Fresh Arrivals

S. #	Title of Book	Author	Total Value (In Pak Rs.)
1.	NEXUS: A BRIEF HISTORY OF INFORMATION NETWORKS FROM THE STONE AGE TO AI	HARARI	Yuval Noah Harari Nexus A Refer Planery at Information Networks from the Stores Age 30 AG
2.	THE GOLDEN ROAD: HOW ANCIENT INDIA TRANSFORMED THE WORLD	DALRYMPLE	THE GOLDEN ROAD ROAD ROAD ROAD ROAD ROAD ROAD ROAD
3.	BLOCKCHAIN FOR HOSPITALITY AND TOURISM: A GUIDE TO THE FUTURE	DUZIAK	Blockchain for Hospitality and Tourism Acade to the Foure Commiss Ducisi Appress
4.	ARTIFICIAL INTELLIGENCE: WHAT IS BEHIND THE TECHNOLOGY OF THE FUTURE?	PAAB	Artificial Intelligence Wat is below the Texture?
5.	SURVIVAL SKILLS FOR THESIS AND DISSERTATION CANDIDATES	FLEMING	Survival Skills for Thesis and Dissertation Candidates
6.	VIRTUAL LEADERSHIP: PRACTICAL STRATEGIES FOR SUCCESS WITH REMOTE OR HYBRID WORK AND TEAMS 2/E	PULLAN	VIRTUAL LEADERSHIP Practical strategies for success with remote or hybrid work and teams PENNY PULLAN

7.	FASHION TECH APPLIED: EXPLORING AUGMENTED REALITY, ARTIFICIAL INTELLIGENCE, VIRTUAL REALITY, NFTS, BODY SCANNING, 3D DIGITAL DESIGN, AND MORE	RUZIVE	Fashion Tech Applied The state of the state
8.	B2B MARKETING STRATEGY DIFFERENTIATE, DEVELOP AND DELIVER LASTING CUSTOMER ENGAGEMENT	TAYLOR	B2B MARKETING STRATEGY Officerellate, decrino de deliver facting contenses augument
9.	BRAND MANAGEMENT PRINCIPLES AND APPLICATIONS FOR EFFECTIVE BRANDING	SINGH	BRAND MANAGEMENT Principles and Applications for Effective Branding Solution Page Pag
10.	BUSINESS ANALYTICS DATA ANALYSIS AND DECISION MAKING 5TH ED	ALBRIGHT	Business Analytics Data Analysis and Decision Variety Alternate Trinstee
11.	DEVELOPING MANAGEMENT SKILLS 10TH GLOBAL ED	WHETTEN	Developing Management Skills Tinuth sortion Darid A. Whetson Kin S. Canarea
12.	E-COMMERCE 2023–2024: BUSINESS. TECHNOLOGY. SOCIETY 18TH ED	LAUDON	E-commerce 2023—2024 basiness inchesting society flowerings society flowerings for the commerce flowerings

13.	FINTECH REGULATION IN PRACTICE NAVIGATE THE COMPLEXITIES AND OPPORTUNITIES OF REGULATION	DIMACHKI	FINTECH REGULATION IN PRACTICE Navigate the complexities and opportunities of regulation
14.	HOTEL MANAGEMENT AND OPERATIONS 5TH ED	O'FALLON	HOTEL MANAGEMENT OW OPERATIONS SHOWLD ONLINE OF OPERATIONS
15.	MARKETING AND MANAGING TOURISM DESTINATIONS 3RD ED	MORRISON	MARKETING AND MANAGING TOURISM DESTINATIONS
16.	MARKETING MANAGEMENT 15TH ED.	KOTLER	
17.	MARKETING PLANS PROFITABLE STRATEGIES IN THE DIGITAL AGE 9TH ED	MACDONALD	MARKETING PLANS PROFITIBLE STRUCTURES ON THE DIGITAL REE RECEAN K-OWALD, RICH WELSTE and DOT COUNTY WILLEY
18.	OPERATIONS AND SUPPLY CHAIN MANAGEMENT 16TH ED	JACOBS	PAR IMPROVED THE PART AND SUPPLY CHAIN MANAGEMENT SAFECIAL CHAIN CONTRACTOR OF THE PART AND SUPPLY CHAIN MANAGEMENT SAFECIAL CHAIN CONTRACTOR OF THE PART AND SERVICE OF THE P
19.	ORGANIZATIONAL LEADERSHIP 2ND ED	BRATTON	ORGANIZATIONAL LEADERSHIP ©

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26.	SUSTAINABLE ADVERTISING HOW ADVERTISING CAN SUPPORT A BETTER FUTURE	BOURN	Sustainable Advertising How advertising can support a better future MattBourn and Sobastian Mundon

27.	SUSTAINABLE MARKETING PLANNING 2ND ED	RICHARDSON	Sustainable Marketing Planning NER BICHARDSON
28.	THE BUSINESS OF TOURISM 12TH ED	HOLLOWAY	THE BUSINESS OF TOURISM
29.	TOURISM POLICY AND PLANNING YESTERDAY, TODAY, AND TOMORROW 4TH ED	EDGELL	Tourism Policy and Planning Vesterday, Today, and Tomorrow FOURCH LEGISON JOSEPH LEGISON R. STERRIC BORNERS R. STERRIC BORN
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36.	CRITICAL THINKING: A STUDENT'S INTRODUCTION	BASSHAM	The personal fluent failure to the parameter of the Life Study, Softway CRITICAL THINKING A Student's Introduction Graphy Fernium - Villent Student's Mary Student's - June 16, William
37.	FUNDAMENTALS OF COST ACCOUNTING	LANEN	Fundamentals of Cost Accounting
38.	GLOBAL BUSINESS TODAY	HILL	Global Business Today
39.	HANDBOOK OF TECHNOLOGY APPLICATION IN TOURISM	BAKER	Handbook of Technology Application in Tourism Biss Baker
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49.	TOURISM: SUSTAINABLE DESTINATION BRANDING AND	HUNTER	
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58.	MARKETING MANAGEMENT 15TH/ED (LPE)	KOTLER P	

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