

MBA COURSES

Textbooks for P2 and P4 March-April 2019

P2 Core courses

Corporate Financial Policy / Sergei Glebkin

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

Managerial Accounting / Thomas Keusch

Cost accounting by Charles Horngren, Srikant Datar and Madhav Rajan
HG70 .H59 2012

Managing Customer Value / Paulo Albuquerque

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

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

Managing Customer Value / Abhishek Borah

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

Strategic marketing management by Alexander Chernev. 9th ed.
HF5415.135 .C44 2018

Organizational Behaviour 2 / Eric Quintane

Organizational theory, design, and change by Gareth R. Jones. 7th global ed.
HD6950.5 .J66 2013

Process and Operations Management / Ville Satopaa

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

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

Blue Ocean Strategy / Chen Guoli and Jens Meyer

Blue ocean shift by W. Chan Kim and Renée Mauborgne. 2nd ed.
HD30.28 .K566 2017

Brand Management / Pierre Chandon

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

Strategic brand management by Alexander Chernev. 8th ed.
HF5415.3 .K45 2015

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

Competitive Supply Chains / Guillaume Roels

Designing and managing the supply chain by D. Simchi-Levi, P. Kaminsky and E. Simchi-Levi. 3rd ed.
HD38.5 .S56 2008

Supply chain management by S. Chopra and P. Meindl. 6th ed.
HD38.5 .C467 2016

Digital and Social Media Marketing Strategy / David Dubois

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

Here comes everybody: 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

Health Care Markets and Policy / Mark Stabile

The economics of health and health care by S. Folland, A. C. Goodman and M. 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

International Financial Management / Matti Suominen

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

Management Decision Making / Natalia Karelaia

Judgment in managerial decision making by Max Bazerman. 8th ed.
HD30.23 .B39 2013

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 / Martin Schweinsberg

Getting to yes by Roger Fisher
and William Ury. 3rd ed
BF637 .N4 F57 2011

Private Equity / Hans Vanoorbeek and Claudia Zeisberger

The global Silicon Valley handbook by Michael Moe
HG4027.6 .M64 2017

Mastering private equity by Claudia Zeisberger, Michael Prahl and Bowen White
HG4751 .Z45 2017

Venture deals by Brad Feld and Jason Mendelson
HG4751.1 .F45 2011

Psychological Issues in Management / Spencer Harrison

Daring greatly by Renée Brown
BF575 .A85 B76 2013

Immunity to change: by Robert Kegan and Lisa Laskow Lahey
HD6954 .K4 2009

People skills: by Robert Bolton
BF637 .C45 B65 1986

Strategies for Product & Service Development / Jürgen Mihm

Product design and development by Karl T. Ulrich and Steven D. Eppinger. 5th ed.
HD31 .U47 2012

Talk Lean / Alan Palmer and Clément Toulemonde

Talk lean by Alan H. Palmer
Z13 .P35 2014