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S#	TITLE	BINDING	AUTHOR	EDITION	YEAR	ISBN	F.C	PRICE	PAK RS	DISC %	QTY	AMOUNT
1	Hey Whipple Squeeze This: The Classic Guide to Creating Great Ads	Paperback	LUKE SULLIVAN		2012	9781118101339	$	19.95	6,275.27	20%	1	5,020.22
2	PROMOTIONAL MARKETING LAW A PRACTICAL GUIDE	Paperback	PHILIP CIRCUS	6/E	2011	1847667397	£	18.95	8,013.95	20%	1	6,411.16
3	CONTEMPORARY ADVERTISING	Hardcover	WILLIAM F ARENS	12/E	2009	9780073381077	$	196.00	61,651.80	20%	1	49,321.44
4	ALWAYS ON ADVERTISING MARKETING AND MEDIA IN A ERA OF CONSUMER CONTROL (Strategy + Business)	Paperback	CHRISTOPHER VOLLMER		2008	9780071508285	$	17.95	5,646.17	20%	1	4,516.94
5	CONTEMPORARY ADVERTISING	Paperback	ARENS	10/E	2008		$	34.95	10,993.52	20%	1	8,794.82
6	ADVENTURES IN MANAGEMENT SAGE OF MANAGING IN A DEVELOPING CO		KENNETH ABEYWICKRAMA		2007	0761935509	$	7.00	2,201.85	20%	1	1,761.48
7	BUZZ HOW TO CREATE IT & WIN WITH IT	Hardcover	EDWARD I. KOCH		2007	0814474624	$	21.95	6,904.37	20%	1	5,523.50
8	GREATER GOOD HOW GOOD MARKETING MAKES FOR BETTER DEMOCRACY	Hardcover	JOHN A QUELCH, KATHERINE E JOCZ		2007	9781422117354	$	35.00	11,009.25	20%	1	8,807.40
9	ADVERTISING BASICS A RESOURCE GUIDE FOR BEGINNERS	Paperback	J V VILANILAM		2006	0761998101	$	7.40	2,327.67	20%	1	1,862.14
10	ADVERTISING MANAGEMENT 2006	Hardcover	BIR SINGH		2006	8126128313	₹	750.00	2,407.50	20%	1	1,926.00
11	ENCYLOPAEDIA OF MULTIMEDIA	Hardcover	KAMAL SHARMA		2006	8126128755	₹	1,500.00	4,815.00	20%	1	3,852.00
12	HIGH VISIBILITY TRANSFORMING YOUR PERSONAL AND PROFESSIONAL		IRVING REIN		2006	0071456805	$	27.95	8,791.67	20%	1	7,033.34
13	HOW THE BEST BRANDS KEEP IT SIMPLE AND SUCCEED BRAND SIMPLES	Hardcover	A P ADAMSON		2006	1403974055	$	24.95	7,848.02	20%	1	6,278.42
14	STRATEGIC DATABASE MARKETING THE MASTERPLAN FOR STARTING & 3		ARTHUR M HUGHES		2006	007145750X	$	49.95	15,711.77	20%	1	12,569.42
15	ADVERTISING AND PROMOTION COMMUNICATING BRANDS	Paperback	CHRIS HACKLEY		2005	0761941541	$	50.00	15,727.50	20%	1	12,582.00

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16	ADVERTISING MANAGEMENT	Paperback	R BATRA	5/E	2005	8178087359	₹	250.00	802.50	20%	1	642.00
17	CREATIVE STRATEGY IN ADVERTISING ((Wadsworth Series in Mass Communication and Journalism)	Paperback	JEWLER DREWNIANY	8/E	2005	053462510X	$	11.95	3,758.87	20%	1	3,007.10
18	HOW TO TURN ADVERTISING EXPENSES INTO INVESTMENTS		JOHN PHILIP		2005	8129707152	₹	399.00	1,280.79	20%	1	1,024.63
19	HOW TURN ADVERTISING EXPENSES INTO INVESTMENTS	Hardcover	JOHN PHILIP		2005	8129707152			540.00	20%	1	432.00
20	MEDIA LAW IN AUSTRALIA	Paperback	MARK RAY	3/E	2005	0195536037	£	19.95	8,436.86	20%	1	6,749.49
21	PRINCIPLES OF ADVERTISING & IMC	Paperback	TOM DUNCAN	2/E	2005	0071111182	$	34.95	10,993.52	20%	1	8,794.82
22	ADVERTISING AND PROMOTION an integrated marketing communications perspective	Paperback	MICHAEL A BELCH GEORGE E BELCH	6/E	2004	0071240438	$	27.95	8,791.67	20%	1	7,033.34
23	ADVERTISING AND PROMOTION AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE 2004	Hardcover	G E BELCH	6/E	2004	0072536764	$	35.95	11,308.07	20%	1	9,046.46
24	ADVERTISING MEDIA A TO Z the definitive resources for media planning buying & research	Paperback	JIM SURMANEK		2004	0070590400	$	24.95	7,848.02	20%	1	6,278.42
25	ADVERTISING THEORY AND PRACTICE	Paperback	SANDAGE FRYBURGER	11/E	2004	8185386633	₹	210.00	674.10	20%	1	539.28
26	CONTEMPORARY ADVERTISING	Hardcover	WILLIAM F ARENS	9/E	2004	007121674X	$	35.00	11,009.25	20%	1	8,807.40
27	EFFECTIVE ADVERTISING UNDERSTANDING WHEN WHO AND WHY ADVERTI		G J TELLIS		2004	8178293706	$	6.90	2,170.40	20%	1	1,736.32
28	HOW TO MAKE A MILLION DOLLERS WITH YOUR VOICE (or lose your tonsils trying)	Paperback	GARY OWENS		2004	9780071424103	$	14.95	4,702.52	20%	1	3,762.02
29	MARKETING RESEARCH ESSENTIALS WITH CD 2004/y	Paperback	CARL MCDANIEL	4/E	2004	9780471448457	$	18.95	5,960.72	20%	1	4,768.58
30	STRATEGIC ADVERTISING MANAGEMENT	Paperback	LARRY PERCY		2004	0198782322	£	29.95	12,665.86	20%	1	10,132.69
31	DEMAND DRIVEN SIX STEPS TO BUILDINGS AN ECOSYSTEM OF DEMAND FOR YOUR BUSINESS	Hardcover	BO MANNING		2003	0071400362	$	27.95	8,791.67	20%	1	7,033.34
32	GRAPHIC DESIGN BASICS	Paperback	AMY ARTSON		2003	0534273998	$	36.50	11,481.08	20%	1	9,184.86
33	MOMENTUM HOW COMPANIES BECOME UNSTOPPABLE MARKET FORCES	Hardcover	RON RICCI		2003	157851522X	$	24.95	7,848.02	20%	1	6,278.42
34	STRATEGIC ELECTRONIC MARKETING MANAGING E BUSINESS HB		BRAD ALAN KLEINDL	2/E	2003	032417893X	$	148.95	46,852.22	20%	1	37,481.78
35	THE ART OF WRITING ADVERTISING	Paperback	WILLIAM BERNBACH		2003		$	14.95	4,702.52	20%	1	3,762.02
36	THE BRAND GAP	Paperback	MARTY NEUMEIER		2003	0735713308	$	14.95	4,702.52	20%	1	3,762.02
37	THE FUTURE OF ADVERTISING	Paperback	JOE CAPPO		2003	0071462155	$	16.95	5,331.62	20%	1	4,265.30

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38	THE FUTURE OF ADVERTISING NEW MEDIA NEW CLINETS NEW COSUMERS IN THE POST TELEVISION AGE	Hardcover	JOW CAPPO		2003	0071403159	$	24.95	7,848.02	20%	1	6,278.42
39	ADVERTISING INTERNATIONAL THE PRIVATISATION OF PUBLIC SPACE		ARMAND NATTELART		2002	0415050642	£	20.99	8,876.67	20%	1	7,101.34
40	Advertising Media Planning	Hardcover	JACK Z SISSORS	6/E	2002	9780844215631	$	79.95	25,148.27	20%	1	20,118.62
41	CONTEMPORARY ADVERTISING	Hardcover	WILLIAM E ARENS	8/E	2002	0072500417	$	35.95	11,308.07	20%	1	9,046.46
42	HOT MARKETING COOL PROFITS 200 Practical Sales and Marketing Ideas for Growing Your Business	Paperback	ROGER BROOKSBANK		2002	0074711598	$	16.95	5,331.62	20%	1	4,265.30
43	MAKING MARKETS HOW FIRMS CAN DESIGN & PROFIT FROM ONLINE AUC		AJIT KAMBIL		2002	1578516587	$	29.95	9,420.77	20%	1	7,536.62
44	PROMOTION AND INTEGRATED MARKETING COMMUNICATIONS	Hardcover	RICHARD J SEMENIK RICHARD		2002	0324125682	$	19.50	6,133.73	20%	1	4,906.98
45	ADVERTISING AND PROMOTION AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE	Hardcover	GEORGE E BELCH	5/E	2001	0072314451	$	55.00	17,300.25	20%	1	13,840.20
46	ADVERTISING ON THE INTERNET	Paperback	STEVEN ARMSTRONG		2001	0749431237	£	12.99	5,493.47	20%	1	4,394.78
47	ADVERTISING WITHOUT AN AGENCY	Paperback	K J KOBLISKI		2001	1555715532	$	19.95	6,275.27	20%	1	5,020.22
48	CUSTOMER EQUITY BUILDING AND MANAGEING RELATIONSHIPS AS VALUABLE ASSETS	Hardcover	R C BLATTBERG		2001	9780875847641	$	29.95	9,420.77	20%	1	7,536.62
49	E-MARKETING	Paperback	JUDY STRQUSS	2/E	2001	0130322644	$	18.95	5,960.72	20%	1	4,768.58
50	HANDBOOK OF ONLINE MARKETING RESEARCH KNOWING YOUR CUSTOMER USING THE NET	Hardcover	JOSHUA GROSSNICKLE		2001	0071361146	$	39.95	12,566.27	20%	1	10,053.02
51	THE INTERPLAY OF INFLUENCE NEW ADVERTISING POLITICS AND THE MASS MEDIA	Paperback	KATHLEEN HALL JAMIESON, KARLYN KOHRS CAMPBELL	5/E	2001	0534533647	$	45.00	14,154.75	20%	1	11,323.80
52	WHAT MAKES WINNING BRANDS DIFFERENT THE HIDDEN METHOD BEHIND the World's Most Successful Brands	Hardcover	ANDREAS BUCHHOLZ, WOLFRAM WORDEMANN		2001	0471720259	$	29.95	9,420.77	20%	1	7,536.62
53	ADVERTISING	Paperback	RODERICK WHITE	4/E	2000	0077094581	$	78.00	24,534.90	20%	1	19,627.92
54	RESEARCH IN MEDIA PROMOTION	Hardcover	SUSAN EASTMAN		2000	080583382X	$	99.95	31,439.27	20%	1	25,151.42
55	ADVERTISING ADVERTISING	Hardcover	WINSTON FLETCHER		1999	1861971214	£	16.99	7,185.07	20%	1	5,748.06
56	STRATEGIC BRAND COMMUNICATION CAMPAIGNS	Hardcover	D E SCHULTZ		1999	0844229520	$	59.00	18,558.45	20%	1	14,846.76
57	COMPETING ON THE EDGE STRATEGY AS STRUCTURED CHAOS	Hardcover	S L BROWN		1998	9780875847542	$	29.95	9,420.77	20%	1	7,536.62

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58	INTEGRATED MARKETING COMMUNICATIONS:A SYSTEMS APPROACH	Hardcover	M JOSEPH SIRGY		1998	0132056186	$	38.50	12,110.18	20%	1	9,688.14
59	POCKET ADVERTISING:ESSENTIALS OF THE BUSINESS OF ADVERTISING A TO Z	Hardcover	CAROLINE MARSHALL		1998	0861970129	£	10.99	4,647.67	20%	1	3,718.14
60	VALUE ADDED PUBLIC RELATIONS the secret weapon of integrate		thomas l HARRIS		1998	9780844234120	$	17.95	5,646.17	20%	1	4,516.94
61	HANDBOOK OF STRATEGIC PUBLIC RELATIONS & INTEGRATED COMMUNICATION	Hardcover	CLARKE L CAYWOOD		1997	0786311312	$	29.95	9,420.77	20%	1	7,536.62
62	RADIO'S NICHE MARKETING REVOLUTION FUTURE SELL (Broadcasting & Cable)	Paperback	GODFREY HERWEG		1997	0040802020	£	18.95	8,013.95	20%	1	6,411.16
63	MEASURING THE EFFECTIVENESS OF IMAGE AND LINKAGE ADVERTISING		A G WOODSIDE		1996	0899309844	$	16.95	5,331.62	20%	1	4,265.30
64	SALON OVATIONS MARKETING AND ADVERTISING FOR THE SALON	Paperback	HENRY GAMBINO		1996	1562532626	$	51.95	16,340.87	20%	1	13,072.70
65	SUCCESSFUL ADVERTISING FOR SMALL BUSINESS		CONRAD BERKE		1996	0471140848	$	27.50	8,650.13	20%	1	6,920.10
66	FUNDAMENTALS OF ADVERTISING)PB)		JOHN WILMSHURST		1994	0750617845			450.00	20%	1	360.00
67	THE CONSUMERIST MANIFESTO: ADVERTISING IN POSTMODERN TIMES	Paperback	MARTIN DAVIDSON		1992	0415046203	£	20.99	8,876.67	20%	1	7,101.34

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