



सत्यमेव जयते

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# Library Catalogue

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# Author Catalogue

# AUTHOR CATALOGUE

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B452C**

**Berger, Jonah**

Contagious : How to build word of Mouth in the Digital Age, London :  
Simon & Schuster, 2014

**6024**

Advertising and Public Relation

**615.1147  
B777B**

**British Pharmacopoeia Commission**

British Pharmacopoeia (Veterinary) 2021, London : The Stationary Office,  
2021

**5993**

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5988**

British Pharmacopoeia 2021, I, London : The Stationary Office, 2021

Pharmacopoeia- Britain

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<b>B777B 6043</b>	British Pharmacopoeia 2022, II, London : The Stationary Office, 2022  Pharmacopoeia- Britain
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<b>615.1141 B855M 5994</b>	<b>Buckingham, Robert</b> Martindale: The Complete Drug Reference._40 Ed, A, London : Pharmaceutical Press, 2020  Pharmacopoeia- Britain
<b>B855M 5995</b>	Martindale: The Complete Drug Reference._40 Ed, B, London : Pharmaceutical Press, 2020  Pharmacopoeia- Britain

- 658.562  
B898I** **Bureau of Indian Standards**  
IS/ISO 9001 : 2015 Quality Management Systems-requirement.\_Fourth  
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C48I** **Cialdini, Robert B.**  
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Tools of Titans : The Tactics, Routines and Habits of Billionaires, Icons  
and World-Class Performers, London, U.K. : Houghton Mifflin Harcourt  
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- C735C** **Commercial's The Drugs and Cosmetics Act, 1940 alongwith the Cosmetic  
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- 615.1154**      **India, Ministry of Health & F.W.**  
**In235A**      The Ayurvedic Pharmacopoeia of India, Part-I.\_1 Ed, IV, Delhi : The  
Controller of Publications, 2004  
**6006**      Pharmacopoeia- Ayurvedic
- In235A**      The Ayurvedic Pharmacopoeia of India, Part-I.\_1 Ed, IX, Delhi : The  
Controller of Publications, 2016  
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- In235A**      The Ayurvedic Pharmacopoeia of India, Part-II.\_1 Ed, IV, Delhi : The  
Controller of Publications, 2017  
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- 615.1154**      **India, Ministry of Health & Family Welfare**  
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**6018**      Pharmacopoeia-India
- In235I**      Indian Pharmacopoeia 2018 Addendum 2021, Ghaziabad : Indian  
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**6009**      Pharmacopoeia-India

<b>658.8 K848M 6025</b>	<b>Kotler, Philip</b> Marketing Management._15th Ed, Noida : Pearson India Education Services Pvt Ltd., 2021  Marketing,Managemet, Sale Promotion, Consumer Behaviour
<b>658.834 L640B 6022</b>	<b>Lindstrom, Martin</b> Buyology : Truth and Lies about why we buy._1st Ed, New York : Currency, 2010  Management
<b>658.802 M611B 6038</b>	<b>Miller, Donald</b> Building a story brand : Clarify Your Message So Customers Will Listen, Nashville : Harper Collins Leadership, 2017  Marketing Management
<b>658.8 M896T 6035</b>	<b>Mukherjee, Saurabh</b> The Victory Project : six steps to peak potential, Gurgaon, Haryana : Penguin Random House India Pvt. Ltd., 2020  Social Sciene
<b>651.371 M983S 5980</b>	<b>Muthuswamy &amp; Brinda</b> Delegation of Financial Powers Rules 2020._30 Ed, Chennai : Swamy Publishers P. Ltd., 2020  Administration - Financial Power Rule
<b>M983S 5997</b>	Swamy Compilation of Leave Travel Concession Rules._48 Ed, Chennai : Swamy Publishers (P) Ltd., 2020  Administration - Central Goverment Staff



<b>M983S</b>	Swamy Hand Book 2021 (Hindi) for Central Government Staff._5 Ed, Chennai : Swamy Publishers P. Ltd., 2021
<b>5981</b>	Administration - Central Government Staff
<b>M983S</b>	Swamy Hand Book 2021for Central Government Staff._5 Ed, Chennai : Swamy Publishers P. Ltd., 2021
<b>5982</b>	Administration - Central Government Staff
<b>M983S</b>	Swamy's Compilation of CCS CCA Rules._41 Ed, Chennai : Swamy Publishers (P) Ltd, 2020
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<b>6005</b>	Administration - Central Government Staff
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<b>5996</b>	Administration - Central Government Staff
<b>M983S</b>	Swamy's Compilation of FRSR Part-III, Leave Rules._48 Ed, Chennai : Swamy Publishers (p) Ltd, 2020
<b>6001</b>	Administration - Central Government Staff
<b>M983S</b>	Swamy's Compilation on Group Insurance Schemes._22 Ed, Chennai : Swamy Publishers (P) Ltd, 2020
<b>5999</b>	Administration - Central Government Staff
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<b>658.575</b>	<b>Nir, Eyal</b>
<b>Ey13H</b>	Hooked: How to Build Habit -Forming Products, Great Britain : Penguin Business, 2019
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<b>610.9</b>	<b>Park, k</b>
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<b>423</b>	<b>Pathak, R.C.Ed.,</b>
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- 658.8342 P881T** **Pradeep, A.K.**  
The Buying Brain : Secrets for Selling to the Subconscious Mind, New Jersey : John Wiley & Sons, Inc., 2010
- 6039**  
Neuromarketing, Consumer Behaviour, Shopping-Psychological aspects
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- 658.8 R720T** **Rosen, Emanuel**  
The Anatomy of Buzz : Revisited real life lessons in word-of-mouth Marketing, New York : The Doubleday Publishing Group, 2009
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- 615.1 Sh231H** **Sharma, K. L.**  
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- 615.19 D842D** **The Drugs and Cosmetic Act with Rules**  
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- 423 V59O** **Verma, S.K.**  
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6002** Muthuswamy & Brinda  
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<b>423 P273B 6041</b>	<b>Language</b> Pathak, R.C.Ed.,  Bhargava's Standard Illustrated Dictionary of the English Language._13 Ed, Varanasi : Bhargava Book Depot, 2017
<b>423 V59O 6040</b>	<b>Language - English - Hindi</b> Verma, S.K.  Oxford English- Hindi Dictionary._8 Ed, New Delhi : Oxford University Press, 2019
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**615.1154  
In235A  
6006**

**Pharmacopoeia- Ayurvedic**

India, Ministry of Health & F.W.

The Ayurvedic Pharmacopoeia of India, Part-I.\_1 Ed, IV, Delhi : The Controller of Publications, 2004

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In235A  
6007**

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	<b>Pharmacopoeia- Britain</b>
<b>615.1147 B777B 5993</b>	British Pharmacopoeia Commission  British Pharmacopoeia (Veterinary) 2021, London : The Stationary Office, 2021
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<b>615.1147 B777B 5990</b>	British Pharmacopoeia Commission  British Pharmacopoeia 2021, III, London : The Stationary Office, 2021
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<b>615.1154 In235I 6018</b>	<b>Pharmacopoeia-India</b> India, Ministry of Health & Family Welfare  Indian Pharmacopoeia Addendum 2021, Ghaziabad : Indian Pharmacopoeia Commission, 2021
<b>615.1154 In235I 6009</b>	India, Ministry of Health & Family Welfare  Indian Pharmacopoeia 2018 Addendum 2021, Ghaziabad : Indian Pharmacopoeia Commission, 2021

<b>153.8</b> <b>C48I</b> <b>6023</b>	<p><b>Psychology</b>  Cialdini, Robert B.</p> <p>Influence, New and Expanded : The Psychology of Persuasion._1st Ed, New York : Harper Collins Publishers, 2021</p>
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Administration - Financial Power Rule

**Healing the Pharmacy of the World**

**615.1  
Sh231H**

Sharma, K. L.

Healing the Pharmacy of the World : an Inside Story of Medical  
Products Manufacturing and Regulation in India, Chennai : Notion  
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**6030**

Chemistry, Medicine, Materia Media

**Hooked: How to Build Habit -Forming Products**

**658.575  
Ey13H**

Nir, Eyal

Hooked: How to Build Habit -Forming Products, Great Britain :  
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Marketing Management

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