



National Education Society (R.)
Jawaharlal Nehru New College of Engineering,
Shivamogga



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Department of Management Studies
Faculty Book Publications

Sl. No	Name	Year	Title	ISBN	Publisher
1	Dr. C Srikanth	2021	Marketing Management	978-93-5433-552-5	Himalaya Publishing House, Bangalore
2	Dr. Vikram V	2021	Marketing Management	978-93-5457-464-1	Vinayaka Publications, Shivamogga
3	Dr. Santhosha	2021	Managerial Communication	978-93-5433-591-4h	Himalaya Publishing House, Bangalore
4	Dr. B V Srinivasa Murthy	2021	Managerial Economics	978-93-5433-559-4	Himalaya Publishing House, Bangalore
6	Dr. C Srikanth	2022	Financial Literacy	978-93-93169-20-4	Edwise Publications, Mangalore
7	Dr. Santhosha	2022	Financial Literacy	978-93-93169-20-4	Edwise Publications, Mangalore
8	Dr. Subhadra P. S	2022	Communicative English	978-93-5457-464-1	Adwaya Publications
10	Mrs. Anuradha C K	2023	Principals of Management & Organizational Behavior	978-93-5693-297-5	Himalaya Publishing House, Bangalore
11	Dr. D K Vikrama	2023	Statistic for Managers	978-93-5693-303-3	Himalaya Publishing House, Bangalore
12	Dr. Santhosha	2023	Business Communication	978-93-5693-310-1	Himalaya Publishing House, Bangalore
13	Dr. B V Srinivasa murthy	2023	EntrepreneurshipDevelopment	978-93-5693-309-5	Himalaya Publishing House, Bangalore
14	Dr. V Vikram	2023	Marketing Management	978-93-5693-306-4	Himalaya Publishing House, Bangalore
15	Mr. Praveen Kumar B H	2023	Accounting for Managers	978-93-5693-296-8	Himalaya Publishing House, Bangalore
16	Dr. Santhosha	2024	Business Communication	978-93-9316-976-1	Edwise Publications, Mangalore