



## Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC under Section 12B

Coimbatore – 641043., Tamil Nadu, India

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

S. No.	Title of the Book	Author	Subject	Year
1	Better Green Business: Handbook for Environmentally Responsible and Profitable Business Practices	Eric Olson	General	2010
2	Building a WordPress Blog People Want to Read	Scott McNulty	General	2011
3	Business Playground, The: Where Creativity and Commerce Collide	Stewart, Dave; Simmons, Mark	General	2010
4	CEO of Me: Creating a Life that Works in the Flexible Job Age	Ellen Ernst Kossek	General	2008
5	Change to Strange: Create a Great Organization by Building a Strange Workforce	Daniel M. Cable	General	2007
6	Chris Crawford on Interactive Storytelling	Crawford, Chris	General	2005
7	Competing in a Flat World: Building Enterprises for a Borderless World	Victor K. Fung	General	2008
8	Creative Arts, The: A Process Approach for Teachers and Children	Edwards, Linda Carol	General	2010
9	Designful Company, The: How to build a culture of nonstop innovation	Marty Neumeier	General	2009
10	Do Good Design: How Design Can Change Our World	David B. Berman	General	2009
11	Do the Right Thing: How Dedicated Employees Create Loyal Customers and Large Profits	Parker	General	2008
12	Enhancing Employability @ Soft Skills	Verma, Shalini	General	2012
13	Financing the Future: Market-Based Innovations for Growth	Allen; Yago	General	2010
14	Fire Service Personnel Management	Steven T. Edwards	General	2010
15	Firms Of Endearment	Sisodia	General	2007
16	Fortune at the Bottom of the Pyramid, The: Eradicating Poverty Through Profits: Revised and Updated 5th Anniversary Edition	Prahalad, C.K.	General	2010

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17	Fulfilled	Bounds, Deirdre	General	2010
18	Global Brain, The: Your Roadmap for Innovating Faster and Smarter in a Networked World	Nambisan	General	2008
19	Happiness Plan, The: Simple steps to a happier life	Mcconnell, Carmel	General	2007
20	Health Services: Policy and Systems for Therapists	Sandstrom, PhD, PT, Robert W.; Lohman OTD, OTR/L, Helene;	General	2009
21	Homebuyers Beware: Who's Ripping You Off Now?--What You Must Know About the New Rules of Mortgage and Credit	Warren	General	2010
22	Hot Shoe Diaries, The: Big Light from Small Flashes	Mcnally	General	2009
23	How to Improve your Memory for Study	Hancock, Jonathan, Mr	General	2011
24	How to Save An Hour Every Day	Heppell, Michael	General	2011
25	Idealized Design: How to Dissolve Tomorrows Crisis... Today (HB)	ACKOFF	General	2006
26	Improve your Marketing to grow your Business	Hasting	General	2008
27	Innovation Passport: The IBM First-of-a-Kind (FOAK) Journey From Research to Reality	Frederich; Andrews	General	2010
28	Inside the Mind of the Shopper: The Science of Retailing	Sorensen	General	2009
29	It Starts with One	J. Stewart Black; Hal B Gregersen	General	2008
30	It's Your World, So Change It: Using the Power of the Internet to Create Social Change	Head, Tom	General	2010
31	Jazz Process, The: Collaboration, Innovation, and Agility	Adrian Cho	General	2010
32	Kaizen and Kaizen Event Implementation	Chris A. Ortiz	General	2009
33	Learning from Catastrophes: Strategies for Reaction and Response	Kunreuther; Useem	General	2010
34	Making it Big in Software: Get the Job. Work the Org. Become Great.	Lightstone	General	2010
35	Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty	Kumar V	General	2008

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36	Managing Software Debt: Building for Inevitable Change	Chris Sterling	General	2011
37	Marketing Metrics: 50+ Metrics Every Executive Should Master	Paul W.Farris	General	2006
38	Marketing Metrics: The Definitive Guide to Measuring Marketing Performance	Farris; Bendle; Pfeifer; Reibstein	General	2010
39	Marketing That Works	Lodish	General	2007
40	Maximum vSphere™: Tips, How-Tos, and Best Practices for Working with VMware vSphere™ 4	Siebert, Eric; Seagrave, Simon	General	2011
41	Momentum Effect, The: How to Ignite Exceptional Growth	J.C. Larreche	General	2008
42	Network Challenge, The	Kleindorfer; Wind; Gunther	General	2009
43	Network Challenge, The: Strategy, Profit, and Risk in an Interlinked World	Kleindorfer; Wind; Gunther	General	2009
44	New World of Wireless, The: How to Compete in the 4G Revolution	Scott Snyder	General	2010
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
46	Non-Designer's Design Book, The	Robin Williams	General	2008
47	Non-Designer's Presentation Book, The	Robin Williams	General	2010
48	Organize Your Work Day In No Time	Mccorry	General	2005
49	Powerful Times: Rising to the Challenge of our Uncertain World (HB)	Eamonn Kelly	General	2006
50	Pragmatic Programmer: From Journeyman To Master, The	Andrew Hunt; David Thomas	General	2000
51	PSP(sm): A Self-Improvement Process for Software Engineers	Humphrey	General	2005
52	Right Decision Every Time, The : How to Reach Perfect Clarity on Tough Decisions	Kopeikina	General	2006
53	Robin Williams Handmade Design Workshop: Create Handmade Elements for Digital Design	Williams; Sheldon	General	2010
54	Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems	Steve Krug	General	2010

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55	Root of Thought, The: Unlocking Glia? the Brain Cell That Will Help Us Sharpen Our Wits, Heal Injury, and Treat Brain Disease	Andrew Koob	General	2009
56	Salesforce.com Secrets of Success: Best Practices for Growth and Profitability	David Taber	General	2009
57	Score!: A Better Way To Do Busine\$\$: Moving From Conflict To Collaboration	Thomas T. Stallkamp	General	2005
58	Self-Destructive Habits of Good Companies, The	Jagdish N. Sheth	General	2007
59	Selling Blue Elephants	Moskowitz	General	2007
60	Six Rules for Brand Revitalization: Learn How Companies Like McDonald's Can Re-Energize Their Brands	Larry Light; Joan Kiddon	General	2009
61	Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability	Raju; Zhang	General	2010
62	Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs	Rawn Shah	General	2010
63	Soul of the Corporation, The : How to Manage the Identity of Your Company	Bouchikhi	General	2008
64	Strategic Risk Taking: A Framework for Risk Management	Damodaran	General	2008
65	Success Built to Last: Creating a Life that Matters	Porras Jerry	General	2007
66	Talent Is Not Enough: Business Secrets For Designers	Shel Perkins	General	2010
67	Technical Analysis Plain and Simple: Charting the Markets in Your Language	Michael N. Kahn CMT	General	2010
68	The Property Developer's Book of Checklists:How to Profit from Property Whatever the Market!	Sally Coulthard	General	2008
69	Tricks of the Rich : How to make, grow and save money	Overy, Paul A	General	2010
70	Truth About Being a Leader, The: ...And Nothing but the Truth	Karen Otazo	General	2007
71	Truth About Managing Your Career ,The ...And Nothing but the Truth	Otazo	General	2006
72	Ultimate Leadership: Winning Execution Strategies for Your Situation	Palmer, Russell E	General	2008
73	Unlocking Opportunities for Growth: How to Profit from Uncertainty While Limiting Your Risk	Alexander B. Van Putten; Ian C. Macmillan	General	2009

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74	Up and Out of Poverty: The Social Marketing Solution	Kotler; Lee	General	2009
75	We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business	Barry Libert	General	2008
76	Wealth: Grow It, Protect It, Spend It, and Share It, Adobe Reader	Stuart E. Lucas	General	2006
77	Winners Never Cheat : Even in Difficult Times, New and Expanded Edition	Jon M. Huntsman	General	2009
78	Winning Habits: Application Of Yoga Techniques For Excellence In Sports	Bam B.P	General	2008
79	Yes You Can Study In America: A Definitive Guide for Aspiring Students	Rao Raja Renuka	General	2009
80	Marketing Metrics: 50+ Metrics Every Executive Should Master	Paul W.Farris	General	2006