

MBA COURSES**Textbooks for P2 and P4**
March-April 2018**P2 Core courses****Corporate Financial Policy / Sergei Glebkin**

Corporate finance by Jonathan B. Berk and Peter DeMarzo, 4th ed.
HG4026 .B47 2017

Modern financial management by S. A. Ross, R. W. Westerfield, J. Jaffe et al. 8th ed.
HG4026 .R675 2008

Managing Customer Value / Paulo Albuquerque and Klaus Wertenbroch

A framework for marketing management by Philip Kotler and Kevin L. Keller. 6th ed.
HF5415.13 .K68 2016

Analysis for market planning by D. Lehmann and R. Winer, 7th ed.
HF5415.13 .L44 2008

Market-based management by R. J Best. 6th ed.
HF5415.13 .B47 2013

Marketing management by P. Kotler and K. Keller, 15th ed.
HF5415.13 .K645 2016

Marketing warfare by Al Ries and Jack Trout
HF5415 .R44 1986

Strategic marketing management by Alexander Chernev. 8th ed.
HF5415.135 .C44 2014

Process and Operations Management / Florin Ciocan

Building intuition edited by Dilip Chhajed and Timothy J. Lowe
TS155 .B85 2010

The goal: a process of ongoing improvement by E. M. Goldratt and J. Cox. 4th ed.
TS183 .G653 2014

Matching supply with demand by Gérard Cachon and Christian Terwiesch. 2nd ed.
TS155 .C33 2009

The risk-driven business model by Karan Girotra and Serguei Netessine
HD30.28 .G57 2014

P4 Elective Courses

Advanced Game Theory / Vladimir Mares

Co-opetition by Adam M Brandenburger and Barry J. Nalebuff
HD30.28 .B696 1996

Competitive solutions: the strategist's toolkit by Preston McAfee
HD30.28 .M33 2002

Strategy: an introduction to game theory by Joel Watson. 3rd ed.
HB144 .W387 2013

Thinking strategically by Avinash K. Dixit and Barry Nalebuff
HD30.28 .D59 1991

Applied Corporate Finance / Theo Vermaelen

Corporate finance by Jonathan B. Berk and Peter DeMarzo, 4th ed.
HG4026 .B47 2017

Finance for executives by G. Hawawini and C. Viallet. 5th ed.
HG4011 .H39 2015

The new financial capitalists by George P Baker and George David Smith
HG4028 .M4 B335 1998

Takeovers, restructuring, and corporate governance by J.F. Weston, M.L. Mitchell and J.H. Mulherin; 4th ed.
HG4028 .M4 W478 2014

Valuation by Tim Koller, Marc Goedhart and David Wessels. 6th ed.
HG4028 .V3 C67 2015

Bank Management / Jean Dermine

Asset and liability management by Jean Dermine and Youssef F.Bissada. 2nd ed.
HG1615.25 .D47 2007

Bank valuation and value-based management by Jean Dermine. 2nd ed.
HG1615.25 .D47 2015

Blue Ocean Strategy / Chen Guoli and Jens Meyer

Blue ocean strategy by W. Chan Kim and Renée Mauborgne. 2nd ed.
HD30.28 .K56 2015

Brand Management / Pierre Chandon

The marketing plan handbook by Alexander Chernev. 5th ed.
HF5415.13 .C44 2018

Strategic brand management by Alexander Chernev
HF5415.3 .K45 2015

Strategic brand management by Kevin Lane Keller. 4th ed.
HF5415.3 .K45 2013

Competitive Supply Chains / Enver Yücesan

Competitive supply chains: a value-based management perspective by Enver Yucesan.
2nd ed

HD38.5 .Y83 2016

Designing and managing the supply chain by D. Simchi-Levi, P. Kaminsky and
E. Simchi-Levi

HD38.5 .S56 2008

Supply chain management: strategy, planning and operation by S. Chopra and
P. Meindl. 6th ed.

HD38.5 .C467 2016

Creating Value in Health / Stephen Chick

Better: a surgeon's notes on performance by Atul Gawande

R100 .G39 2007

Designing care: aligning the nature and management of health care by Richard Bohmer

RA390.33 .U7 B64 2009

Ensuring value for money in health care: the role of health technology assessment in the
European Union by C Sorenson, M. Drummond and P. Kanavos

R850 .S67 2008

The healing of America: a global quest for better, cheaper and fairer health care
by T. R. Reid

HC2000 .H4 R45 2010

How doctors think by Jerome E. Groopman

R723.5 .G76 2008

India's healthcare industry: innovation in delivery, financing, and manufacturing ed. by Lawton R Burns

RA500.43 .I6 I63 2014

Lean hospitals: improving quality, patient safety, and employee engagement by Mark Graban

RA971 .G73 2012

On the mend: revolutionizing healthcare to save lives and transform the industry by John Toussaint,
Roger A. Gerard and Emily Adams

RA500.33 .U7 T68 2010

Performance improvement in health care organizations by Hummy Song and Anita Tucker

RA971 .S66 2016

The Truth about the drug companies: how they deceive us and what to do about it
by Marcia Angell

HC2000 .P4 A64 2005

Digital and Social Media Marketing Strategy / David Dubois

Contagious: why things catch on by Jonah Berger
HF5415.153 .B47 2013

Here comes everybody: the power of organizing without organizations by Clay Shirky
HM851 .S45 2008

Made to stick by Chip Heath and Dan Heath
BF637 .P4 H43 2007

Social payoff by Marcus Ho
HF5415.126 .H6 2014

Industry and Competitive Analysis / Karel Cool

Economics of strategy by David Besanko, David Dranove, Mark Shanley and Scott Schaefer. 6th ed.
HD30.28 .B47 2013

International Financial Management / Federico Gavazzoni

Global financial markets by Ian Giddy
HG3881 .G49 1994

Global investments by B. Solnik and D. McLeavey. 6th ed.
HG4538 .S65 2009

International financial management by C. Eun and B. Resnick. 5th ed.
HG3881 .E655 2009

International investments by B. Solnik. 5th ed.
HG4538 .S52 2004

Management Decision Making / Emre Soyer

Judgment in managerial decision making by Max Bazerman. 7th ed.
HD30.23 .B39 2009

Thinking, fast and slow by Daniel Kahneman
BF441 .K34 2011

Winning decisions: getting it right the first time by J. E. Russo, P. Schoemaker and M. Hittleman
HD30.23 .R87 2002

Negotiations / Elizabeth Wolf

Friend and foe: when to cooperate, when to compete and how to succeed at both by Adam Galinsky and Maurice Schweitzer
HM258 .G35 2015

Getting to yes: negotiating agreement without giving in by Roger Fisher and William Ury. 3rd ed.
BF637 .N4 F57 2011

Negotiating at work: turn small wins into big gains by Deborah Kolb and Jessica Porter
HD6952 .K65 2015

Negotiating globally by Jeanne Brett. 3rd ed.
HD6952 .B74 2014

Psychological Issues in Management / Spencer Harrison

Daring greatly: how the courage to be vulnerable transforms the way we live, love, parent, and lead by Renée Brown

BF575 .A85 B76 2013

Immunity to change: how to overcome it and unlock potential in yourself and your organization by Robert Kegan and Lisa Laskow Lahey

HD6954 .K4 2009

People skills: how to assert yourself, listen to others and resolve conflicts by Robert Bolton

BF637 .C45 B65 1986