

MBA COURSES

Textbooks for P2 and P4 March-April 2017

P2 Core courses

Corporate Financial Policy / Sergei Glebkin and Theo Vermaelen

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

Managerial Accounting / Gavin Cassar

Cost accounting: a managerial emphasis. 14th ed. by Charles T. Horngren, Srikant M. Datar and Madhav V. Rajan
HG70 .H59 2012

Managing Customer Value / Markus Christen and Paulo Albuquerque

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

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

Market-based management: strategies for growing customer value and profitability by R. J. Best. 6th ed.
HF5415.13 .B47 2013

Strategic marketing management by Alexander Chernev. 5th ed.
HF5415.135 .C44 2009

Principles of Strategy Analysis / Ilze Kivleniece

Contemporary strategy analysis by Robert M. Grant, 8th ed.
HD30.28 .G73 2013

Modern competitive strategy by Gordon Walker. 4th ed.
HD30.28 .W35 2016

Strategy and the business landscape by Pankaj Ghemawat, 3rd ed.
HD30.28 .G44 2010

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 / Joël Peress

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: Kohlberg Kravis Roberts and the creation of corporate value
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. 5th ed.
HG4028 .V3 C67 2010

Asset Management / Joël Peress

Investments by Zvi Bodie, Alex Kane and Alan J. Marcus. 10th ed.
HG4521 .B63 2014

Asset management: a systematic approach to factor investing by A. Ang
HG1615.25 .A64 2014

Bank Management / Jean Dermine

Asset and liability management: the bankers guide to value creation and risk control
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
HF5415.13 .C44 2014

Strategic brand management by Alexander Chernev
HF5415.3 .K45 2013

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

Communication and Digital 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: measurable and cutting-edge strategies to boost sales, customer loyalty and brand dominance through social media by Marcus Ho
HF5415.126 .H6 2014

Competitive Supply Chains / Enver Yücesan

Competitive supply chains: a value-based management perspective by Enver Yucesan. 2nd ed.
HD38.5 .Y83 2016

Clockspeed: winning industry control in the age of temporary advantage
by Charles H. Fine.
HD30.28 .F563 1998

Matching supply with demand: an introduction to operations management
by Gérard Cachon and Christian Terwiesch. 3rd ed.
TS155 .C33 2013

Supply chain management: seven winning tips that every salesperson should know
by Bidur Dhawal and Enver Yücesan
HD38.5 .D43 2011

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

Financial Derivatives and Risk Management / Joël Peress

Options, futures, and other derivatives by John Hull. 8th ed.
HG6024 .A3 H84 2012

Health Care Markets and Policy / Mark Stabile

The economics of health and health care by Sherman Folland, Allen C. Goodman
and Miron Stano. 7th ed.
RA410 .F65 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

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 / Li Huang

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

Psychological Issues in Management / Sujin Jang

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

BF575 .A85 B76 2013

How will you measure your life? By Clayton M. Christensen, James Allworth and Karen Dillon
ZA16 .C47 2012

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

Midlife crisis at 30: how the stakes have changed for a new generation, and what to do about it
by Lia Macko and Kerry Rubin

HD6054.3 .M33 2004

Strategies for Product and Service Development / Jürgen Mihm

Product design and development by Karl T Ulrich and Steven D. Eppinger. 5th ed.

HD31 .U47 2012