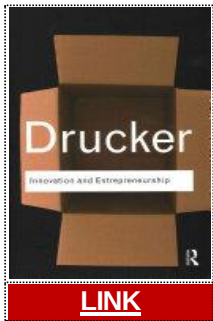
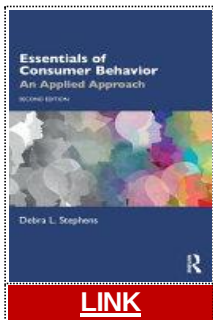
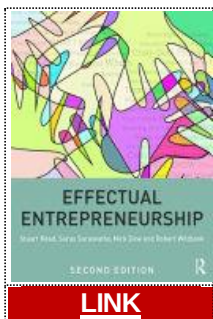
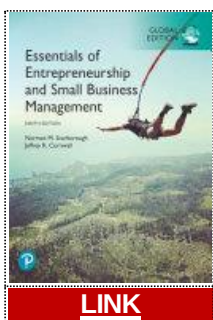


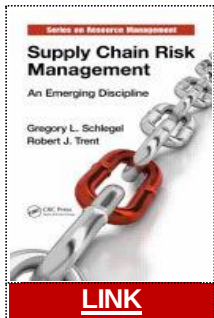


Institute of Business Management

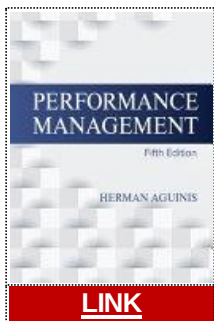
Dr. Ahmer Syed Karim Library

New Arrivals - November, 2025

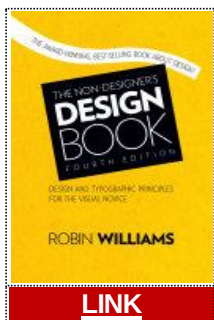
	Title : Innovation and entrepreneurship: practice and principles Author : Peter Drucker Edition/Year : 2015 Publisher : Routledge Subject : Business economics -- Management science Location : 658.421 DRU
	Title : Essentials of consumer behavior: an applied approach Author : Debra L. Stephens Edition/Year : 2023 Publisher : Routledge Subject : Consumer behavior -- Consumers -- Research Location : 658.8342 STE
	Title : Effectual entrepreneurship Author : Stuart Read Edition/Year : 2017 Publisher : Routledge/Taylor & Francis Group Subject : Entrepreneurship -- New business enterprises -- Success in business Location : 658.11 REA
	Title : Essentials of entrepreneurship and small business management Author : Norman M. Scarborough Edition/Year : 2019 Publisher : Pearson Education Limited Subject : Small business -- Management -- Entrepreneurship Location : 658.022 SCA



Title : Supply chain risk management: an emerging discipline
Author : Gregory L. Schlegel
Edition/Year : 2015
Publisher : CRC Press
Subject : Business logistics -- Supply Chain Management -- Risk management
Location : 658.7 SCH



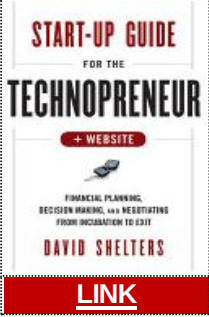
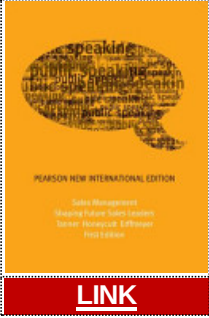
Title : Performance management
Author : Herman Aguinis
Edition/Year : 2023
Publisher : Chicago Business Press
Subject : Employees Rating -- Performance management
Location : 658.3125 AGU

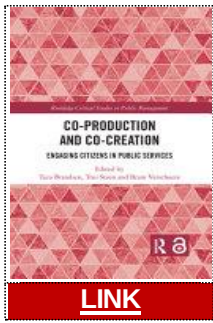
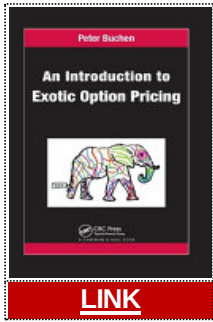
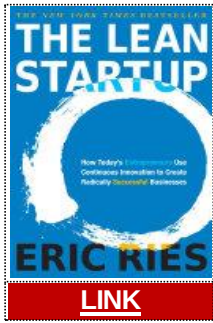
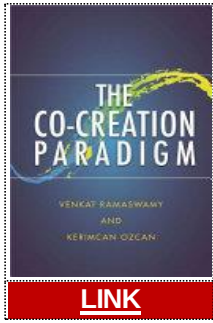


Title : The non-designer's design book: design and typographic principles...
Author : Robin Williams
Edition/Year : 2015
Publisher : Peachpit Press
Subject : Layout (Printing) -- Graphic design (Typography) -- Imprimerie
Location : 686.2252 WIL



Title : Angel: how to invest in technology startups-timeless advice...
Author : Jason Calacanis
Edition/Year : 2017
Publisher : HarperBusiness, an imprint of HarperCollins Publishers
Subject : Venture capital -- New business enterprises -- Finance
Location : 332.6322 CAL

	Title : Entrepreneurial marketing: how to develop customer demand Author : E.J. Nijssen Edition/Year : 2022 Publisher : Routledge/Taylor & Francis Group Subject : New products -- Marketing -- Marketing -- Management Location : 658.8 NIJ
	Title : Start-up guide for the technopreneur: financial planning,... Author : David. Shelters Edition/Year : 2013 Publisher : John Wiley & Sons Singapore Pte. Ltd. Subject : High technology industries -- Management Location : 658.11 SHE
	Title : Sales management: shaping future sales leaders Author : Jeff Tanner Edition/Year : 2014 Publisher : Pearson Education Limited Subject : Sales management -- Customer relationship -- Management Location : 658.81 TAN
	Title : Sustainable business: key issues Author : Helen Kopnina Edition/Year : 2023 Publisher : Routledge, Taylor & Francis Group Subject : Social responsibility of business -- Sustainable development. Location : 658.4083 KOP

	Title : Co-production and co-creation: engaging citizens in public services Author : Taco Brandsen Edition/Year : 2018 Publisher : Routledge, Taylor & Francis Group Subject : Public administration -- Political planning -- Citizen participation Location : 352.65 BRA
	Title : An introduction to exotic option pricing Author : Peter Buchen Edition/Year : 2019 Publisher : CRC Press Subject : Options (Finance) -- Prices. Location : 332.6453 BUC
	Title : The lean startup: how today's entrepreneurs use continuous... Author : Eric Ries Edition/Year : 2011 Publisher : Crown Business Subject : New business enterprises -- Consumers' preferences Location : 658.11 RIE
	Title : The co-creation paradigm Author : Venkatram Ramaswamy Edition/Year : 2014 Publisher : Stanford Business Books, An Imprint of Stanford University Subject : Customer relations -- Relationship marketing -- Product management Location : 658.575 RAM