

## V. M. PATEL COLLEGE OF MANAGEMENT STUDIES

**Books: -** (From 1<sup>st</sup> July, 2013 to 31<sup>st</sup> August, 2013)

Sr. No.	Title	Author	Edition	Publisher	No. of Copy
1	Personality Development And Communication Skills-1	Rai Urmila	1 <sup>st</sup>	HPH	1
2	Fundamentals Of Investment Management	Singh Preeti	1 <sup>st</sup>	HPH	1
3	Brand Management	Gupata S. L.	2 <sup>nd</sup>	HPH	1
4	Financial Accounting B.Com	Jawahar Lal	1 <sup>st</sup>	HPH	1
5	Services Marketing	Reddy P.N.	1 <sup>st</sup>	HPH	1
6	Accounting For Managers	Ruchi Bhatia	1 <sup>st</sup>	HPH	1
7	Soft Technologies At Work Leasing Social Soft	Khathkede	1 <sup>st</sup>	HPH	1
8	Principles & Practice Of Insurance	Periasamy DR	1 <sup>st</sup>	HPH	1
9	Computer Business Application	Mohan P.	1 <sup>st</sup>	HPH	1
10	Business Correspondence	Chopra R.K.	1 <sup>st</sup>	HPH	1

**Journal: -** (From 1<sup>st</sup> January, 2013...)

Sr. No.	Name of Journals	Publisher	Frequency
1.	IUP Journal of Corporate Governance	ICFAI, Hyderabad	Quarterly
2.	IUP Journal of Applied Economics	ICFAI, Hyderabad	Quarterly
3.	IUP Journal of Accounting research	ICFAI, Hyderabad	Quarterly
4.	IUP Journal of Information Technology	ICFAI, Hyderabad	Quarterly
5.	Bank Management	ICFAI, Hyderabad	Quarterly
6.	Marketing Management	ICFAI, Hyderabad	Quarterly
7.	Supply Chain Management	ICFAI, Hyderabad	Quarterly
8.	Brand Management	ICFAI, Hyderabad	Quarterly
9.	Organizational Behavior	ICFAI, Hyderabad	Quarterly
10.	English Studies	ICFAI, Hyderabad	Quarterly
11.	Effective Executive	ICFAI, Hyderabad	Quarterly
12.	Case Folio	ICFAI, Hyderabad	Quarterly
13.	Capital Market	Capital Market Pub.	Weekly

14.	India Today	India Today Group	Weekly
15.	Business Today	India Today Group	Weekly
16.	Reader Digest	India Today Group	Monthly
17.	Vinimay	NIBM, Pune	Quarterly
18.	Prajnan	NIBM, Pune	Quarterly
19.	Vishleshan	Vishleshan Trust	Quarterly
20.	Times Shipping Journal	Times Group	Quarterly
21.	Indian Ports	Indian Port Association	Quarterly
22.	Mutual Fund Insights	Value Research India Pvt. Ltd.	Monthly
23.	Economic Political Weekly	Economic & Political Weekly	Weekly
24.	Business India	Business India Publication	Weekly
25.	RETAIL BIZ	Times Group	Quarterly