



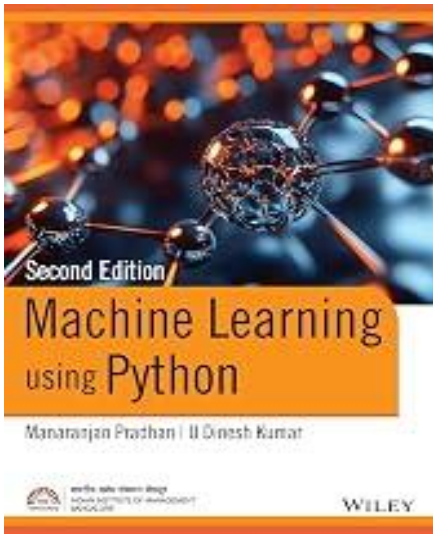
Institute of
Management Technology
Ghaziabad, Delhi NCR



NEW ARRIVALS

July 2026

Compiled by
Library

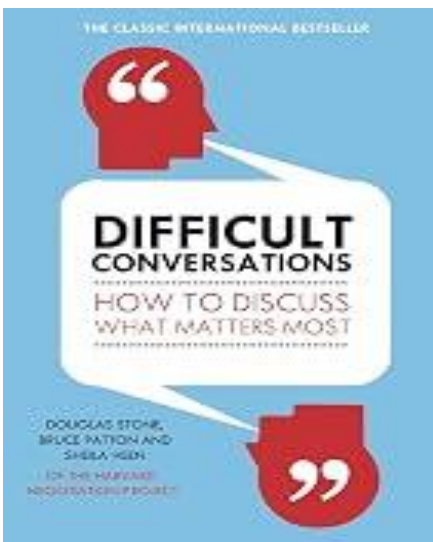


Machine learning using Python by Manaranjan, Pradhan

Wiley India 2025

Acc. No.: 54099, 54109 Call No.: 005.74 ISBN: 9789370609167

Summary: Machine Learning using Python offers a comprehensive foundation in machine learning, blending theoretical concepts with practical applications. It is ideal for beginners and aspiring professionals, covering all essential topics to build a strong foundation in machine learning. The book begins with python language basics, statistics, probability, and exploratory data analysis, and then progresses to supervised learning techniques like linear and logistic regressions, decision trees, KNN, SVM, random forests, boosting, stacking, recommender systems, and text analytics. It also explores unsupervised learning techniques such as clustering, anomaly detection, and dimensionality reduction. The book also addresses advanced topics like ML explain ability and MLOps, including model interpretation, deployment, and monitoring. Each chapter includes real-world use cases and step-by-step Python implementations using libraries like Pandas, NumPy, Matplotlib, Seaborn, and Sci kit-learn. The content reflects over 15 years of teaching experience of the authors in institutions like IIM Bangalore and ISB Hyderabad.



Difficult conversations: how to discuss what matters most by Stone, Douglas

Penguin Books 2011

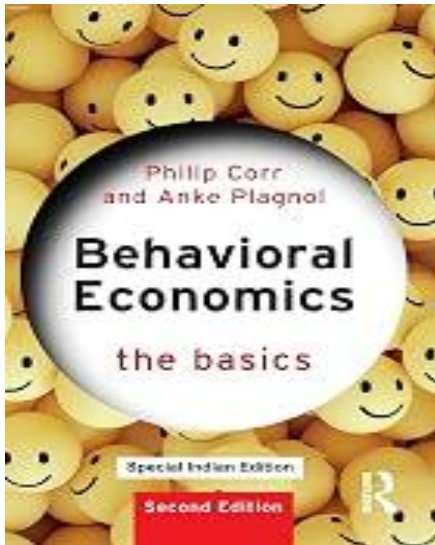
Acc. No.: 54088-54089 Call No.: 302.346 ISBN: 9780670921348

Summary: Asking for a pay rise, saying 'no' to your boss or spouse, confronting a friend, apologizing. We all have conversations that we dread and find unpleasant. But can we develop the skills to make such situations less stressful and more productive?

Based on fifteen years of research and consultations with thousands of people, Difficult Conversations pinpoints what works. It teaches us to work through them by understanding that we're not engaging in one dialogue but three:

- The "what happened" conversation (what do we believe was said and done)
- The "feelings" conversation (the emotional impact on everyone involved)
- The "identity" conversation (what does this mean for everyone's opinion of themselves)

Use this ground-breaking, step-by-step book to turn your difficult conversations into positive, problem-solving experiences.

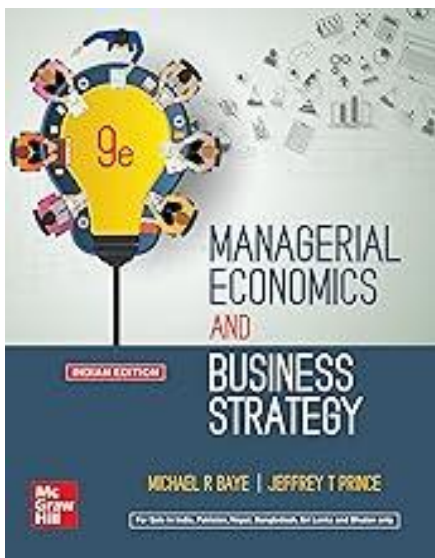


Behavioral economics: the basics by Corr, Philip

Taylor & Francis 2025

Acc. No.: 54090-54091 Call No.: 330.01 ISBN: 9781041048831

Summary: The second edition of Behavioral Economics: The Basics summarizes behavioral economics, which uses insights from the social sciences, especially psychology, to explain real-world economic behavior. Behavioral economic insights are routinely used not only to understand the choices people make but also to influence them, whether the aim is to enable citizens to lead healthier and wealthier lives, or to turn browsers into buyers. Revised and updated throughout with fresh current-event examples, Behavioral Economics: The Basics provides a rigorous yet accessible overview of the field that attempts to uncover the psychological processes which mediate all the economic judgements and decisions we make. The book showcases how behavioral economics is rooted in some now-old (philosophical, political, and moral) ideas surrounding economics, and in an important sense is a modern expression of some long-standing criticisms of mainstream economics. It contrasts the neoclassical economic perspective (ECON) with a more realistic perspective (HUMAN? the flesh-and-blood economic agent who is not perfect in all respects but who manages to do the best under limitations and constraints).

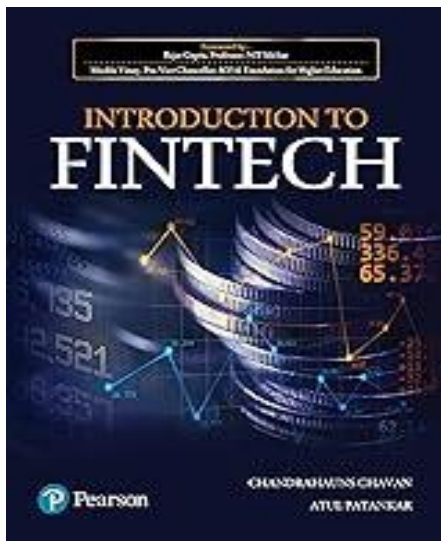


Managerial economics and business strategy by Baye, Michael R

McGraw-Hill 2025

Acc. No.: 54080-54081 Call No.: 331.714 ISBN: 9789354600203

Summary: Managerial Economics and Business Strategy builds on the basic philosophy reflected in the previous eight editions. The text continues to focus on tools from microeconomics, game theory and industrial organization to enable readers to make sound managerial decisions. The text teaches budding managers practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, as well as the basic models of perfect competition, monopoly, and monopolistic competition. Praised by faculty and students alike for its real-world examples and inclusion of modern topics, the book covers important topics such as penetration pricing, foreclosure, networks, bargaining, adverse selection etc.

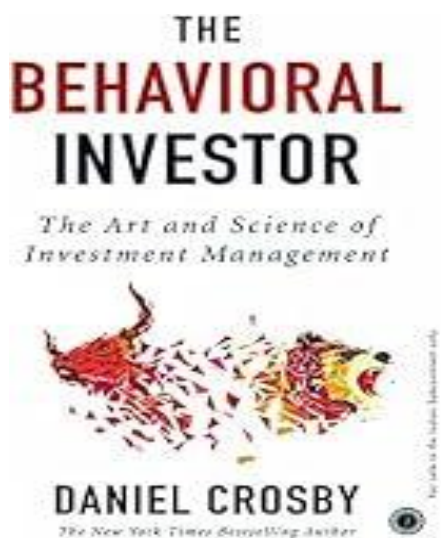


Introduction to fintech by Chavan, Chandrahauns

Pearson Education 2026

Acc. No.: 54083 Call No.: 332.10285 ISBN: 9789361594687

Summary: Introduction to FinTech Serves as a comprehensive guide in navigating the exhilarating world of FinTech. The delves into cutting-edge technologies such as Robo advisors, Blockchain, API banking, Digital Payment Solutions, etc. The text provides insights on how technological innovation is fundamentally reshaping how financial services are rendered and how customers use them. It also explains how the Government of India nurtured FinTech during its growth phase and how it helped create an inclusive and a matured ecosystem.

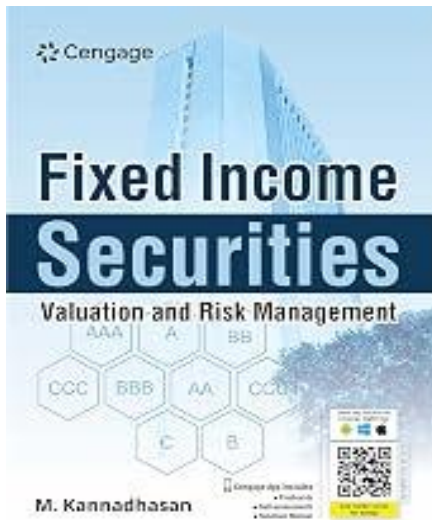


The behavioral investor: the art and science of investment management by Crosby, Daniel

Jaico Publishing House 2026

Acc. No.: 54077-54078 Call No.: 332.6 ISBN: 9789388423625

Summary: The Art and science of investment management The behavior investor aims to enrich readers in the most holistic sense of the word, leaving them with tools for compounding both wealth and knowledge. Wealth, truly considered, has at least as much to do with psychological as financial wellbeing. In the behavior investor, psychologist and asset manager Daniel crosby examines the sociological, neurological and psychological factors that influence our investment decisions and sets forth practical solutions for improving both returns and behavior. Readers will be treated to the most comprehensive examination of investor behavior to date and will leave with concrete solutions for refining decision-making processes, increasing self-awareness and constraining the fatal flaws to which most investors are prone. The behavior investor takes a sweeping tour of human nature before arriving at the specifics of portfolio construction, rooted in the belief that it is only as we come to a deep understanding of “why” that we are left with any clue as to “how” we ought to invest.

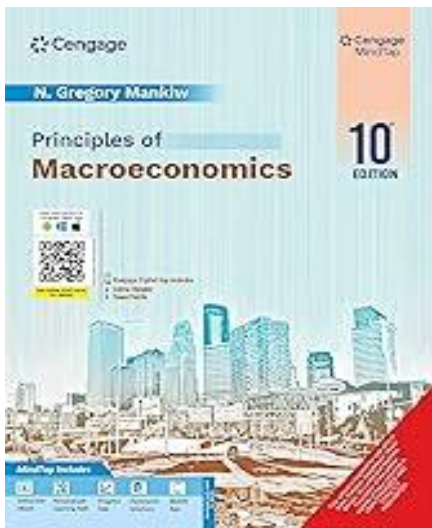


Fixed income securities: valuation and risk management by Kannadhasan, M

Cengage Learning 2025

Acc. No.: 54070, 54111 Call No.: 332.632 ISBN: 9789390555536

Summary: Fixed income securities markets are central to the modern economy. It is humongous and the most influential market in the entire financial system. In addition to that, the global fixed income securities market is becoming highly competitive and increasingly complex. This necessitates having a comprehensive, inclusive, well-structured, and up-to-date text available for fixed income analyses. This book is specially designed for students and professionals interested in understanding fixed income securities and fixed income markets. It provides a comprehensive blend of theoretical as well as practical aspects of fixed income investments.

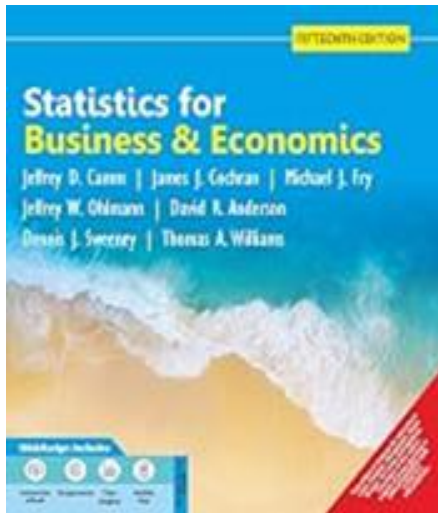


Principles of macroeconomics by Mankiw, N Gregory

Cengage Learning 2026

Acc. No.: 54067-54068 Call No.: 339 ISBN: 9789366608594

Summary: Build a solid foundation in macroeconomics with Mankiw's Principles of Macroeconomics, 10E, the world's most trusted introductory text. It's clear, engaging writing helps you understand how the economy works and the role of economic policy. Real-world examples and intuitive explanations make key concepts accessible, while MindTap resources, Aplia homework, and author videos support deeper learning and mastery of macroeconomic principles.

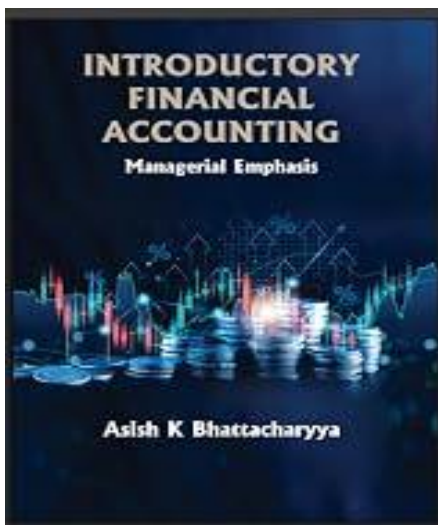


Statistics for business and economics by Camm, Jeffrey D

Cengage Learning 2025

Acc. No.: 54069 Call No.: 519.5 ISBN: 9789366607870

Summary: Learn how statistical information impacts decisions in today's business world as Camm/ Cochran/ Fry/ Ohlmann/ Anderson/ Sweeney/ Williams' leading STATISTICS FOR BUSINESS AND ECONOMICS, 15E connects concepts in each chapter to actual business practices. This edition combines clear statistical methods with a proven approach that presents a problem, then a scenario. Updated applications reflect the latest developments in business and statistics today. Work with more than 350 new and updated business examples, approximately 50 new and updated cases and hands-on exercises that highlight statistics in action. Gain practice using leading professional statistical software with exercises and appendices that walk you through Excel®, R and the latest JMP® Student Edition. Digital resources in WebAssign are also available to help you further strengthen your understanding of business statistics and maximize your course success.

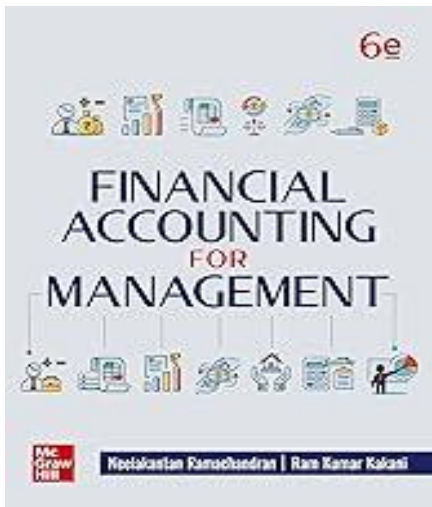


Introductory financial accounting: managerial emphasis by Bhattacharyya, Asish K

Nonlinear Insights 2025

Acc. No.: 54082 Call No.: 657.48 ISBN: 9788198611901

Summary: Dive into the world of Financial Accounting with this comprehensive guide authored by Prof. Asish K Bhattacharyya, a seasoned educator with decades of experience teaching at leading Indian B-Schools. This book is meticulously crafted based on Ind AS accounting principles and methods, ensuring alignment with the AICTE model syllabus for the MBA/PGDM programme. Designed for first-time learners, this book covers the core topics of Financial Accounting in MBA/BBA programmes offered by Indian Universities. The pedagogy is user-friendly, employing simple language and avoiding jargon to make complex concepts accessible. With a manageable size of 380 pages, the material is structured to be covered within 30 to 45 classroom teaching hours. Key features include: Conceptual Clarity: Each concept is followed by straightforward examples to aid understanding. Interactive Learning: Self-test questions at the end of each section help reinforce learning. Comprehensive Solutions: Answers to problems in the assignments are provided, allowing students to check their work. Multiple-choice question answers are included at the end of the book for easy verification. This book is an invaluable resource for students aiming to grasp the fundamentals of financial statements from a user's perspective. Equip yourself with the knowledge and skills needed to excel in the field of Financial Accounting.



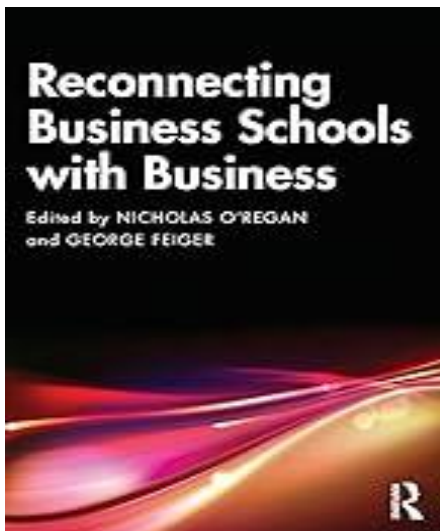
Financial accounting for management by Ramachandran, Neelakantan

McGraw-Hill 2025

Acc. No.: 54071-54072 Call No.: 657.48 ISBN: 9789364440974

Summary: This textbook introduces financial accounting with a focus on equipping readers to understand and evaluate accounting reports effectively. It delves into the historical evolution of accounting and builds a strong theoretical foundation, progressing through key topics such as balance sheets, income statements, cash flow analysis, and transaction recording. Updated to reflect recent changes in accounting standards, the outdated formats of balance sheets and cash flow statements have been replaced with current ones.

The text incorporates contemporary topics such as AI in accounting, corporate governance and its connection to financial accounting, and accounting for cryptocurrencies in India. An invaluable resource for students of management, finance professionals, and accountants, the book is also suitable for readers who seek to apply accounting principles in real-world scenarios.



Reconnecting business schools with business by O'Regan, Nicholas

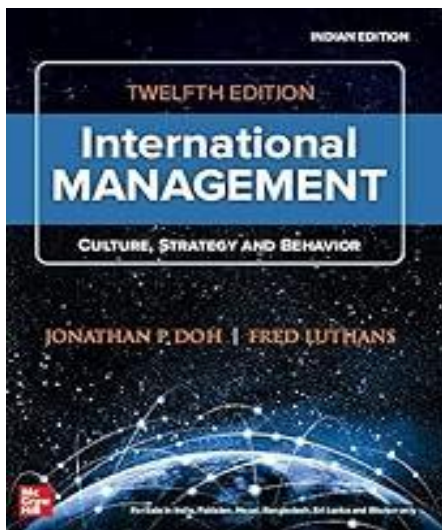
Routledge 2026

Acc. No.: 54120 Call No.: 658.007 ISBN: 9781032859644

Summary: Reconnecting Business Schools with Business

is a provocative call to action for business schools worldwide. This groundbreaking book argues that traditional business schools have strayed from their core mission: to be professional schools that directly serve and advance the practice of business.

Drawing parallels to medical and architectural schools, the authors contend that business schools should be deeply intertwined with the professional world, fostering collaboration between academics and practitioners. They challenge the prevailing trend of mimicking academic social science disciplines, arguing that this has led to a disconnect between theory and practice. This book doesn't just critique; it offers a blueprint for transformation. It delves into the need for greater engagement with businesses, the integration of technology in education, and the crucial role of ethics and social responsibility. The book provides a framework for business schools to reclaim their relevance and prepare students for the complexities of the 21st century.

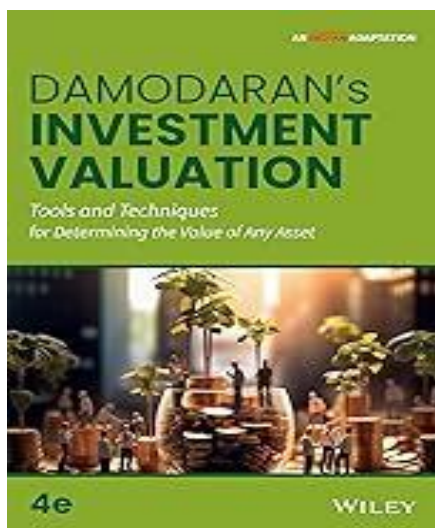


International management: culture strategy and behavior by Doh, Jonathan P

McGraw-Hill 2021

Acc. No.: 54079 Call No.: 658.049 ISBN: 9789355320810

Summary: International Management: Culture Strategy and Behavior reflects new and emerging developments influencing international managers. With integrated real-world examples research and practical applications students understand how to adjust, adapt and navigate the changing global business landscape and respond to global challenges-making it a market-leader. The authors retain research and practices over the past decades and incorporate new and emerging developments affecting international managers to increase students' effectiveness in managing across cultures. Salient Features: 1. New & updated chapter cases and chapter-end Integrative Cases across the book 2. Updated examples and statistics based on the most recent data 3. Contemporary Topics that include globalization, international connectivity and social media aspects 4. Updated features such as You Be the International Management Consultant exercises, International Management in Action, and Country Spotlights 5. Rich pool of instructor resources.



Damodaran's investment valuation: tools and techniques for determining the value of any asset by Damodaran, Aswath

Wiley India 2026

Acc. No.: 54097-54098 Call No.: 658.15(V) ISBN: 9789370601710

Summary: Valuation may seem complex, but at its core, it is simple and applies across sectors, geographies, and company types. In this Indian adaptation of Investment Valuation: Tools and Techniques for Determining the Value of Any Asset, 4th Edition, renowned New York University Stern Business School Professor Aswath Damodaran demystifies the process of valuing assets—stocks, bonds, real assets, and more—using global frameworks adapted to India's fast-evolving market. India's market has captured global attention, driven by a compelling growth story, rising equity prices, increasing retail participation, and the continued influence of family-run businesses. This edition reflects these dynamics, helping readers apply sound valuation principles within the Indian context. Whether you're a student, a self-taught learner, or an active investor, this book will guide you in applying valuation lessons to companies that interest you—in India or anywhere else.

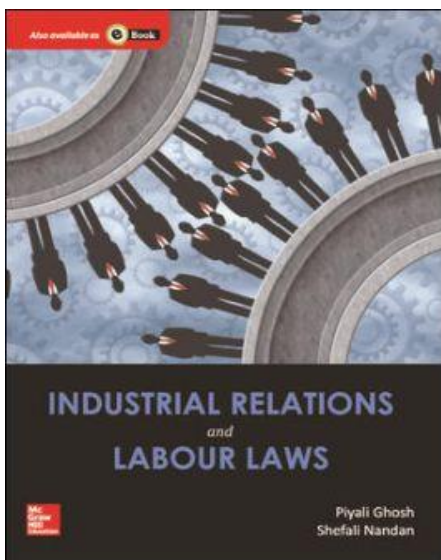


Strategic human resource management by Mello, Jeffrey A

Cengage Learning 2026

Acc. No.: 54065-54066 Call No.: 658.301 ISBN: 9789355738806

Summary: STRATEGIC HUMAN RESOURCE MANAGEMENT 5E offers a truly innovative, integrative framework that examines the traditional functional HR areas from a strategic perspective. This text is organized into two sections. The first section, Chapters 1-7, examines the context of strategic HR and develops a framework and conceptual model for the practice of strategic HR. The second section, Chapters 8-14, examines the actual practice and implementation of strategic HR through a discussion of strategic issues that need to be addressed while developing specific programs and policies related to the traditional functional areas of HR. Both the integrative framework that requires linkage between and consistency among these functional HR activities and the approach toward writing about these traditional functional areas from a strategic perspective distinguish the text from what is currently on the market.

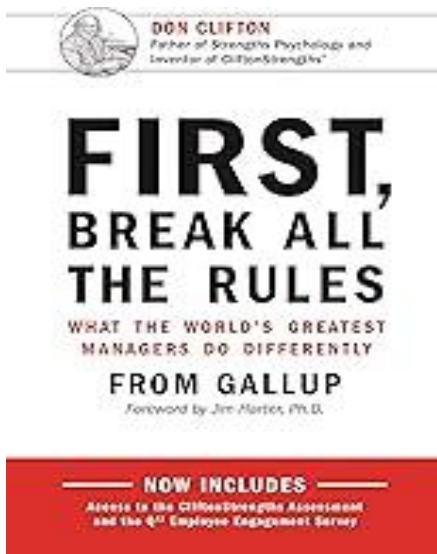


Industrial relations and labour laws by Ghosh, Piyali

McGraw-Hill 2026

Acc. No.: 54076 Call No.: 658.315 ISBN: 9789339203047

Summary: Industrial Relations and Labour Laws "The book aims to throw light on all the dimensions of industrial relations and labour laws. It is organised into two parts: first part focusing on the history and theory relating to the industrial relations, and the second part providing detailed on specific provisions of labour laws being enforced in India. Contemporary approach with detailed coverage on labour laws Detailed coverage of topics like Payment of Bonus Act, ESI Act, Maternity Benefit Act, etc Extensive reference to legal provisions and case laws.

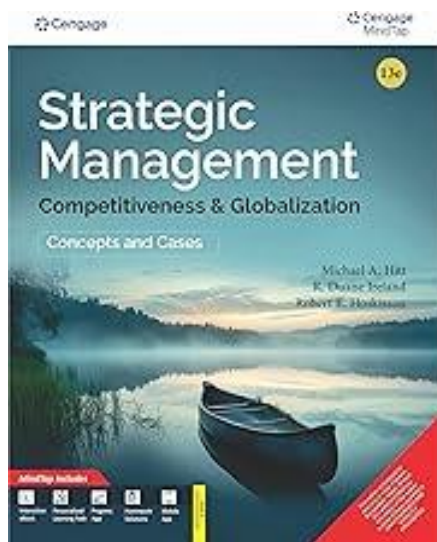


First break all the rules: what the world's greatest managers do differently by Harter Gallup, James K

Gallup Press 2020

Acc. No.: 54101-54102 Call No.: 658.4 ISBN: 9781595622389

Summary: Gallup presents the remarkable findings of its revolutionary study of more than 80,000 managers in *First, Break All the Rules*, revealing what the world's greatest managers do differently. With vital performance and career lessons and ideas for how to apply them, it is a must-read for managers at every level. Included with this re-release of *First, Break All the Rules*: updated meta-analytic research and access to the Clifton StrengthsFinder assessment, which reveals people's top themes of talent, and to Gallup's Q12 employee engagement survey, the most effective measure of employee engagement and its impact on business outcomes. What separates the greatest managers from all the rest? They actually have vastly different styles and backgrounds. Yet despite their differences, great managers share one common trait: They don't hesitate to break virtually every rule held sacred by conventional wisdom. They don't believe that, with enough training, a person can achieve anything he sets his mind to. They don't try to help people overcome their weaknesses. And, yes, they even play favorites. In this longtime management bestseller, Gallup presents the remarkable findings of its massive in-depth study of great managers. Some were in leadership positions.

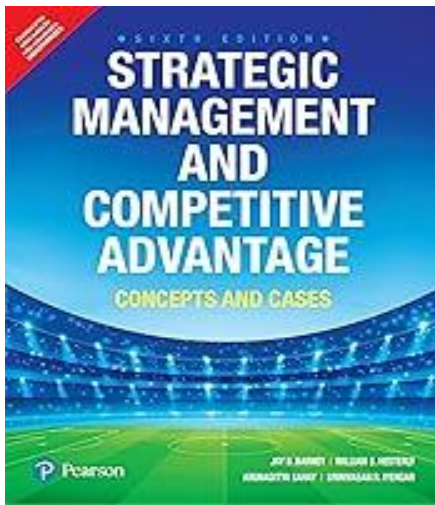


Strategic management: competitiveness and globalization/ by Hitt, Michael A

Cengage Learning 2025

Acc. No.: 54118-54119 Call No.: 658.4012 ISBN: 9789360539290

Summary: Hitt/ Ireland/ Hoskisson's *STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION*, 13E incorporates cutting-edge research and new examples from more than 600 companies to reveal how firms effectively use the strategic management process. This edition combines a classic industrial organization model with a resource-based view of the firm to demonstrate how businesses establish competitive advantages and create value for stakeholders in the global marketplace. MindTap online learning solution is also available with new real-world activities designed to help you outperform and excel as a strategic leader.



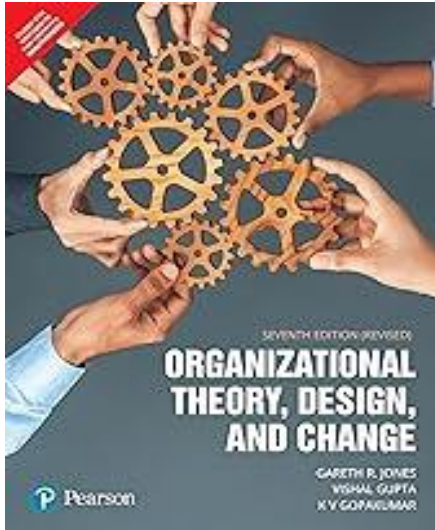
Strategic management and competitive advantage: concepts and cases by Barney, Jay B

Pearson 2025

Acc. No.: 54086-54087 Call No.: 658.4012 ISBN: 9789361597282

Summary: This Indian Edition offers variety of exciting collection of 24 case studies in the Indian context—every chapter containing one chapter-opening vignette and one end-of-chapter case study, respectively—allowing students to apply Strategic Management concepts and techniques for the intellectual and practical work of interpretive discussions.

Participating in interpretive discussions can help teachers and students alike learn to use their minds with power and pleasure. Chapters 6 and 7 have been retained with US-original case studies for learners to understand the relevance of upcoming and latest concepts in Strategic Management.



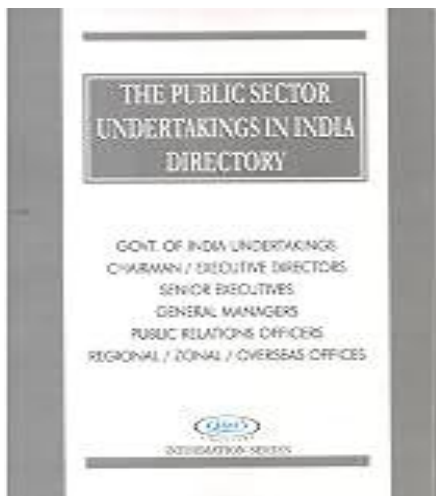
Organizational theory, design and change by Jones, Gareth R

Pearson 2026

Acc. No.: 54084-54085 Call No.: 658.402 ISBN: 9789361597251

Summary: The Indian edition of Organizational Theory, Design, and Change, 7th edition incorporates examples and case studies that are specifically tailored to the context of the Indian subcontinent. The book's central theme is to offer students a current and comprehensive understanding of how evolving environments influence managerial decisions in redesigning organizational structures to enhance effectiveness.

The text is designed to captivate and motivate students, encouraging them to absorb and analyze the material. Moreover, it holds significance for practicing managers and consultants striving to enhance organizational performance.

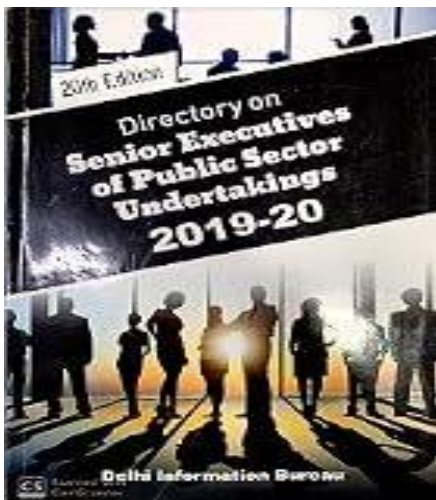


The public sector undertakings in India directory by Giri, Babu

Giri's Information Services 2026

Acc. No.: 54100 Call No.: 658.4025 ISBN: 9788192768533

Summary: Stay connected with India's Public Sector landscape using this authoritative directory published by Giri's (Since 1985). "The Public Sector Undertakings in India Directory" provides verified contact details of top officials including Chairmen, Executive Directors, Senior Executives, General Managers, and Public Relations Officers from various central PSUs. This essential reference book also lists regional, zonal, and international branches, making it an indispensable tool for business outreach, tender contacts, official correspondence, and government liaison. Whether you're a marketing agency, researcher, consultant, exporter, or policy analyst — this book helps you connect directly with decision-makers in India's public sector.



Directory on senior executives of public sector undertakings 2019-20 by Delhi Information Bureau

Delhi Information Bureau 2019

Acc. No.: 54105 Call No.: 658.4025 ISBN: 9788194097501

Summary: This directory contains contact details of * Govt. of India Undertakings * State Govt. Undertakings * Chairman/ Executive Directors * Senior Executives * General Managers * Public Relations Officers * Regional/ Zonal/ Overseas Offices.



Introduction to operations research by Hillier, Frederick S

McGraw-Hill 2025

Acc. No.: 54073 Call No.: 658.4034 ISBN: 9789364444507

Summary: Introduction to Operations Research is the classic text on operations research. While building on the classic strengths of the text, the author continues to find new ways to make the book current and relevant to students. One way is by incorporating a wealth of state-of-the-art, user-friendly software and providing more coverage of business applications than ever before.

The hallmark features of this edition include new sections, updated problems, clear and comprehensive coverage of fundamentals, an extensive set of interesting problems and Indian cases, and practical examples that integrate advanced operations research software, making it an invaluable resource for learners.

Additionally, it highlights real-world applications such as sustainability, AI's role in operations research, Python for linear programming, supply chain network design, and tools like linear and integer programming, revenue management, and transportation problems.



9e Project management: a socio-technical approach by Larson, Erik W

McGraw-Hill 2025

Acc. No.: 54074-54075 Call No.: 658.404 ISBN: 9789364443685

Summary: This comprehensive text on project management goes beyond tools and processes to emphasize the human and cultural dimensions that drive project success. Blending technical expertise with an understanding of the interpersonal dynamics and organizational culture, the book offers a holistic approach to managing projects. With real-world examples, updated content, and new case studies, it provides both aspiring and experienced project managers with the practical knowledge to navigate the complexities of modern projects. The book has also been adapted in the Indian context by including cases and snapshots from major Indian organizations. It will also serve as an essential resource for those preparing for PMP or CAPM certification exams. Additionally, it will be highly relevant for professionals working in a fast-changing project environment.

NEW ARRIVALS, JULY 2026



Negotiation by Lewicki, Roy J

McGraw-Hill 2026

Acc. No.: 54107 Call No.: 658.4052 ISBN: 9789364445085

Summary: Negotiation is a critical skill needed for effective management. This book explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and intergroup conflict and its resolution. It is relevant to a broad spectrum of management students, not only human resource management or industrial relations candidates.



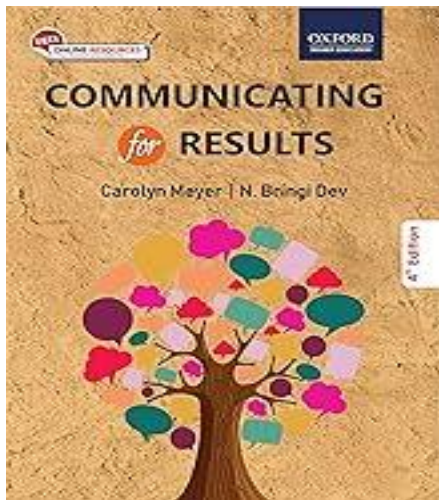
Organization development and change with MindTap by Cummings, Thomas G

Cengage Learning 2024

Acc. No.: 54114-54115 Call No.: 658.406 ISBN: 9789355737441

Summary: Market-leading ORGANIZATION DEVELOPMENT AND CHANGE, 11th Edition blends rigor and relevance in a comprehensive and clear presentation. The authors work from a strong theoretical foundation to describe, in practical terms, how behavioral science knowledge can be used to develop organizational strategies, structures, and processes.

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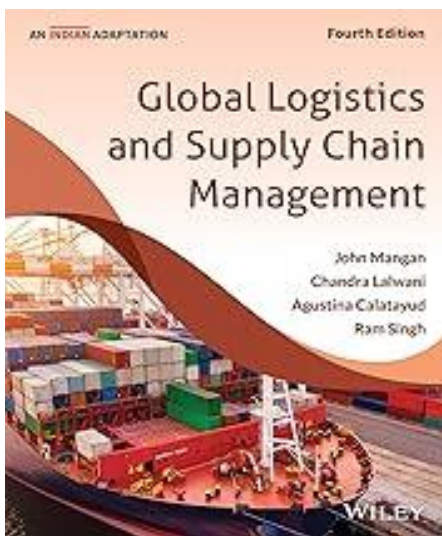


Communicating for results by Meyer, Carolyn

Oxford University Press 2023

Acc. No.: 54108 Call No.: 658.45 ISBN: 9780199496570

Summary: The fourth edition of communicating for results provides practical, classroom-tested instruction for students to become effective business writers and speakers. Supplemented with abundant group and individual activities, this invaluable text will help management students at both undergraduate and postgraduate levels to hone their skills and communicate with confidence. This textbook opens with a Chapter on current issues and trends in management communication. It then addresses vital topics such as written and spoken business communication, positive, negative, and persuasive messaging, communication for employment, reports and proposals, and business presentations. The book concludes with chapters on interpersonal communication in organizations and digital and social media communication.



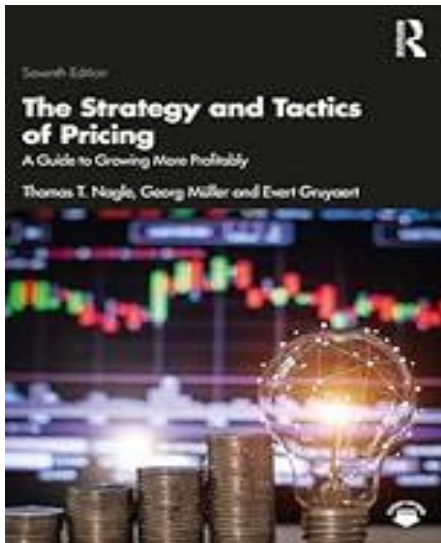
Global logistics and supply chain management by Mangan, John

Wiley India 2024

Acc. No.: 54096 Call No.: 658.7 ISBN: 9789357467971

Summary: Global Logistics and Supply Chain Management is a comprehensive, fully up-to-date introduction to the subject. Addressing both practical and strategic perspectives, this text offers readers a balanced and integrated presentation of Logistics and Supply Chain Management (LSCM) concepts, practices, technologies and applications. Contributions from experts in specific areas of LSCM provide readers with real-world insights on supply chain relationships, transport security, inventory management, supply chain designs, the challenges inherent to globalization and international trade, and more.

NEW ARRIVALS, JULY 2026



The strategy and tactics of pricing: a guide to growing more profitably
by Nagle, Thomas T

Routledge 2024

Acc. No.: 54092-54093 Call No.: 658.816 ISBN: 9781032761725

Summary: The Strategy and Tactics of Pricing is the most well-established and influential strategic pricing text available, relied on by practitioners and students globally as a core guide for value-based pricing. The book explains how to balance the ability to create and extract value through from markets by managing pricing decisions in a more strategic and profitable manner. Rather than calculating prices to cover costs or to achieve sales goals, readers will learn to frame more strategic choices that proactively influence customer perceptions of value, manage internal costs, and profitably shift demand curves.

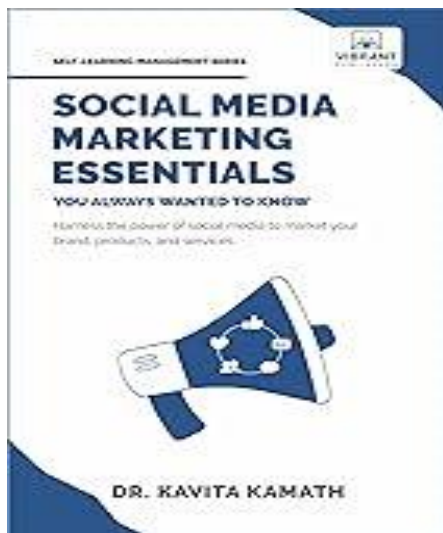


International marketing by Cateora, Philip R

McGraw-Hill 2024

Acc. No.: 54112-54113 Call No.: 658.848 ISBN: 9789389538243

Summary: International marketing addresses global issues and describes concepts relevant to all international marketers, regardless of their international involvement. Notwithstanding the extent of global perspective that firms may have, they are affected by the competitive activity in the global marketplace. It is this perspective that the authors bring into this edition of the text. The text focuses on the strategic implications of competition in different markets. The environmental and cultural approach to international marketing permits a truly global orientation. thus, the reader horizon is not limited to any specific nation but the text provides an approach and framework for identifying and analyzing the important cultural and Environmental uniqueness of any nation or global region.



Social media marketing essentials you always wanted to know by Kamath, Kavita

Vibrant Publishers 2024

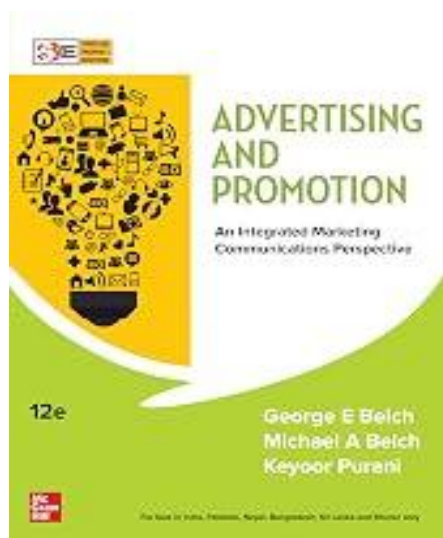
Acc. No.: 54094-54095 Call No.: 658.872 ISBN: 9781636512181

Summary: A Beginner's Guide to Social Media Strategies, Content Creation, and Platform-Specific Marketing. Harness the power of social media to market your brand, products, and services.

Learn your way through the intricacies of social media marketing and come out at the top by effectively marketing your brand offerings.

Social Media Marketing Essentials You Always Wanted To Know walks you through the fundamentals of the dynamic world of social media marketing, helping you understand what social media marketing is and how to use it to reach the audience you want and maximize your company's revenue.

The book talks about the importance and scope of social media marketing, the comparison between traditional media and social media, what a media mix is, and how to formulate social media plans and strategies, to name a few. It further describes different types of content for social media marketing and how to tailor it for popular social media platforms like Facebook, Instagram, YouTube, X, etc. The differences between organic and paid marketing are crucial to formulating a cost-effective social media marketing strategy, and this book helps you with that as well.



Advertising and promotion: an integrated marketing communications perspective by Belch, George E

McGraw Hill 2023

Acc. No.: 54110 Call No.: 659.1 ISBN: 9789354600807

Summary: This book introduces students to this fast-changing field of marketing communications. While advertising is its primary focus, it is more than just an introductory advertising text because there is more to most organizations' promotional programs than just advertising. The twelfth edition of this text addresses the many changes taking place in the world of advertising and promotion by an integrated marketing communications (IMC) perspective. This new edition also places heavy emphasis on digital and social media by integrating discussion of these topics throughout the text. Salient Features: Chapter Openers: New opening cases on important and recent issues such as the shift from traditional to digital media, growth of online dating, use of influencers in marketing, use of storytelling as a trending research method, etc.