

NEW ARRIVALS

June 11, 2009

1. Trothschild, William E. **The secret to GE's success:** New York: McGraw-Hill, 2007

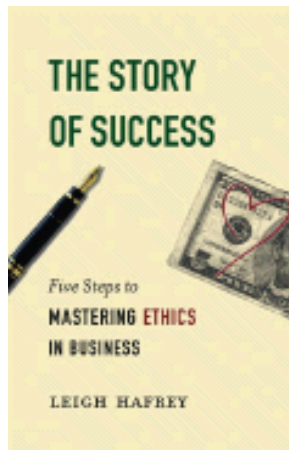
[Book location @UMT library 338.762130973 ROT-S]



Learn why GE has always had the best inventors, the best strategic planners, and the best results. William Rothschild, who witnessed GE's revolution firsthand, explains the five keys that made GE a global phenomenon - and gives managers a complete toolkit for duplicating its remarkable success. He explains the GE Code - the hallmark of all GE leadership teams - and provides a far-ranging prescriptive plan for strategizing the GE way.

2. Hafrey L. **The story of success: five steps to mastering ethics in business.** New York: Other Press, 2005

[Book location @UMT library 174.4 HAF-S]



An innovative business book positioning ethical practice as the cornerstone of success

"Business ethics? Isn't that an oxymoron?" As a lecturer in ethics, communication, and leadership at MIT's Sloan School of Management and a moderator of the Aspen Executive Seminar, Leigh Hafrey has heard time and again that ethics and business don't mix. In "The Story of Success: Five Steps to Mastering Ethics in Business," Hafrey draws on fifteen years of conversations with businesspeople at all stages of their careers, from MBA to Chairman of the Board, to articulate five steps that generate ethical practice:

1. Speak Up, Speak Out: define your managerial style
2. See the Big Picture: recognize the forces that affect your practice
3. Break the Rules, Make the Rules, and Absorb the Costs: drive change, and

know it

4. Tell Good Stories: find stories that bring out the best in your people and yourself
5. Test for Truth: distinguish fact from fantasy in your story-telling

Hafrey illustrates these five steps through contemporary books and movies: to show how we elaborate a managerial style from early childhood, he discusses adult readings of Du Bose Heyward's classic children's tale, "The Country Bunny and the Little Gold Shoes"; to explain professional standards, he quotes Chinese MBA's on the warrior code of characters in AngLee's Academy Award-winning film "Crouching Tiger, Hidden Dragon." Hafrey juxtaposes these reports with real-life business people's stories of career challenge and personal success, and speculates on the way in which American business values increasingly shape and will be shaped by global culture.

3. **Harvard Business Review on managing high-tech industries:** Boston: Harvard Business School Press, 1999

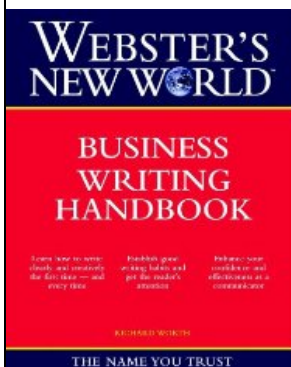
[Book location @UMT library 620.0068 HAR-H]



THE HARVARD BUSINESS REVIEW PAPERBACK SERIES is designed to bring today's managers and professionals the fundamental information they need to stay competitive in a fast-moving world. Here are the landmark ideas that have established the Harvard Business Review as required reading for ambitious business people in organizations around the globe.

High-tech industries face a unique set of challenges in bringing their ideas to market. **Harvard Business Review on Managing High-Tech Industries** collects key ideas featured in the Harvard Business Review that will help high-tech executives stay competitive throughout the entire process of taking a cutting-edge concept from the drawing board to the marketplace.

4. Worth R. **Webster's new world business writing handbook**. Indianapolis: Wiley Publishing, 2002
[Book location @UMT library 808.0666 WOR-W]



Learn how to write clearly and creatively the first time - and every time

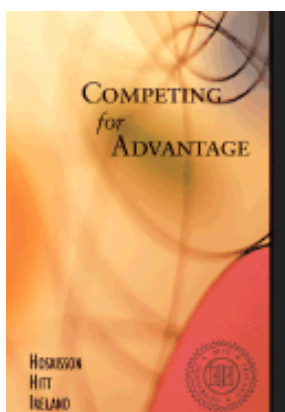
- * Establish good writing habits and get the reader's attention
- * Enhance your confidence and effectiveness as a communicator

Concise, Authoritative, and User-friendly!

Effective communication is essential for professionals in every area of business today. Webster's New World Business Writing Handbook introduces you to the fundamentals of good business writing, offering you expert advice in everything from techniques for forming your thoughts to brainstorming and organizing information to proper grammar, punctuation, and usage. In no time, you'll adopt habits that will allow you to see and appreciate your progress as a writer while you learn to criticize your own work for the most dynamic and productive results.

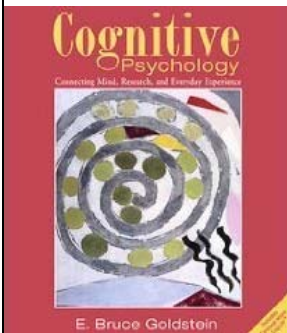
- * Provides invaluable information about key business-writing areas, including finance, scientific-technical, advertising, development, and legal and contractual
- * Covers not only business letters but also style and etiquette for both e-mail and memos, advertising copywriting, formats and organizational plans for proposals, resumés, and more
- * Explains the principles of effective procedure writing and preparing a powerful presentation
- * Outlines the general formats for reports
- * Addresses the handling of employee issues and announcements
- * Offers a clear, definitive glossary of the most commonly used business-writing terms

5. Hoskisson R E, Hitt M A, Ireland R D. **Competing for advantage**. Mason: Thomson, 2004
[Book location @UMT library 658.4 HOS-CS]



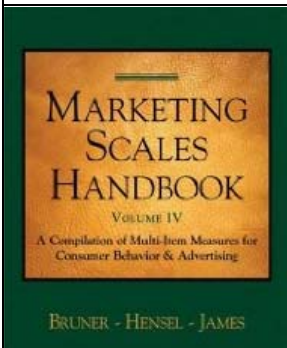
Discover what it takes to create a sustainable competitive advantage in management and business today with this straightforward powerful strategic management resource. **COMPETING FOR ADVANTAGE** focuses specifically on the issues most important to today's current or future practitioner. The book details the processes and tools you need to better understand and effectively contribute to your organization's strategic management process. Applied examples illustrate the latest thinking, practices, and research in strategic management today with in-depth discussions that examine critical topics such as strategic leadership and corporate governance. Access to relevant cases, a focus on the emerging issues such as ethics, and an emphasis on technology throughout prepare you for success in the fast-paced, ever-changing global economy in which today's firms compete.

6. Goldstein E B. **Cognitive psychology: connecting mind, research, and everyday experience.** Belmont: Thomson, 2005 [Book location @UMT library 153 GOL-C]



Connect the study of cognition to everyday life with COGNITIVE PSYCHOLOGY. Covering both the landmark studies and the cutting-edge research that define this fascinating field, this textbook includes concrete examples and illustrations to help you understand the theories of cognition -- driving home both the scientific importance of the theories and their relevance to your daily life. You'll leave this text with a true understanding of the "behind the scenes" activity that happens in the mind when humans do such seemingly simple activities as perceiving, remembering, or thinking.

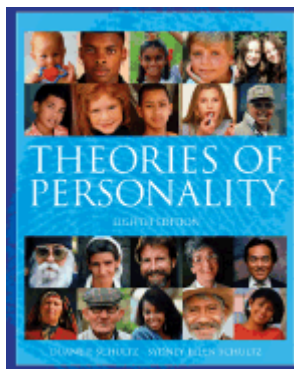
7. Bruner G C, Hensel P J, James K E. **Marketing scales handbook: a compilation of multi-item measures for consumer behavior & advertising.** Vol. IV. Mason: Thomson, 2005 [Book location @UMT library 658.83028 BRU-M]



Marketing Scales Handbook: A Compilation of Multi-Item Measures, the third volume of the series, is the largest book of its kind ever published. This invaluable book is not a revision of the previous publications but a distinctly separate volume. The scales included here are either new or are newly devised adaptations of previous scales, and they were not described in either Volume I or II. Picking up where Volume II left off, this volume presents 941 scales culled from articles published in the top marketing journals between 1994 and 1997. The editors of this third volume clearly describe these scales, including the psychometric qualities, the samples with which they have been used, and some

results of the studies in which they were used. They also give the origins of each scale, and describe how the new scale differs from its precedents. Combining this volume with the previous two, researchers have easy access to nearly 2000 measurement scales. Thus, users of this volume can avoid reinventing the wheel, as Marketing Scales will in many cases reduce the need to conceptualize, test, and validate a measure from scratch. This volume includes information about each scale's validity, how it was measured, and how it could be improved. So Marketing Scales users can not only build on the previous work of other scholars, but strive to produce even higher quality research.

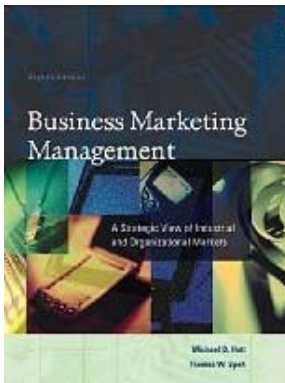
8. Schultz D P, Schultz S E. **Theories of personality: 8th.** Belmont: Thomson, 2005 [Book location @UMT library 155.2 SCH-T]



This revision of the Schultz's' popular text presents theory-by-theory coverage of the major theorists who represent the psychoanalytic, neopsychoanalytic, life-span, trait, humanistic, cognitive, behavioral, and social-learning approaches to personality. The authors show how events in theorists' personal and professional lives influenced the development of certain theories. The text explores how race, gender, and culture issues figure in the study of personality and in personality assessment. In addition, a final integrative chapter looks at the study of personality theories and suggests conclusions that can be drawn from the many theorists' work. With new content that reflects the dynamic field of personality, this thoroughly revised eighth edition incorporates more examples, les, and figures to help bring the material to life

for students.

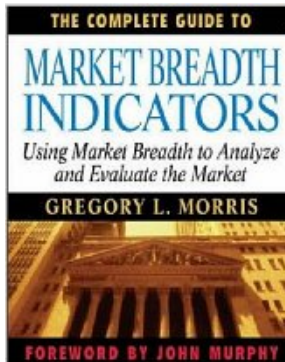
9. Hutt M D, Speh T W. **Business marketing management: a strategic view of industrial and organizational markets.** 8th. Mason: Thomson, 2004 [Book location @UMT library 658.804 HUT-B]



Providing the most current and complete treatment of business-to-business marketing, this comprehensive market leader captures and integrates the latest developments in market analysis, relationship management, supply chain management, marketing strategy development, and electronic commerce. Popular in both the United States and Europe since its first edition, the book provides expanded treatment of relationship strategies, the technology adoption life cycle, strategy formulation in high-tech industries, new product and service development for business markets, and Internet strategies.

10. Morris G L. **The complete guide to market breadth indicators: how to analyze and evaluate market direction and strength.** New York: McGraw-Hill, 2006

[Book location @UMT library 6332.632042 MOR-C]



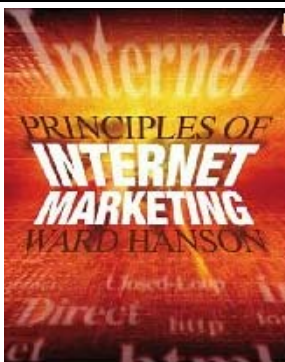
Market breadth indicators, i.e. advance/decline, new high/new low, or up/down volume, allow technical analysts and traders to look beneath the surface of a market to quantify the underlying strength or direction associated with a market move. Increasingly popular in all types of markets, they give traders the ability to accurately forecast a number of possible outcomes and the likelihood of each.

Bottom line? For gauging the near-term direction and strength of a market, breadth indicators are among the single most valuable tools a trader can use.

The Complete Guide to Market Breadth Indicators is the most comprehensive and vivid collection available of market breadth indicator information and features ideas and insights from market veterans including John Murphy, Don Beasley, Jim Miekka, Tom and Sherman McClellan, and numerous others. Chapters are first categorized based upon the mathematical relationship between the breadth pairs.

11. Hanson W. **Principles of internet marketing.** Ohio: South-Western College Publishing, 2000

[Book location @UMT library 658.840285 HAN-P]

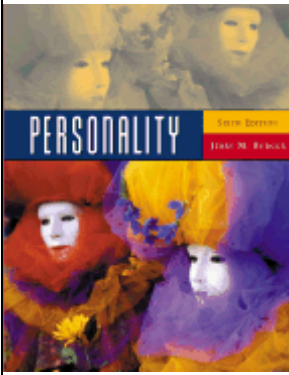


This textbook show what makes the Internet new and different, which techniques work and which don't, and how the Internet is creating value for customers and profits for companies. Most importantly, it shows how Internet marketing fits into the rest of an organization's marketing strategy. Methodologically, the book uses marketing frameworks, case studies, industry participant insights, hands-on exercises, and extensive online support to create a comprehensive approach to this fast-changing area. The goal is to build on a fundamental knowledge of consumer and competitive behavior in order to have a lasting appreciation of where this technological revolution is heading. The first section of the book creates the basic foundation of Net marketing.

The second section of the book investigates the key new themes of the Net marketer. These are quality improvement and customer support, personalization, generating traffic, building community, real-time pricing, and the creation of new channels.

12. Burger J M. **Personality.** 6th. Belmont: Thomson, 2004

[Book location @UMT library 6155.2 BUR-D]



Intended for personality courses, this text integrates traditional personality theories with current research by personality psychologists. Each theory chapter is followed by a relevant research chapter where the author covers three or four topics of current personality research in some detail. Each of seven major personality theories/approaches, Freudian, non-Freudian, trait, biological, humanistic, behavioral/social learning, and cognitive, is covered using this effective two-chapter pairing of theory and research. To give students a view of the research process, Burger focuses on research programmes, illustrating how the questions being investigated are connected to a larger theory, how researchers develop their initial investigations, and how their experimental findings lead to better refined hypotheses and modification of theories.

13. Jenkins F. **Advertising**. 4th. New Delhi: Pearson, 2007

[Book location @UMT library 659.1 JEF-A]

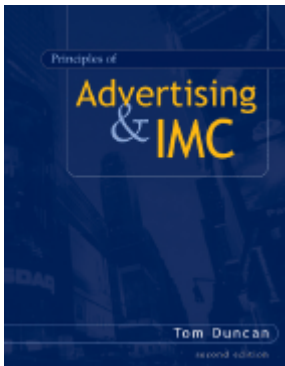


This best-selling book looks at the structure and organisation of the industry, how campaigns are constructed and costed, the various methods of promotion, above-the-line and below-the-line costs, legal and ethical issues, market research and much, much more. The new edition has been fully updated and contains updated material on advertising departments, TV franchises, corporate video and satellite broadcasting. Case studies are used to bring the subject into the real world.

Image is of original book where as the library has low price Indian edition.

14. Duncan T. **Principles of advertising & IMC**. 2nd. New York: McGraw-Hill, 2005

[Book location @UMT library 659.1 DUN-P]



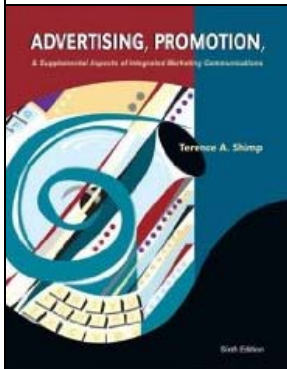
PRINCIPLES OF ADVERTISING AND IMC, 2/e by Tom Duncan explains the principles and practices of advertising and the other marketing communication functions within an integrated context complete with an integrated planning process. Duncan's text presents the new ways companies communicate with business-savvy customers. It also shows how and why top management demands accountability of how advertising and promotion dollars are spent. PRINCIPLES OF ADVERTISING AND IMC provides students with a basic understanding of all the major marketing communication functions, the major media alternatives, and the processes for integrating these activities in the most effective and efficient way in order to develop long-term, profitable customer relationships that build brands and create brand equity. Based on

feedback from reviewers, author Tom Duncan has increased the 2nd Edition coverage of key advertising concepts (like channel marketing, customer service, direct response and personal selling) to ensure a well-rounded approach to the Principles of Advertising course.

AdSim is an Advertising Simulation set in the consumer electronics industry where students are required to make decisions about Agency selection; Brand positioning and messages; Media Selection, including traditional and non-traditional; Market Research, both ordering and interpreting; and Budgeting. This simulation, created by SmartSims, provides a highly engaging means of developing a real understanding and appreciation of the fundamentals and dynamics of communications, advertising and promotion in business. AdSim challenges students to apply recently learned concepts, principles and explained practices in development of overall communications, advertising and promotion campaigns, whether against the computer in the Single-Player version or in direct competition with their peers in the Multi-Player version.

15. Shimp T A. **Advertising, promotion & supplemental aspects of integrated marketing communications.** 6th. Mason: Thomson, 2003

[Book location @UMT library 659.19368 SHI-A]



The sixth edition of Terence Shimp market-leading *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications* fully integrates all aspects of marketing communication. While continuing to focus on the time honored, IMC methods, the text has undergone a significant revision to reflect new academic literature and practitioner developments in the field. Comprehensive treatment on the fundamentals of advertising and promotion combine with the Internet's impact on IMC. A major focus of this revision and Internet issues have been seamlessly integrated throughout the text to highlight the dynamic relationship between basic marketing communication concepts and the power of the Internet.

16. Batra R, Myers J G, Aaker D A. **Advertising management.** 5th. Delhi: Pearson Education, 2006

[Book location @UMT library 659.1 BAT-A]

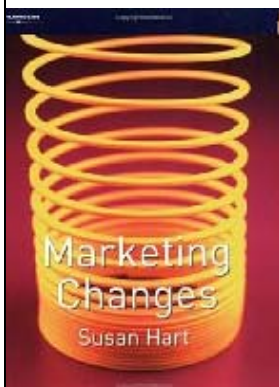


The Fifth Edition provides a perfect blend of state-of-the-art theory with current management practice and has been updated, to include current research and readings.* NEW - features many new chapters as well as new material in existing chapters, including...* new chapter on Integrated Marketing Communication (Chapter 3) * new chapter on Global Advertising (Chapter 20) * new material on Brand Equity (Chapter 10) and Emotions and Advertising (Chapter 9) * expanded treatment of Advertising Production (Chapter 15) * more in-depth discussion of Media Data/Sources (Chapter 17) *

Image is of original book where as the library has low price Indian edition

17. Hart S (ed.). **Marketing changes.** London: Thomson, 2003

[Book location @UMT library 658.8 MAR-]



Marketing Changes is a core text for students at undergraduate level and on specialized Marketing Masters degrees taking a Marketing Strategy course or another capstone or honours course in the subject. It brings the student up-to-date with current marketing thought and practice without imposing the standard and rather tired theory used in most US texts or using the inaccessible and overly critical approach adopted by alternative, specialized monographs. The first section puts current marketing thought into context and examines the most dramatic recent changes to the business and Marketing environment. Section II deals with changing approaches to marketing role in organizations, in particular the various schools of thought which challenge the 4 Ps so beloved of standard marketing texts - relationship marketing, networks and post-modern marketing thought. The final section deals with operational changes in marketing research, communications strategies, new product development, e-marketing and performance measurement.

18. Wilson A. **Services marketing: integrating customer focus across the firm.** 4th. Maidenhead: McGraw-Hill, 2008

[Book location @UMT library 658.8 SER-]

Services Marketing

Integrating Customer Focus Across the Firm



Alan Wilson,
Walter A. Zettham
& Mary Jo Stoner

Services Marketing, 5/e", recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book's content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management, and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.