

Doc. Type : Book-AACR-R

Location : Heritage Business School (HBS)

Period : 01/04/2024 - 11/12/2024

1. CHATTERJEE, Susmita
005.133 CHA Basic data analysis using R-programming / by Susmita Chatterjee, Sumona Datta and J. K. Das. - Kolkata: Academic Press, 2022.
[10]98p.
ISBN : 9789393662071 : Rs 150.00.
1. R Programming 2. Data Analysis. I. Datta, Sumona II. Das, J. K. III. Title
M4515(Shelf),HBS; M4513(Shelf),HBS; M4512(Shelf),HBS; M4511(Ref),HBS; M4514(Shelf),HBS;

2. JAIN, P. C.
658.834 JAI Consumer behaviour in Indian context : fo r MBA and PGDBA (Marketing) and PG students of commerce / by P. C. Jain and Monika Bhatt. - New Delhi: S. Chand, 2016R.
viii, 261p.
ISBN : 978 81 219 2214 2 : Rs 375.00.
1. Mrketing 2. Consumer Behaviour. I. Bhatt, Monika II. Title
M4530(Shelf),HBS; M4529(Ref),HBS; M4527(Shelf),HBS; M4528(Shelf),HBS; M4526(Shelf),HBS;

3. YADAV, Rama Shankar
658.301 YAD HR analytics : connecting data and theory / by Rama Shankar Yadav and Sunil Maheshwari. - New Delhi: Wiley India.
xx, 218p..-(wiley analytics series for management.
ISBN : 978 93 90421 55 8 : Rs 949.00.
1. HR 2. HR Analytics. I. Maheshwari, Sunil II. Title III. Series
M4510(Shelf),HBS; M4509(Ref),HBS; M4507(Shelf),HBS; M4506(Shelf),HBS; M4508(Shelf),HBS;

4. GUPTA, Seema
658.83 GUP Marketing analytics / by Seema Gupta and Avadhoot Jathar. - New Delhi: Wiley India, 2024R.
xxiv, 374p..-(wiley analytics series for management.
ISBN : 978 93 5424 262 5 : Rs 999.00.
1. Marketing Analytics 2. Marketing Research. I. Jathar, Avadhoot II. Title III. Series
**M4525(Shelf),HBS; M4524(Shelf),HBS; M4523(Shelf),HBS; M4522(Shelf),HBS; M4521(Shelf),HBS;
M4520(Shelf),HBS; M4519(Shelf),HBS; M4518(Shelf),HBS; M4517(Shelf),HBS; M4516(Ref),HBS;**

5. MOUTUSY, Maity
658.83 MAI Marketing analytics : for strategic decision making / by Moutusy Maity and Pavankumar Gurazda. - New Delhi: Oxford, 2021.
xiv,466p.
ISBN : 978 0 19 013086 2 : Rs 599.00.
1. Marketing Research 2. Market Analytics. I. Gurazada, Pavankumar II. Title
**M4540(Shelf),HBS; M4539(Shelf),HBS; M4538(Shelf),HBS; M4537(Shelf),HBS; M4536(Shelf),HBS;
M4535(Shelf),HBS; M4534(Shelf),HBS; M4533(Ref),HBS; M4531(Shelf),HBS; M4532(Shelf),HBS;**

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6. SINGHANIA, Vinod K.

336.294 SIN

Students' guide to income tax & GST / by Vinod K. Singhanian and Monica Singhanian. - 71st ed. - New Delhi: Taxmann, 2024.

Rs. 1695.00.

1. INCOME TAX 2. GST. I. Singhanian, Monia II. Title

M4505(Issued),HBS;