



**Avinashilingam Institute for Home Science and Higher Education for Women**  
**(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)**  
**Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4, Category I by UGC**  
**Coimbatore – 641 043, Tamil Nadu, India**

### **List of Online Books Subscribed from Pearson Publisher (Perpetual Access)**

<b>S. No</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Subject</b>	<b>Year</b>	<b>ISBN</b>	<b>Link</b>
1	Better Green Business: Handbook for Environmentally Responsible and Profitable Business Practices	Eric Olson	General	2010	9788131744178	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126771">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126771</a>
2	Building a WordPress Blog People Want to Read	Scott McNulty	General	2011	9781282917989	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5243029">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5243029</a>
3	Business Playground, The: Where Creativity and Commerce Collide	Stewart, Dave; Simmons, Mark	General	2010	9788131757192	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5127461">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5127461</a>
4	CEO of Me: Creating a Life that Works in the Flexible Job Age	Ellen Ernst Kossek	General	2008	9788131738740	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126450">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126450</a>
5	Change to Strange: Create a Great Organization by Building a Strange Workforce	Daniel M. Cable	General	2007	9788131738443	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5125749">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5125749</a>
6	Chris Crawford on Interactive Storytelling	Crawford, Chris	General	2005	9788131757222	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5127374">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5127374</a>
7	Competing in a Flat World: Building Enterprises for a Borderless World	Victor K. Fung	General	2008	9788131738573	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126080">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126080</a>

8	Creative Arts, The: A Process Approach for Teachers and Children	Edwards, Linda Carol	General	2010	9788131753514	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125977">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125977</a>
9	Designful Company, The: How to build a culture of nonstop innovation	Marty Neumeier	General	2009	9788131749708	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5126739">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5126739</a>
10	Do Good Design: How Design Can Change Our World	David B. Berman	General	2009	9788131750759	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125648">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125648</a>
11	Do the Right Thing: How Dedicated Employees Create Loyal Customers and Large Profits	Parker	General	2008	9788131738986	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5126799">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5126799</a>
12	Enhancing Employability @ Soft Skills	Verma, Shalini	General	2012	9788131799482	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125503">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125503</a>
13	Financing the Future: Market-Based Innovations for Growth	Allen; Yago	General	2010	9788131744161	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125566">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5125566</a>
14	Fire Service Personnel Management	Steven T. Edwards	General	2010	9788131753491	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5127097">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5127097</a>
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16	Fortune at the Bottom of the Pyramid, The: Eradicating Poverty Through Profits: Revised and Updated 5th Anniversary Edition	Prahalad, C.K.	General	2010	9788131739020	<a href="https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5126849">https://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5126849</a>
17	Fulfilled	Bounds, Deirdre	General	2010	9781282317307	<a href="http://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5242627">http://ebookcentral.proquest.com/lib/avinuity/detail.action?docID=5242627</a>

18	Global Brain, The: Your Roadmap for Innovating Faster and Smarter in a Networked World	Nambisan	General	2008	9788131738900	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126720">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126720</a>
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20	Health Services: Policy and Systems for Therapists	Sandstrom, PhD, PT, Robert W.; Lohman OTD, OTR/L, Helene;	General	2009	9788131753323	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126968">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126968</a>
21	Homebuyers Beware: Who's Ripping You Off Now?--What You Must Know About the New Rules of Mortgage and Credit	Warren	General	2010	9781282675735	<a href="http://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127247">http://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127247</a>
22	Hot Shoe Diaries, The: Big Light from Small Flashes	McNally	General	2009	9788131749746	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126622">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126622</a>
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24	How to Save An Hour Every Day	Heppell, Michael	General	2011	9781283275521	<a href="http://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5137992">http://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5137992</a>
25	Idealized Design: How to Dissolve Tomorrows Crisis... Today (HB)	ACKOFF	General	2006	9788131738375	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5125529">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5125529</a>
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27	Innovation Passport: The IBM First-of-a-Kind (FOAK) Journey From Research to Reality	Frederich; Andrews	General	2010	9788131744215	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126070">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126070</a>

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29	It Starts with One	J. Stewart Black; Hal B Gregersen	General	2008	9788131738405	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126297">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126297</a>
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33	Learning from Catastrophes: Strategies for Reaction and Response	Kunreuther; Useem	General	2010	9788131744383	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126471">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126471</a>
34	Making it Big in Software: Get the Job. Work the Org. Become Great.	Lightstone	General	2010	9788131747100	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126525">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126525</a>
35	Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty	Kumar V	General	2008	9788131738764	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126466">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126466</a>
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38	Marketing Metrics: The Definitive Guide to Measuring Marketing Performance	Farris; Bendle; Pfeifer; Reibstein	General	2010	9788131744543	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126021">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126021</a>
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40	Maximum vSphere™: Tips, How-Tos, and Best Practices for Working with VMware vSphere™ 4	Siebert, Eric; Seagrave, Simon	General	2011	9788131757338	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127032">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127032</a>
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43	Network Challenge, The: Strategy, Profit, and Risk in an Interlinked World	Kleindorfer; Wind; Gunther	General	2009	9788131744680	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126432">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126432</a>
44	New World of Wireless, The: How to Compete in the 4G Revolution	Scott Snyder	General	2010	9788131743928	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127050">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127050</a>
45	Nightly Business Report Presents Lasting Leadership: What You Can Learn From The Top 25 Business People Of Our Times (Pb)	Mukul Pandya	General	2005	9788131738979	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126792">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126792</a>
46	Non-Designer's Design Book, The	Robin Williams	General	2008	9788131750865	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127300">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127300</a>
47	Non-Designer's Presentation Book, The	Robin Williams	General	2010	9788131750377	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127302">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127302</a>

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51	PSP(sm): A Self-Improvement Process for Software Engineers	Humphrey	General	2005	978813174 4468	<a href="https://ebookcentral.proquest.com/lib/avinuty/in/detail.action?docID=5126282">https://ebookcentral.proquest.com/lib/avinuty/in/detail.action?docID=5126282</a>
52	Right Decision Every Time, The : How to Reach Perfect Clarity on Tough Decisions	Kopeikina	General	2006	978813173 8733	<a href="https://ebookcentral.proquest.com/lib/avinuty/in/detail.action?docID=5126447">https://ebookcentral.proquest.com/lib/avinuty/in/detail.action?docID=5126447</a>
53	Robin Williams Handmade Design Workshop: Create Handmade Elements for Digital Design	Williams; Sheldon	General	2010	978813175 0285	<a href="https://ebookcentral.proquest.com/lib/avinuty/in/detail.action?docID=5127306">https://ebookcentral.proquest.com/lib/avinuty/in/detail.action?docID=5127306</a>
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58	Self-Destructive Habits of Good Companies, The	Jagdish N. Sheth	General	2007	978813173 9068	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127019">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127019</a>
59	Selling Blue Elephants	Moskowitz	General	2007	978813173 8863	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126697">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126697</a>
60	Six Rules for Brand Revitalization: Learn How Companies Like McDonald's Can Re-Energize Their Brands	Larry Light; Joan Kiddon	General	2009	978813173 8801	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126488">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126488</a>
61	Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability	Raju; Zhang	General	2010	978813174 4024	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126873">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5126873</a>
62	Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs	Rawn Shah	General	2010	978813174 3782	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127012">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5127012</a>
63	Soul of the Corporation, The : How to Manage the Identity of Your Company	Bouchikhi	General	2008	978813173 8429	<a href="https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5125689">https://ebookcentral.proquest.com/lib/avinuity/in/detail.action?docID=5125689</a>
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68	The Property Developer's Book of Checklists:How to Profit from Property Whatever the Market!	Sally Coulthard	General	2008	9781282317383	<a href="http://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5139635">http://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5139635</a>
69	Tricks of the Rich : How to make, grow and save money	Overy, Paul A	General	2010	9781282983663	<a href="http://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5137121">http://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5137121</a>
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71	Truth About Managing Your Career ,The ...And Nothing but the Truth	Otazo	General	2006	9788131738948	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126780">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126780</a>
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74	Up and Out of Poverty: The Social Marketing Solution	Kotler; Lee	General	2009	9788131744451	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126453">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5126453</a>



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76	Wealth: Grow It, Protect It, Spend It, and Share It, Adobe Reader	Stuart E. Lucas	General	2006	9788131738832	<a href="https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5127101">https://ebookcentral.proquest.com/lib/avinutyin/detail.action?docID=5127101</a>
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