



ANNEXURE 4

SUGGESTED READINGS AND REFERENCES

Suggested readings

Book title	Authors name
Strategic management	Charles W. L. Hill and Gareth R. Jones
Strategic management	Fred R. David
Fundamentals of Investments	Gordon J. Alexander, William F. Sharpe, Jeffery V. Bailey
Competing for the Future	Hamel and Prahalad
Financial management	Prasanna Chandra
Annual report 2006-2007	Reserve Bank of India
Modern production / operations management	Elwood S. Buffa, Rakesh K. Sarin
Introduction to management accounting	Horngren, Sundem, Stratton
Re engineering the corporation	Michael Hammer and James Champy
Strategic management	Arthur Sharplin
Project planning analysis, selection, implementation and review	Prasanna Chandra
Production and operations management	Everett E. Adam Jr., Ronald J. Ebert
Perspectives on HR and IT management	Edited by P. David Jawahar, Ramesh Venkat Raman
Economic Survey 2006-2007	Government of India
Operations management	Lee J. Krajewskai and Larry P. Ritzman
Critical chain	Eliyahu M. Goldratt
Marketing management	Philip Kotler
Global marketing management	Marren. Keevan
Economic intelligence service	CMIE



References

Title: Article / White paper	Authors
Enterprise wide risk management and the role of chief risk officer	James Lamb
Excellence in risk management	Marsh
Risk measurement, risk management and capital adequacy in financial conglomerates	Andrew Kruitkes, Till Schuermann and Scott M. Weiner
On the ruin probability under a class of risk processes	Wang Rongming and Liu-Haifeng
An examination of some tools for macro econometric model building	Adrian Pagan
Principles of market segmentation	William D. Nieal
Better branding	Nora A. Aufreiter, David Elzinga and Jonathan W. Gordon
Evolving strategy: Risk management and the shaping of large engineering projects	Roger Miller and Donald Lessard
Utility theory from Jeremy Bentham to Daniel Kahneman	Daniel Read
Demand for insurance: Expected utility theory from a gain perspective	John A. Nyman
Derivative and corporate risk management, participation and volume decisions in the insurance industry	J. David Cummins, Richard D. Phillips, Stephen D. Smith
Ruin probability estimation	Yuliva Bregman