



Modern Education Society's
Neville Wadia Institute of Management Studies & Research, Pune
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Approved by AICTE, recognized under 2 (f) & 12 (b) sections of UGC Act)
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Dr. A. B. Dadas Director

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4	Consumer Behavior Building Marketing Strategy	View
5	Digital Branding A Complete Step-By-Step Guide to Strategy, Tactics, Tools and Measurement	View
6	Handbook of Marketing Scales Multi-Item Measures for Marketing and Consumer Behavior Research	View
7	Introduction to Qualitative Research Methods	View
8	Marketing 4.0 Moving from Traditional to Digital	View
9	Research Design- Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community- Based Participation	View
10	Research Methods and Statistics	View
11	Research Methods for Business Students	View
12	Research Methods in Management A concise introduction to Research in Management and Business Consultation	View
13	The Brand Mapping Strategy Design, Build, and Accelerate Your Brand	View




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Links to E-books for MBA Programme

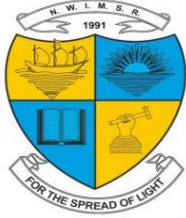
Name of the Book	Link for the Book
Human Resource Management	https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Human-Resource-Management-by-Pravin-Durai.pdf
Services Marketing	https://www.drnishikantjha.com/booksCollection/Service%20Sector%20Marketing%20TYBMS%202016-17.pdf
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Organizational Behaviour	<ol style="list-style-type: none"> https://assets.openstax.org/oscms-prodcms/media/documents/OrganizationalBehavior-OP_TtwWleQ.pdf https://api.pageplace.de/preview/DT0400.9781292449968_A46465006/preview-9781292449968_A46465006.pdf https://tsnghia.wordpress.com/wp-content/uploads/2010/10/organizational-behavior-stephen-robbins.pdf http://bayanbox.ir/view/1820940778455004993/Organizational-Behavior-Joseph-E.-Champoux-2010.pdf https://www.kenblanchardbooks.com/wp-content/uploads/2017/08/Management-of-Organizational-Behavior-Read-Sample0001.pdf
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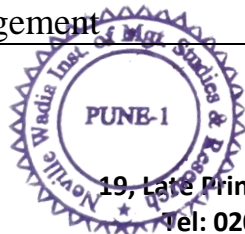
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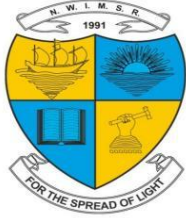
Principles of Marketing	<p>1. https://assets.openstax.org/oscms-prodcms/media/documents/Principles_Marketing-WEB.pdf</p> <p>2. https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODljY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDVmYw==.pdf</p>
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