

# List of Fresh Arrivals at NTU Library

Friday April 13, 2012

Circ Num	Call Number	Author	Title
NTU 16780	153.94	May, Peter	IELTS :
NTU 16781	378.73	Raabe, Josef, Dr.	Internationalisation of european higher education
NTU 16784	659.1	Stafford, Marla R.	Advertising, promotion, and new media /
NTU 16757	658.8	Media, BPP	Business essentials -advanced Learning. marketing and sales /
NTU 16751	332	Fabozzi, frank J.	Capital markets :
NTU 16790	658.8	Kapil, Kanwal Nayan	Case studies in marketing /
NTU 16791	658.21	Kumar, S. Ramesh, Dr.	Case studies in marketing management /
NTU 16793	658.834	Solomon, Michael R.	Consumer behavior in fashion /
NTU 16794	658.83	Spiller, Lisa D.	Contemporary direct & interactive marketing /
NTU 16795	659	Drewniany, Bonnie L.	Creative advertising /
NTU 16796	332	Uppal, Dr. R. K.	Customer service in banks :
NTU 16797	658.83	Blattberg, Robert C.	Database marketing :
NTU 16798	658	Deitel, Harvey M.	E-Business and commerce for managers /
NTU 16800	332	Madura, Jeff	Financial markets and institutions
NTU 16801	332	Mishkin, Frederic S.	Financial markets and institutions /
NTU 16802	658.83	Ennew, Christine T	Financial service marketing :
NTU 16807	659.1	Jones, John	How to turn advertising expences
NTU 16808	658.83	Philip Hill, Richard M.	two investments : Industrial marketing /
NTU 16809	658.83	Reeder, Robert R.	Industrial marketing :
NTU 16810	658.4012	Belleflamme, Paul	Industrial organization
NTU 16812	658.802	Hrebiniak, Lawrence G.	Making strategy work :
NTU 16813	658.3	Best, Roger J.	Market-based management
NTU 16814	658.83	Usunier, Jean- Claude	Marketing across cultures /
NTU 16816	658.8`	Pillai, R. S. N.	Marketing management /

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NTU 16817	658.8	Farris, Paul W.	Marketing metrics :
NTU 16818	658	Lilien, Gary L.	Marketing models /
NTU 16819	658.8	Kohis, Richard L.	Marketing of agricultural products /
NTU 16820	658.83	Zikmund, William G.	Marketing rsearch /
NTU 16822	658.83	Tull, Donald S.	Marketing research :
NTU 16823	658.83	Boyd, Harper W.	Marketing research :
NTU 16824	658.83	Ranchhod, Ashok	Marketing strategies :
NTU 16825	658.8	Lodish, Leonard M.	Marketing that works :
NTU 16826	687	Kincade, Doris H.	Merchandising of fashion products /
NTU 16827	301	Hodgetts, Richard M.	Modern human relations at work /
NTU 16828	658.8	Bose, Chandra D.	Modern marketing :
NTU 16829	658.83	Donovan, Rob	Principles and practice of social marketing :
NTU 16830	658.8	Miller, William Skip	ProActive sales management :
NTU 16832	153.94	Cambridge	Cambridge IELTS 8 / Examinations Pub. (pub.)
NTU 16833	687	Kunz, Grace I.	Merchandising :
NTU 16834	729	Cooper, Rachel	The handbook of design management /
NTU 16835	746.920	Kim, Eundeok	Fashion trends :
NTU 16836	746	Kawamura, Yuniya	Doing research in fashion and dress :
NTU 16837	687.0941	Jeffrey, Michael	Costing for the fashion industry
NTU 16838	687	Fiore, Ann Marie	Understanding aesthetics :
NTU 16839	687	Bubonia, Janace E.	Apparel production terms and processes /
NTU 16840	687	Myers- McDevitt, Paula J.	Apparel production management and the technical package /
NTU 16841	687	Shields, Mary Ruth	Industry clothing construction methods /
NTU 16842	646.2	Amaden- Crawford, Connie	A guide to fashion sewing /
NTU 16843	746.92	Powell, Pamela	Tailored fashion design /
NTU 16844	005	Watson, Karli	Beginning visula C # 2010 /
NTU 16845	005	Troelsen, Andrew	Pro c # 2010 and the .net 4 platform /
NTU 16846	150	Feldman, Robert S.	Understanding psychology /
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NTU 16846	150	Robert S. Feldman,	Understanding psychology /
NTU 16846	150	Robert S. Feldman,	Understanding psychology /
NTU 16851	677.02832	Bhatnagar, Ashok	Lightweight ballistic composites
NTU 16852	620/.5	Sharma, Kal Renganathan.	Nanostructuring operations in nanoscale science and engineering /
NTU 16835	746.920	Kim, Eundeok	Fashion trends :
NTU 16854	646.404	Di Marco, Sally M.	Draping basics /
NTU 16855	741.6/72	Stipelman, Steven.	Illustrating fashion :
NTU 16857	391.413	Riello, Giorgio	Shoes :
NTU 16858	420	Maffei, Grace Lees	Writing design :
NTU 16866	620.78	Haight, Richard	Handbook of instrumentation and techniques for semiconductor nanostructure characterization /
NTU 16866	620.78	Haight, Richard	Handbook of instrumentation and techniques for semiconductor nanostructure characterization /
NTU 16869	620.5	Poole, Charles P.	Introduction to nanotechnology /
NTU 16870	530	Bransden, B. H.	Physics of atoms ad molecules /
NTU 16871	530	Sze, S. M.	Physics of semiconductor devices /
NTU 16872	530	Beiser, Arthur	Fundamentals of physics with applications /
NTU 16874	620.105	Ferdinand Beer P... [et al.]	Vector mechanics for engineers :
NTU 16875	306.4		Global denim /
NTU 16876	677	Kumar, Satyam S.	Technical textile :
NTU 16877	677.022	Tyagi, Anita	Textile design :
NTU 16878	677.02832	Elices, M.	Fiber fracture /
NTU 16879	677.02832	Pastore, Christopher M.	Surface characteristics of fibers and textiles /
NTU 16880	370	Darko Amdrassy	University of Zagreb / [ed. in chief]
NTU 16882	677	Bartels, V. T.	Handbook of medical textiles /
NTU 16884	646.4072	Kinsey, Brad L.	Tailor welded blanks for advanced manufacturing /
NTU 16885	746.92023	Horne, L.	New product development in textiles :
NTU 16886	005.819	Benantar, Messaoud	Access control systems :

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NTU 16887	540	Reddy, Raghavendra	Encyclopedia of applied chemistry /
NTU 16887	540	Reddy, Raghavendra	Encyclopedia of applied chemistry /
NTU 16893	540	Acharya, P. C.	A textbook of objective physical chemistry /
NTU 16895	150.72	Dooley, David	Social research methods /
NTU 16896	150	Robinson- Riegler, Gregory	Cognitive psychology :
NTU 16897	150	Carlson, Neil R.	Foundations of physiological psychology /
NTU 16898	150	Myers, David G.	Social psychology /
NTU 16900	150	Wittig, Arno F.	Introduction to psychology :
NTU 16902	616.89	Sarason, G.	Irwin Abnormal psychology :
NTU 16903	150	Gregory, Robert J.	Psychology testing :
NTU 16846	150	Feldman, Robert S.	Understanding psychology /
NTU 16906	150	Kosslyn, Stephen M.	Psychology :
NTU 16907	150	Gleitman, Henry	Psychology /
NTU 16908	150	Myers, David G.	Exploring social psychology /
NTU 16909	150	Baumgardner, Steve R.	Positive psychology /
NTU 16910	428	Hewings, Martin.	Advanced grammar in use /
NTU 16911	425	Kellas, Lydia	International English :
NTU 16911	425	Kellas, Lydia	International English :
NTU 16911	425	Kellas, Lydia	International English :
NTU 16914	651.7	Saben, Tim J.	Practical business communication
NTU 16915	428.007	Halliday, M.A. K	An introduction to functional grammar /
NTU 16918	652	Martin, Judith N.	Experiencing intercultural communication :
NTU 16919	418.007	Akmajian, Adrian	Linguistics :
NTU 16919	418.007	Akmajian, Adrian	Linguistics :
NTU 16921	425	Borjars, Kersti	Introducing english grammar /
NTU 16922	428.008	Baker, Ann	Tree or three ? :
NTU 16923	425	Sharma, Anurag	Effective writing /

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NTU 16925	425	Mishra, Sujata, Dr.	Research in english language /
NTU 16926	751.7	Tyagi, Kavita	Advanced technical communication /
NTU 16927	001	Aggarwal, R. S.	Objective general english :
NTU 16928	428.2422	Gangal, J. K.	A practical course in spoken english :
NTU 16929	428	Haines, Simon	Advanced grammar in use supplementary exercises /
NTU 16930	428	Hopkins, Diana	Passport to IELTS /
NTU 16976	658.3	Khanka, Dr. S. S.	Human resource management :
NTU 16977	657.4	Venkatasivakum ar, V.	Cost accounting and financial management :
NTU 16978	658.802	Sahaf, Musadiq A.	Strategic marketing :
NTU 16979	658	Boatright, John R.	Ethics and the conduct of business /
NTU 16980	658	Noe, Raymond A.	Human resource management :
NTU 16981	657	Shukla, M.C.	Advanced accounts /
NTU 16982	658	Qureshi, M.U.	Management :
NTU 16983	658.562	Charantimath, Poornima M.	Total quality management /
NTU 16684	658.15	Proctor, Ray	Managerial accounting for business decisions /
NTU 16989	658.5	Krajewski, Lee J.	Operations management :
NTU 16992	657	Bhattacharyya, Asish K.	Essentials of financial accounting /

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