODUCTION TO DATA COMMUNICATIONS AND NETWORKING	TOMASI WAYNE	5
80	INTRODUCTION TO MEASUREMENT AND INSTRUMENTATION	GHOSH ARUN K	5
81	INTRODUCTION TO PARTIAL DIFFERENTIAL EQUATIONS	RAO SANKARA K	2
82	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	CHANDRA PRASANNA	3
83	LIVING BRANDS	NADEAU RAYMOND A	3
84	MANAGEMENT ACCOUNTING	PANDEY I M	2
85	MANAGEMENT ACCOUNTING: TEXT, PROBLEMS AND CASES	KHAN M Y; JAIN P K	3
86	MANAGEMENT CONTROL SYSTMS	ANTHONY ROBERT N; GOVINDARAJAN VIJIAY	6
87	MANAGEMENT INFORMATION TECHNOLOGY	HAAG,STEPHEN; KEEN,PETER	3

88	MANAGING THE SOFTWARE PROCESS	HUMPHREY WATTS S	2
89	MARKETING	STANTON WILLIAM J; ETZEL MICHAEL J; WALKER BRUCE J	3
90	MARKETING POWER PLAYS: HOW THE WORLDS MOST INGENIOUS MARKETERS REACH THE TOP OF THEIR GAME	NIL	3
91	MARKETING RESEARCH ; WITHIN A CHANGING INFORMATION ENVIRONMENT	HAIR JOSEPH F; BUSH ROBERT P; ORTINAU DAVID J	3
92	MARKETING STRATEGY :A DECISION FOCUSED APPROACH	STANTON WILLIAM J; ETZEL MICHAEL J; WALKER BRUCE J	3
93	MICROPROCESSOR ARCHITECTURE, PROGRAMMING, AND APPLICATIONS WITH THE 8085	GAONKAR RAMESH	5
94	MODERN OPERATING SYSTEMS	TANENBAUM ANDREW S	5
95	OPERATING SYSTEMS	DEITEL; ETAL...	1
96	OPERATIONAL AMPLIFIERS WITH LINEAR INTEGRATED CIRCUITS	STANLEY WILLIAM	2
97	ORGANISATIONAL BEHAVIOR	KREITNER ROBERT; KINICKI ANGELO	3
98	ORGANISATIONAL BEHAVIOUR	LUTHANS FRED	3
99	ORGANISATIONAL BEHAVIOUR: TEXT AND CASES	SEKARAN UMA	3
100	ORGANIZATIONAL BEHAVIOR	MCSHANE STEVEN L; ETAL...	5
101	ORGANIZATIONAL BEHAVIOR: CONCEPTS, SKILLS AND PRACTICES	KINICKI ANGELO; KREITNER ROBERT	3
102	PORTFOLIO MANAGEMENT	BARUA SAMIR K	3
103	PRODUCT DESIGN AND DEVELOPMENT	ULRICH, KARL T; EPPINGER, STEVEN D	3
104	PROJECT MANAGEMENT ; THE MANAGERIAL PROCESS	GRAY CLIFFORD F; LARSON ERIK W	3
105	PURCHASING AND MATERIALS MANAGEMENT	NAIR N K	3
106	RETAILING MANAGEMENT	LEVY MICHAEL	3
107	RETAILING MANAGEMENT	PRADHAN SWAPAN	3
108	RISK MANAGEMENT AND INSURANCE	HARRINGTON SCOTT E; NIEHAUS GREGORY R	1
109	RURAL MARKETING: FOCUS ON AGRICULTURAL INPUTS	SINGH SUKHPAL	3
110	SALES AND DISTRIBUTION MANAGEMENT	HAVALDAR KRISHNA K; CAVALE VASANT M	3
111	SAP PROJECT MANAGEMENT	GHOSH JOY	3
112	SERVICES MARKETING	NARGUNDKAR RAJENDRA	3
113	SIGNALS & SYSTEMS	OPPENHEIM ALAN V; WILLISKY ALAN S	2
114	SOFTWARE ENGINEERING: A PRACTITIONERS APPROACH	PRESSMAN ROGER S	2
115	STRATEGIC FINANCIAL MANAGEMENT	JAKHOTIYA G P	3
116	SYSTEM DYNAMICS	OGATA KATSUHIKO	5
117	TEXT BOOK OF ENVIRONMENTAL STUDIES	NAMBIAR RAGHAVAN K	5
118	THE COMPLETE REFERENCE J2ME	KEOGH JAMES	1

119	THE ULTIMATE CRM HANDBOOK ; STRATEGIC AND CONCEPTS FOR BUILDING ENDURING CUSTOMER LOYALTY AND PROFITABILITY	FREELAND JOHN G	3
120	THEORY OF MACHINES	SINGH SADHU	4
121	UML DISTILLED: A BRIEF GUIDE TO THE STANDARD OBJECT MODELING LANGUAGE	FOWLER MARTING	3
122	UNIX SYSTEM: ADMINISTRATION HANDBOOK	NEMETH EVI; ETAL...	5
123	WAVELET TRANSFORMS: INTRODUCTION TO THEORY AND APPLICATIONS	RAO RAGHUVVEER M; BOPARDIKAR AJIT S	7
124	WTO AND INTERNATIONAL TRADE	RAO M B; GURU MANJULA	3
125	XML, WEB SERVICES, AND THE DATA REVOLUTION	COYLE FRANK P	5