NEW ARRIVAL OF BOOKS

(January 2019)
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1. Communication skills training: includes all the activities you need to create and deliver powerful, effective training. / Orey, Maureen. 2017. New Delhi: Viva Books  
   Call No - 65.012.46 ORE P7  
   Acc No – 52800

   This book offers the crucial tools you’ll need to help your workshop participants master the skills that drive performance. Built on the successful ASTD Trainer’s Workshop title of the same name, this volume brings all-new content to users, including how to incorporate technology in the delivery of training programs. This book presents two-day, one-day, and half-day communication training programs along with relevant chapters on needs analysis, design, delivery, facilitation, and evaluation of the training event. Individuals, teams, and organizations are only as good as their ability to communicate effectively.

   Call No - 65.012.46 EAV P8  
   Acc No - 53121

   This book demonstrates how knowledge of nonverbal messages can affect successful communication in the real world. Now with fifteen chapters, the fifth edition draws students in through applications of the latest nonverbal communication research and through current examples of celebrities, sports, and politicians. This extensive revision describes nonverbal cues and their desirable and undesirable functions while offering original tests for measuring and developing nonverbal communication skills. It includes new attention to Donald Trump, Hillary Clinton, and Barack Obama, and discussion of nonverbal communication within same-sex partnerships.

   Call No - 65.012.46 BOR P6  
   Acc No - 52945

   All the day-to-day conversations that you have in your private and working life result in a particular outcome. How many times do you come away from a situation and think you could have handled it better? The realization that you should have used different words or said things in a different tone which might have produced a more positive result or avoided friction. How often have you felt frustrated at your inability to state your case and to explain your thoughts well enough for the other person to grasp your point? It provides tried and tested suggestions to help you get your points across and make things happen.
   Call No - 65.011.1 BOC P8
   Acc No - 52845
   Great business models drive rapid growth; bad business models can doom the most promising ventures. Brilliant Business Models clearly shows you how to create, test, adapt, and innovate successful and appropriate business models in any business context. Every company has a business model. When the business model works, the company creates value. This book combines the latest research, straightforward tools and current examples to bring surprisingly tricky topic to life. Your company changes over time, and so should your business model.

   Call No - 6.001.5 AFU P9
   Acc No - 53068
   The book explores the concepts, tools, and techniques that enable organizations to gain and/or maintain a competitive advantage in the face of technological innovation, globalization, and an increasingly knowledge-intensive economy. Updated with all-new cases, this second edition of the must-have for those looking to grasp the fundamentals of business model innovation, explores the novel ways in which an organization can generate, deliver, and monetize benefits to customers.

   Call No - 658.87 BER P1
   Acc No - 52852
   The book brings together the powerful new strategies that world-class retailers are using today to survive--and thrive--in a brutally unforgiving retail environment. The author shows retailers and their suppliers exactly how to build effective strategies based on cost and differentiation, plan and implement those strategies, and measure the results. It offers detailed coverage of implementing strategies based on becoming the low-cost provider and minimizing product proliferation; enhancing the service experience; developing and maintaining a strong private label program; and more. To support each approach, the author presents full-length examples from retailers covering every market sector, from consumer goods to apparel to technology.
4. **Linking project management to business strategy. / Shenhar, Aaron J. 2018. New Delhi: Viva Books**
   Call No - 65.012.12 SHE P8  
   Acc No - 52814

   In this book, the readers were guided by the hypothesis that if projects are successful in aligning their efforts with the business strategy, they will better contribute to the long-term goals of the organization. Strategic alignment is a two-way process. Overall business strategy informs project planning and in turn, project success impacts enterprise success. Strategic alignment of a project takes into account strategic focus, operational efficiency and team leadership. The extent to which a project is focused on each dimension determines the level of “strategic maturity” for a given project.

5. **Mapping a winning strategy: developing and executing a successful strategy in turbulent markets. / Baaij, Marc. 2018. Bingley: Emerald**
   Call No - 65.011.1 BAA P8  
   Acc No - 52900

   This book introduces a new mapping method for creating and executing an effective business strategy. This method uses visual maps to engage colleagues throughout the organization, ensuring that every stakeholder’s voice is considered by avoiding a top-down approach. It also enables business leaders to identify the strategic issues they face without distraction, so that a clear path is formed towards the best strategic plan. By mapping out the most effective strategy, organizations can anticipate and manage roadblocks to strategic change and make winning and well-executed operational choices.

   Call No - 65.011.1 JOH P8  
   Acc No - 53114

   In this book, the author argues that business model innovation is the key to unlocking transformational growth—but few executives know how to apply it to their businesses. The author lays out an eminently practical framework that identifies the four fundamental building blocks that make business models work. In a series of in-depth case studies, he goes on to vividly illustrate how companies are using innovative business models to achieve transformational growth by fulfilling unmet customer needs in their current markets - serving entirely new customers and creating new markets - and responding to tectonic shifts in market demand, government policy, and technologies that affect entire industries.

   Call No - 65.011.1 ZEN P8  
   Acc No - 52936
The author in this book explains how the latest technological developments, such as artificial intelligence, machine learning, the mobile internet, and cloud computing are redefining how value is created. Written especially for those outside the technology industry or the startup arena, this book introduces a simple, overarching framework to guide strategy formulation and execution in this data-rich and highly interactive environment. Revealing the revolutionary practices that he and his team have developed at Alibaba, the author shows how to: Automate decisions through machine learning; Create products informed by real-time data from customers; Determine the right strategic positioning to maximize value from platforms and suppliers; Repurpose your organization to further human insight and enable creativity; Lead your company’s transformation into a smart business. With insights into the strategies and tools used by leaders at Alibaba and other companies such as Ruhan and Red Collar, in a variety of industries from furniture making to banking to custom tailoring, this book outlines a radically new approach to strategy that can be applied everywhere.

Call No - 65.011.1 ROT P9  
Acc No – 52828  
This book is the fastest growing Strategy title in the market because it uses a unified singular voice to help students synthesize and integrate theory empirical research and practical applications with current real-world examples. His approach not only offers students a learning experience that uniquely combines rigor and relevance but also provides tight linkage between the concepts and cases. This book prepares students with the foundation they need to understand how companies gain and sustain competitive advantage while developing students’ skills to become successful future leaders capable of making well-reasoned strategic decisions.

Call No - 65.011.1 EVA P8  
Acc No - 52943  
This book presents an uniquely powerful, successful and practical framework will show you how to quickly develop a strategy to get your business from where it is today to where you want it to be tomorrow. With vivid examples, practical solutions and a jargon-free approach, the author cuts to the very essence of what you need to know about strategy, simplifying it for anyone wanting to guide their business to success.

Call No - 65.011.1 YOF P5  
Acc No – 52628
This book examines both successes and failures, commonalities and differences, this book will appeal to entrepreneurs and executives in all sectors and industries. In strategy rules, readers will discover that Gates, Grove and Jobs approached strategy and execution in remarkably similar ways—and yet markedly differently from so many of their erstwhile competitors—by keeping their focus on five most strategic principles: look forward, reason back; they were. Between 1968 and 1976, Bill Gates, Andy Grove and Steve Jobs, founded three companies that would define the world of technology and redefine our personal and business lives for the next half-century. At their peaks, their three companies—Microsoft, Apple and Intel—were collectively worth some $1.5 trillion. While much has been written about these individuals and their companies, this book examines these three individuals collectively, for the first time, revealing the business strategies and practices they pioneered while building their firms.


This book promotes the strategic management process as a way to identify, explore and solve problems. It succinctly provides useful advice and practical tools to strengthen decision making and problem solving skills to accomplish organizational goals, exceed objectives, and to get top management and other key stakeholder support. It provides key concepts and principles, as well as analytical tools and frameworks used by organizations, to help identify, select, and implement appropriate solutions to problems that can lead to a competitive advantage and long-term success. The book is designed to help develop the skills, confidence, business judgment, and resilience needed not only to be successful but to be a driver of decision making and problem solving.
   
   Call No - 519.23 SHO P8
   Acc No - 52965

   This book presents an applied treatment of recently developed statistical models and methods for the analysis of hierarchical binary, count and continuous response data. It explains how to use procedures in SAS and packages in R for exploring data, fitting appropriate models, presenting programming codes and results. The book is designed for senior undergraduate and graduate students in the health sciences, epidemiology, statistics, and biostatistics as well as clinical researchers, and consulting statisticians who can apply the methods with their own data analyses. In each chapter a brief description of the foundations of statistical theory needed to understand the methods is given, thereafter the author illustrates the applicability of the techniques by providing sufficient number of examples.

   
   Call No - 519.23 GUP P8
   Acc No - 52836

   Examine business problems and use a practical analytical approach to solve them by implementing predictive models and machine learning techniques using SAS and the R analytical language. This book is ideal for those who are well-versed in writing code and have a basic understanding of statistics, but have limited experience in implementing predictive models and machine learning techniques for analyzing real world data. The most challenging part of solving industrial business problems is the practical and hands-on knowledge of building and deploying advanced predictive models and machine learning algorithms.

3. **Building a responsive and flexible supply chain. / Minagawa, Yoshiteru.** 2019. New Jersey: World Scientific
   
   Call No - 658.788 MIN P9
   Acc No - 53066

   This book identifies accounting-based management control system practices for managing integrated and flexible supply chains and increasing customer satisfaction. It further explores how a company can enhance its supply chain integration. The book considers the effects of allocating supply chain's joint profit and incentive alignment as managerial instruments to facilitate integration and cooperation among partners. Furthermore, the book examines how to flexibly manage integrated supply chains from the perspectives of the product/service lifecycle, partner switching, and strategic flexibility. It also examines the use of management accounting systems to improve customer satisfaction in supply chains. It investigates the different types of supply chains: fabless supply chains, an inter-firm network comprising of parts suppliers and assemblers, non-profit supply chains.
Call No - 3.001.5 BOR P8
Acc No - 52977

This book will help any social science student approach statistics with confidence. With a well-paced and well-judged integrated approach rather than a simple linear trajectory, this book progresses at a realistic speed that matches the pace at which statistics novices actually learn. Packed with global, interdisciplinary examples that ground statistical theory and concepts in real-world situations, it shows students not only how to apply newfound knowledge using IBM SPSS Statistics, but also why they would want to. Spanning statistics basics like variables, constants, and sampling through to t-tests, multiple regression and factor analysis, it builds statistical literacy while also covering key research principles like research questions, error types and results reliability. It shows you how to: Describe data with graphs, tables, and numbers; Calculate probability and value distributions; Test a priori and post hoc hypotheses; Conduct Chi-squared tests and observational studies; Structure ANOVA, ANCOVA, and factorial designs. Supported by lots of visuals and a website with interactive demonstrations, author video, and practice datasets, this book is the student-focused companion to support students through their statistics journeys.

Call No - 519.2 BER P8
Acc No - 52989

This accompanying workbook gives students the opportunity to practice these techniques through hands-on, carefully crafted exercises. Various examples are provided from human resource management, organizational behavior, budgeting, and public policy to illustrate how public administrators interact with and analyze data.

Call No - 65.012.122.2 SCH P8
Acc No – 52715

This book contains a dynamic case study and simulations that reveal what it takes to successfully introduce a product into a new market. Written by experts in the field, the text and companion website include a compelling simulation game and a variety of simulation models. Using the simulation game and computer models, readers are challenged to design and put in place a strategy about product introduction and competitive behavior. The simulation models build on each other to help to arrive at a comprehensive understanding of product uptake as well as market development and competitive dynamics. The authors present different approaches for enhancing the models and offer guidance for applying them to real-world problems. This groundbreaking text clearly shows how to develop maps of dynamic systems, formulate candidate policies and evaluate them based on the simulations. It also reveals how to use computer simulations to understand what decisions could and should be made, when to make them and how intensive they should be. The authors present an interactive approach that:
- Contains an innovative combination of a case study, simulation game and simulation models for developing the skills to introduce a product to the marketplace
- Offers targeted questions that help to enhance the understanding of the material presented
- Presents detailed answers and solutions to a number
or real-world business challenges -Features video tutorials that explain how the simulation experiments are implemented and interpreted -Aids in the development an action-oriented, pragmatic understanding of the underlying forces in business Designed for students of business administration, management, industrial engineering, informatics, engineering, and public policy, this book offers an innovative approach that combines the practice of dynamic reasoning and the use of simulation to design and test possible policies.

   
   Call No - 519.2 McE P8  
   
   Acc No - 52880

   This book offers a practical approach to statistics that covers the fundamental concepts in business and economics. The book maintains the level of rigor of a more conventional textbook in business statistics but uses a more stream-lined and intuitive approach. In short, it provides clarity to the typical statistics textbook cluttered with notation and formulae. The author—an expert in the field—offers concise and straightforward explanations to the core principles and techniques in business statistics. The concepts are introduced through examples, and the text is designed to be accessible to readers with a variety of backgrounds. To enhance learning, most of the mathematical formulae and notation appears in technical appendices at the end of each chapter. This book offers an accessible guide to the key concepts and fundamental principles in statistics.

8. **Leading procurement strategy: driving value through the supply chain. - 2nd ed. / Mena, Carlos. 2018. New York: Kogan Page**
   
   Call No - 658.7 MEN P8  
   
   Acc No – 52813

   This book is a must-read for all senior procurement executives wishing to further enhance their skill set, master the latest developments in procurement strategy and really come into their own as procurement leaders. The expert author team explains how to effectively manage and mitigate risks in the supply chain, appreciate the key issues affecting the procurement function and develop best practice excellence in teams. Providing the latest thinking in procurement and supply management within the broad perspective of different industries, this second edition covers: global sourcing; supplier relationship management; cost management; information technologies and future developments.

   
   Call No - 519.2 BAN P8  
   
   Acc No - 53010

   This text prepares readers to make effective decisions about the selection, administration, scoring, interpretation, and development of measurement instruments. Coverage includes the essential measurement topics of scale development, item writing and analysis, and reliability and validity, as well as more advanced topics such as exploratory and confirmatory factor analysis, item response theory, diagnostic classification models, test bias and fairness, standard setting, and equating. It also provides end-of-chapter exercises (with answers) emphasize both computations and conceptual understanding to encourage readers to think critically about the material.
Call No - 519.2 JON P9
Acc No - 53110

This book considers many of the commonly used Descriptive Statistics in the world of estimating and forecasting. It considers values that are representative of the ‘middle ground’ (Measures of Central Tendency), and the degree of data scatter (Measures of Dispersion and Shape) around the ‘middle ground’ values. A number of Probability Distributions and where they might be used are discussed, along with some fascinating and useful ‘rules of thumb’ or short-cut properties that estimators and forecasters can exploit in plying their trade. It includes number of statistically-based tests to help the estimator to decide whether to include or exclude a data point as an ‘outlier’, one that appears not to be representative of that which the estimator is tasked to produce.

Call No - 159.9.07 McB P8
Acc No - 53021

This book covers the background and process of statistical analysis, along with how to use essential tools for working with data from the field. Research studies are included throughout from both the perspective of a student conducting their own research study and of someone encountering research in their daily life. The author helps readers gain the knowledge they need to become better consumers of research and statistics used in everyday decision-making and connects the process of research design with the tools employed in statistical analysis. Instructors and students alike will appreciate the extra opportunities for practice with the accompanying Lab Manual for Statistical Analysis, also written by same author and her frequent collaborator, J. Cooper Cutting.

Call No - 51.01 STI P8
Acc No - 52928

This book presents reverse mathematics to a general mathematical audience for the first time. Reverse mathematics is a new field that answers some old questions. In the two thousand years that mathematicians have been deriving theorems from axioms, it has often been asked: which axioms are needed to prove a given theorem? Only in the last two hundred years have some of these questions been answered, and only in the last forty years has a systematic approach been developed. In this book, the author gives a representative view of this field, emphasizing basic analysis--finding the ‘right axioms’ to prove fundamental theorems--and giving a novel approach to logic. The author introduces reverse mathematics historically, describing the two developments that made reverse mathematics possible, both involving the idea of arithmetization. The first was the nineteenth-century project of arithmetizing analysis, which aimed to define all concepts of analysis in terms of natural numbers and sets of natural numbers. The second was the twentieth-century arithmetization of logic and computation. Thus arithmetic in some sense underlies analysis, logic, and computation. This book exploits this insight by viewing analysis as arithmetic extended by axioms about the existence of infinite sets. Remarkably, only a small number of axioms are needed for reverse mathematics, and, for each basic theorem of analysis, the author finds the ‘right axiom’ to prove it. By using a minimum of mathematical logic in a well-motivated way, Reverse Mathematics will engage advanced undergraduates and all mathematicians interested in the foundations of mathematics.
Call No - 519.2 MCB P9
Acc No - 53117
The Book describes the methodologies, the math, and assumptions needed in risk assessment calculations and explores the various statistical analysis procedures that are used for estimating the parameters employed in risk assessment approaches. The author describes statistical techniques in approachable terms that are designed to be understandable to the non-statistician. The text downplays mathematical notation while offering clear explanations for the development of equations. It highlights applications with numerous examples of problems of censored data as they influence the use of alternative tests. It focuses on both parametric and non-parametric procedures. It describes in understandable terms the methodologies, typical mathematical notation, and assumptions used in risk assessment calculations.

Call No - 159.928 MAD P7
Acc No - 53057
In this book the author argues that many of today's biggest success stories stem not from 'quant' thinking, but rather from a company's deep, nuanced engagement with the culture, language, and history of its customers. Madsbjerg calls this technique 'sensemaking,' and through captivating stories, he illustrates how business leaders, entrepreneurs, and individuals can use human science tools to innovate and find solutions to their thorniest problems. In a time when liberal arts graduates fear for their prospects in a data-obsessed economy, SENSEMAKING is a welcome, transformative vision for business and success in the twenty-first century.

Call No - 658.788 BOW P3
Acc No – 52829
This book is in the context of integration within a firm’s Supply Chain Strategy and Operations. The framework of Supply Chain Management is initially presented thereby creating a foundation for in-depth study of the five logistics operational components in Part Two. Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part three. Part Four focuses on administrative challenges related to cross organizational collaboration, performance measurement, and concludes with the challenges of managing risk and achieving sustainability. An essential feature of the overall presentation is the integration of topical materials and examples into the Supply Chain Logistics value creation process. Text materials are supported by study and challenge questions as well as contemporary cases. The overall presentation integrates the discussion of information technology throughout the text. Illustrations and examples highlight how firm’s deal with operational challenges and use logistics performance to gain competitive advantage.
Call No - 658.788 MUN P3  
Acc No - 52944  
This casebook brings together 30 focused cases addressing virtually every aspect of supply chain management, from procurement to warehousing, strategy to risk management, IT to supplier selection and ethics. A global team of contributors presents key challenges in industries ranging from pharmaceuticals to fashion and previews issues ranging from the “limits of lean” to the potential of 3-D printing.

Call No - 519.2 MAR P8  
Acc No – 52948  
This book is a primer on how to maintain rigorous data standards in social science work, and one that makes a strong case for revising the way that we try to use statistics to support our theories. But don’t let that daunt you. With clever examples and witty takeaways, the author proves himself to be a most affable tour guide through these scholarly waters. The author argues that the task of social statistics isn't to estimate parameters, but to reject false theory. He illustrates common pitfalls that can keep researchers from doing just that using a combination of visualizations, re-analyses, and simulations.

Call No - 519.2 WAG P9  
Acc No - 53124  
This Book introduces students to statistics at the conceptual level -examining the meaning of statistics, and why researchers use a particular statistical technique, rather than computational skills. It focuses on descriptive statistics, and some more advanced topics such as tests of significance, measures of association, and regression analysis. This brief, inexpensive text is the perfect companion to help students who have not yet taken an introductory statistics course or are confused by the statistics used in the articles they are reading.
   Call No - 330.191.5(73) HAC P7
   Acc No - 52659
   In this book the authors trace the economic and political history of the United States over the last century and show how a viable mixed economy has long been the dominant engine of America’s prosperity. We have largely forgotten this reliance, as many political circles and corporate actors have come to mistakenly see government as a hindrance rather than the propeller it once was. This book is more than a rhetorical phrase; elites have literally forgotten, or at least forgotten to talk about, the essential role of public authority in achieving big positive-sum bargains in advanced societies. The mixed economy was the most important social innovation of the twentieth century. It spread a previously unimaginable level of broad prosperity. It enabled steep increases in education, health, longevity, and economic security. And yet, extraordinarily, it is anathema to many current economic and political elites. Looking at this record of remarkable accomplishment, they recoil in horror. And as the advocates of anti-government free market fundamentalist have gained power, they are hell-bent on scrapping the instrument of nearly a century of unprecedented economic and social progress.

   Call No - 330.148 ARE P8
   Acc No - 52837
   Despite the remarkable achievements of free markets—their rapid spread around the world and success at generating economic growth—they tend to elicit anxiety. Creative destruction and destabilizing change provoke feelings of powerlessness in the face of circumstances that portend inevitable catastrophe. Thus, from the beginning, capitalism has been particularly stimulative for the growth of critics and doomsayers. While early analysts such as Karl Marx primarily emphasized an impending economic disaster, in recent years the economic critique of capitalism has receded in favor of moral and environmental concerns. The eleven essays gathered here explore the vexed relationship between moral values, on the one hand and free market economics, on the other. In this book, the essays represent a broad array of disciplines, from economics to philosophy to law, and place particular emphasis on the experiences of non-Western countries where the latest chapters in capitalism's history are now being written.

   Call No - 381.17 HUB P5
   Acc No - 53062
   This book explains both the theory and the practice of auctions. It describes the main auction formats and pricing rules, develops a simple model to explain bidder behavior, and provides a range of real-world examples. The authors explain what constitutes an auction and how auctions can be modeled as games of asymmetric information—that is, games in which some players know something that other players do not. They characterize behavior in these strategic situations and maintain a focus on the real world by illustrating their discussions with examples that include not just auctions held by eBay and Sotheby's, but those used by Google, the U.S. Treasury, TaskRabbit, and charities. Readers will begin to understand how economists model auctions and how the rules of the auction
shape bidder incentives. They will appreciate the role auctions play in our modern economy and understand why these selling mechanisms are so resilient

   Call No - 332.63 BAD P9  
   Acc No - 53042

Behavioural economics and behavioural finance are rapidly expanding fields that are continually growing in prominence. While orthodox economic models are built upon restrictive and simplifying assumptions about rational choice and efficient markets, this book offers a robust alternative using insights and evidence that rest more easily with our understanding of how real people think, choose and decide. This insightful textbook introduces the key concepts from this rich, interdisciplinary approach to real-world decision-making.

   Call No - 332.45 WER P8  
   Acc No - 52843

The cryptocurrency Bitcoin is the most famous implementation of the blockchain, but hundreds of other companies have been founded and billions of dollars invested in similar applications since Bitcoin's launch. Some see the blockchain as offering more opportunities for criminal behavior than benefits to society. In this book, the author shows how a technology resting on foundations of mutual mistrust can become trustworthy. The blockchain, built on open software and decentralized foundations that allow anyone to participate, seems like a threat to any form of regulation. In fact, author argues, law and the blockchain need each other. Blockchain systems that ignore law and governance are likely to fail, or to become outlaw technologies irrelevant to the mainstream economy.

   Call No - 332.45 VAN P9  
   Acc No - 52844

This book offers a fresh perspective with which to consider this transformative technology. It describes how Blockchain can optimize the processes that run our society. It provides practical solutions to global problems and offers a roadmap to incorporate Blockchain in your business. It offers a blueprint for a better world.

Filled with easy-to-understand examples, this book shows how Blockchain can take over where the internet has fallen short.
Call No - 330.148(519) PAR P8  
Acc No - 52969

The unification of North and South Korea is widely considered an unresolved and volatile matter for the global order, but this book argues capital has already unified Korea in a transnational form. As the author demonstrates, rather than territorial integration and family union, this book drives the current unification, imagining the capitalist integration of the Korean peninsula and the Korean Diaspora as a new democratic moment. Based on extensive archival and ethnographic research in South Korea and China, the book shows how the hegemonic democratic politics of the post-Cold War era (reparation, peace, and human rights) have consigned the rights of migrant laborers—protagonists of transnational Korea—to identity politics, constitutionalism, and cosmopolitanism. The author reveals the riveting capitalist logic of these politics, which underpins legal and policy debates, social activism, and media spectacle.

Call No - 330 MOR P7  
Acc No - 53069

In this book a leading economist make the case that the humanities, especially the study of literature, offer economists ways to make their models more realistic, their predictions more accurate, and their policies more effective and just. The authors trace the connection between Adam Smith's great classic, The Wealth of Nations, and his less celebrated book on The Theory of Moral Sentiments, and contend that a few decades later Jane Austen invented her groundbreaking method of novelistic narration in order to give life to the empathy that Smith believed essential to humanity. The authors argue that Smith's heirs include Austen, Anton Chekhov, and Leo Tolstoy as well as John Maynard Keynes and Milton Friedman. Economists need a richer appreciation of behavior, ethics, culture, and narrative--all of which the great writers teach better than anyone. Cents and Sensibility demonstrates the benefits of a freewheeling dialogue between economics and the humanities by addressing a wide range of problems drawn from the economics of higher education, the economics of the family, and the development of poor nations. It offers new insights about everything from the manipulation of college rankings to why some countries grow faster than others. At the same time, the book shows how looking at real-world problems can revitalize the study of literature itself.

Call No - 332.402 BUR P8  
Acc No – 52854

Bitcoin was the first cryptoasset, but today there are over 800 and counting, including ether, ripple, litecoin, monero, and more. This clear, concise, and accessible guide from two industry insiders shows you how to navigate this brave new blockchain world—and how to invest in these emerging assets to secure your financial future. The authors define a clear and original cryptoasset taxonomy, composed of cryptocurrencies, cryptocommodities, and cryptotokens, with insights into how each subset is blending technology and markets.
   Call No - 332.64.2 LO P8
   Acc No – 52858
   This book demystifies the essential derivative pricing theory by adopting a mathematically rigorous yet widely accessible pedagogical approach that will appeal to a wide variety of audience. Abandoning the traditional ‘black-box’ approach or theorists’ ‘pedantic’ approach, this textbook provides readers with a solid understanding of the fundamental mechanism of derivative pricing methodologies and their underlying theory through a diversity of illustrative examples.

11. Development with global value chains: upgrading and innovation in Asia / Edited by Nathan, Dev. 2018. Cambridge: Cambridge University Press
   Call No - 330.19(5) DEV P8
   Acc No – 53074
   Can firms and economies utilize global value chains for development? How can they move from low-income to middle-income and even high-income status? This book addresses these questions through a series of case studies examining upgradation and innovation by firms operating in GVCs in Asia. The countries examined are China, India, South Korea, the Philippines, and Sri Lanka, with studies of firms operating in varied sectors - aerospace components, apparel, automotive, consumer electronics including mobile phones, telecom equipment, IT software and services, and pharmaceuticals.

   Call No - 332.402 POP P5
   Acc No – 52859
   In this book, the author provides engrossing history of Bitcoin, the landmark digital money and financial technology that has spawned a global social movement. The notion of a new currency, maintained by the computers of users around the world, has been the butt of many jokes, but that has not stopped it from growing into a technology worth billions of dollars, supported by the hordes of followers who have come to view it as the most important new idea since the creation of the Internet. Believers from Beijing to Buenos Aires see the potential for a financial system free from banks and governments. More than just a tech industry fad, Bitcoin has threatened to decentralize some of society’s most basic institutions. This book charts the rise of the Bitcoin technology through the eyes of the movement’s colorful central characters, including an Argentinian millionaire, a Chinese entrepreneur, Tyler and Cameron Winklevoss, and Bitcoin’s elusive creator, Satoshi Nakamoto.

   Call No - 337 GAR P8
   Acc No – 52862
In this book, the authors undertake an ethnographic study of the World Economic Forum (WEF). Accessing one of the primary agenda-setting organizations of our day, they draw on interviews and participant observation to examine how the WEF wields its influence. They situate the WEF within an emerging system of ‘discretionary governance,’ in which actors craft ideas and entice formal authorities and top leaders in order to garner significant sway. Yet in spite of its image as a powerful, exclusive brain trust, the WEF has no formal mandate to implement its positions. It must convince others to advance chosen causes and enact suggestions, rendering its position quite fragile. The authors argue that the WEF must be viewed relationally as a brokering organization that lives between the market and political spheres and that extends its reach through associated individuals and groups. They place the WEF in the context of a broader shift, arguing that while this type of governance opens up novel ways of dealing with urgent global problems, it challenges core democratic values.


In this book, the author describes how auctions can be used to discover prices and guide efficient resource allocations, even when resources are diverse, constraints are critical, and market-clearing prices may not even exist. It introduces complex constraints as another reason for market design. Both lively and technical, Milgrom roots his new theories in real-world examples and provides economists with crucial new tools for dealing with the world’s growing complex resource allocation problems. It shows how innovative systems of price discovery can help solve vexing problems of reallocation, long through to be intractable and made particularly challenging by the complexity and interconnectedness of new technologies.


This book offers a comprehensive analysis of central banks, and aims to demystify them for the general public, which is the only way to have a rational debate about them and ultimately to make them truly accountable. It contains an overview of all the key questions surrounding central banks and their role in the economy. It leads the reader from the more established concepts (including monetary theory and historical experience), necessary to have a good grasp of modern central banking, to the more open and problematic questions, which are being debated within academic and financial market circles. This structure enables readers without specific knowledge of central banks or monetary economics to understand the current challenges.

Regulation and antitrust are key elements of government policy. This new edition of the textbook on government and business policy explains how the latest theoretical and empirical economic tools can be employed to analyze pressing regulatory and antitrust issues. The book departs from the common emphasis on institutions, focusing instead on the relevant underlying economic issues, using state-of-the-art analysis to assess the appropriate design of regulatory and antitrust policy. Extensive case studies illustrate fundamental principles and provide insight on key issues in regulation and antitrust policy. This fifth edition has been thoroughly revised and updated, reflecting both the latest developments in economic analysis and recent economic events. The text examines regulatory practices through the end of the Obama and beginning of the Trump administrations.

   Call No - 33 ROD P6
   Acc No – 52866

In this book the author takes a close look at economics to examine when it falls short and when it works, to give a surprisingly upbeat account of the discipline. Drawing on the history of the field and his deep experience as a practitioner, the author argues that economics can be a powerful tool that improves the world—but only when economists abandon universal theories and focus on getting the context right. This book argues that the discipline's much-derided mathematical models are its true strength. Models are the tools that make economics a science. Too often, however, economists mistake a model for the model that applies everywhere and at all times. In six chapters that trace his discipline from Adam Smith to present-day work on globalization, the author shows how diverse situations call for different models. Each model tells a partial story about how the world works. These stories offer wide-ranging, and sometimes contradictory, lessons—just as children's fables offer diverse morals. Whether the question concerns the rise of global inequality, the consequences of free trade, or the value of deficit spending, the author explains how using the right models can deliver valuable new insights about social reality and public policy. Beyond the science, economics requires the craft to apply suitable models to the context.

   Call No - 338.974 BOO P7
   Acc No - 53077

The book discusses why the human condition and the radical uncertainty of our world renders the standard economic model—and the theory behind it—useless for dealing with financial crises. The author tackles issues such as radical uncertainty, when circumstances take place beyond our anticipation, and emergence, when innocent, everyday interactions combine to create sudden chaos. Starting with the realization that future crises cannot be predicted by the past, he proposes an approach that recognizes the human narrative while addressing market realities. It offers a novel and innovative perspective, along with a more realistic and human framework, to help prevent today's financial system from blowing up again.

   Call No - 339 BOL P7
   Acc No - 53080
This book critically examines the major problematic assumptions employed to build equilibrium models. It gives particular attention to the assumptions used to characterize learning, knowledge and expectations. The concept of equilibrium is fundamental to economic theory, according to which, it exists when supply and demand are balanced. The author here explores whether equilibrium models can provide a realistic explanation of economic events and objects such as prices, market demands and market supplies. He traces how the different perspectives on equilibrium models represented by such creators as Kenneth Arrow, Robert Clower, and George Richardson influenced subsequent developments in economics. A key debate is about the comparative importance of whether equilibrium refers to a state of an actual economy or a property of a formal mathematical model. Another is the extent that the distinction between a model's exogenous vs. endogenous variables involves causality. Also explored are more recent efforts provided by behavioral, evolutionary, and complexity economics—whether they might change how economics is practiced in the future and how they could. This book is a trenchant exploration of how the discipline has grappled with attempts to understand and explain the way information, knowledge, and the expectations of actors participating in the economy influence outcomes and behavior. It presents a realistic, workable theory of knowledge and learning, simulating how decision makers and other actors operate in fast-changing equilibrium conditions.

Call No - 332.67 GHA P9  Acc No - 53083

The purpose of the book is to extend and develop the literature on foreign direct investment (FDI) and multinational corporation (MNCs) subsidiaries. There are several reasons for studying foreign investment and ownership. First, firms need to identify which host country industry factors are important in choosing among the various type of equity ownership (e.g. international joint ventures or wholly-owned subsidiary). Second, international diversification through foreign market entry can provide growth and profitability at rates unavailable in home markets. A third reason this warrants some attention is that type of ownership can affect attempts to counter international competition by engaging foreign rivals on their home turf. Fourth, firms have the option of choosing the appropriate equity ownership for international markets based on balancing their resources, capabilities, and international experience with their desire for ownership and control. This book extends the literature in FDI by providing empirical support for several theories and previously defined and/or tested constructs. For example, the parent and subsidiary’s factors measured in this study suggest the importance of internalization and ownership advantages of Dunning’s eclectic theory.

Call No - 330.101.542 HEI P7  Acc No - 53084

This guide enables students to further sharpen their skills in macroeconomic formulation and solution. The study of macroeconomics can seem a daunting project. The field is complex and sometimes poorly defined and there are a variety of competing approaches. Fully revised and updated, and including brand new problems and numerical examples, the new edition of this book uses worked example models to enable self-study and to allow the reader to begin to build their own models. It uses a range of problems with varying degrees of difficulty and provides solutions.
   Call No - 339.2 MIL P8
   Acc No - 52992

In this book, the author presents a bold account of the dynamics that drive inequality on a global scale. Using vast data sets, he explains the forces that make inequality rise and fall within and among nations over time. He reveals who has been helped by globalization, who has been hurt, and what policies might tilt the balance toward economic justice. Global Inequality takes us back hundreds of years, and as far around the world as data allow, to show that inequality moves in cycles, fueled by war and disease, technological disruption, access to education, and redistribution. The recent surge of inequality in the West has been driven by the revolution in technology, just as the Industrial Revolution drove inequality 150 years ago.

   Call No - 330.19 GER P8
   Acc No - 53088

Globalization has transformed how nations, firms and workers compete in the international economy over the past half century. This book by Gary Gereffi, one of the founders of the Global Value Chains (GVC) framework, traces the emergence of arguably the most influential approach used to analyze globalization and its impacts. It studies the conceptual foundations of GVC analysis, the twin pillars of ‘governance’ and ‘upgrading’, along with detailed case studies of China, Mexico and other emerging economies as main beneficiaries of export-oriented industrialization, and addresses potential solutions to the deleterious impact of globalization on workers and communities.

   Call No - 338.974 EIC P6
   Acc No – 52882

The two great financial crises of the past century are the Great Depression of the 1930s and the Great Recession, which began in 2008. Both occurred against the backdrop of sharp credit booms, dubious banking practices, and a fragile and unstable global financial system. When markets went into cardiac arrest in 2008, policymakers invoked the lessons of the Great Depression in attempting to avert the worst. While their response prevented a financial collapse and catastrophic depression like that of the 1930s, unemployment in the U.S. and Europe still rose to excruciating high levels. Pain and suffering were widespread. In this book, the author monumental twinned history of the two crises, provides the farthest-reaching answer to this question to date. This book is both a major work of economic history and an essential exploration of how we avoided making only some of the same mistakes twice. It shows not just how the ‘lessons’ of Great Depression history continue to shape society’s response to contemporary economic problems, but also how the experience of the Great Recession will permanently change how we think about the Great Depression.

   Call No - 3-054(73) FLY P8
   Acc No – 52716
This book shows how the fight for racial equity has been one of progress and retrenchment, a constant push and pull for inclusion over exclusion. By understanding how our economic and racial rules work together, we can write better rules to finally address inequality in America. Why do black families own less than white families? Why does school segregation persist decades after Brown v. Board of Education? Why is it harder for black adults to vote than for white adults? Will addressing economic inequality solve racial and gender inequality as well? This book answers all of these questions and more by revealing the hidden rules of race that create barriers to inclusion today. While many Americans are familiar with the histories of slavery and Jim Crow, we often don't understand how the rules of those eras undergird today's economy, reproducing the same racial inequities 150 years after the end of slavery and 50 years after the banning of Jim Crow segregation laws.

Call No - 332.402 EHA P7

In the space of a few years, Bitcoin has gone from an idea ignored or maligned by almost everyone to an asset with a market cap of more than $12 billion. Venture capital firms, Goldman Sachs, the New York Stock Exchange, and billionaires such as Richard Branson and Peter Thiel have invested more than $1 billion in companies built on this groundbreaking technology. Bill Gates has even declared it ‘better than currency’. This book reveals how this disruptive technology is shaping the debate around competing ideas of money and liberty, and what that means for our future.

Call No - 338.974 SEI P8

In this book, the author explains all aspects of this new way to combat recession, 'stimulus-without-debt.' He presents evidence that fiscal stimulus works in a recession-it increases aggregate demand which stimulates production and employment. He explains why the fiscal stimulus should consist primarily of tax rebates for households plus several fiscal supplements. His analysis covers basic foundations as well as implications for inflation, central banks, and how to address secular stagnation. When the next recession hits, we will be ready to combat it if we know how to use fiscal stimulus without increasing government debt.

Call No - 347.736 KIR P8

Acc No - 53094
In this book, the author explores the issues involved in determining which courts should have jurisdiction and which laws should apply in addressing problems within. Kirshner brings together theory with the discussion of specific cases and legal developments to explore this developing area of law. Looking at the key issues that arise in cross-border proceedings, International Bankruptcy offers a guide to this legal environment. It explores how globalization has encouraged the creation of new legal practices that bypass national legal systems, such as the European Insolvency Framework and the Model Law on Cross-Border Insolvency of the United Nations Commission on International Trade Law.

Call No - 330.191.6 UNG P8
The book offers the first concise historical overview of international development policies and practices in the 20th century. It describes the emergence of the development field at the intersection of late colonialism, the Second World War, the onset of decolonization, and the Cold War. It discusses the role of international organizations, colonial administrations, national governments, and transnational actors in the making of the field, and it analyzes how the political, intellectual, and economic changes over the course of the postwar period affected the understanding of and expectations toward development. It shows how the plurality of development experiences shaped the notion of development as we know it today. This book is ideal for scholars seeking to understand the history of development assistance and to gain new insight into the international history of the 20th century.

Call No - 330.191.542 PAN P8
This book helps readers master economic concepts and techniques by tackling fundamental economic and political questions through a series of models. It is organized around a sequence of “big questions,” among them: When do markets help translate individuals’ uncoordinated, selfish actions into outcomes that are best for all? Do markets change people, and, if so, for worse or better? Translated into the language of modern economics, do Marx’s ideas have merit? Why is there so much income inequality? Or is there too little? The arguments are in the theorem-proof format, distinguishing results derived in the context of fully specified models from educated speculation. Readers will learn how to pose a question rigorously and how to work toward an answer, and to appreciate that even (especially!) the broadest and most ambitious questions call for a model. The goal of the book is not to indoctrinate but to show readers how to reason toward their own conclusions. The first chapter, on the Walrasian model of general equilibrium, serves as the prerequisite for the rest of the book. The remaining chapters cover less conventional topics, including the morality of markets; matching theory; Marxism, socialism, and the resilience of markets; a formalization of Kant's categorical imperative; unintended consequences of policy design; and theories of justice. The book can be used as a textbook for advanced undergraduate or graduate students or as a resource for researchers in disciplines that draw on normative economics.

Call No - 330.148 DOC P8
This book helps readers master economic concepts and techniques by tackling fundamental economic and political questions through a series of models. It is organized around a sequence of “big questions,” among them: When do markets help translate individuals’ uncoordinated, selfish actions into outcomes that are best for all? Do markets change people, and, if so, for worse or better? Translated into the language of modern economics, do Marx’s ideas have merit? Why is there so much income inequality? Or is there too little? The arguments are in the theorem-proof format, distinguishing results derived in the context of fully specified models from educated speculation. Readers will learn how to pose a question rigorously and how to work toward an answer, and to appreciate that even (especially!) the broadest and most ambitious questions call for a model. The goal of the book is not to indoctrinate but to show readers how to reason toward their own conclusions. The first chapter, on the Walrasian model of general equilibrium, serves as the prerequisite for the rest of the book. The remaining chapters cover less conventional topics, including the morality of markets; matching theory; Marxism, socialism, and the resilience of markets; a formalization of Kant's categorical imperative; unintended consequences of policy design; and theories of justice. The book can be used as a textbook for advanced undergraduate or graduate students or as a resource for researchers in disciplines that draw on normative economics.
In this important new work, Thomas Docherty charts a new economic history of literary culture and its institutions in the modern age. From the literary patronage of the early modern period, through the colonial exploitation of the 18th and 19th centuries to the institutionalisation of “literature” in the neoliberal university of the 21st century, Literature and Capital explores the changing ways in which literary culture has both resisted and become complicit with exploitative economic notions of value. It includes readings of work by a wide range of canonical authors from Shakespeare, Donne and Swift to Tolstoy, Woolf and Ishiguro.

Call No - 332 KIN P8
Acc No - 52909
In this book, the author draws on a vast array of material from bankers, economists, lawyers, and politicians, as well as human rights activists, philosophers, historians and anthropologists, alongside his own experiences working in the field. This book shows how finance can shed its conceit, return to its role as the economy's servant not its master, and regain the public trust and credibility it has so spectacularly lost over the past decade—all by helping human rights, not harm ing them.

Call No - 331.6 KAL P8
Acc No - 53108
In this book, the author examines the impact of the liberalization of labor markets and welfare systems on the growth of precarious work and job insecurity for indicators of well-being such as economic insecurity, family formation and happiness, in six advanced capitalist democracies: the United States, the United Kingdom, Germany, Japan, Spain, and Denmark. It demonstrates how active labor market policies and generous social welfare systems can help to protect workers and give employers latitude as they seek to adapt to the rise of national and global competition and the rapidity of sweeping technological changes. Such policies thereby form elements of a new social contract that offers the potential for addressing many of the major challenges resulting from the rise of precarious work.

Call No - 338.974 MOR P7
Acc No – 53112
The Great Crash of 1929 violently disrupted the United States’ confident march toward becoming the world's superpower. The suddenness of the cataclysm and the long duration of the collapse scarred generations of Americans. This book is a lucid and fast-paced account that pulls together the intricate threads of policy, ideology, international hatreds, and sheer cantankerousness that finally pushed the world economy over the brink. The author anchors his narrative in America while fully sketching the poisonous political atmosphere of postwar Europe. 1920s America was the embodiment of the modern age-cars, electricity, credit, radio, movies. Breakneck growth presaged a serious recession by the decade's
end, but not a depression. It took heroic financial mismanagement, a glut-induced global collapse in agricultural prices, and a self-inflicted crash in world trade to produce the Great Depression. It anatomizes history's greatest economic catastrophe—and draws its lessons for the present.

Call No - 330.101.541 LJU P8  Acc No - 53113

This book offers both an introduction to recursive methods and more advanced material. Only practice in solving diverse problems fully conveys the advantages of the recursive approach, so the book provides many applications. This new edition features two new chapters and substantial revisions to other chapters that demonstrate the power of recursive methods. One new chapter applies the recursive approach to Ramsey taxation and sharply characterizes the time inconsistency of optimal policies. These insights are used in other chapters to simplify recursive formulations of Ramsey plans and credible government policies. The second new chapter explores the mechanics of matching models and identifies a common channel through which productivity shocks are magnified across a variety of matching models. Other chapters have been extended and refined. For example, there is new material on heterogeneous beliefs in both complete and incomplete markets models; and there is a deeper account of forces that shape aggregate labor supply elasticities in lifecycle models. The book is suitable for first- and second-year graduate courses in macroeconomics. Most chapters conclude with exercises; many exercises and examples use Matlab or Python computer programming languages.

Call No - 330.191.5(540) SHA P6  Acc No - 52616

In this book, the author shows what can and must change in India's policies, its administration and even its attitudes. The answers he provides are not obvious. Nor are they all comforting or conventional. Yet they could, in less time than you can imagine, unleash the creativity of a billion hopeful Indians. This book is about those decisions; about the steps to maturity that India must take, and the signposts on the road left by those that have gone before.

Call No - 343.352 BER P7  Acc No - 52932

In this book, the author explores this shadow economy and how it evolved, drawing on millions of leaked documents from the files of the Panamanian law firm Mossack Fonseca—a trove now known as the Panama Papers—as well as other journalistic and government investigations. Bernstein shows how shell companies operate, how they allow the superwealthy and celebrities to escape taxes, and how they provide cover for illicit activities on a massive scale by crime bosses and corrupt politicians across the globe. Offers a disturbing and sobering view of how the world really works and raises critical questions about financial
and legal institutions we may once have trusted.

   Call No - 332.67 ALS P8
   Acc No - 52939
   Sovereign wealth funds (SWFs) have reached a transitional moment. Created as a way to direct excess wealth toward economic development and long-term financial returns, some countries are now seeing a decline in revenue from sources such as oil. Many SWFs are now facing a new challenge—how to spend sustainably without depleting the funds. This book explains the fiscal rules and institutional structures that can make SWFs thrive, providing a practical and theoretical guide to their optimal use in resource-revenue management. The authors put forward an institutional perspective of SWFs as quasi-independent political and economic entities charged with managing national resource wealth, examining both investment and disbursement strategies. They advance a systematic, rule-based approach, suggesting when to accumulate and when to begin countercyclical spending based on concrete case studies.

   Call No - 330.148 VAR P7
   Acc No - 52946
   In this letter to his teenage daughter, one of the world's most famous economists uses vivid stories to explain what economics is and why it is so dangerous. What is money and why does debt exist? Where do wealth and inequality come from? How come economics has the power to shape and destroy our lives? Economics is not a technical science, it is an epic drama: a battleground of ideas, a war between the powerful for our allegiance. Author describes how this drama first emerged and has since come to dominate the fate of human societies worldwide. In answering all of the big questions about money and debt, power and inequality, he shows how economics has sought to solve the problems of our world but ended up being a major cause of many of them.

   Call No - 332.45:577.4 BCI P8
   Acc No - 52952
   This book establishes and analyzes the connection between this revolutionary technology and global efforts to combat climate change. The benefits of blockchain come through various profound alterations, such as the adoption of smart contracts that are set to redefine governance and regulatory structures and transaction systems in coming decades. Each chapter contains a problem statement that describes the challenges blockchain technology can address. The book brings together original visions and insights from global members of the Blockchain Climate Institute, comprising thought leaders, financial professionals, international development practitioners, technology entrepreneurs, and more.
This book scrutinizes the way in which economic value has been accounted and reveals how economic theory has failed to clearly delineate the difference between value creation and value extraction. The author argues that the increasingly blurry distinction between the two categories has allowed certain actors in the economy to portray themselves as value creators, while in reality they are just moving around existing value or, even worse, destroying it. The book uses case studies—from Silicon Valley to the financial sector to big pharma—to show how the foggy notions of value create confusion between rents and profits, reward extractors and creators, and distort the measurements of growth and GDP.
1. Elegant entrepreneur: the female founders guide to starting and growing your first company. / Tate, Danielle. 2015. USA: Ten Eleven Press
   Call No - 338.93 TAT P5
   Acc No - 53059
   This book draws on author’s experience and on conversations with prominent entrepreneurs and top executives. She not only shows -- in straightforward and easily accessible terms -- how one can transform a rough concept into a lucrative business; she also gives readers a privileged peek into the entrepreneur lifestyle that allows business owners to take charge of their lives. Relevant both to women with no business background and to those in the process of developing a business, this book offers key information and concepts from idea to exit. It discusses the early stages of evaluating an idea, understanding market demands, pitching ideas, building a team of partners and employees, launching, fundraising, marketing and growing a company, handling competition, and knowing when to sell.

2. Entrepreneur: building your business from start to success. / Tvede, Lars. 2018. Chichester: Wiley
   Call No - 338.93 TVE P8
   Acc No - 53078
   This book helps in achieving entrepreneurial success. Whether you’re an existing business owner seeking to increase your reach, or a budding entrepreneur ready to take the next step, this book provides invaluable guidance from experts who have made it happen time and time again. A simple step-by-step process will help you translate your ideas into effective business plans, raise the capital needed to start and grow your business, build a winning team and leave the competition behind. Drawing upon their experience founding more than 30 companies, the authors share their entrepreneurial wisdom and reveal the real-world techniques that lead to success. With a pragmatic and personal approach, the authors explore the personal characteristics that are vital to achievement; managing stress, withstanding heavy workloads and coping with potential health concerns are subjects often overlooked in the pursuit of business achievement. Addressing the link between business concerns and personal welfare, the authors offer suggestions on how to most effectively reconcile entrepreneurial drive with personal well-being.

   Call No - 338.93(529) LEE P9
   Acc No - 53079
   In this book, author shows what are the process and procedures needed to start-up your own business. Around 100 real cases featuring SMEs in Asia are introduced to show how businesses are run in the real world. From these practice cases, we can find rules to make a business sustainable. After reading this book, you will be able to find out what advantages and disadvantages are, especially if you are keen to start a business in Asia. This book might even help you decide whether it is time for you to start-up your own business or not.
   Call No - 338.93 FAL P9
   This book opens up many channels of opportunity for many people who never thought that they would start their own company. This book emphasizes knowledge-based start-ups, which offers a crucial difference to classic self-employment and the new technology based start-ups. The author has been teaching this approach for decades, and he has applied his theoretical concept with great success to 'The Tea Campaign' (Teekampagne), the largest mail-order tea company in Germany. A growing number of companies uses Professor Faltin's principles successfully. Featuring practical examples of successful companies, the author shows how anyone can refine an idea to create a new company. By combining components that already exist, a small start-up founder could even challenge the big companies.

   Call No - 6.001.5 MEH P7
   This book is among the most authoritative books about how companies can consistently create high-value products and offerings that enhance societal value and, in doing so, generate vast profits and shareholder value. Written in an engaging, easy-to-read style, this book helps managers: understand the foundational elements that drive innovation; implement a framework so innovation becomes institutionalized for their organization and is not solely the domain of specific individuals. Let this book revolutionize your company and gain the rewards that go along with releasing one innovation after another.

   Call No - 6.001.5 DER P7
   This book offers four steps to normalize conflict and channel it to develop something completely new. By following these simple steps, you will get breakthrough innovations that are both good for you and your customers. This is a rigorous but highly accessible guide for achieving breakthrough solutions by utilizing the full—and seemingly contradictory—spectrum of innovative thinking. It introduce a simple framework to explain the ways different kinds of thinkers and leaders can create constructive conflict in any organization. This positive tension produces ingenious solutions that go far beyond “the best of both worlds.”

   Call No - 6.001.5 FRA P8
   Acc No – 52889
In this book the author presents a new approach to understanding how innovation happens, who makes it happen, and the helps and hindrances. Looking at innovation in real-time under uncertainty, he develops the idea of an ‘innovation ecosystem’, i.e. a system of interrelated players and processes that jointly make innovation happen. Examples include: how companies like Amazon, Google, Facebook, Apple, AT&T, and Huawei interact in the ICT Ecosystem; four innovations that changed the world - the transistor, microprocessor, optical fibre, and the laser; the causes of the telecoms boom and bust of the early 1990s that influenced the Great Recession from 2007; and the usefulness of the idea of innovation ecosystems for Chinese policy makers. By delving into the complex determinants of innovation this book provides a deeper, more rigorous understanding of how it happens. It will appeal to economists, social scientists, business people, policy makers, and anyone interested in innovation and entrepreneurship.

Call No - 65.016.3 SHE P8
Acc No - 53005

This book provides an important counterweight to the multitude of books that focus on entrepreneurial success. Failure is by far the most common scenario for new ventures and a critical part of the entrepreneurial process is learning from failure and having the motivation to try again. This book examines the various obstacles to learning from failure and explores how they can be overcome. It explores the psychological obstacles to learning from entrepreneurial failure, why some people have a more negative reaction to failure than others, and how people can attempt to deal with project failure through self-compassion. It investigates why some delay the decision to terminate a poorly performing entrepreneurial venture and the consequences of doing so, as well as exploring anti-failure biases and stigmatization in organizations and in society. It explores the role that the emotional content of narratives plays in the sense-making process, and how the cognitive approaches reflected in narratives influence subsequent performance.

Call No - 6.001.5 SAT P7
Acc No - 53101

The book reveals the proven process for driving innovation in any business, large or small. It provides a strategic guide for focusing your organization's innovation efforts where it counts. It helps you ask the right questions, map the innovation space, and define which approach is most likely to solve the specific problems and opportunities you face. It enables you to choose the right tools for the job and build a solid strategy based on sound principles, rather than conjecture. It helps readers to understand how to develop new models to disrupt the marketplace, expand efforts to reach ever larger audiences and customers, and leverage digital space to your advantage.

Call No - 338.93 DOD P8
Acc No - 52918
How can we learn to deal with uncertainty at work? The answer, as the authors eloquently portray in this path finding book, is to learn from the adaptive behaviors of entrepreneurs. Play, the authors show, is a crucial component of this. It encourages exploration, experimentation, and curiosity while it also challenges established practices and orthodoxies. It facilitates change in people and organizations. Drawing on in-depth interviews with entrepreneurs and innovators, this book explains why we should incorporate play into work, what play looks like, and how to encourage playfulness in individuals and organizations. The authors identify four key behaviors that endorse, encourage, and guide play: grace, craft, fortitude, and ambition, and provide a blueprint for an alternative way of working that fosters resilience and encourages innovation and growth in difficult times.

Call No - 6.001.5 SCH P8
This book provides an introduction to technological innovation and how it can be successfully pursued and managed. The key elements involved in developing successful technological innovations are discussed, with attention to different models and processes that may be considered, and potential contributions from different organizations in the innovation ecosystem. These elements are also placed into the context of organizational leadership and strategy. Overall, the book bridges the gaps among academia, government, not-for-profit, and business/industry to show how the skills and abilities of each sector can be harnessed to improve the probabilities of success in developing technological innovations.

Call No - 6.001.5 MIT P8
This book contains essays from the preeminent journal MIT Sloan Management Review and offers practical advice from experts on how to create, facilitate, and manage innovation in and for today's digital markets. The essays emphasize the power of intersections, where different mindsets and skills collide. These connections can be external—LEGO, for example, has engaged more than 100,000 adult fans in user communities—or internal, as when 'brokers,' 'connectors,' and 'energizers' act within organizations. Contributors stress the value of action over analysis, citing examples that affirm the power of trial-and-error experimentation. They demonstrate that innovation success requires thinking beyond technology. This book provides practical guidance for innovation success.
   Call No - 332 BEC P6
   Acc No - 52833
   The TRUTH is that creating excessive financial wealth does not come down to luck or talent. It comes down simply to your beliefs, understanding, and views—the 'pillars' that reinforce your every action. In this book, the author not only breaks down the most important pillars for you, but also shows you how to bring them into your life TODAY to begin generating lifelong financial freedom.

   Call No - 332.6 VOG P7
   Acc No - 52839
   The global financial crisis of 2008 ushered in a system of informal decision-making in the grey zone between economics and politics. Legitimized by a rhetoric of emergency, ad hoc bodies have usurped democratically elected governments. In line with the neoliberal credo, the recent crisis has been used to realize the politically impossible and to re-align executive power with the interests of the finance industry. In this important book, Joseph Vogl offers a much longer perspective on these developments, showing how the dynamics of modern finance capitalism have always rested on a complex and constantly evolving relationship between private creditors and the state. Combining historical and theoretical analysis, Vogl argues that over the last three centuries, finance has become a 'fourth estate, marked by the systematic interconnection of treasury and finance, of political and private economic interests.

3. Best investment writing: selected writing from leading investors and authors /Edited by Faber, Meb. 2018. Hampshire: Harriman House
   Call No - 332.67 BES P8
   Acc No - 53065
   The Best Investment Writing is back for a second year, with 41 hand-selected articles. These are the best recent pieces of investment writing from some of the most respected money managers and investment researchers in the world. It provides valuable insights into - why $1 trillion will flow into Chinese stock markets; how share buybacks are good for dividend yields and per share growth; the truth about cryptocurrencies; why it's a myth that bonds lose value if rates rise; the four pillars of retirement income.
4. Best investment writing: selected writing from leading investors and authors / Edited by Faber, Meb. 2017. Hampshire: Harriman House

The Best Investment Writing – Volume 1 contains 32 hand-selected articles. These are the best pieces from some of the most respected money managers and investment researchers in the world. It provides valuable insights into - the strategies that produce some of the highest historical returns; five due diligence questions we must ask before investing; the easiest, most powerful method to estimate future stock returns; how to spend our investment gains to maximize genuine happiness.


In this book, five social scientists discuss the ways in which the intermediaries in the chain influence each other, channel the flows of savers' money, enhance investment decisions, and form audiences for each other's performances of financially competent selves. The central argument of the book is that investment management is fashioned profoundly by the opportunities and constraints this chain creates. Investment is no longer a matter of individual savers directly choosing which shares or bonds to buy. Rather, most of their money flows through a 'chain': an often extended sequence of intermediaries. What goes on in that chain is of huge importance: The world's investment managers, who are now almost as well paid as top bankers, control assets equivalent in value to around a year of total global economic output. Whether chains constrain or enable, however, they always entangle, tying intermediaries to each other - silently and profoundly shaping the investment management industry. This book is a novel analysis that will make students, social scientists, financial professionals, and regulators looking at the workings of financial markets in a new light. A must-read for anyone looking for insights into the decision-making processes of investment managers and those influenced by and working for them.


In this book, the author argues our major disagreements really involve facts, not values. It follows that government policy should not be based on public opinion, intuitions, or pressure from interest groups, but on numbers—meaning careful consideration of costs and benefits. Will a policy save one life, or one thousand lives? Will it impose costs on consumers, and if so, will the costs be high or negligible? Will it hurt workers and small businesses, and, if so, precisely how much?
Call No - 332.63(46) GON P8

In this book, the author presents an innovative model that considers different management stages of mutual fund companies, overcoming the traditional dispute between the different approaches used in banking and insurance research. Research on the mutual fund industry has been primarily focused on mutual funds rather than on their management companies. This new work fills this gap in the empirical knowledge of the efficiency obtained by mutual fund management companies. The research analyses the Spanish case, which is one of the most relevant fund industries in the Euro market, providing new insights into issues that have not been explored prior.

Call No - 658.15 ENT P8

This book is an engaging text that will equip entrepreneurs, students and early-stage investors to make sound financial decisions at every stage of a business' life, from sourcing and obtaining funds, to financial tools for growing and managing the financial challenges and opportunities of the startup. Largely reflecting European businesses and with a European perspective, the text is grounded in sound theoretical foundations. Case studies and success stories as well as perspectives from the media and from experts provide real-world applications, while a wealth of activities give students abundant opportunities to apply what they have learned. A must-have text for both graduate and undergraduate students in entrepreneurship, finance and management programs, as well as aspiring entrepreneurs in any field. Academics and practitioners from a range of institutions across Europe provide a cutting-edge, practical, and comprehensive review on the financing of entrepreneurial ventures.

Call No - 519.2 GUI P8

This book serves as an agile reference for upper level students and practitioners who desire a formal, easy-to-follow introduction to the most important time series methods applied in financial applications (pricing, asset management, quant strategies, and risk management). Real-life data and examples developed with EViews illustrate the links between the formal apparatus and the applications. The examples either directly exploit the tools that EViews makes available or use programs that by employing EViews implement specific topics or techniques. The book balances a formal framework with as few proofs as possible against many examples that support its central ideas. It offers rigorous coverage, including technical aspects and references for the proofs, despite being an introduction.

Call No - 332 COR P8

Acc No – 52802
This book incorporates the newest technology to facilitate the learning process, saving valuable time for you and your students. This edition continues to provide the core topics for the course, highlighting personal examples to help students relate to the material. The author's superior pedagogy, extensive end-of-chapter problems, emphasis on the personal perspective, and focus on the core concepts combine with a complete digital solution to help students achieve higher outcomes in the course. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

Call No - 333 STA P8
Acc No – 52875

This book is specifically designed to provide the scalable basis of pro forma modelling for real estate projects. The book introduces students and professionals to the basics of real estate finance theory prior to providing a step-by-step guide for financial real estate model construction using Excel. The book introduces an innovative new financial metric, P(Gain), which quantifies the probability of a Return of Capital and answers the most basic question for investing, ‘What is the probability I get my money back?’.

Call No - 332.1:297 HAB P8
Acc No - 53085

This is an introductory textbook to Islamic finance and banking. It is being used increasingly globally — especially in the regions of Middle East and North Africa, South East and South Asia. To cater to the need of trained Islamic finance staff, a large number of Educational institutions are beginning to offer courses, majors and minors in Islamic finance and banking. The major challenge faced by these institutions are suitable textbooks for both undergrad and post-graduate levels and especially with the relevant instructor resources (PPTs, test bank, practice activities and answer keys). It covers the most important topics related to Islamic finance and banking (IF&B) that are relevant for students of business, finance and banking.

Call No - 657:389.6 CHA P8
Acc No - 53055

This report is an in-depth, well researched, well analyzed evidence on how the financial inclusion agenda had progressed at various levels and across all the broad themes. It covers a review of the performance of diverse institutional structures and delivery models in inclusive finance - the commercial banks, regional rural banks and cooperative banks, the new specialised banks, non-bank finance companies, self-help groups and the microfinance institutions. It covers the initiatives in digital technology that address the last mile delivery challenges and provides an overview of some new initiatives. The report also tracks the performance of programmes and scheme of the government to promote financial inclusion, as also contribution and new initiatives of large apex institutions and regulators. The methodology of development of the report includes consultations with the RBI, Ministry of Finance, Banks, apex financial institutions, technology services providers, diverse delivery models and technical agencies.


This book is a comprehensive practical guide for account managers, sales teams and account leaders operating in the B2B space. It provides knowledge to excel in developing, growing and retaining top accounts in local and global environments. With a nuanced version of ‘account management’ that will potentially be a game changer, the book offers a personnel-and-process based agenda that can create a ‘competitive advantage’ on its own.


This book deep dives into Indian Accounting Standards (Ind ASs) and its convergence with IAS/IFRSs updated with latest notified amendments in each of the Ind ASs. It incorporates definitions and application guidance in critical chapters and provide detailed comparison of Indian Accounting Standards (Ind ASs) with amended Accounting Standards (AS) where applicable. Updated Income Computation and Disclosure Standards (ICDS) with Ind AS and AS and Financial Reporting guidelines applicable to Indian Accounting Standards (Ind ASs) and Accounting Standards (AS) as prescribed under Schedule III of Companies Act, 2013.
In this book, the contributors offer a critical perspective on the dominant paradigms used in contemporary financial activities. Through a detailed study of the organisation and functioning of financial intermediaries and institutions, the contributors to this volume analyse ‘finance in the making’, by shedding light on the structuring of banking and financial systems, on their capacity to prescribe action and control, on their modes of regulation and, more generally, on the process of financialisation. This book sheds light on different areas that are representative of contemporary financial realities. Specifically, it first studies the work of financial employees: traders, salespeople, investment managers, financial analysts, investment consultants, etc. but also provides an analysis of a range of financial instruments: financial schemes and contracts, financial derivatives, socially responsible investment funds, as well as market rules and regulations.

Call No - 332.7 BAN P8
Acc No - 53046
Credit risk is the risk resulting from the uncertainty that a borrower or a group of borrowers may be unwilling or unable to meet their contractual obligations as per the agreed terms. It is the largest element of risk faced by most banks and financial institutions. Potential losses due to high credit risk can threaten a bank's solvency. After the global financial crisis of 2008, the importance of adopting prudent risk management practices has increased manifold. This book attempts to demystify various standard mathematical and statistical techniques that can be applied to measuring and managing portfolio credit risk in the emerging market in India. It also provides deep insights into various nuances of credit risk management practices derived from the best practices adopted globally, with case studies and data from Indian banks.

Call No - 332.64.2 THO P8
Acc No - 53048
This book presents all of the essential information needed to learn to trade options. Whereas most options books focus on profit and loss opportunities, this book addresses the issues of hedging market risks in an equity portfolio head on. The author presents the compelling argument that options should not be thought of as risky stand-alone trading vehicles, but offer greater value as a coordinated strategic methodology for managing equity portfolio risks as presented in numerous examples in this book.

Call No - 65.012.122 COR P8
Acc No – 52914
This textbook is devoted to explaining how state-of-the-art optimization theory, algorithms, and software can be used to efficiently solve problems in computational finance. It discusses some classical mean–variance portfolio optimization models as well as more modern developments such as models for optimal trade execution and dynamic portfolio allocation with transaction costs and taxes. Chapters discussing the theory and efficient solution methods for the main classes of optimization problems alternate with chapters discussing their use in the modeling and solution of central problems in mathematical finance. This book will be interesting and useful for students, academics, and practitioners with a background in mathematics, operations research, or financial engineering. The second edition includes new examples and exercises as well as a more detailed discussion of mean–variance optimization, multi-period models, and additional material to highlight the relevance to finance.

   Call No - 65.011.56WJJC HUM P8
   Acc No – 52916
   This book provides Python and finance at the same time by creating a profit calculator, a currency converter, an amortization schedule, a budget, a portfolio rebalancer, and a purchase forecaster. Many of the examples use pandas, the main data manipulation tool in Python. Each chapter is hands-on, self-contained, and motivated by fun and interesting examples.

   Call No - 332.67 ZAR P8
   Acc No - 52922
   This compelling book examines the price-based revolution in investing, showing how research over recent decades has reinvented technical analysis. The authors discuss the major groups of price-based strategies, considering their theoretical motivation, individual and combined implementation, and back-tested results when applied to investment across country stock markets. Containing a comprehensive sample of performance data, taken from 24 major developed markets around the world and ranging over the last 25 years, the authors construct practical portfolios and display their performance—ensuring the book is not only academically rigorous, but practically applicable too. This is a highly useful volume that will be of relevance to researchers and students working in the field of price-based investing, as well as individual investors, fund pickers, market analysts, fund managers, pension fund consultants, hedge fund portfolio managers, endowment chief investment officers, futures traders, and family office investors.

   Call No - 332.67 SCH P8
   Acc No - 53109
The book provides current and practical guidance on key private equity (PE) compliance challenges and trends. Packed with detailed, practical guidance on developing and managing a private equity compliance program, it offers up-to-date case studies and an analysis of critical regulatory enforcement actions on private equity funds in areas including conflict of interest, fees, expenses, LP fund raising disclosures, and valuations. General Partners (GPs) have also significantly ramped up the hiring of private equity compliance related roles. It offers information that is tailored to the current compliance practices employed by GPs in the private equity industry.

   Call No - 658.14 TRI P8  
   Acc No - 52925

This book helps readers understand how to develop a competitive advantage through project finance. Most importantly, it shows how different elements of project finance, such as opportunity screening and evaluation, project development, risk management, and due diligence come together to structure viable and financeable projects—which are crucial pieces missing from the current literature. Eliminating misconceptions about what is really important for successful project financings, this book shows you how to develop, structure, and implement projects successfully by creating competitive advantage. By shedding light on project finance failures, it also helps you avoid failures of your own.

   Call No - 658.15 HUL P8  
   Acc No – 52930

This book explains all aspects of financial risk and financial institution regulation, helping you better understand the financial markets—and their potential dangers. Inside, you’ll learn the different types of risk, how and where they appear in different types of institutions, and how the regulatory structure of each institution affects risk management practices. Comprehensive ancillary materials include software, practice questions, and all necessary teaching supplements, facilitating more complete understanding and providing an ultimate learning resource. All financial professionals need to understand and quantify the risks associated with their decisions. This book provides a complete guide to risk management with the most up to date information.

   Call No - 332.64.2 TIN P8  
   Acc No - 53120

This book lays a foundation of intuitive analysis of financial concepts early in the course, followed by a more detailed and nuanced treatment in later chapters. It introduces major financial concepts through real situations, integrates active learning, student focused explorations and examples with Excel spreadsheets and straightforward financial calculations. Focusing on conceptual understanding to maximize comprehension and retention, using modern financial analysis tools and utilizing active learning, the book offers a modern approach that eliminates tedious and time-consuming calculations initially without underestimating the
ability of readers. It presents a spiral, active learning pedagogical strategy that accentuates key concepts and reinforces intuitive learning.

Call No - 332.6 THU P8
Acc No - G15165

This book goes beyond the basic investment framework as it dives deeper into how our mind works and how we can calm our mind when distractions surface, in order to arrive at the right investment ideas. It draws reference to various scriptures, especially “Yoga Sutra”, written thousands of years ago by Maharishi Patanjali - the founder and ultimate guru of Ashtanga Yoga. The book dives deep into the workings of the human mind and explains how it can be enriched with the insights of the Patanjali Yoga Sutra. This book explains 22 traits which affect the behaviour of an individual. To be successful at anything including investing, one must strengthen the traits that are positive and minimized the traits that are negative. It also highlights how veteran investors have knowingly or unknowingly used the winning strategies shared in these old scriptures to create phenomenal wealth.
   Call No - 658.3.018 EFF P8
   Acc No - 52834
   In this book the author Marc Effron cuts through the noise with his signature 'science-based simplicity' approach to identify what matters most and show you how to optimally apply your time and effort to boost your performance. It turns out that higher performance comes from doing many things well—but some of those things are not in your power to change. The author reveals the eight key factors you do control and practical steps for improving yourself on each one. You'll learn: How to set goals that create higher performance; Which behaviors predict higher performance in different situations; How to quickly develop the most important capabilities; Who to connect with and why; How to understand and adapt to your company's strategy; Why you sometimes shouldn't be the 'genuine' you; How to best manage your body to sustain your performance; How to avoid management fads that distract you from high performance.

   Call No - 65:301 ALT P8
   Acc No - 52964
   This book studies accounts of alternative organisations in India and provides critical insights on if and why alternative organisations matter to management theory and practice, how management theory can be applied to the context of alternative organisations, and how, from an alternate organisational perspective, existing debates in management can be enriched. Some other questions examined in this book are: what are spaces of organising outside corporations? How do these alternative organisational forms challenge our assumptions about a globalised, monolithic capitalist order? How do we understand the organisational lives of those marginalised, silenced and oppressed? How can we imagine an alternative organisational reality?.

3. Attention pays: how to drive profitability, productivity, and accountability. / James, Neen. 2018. New Jersey: Wiley
   Call No - 658.3.018 JAM P8
   Acc No - 52840
   This book spotlights on the power of attention and absolute focus. Personally: who we pay attention to. Professionally: what we pay attention to. And Globally: HOW we pay attention in the world—and to the world. In an on-demand, 24/7 society, where distractions cost millions of people productivity, profitability, relationships and peace, it's time to pay attention to what matters most.
4. **Attitude: develop a winning mindset on and off the court.** / Wright, Jay. 2017. New York: Ballantine Books
   Call No - 65.011.1 WRI P7
   Acc No - 52841
   In this book, the author explains how he guided Villanova to the mountaintop by staying hungry, staying humble, and encouraging all of his players to think of themselves as leaders. Building his book around chapters themed to the core principles of the Wildcats' championship program, Wright will teach readers how these ideas can lead to success both on and off the court—and tell a riveting, inside sports story in the process. It is a positive blueprint for transformational team building based on the idea that everyone—from the head coach to the last player on the bench—can be a leader when the moment demands it. It is perfect for anyone looking to build a team, achieve a goal, or nurture their own winning culture.

5. **Business development culture: taking sales culture beyond the sales team.** / Moyle, Alex. 2018. London: Kogan Page
   Call No - 65.012.3 MOY P8
   Acc No - 52968
   This book defines how to facilitate a sales-oriented perspective throughout a company culture, enabling it to sell more on an ongoing and consistent basis. Highly practical in its approach, this book empowers readers to break away from the frustrations of missed opportunities and lost leads, and to escape the repetitive 'feast and famine' sales patterns. Providing direct guidance on the implementation of an immersive business development culture, this book will ensure that the wider objective of generating business profit is embraced by the entire organization, not just the sales team. It features numerous tools and market-tested insights to support leaders in adapting their approach at both team and strategy levels.

   Call No - 659.235 CHE P2
   Acc No – 52847
   This book provides step-by-step instructions on how to dominate what many consider to be the most complex, most difficult, and most intimidating corporate job interview in the world. In this book, the author reveals his proven, insider's method for acing the case interview. Having personally secured job offers from McKinsey, Bain & Company, Monitor, L.E.K, Oliver Wyman, and A.T. Kearney, he has also been a McKinsey case interviewer—providing you with a hands-on, real-world perspective on what it really takes to land job offers.

   Call No - 65:301.172.6 BLO P8
   Acc No - 52848
In this book, the authors examine the rise of the CEO society, and how it has started to transform governments, culture, and the economy. This influence, they argue, holds troubling implications for the future of democracy—as evidenced by the disturbing political rise of Donald Trump in the United States—and for our society as a whole. Corporate Executive Officers (CEOs) have become the cultural icons of the twenty-first century. Figures like Steve Jobs and Mark Zuckerberg are held up as role models who epitomize the modern pursuit of innovation, wealth, and success. We now live in a CEO society—a society where corporate leadership has become the model for transforming not just business, but all spheres of life, where everyone from politicians to jobseekers to even those seeking love are expected to imitate the qualities of the lionized corporate executive.

   Thousand Oaks: Corwin
   Call No - 37.001.7 LIN P9
   Acc No - 52976
   This book helps readers in establish a mindset and worldview for effectively describing and responding to inequities. Its inside-outside approach to leadership is grounded in the assumption that honest introspection is a requirement to leading equity-driven change. It uses the Cultural Proficiency Continuum to assess the limitations of school practices and identify opportunities to shift the culture. It shows how to engage colleagues in collaborative dialogue about creating powerful teaching and learning environments. This edition includes updated content, new case studies, expanded vignettes, new activities and study guides, and an updated matrix.

   London: Routledge
   Call No - 65.012.413 LAW P9
   Acc No – 52851
   This book offers a more connected, systemic approach, aligning coaching with the realities and challenges of organizations operating in an ever more complex world. It is structured around a central model: the three dimensions of coaching. The book explains complexity using simple language and easy-to-recognize examples, and suggests pragmatic approaches going forwards. Coaches will learn how to expand their scope and impact, and to navigate the new and difficult challenges posed by contemporary businesses. Clients wishing to use coaching in complex change work will learn what to look out for in prospective coaches and how to best deploy them in their organizations.

10. Coaching training: includes all the activities you need to create and deliver powerful, effective training. / Haneberg, Lisa. 2017.
    New Delhi: Viva Books
    Call No - 65.012.413 HAN P7
    Acc No – 52799
This book takes a service-oriented approach to workplace coaching. It teaches the essential skills trainers must master to give learners what they need when they need it. Each half-day, full-day, and two-day program in this volume comes with its own agenda to drive the workshop and includes online presentation slides, handouts, assessments, and tools. Create made-to-order learning experiences that deliver results with the author by your side. By emphasizing deep listening and empowering learners to pull coaching conversations forward, you’ll help coaches build experiences that count. Great coaching gives performers just what they need, when they need it.

Call No - 65.012.3 JAW P8
Acc No – 52855

This book provides the much-needed 'how-to' with Design of Work Experience (DOWE). Tapping into human-centered design, interdisciplinary innovation concepts, and other research, this leading edge approach partners employees and their employers in unprecedented ways to co-create solutions and differentiating experiences that are customized, relevant, and profoundly impactful to the organizations for which they are intended—all while building employee engagement, learning agility, and capability.

Call No - 159.942 EVE P8
Acc No – 52871

According to research by Daniel Goleman, emotional intelligence has proved to be twice as important as other competencies in determining outstanding leadership. It is now one of the crucial criteria in hiring and promotion processes, performance evaluations, and professional development courses. And it's not innate—it's a skill that all of us can improve. This book provides 10 definitive HBR articles on emotional intelligence by Goleman and other leaders in the field, curated by our editors—paired with smart, focused advice from HBR experts about how to implement those ideas in your daily work life.

Call No - 65.011.56 BAI P8
Acc No – 52540
In this book, the author draws upon two decades spent researching the psychological effects of VR to help readers understand its upsides and possible downsides. He offers expert guidelines for interacting with VR, and describes the profound ways this technology can be put to use to hone our performance, help us recover from trauma, improve our learning, and even enhance our empathic and imaginative capacities so that we treat others and ourselves better.

Call No - 658.3.011.56 EHR P9
The book incorporates the most current and important HR technology related topics in four distinct parts under one umbrella, written by leading scholars and practitioners drawn from across the world. As with other parts of business, technology is having a profound effect on the world of work and management of human resources. Technology is a key enabler for faster, cheaper and better delivery of HR services and in some cases can have a transformational as well as unintended negative effect. All the chapters have a uniform structure and pay equal attention to theory and practice with an applied focus. Learning resources of the book include chapter-wide learning objectives, case studies, debates on related burning issues.

Call No - 658.324 BRI P8
This book offers a complete, practical resource for understanding and creating an effective engagement strategy that is aligned to wider business objectives. Supported by a variety of practical tools, features and templates, as well as numerous real-life examples and case studies from organizations such as AXA PPP Healthcare, Capital One, Charles Stanley, EDF Energy and Marks & Spencer, this handbook provides comprehensive coverage of all stages of the engagement process, from planning initiatives to building and measuring their success. This updated second edition of the book considers the increasing use of technology in engagement, the role and importance of purpose and trust and the relationship between employee experience and engagement.

Call No - 65:301.172.6 WES P8
This book sets out to allow leadership to speak with different voices, to liberate leadership from how it is portrayed in the dominant academic and popular literature and to discover local and regional variations of leadership thinking and practice. It reveals a much richer, contextualized, diverse and culturally informed set if leadership themes and approaches that challenge the limits of the dominant insider leadership discourses. It is split into two parts; its first part presents the local and regional variations in leadership from across the globe, with each of the
twenty individual authors presenting the histories, cultures, tensions and social changes that shape the practice of everyday leadership in their respective region.

Call No - 658.387.4 OWE P7 Acc No – 52878

Working for a matrix international organisation, with its ensuing diverse global teams, based in a variety of geographic locations is a fact of life for most leaders and managers today. These teams may be permanent, or they may come together temporarily to deliver a specific project. The challenges of making decisions, setting goals, communicating, building trust and managing the team are far harder when you are separated by time, language, culture and priorities. will enable leaders, teams and organisation to deal with the challenges they face to ensure team delivers the best result. Based on original research with some of the world’s leading companies, this book is the definitive, practical guide on making the sharp end of globalisation work for you and your organisation.

Call No - 65.011.1 CAR P8 Acc No – 52712

This book reveals how some of the world’s most prominent business leaders resisted short-term pressures to successfully manage their organizations for the long term, and in turn, aim to create more jobs, more satisfied customers, and more shareholder wealth. The authors take you behind-the-scenes to witness the business decisions that are enabling leading organizations to outsmart and outlast the competition. This book is a critical resource for leaders who want their organizations to survive over the long-term and for anyone who cares about the global economy.

Call No - 65:301.172.6 CHE P8 Acc No - 52996

This book provides a road map and a practical toolkit for users to lead all types of groups effectively. Drawing on extensive teaching and clinical experience, the authors give readers numerous skills, techniques, insights, and case illustrations demonstrating how to tap into the heart of group therapy: the interpersonal processes. The text covers group processes from beginning to end, including setting up a group, running the first session, facilitating the opening and closing of each session, working with tension and conflict, and using advanced skills and intervention techniques to facilitate member change. The Second Edition expands on group leadership skills to include methods of running mandate groups, semi-structured groups, basic level unstructured groups, and advanced level here-and-now focused groups, as well as using psychodrama techniques to heal unresolved grief and loss.
Call No - 658.387.4 GRO P8  
Acc No - 53089

The book focuses on the specialized group work that counselors perform from a systemic perspective in a multicultural context. This text briefly covers traditional theoretical approaches, focusing more on the techniques and applications of the approaches, but the core of the text involves the systemic approach to group work: preparing group leaders to facilitate the systemic group process, from planning the group through the four stages of group work: forming and orienting, transition, working, and termination. The content is aligned with 2016 Council for Accreditation of Counseling and Related Educational Programs (CACREP) standards. Numerous other techniques, covered, are linked with specific theoretical orientations.

Call No - 658.3 HUG P8  
Acc No – 52885

This book provides human capital professionals, researchers, and students with a comprehensive and portable guide to human capital systems, analytics and data mining. The main purpose of this book is to provide a rich tool set of methods and tutorials for Human Capital Management Systems (HCMS) database modeling, analytics, interactive dashboards, and data mining that is independent of any human capital software vendor offerings and is equally usable and portable among both commercial and internally developed HCMS.

Call No - 65.012.3 SWA P8  
Acc No – 52820

Companies spend time and effort developing their employees - their most important asset - but they often forget to consider the company structure, culture, environment and processes required to help the newly upskilled individuals thrive. This book is a practical guide which shows how this can be achieved by taking a truly people-centric approach to organizational development. Exploring how people-centred organizations behave and evolve, the book covers how to use design thinking to create optimal organizational structures, how to make a business a community, how to use communication to inform and empower people and how to use technology to allow employees to work more efficiently.

Call No - 65.012.3 SMI P7  
Acc No – 52890
In this book the author unpacks the core of institutional intelligence—the wisdom of working effectively within an organization. At the same time, he shows how team leaders, directors, executives, board members, key stakeholders, and employees can avoid what is often their greatest source of stress on the job—working with the institutional character of their organizations. Focusing on the nonprofit sector, Smith unlocks the essential elements of how institutions function in a productive, healthy manner. Church staff, educators, and those in service agencies can all thrive by understanding these dynamics instead of fighting against them. By developing this essential vocational capacity, we and those around us can not only fulfill ourselves but also a mission that is larger than we are. Institutions matter. They give us an opportunity to have an influence for the common good that far outlasts us. But we often assume that institutions are at cross-purposes with dynamic communities, with personal vocational calling, and with core human values. We view them somewhat cynically as, perhaps, a necessary evil. Institutions, far from that, remain essential to human flourishing. They are the very means by which communities thrive, individual vocations are fulfilled, and society is changed for the good. As a result, we all need to learn how to work effectively within institutions.

Call No - 159.97 REE P8   Acc No – 52810
This book introduces readers to everything they need to know about counselling and psychotherapy theory, skills and practice. Drawing on years of experience as a counselling practitioner and educator, the author links theory to the development of appropriate skills and locates it within the context of therapeutic practice. Features including chapter summaries, discussion questions, prompts for reflection, case examples and further reading help students to apply what they've learnt and give them the confidence to progress into practice. The book covers: key theoretical approaches; personal development; counselling skills; professional settings; law, policy, values and ethics; working with difference and diversity; client and present issues, and more. Learning is also supported by a wealth of online resources such as case studies and videos that show what theory looks like in practice, as well as journal articles to help extend knowledge. This is the essential text for any trainee practitioner, or for anyone needing an introduction to the foundations of counselling theory and practice.

25. Leading with dignity: how to create a culture that brings out the best in people. / Hicks, Donna. 2018. New Haven: Yale University Press
Call No - 65:301.172.6 HIC P8   Acc No – 52897
In this book, the author explores the essential but under-recognized role of dignity as part of good leadership. Most people know very little about dignity, the author has found, and when leaders fail to respect the dignity of others, conflict and distrust ensue. She highlights three components of leading with dignity: what one must know in order to honor dignity and avoid violating it; what one must do to lead with dignity; and how one can create a culture of dignity in any organization, whether corporate, religious, governmental, healthcare, or beyond. Brimming with key research findings, real-life case studies, and workable recommendations, this book fills an important gap in our understanding of how best to be together in a conflict-ridden world.

Call No - 65:301.172.6 LEW P9   Acc No - 53045
In this book, the authors help you lead your team through this change successfully. Covering everything from how to build a new type of leadership trust when other spheres of public power have been overturned, to robots overtaking companies and worldwide indebtedness affecting business, this book explains not only why the old rules no longer apply, but also how to blaze a trail in this new world order and be the best leader you can be. It includes exclusive interviews with top executives grappling with the new world order and discusses what key global trends keep them awake at night and how they respond to them.

Call No - 65:301.172.6 HEN P8
In this book, the author shares the core elements of leadership that helped him become a successful tech entrepreneur, esteemed academic, and venerated administrator. Hennessy’s approach to leadership is laser-focused on the journey rather than the destination. He discusses the pivotal role that humility, authenticity and trust, service, empathy, courage, collaboration, innovation, intellectual curiosity, storytelling, and legacy have all played in his prolific, interdisciplinary career. The author takes these elements and applies them to instructive stories, such as his encounters with other Silicon Valley leaders. This book is essential reading for those tasked with leading any complex enterprise in the academic, not-for-profit, or for-profit sector.

Call No - 65.013 KEL P8
In this book, the authors-Senior Partners at McKinsey & Company, the world's preeminent management consultancy-cut to the chase by answering the 10 most important and timeless questions that every leader needs to answer in order to maximize the performance and health of their organization. What's more, the authors recognize that great leaders may not have time for long-winded business books. In Leading Organizations, answers are kept to the essentials-hard facts, counter-intuitive insights, and practical steps-all presented in an accessible and highly visual format. If there's one essential business book you should read-ever-it's this one.

Call No - 65:301.172.6 ZUG P7
This book is about tackling all the traditional task of a manager in a totally new environment, by using a different attitude in order to enthuse stakeholders in today's markets. It examines the philosophy of running companies nowadays, truly embracing stakeholder's expectation and finding a more efficient way of leading businesses to higher performance and sustainable and profitable growth. This book is a must read for corporate leaders seeing to navigate this new
dichotomy where consumer confidence is low, but expectation for engagement is high.

   Call No - 65.012.413 CHA P8
   This book presents theory and research on the benefits of mindfulness training and explores how mindfulness can feature in coaching work. The authors explain how coaches can use mindfulness to become more deeply attuned to themselves and to clients, and to create transformational resonance. The authors present a systematic methodology to cultivate and embody a way of being that enables growth and transformation in oneself and in others. The first book of its kind, it provides an experiential guide, inviting and supporting coaches to engage with the programme included, sharing new qualitative research into the potential impact of mindfulness on coaching process and outcomes, and explicitly linking mindfulness practice to global standards of coaching mastery.

31. Myths of work: the stereotypes and assumptions holding your organization back. / MacRae, Ian. 2018. London: Kogan Page
   Call No - 658.382 MAC P8
   In this book, the authors take an entertaining and evidence-based look at the most pervasive myths about our working lives, from the serious to the ridiculous, to give you the insight you need to become a better manager in the modern workplace. Fascinating real life case studies from organizations around the world display the myths (and how to overcome them) in practice. It takes the most up-to-date academic research in business and psychology and combines it with practical insights, a lively writing style, and a handy dip-in-and-out structure to form your ultimate guide to becoming a better enlightened manager.

   Call No - 654 STE P8
   In this book, the author responds to the struggles of employees, organizations, and even friends and family, as they try to understand new norms for connectedness in the workplace. Drawing on over two decades of her own research and fieldwork, representing people in over 35 different types of jobs, Stephens claims that though people assume mobile communication is a uniform practice, there are underlying — and often hidden — issues of control and power at play, which shape how people are permitted and expected to use mobiles to communicate while working. The accounts Stephens offers reveal the many ways that these portable tools are actually used across work environments today, integrating information, communication, and data, and connecting people in expected and often conflicting ways.

   Call No - 65:301.172.6 SWA P5
   In this book, the author responds to the struggles of employees, organizations, and even friends and family, as they try to understand new norms for connectedness in the workplace. Drawing on over two decades of her own research and fieldwork, representing people in over 35 different types of jobs, Stephens claims that though people assume mobile communication is a uniform practice, there are underlying — and often hidden — issues of control and power at play, which shape how people are permitted and expected to use mobiles to communicate while working. The accounts Stephens offers reveal the many ways that these portable tools are actually used across work environments today, integrating information, communication, and data, and connecting people in expected and often conflicting ways.
This book provides leaders and managers with a guide to practical, effective actions, based on neuroscience, explained in an accessible way. It focuses on the competencies and capabilities that leaders and managers need, to think creatively, take good decisions, improve their performance and resilience, deal with complexity, incentivize, and innovate, rather than focusing on brain regions or even functional pathways within the brain. This book comes from three authors who combine knowledge and experience in applied neuroscience, psychiatry, organizational psychology, learning and leadership coaching at a world class level.

34. Off the clock: feel less busy while getting more done. / Vanderkam, Laura. 2018. New York: Portfolio
Call No - 65.012.5 VAN P8
The author believes that in order to get more done, we must first feel like we have all the time in the world. In this book, the author reveals the seven counterintuitive principles the most time-free people have adopted. She teaches mindset shifts to help you feel calm on the busiest days and tools to help you get more done without feeling overwhelmed. You'll meet people such as; an elementary school principal who figured out how to spend more time mentoring teachers, and less time supervising the cafeteria; an executive who builds lots of meeting-free space into his calendar, despite managing teams across multiple continents; a CEO who does focused work in a Waffle House early in the morning, so he can keep an open door and a relaxed mindset all day; an artist who overcame a creative block, and reached new heights of productivity, by being more gentle with herself, rather than more demanding. The strategies in this book can help if your life feels out of control, but they can also help if you want to take your career, your relationships, and your personal happiness to the next level. The author has packed this book with insights from busy yet relaxed professionals, including 'time makeovers' of people who are learning how to use these tools. This book can inspire the rest of us to create lives that are not only productive, but enjoyable in the moment.

Call No - 65.012.468 WOR P8
This book equips the reader with advanced tools and frameworks, based on both research and practical experience, for understanding and re-designing organizations. Particular emphasis is placed on how one can improve effectiveness by simplifying complex roles, processes, and structures. Readers will find thorough conceptual explanations combined with examples from different industries. This updated edition includes a new chapter about traditional organizational forms, and is complemented by a companion website. A well-designed organization is an effective organization. Decisions about organization design determine the shape and form of the organization – not only the reporting structure and authority relations, but also the number and size of sub-units and the interfaces between the sub-units. Indirectly, such decisions affect individual productivity as well as the organization’s ability to attain strategic goals. This textbook will be essential reading for students, scholars, and practitioners.

Call No - 65.013 COL P9
This book provides leaders and managers with a guide to practical, effective actions, based on neuroscience, explained in an accessible way. It focuses on the competencies and capabilities that leaders and managers need, to think creatively, take good decisions, improve their performance and resilience, deal with complexity, incentivize, and innovate, rather than focusing on brain regions or even functional pathways within the brain. This book comes from three authors who combine knowledge and experience in applied neuroscience, psychiatry, organizational psychology, learning and leadership coaching at a world class level.
This book continues to offer a novel approach using an integrative model and roadmap to illustrate how individual, team, leader, and organizational factors shape employee attitudes, and how those attitudes impact performance and commitment. This model reminds students where they are, where they've been, and where they're going. They include two unique chapters on job performance and organizational commitment. Those topics are critical to managers and students alike, and represent critical outcomes in OB. Each successive chapter then links back to those outcomes, illustrating why OB matters in today's organizations.

   Call No - 65.012.3 AVO P8
   Acc No – 52749

This book will help lessen that rate. Using real-world examples, the author maps four states of change that any organization must go through: identifying and recognizing, initiating, emerging and impending, and institutionalizing new ways of operating. Each state is described in detail, as are the leadership qualities necessary to solidify and transition from one to the next. These 'in-between moments' are an often-overlooked key to organizational transformation. So too is the fact that organizational change happens one individual at a time. For transformation to take root, each person must shift his or her sense of self at work and the role that he or she plays in the transforming organization. Intended as a road map, rather than a 'how-to' manual with fixed procedures, Organizational Transformation will help leaders to locate their organization's position on a continuum of progress and confidently navigate planned, whole-systems change, overcoming the challenges of growing from and adjusting to watershed moments.

   Call No - 658.3.018 WIL P9
   Acc No – 52819

In this book, the author guides through human performance improvement—or HPI—and delves into major changes in performance analysis. See the Performance DNA process you know from ATD's Human Performance Improvement program at work and discover why focusing on performance improvement is so important to organizational success. This book is useful tool to get the results you need to generate organizational improvement and ensure you’re ready for your foray into performance consulting.

   Call No - 65:301.172.6 MUH P7
   Acc No - 52919
This book is the perfect guide that can help unlock greatness in any leader who wishes to be a catalyst for change and transformation. Based on cutting edge research, and with truly actionable advice, this book shows you how Former Chairman of Microsoft Europe, Jan Muhlfeit, turns the lessons he’s learnt from his years at the coalface of leadership into a ‘how to’ guide for busy managers.

Call No - 65.012.3 OBR P7
Acc No - 52920

This book shares a simple 6-step framework you too can identify, clarify and shape your business purpose. You’ll gain a competitive advantage and boost your bottom line, but the benefits are not just commercial – you’ll also inspire a new generation of employees, foster innovation, simplify decisions and build customer and brand loyalty. Based on qualitative interviews with well-established and emerging leaders on how they bring ethical purpose in business to life, as well as sharing the results from a questionnaire with purpose-led businesses you’ll find a step-by-step approach for applying purpose to simplify complexity, harness a purpose-powered workforce and create customer loyalty.

41. Powerful: building a culture of freedom and responsibility. / McCord, Patty. 2017. USA: Silicon Guild
Call No - 658.3.054.8 MCC P7
Acc No - 52921

In this book, the author advocates practicing radical honesty in the workplace, saying good-bye to employees who don’t fit the company’s emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability.

42. Responsible business: making strategic decisions to benefit people, the planet and profits. / Roobeek, Annemieke. 2018. London: Kogan Page
Call No - 65:3 ROO P8
Acc No – 52824
This book provides a seven step framework that eliminates internal bias and can be used to make decisions that increase profits, benefit staff and protect the environment as a whole. This means that personal values, ethics and morals can be aligned with business goals and overall company strategy. It will enable business leaders to answer questions including what values should be attached to financial and non-financial aspects of business decisions? How can these values be translated into concrete manageable actions? and which decisions best suit the strategic goals of the organization?

43. Sales leadership: the essential leadership framework to coach sales champions, inspire excellence, and exceed your business goals. / Rosen, Keith. 2018. New Jersey: Wiley
   Call No - 65.012.413 ROS P8
   Acc No – 52931

This book delivers a chronological path to develop a thriving coaching culture and into a coaching leader who develops top performing teams and sales champions. Using Keith's intuitive LEADS Coaching Framework™, the coaching talk tracks for critical conversations, and his Enrollment strategy to create loyal, unified teams - you will inspire immediate change. Now, coaching is easily woven into your daily conversations and rhythm of business so that it becomes a natural, healthy habit. The author shares his personal coaching playbook that is now the standard for coaching excellence. Ten years later and one million miles traveled, he reveals the evolution of sales leadership and coaching mastery through his experiences working with Fortune 5000 companies and small businesses worldwide.

   Call No - 65.301.172.6 SIN O9
   Acc No – 52827

This book tells why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty? In studying the leaders who've had the greatest influence in the world, the author discovered that they all think, act, and communicate in the exact same way - and it's the complete opposite of what everyone else does. People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers might have little in common, but they all started with why. Drawing on a wide range of real-life stories, the author weaves together a clear vision of what it truly takes to lead and inspire.

   Call No - 65.301.172.6 WOO P8
   Acc No - 52940

Stepping up could be about taking on your first leadership or management role. It could be about changing your career, or leaving employment to start up on your own. It could be about changing the way you run a team already under your management. Whatever your circumstances, you will face the same issues we all do: changing attitudes, changing technology and our fast-moving rollercoaster of
a world. This book will inspire and equip you to understand and respond to that change and develop your ability to lead yourself and others through it.

   Call No - 65.012.46 DOL P7
   Acc No – 52941

   This book walks you through the science of storytelling, revealing the secrets behind great storytellers and showing you how to master the art of storytelling in business. Stories hold a unique place in our psyche, and the right story at the right time can be a game-changer in business; whether tragedy, triumph, tension or transition, a good story can captivate the listener and help you achieve your goals. In this book, author draws from a decade of training business leaders in storytelling to show you what works, why it works, when it works best and what never works.

   Call No - 658.3.011.1 VAN P9
   Acc No - 52942

   This textbook examines the role that HRM and HR managers play in developing processes and practices for high-performance organizations. It is built around a conceptual framework that provides a clear and coherent structure for the book. Underpinned by recent research in the field and the author’s academic expertise, the book provides an historical overview of the development of strategic HRM as a field of study before bringing the discussion up to date by examining contemporary topics such as sustainable HRM, e-HRM and high-performance work systems. The book extends the focus beyond the firm to include discussions about the role of multiple stakeholders, such as trade unions and governments, to encourage a deeper understanding of the role of national, institutional and cultural issues, as well as other external influences. This is an essential text for postgraduate and MBA students studying modules on Strategic HRM, Advanced HRM, or HRM and Performance Management. It is also an ideal companion for final-year undergraduate modules on specialist HRM degree programmes.

   Call No - 658.3.018 ADL P8
   Acc No – 52772

   This book reveals, performance management comprises an interdisciplinary field of study and practice that draws upon a wide set of business disciplines, including strategic management, organizational behaviour, organizational theory, and management accounting. This book provides a contemporary examination of theories, issues, and practices related to performance management. An original performance management framework helps structure the book, and in particular the ordering and layout of the book’s chapters. Unlike other performance management frameworks, the one used here is grounded in concrete organizational phenomena, therefore making it more accessible and meaningful to practitioners, scholars, and students.
49. Training reinforcement: the 7 principles to create measurable behavior change and make learning stick. / Wurth, Anthonie. 2018. New Jersey: Wiley
Call No - 658.386 WUR P8
Acc No - 52951
This book offers expert guidance for more effective training outcomes. Last year, US companies spent over $165 Billion on training; while many training programs themselves provide valuable skills and concepts, even the best-designed programs are ineffective because the learned behaviors are not reinforced. Without reinforcement, learned information gets shuffled to the back of the mind in the 'nice to know' file, never again to see the light of day. This book bridges the canyon between learning and doing by providing solid reinforcement strategies. Written by a former Olympic athlete and corporate training guru, this methodology works with human behavior rather than against it; you'll learn where traditional training methods fail, and how to fill those gaps with proven techniques that help training 'stick.' This book provides a ready-made blueprint with proven results, giving trainers and managers an invaluable resource for leading behavioral change.

Call No - 65.012.3 ZA K P7
Acc No - 53058
Drawing on his original research, Zak teases out science-backed insights for building high-trust organizations. The key to improving company culture, says neuroscientist Paul Zak, is not engagement programs or monetary rewards, but brain chemistry. Packed with examples from companies such as Zappos and Herman Miller, this unique book shows you how to harness neurochemistry to cultivate a workplace where trust, joy, and commitment compound naturally. It opens a window on how brain chemicals affect behavior, why trust gets squashed, and ways to consciously stimulate it by celebrating effort, sharing information, promoting ownership, and more.

Call No - 65.012.46 MUR P7
Acc No - 52953
The author in this book provides the science and tools for calmly and rationally leading people to question their preconceptions, accept new information, and eventually change their beliefs. This book shows that by moving from confrontations to conversations, from feelings to facts, and from diatribe to dialogue, you can get everyone to hear and accept hard truths. You’ll learn: How psychological phenomena like cognitive dissonance, the Dunning-Kruger effect, and selective perception cause people to deny, resist or attack the truth; How to delay your conversations into 4 parts (Facts, Interpretations, Reactions, Ends) and which pieces you should and shouldn’t share; How the 5-part I.D.E.A.S. Script can make someone a willing participant in a truthful dialogue; How to assess if your current approach is too tough or too soft; A checklist for diagnosing whether you need a one-time talk or multi-conversation process; How Structured Listening helps you calmly and logically control volatile conversations; The 7 phrases that make people defensive (and what you should say instead); And much more! Whether you’re trying to gain acceptance for a brilliant discovery, convince an employee to get to work on time, stop your coworker from being a jerk or urge your boss to tell you the truth about why they’re mad, this book makes even the toughest messages easy to hear.
Call No - 65:301.172.6 JAC P8
Acc No - 53040
This book is an engaging guide through the cacophony of competing perspectives and models of leadership, the new edition includes an expanded discussion of contemporary topics like followership, gender, ethics, authenticity, and leadership and the arts, set against the backdrop of the global financial crisis. Conceived by the author as an antidote to conventional textbooks, each book in the ‘Very Short, Fairly Interesting and Reasonably Cheap’ series takes a core area of the curriculum and turns it on its head by providing a critical and sophisticated overview of the key issues and debates in an informal, conversational and often humorous way. This book is suitable for students of leadership, professionals working in organizations and anyone curious about the workings of leadership.

53. Vibrant workplace: overcoming the obstacles to creating a culture of appreciation. / White, Paul. 2017. Chicago: Northfield Publishing 
Call No - 65:301.172.6 WHI P7
Acc No - 52956
The author wrote this book to give workplace leaders a thorough understanding of the most common obstacles to change, plus the skills to overcome them. Pairing real-life examples with professional advice and research, the author offers a guide to uprooting negativity and cultivating authentic appreciation and resiliency in the workplace. Readers will learn how to: Assess what negativity is costing their company; Address the deeper issues under unhealthy dynamics; Make authentic appreciation the cornerstone of work culture; Apply the five languages of appreciation strategically; Bring out the best in their employees and teams and more; Any workplace can be healthy. It just takes knowledge of the issues and skills to navigate them, which is exactly what this book provides.
Readers will be equipped to successfully overhaul their workplace environment and infuse it with authentic appreciation. It happens all the time: a leader reads a book or goes to a conference and learns great new ideas for their organization. But when they try to implement changes, nothing budges. Why? It's because work cultures are deeply rooted.

54. What you don't know about leadership, but probably should: applications to daily life. / Kottler, Jeffrey A. 2018. New York: Oxford University Press 
Call No - 65:301.172.6 KOT P8
Acc No - 53126
This book discusses ways that leadership skills and interventions can operate throughout daily life. Applications from group therapy and systemic intervention models will be applied to the realities that people face every day — inspiring others, facilitating meetings, running social events, guiding conversations, and empowering others. It is commonplace that counselors, therapists, teachers, business leaders, executives, coaches, and other helping professionals — specifically trained in group leadership — often fail to apply their knowledge and skills to settings in which they might matter most. The same practitioners who guide others may not be able to put that background to work when they find themselves supervising peers, leading meetings, or even managing conflict at the dinner table. This text uniquely integrates the latest research, theory, concepts, and skills into a model that applies these ideas to every aspect of daily life. The author draws not only from the extensive literature in group dynamics, counseling, and psychology, but also includes insights from business leaders gleaned from over a dozen interviews he conducted.
This book brings together research from leading scholars with stories from women leaders in diverse sectors to provide insights from their leadership journeys. The book begins with personal stories of women’s leadership journeys by chief executive officers, a former U.S. ambassador, a college president, and others. The stories enable readers to make sense of their own leadership journeys by learning about the varied paths to leadership and taking note of key elements such as role transitions, defining moments, identity development, and growth mindsets. Next, scholars discuss novel research that can guide women in navigating their journeys to leadership, including on followership, competition, representation of women in politics, and the role of biology in leadership. This must-have volume offers cutting-edge perspectives and a guide for women to navigate their own journeys to impactful leadership.
   Call No - 65.011.56WAG DAV P8                  Acc No - 52835
   In this book, the author offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. He describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI.

   Call No - 65.011.56WAG WOD P9                   Acc No - 52838
   This book analyses various models of value creation in projects and businesses by applying different forms of Artificial Intelligence in their products and services. First presenting the main concepts and ideas behind AI, the author assesses different models of technology-based value creation based upon the analysis of over 400 case studies. This framework shows how AI may influence both value creation and competitive advantage (efficiency, creativity and flexibility) within a modern organization. Finally, a conceptual model is formulated to evaluate AI-supported in-company projects and new ventures and identify the key managerial and technical competencies required.

   Call No - 65.011.56 DAY P8                     Acc No - 52842
   In this book, the author offers an accessible guide to our digital infrastructure, explaining the basics of operating systems, networks, security, and related topics for the general reader. He takes the reader from a single process to multiple processes that interact with each other; he explores processes that fail and processes that overcome failures; and he examines processes that attack each other or defend themselves against attacks. He describes how building in redundancy guards against failure and how endpoints communicate across the Internet. He explains why programs crash or have other bugs, why they are attacked by viruses, and why those problems are hard to fix. Finally, after examining secrets, trust, and cheating, he explains the mechanisms that allow the Bitcoin system to record money transfers accurately while fending off attacks.
Call No - 65.011.56WJJR BUT P8
Acc No - 52857
This book provides a unified, systematic approach to acquiring, modeling, manipulating, cleaning, and maintaining data in R. It begins with the basics and walks readers through all the steps necessary to get data ready for the modeling process. From what data looks like and what it should look like, they progress through all the steps involved in getting data ready for modeling. The authors describe best practices for acquiring data from numerous sources; explore key issues in data handling, including text/regular expressions, big data, parallel processing, merging, matching, and checking for duplicates; and outline highly efficient and reliable techniques for documenting data and record-keeping, including audit trails, getting data back out of R, and more.

Call No - 658.8:65.011.56 HEM P8
Acc No – 52860
This book is a complete, up-to-date hands-on tutorial and strategy guide to transforming digital marketing data into actionable, profitable knowledge. Its features are: Prioritize—because you can’t measure and analyze everything; Use analysis to craft experiences that profoundly reflect each customer’s needs, expectations, and behaviors; Measure real digital media ROI: sales, leads, and customer satisfaction; Track the performance of all paid, earned, and owned digital channels; Leverage digital data way beyond PR and marketing: for strategic planning, product development, and HR; Start optimizing digital content in real time; Implement advanced tools, processes, and algorithms for accurately measuring influence; Make the most of surveys, focus groups, and offline research synergies; Focus new marketing investments where they’ll deliver the most value; Identify and understand your most important audiences across the digital ecosystem.

Call No - 65.011.56WAG McS P8
Acc No - 52983
This book explores what happens when media technologies are able to interpret feelings, emotions, moods, attention and intention in private and public places. The arc of the book begins with a theoretical, historical, philosophical and technological framing. What happens when media technologies are able to interpret our feelings, emotions, moods, and intentions? In this book, the author explores that very question and argues that these abilities result in a form of technological empathy.

Call No - 65.011.56WAG GIL P6
Acc No - 52887
This book explores the potential for the Internet of Things (IoT), Big Data, Cyber-Physical Systems (CPS), and Smart Factory technologies to replace the still largely mechanical, people-based systems of offshore locations. It covers Industry 4.0, a term that encapsulates trends and technologies that could rewrite the rules of manufacturing and production. It explores the current state of the production, processing, and manufacturing industries and discover what it will take to achieve re-industrialization of the former industrial powerhouses that can counterbalance the benefits of cheap labor providers dominating the industrial sector.

   Call No - 65.011.56WAG BUN P8
   Acc No – 52891

   In this book, the authors observe its promises of convenience and the breaking of new frontiers in communication. They also raise urgent questions regarding ubiquitous surveillance and information security, as well as the transformation of intimate personal information into commercial data. Discussing the internet of things from a media and communication perspective, this book is an important resource for courses analysing the internet and society, and essential reading for anyone who wants to better understand the rapidly changing roles of our networked lives.

   Call No - 65.011.56WN HIN P8
   Acc No - 53001

   This book sheds light on the stunning rise of the digital giants and the online struggles of nearly everyone else—and reveals what small players can do to survive in a game that is rigged against them. The author shows how seemingly tiny advantages in attracting users can snowball over time. The internet has not reduced the cost of reaching audiences—it has merely shifted who pays and how. Challenging some of the most enduring myths of digital life, He explains why the internet is not the postindustrial technology that has been sold to the public, how it has become mathematically impossible for grad students in a garage to beat Google, and why net neutrality alone is no guarantee of an open internet. He also explains why the challenges for local digital news outlets and other small players are worse than they appear and demonstrates what it really takes to grow a digital audience and stay alive in today’s online economy.

10. IoT Inc.: how your company can use the internet of things to win in the outcome economy. / Sinclair, Bruce. 2017. New York: Mcgraw Hill
    Call No - 65.011.56WAG SIN P7
    Acc No - 52893
The Internet of Things (IoT) is the point of connection between products and the results they deliver—it’s where products become software. This book explains everything you need to know to position your company within this powerful new network. And once you do, you’ll leave the competition in the dust. This essential guide provides an in-depth look into IoT—how it works and how it is transforming business; methods for seeing your own business, customers, and competitors through the lens of IoT, and a deep dive into how to develop and implement a powerful IoT strategy.

   Call No - 658.8:65.011.56 KEL P7  
   Acc No - 52892

Develop your digital/online marketing skills and learn web analytics to understand the performance of websites and ad campaigns. Approaches covered will be immediately useful for business or nonprofit organizations. If you are completely new to Google Analytics and you want to learn the basics, this guide will introduce you to the content quickly. Web analytics is critical to online marketers as they seek to track return on investment and optimize their websites. It covers the basics of Google Analytics, starting with creating a blog, and monitoring the number of people who see the blog posts and where they come from.

   Call No - 65.011.56WAG MAC P8  
   Acc No - 53009

The new field of machine ethics is concerned with giving machines ethical principles, or a procedure for discovering a way to resolve the ethical dilemmas they might encounter, enabling them to function in an ethically responsible manner through their own ethical decision making. Developing ethics for machines, in contrast to developing ethics for human beings who use machines, is by its nature an interdisciplinary endeavor. The essays in this volume represent the first steps by philosophers and artificial intelligence researchers toward explaining why it is necessary to add an ethical dimension to machines that function autonomously, what is required in order to add this dimension, philosophical and practical challenges to the machine ethics project, various approaches that could be considered in attempting to add an ethical dimension to machines, work that has been done to date in implementing these approaches, and visions of the future of machine ethics research.

   Call No - 65.011.56WAG VOL P7  
   Acc No - 52904
This is the guide to getting the right insights in the right format at the right time to the right person. Designed to show decision makers how to get the most out of every level of data analytics, this book explores the extraordinary potential to be found in a model where human ingenuity and skill are supported with cutting-edge tools, including automations. With various stakeholders in data analytics having their own take on what is important, it can be challenging for a business leader to create such a structure. This book provides a blueprint for decision makers, helping them ask the right questions, understand the answers, and ensure an approach to analytics that properly supports organizational growth.

Call No - 65.011.56WAG BRI P8
Acc No - 52911

As the world around us increases in technological complexity, our understanding of it diminishes. Underlying this trend is a single idea: the belief that our existence is understandable through computation, and more data is enough to help us build a better world. In actual fact, we are lost in a sea of information, increasingly divided by fundamentalism, simplistic narratives, conspiracy theories, and post-factual politics. Meanwhile, those in power use our lack of understanding to further their own interests. Despite the accessibility of information, we’re living in a new Dark Age. In this book, the author excavates the limits of technology and how it aids our understanding of the world. Surveying the history of art, technology, and information systems, he explores the dark clouds that gather over our dreams of the digital sublime.

15. Outnumbered: from facebook and google to fake news and filter-bubbles / Sumpter, David. 2018. the algorithms that control. - London: Bloomsbury
Call No - 65.011.56WAG SUM P8
Acc No - 52915

Our increasing reliance on technology and the internet has opened a window for mathematicians and data researchers to gaze through into our lives. Using the data they are constantly collecting about where we travel, where we shop, what we buy and what interests us, they can begin to predict our daily habits. In this book, the author takes an algorithm-strewn journey to the dark side of mathematics. He investigates the equations that analyse us, influence us and will (maybe) become like us. It explain how mathematics and statistics work in the real world, and what we should and shouldn't worry about.

Call No - 65.011.56WJJC HUM P8
Acc No – 52916
This book provides Python and finance at the same time by creating a profit calculator, a currency converter, an amortization schedule, a budget, a portfolio rebalancer, and a purchase forecaster. Many of the examples use pandas, the main data manipulation tool in Python. Each chapter is hands-on, self-contained, and motivated by fun and interesting examples.

   Call No - 65.011.56WJJR OHS P8
   Acc No - 53027

   This book provides an introduction to R programming and a summary of financial mathematics. It is not always easy for graduate students to grasp an overview of the theory of finance in an abstract form. For newcomers to the finance industry, it is not always obvious how to apply the abstract theory to the real financial data they encounter. Introducing finance theory alongside numerical applications makes it easier to grasp the subject. Popular programming languages like C++, which are used in many financial applications are meant for general-purpose requirements. They are good for implementing large-scale distributed systems for simultaneously valuing many financial contracts, but they are not as suitable for small-scale ad-hoc analysis or exploration of financial data. The R programming language overcomes this problem. R can be used for numerical applications including statistical analysis, time series analysis, numerical methods for pricing financial contracts, etc. This book provides an overview of financial mathematics with numerous examples numerically illustrated using the R programming language.

   Call No - 65.011.56WAG FRI P8
   Acc No - 53029

   Every day, new warnings emerge about artificial intelligence rebelling against us. In this book, the authors examine what's happening to our lives as society embraces big data, predictive analytics, and smart environments. They explain how the goal of designing programmable worlds goes hand in hand with engineering predictable and programmable people. Detailing new frameworks, provocative case studies, and mind-blowing thought experiments, the authors reveal hidden connections between fitness trackers, electronic contracts, social media platforms, robotic companions, fake news, autonomous cars, and more. This powerful analysis should be read by anyone interested in understanding exactly how technology threatens the future of our society, and what we can do now to build something better.

   Call No - 65.011.56 RAM P6
   Acc No – 52621
In this book, the author examines the historic force that is shaking our world and explains how our leaders, our businesses and each of us can master it. Introducing a powerful new way of seeing the world, he reveals that the secret to power is through activating our 'seventh sense', that is, understanding our new age of networks – not merely the Internet but also networks of trade and DNA and finance. Based on his years of advising generals, CEOs and politicians, the author takes us into the opaque heart of our world’s rapidly connected systems and teaches us about the forces that are invisible to most of us but explain everything from explosive technological change to uneasy political ripples. This is what the victors of this age know – and what the losers are not yet seeing. This book won’t merely change the way you see the world. It will also give you the power to change it.


Today, technology is changing everything—how we relate to one another, the way we work, how our economies and governments function, and even what it means to be human. Incredible advances—from cryptocurrencies to AI to the Internet of Things—are already transforming society in unprecedented ways. But the Fourth Industrial Revolution is still in its infancy, say author, and at a time of such tremendous uncertainty and change, it's our actions that will determine the trajectory the future will take. We all have a responsibility—as citizens, business leaders, social influencers, policymakers—to work with the current of progress to build a future that is ethical, inclusive, sustainable, and prosperous.
   Call No - 658.114.9 GRI P8  
   Acc No – 52809

   This book illustrates how successful managers must function in a competitive world. Packed with current examples that reflect the vibrancy of the international business field, this student-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets and geographical literacy. This text greatly emphasizes cultural literacy and gives students the tools to effectively communicate with foreign business representatives. From understanding the visiting executive of a French multinational corporation to analyzing the impact of trade negotiations with Mexico, this text has the cultural insight to prepare your students for success. This book provides a thorough understanding of emerging markets: In today's world, it's crucial to have a thorough foundation of the growing importance of emerging markets, especially China and India. The emerging markets theme is introduced in Chapter 1, carried forward in later chapters wherever appropriate, and reinforced in numerous cases, boxed inserts, and end-of-chapter questions and exercises.

   Call No - 330.19 GER P8  
   Acc No - 53088

   Globalization has transformed how nations, firms and workers compete in the international economy over the past half century. This book by Gary Gereffi, one of the founders of the Global Value Chains (GVC) framework, traces the emergence of arguably the most influential approach used to analyze globalization and its impacts. It studies the conceptual foundations of GVC analysis, the twin pillars of ‘governance’ and ‘upgrading’, along with detailed case studies of China, Mexico and other emerging economies as main beneficiaries of export-oriented industrialization, and addresses potential solutions to the deleterious impact of globalization on workers and communities.

   Call No - 327.011.56 SEG P7  
   Acc No - 52881

   In this book, the author offers unmatched insight into the new, opaque global conflict that is transforming geopolitics. For more than three hundred years, the world wrestled with conflicts between nation-states, which wielded military force, financial pressure, and diplomatic persuasion to create ‘world order.’ But in 2012, the involvement of the US and Israeli governments in Operation ‘Olympic Games,’ a mission aimed at disrupting the Iranian nuclear program through cyberattacks, was revealed; Russia and China conducted massive cyber-espionage operations; and the world split over the governance of the Internet. Cyber warfare demands that the rules of engagement be completely reworked and all the old niceties of diplomacy be recast. Many of the critical resources of statecraft are now in the hands of the private sector, giant technology companies in particular. In this new world order, the author reveals, power has been well and truly hacked.
Call No - 347.736 KIR P8
Acc No - 53094

In this book, the author explores the issues involved in determining which courts should have jurisdiction and which laws should apply in addressing problems within. Kirshner brings together theory with the discussion of specific cases and legal developments to explore this developing area of law. Looking at the key issues that arise in cross-border proceedings, International Bankruptcy offers a guide to this legal environment. It explores how globalization has encouraged the creation of new legal practices that bypass national legal systems, such as the European Insolvency Framework and the Model Law on Cross-Border Insolvency of the United Nations Commission on International Trade Law.

Call No - 330.191.6 UNG P8
Acc No - 53000

The book offers the first concise historical overview of international development policies and practices in the 20th century. It describes the emergence of the development field at the intersection of late colonialism, the Second World War, the onset of decolonization, and the Cold War. It discusses the role of international organizations, colonial administrations, national governments, and transnational actors in the making of the field, and it analyzes how the political, intellectual, and economic changes over the course of the postwar period affected the understanding of and expectations toward development. It shows how the plurality of development experiences shaped the notion of development as we know it today. This book is ideal for scholars seeking to understand the history of development assistance and to gain new insight into the international history of the 20th century.

Call No - 382 KAY P8
Acc No - 53123

This book provides an analysis of the strategies that enable activists to leverage advantages to influence international policy. It draws on hundreds of in-depth interviews with Mexican, Canadian, and U.S. trade negotiators, labor and environmental activists, and government officials, and an extensive analysis of archival materials to understand the role of civil society in shaping state policy. It provides unique and valuable data that traces the effects of activists' strategies on government policy decisions, and vice-versa. It demonstrates how activists were not only able to politicize trade policy, but also to pressure negotiators to include labor and environmental protections in NAFTA's side agreements.
Call No - 658.818 NEW P8  
Acc No - 52963  
This book walks readers through a wealth of practical tips, tools, guidelines and frameworks, for implementing customer-focused marketing strategies at every step of the customer journey. By ensuring that the customer remains the key focus, companies can identify areas in need of improvement and implement relevant steps throughout the value chain to transform their business. A unique blend of strategy and best practice, It has a particular focus on multi-channel industries such as retail, FMCG, travel, financial services, leisure, food and beverage, and automotive. These industries are all facing major disruption from trendsetting brands such as Uber, AirBnB and Amazon, and as such, now face more pressure than ever to adopt new practices and remain relevant in a continually competitive marketplace.

Call No - 658.626 COL P8  
Acc No - 52796  
Retaining brand relevance is fundamental to organizational success, and an increasing challenge that high-level marketing professionals now face. In the past, many have responded with product or price-based competition, yet this can only propel a brand so far when it comes to retaining long-term relevance. Research shows that consumers are in fact driven by emotion and positive brand experiences have the power to drive engagement, while simultaneously offering countless options for competitive differentiation. This book enables managers and executives to realize this and create tailored, relevant experiences that will appeal to consumers and drive brand performance. It provides a step-by-step guide to the process of building effective brand experiences based on tried-and-tested tools, templates and informed research.

3. Business development culture: taking sales culture beyond the sales team. /Moyle, Alex. 2018. London: Kogan Page  
Call No - 65.012.3 MOY P8  
Acc No - 52968  
This book defines how to facilitate a sales-oriented perspective throughout a company culture, enabling it to sell more on an ongoing and consistent basis. Highly practical in its approach, this book empowers readers to break away from the frustrations of missed opportunities and lost leads, and to escape the repetitive 'feast and famine' sales patterns. Providing direct guidance on the implementation of an immersive business development culture, this book will ensure that the wider objective of generating business profit is embraced by the entire organization, not just the sales team. It features numerous tools and market-tested insights to support leaders in adapting their approach at both team and strategy levels.
Call No - 658.89 WIL P5
Acc No – 52846
This Book helps you apply new scientific insights to make your brand or target behavior the easiest, most instinctive choice. The author integrates the latest research advances with his own extensive enterprise marketing experience at FCB’s Institute of Decision Making. He explains why we humans often seem so irrational, how marketers can leverage the same evolutionary factors that helped humans prosper as a species, how to make decisions simpler for your consumers, and how to make them feel good about their choices, so they keep coming back for more!. The book is excellent in explaining behavioral aspect of human toward a choice. it provides a lot of cognitive bias that marketers and consumers should understand for better market benefits and values.

Call No - 658.89 CON P7
Acc No - 53071
This book offers the background on the brain and physiological systems necessary for understanding how they work in the context of decision making and reviews the sensory and perceptual mechanisms that govern our perception and experience. Chapters by experts in the field investigate tools for studying the brain, including fMRI, EEG, eye-tracking, and biometrics, and their possible use in marketing. The book examines the relation of attention, memory, and emotion to consumer behavior; cognitive factors in decision making; and the brain's reward system. It describes how consumers develop implicit associations with a brand, perceptions of pricing, and how consumer neuroscience can encourage healthy behaviors. Finally, the book considers ethical issues raised by the application of neuroscience tools to marketing.

Call No - 658.818 DEW P8
Acc No – 52856
This book outlines innovative processes used to research, conceive and develop innovations in the CX space for both large and small companies. The challenge is not so much finding out what customers like, as it is remaining apart from the crowd of rivals and copycats. Written as a practical guide for managers with a background in line management, operations, marketing, finance or customer service, this book contains a simple framework with an extensive range of design thinking and creative problem solving tools. Starting with a validation for investing in improving your firm’s CX, the book also provides a primer on competitive advantage, the most critical objective of strategic planning.

Call No - 658.818 MAR P8
Acc No - 52998
This book guides readers through the realities of rolling out a functional key account management programme. The book offers an integrated framework for key account management (KAM) that businesses can use to design or further develop strategic customer management programmes, enabling them to overcome the obstacles that organizations often face when rolling out their strategies. Bringing together the experiences of leading experts within this field, Implementing Key Account Management draws on two decades of research and best practice from Cranfield University School of Management, one of the foremost centres for researcher and thought leadership in KAM. Between them, the authors have designed and delivered programmes globally for clients such as Rolls-Royce, Unilever, Vodafone, The Economist and many more. Rigorously researched, well-grounded and practical, this book is - quite simply - the definitive, go-to resource for implementing key account management programmes.

   Call No - 658.8.012.2 WIN P4
   Acc No - 53047
   Using data-driven business analytics to understand customers and improve results is a great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This expert book offers the perfect solution. This practical resource shows you how to tap a simple and cost-effective tool, Microsoft Excel, to solve specific business problems using powerful analytic techniques—and achieve optimum results.

   Call No - 658.8(540) RAM P8
   Acc No – 52816
   This book is India-centric, comprehensive and apt for the times. Staying relevant to contemporary times, the new edition of the transformational text Marketing Management: Indian Context, Global Perspective comes with an even mightier foundation with its practical, research-based content. Since marketing is an environment-driven subject, it requires an environment-specific treatment. This text meets this need and equips students to comprehend marketing in a manner relevant to the Indian setting. Marketing is changing. India is changing. Technology, digitisation and overall disruption drive this change. This text captures this change and interprets its import. The text re-visits the basics and explores the contemporary concepts of marketing. It contains a fine blend of mini cases on experiences of companies, both Indian and global. It comes with a brand-new feature: Marketing Insight Exhibit; as many as 140 exhibits explain how high-performing Indian and global companies keep excelling.

    Call No - 658.89 KAM P9
    Acc No - 53102
This book deals with the tactics and strategies used by marketers that prey on human cognitive, social and memory based biases ultimately influencing consumer behavior in their favor. The author focuses on examples from academic research where consumers have been found to be susceptible to bias and therefore have made less than optimal purchase decisions. Particularly, academic research in the area of Pricing, Product, Promotion, Sales and marketing research. Written in an accessible manner, this book puts the consumer (you!) in the center and aims to helps making all of us a better decision maker when confronted with a range of stimuli in a marketing environment.

Call No - 058:658.8 BW P8  Acc No - 52901
This handy manual explores the key trends of various industry sectors and how the likes of inclusion, design thinking and technology are assisting the new breed of marketers and business leaders in India. The theme this year, #iammarketer: Connected Consumers, looks at how consumer behaviour changes in different sectors, social strata, purchase behaviour and what are the best ways of engaging these consumers. It is looking at technology as an ally that helps in every level in the macro and the micro picture to create a new world order that is efficient and equal.

Call No - 659.1 NES P7  Acc No - 52917
Digital advertising and marketing are undergoing a massive, data-driven transformation: practically everything you thought you knew about them is obsolete. In this book, the author demystifies the newest technologies, showing non-technical marketers how to use them to precisely target every message to every individual. He explores the current state of digital advertising, reviewing best practices for maximizing personalization through long-familiar data and targeting technologies. Next, he introduces powerful recent innovations, presenting new best practices for deepening and extending personalization with new data management platforms, advanced solutions for offline, mobile, and location data and powerful new ad production and serving technologies.

Call No - 658.87 STE P9  Acc No - 53116
The book explores the very real threat that hard discounters pose to traditional retailers and brand manufacturers. Retail Disruptors is the first book that explores this upheaval, providing expert insight into the business models of the leading hard discounters, and what mainstream retailers and brand manufacturers can do to remain competitive in the face of disruption. Meticulously researched by two of the leading authorities in retail strategy, private labels, branding, and hard discounting, Retail Disruptors is essential reading for all brand manufacturers and retailers who want to retain the competitive edge.

14. **Sales leadership: the essential leadership framework to coach sales champions, inspire excellence, and exceed your business goals.** / Rosen, Keith. 2018. New Jersey: Wiley
   Call No - 65.012.413 ROS P8
   Acc No – 52931
   This book delivers a chronological path to develop a thriving coaching culture and into a coaching leader who develops top performing teams and sales champions. Using Keith's intuitive LEADS Coaching Framework™, the coaching talk tracks for critical conversations, and his Enrollment strategy to create loyal, unified teams - you will inspire immediate change. Now, coaching is easily woven into your daily conversations and rhythm of business so that it becomes a natural, healthy habit. The author shares his personal coaching playbook that is now the standard for coaching excellence. Ten years later and one million miles traveled, he reveals the evolution of sales leadership and coaching mastery through his experiences working with Fortune 500 companies and small businesses worldwide.

15. **Sell with a story: how to capture attention, build trust and close the sale.** / Smith, Paul. 2017. New York: Amacom
   Call No - 658.85 SMI P7
   Acc No – 52765
   This book is a rich compilation of story techniques that can improve any persuasion process. If you're serious about increasing your effectiveness as a communicator and looking to transform your sales results, this book is for you. Despite all the high-tech tools available to salespeople, the most personal method still works best. Storytelling packs the emotional punch to turn routine presentations into productive relationships. It explains products or services in ways that resonate; it connects people and creates momentum. Stories speak to the part of the brain where decisions are made. In this book, the author identifies the ingredients of the most effective sales stories and reveals how to: Select the right story; Craft a compelling and memorable narrative; Incorporate challenge, conflict, and resolution; Use stories to introduce yourself, build rapport, address objections, add value, bring data to life, create a sense of urgency, and more Complete with model stories, skill-building exercises, and enlightening examples from Microsoft, Costco, Xerox, Abercrombie Fitch, Hewlett Packard, and other top companies, this powerful and practical guide gives you the tools you need to turn your experiences into stories that sell.

16. **Seven steps to success for sales managers: a strategic guide to creating a winning sales team through collaboration.** / Cates, Max. 2015. New York: Pearson
   Call No - 658.811 CAT P5
   Acc No - 52933
This book presents proven sales management tactics in a 'bulletized' format that’s easy to read – and just as easy to use. Cates combines decades of in-the-trenches experience with cutting-edge research on the latest sales trends and tactics. Whether you’re a working sales manager, VP of sales, account team leader, executive MBA program participant, or aspiring sales manager, this guide will help you build an outstanding team, empower it, and lead it to sustained success. It helps you in mastering today’s breakthrough strategy for developing and sustaining high-performance sales teams! The author shows how to go far beyond ‘old school,’ ‘command and control’ sales management, unleashing the full power and energy of your salespeople through a participatory management approach that works.

17. Smarketing: how to achieve competitive advantage through blended sales and marketing. / Hughes, Tim . 2019. London: Kogan Page
Call No - 658.8 HUG P9          Acc No - 53051

This is the first book that explores the shift that will become the future state operating model for companies seeking to remain competitive and relevant in this fast-changing digital world. It explains how and why companies should blend sales and marketing into one single, streamlined smarketing department. Sales people will become better marketers, and marketers better sales people, leading to bigger, better business growth all round.

Call No - 659.1 KEL P9          Acc No - 52938

In this book, the author challenges readers to reflect on the social impact of advertising from multiple angles. The book uniquely combines personal anecdotes with a penetrating look at some of the most critical perspectives toward the field advanced by media scholars. This book disrupts the creative guru’s account with a highly accessible critique of advertising suitable for classes in disciplines as various as cultural studies, marketing, media studies, political science, and sociology. The book reflects the latest industry trends, especially the migration from legacy to social media vehicles like Instagram and Snapchat. Topics covered include a brief history of modern advertising in the United States, advertising’s influence on the so-called non-advertising content of the media, the ideological themes advertising inadvertently delivers, how advertising can privilege or marginalize various social constructions of identity, the controversial practice of targeting children, and how corporations often use advertising to superficially present a positive face while masking their profoundly darker sides.

19. Where to play: 3 steps for discovering your most valuable market opportunities. / Gruber, Marc. 2017. Harlow: Pearson
Call No - 658.8 GRU P7          Acc No - 52959
The book helps you to set a promising strategy, by giving a clear, structured and practical framework - the Market Opportunity Navigator- to better identify, evaluate and focus on the right market opportunities. With three dedicated and reusable worksheets covering: 'Market Opportunity Set’ – assess your core strengths and identify which market opportunities exist for your business; 'Attractiveness Map’ – evaluate your market opportunities to reveal the most attractive option for focus; and 'Agile Focus Strategy’ – create a strategic plan for your chosen market opportunity that keeps you open-minded and agile.
This book contributes to the growing body of scholarly work on cities of the global South. Cities in developing countries, particularly emerging economies, are undergoing rapid urbanization and social transition. Empirically grounded to the contemporary urban situation in India. It is set in an opportune moment to assess how cities fare up to the challenge of inclusive urbanization. It highlights how the urban pathway of contemporary India departs from the goal of inclusion in multiple ways - access to energy, public services, architecture, land, infrastructure, commons, and cultural and civic spaces. It simultaneously interrogates both policy and theory with intermingling issues like informality, privatization, political economy and gender divide in the contemporary Indian city.

This book explores why governments have or have not been able to lead in providing modern energy to their least advantaged citizens. Focusing on access to modern cooking fuels and household electrification, the authors develop a new political-economic theory that introduces government interest, institutional capacity, and local accountability as key determinants of energy access. They draw on case studies from India, East Asia, Africa, and Latin America to offer the optimistic conclusion that governments can improve institutional capacity and local accountability through appropriate policy design. Energy poverty is a policy problem, the authors assert, and engaging with it as such offers new opportunities not only for ensuring equal energy access, but also for political, economic, and environmental development.

In this book, the authors propose a framework for research based on the premise that any particular governance arrangement is embedded in a wider social, fiscal, and political context. They argue that theory-based empirical research, when well conceived and executed, can be a primary source of fundamental, durable knowledge about governance and policy management. Focusing on complex human services such as public assistance, child protection, and public education, they construct an integrative, multilevel ‘logic of governance,’ that can help researchers increase the sophistication, power, and relevance of their work.
Call No - 382 DeL P8
Acc No - 53003

This book provides a comprehensive overview of the rules and regulations that govern trade flow. It discusses the trade policy formulation process of major international economic players, and analyzes existing trade policy tools that countries may resort to in order to take advantage of the benefits of international trade and to protect themselves against its dangers, as well as their implications for trade policy, law and negotiations. In Section I, the book explores the ways in which interest groups interact with government and legislators to shape trade policies. By developing an analytical view of trade policy formulation systems in the U.S., European Union, the BRICS countries (Brazil, Russia, India, China and South Africa), Canada, Mexico and Australia, the book will help the reader to gain a better understanding of these countries’ trade policy developments and also to apply such learning to the analysis of the trade policy formulation of any other countries. Section II goes on to explain how trade policy tools are used by governments to achieve trade and other policy objectives, while Section III analyses trade in services and the multilateral trade rules on Intellectual Property. Finally, Section IV uses hypothetical case studies in simulation exercises to illustrate trade policy decision-making and trade agreement negotiations in a bilateral, plurilateral and multilateral setting. This is the ideal introduction to international trade policy formulation for students and professionals in the areas of law, politics, economics and public policy who are seeking to develop a global view of international trade, gain insights into trade negotiations and understand the motivations behind the policies and actions of governments regarding international trade issues. This book is also the ideal companion to any traditional legal casebook on international trade or on international economic law.

Call No - 35 BAS P8
Acc No – 52896

This book shows how government agencies can use co-creation to overcome policy making barriers and deliver more value, at lower cost, to citizens and businesses. Through inspiring global case studies and practical examples, the book addresses the key triggers and practices that can bring about public sector innovation. Thoroughly revised and including two new chapters that explore the rise of innovation labs in the public sector and changes in leadership, this book has contributed significantly to a growing innovation agenda.

Call No - 35.07 ROE N4
Acc No - 52908

This book presents a powerful and original application of contemporary literary theory and policy analysis to many of today’s most urgent public policy issues. The author demonstrates across a wide array of case studies that structuralist and poststructuralist theories of narrative are exceptionally useful in evaluating difficult policy problems, understanding their implications, and in making effective policy recommendations. He presents a powerful and original application of contemporary literary theory and policy analysis to many of today’s most urgent public policy issues. Emery Roe demonstrates across a wide array of case studies that structuralist and poststructuralist theories of narrative are exceptionally useful in evaluating difficult policy problems, understanding their implications, and in making effective policy recommendations.

Policy is government's ready response to changing times, the key to its successful adaptation. It tackles problems as they arise, from foreign relations and economic affairs to race relations and family affairs. The authors take a closer look at this well-known reality of modern governance. They point out that policy is not the only way in which America was governed historically, and they describe the transformation that occurred as policy took over more and more of the work of government, emerging as the raison d'être of the state's operation. Policy is government's ready response to changing times, the key to its successful adaptation. It tackles problems as they arise, from foreign relations and economic affairs to race relations and family affairs. The authors take a closer look at this well-known reality of modern governance. They point out that policy is not the only way in which America was governed historically, and they describe the transformation that occurred as policy took over more and more of the work of government, emerging as the raison d'être of the state's operation. The authors address the political controversies swirling around American government as a consequence of policy's expanded domain.


In this book, the author provides a comprehensive look at all aspects of economic and policy efforts to price lives, including controversial topics such as whether older people's lives are worth less and richer people's lives are worth more. He explains why corporations need to abandon the misguided cost-of-death approach, how the courts can profit from increased application of VSL in assessing liability and setting damages, and how other countries consistently undervalue risks to life. This book proposes sensible economic guideposts to foster more protective policies and greater levels of safety in the United States and throughout the world.


The author argues that some agencies can indeed do that and that instability is at least partially a function of poor institutional design. While it is inherently more challenging to maintain stability around complex problems like immigration or climate change, the deliberative process itself can affect the degree of stability around an issue. The author looks at whether agencies follow a deliberative model for decision making, in which policies are developed by means of debate among a small group of policymakers, or a collective model, in which the opinions of many people are aggregated, as with the stock market. He argues that, in many instances, the collective model produces more informed and stable policy outcomes that can be adapted more readily to new information and changing public priorities. When the Soviet Union launched Sputnik, the Red Scare seized the American public. While President Eisenhower cautioned restraint, his hand was forced, and NASA’s budget had increased five thousand percent over its pre-Sputnik levels by the time President Kennedy proposed landing a man on the moon. Spending on the space race is in no way unique; Almost every policy area has its own Sputnik-type story, where waves of popular support for an idea (or disillusionment with a previous one) created new political priorities, resulting in dramatic changes to the budget or compelling agencies to respond quickly with little knowledge or preparation. Is this instability an inherent feature of
the policy process, or is it possible for an agency to deal with problems in a way that insulates it from swings in public opinion and thus imposes some stability on the decision making process?.

Call No - 332.67 GHO P7
Acc No - 53037

This book offers the first comprehensive treatment of policy measures intended to help emerging markets contend with large and volatile capital flows. It focuses on the macroeconomic and financial-stability risks associated with capital flows, the authors combine theoretical and empirical analysis to consider the interaction between monetary, exchange rate, macro-prudential, and capital control policies to mitigate these risks. It examines the effectiveness of various policy tools, discuss the practical considerations and multilateral implications of their use, and provide concrete policy advice for dealing with capital inflows.
   Call No - 3.001.5 LES P9  
   This book offers practical insights and guidelines for CA scholars studying social interactions in institutional settings. Written in an accessible style and packed with case studies, examples, activities, and practical tips, the book takes readers through the entire process of planning and carrying out an applied CA research study. By highlighting challenges, debates, and important questions, each chapter provides the theoretical foundation necessary for making informed decisions at every stage of a research project. The book is divided into three sections (context and planning, doing a project using conversation analysis, and disseminating your research) to mirror the research process.

   Call No - 3.001.5 CRO P8  
   This book presents the latest strategies for analyzing cross-cultural data and intended to bridge the gap between the latest methodological developments and cross-cultural research. It presents the techniques, demonstrated through the use of applications that employ cross-national data sets such as the latest European Social Survey. With an emphasis on the generalized latent variable approach, internationally prominent researchers from a variety of fields explain how the methods work, how to apply them, and how they relate to other methods presented in the book. The second edition includes six new chapters and two revised ones presenting exciting developments in the literature of cross-cultural analysis including topics such as approximate measurement invariance, alignment optimization, sensitivity analyses, a mixed-methods approach to test for measurement invariance, and a multilevel structural equation modeling approach to explain noninvariance.

   Call No - 3.001.5 NAR P8  
   This book is intended for people who want to learn how to conduct quantitative studies for a project in an undergraduate course, a graduate-level thesis, or a survey that an employer may want completed. This brief, practical textbook prepares beginners to conduct their own survey research and write up the results, as well as read and interpret other people's research. It combines survey design with data analysis and interpretation. It includes new updates to coverage of Big Data, Meta-Analysis, and A/B testing methodology—methods used by scholars as well as businesses like Netflix and Amazon in this edition.
Call No - 519.23 SCH P9  
Acc No - 52981  
This book provides clear and concise guidance for selecting the most appropriate design and statistical analysis to test a research hypothesis. By connecting experimental design with an appropriate statistical test for data analysis, the Easy Guide details the exact steps for inputting and analyzing data in SPSS, offers a “how-to” for interpreting the output from SPSS analyses, and provides guidance in formatting SPSS output into APA style.

Call No - 3.001.5 DAN P8  
Acc No - 52987  
Designed for anyone who needs to learn to read and understand empirical reports in the social and behavioral sciences, this multidisciplinary book provides individuals with the knowledge necessary to understand research without overwhelming them with information about how to conduct research. The Second Edition offers readers a straightforward presentation of the key components of research and the skills they need to read and evaluate it. The book covers a range of research that students are most likely to encounter, from experimental to field research, and archival to evaluation research.

Call No - 8.081 WEA P9  
Acc No - 53091  
This book explains the most common writing tasks in qualitative research, and each chapter suggests step-by-step how-to approaches writers can use to tackle those tasks. Each chapter features real-world examples from both professionals and students, hands-on practice activities, and template sentences that show qualitative writers how to get started. This text provides the perfect companion for writers of almost any skill level, from undergraduates to professionals. Whether you are writing a course paper, a dissertation, or your next book, this book will help you write clearer, more effective qualitative research. Qualitative research has exploded in popularity in nearly every discipline from the social sciences to health fields to business. While many qualitative textbooks explain how to conduct an interview or analyze fieldnotes, rarely do they give more than a few scant pages to the skill many find most difficult: writing.

Call No - 3.001.5 CRE P8  
Acc No - 53025
In the revised Fourth Edition, the authors explore the philosophical underpinnings, history, and key elements of five qualitative inquiry approaches: narrative research, phenomenology, grounded theory, ethnography, and case study. The authors compare the approaches and relate research designs to each of the traditions of inquiry in a highly accessible manner. Featuring new content, articles, pedagogy, references, and expanded coverage of ethics throughout, the Fourth Edition is an ideal introduction to the theories, strategies, and practices of qualitative inquiry.

Call No - 3.001.5 DI P8  
Acc No - 53118
This book discusses and explains in a clear, concise, and colloquial style the foundational concepts that determine how Science proceeds in investigating the natural world, and the knowledge it is able to provide. It uses simple facts to explain difficult concepts such as material reality, hypotheses, theory, and the logical foundations of Science. It examines the limits of science and the errors we make when abusing its method in contexts that are not scientific, for example, in policymaking. By reflecting on the general method, the reader can critically sort through other types of scientific claims, and judge their ability to apply it in study and in practice.

Call No - 3.001.5 BES P8  
Acc No - 53033
This book shows students how researchers carry out work on the cutting edge of social science. The authors illustrate every point through engaging, thought-provoking examples from real research. The language is jargon-free, making research methods less intimidating and more relatable. The text is divided into three major sections, the first of which introduces students to the principles of research through examples from various fields. The second section walks students through the major types of social science research, with each chapter focusing on a different technique. The third section shows students how to carry out basic quantitative data analysis in SPSS. The final chapter shows how technological advances have changed the way researchers are working, and looks at the direction of social science research in the future. This book not only introduces students to the principles of social science research, but gives them a toolbox to carry out their own. By the time they are finished with the book, students will be conversant with many of the most important studies in the history of social science. They will understand not only how to conduct research, but also how the field has evolved over time.
This book offers an engaging and entertaining introduction to research methods, this is a practical and easy-to-use companion for all new researchers and students in the social sciences. Covering all the key stages of the research process, this book guides students in navigating some of the biggest challenges in developing a research project. This book: Uses real-life everyday examples, connecting research methods to your experiences; Includes dedicated chapters on identifying a research question, ethics and writing up your findings; Comprises an array of activities, tips, illustrations and international case studies; Covers qualitative, quantitative and mixed methods research. Bringing methods to life for students across the social sciences, this book will provide you with the confidence you need to get your research off the ground.
   Call No - 301.15 HAR P8  
   Acc No – 52497  
   This book is a probing and visionary investigation into today's most urgent issues as we move into the uncharted territory of the future. As technology advances faster than our understanding of it, hacking becomes a tactic of war, and the world feels more polarized than ever, the author addresses the challenge of navigating life in the face of constant and disorienting change and raises the important questions we need to ask ourselves in order to survive. In twenty-one accessible chapters that are both provocative and profound, Harari builds on the ideas explored in his previous books, untangling political, technological, social, and existential issues and offering advice on how to prepare for a very different future from the world we now live in: How can we retain freedom of choice when Big Data is watching us? What will the future workforce look like, and how should we ready ourselves for it? How should we deal with the threat of terrorism? Why is liberal democracy in crisis? The authors unique ability to make sense of where we have come from and where we are going has captured the imaginations of millions of readers. Here he invites us to consider values, meaning, and personal engagement in a world full of noise and uncertainty. When we are deluged with irrelevant information, clarity is power. Presenting complex contemporary challenges clearly and accessibly, [this book] is essential reading.

2. **Added value: the life stories of Indian business leaders.** / Church, Peter. 2010. New Delhi: Roli Books  
   Call No - 92 CHU P0  
   Acc No - 52792  
   This inspirational book combines invaluable advice with remarkable and candid inside stories of thirty Indian business leaders. Uncompromising vision, a willingness to take risks and exceptional business acumen enabled these leaders to add value to the business fabric of India. Through a series of interviews, the author details the paths they travelled, the obstacles they overcame and the important lessons they learnt along the way. Not only do these stories provide guidance to young entrepreneurs trying to decide whether and how to embark upon a business career, but they also provide valuable insights to those looking for tie-ups and investment in India. Enlightening and fascinating, this book celebrates larger-than-life ambition, inspired leadership, hard work and the twists and turns of fate.

   Call No - 614.25 ELT P8  
   Acc No - 52500  
   In this book, the author introduces us to some of the distressed physicians who have come to her for help:. The doctors who face psychological challenges that threaten to destroy their careers and lives, including an obstetrician grappling with his own homosexuality, a high-achieving junior doctor who walks out of her first job within weeks of starting, and an oncology resident who faints when confronted with cancer patients. Entering a doctor's office can be terrifying, sometimes for the doctor most of all. By examining the inner lives of these
professionals, this book offers readers insight into, and empathy for, the very real struggles of those who hold power over life and death.

   Call No - 628.5 TIW P9
   Acc No - 53060
   This book offers a one-stop, comprehensive coverage of air pollution, all in an easy-reading and accessible style. The fourth edition, broadly updated and developed throughout, includes a brand-new chapter providing a broader overview to the topic for general reading, and presents fresh materials on air pollution modelling, mitigation and control, tailored to the needs of both amateur and specialist users. Retaining a quantitative perspective, the covered topics include: gaseous and particulate air pollutants, measurement techniques, meteorology and modelling, area sources, mobile sources, indoor air, effects on plants, materials, humans and animals, impact on climate change and ozone profiles and air quality legislations. This edition also includes a final chapter covering a suite of sampling and laboratory practical experiments that can be used for either classroom teachings, or as part of research projects.

5. **Another science is possible: a manifesto for slow science/ Stengers, Isabelle . 2018. Cambridge: Polity Press**
   Call No - 501 STE P8
   Acc No - 53061
   In this book, the author shows that research is deeply intertwined with broader social interests, which means that science cannot race ahead in isolation but must learn instead to slow down. It offers a path to an alternative science, arguing that researchers should stop seeing themselves as the ‘thinking, rational brain of humanity’ and refuse to allow their expertise to be used to shut down the concerns of the public, or to spread the belief that scientific progress is inevitable and will resolve all of society’s problems. Covering a wide range of topical issues, including the politics of research, the role of women in science and environmental issues, this accessible book by a leading philosopher of science will be of great interest to students, scholars and policymakers in a wide range of fields, as well anyone concerned with the role of science and its future.

   Call No - 294(5) BRE P8
   Acc No - 52966
   The book engages readers with lively anecdotes, essential primary and secondary sources, an accessible writing style, and a clear historical approach. The text focuses primarily on India, China, and Japan, while showing the relationships that exist between Eastern and Western traditions. The author consistently links the past to the present, so students may see that Eastern traditions, however ancient their origins, are living traditions and relevant to modern times. This updated edition includes a new introduction as well as new approaches to problem areas throughout the text, but with special emphasis on Ashtanga Yoga, Basic Teaching of Shakyamuni Buddha, Mahayana Buddhism: Madhyamaka sectionChan Buddhism: regarding the relationship of Chan Buddhism to Zen Buddhism.
Call No - 65:577.4 SHE P8
Acc No - 52967

In this book, the author examines the challenges, solutions, and implications of balancing traditional business goals with sustainability. The demands and stresses on companies only grow as executives face a multitude of competing business goals. Their stakeholders are interested in corporate profits, jobs, business growth, and environmental sustainability. It offers a pragmatic take on how businesses of all sizes—from Coca Cola and Siemens to Dr. Bronner's Magical Soaps and Patagonia—navigate these competing goals. The author presents three basic business rationales for corporate sustainability efforts: cutting costs, reducing risk, and achieving growth.

Call No - 599.4 LAI P8
Acc No - 52795

Bats have been maligned in the West for centuries. Unfair associations with demons have seen their leathery wings adorn numerous evil characters, from the Devil to Bram Stoker's Dracula. But these amazing animals are ecological superheroes. Nectar-feeding bats pollinate important crops like agave; fruit-eating bats disperse seeds and encourage reforestation; and insect-eating bats keep down mosquito populations and other pests, saving agricultural industries billions of dollars. Ranging in size from a bumblebee to creatures with a wingspan the length of an adult human, found on all continents except Antarctica, and displaying extraordinary abilities like echolocation—a built-in sonar system that enables many bats to navigate in the dark—these incredibly diverse mammals are as surprising as they are misunderstood. In this book, the author challenges our preconceptions as she combines fascinating facts of bat biology with engaging portrayals of bats in mythology, literature, film, popular culture, poetry, and contemporary art. She also provides a sobering reminder of the threats bats face worldwide, from heatwaves and human harassment to wind turbines and disease. Illustrated with incredible photographs and artistic representations of bats from many different cultures and eras, this celebration of the only mammals possessing true flight will enthral batty fans, skeptics, and converts alike.

Call No - 530 WIL P6
Acc No - 52506

In this book, the author, a Nobel Laureate embarks on a voyage of related discoveries, from Plato and Pythagoras up to the present. Wilczek’s groundbreaking work in quantum physics was inspired by his intuition to look for a deeper order of beauty in nature. Wilczek is hardly alone among great scientists in charting his course using beauty as his compass. As he reveals in this book, this has been the heart of scientific pursuit from Pythagoras, the ancient Greek who was the first to argue that “all things are number,” to Galileo, Newton, Maxwell, Einstein, and into the deep waters of twentieth-century physics. Though the ancients weren’t right about everything, their ardent belief in the music of the spheres has proved true down to the quantum level. Indeed, Wilczek explores just how intertwined our ideas about beauty and art are with our scientific understanding of the cosmos.
Call No - 159.923 BEH P8
The book provides basic principles of forensic science and an overview of forensic behavioral analysis. It includes a section on professional issues, such as crime scene to court, expert witness testimony, health and safety. It helps readers to understand the forensic psychology, as well as an excellent reference for forensic psychologists. It covers the investigations, death and violence, abuse and other methods to help readers to understand the behavioral psychology.

11. Between the world and me. / Coates, Ta-Nehisi. 2015. New York: Spiegel & Grau
Call No - 3-054(73) COA P5
In this book, the author offers a powerful new framework for understanding our nation’s history and current crisis. Americans have built an empire on the idea of “race,” a falsehood that damages us all but falls most heavily on the bodies of black women and men—bodies exploited through slavery and segregation, and, today, threatened, locked up, and murdered out of all proportion. The author attempts to answer these questions in a letter to his adolescent son and shares the story of his awakening to the truth about his place in the world through a series of revelatory experiences, from Howard University to Civil War battlefields, from the South Side of Chicago to Paris, from his childhood home to the living rooms of mothers whose children’s lives were taken as American plunder.

Call No - 501 PEA P8
This book enables us to know not just whether one thing causes another: it lets us explore the world that is and the worlds that could have been. “Correlation is not causation.” This mantra, chanted by scientists for more than a century, has led to a virtual prohibition on causal talk. Today, that taboo is dead. The causal revolution, instigated by the author and his colleagues, has cut through a century of confusion and established causality—the study of cause and effect—on a firm scientific basis. His work explains how we can know easy things, like whether it was rain or a sprinkler that made a sidewalk wet; and how to answer hard questions, like whether a drug cured an illness. It shows us the essence of human thought and key to artificial intelligence. Anyone who wants to understand either needs The Book of Why.

Call No - 174 HAR P8
This book is designed to prepare the student to apply an ethical decision-making model, not only in this ethics course but throughout her or his business discipline. This model teaches students ethical skills, vocabulary, and tools to apply in everyday business decisions and throughout their business courses. The authors speak in a sophisticated yet accessible manner while teaching the fundamentals of business ethics. The author’s professional background in law and her teaching
experience in the business curriculum, combined with co-authors’ background in philosophy, results in a broad language, ideal for this approach and market. The authors’ goal is to engage the student by focusing on cases and business scenarios that students already find interesting. Students are then asked to look at the issues from an ethical perspective. Additionally, its focus on AACSB requirements makes it a comprehensive business ethics text for business school courses. The goal for the second edition remains the same as for the first: to provide “a comprehensive yet accessible introduction to the ethical issues arising in business.” The authors have retained the focus on decision-making as well as the emphasis on both personal and policy-level perspectives on ethics. This new edition continues to provide pedagogical support throughout the text. The most noticeable changes involve a thorough updating of distinct items such as Reality Checks, Decision Points, and readings to reflect new cases, examples and data.

Call No - 65(09)(540) ROY P8
Acc No - 53067

In recent decades, private investment has led to an economic resurgence in India. But this is not the first time the region has witnessed impressive business growth. There have been many similar stories over the past 300 years. India's economic history shows that capital was relatively expensive. How, then, did capitalism flourish in the region? How did companies and entrepreneurs deal with the shortage of key resources? Has there been a common pattern in responses to these issues over the centuries? In this book, the author answers these questions and bridges the approaches of business and economic history, illustrating the development of a distinctive regional capitalism. On each occasion of growth, connections with the global economy helped firms and entrepreneurs better manage risks. Making these deep connections between India's economic past and present shows why history matters in its remaking of capitalism today.

Call No - 371 CAP P8
Acc No - 52676

In this book, the author argues that the primary function of education is not to enhance students’ skill but to certify their intelligence, work ethic, and conformity—in other words, to signal the qualities of a good employee. Learn why students hunt for easy As and casually forget most of what they learn after the final exam, why decades of growing access to education have not resulted in better jobs for the average worker but instead in runaway credential inflation, how employers reward workers for costly schooling they rarely if ever use, and why cutting education spending is the best remedy. The author draws on the latest social science to show how the labor market values grades over knowledge, and why the more education your rivals have, the more you need to impress employers. He explains why graduation is our society's top conformity signal, and why even the most useless degrees can certify employability. He advocates two major policy responses. The first is educational austerity. Government needs to sharply cut education funding to curb this wasteful rat race. The second is more vocational education, because practical skills are more socially valuable than teaching students how to outshine their peers.

Call No - 658.386.012 ZER P9
Acc No - 52970
This book is intended to support faculty in designing and conducting case teaching. The book is a practical 'how to' guide for faculty setting up and delivering a case based class. It can be used by instructors of all levels as it discusses issues such as class culture, teaching pace, grading, board usage etc.

Call No - 301.151 HEI P9
Acc No – 52798

In this book, the authors use brief, entertaining case stories to illustrate the historical context and evolution of major theories within the field of social psychology. By employing a unique mix of contemporary research and hallmark studies, the authors encourage students to explore new, meaningful ways of thinking about and connecting with foundational course concepts. In turn, this approach facilitates engaged conversation and deeper critical thinking both in and out of the classroom.

Call No - 65:3 LIT P8
Acc No - 53070

The author in this book believes big companies will be motivated to step up their efforts to create jobs, reduce poverty, improve education and health, and address climate change issues — both domestically and around the world. For some leaders in the private sector this is not a matter of public relations or charity. It is integral to their corporate strategy—resulting in creating new markets, reducing risks, attracting and retaining top talent, and generating growth and realizing opportunities. Through case studies (many of which the author spearheaded at IBM), The Challenge for Business and Society provides clear guidance for companies to build their own corporate sustainability and social responsibility plans positively effecting their bottom lines producing real return on their investments. This book will help: Create an effective corporate social responsibility and sustainability plan; Provide long-term bottom line benefit; Protect and enrich brand value; Recruit and retain top talent. Perfect for CEOs, CFOs, Human Resource/Corporate Affairs executives, but also for government and not-for-profit leaders, this book helps you come up with a solid plan for giving back to society, producing real sustainable value.

Call No - 37.015 NOT P9
Acc No - 52971
This book answers key questions about Carol Dweck’s theory of Mindset – What is a ‘growth mindset’ and what difference can it make? Why are growth mindset interventions not working in schools (yet) and what can be done to change this? What is a ‘failure mindset’ and why is it more influential than an adult’s fixed or growth mindset? Drawing on their experiences of presenting alongside Carol Dweck on many occasions, the authors tackle head-on these questions with research-backed clarity, and share proven strategies for mindset success. Mindset doesn’t matter when things are easy; it is only when faced with challenges that working from a growth mindset influences learning. Everyone has a mindset that shapes their personality, motivation and development. This book shows you how to create the right conditions for a growth mindset to flourish in your classroom, your school, your staff and your students.

Call No - 174 CHE P8          Acc No - 52850

This book aims to resolve the question of why people are dishonest all too often. What motivates dishonesty, and how are people able to perceive themselves as moral despite their dishonest behaviour? What personality and interpersonal factors make dishonesty more likely? And what can be done to recognise and reduce dishonesty? This is a fascinating overview of state-of-the-art research on dishonesty, with prominent scholars offering their views to clarify the roots of dishonesty. It addresses a broad range of individual and social factors that influence the likelihood of dishonest behaviour. It provides tools for practitioners on how to reduce the likelihood of dishonesty, and how to detect if people are lying.

Call No - 301.151 NEL P9          Acc No - 52972

This book is a combined text and reader that presents social psychology firsthand through the influential studies that have shaped the field. It includes annotated readings to demystify the research design process and help readers to understand how theory connects to experimental design in social psychology. It discusses pivotal themes, ideas, and methods in introductory sections that precede the reading. The author reinforces key topics and links the each chapter to related concepts within the field. It includes per-and post-article analyses frame readings to help readers to understand key takeaways.

Call No - 342.7 REI P8          Acc No – 52521

The author makes a powerful case for the expansion of America’s moral imagination. Rooting his argument in common sense and everyday reality, he demonstrates that a common good constitutes the very essence of any society or nation. Societies, he says, undergo virtuous cycles that reinforce the common good as well as vicious cycles that undermine it, one of which America has been experiencing for the past five decades. This process can and must be reversed. But first we need to weigh the moral obligations of citizenship and carefully
consider how we relate to honor, shame, patriotism, truth, and the meaning of leadership. Powerful, urgent, and utterly vital, this is a heartfelt missive from one of our foremost political thinkers.

   Call No - 159.92 LER P8  
   Acc No - 52973

The book discusses the assumptions involved in such topics as stage theories, the nature-nurture issue, the issue of continuity-discontinuity, and the important role of philosophical ideas about theories – in particular, metatheories – in understanding the links between theory and research. It particularly focuses on relational developmental systems (RDS) metatheory, exploring its roots in the 1930s, following its development into the present day, and contrasting it with the fundamentally flawed genetic reductionist models that continue to be circulated by scientists, the media, and the general public. It discusses implications of theory for research methods and for applications aimed at the promotion of health, positive development, and social justice among diverse people across the life span. Concepts and Theories of Human Development is the most comprehensive and in-depth overview of the foundational theoretical contributions to understanding human development and the influence of these contributions for contemporary research and application in developmental science. Since its initial publication in 1976, it has been an essential resource for students and professionals alike, and has become the go-to book for graduate students studying for their comprehensive exam on human development. The author concentrates his focus on advanced students and scholars already familiar with the basic elements of major psychological theories.

   Call No - 577.4 COP P8  
   Acc No - 52974

Reducing carbon emissions is the most complex political and economic problem humanity has ever confronted. This book brings together leading experts from academia and policy circles to explore issues related to the implementation of the COP21 Paris Agreement and the challenges of accelerating the transition toward sustainable development. The book synthesizes the key insights that emerge from the latest research in climate-change economics in an accessible and useful guide for policy makers and researchers. Through a range of perspectives from academic economists and practitioners in the public and private sectors who work either at the country level or under the auspices of multilateral organizations, this book outlines what it will take to achieve a viable, global climate-stabilization path.

   Call No - 159.954 CRO P8  
   Acc No - 53072

In this book the authors present a new way to understand how we innovate. They emphasize the importance of the journey and reveal the limitations of focusing on outcomes. Drawing on a wide range of scholarship, their own research, and interviews with professionals and learners who employ creativity in the arts, engineering, business, and more, the authors argue that creativity is a cognitive process that hinges on changing one's perspective. It's a skill that anyone can hone, and one that benefits from thinking with others and over time. Breaking
new ground in the discussion about how we innovate, this book provides strategies that everyone can use to be more creative.

Call No - 65.011.56 NIC P7  
Acc No – 52528

This book shows how this rejection of experts has occurred: the openness of the internet, the emergence of a customer satisfaction model in higher education, and the transformation of the news industry into a 24-hour entertainment machine, among other reasons. Paradoxically, the increasingly democratic dissemination of information, rather than producing an educated public, has instead created an army of ill-informed and angry citizens who denounce intellectual achievement. When ordinary citizens believe that no one knows more than anyone else, democratic institutions themselves are in danger of falling either to populism or to technocracy or, in the worst case, a combination of both.

Call No - 341.48 PIN P9  
Acc No - 52978

This book explores the subject of genocide through key debates and case studies. It analyses the dynamics of genocide – the processes and mechanisms of acts committed with the intention of destroying, in whole or in part, a national, ethnic, religious or racial group – in order to shed light upon its origins, characteristics and consequences. It examines the colonial genocides at the end of the 19th- and start of the 20th-centuries; the Armenian Genocide of 1915-16; the Nazi 'Final Solution'; the Nazi genocide of the Gypsies; mass murder in Cambodia under the Khmer Rouge; the genocides in the 1990s in the former Yugoslavia and Rwanda; and the genocide in Sudan in the early 21st century.

Call No - 930 DEB P9  
Acc No - 52979

This book addresses issues currently at the top of the discipline's theoretical and methodological agenda. In its chapters, leading historians of both older and younger generations from across the Western world and beyond discuss and debate the main problems and challenges that historians are facing today. The volume looks at topics such as the importance and consequences of the 'digital turn' in history (what will history writing be like in a digital age?), the challenge of posthumanist theory for history writing (how do we write the history of non-humans?) and the possibilities of moving beyond traditional sources in history and establishing a dialogue with genetics and neurosciences (what are the perspectives and limits of the so-called 'neurohistory'?). It also revisits older debates in history which remain crucial, such as what the gender approach can offer to historical research or how to write history on a global scale.

Call No - 111 DES P9  
Acc No - 53073
Design Philosophy is becoming increasingly important as the nature of design practice and design education change. This book presents and explains the recent emergence of Design Philosophy, illustrates the main concerns of Design Philosophy and demonstrates why Design Philosophy has emerged in recent years, why it is needed, what it can do, how it can be done and where it is going. Comprised of an eight thematic sections, each with a short introduction, to contextualise theory and highlight its implications, and annotated bibliographies, the Reader presents both an argument for the need for Design Philosophy and an overview of its emergence. With texts ranging from writing on design that is informed by philosophy; philosophically informed writing on culture, relevant to the thinking of design; ancient and contemporary philosophy that directly, or by implication, addresses design; and exegesis and commentary on philosophical texts relevant to design.

   Call No - 1 WIL P8
   Acc No – 52863
   In this book, the author tackles some of the key questions surrounding philosophy in new and provocative ways, showing how philosophy begins in common sense curiosity, and develops through our capacity to dispute rationally with each other. Discussing philosophy's ability to clarify our thoughts, he explains why such clarification depends on the development of philosophical theories, and how those theories can be tested by imaginative thought experiments, and compared against each other by standards similar to those used in the natural and social sciences. He also shows how logical rigor can be understood as a way of enhancing the explanatory power of philosophical theories.

   Call No - 658.114.9(09) EME P8
   Acc No - 52982
   For as long as there have been nations, there has been an “international”—a sphere of cross-border relations. But for most of human history, this space was sparsely occupied. States and regions were connected by long-distance commerce and the spasms of war, yet in their development they remained essentially separate. The century after 1750 marked a major shift. Fleeting connection gave way to durable integration. Culture, politics, and society were increasingly, and indelibly, entangled across continents. An Emerging Modern World charts this transformative period, addressing major questions about the roots of the present from a distinctly global perspective.

   Call No - 8.08:616.89 SCH P8
   Acc No - 52870
   This book offers effective solutions to the creation of reader-friendly, yet targeted, psychological, and educational assessment reports. Parents, clinicians, clients, and other readers need more than test-by-test descriptions—they need an accessible analysis of the entire situation to determine their next steps. This book provides clear guidance for busy practitioners seeking ways to improve their report writing skills. With a focus on current practice, this new second edition covers DSM-5 updates and the latest assessment instruments including the WJ
IV, WISC-V, WAIS-IV, KTEA-3, and the CAS2. New discussion includes advice on tailoring the report to the audience, and annotated case reports provide illustrative models of effective report styles, interpretation, and analysis. Key concepts are highlighted for quick reference throughout, and end-of-chapter questions help reinforce understanding. Reporting styles vary widely within the field, in both content and style; there is no definitive 'standard,' but many reports fail to reflect best practices and therefore prove less than useful to the reader. This book provides expert guidance throughout the reporting process to help practitioners provide high-quality, accessible reports.

Call No - 165.62 ETH P8
This book provides a unique phenomenological dialogue between psychology and philosophy. This novel approach focuses on lived experiences that belong to daily practical life, such self-identity and ethical decision-making. This practical focus enables the reader to explore how ethics relates to psychology and how the ethical agent determines herself within her surrounding community and world. Using Husserl's ethics the authors present a phenomenological approach moral psychology that offers an alternative to cognitive and neuroscientific theories. This is a practical and theoretically rigorous textbook that will be of use to those researching and studying ethics, morality, psychology and religion.

Call No - 3.001.5 ALK P8
This book gives thousands of students and new evaluators the practical information and expert advice needed to conduct or use evaluations. It describes how to articulate answerable evaluation questions, collect and analyze data using both quantitative and qualitative methods, and deal with contingencies that might alter the traditional sequence of an evaluation. Special strengths of the text are its attention to individual, organizational, and community culture and emphasis on building collaborative relationships with stakeholders. An in-depth case study and related end-of-section exercises (including group activities) help students put themselves in the evaluator role. It includes case studies with extended exercises that guide the reader to complete a simulated evaluation.

Call No - 301.15 RID P6
In this wide-ranging, erudite book, the author brilliantly makes the case for evolution, rather than design, as the force that has shaped much of our culture, our technology, our minds, and that even now is shaping our future. Human society evolves. Change in technology, language, morality, and society is incremental, inexorable, gradual, and spontaneous. It follows a narrative, going from one stage to the next, and it largely happens by trial and error—a version of natural selection. Drawing on fascinating evidence from science, economics, history, politics, and philosophy, Matt Ridley demolishes conventional assumptions that the great events and trends of our day are dictated by those on high.
In this book, the author takes readers on a journey into the secret of living without fear, constraint, or worry. The path toward the liberated existence we all long for is found in a truth as simple to say as it is hard to do: love people, even the difficult ones, without distinction and without limits. It reveals the lessons Bob learned—often the hard way—about what it means to love without inhibition, insecurity, or restriction. From finding the right friends to discovering the upside of failure, this book points the way to embodying love by doing the unexpected, the intimidating, the seemingly impossible.

Beginning with just five feet of counter space on Coney Island in 1916, this book—based on the basic principles of quality ingredients, hard work and a price everyone could afford—soon stretched across the globe, launching the hotdog as an American food staple and Nathan Handwerker to national fame. But the story behind the dog is even tastier ... Fleeing Eastern Europe as the shadow of WWI looms large with nothing but twenty dollars in his socks, Nathan arrives in New York with the insatiable desire to make a better life, and within two years he sets up a shop of his own, hawking frankfurters for five cents at the sleepy little beach retreat of Coney Island. As New York booms, pushing trains and patrons to the shore, so too do Nathan’s humble hotdogs. Within ten years he has the whole corner, and a brand as recognizable as Coca-Cola and Cracker Jack. Nathan’s is famous. But with success comes difficulties, and as Nathan’s two sons vie to inherit the family dynasty a story of Biblical proportions plays out, mirroring the corporatization of the American food industry. Written by Nathan’s own grandson, and at once a portrait of a man, a family and the changing face of a nation through a century of promise and progress, Famous Nathan is a dog’s tale that snaps and satisfies with every page.

In this book, the author illuminates this discreet but momentous revolution through the stories of the remarkable women who are at the forefront of this shift—a McDonald's worker in Pakistan who has climbed the ranks to manager; the founder of an online modest fashion startup in Indonesia; a widow in Cairo who runs a catering business with her daughter, against her son's wishes; and an executive in a Saudi corporation who is altering the culture of her workplace; among many others. These women are challenging familial and social conventions, as well as compelling businesses to cater to women as both workers and consumers. More importantly, they are gaining the economic power that will upend entrenched cultural norms, re-shape how women are viewed in the Muslim world and elsewhere, and change the mindset of the next generation.

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This book will help you get the results you want by helping you to overcome your fears one step at a time. In short, easy-to-read, jargon-free chapters, you’ll discover proven strategies, skills and tools to help you deal with typical situations we all dread such as saying no, appearing confident without being arrogant, asking for what you want, public speaking and picking up the phone. Don’t miss out on life’s big opportunities, now you can manage your fear so it doesn’t restrict you - there’s nothing you can’t handle.

Call No - 343.352 OKO P8

In this book, the author provides a primer for those working to root out corruption and disrupt vested interests. Drawing on her experience as Nigeria’s finance minister and that of her team, she describes dangers, pitfalls, and successes in fighting corruption. She provides practical lessons learned and tells how anti-corruption advocates need to equip themselves. She details the numerous ways in which corruption can divert resources away from development, rewarding the unscrupulous and depriving poor people of services.

Call No - 335.5 BUR P9

This book offers something completely different; it reconstructs, from his first writings spanning from 1835 to 1846, a coherent and well-rounded political philosophy. The influence of Engels upon the development of that philosophy is discussed. This, it is argued, was a philosophy that Marx could have presented had he put the ideas together, as he hinted was his eventual intention. Had he done so, this first Marx would have made an even greater contribution to social and political philosophy than is generally acknowledged today. Arguments regarding revolutionary change, contradiction and other topics such as production, alienation and emancipation contribute to a powerful analysis in the early works of Marx, one which is worthy of discussion on its own merits. This analysis is distributed among a range of books, papers, letters and other writings, and is gathered here for the first time. Marx’s work of the period was driven by his commitment to emancipation. Moreover, as is discussed in the conclusion to this book, his emancipatory philosophy continues to have resonance today. This new book presents Marx in a new light and will be indispensable reading for all studying and following his work.

42. Food hawkers: selling in the streets from antiquity to the present / Edited Calaresu, Melissa. 2018. London: Routledge  
Call No - 642 FOO P8

Acc No - 53082
The book focuses on the food trades, and explores the dynamics of street selling and its impact on society. Through an investigation of food hawking, the volume both showcases the latest results from a subject that has seen the emergence of a significant body of innovative and adventurous scholarship, and advances the understanding of street vending and its impact on society by stimulating interdisciplinary and cross-disciplinary discussions. It covers a diverse range of themes such as the identity of food sellers (in terms of gender, ethnicity, and social status); the role of the street seller in the distribution of food; the marketing of food; food traders and the establishment; the representation of food hawkers; and street traders and economic development.

   Call No - 65.011.1 DIA P7
   Acc No - 52876

This book presents a complete picture of the major disruptive forces currently facing us - defining them, mapping them out and putting them into context. First, understand the Mindsets you need to be fully ready for disruption - what qualities do you need to have, how can you develop them and what should you do next?. Next, discover the 12 Forces that are shaping our world: including the new technologies, how they are used and related, the potential Impact of the disruption and how you can to turn them into enablers for your business.

   Call No - 631(540) GLI P8
   Acc No – 52711

This book, a study assigned by the Ministry of Agriculture, studies different facets of agriculture and allied sectors. It provides an overview of Indian agriculture, and presents an analysis of its performance over the years. Showcasing the issues faced in the development of agriculture, it captures the interventions and initiatives of the government for the development of Indian agriculture. Agriculture and allied sectors, unquestionably, are considered to be the largest source of livelihood in India contributing largely to the GDP of the country. However, despite a significant increase in the production of food grains, the agriculture sector has been facing innumerable challenges primarily because of its dependency on natural resources, which have shrunk due to increasing demographic and socioeconomic pressures.

45. God, time, infinity. 2018. Berlin: De Gruyter
   Call No - 231 GOD P8
   Acc No - 52994
The issues of the nature and existence of God, time and infinity, respectively, and how they relate to each other, are some of the most complicated problems of metaphysics. This volume presents contributions of thirteen internationally renowned scholars who deal with various aspects of these complex issues.

   Call No - 372 BER P8
   Acc No - 52995
This book for parents that shows how they can grow the minds of their children and teenagers and guide them to success both at school and in life. The latest neurological and psychological research is proving that most children are capable of reaching high levels of performance that were previously associated only with the gifted and talented. Brains are malleable and IQ is not fixed yet, without parental engagement in their learning, many children don’t reach the levels of performance that are associated with academic success. Combining new knowledge with extensive research into how we learn, this book proves that by using simple, everyday techniques that are both rooted in research and accessible for parents, children can learn to learn more successfully.

47. Greatest mysteries of the unexplained: a compelling collection of the world's most perplexing phenomena. / Doncaster, Lucy. 2018. London: Arcturus
   Call No - 159.961 DON P8
   Acc No – 52804
This book is a compelling compendium of some the world's most mystifying conundrums, from strange quirks of nature to supernatural phenomena, this collection of scintillating investigations presents the theories surrounding a diverse range of topics that defy straightforward explanation. Tales are recounted in vivid detail and incorporate all the latest scientific research and conclusions. Including investigations into prophecy and the paranormal and religious and medical marvels, this book attempts to discover the truth behind the greatest enigmas of the universe. It is sure to both bewilder and intrigue.

   Call No - 65.011.1 BOV P8
   Acc No - 52879
In this book, the author determines that there are ten simple – but easily misunderstood – growth paths, and explains how companies can get a handle on their particular business context, and use it to determine the right combination and sequence of growth paths to take them into the future. The author draws on her expertise as a consultant and practitioner to devise a new framework for business leaders looking to pursue growth. Whether your company is on a growth spurt, in
a worrying stall, or showing signs of decline, Growth IQ is your map to charting the course of your company's future.

   Call No - 1 ALZ P8
   Acc No – 52467
   In this book, the author offers the first book-length account of the structure of the theory and its place within Hegel's thought as a whole. The reader is carefully walked through the psychological, social and historical aspects of responsibility in Hegel's texts. The book demonstrates that attention to the concept of responsibility reveals the true nature of Hegel's controversial claims about the inherent sociality of human action.

   Call No - 159.9.07 SUL P9
   Acc No - 53090
   This book is focused on exploring human experience from an integrative perspective, it presents heuristic inquiry as a unique phenomenologically aligned, experiential, and relational approach to qualitative research that is also rigorous and evidence based. The author describes a distinguishing perspective of this research that treats participants not as subjects of research but rather as co-researchers in an exploratory process marked by genuineness and intersubjectivity. Through the use of real-life examples illustrating the various processes of heuristic research, the book offers an understanding of heuristic inquiry that is straightforward and informal yet honors its creative, intuitive, and polydimensional nature. A must-read for anyone interested in qualitative research. This text provides a valuable service to novice and experienced researchers through its straightforward, yet complex and nuanced approach to heuristic inquiry.

   Call No - 93 TUR P8
   Acc No - 52997
   Natural scientists have made great strides in understanding dynamical processes in the physical and biological worlds using a synthetic approach that combines mathematical modeling with statistical analyses. Taking up the problem of territorial dynamics—why some polities at certain times expand and at other times contract—this book shows that a similar research program can advance our understanding of dynamical processes in history. The author develops hypotheses from a wide range of social, political, economic, and demographic factors: geopolitics, factors affecting collective solidarity, dynamics of ethnic assimilation/religious conversion, and the interaction between population dynamics and sociopolitical stability. He then translates these into a spectrum of mathematical models, investigates the dynamics predicted by the models, and contrasts model predictions with empirical patterns.
Call No - 401 FIS P8
Acc No – 52805
In this book the author charts the history of language from the times of Homo erectus, Neanderthal humans and Homo sapiens through to the nineteenth century, when the science of linguistics was developed, as he analyses the emergence of language as a science and its development as a written form. He considers the rise of pidgin, creole, jargon and slang, as well as the effects radio and television, propaganda, advertising and the media are having on language today. Originally published in 1999, this new format edition, which includes a new preface by the author, also shows how digital media will continue to reshape and re-invent the ways in which we communicate.

Call No - 159.9 SAU P8
Acc No - 53043
This book provides students with an engaging, comprehensive, and global history of psychological science, from the birth of the field to the present. It examines the attempts to establish psychology as a science in several countries and epochs. The text expertly draws on a vast knowledge of the field in the United States, England, Germany, France, Russia, and Scandinavia, as well as on author's keen study of neighboring sciences, including physiology, evolutionary biology, psychiatry, and neurology. Offering a unique global perspective on the development of psychology as an empirical science, this text is an ideal introduction to the field for students and other readers interested in the history of modern psychology.

Call No - 391 INB P8
Acc No - 52999
Adopting an 'object-centred' approach, with contributions from material culture specialists across various disciplines, the book showcases a series of objects that defy neat classification. In the process, it explores how 'things' mediate and travel between conceptual worlds in diverse cultural, geographic and temporal contexts, and how they embody this mediation and movement in their form. With an impressive range of international authors, each essay grounds explorations of cutting-edge theory in concrete case studies. An innovative, thought-provoking read for students and researchers in anthropology, archaeology, museum studies and art history which will transform the way readers think about objects.

55. Inside the nudge unit: how small changes can make a big difference. / Halpern, David. 2016. London: WH Allen
Call No - 159.9 HAL P6
Acc No – 52808
The author of this book, invites you inside the unconventional, multi-million pound saving initiative that makes a big difference through influencing small, simple changes in our behaviour. Using the application of psychology to the challenges we face in the world today, the Nudge Unit is pushing us in the right direction. This is their story. The book explains how to change people’s behavior in subtle but profound ways. Politicians of all parties could learn from this book.

   Call No - 301.18 ROM P8
   Acc No - 53002
   This book presents intersectionality as a core facet of the sociological imagination. One-dimensional approaches are no longer acceptable. It examines all systems of oppression simultaneously and how they integrate and work with or against each other to shape life experiences. Recognizing the dynamics of patriarchy, capitalism, and white supremacy, Romero shows how social inequality is maintained or minimized in various social settings and everyday sites of interaction. Drawing the theoretical threads together, the book demonstrates intersectional approaches in action in relation to the care crisis and wealth divide, to highlight the different understandings of these issues and their solutions arising from a comprehensive, intersectional examination.

   Call No - 297(549) ZAM P8
   Acc No - 53004
   This book is the first comprehensive book to explore Islam's evolution in this region over the past century and a half, from the British colonial era to the present day. The author presents a rich historical account of this major Muslim nation, insights into the rise and gradual decline of Islamic modernist thought in the South Asian region, and an understanding of how Islam has fared in the contemporary world. Much attention has been given to Pakistan's role in sustaining the Afghan struggle against the Soviet occupation in the 1980s, in the growth of the Taliban in the 1990s, and in the War on Terror after 9/11. But as the author shows, the nation's significance in matters relating to Islam has much deeper roots. Since the late nineteenth century, South Asia has witnessed important initiatives toward rethinking core Islamic texts and traditions in the interest of their compatibility with the imperatives of modern life.

   Call No - 396 ROW P8
   Acc No - 52894
This book is an action-oriented, hands-on guide for all women to give them the tools, the incentive, and the information they need to create political change in their communities - and in the country as a whole. It is a perfect primer for women everywhere who want to take action - whether their heading to their first town hall meeting or running for office. This book provides proven tactics, policy solutions, and strategies any woman can use to build her power. It presents compelling data, timeless action plans, thought-provoking stories, a proactive agenda for change, and inspiration for how women can create change in their everyday lives and in the country as a whole.

Call No - 642 JUR P5
Acc No - 52895
In this book, the author Jurafsky peels away the mysteries from the foods we think we know. Thirteen chapters evoke the joy and discovery of reading a menu dotted with the sharp-eyed annotations of a linguist. The author points out the subtle meanings hidden in filler words like 'rich' and 'crispy,' zeroes in on the metaphors and storytelling tropes we rely on in restaurant reviews, and charts a microuniverse of marketing language on the back of a bag of potato chips. Engaging and informed, Jurafsky's unique study illuminates an extraordinary network of language, history, and food. With Jurafsky's insight, words like ketchup, macaron, and even salad become living fossils that contain the patterns of early global exploration that predate our modern fusion-filled world.

Call No - 8-7 NIL P9
Acc No - 53044
In this book, the authors explore how humor can be explained across the numerous sub-disciplines of linguistics. Drawing on examples from language play and jokes in a range of real-life contexts, such as art, business, marketing, comedy, creative writing, science, journalism and politics, the authors use their own theory of 'Features, functions and subjects of Humor' to analyze humor across all disciplines. Each highly accessible chapter uses a rich array of examples to stimulate discussion and interaction even in large classes.

Call No - 329 MUD P8
Acc No - 53006
This book analyzes the history of the Swedish and German Social Democrats, the British Labour Party, and the American Democratic Party. Breaking with an assumption that parties simply respond to forces beyond their control, the author argues that left parties’ changing promises expressed the worldviews of different kinds of experts. It shows how Keynesian economists came to speak for left parties by the early 1960s. These economists saw their task in terms of discretionary, politically-sensitive economic management. But in the 1980s a new kind of
economist, who viewed the advancement of markets as left parties’ main task, came to the fore. Meanwhile, as voters’ loyalties to left parties waned, professional strategists were called upon to “spin” party messages. Ultimately, left parties undermined themselves, leaving a representative vacuum in their wake. Leftism Reinvented raises new questions about the roles and responsibilities of left parties—and their experts—in politics today.

Call No - 329.12 FAW P8
Acc No - 53007

In this expanded and updated edition of what has become a classic history of liberalism, Edmund Fawcett traces its ideals, successes, and failures through the lives and ideas of exemplary thinkers and politicians from the early nineteenth century to today. Significant revisions—including a new conclusion—reflect recent changes affecting the world political order that many see as presenting new and very potent threats to the survival of liberal democracy as we know it. A richly detailed account of a vulnerable but critically important political creed, this book reminds us that to defend liberalism it is vital to understand its character and history.

63. Liminal thinking: create the change you want by changing the way you think. / Gray, Dave. 2016. New York: Two Waves Books
Call No - 159.955 GRA P6
Acc No - 53098

Why do some people succeed at change while others fail? It’s the way they think! Liminal thinking is a way to create change by understanding, shaping, and reframing beliefs. What is liminal thinking? A state of ambiguity or disorientation that precedes a breakthrough to a new kind of thinking. Liminal thinking is a kind of psychological agility that enables you to successfully navigate these times of transition. It involves the ability to read your own beliefs and needs; the ability to read others’ beliefs and needs; and the habit of continually evaluating, validating, and changing beliefs in order to better meet needs.

64. Longitudinal multivariate psychology / Edited by Ferrer, Emilio. 2019. New York: Routledge
Call No - 159.9.07 LON P9
Acc No - 53099

The book presents a collection of chapters focused on the study of multivariate change. As people develop and change, multivariate measurement of that change and analysis of those measures can illuminate the regularities in the trajectories of individual development, as well as time-dependent changes in population averages. As longitudinal data have recently become much more prevalent in psychology and the social sciences, models of change have become increasingly important. It focuses on methodological, statistical, and modeling aspects of multivariate change and applications of longitudinal models to the study of psychological processes.

Call No - 954 BHA P8
Acc No – 52815
This book comes at a time when toxic nationalism is causing the violent and systematic exclusion of political, religious, sexual and other minorities. The author reminds us that the modern nation-state, built on fear and an obsession with territory, is often at odds with democracy, justice and fraternity. Critically analyzing the ideas of thinkers who laid the political and ethical grounds of India’s modern identity—Nehru, Ambedkar, Gandhi, Tagore, and Aurobindo—the author shows how we have strayed from their inclusive, diverse visions. He effortlessly weaves personal and intellectual histories, navigating through vast swathes of scholarship, to sketch a radically ethical imagination against the sound and fury of nationalism. He dips into fascinating anecdotes, recalling Ashok Kumar’s friendship with Manto against the shadow of Partition, Ali Sardar Jafri’s Jnanpith Award acceptance speech, and his own encounter with the Sufi qawwal, Fareed Ayaz, among others. Concluding with an enlightening genealogy of modern politics in the light of its present crisis, he exhorts us towards a new politics of trust. Brimming with thought-provoking analyses and commentary, this book is an extraordinary and illuminating account of India’s politics and culture.

Call No - 65.01 BAD P6
Acc No - 53100

In this book, the author offers a powerful, practical, and even radical way to resolve these problems. Picking up where conventional tools of analysis leave off, this book provides tools for judgment in the form of five revealing questions. Asking yourself these five questions (1) What are the net, net consequences? (2) What are my core obligations? (3) What will work in the world as it is? (4) What do we really stand for? and (5) What is my best judgment and best self? that provides a simple yet profound way to broaden your thinking, sharpen your judgment, and develop a fresh perspective. It reflects and distills the timeless wisdom of many of the most powerful, penetrating, and noble minds throughout history—philosophers.

Call No - 65.016.2 ROT P8
Acc No - 52902

No matter how hard you work, if you pursue the wrong opportunities, you can get nowhere. On the other hand, by making the correct choices you will attract all the resources needed to rise to the top. This realization is crucial to success – you cannot afford to rely on luck. In this book, the author bares the unique approaches to success employed by 18 phenomenal Indian businessmen. The author explains 16 simple ways to identify golden opportunities; 12 key skills to mine lucrative prospects; 12 proven techniques to accurately evaluate decisions; 8 best methods to effectively implement your choices. It includes the case studies of the top business icons of India that take you a step closer to solving the puzzle of what makes and breaks your dream.

68. Meditation is not what you think: mindfulness and why it is so important. / Kabat-Zinn, Jon. 2018. New York: Hachette
Call No - 294.527 KAB P8 P8
Acc No - 52903
In this book, the author explains that we think we know what meditation is—especially in an era when 'mindfulness' has improbably rocketed into the mainstream. Millions of people around the world have taken up a formal mindfulness meditation practice as part of their everyday lives. But there's no hard-and-fast rule that says you have to meditate in a certain way, in a particular place, or following a specific tradition. So what is meditation anyway? And why might it be worth trying? Or nurturing further if you already have practice. If you're curious as to why meditation is not for the 'faint-hearted,' how taking some time each day to drop into awareness can actually be a radical act of love, and why paying attention is so supremely important, read on for a master class from one of the pioneers of mindfulness in the mainstream world.

Call No - 92(SHA) SON P7
Acc No – 52585

In this book, the authors present the story of Claude Shannon—one of the foremost intellects of the twentieth century and the architect of the Information Age, whose insights stand behind every computer built, email sent, video streamed, and webpage loaded. Claude Shannon was a groundbreaking polymath, a brilliant tinkerer, and a digital pioneer. He constructed the first wearable computer, outfoxed Vegas casinos, and built juggling robots. He also wrote the seminal text of the digital revolution, which has been called “the Magna Carta of the Information Age.”.

Call No - 323.2 NUS P8
Acc No - 53103

In this book, the author examines the current political crisis that has polarized America since the 2016 election. Although today's atmosphere is marked by partisanship, divisive rhetoric, and the inability of two halves of the country to communicate with one another, the author focuses on what so many pollsters and pundits have overlooked. Author sees a simple truth at the heart of the problem: the political is always emotional. Globalization has produced feelings of powerlessness in millions of people in the West. That sense of powerlessness bubbles into resentment and blame; blame of immigrants; blame of Muslims; blame of other races; blame of cultural elite. While this politics of blame is exemplified by the election of Donald Trump and the vote for Brexit, Nussbaum argues it can be found on all sides of the political spectrum, left or right.

Call No - 159.964.2 SPR P8
Acc No - 53011
The book analyses Freud's experiences and theories of mourning as the basis for exploring changes in psychoanalytic theories and practices over the course of the 20th century. It offers a significant interpretation of major biographical episodes in Freud's life, arguing that Freud's inability to mourn the losses of his early life shaped his theories of mourning, which in turn opened the field of pre-oedipal studies to his successors, enabling a host of new psychoanalytic theories such as object relations, inter-subjective and counter-transference theories, Lacanian analysis, and trauma theory. It explores Freud's own struggles with mourning, allows us, in turn, to mourn him-releasing him from frozen idealization while demonstrating the relevance of his work to the 21st century.

Call No - 387 REI P8
Acc No - 53012

Focusing on the shipping network of open treaty ports, the book examines the expansion of steam navigation, the growth of shipping enterprise, and the social climate of the steamship in the late nineteenth century as arenas of contestation and collaboration that highlight the significance of partial Chinese sovereignty and the limitations imposed upon it. It further analyzes the transformation of this regime under the nationalism of the Republican period, and pursues a comparison of shipping regimes in China and India to provide a novel perspective on China under the treaty system. It argues for the specificity of China’s experience, its continuities with colonialism in other contexts, and its links to global processes.

Call No - 943 ROL P8
Acc No – 52817

Why did the country which produced Goethe, Beethoven, Bach, Schiller, Einstein, Kant and Hegel allow itself to be led to the precipice of self-destruction by a ragged collective of criminals, misfits, sadists and petty bureaucrats? Featuring rare archive photographs, this book reveals the true nature of the Third Reich’s link with arcane influences and of evil itself, as well as explaining how an ill-educated, psychologically unbalanced nonentity succeeded in mesmerizing an entire nation. Forget what you have read, seen and heard. This is the real secret history of Nazi Germany and its dark Messiah – Adolf Hitler.

Call No - 501 LEV P7
Acc No - 52912

In this book, the author captures and categorizes An eye-opening tour of the political tricks that subvert scientific progress by chapter, assigning delightful names like “The Butter-Up and Undercut,” “The Literal Nitpick,” “The Straight-Up Fabrication,” and many more. His sharp elbowed humor dismantles our
leaders’ deceptive arguments while illuminating the real science behind the worst sound bites from our elected non-scientists.

Call No - 396 ONC P8
Acc No - 53013
In this book, the author turns a critical eye on the role of technology in feminism both past and present. With her starting point the “fertility benefits” offered by Silicon Valley tech companies, the author posits that such reproductive technologies as egg freezing and in vitro fertilization aren’t inherently emancipatory; they often make women even more vulnerable to exploitation in the workplace. Almost fifty years ago, radical feminist Shulamith Firestone viewed developments in reproductive technology with skepticism, arguing in The Dialectic of Sex that they are only ‘incidentally in the interests of women when at all.’ Engaging other feminist writers and scholars, this collection broadens out to examine whether technology in general has made good on its promise to liberate women—sexually, biologically, economically, and politically.

Call No - 321.01 SAG P8
Acc No - 53014
This book considers how, following Thomas Hobbes's epochal intervention in the mid-seventeenth century, subsequent thinkers grappled with explaining how the state came into being, what it fundamentally might be, and how it could claim rightful authority over those subject to its power. This book shows how Hume and Smith, the two leading lights of the Scottish Enlightenment, forged an alternative way of thinking about the organization of modern politics. They did this in part by going back to the foundations: rejecting Hobbes's vision of human nature and his arguments about our capacity to form stable societies over time. Demonstrating how Hume and Smith broke away from Hobbesian state theory, this book also suggests ways in which these thinkers might shape how we think about politics today, and in turn how we might construct better political theory.

Call No - 529 ROV P8
Acc No – 52747
In this book, the author brings together science, art and philosophy and unravels this mystery, inviting us to imagine a world where time is in us and we are not in time. Time is a mystery that does not cease to puzzle us. Philosophers, artists and poets have long explored its meaning while scientists have found that its structure is different from the simple intuition we have of it. From Boltzmann to quantum theory, from Einstein to loop quantum gravity, our understanding of time has been undergoing radical transformations. Time flows at a different speed in different places, the past and the future differ far less than we might think, and the very notion of the present evaporates in the vast universe.

Call No - 165 SAU P8
Acc No - 53015
This book introduces and examines different conceptions of the self, our nature, and personal identity and considers the implications of these for applied ethics. A key feature of the book is that it discusses a range of different approaches to personal identity; philosophical, religious and cross-cultural, including perspectives from non-Western traditions. Throughout the book, the author also considers the views of important recent philosophers such as Sydney Shoemaker, Bernard Williams, Derek Parfit, Marya Schechtman and Christine Korsgaard, placing these in helpful historical context.

   Call No - 1 STO P8
   Acc No – 52753

This book showcases the major philosophers of the western tradition. Written with the general reader in mind, it provides an ideal introduction to their ideas and the effect those ideas have had on the wider world. The text introduces the basic concepts behind each philosopher's work, together with biographical and historical details. Easy-to-use and a stimulating read, this book is an ideal reference for anybody interested in philosophy, and especially for those who want a clear, entertaining exposition of the ideas that shape the way we think.

   Call No - 159.9.01 PHI P8
   Acc No - 53016

Contemporary philosophy of science analyzes psychology as a science with special features, because this discipline includes some specific philosophical problems - descriptive and normative, structural and dynamic. Some of these are particularly relevant both theoretically (casual explanation) and practically (the configuration of the psychological subject and its relations with psychiatry). Two central aspects in this book are the role of causality, especially conceived as intervention or manipulation, and the characterization of the psychological subject. This requires a clarification of scientific explanations in terms of causality in psychology, because characterizations of causality are quite different in epistemological and ontological terms. One of the most influential views is James Woodward's approach to causality as intervention, which entails an analysis of its characteristics, new elements and limits. This means taking into account the structural and dynamic aspects included in causal cognition and psychological explanations.

81. Pinpoint: how GPS is changing technology, culture, and our minds. / Milner, Greg. 2017.
   New York: W W Norton
   Call No - 910.011.56 MIL P7
   Acc No - 53107
Tracking the development of GPS from its origins as a bomb guidance system to its present ubiquity, the author examines the technology’s double-edged effect on the way we live, work, and travel. Savvy and original, this sweeping scientific history offers startling insight into how humans understand their place in the world. A compelling exploration of how GPS became so ubiquitous—and what we lose when it’s all we know of navigation.

Call No - 362.1 BOL P8
Acc No - 53017
This book tells that story, but it is not about the resurgence of pestilence. It is the story of its decline. For the first time in recorded history, virus, bacteria, and other infectious diseases are not the leading cause of death or disability in any region of the world. People are living longer, and fewer mothers are giving birth to many children in the hopes that some might survive. In this book, the author explores the paradox in our fight against infectious disease: the world is getting healthier in ways that should make us worry. He interweaves a grand historical narrative about the rise and fall of plagues in human societies with contemporary case studies of the consequences.

Call No - 1 WEI P8
Acc No - 53018
In this book, the author argues that, for Plato, determination and fortitude are not just expressions of our passionate or emotional natures, but also play an essential role in the rational agency of persons and polities. In the Republic's account, human life requires spirited courage as much as reasoned thought and nutritious food. The discussion ranges over Plato's explication of the logical and metaphysical foundations of justice and injustice, the failures of incomplete and dysfunctional cities, and the productive synergy of our tendencies and capacities that becomes fully evident only in the justice of a self-sufficient political community.

84. Poke the box: when was the last time you did something for the first time? / Godin, Seth. 2015. London: Penguin Random House
Call No - 65 GOD P5
Acc No - 52602
This book is a call to action about the initiative you're taking-in your job or in your life. The author will help you contribute more, risk more, and face the possibility of failure without dread. This book just may be the kick in the pants you need to shake up your life. This book is authors spirited call to action for anybody too afraid to try something new, now relaunched and repackaged. If you are happy being just a dreamer, perhaps you don't need this book. If you're enjoying the status quo, don't even consider reading this book. If you are content waiting for success to find you, please put this book down and go find something
else to read. Why has this book become a cult classic? Because it's a book that dares readers to do something they're afraid of. It could be what you need, too.

   Call No - 323.2(540) SIN P8
   Acc No - 53020

This book argues that the idea of a nonviolent India is an artificial twentieth-century construct deeply influenced by Gandhi and Nehru. Ancient Indian history is marked by considerable violence of various kinds, as is the history of other parts of the world. However the issue of violence was debated in India with greater intensity than elsewhere. There was recognition of the possibility of necessary force veering into violence, and of the strong tension between violence and nonviolence in the political sphere. This book looks at the evolution of the theory and practice of kingship and the attitudes towards political violence between c. 600 BCE and 600 CE by examining a vast array of texts, inscriptions, artistic representations, and numismatic and archaeological material. These include the ideas of Buddhism and Jainism; the emperor Ashoka; the Sanskrit epics, the Ramayana and Mahabharata; the political treatise, the Arthashastra; and the poetry of Kalidasa. The book examines how the problem of the relationship between kingship and violence was addressed in general as well with reference to punishment, war and the forest.

   Call No - 658.626 CHE P9
   Acc No - 53049

This book provides a way forward for any organization wishing to rebuild brand authenticity in a distrustful world. It explains the interconnected problems facing businesses, with important topics. It shows how to strengthen consumer engagement by closing the 'brand credibility gap'. It's packed with examples of inspiring people, brands and international campaigns from the fashion, beauty, outdoor, motor, drinks, finance, media, technology, entertainment and health sectors. Each of them demonstrates a dynamic and positive way forward.

   Call No - 92(MAN) VEN P8
   Acc No – 52821

Organized chronologically and divided by the four venues in which he was held as a sentenced prisoner, this book begins in Pretoria Local Prison, where Mandela was held following his 1962 trial. In 1964, Mandela was taken to Robben Island Prison, where a stark existence was lightened only by visits and letters from family. After eighteen years, Mandela was transferred to Pollsmoor Prison, a large complex outside of Cape Town with beds and better food, but where he and four of his comrades were confined to a rooftop cell, apart from the rest of the prison population. Finally, Mandela was taken to Victor Verster Prison in 1988, where he was held until his release on February 11, 1990. With accompanying facsimiles of some of his actual letters, this landmark volume reveals how Mandela, a lawyer by training, advocated for prisoners' human rights. It reveals him to be a loving father,
who wrote to his daughter, 'I sometimes wish science could invent miracles and make my daughter get her missing birthday cards and have the pleasure of knowing that her Pa loves her,' aware that photos and letters he sent had simply disappeared. More painful still are the letters written in 1969, when Mandela--forbidden from attending the funerals of his mother and his son Themb--was reduced to consoling family members through correspondence. Yet, what emerges most powerfully is Mandela's unflagging optimism: 'Honour belongs to those who never forsake the truth even when things seem dark & grim, who try over and over again, who are never discouraged by insults, humiliation & even defeat.' Whether providing unwavering support to his also-imprisoned wife or outlining a human-rights philosophy that resonates today, The Prison Letters of Nelson Mandela reveals the heroism of a man who refused to compromise his moral values in the face of extraordinary punishment. Ultimately, these letters position Mandela as one of the most inspiring figures of the twentieth century.

   Call No - 342.721 WAL P8
   Acc No - 52924
   In this transformative work, the author, leveraging the notion that we share information with others in contexts of trust, offers a roadmap for data privacy that will better protect our information in a digitized world. With case studies involving websites, online harassment, intellectual property, and social robots, Waldman shows how 'privacy as trust' can be applied in the most challenging real-world contexts to make privacy work for all of us. It should be read by anyone concerned with reshaping the theory and practice of privacy in the modern world. It proposes a new way of understanding privacy and privacy law.

   Call No - 92(MUH) MUH P8
   Acc No - 52926
   This is a tumultuous, unforgettable tale of perseverance and faith. Raised in a working-class community in New Jersey with five siblings, Ibtihaj sought out sports as a means to fund college and fencing was one of the only sports in which she could participate fully clothed. She was fast, hardworking, and devoted to her faith. But in a sport most popular with privileged whites, Ibtihaj remembers often being out of place. Rivals and teammates often pointed out her differences, one even telling her to 'take that table cloth off your head.' Ibtihaj knew that was a sign of what was to come. Ibtihaj Muhammad's life is one of overcoming adversity as a woman competing in a sport known for its lack of diversity for a country that views her religion with suspicion and harbors a history of oppressing her race. Her inspiring journey from a young outsider to a national hero is a beautiful, uniquely American tale of hard work, determination, and self-reliance.

   Call No - 159.9 GAZ P8
   Acc No - 52962
   This book is the best presentation of the science and applications of psychology. Drawing on teaching and learning research, this edition provides new tools to improve students’ reading, focus and self-assessment. Chapters are now divided into brief “study units”, each of which concludes with a self-test question to increase comprehension. New “Putting Psychology to Work” features show students how to apply psychology concepts to future careers. Our formative,
adaptive learning tool, InQuizitive, and our online psychology labs, ZAPS 2.0, provide a hands-on approach to assessing students’ understanding.

Call No - 159.98 GOL P9
Acc No - 53022
This book explores how psychological testing is used in real-life settings to make the study of psychometrics interesting, relevant, and highly accessible. The author examines a broad range of carefully selected topics to capture student interest, encourage critical thinking, and spark class discussions. It is organized in the form of an applied casebook, each chapter presents the complex issues that arise when using psychological tests in a variety of settings, providing an in-depth view of psychological testing practices, historically and in the present. This unique text will support students in becoming thoughtful, informed consumers and providers of psychological assessment.

Call No - 159.98 COO P9
Acc No - 52927
This book provides test users, test developers, practitioners and researchers in the social sciences, education and health with an evaluative guide to choosing, using, interpreting and developing tests. Its aim is to give readers a thorough grasp of the principles (and limitations) of testing, together with the necessary methodological detail. Unusually for an introductory text, it includes coverage of several cutting-edge techniques. If you find mathematics frightening and statistics dull, this engaging text will help you to understand the fundamental principles of psychometrics, that underpin the measurement of any human characteristic using any psychological test.

Call No - 159.9 FEL P8
Acc No - 52822
This book is an engaging new introductory psychology text that uses experiential exercises and activities, career-oriented text examples, and features designed to directly correlate psychology concepts to the professional and personal lives of readers. Throughout the text and supplements, Psychology and Your Life reinforces why a basic understanding of psychology is relevant to today’s students. This text also provides instructors with a fully-integrated supplements package to help instructors objectively gauge their students’ mastery of psychology’s key principles and concepts and to create dynamic class experiences—whether in the classroom or online. All ancillary materials are organized by the measurable learning outcomes of each module within the text—there is no more wondering whether the text in use will meet the accreditation guidelines for schools. Emphasizing practical application, this book offers examples and perspectives from the healthcare industry (including Allied Health), technology, criminal justice, legal, and business, among others to prepare students to apply psychology throughout their lives and careers.
Call No - 159.9 FEI P9  
Acc No – 52823  
This book is designed to move students beyond what may seem obvious to them and have them reevaluate the thoughts and beliefs they bring to the course. The author’s accessible approach to science helps students challenge their assumptions, understand research, and recognize that in Psychology, no one perspective tells the whole story. Challenging assumptions is the first step in thinking scientifically. While building a foundation in the concepts and principles of psychology, this book encourages students to think critically and question preconceived notions, putting their ideas and the ideas of others to the test. Also available with this edition is McGraw-Hill Education's Connect, the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need when they need it and how they need it so that your class time is more engaging and effective. Connect is sold separately and does not come automatically with the purchase of the textbook.

Call No - 78.02 TAN P8  
Acc No - 53050  
In this book, the author consider music on a broad scale, from its beginning as an acoustical signal to its different manifestations across cultures. In their second edition, the authors apply the same richness of depth and scope that was a hallmark of the first edition of this text. In addition, having laid out the topography of the field in the original book, the second edition puts greater emphasis on linking academic learning to real-world contexts, and on including compelling topics that appeal to students’ natural curiosity. Chapters have been updated with approximately 500 new citations to reflect advances in the field.

Call No - 7.01 EVA P8  
Acc No - 53023  
In this book, the author develops philosophical and political criteria for assessing how public art can respond to the fragility of democracy. He calls for considering such artworks as acts of citizenship, pointing to their capacity to resist autocratic tendencies and reveal new dimensions of democratic society. Through close considerations of Chicago’s Millennium Park and New York’s National September 11 Memorial, the author shows how a wide range of artworks participate in democratic dialogues. A nuanced consideration of contemporary art, aesthetics, and political theory, this book is a timely and rigorous elucidation of how thoughtful public art can contribute to the flourishing of a democratic way of life.
   Call No - 8.085 CON P8
   Acc No - 53111

   In this book, the author Alyson Connolly takes you step by step through the process of conceiving, crafting, and delivering a high-impact presentation. It helps readers how to discover to overcome your nerves, engage your audience, and convey gravitas-all while getting your message across clearly and concisely. It introduces you to simple, practical, and real-world techniques and insights that will transform your ability to achieve impact through the spoken word. It includes the critically important skill for readers to develop the ability to connect with, influence, and inspire the audience.

   Cambridge: MIT Press
   Call No - 316.472.4 HUM P8
   Acc No - 53024

   In this book, the author shows that sharing the mundane details of our lives—what we ate for lunch, where we went on vacation, who dropped in for a visit—didn't begin with mobile devices and social media. People have used media to catalog and share their lives for several centuries. Pocket diaries, photo albums, and baby books are the predigital precursors of today's digital and mobile platforms for posting text and images. The ability to take selfies has not turned us into needy narcissists; it's part of a longer story about how people account for everyday life. She refers to diaries in which eighteenth-century daily life is documented with the brevity and precision of a tweet, and cites a nineteenth-century travel diary in which a young woman complains that her breakfast didn't agree with her.

   Call No - 323.28 SCH P8
   Acc No - 53026

   In this book the author offers a critique of U.S. settler-colonial empire that draws on political, queer, and critical indigenous theory to situate Bush’s either/or moralism and reframe the concept of terrorism. The categories of the War on Terror exemplify the moralizing politics that insulate U.S. empire from critique, render its victims deserving of its abuses, and delegitimize resistance to it as unthinkable and perverse. The author provides an anatomy of this moralism, arguing for a new interpretation of biopolitics that is focused on sovereignty and desire rather than racism and biology. This rethinking of biopolitics puts critical political theory of empire in dialogue with the insights of both native studies and queer theory. Building on queer theory’s refusal of sanctity, propriety, and moralisms of all sorts, The author ultimately contends that the answer to Bush’s ultimatum is clear: dissidents must reject the false choice he presents and stand decisively against “us,” rejecting its moralism and the sanctity of its “life,” in order to further a truly emancipatory, decolonizing queer politics.

    Call No - 294.2 VAL P7
    Acc No - 53028
This book brings the epic saga to a close with an account of the dramatic events of King Rama's millennia-long reign. It opens with a colorful history of the demonic race of the raksasas and the violent career of Rama's villainous foe Ravana, and later recounts Rama's grateful discharge of his allies in the great war at Lanka as well as his romantic reunion with his wife Sita. But dark clouds gather as Rama, confronted by scandal over Sita's time in captivity under the lustful Ravana, makes the agonizing decision to banish his beloved wife, now pregnant. As Rama continues as king, marvelous tales and events unfurl, illustrating the benefits of righteous rule and the perils that await monarchs who fail to address the needs of their subjects. The Uttarakanda has long served as a point of social and religious controversy largely for its accounts of the banishment of Sita, as well as of Rama's killing of a low-caste ascetic. The translators' introduction provides a full discussion of these issues and the complex reception history of the Uttarakanda. This translation of the critical edition also includes exhaustive notes and a comprehensive bibliography.

Call No - 78.07 REL P8
Acc No - 53030

This book includes case studies to explore encounters between music, fans and religion. It examines several popular music artists - including Bob Dylan, Prince and Katy Perry - and looks at the way religion comes into play in their work and personas. Genres explored by contributing authors include country, folk, rock, metal and Electronic Dance Music. Chapters engage with the central issue of how global music meets local audiences and practices, and considers how fans as well as religious groups react to the uses of religion in popular music.

Call No - 72:577.4 GOR P8
Acc No - 53115

In this book, the author explores a wide range of sustainable design strategies which designers around the globe are using to create efficient and aesthetically pleasing buildings from waste streams and discarded items. Emphasizing performance issues, design considerations and process constraints, it describes numerous fully realized projects, and explores theoretical applications still on the drawing board. It illustrates how using discarded materials and focusing on closed loops can lead to new concepts in architecture, building science, and urban design. It reviews the theory and practice of building material and waste reuse and describes best practices in that area worldwide. It demonstrates how designers have developed aesthetically compelling solutions to the demands of rigorous performance standards.

103. Rise and grind: outperform, outwork, and outhustle your way to a more successful and rewarding life. / John, Daymond. 2018. New York: Currency
Call No - 65 JOH P8
Acc No – 52618
The author of this book has never been a stranger to hard work. And he also knows how spectacularly a killer work ethic can pay off. As a young man, he started a hip-hop inspired fashion brand on the streets of Queens, New York, with a $40 budget by hand-sewing hats between his shifts at Red Lobster. Today, his brand, FUBU, has over $6 billion in sales. While others might be searching for a shortcut to the top, says Daymond, the truth is that if you want to get and stay ahead, you need to put in the work. You need to outthink, outhustle, and outperform everyone around you. You’ve got to rise and grind every day. The author reveals how we can all rise and grind our way to the success and fulfillment we seek. He shows how grit and persistence helped him overcome the obstacles he has faced in his own life, and ultimately fueled his success. He shares the habits and mind-set that empower him, letting us in on how he makes the most of his 24/7. And he opens up about his recent cancer scare and how it fuels him to continue to challenge himself. He also takes an up-close look at the hard-charging routines of individuals who have risen to the challenges in their lives and grinded their way to the very tops of their fields, such as Oscar- and Tony Award-winning actress Catherine Zeta-Jones, serial entrepreneur and mega influencer Gary Vaynerchuk, and pastor and bestselling author Joel Osteen. Along the way, he highlights common threads and shows how you can apply these lessons to your life. We all get the same twenty-four hours in a day, whether we have a million dollars in the bank or a hundred, the author says. Here he shows how to put those hours to work for you; whether you run a business or run a household—or anything in between—you’ll learn how to spend your days productively, meaningfully, and purposefully. This book is for anyone who wants to summon the inspiration to think bigger, push themselves harder, and relentlessly chase their dreams.

Call No - 629.19 KUR P8
Acc No – 52619

In this book the author puts the focus on the three astronauts and their families: the commander, Frank Borman, a conflicted man on his final mission; idealistic Jim Lovell, who'd dreamed since boyhood of riding a rocket to the Moon; and Bill Anders, a young nuclear engineer and hotshot fighter pilot making his first space flight. Drawn from hundreds of hours of one-on-one interviews with the astronauts, their loved ones, NASA personnel, and myriad experts, and filled with vivid and unforgettable detail, this book is the definitive account of one of America's finest hours. In this real-life thriller, the author reveals the epic dangers involved, and the singular bravery it took, for mankind to leave Earth for the first time--and arrive at a new world.

105. Seven ways of looking at pointless suffering: what philosophy can tell us about the hardest mystery of all. / Samuelson, Scott. 2018. Chicago: University of Chicago Press
Call No - 1 SAM P8
Acc No – 52766

In this book, the author tackles that hardest question of all. To do so, he travels through the history of philosophy and religion, but he also attends closely to the real world we live in. While always taking the question of suffering seriously, author is just as likely to draw lessons from Bugs Bunny as from Confucius, from his time teaching philosophy to prisoners as from Hannah Arendt’s attempts to come to terms with the Holocaust. He guides us through the arguments people have offered to answer this fundamental question, explores the many ways that we have tried to minimize or eliminate suffering, and examines people’s attempts to find ways to live with pointless suffering. Ultimately, Samuelson shows, to be fully human means to acknowledge a mysterious paradox: we must simultaneously accept suffering and oppose it and understanding that is itself a step towards acceptance.

In this book, the author shows us how to analyze the “true signals”—those patterns that will coalesce into a trend with the potential to change everything—and land on the right side of disruption. The future, Webb shows, isn’t something that happens to us passively. Using a proven, tested methodology, she enables us to see ahead and forecast what’s to come—challenging us to create our own preferred futures.


This book is truly a revelatory new history of the world, promising to destabilize notions of where we come from and where we are headed next. The epic history of the crossroads of the world, the meeting place of East and West and the birthplace of civilization. For centuries, fame and fortune were to be found in the west—in the New World of the Americas. Today, it is the east which calls out to those in search of riches and adventure. Sweeping right across Central Asia and deep into China and India, a region that once took centre stage is again rising to dominate global politics, commerce and culture. A major reassessment of world history, this book is a dazzling exploration of the forces that have driven the rise and fall of empires, determined the flow of ideas and goods and are now heralding a new dawn in international affairs.


Following her bestselling Life Along the Silk Road, Susan Whitfield widens her exploration of the great cultural highway with a new captivating portrait focusing on material things. It tells the stories of ten very different objects, considering their interaction with the peoples and cultures of the Silk Road—those who made them, carried them, received them, used them, sold them, worshipped them, and, in more recent times, bought them, conserved them, and curated them. Exploring the labor, tools, materials, and rituals behind these various objects, Whitfield infuses her narrative with delightful details as the objects journey through time, space, and meaning. It is a lively, visual, and tangible way to understand the Silk Road and the cultural, economic, and technical changes of the late antique and medieval worlds.

In this book, the author explores everything that influences human development in the 21st century - why our interest and passions develop, how we decide whom to marry, why emotion trumps IQ, and how the vast power of the unconscious, where most of the mind's work takes place, plays such a fundamental role in the choices we make. Through this captivating fable of modern life, Brooks shows us that the current thinking on how to improve society - from education to equality to creating a functional workplace - is all too often based on a false view of human nature. This book culminates in a broad vision of society that emphasizes trust over individualism, social mobility over the status quo, and, ultimately, human character over human calculation.

Call No - 316.472.4 NEL P8
Acc No - 53032

The book provides a new methodological approach to social media and its influences, enabling readers to better understand how our usual legal and policy solutions do not fit social media well. It explains and illustrates how a post-phenomenological approach can help to explain how we perceive moral responsibility differently when we are online. This book considers how the phenomenological effects of social media influences our actions, decisions, and, ultimately, who we are and who we become. This important study will inform a new direction in policy and legal regulation for these increasingly important technologies. Readers will understand how time consciousness, personal identity and causation are affected by the mediating effects of social media.

Call No - 133.9 HEE P9
Acc No - 53035

This book is the first global survey of “godless” spirituality. Long before “spiritual but not religious” became the catchphrase of the day, there were religious and spiritual traditions in India, China, and the West that denied the existence of God. The author begins by looking at godless traditions in the ancient world. Indian religions such as Jainism and Buddhism showed the way to liberation through individual effort. In China, Confucians and Daoists taught how to live in harmony with nature and society. Philosophies of the Greco-Roman world, such as Epicureanism, Stoicism, and Skepticism, focused on enhancing the quality of life rather than buying the favor of the gods through sacrifice or worship.

Call No - 65 FRA P6
Acc No – 52776

In this book, the author explores the surprising implications of those findings to show why the rich underestimate the importance of luck in success--and why that hurts everyone, even the wealthy. He describes how, in a world increasingly dominated by winner-take-all markets, chance opportunities and trivial initial advantages often translate into much larger ones--and enormous income differences--over time; how false beliefs about luck persist, despite compelling
Call No - 94(549.1) JAL P7
Acc No - 53036
In this book, the author provides an insider’s assessment of how this nuclear-armed Muslim nation evolved as it did and explains why its dilemmas weigh so heavily on prospects for peace in the region. Attentive to Pakistan’s external relations as well as its internal dynamics, the author shows how the vexed relationship with the United States, border disputes with Afghanistan in the west, and the conflict with India over Kashmir in the east have played into the hands of the generals who purchased security at the cost of strong democratic institutions. Combined with domestic ethnic and regional rivalries, such pressures have created a siege mentality that encourages military domination and militant extremism. Since 9/11, the country has been widely portrayed as a breeding ground for Islamic terrorism. Assessing the threats posed by Al-Qaeda and the Taliban as American troops withdraw from Afghanistan, the author contends that the battle for Pakistan’s soul is far from over. Her definitive biography reveals how pluralism and democracy continue to struggle for a place in this Muslim homeland, where they are so essential to its future.

Call No - 159.92 SUB P8
Acc No - 53054
This book offers scholarly summaries of theory and research on topics at the frontier of the study of these social psychological influences—both interpersonal and intrapersonal—on subjective well-being and life satisfaction. The chapters cover a variety of types of relationships (e.g., romantic relationships, friendships, online relationships) as well as a variety of types of interactions with others (e.g., forgiveness, gratitude, helping behavior, self-presentation). Also included are chapters on broader social issues such as materialism, sexual identity and orientation, aging, spirituality, and meaning in life. It provides a rich and focused resource for graduate students, upper-level undergraduate students, and researchers in positive psychology and social psychology, as well as social neuroscientists, mental health researchers, clinical and counselling psychologists, and anyone interested in the science of well-being.

Call No - 301.18 CUR P7
Acc No – 53122
In this book, the author dubs one segment of society “the aspirational class” and discusses how, through deft decisions about education, health, parenting, and retirement, the aspirational class reproduces wealth and upward mobility, deepening the ever-wider class divide. The author argues, the power of material goods as symbols of social position has diminished due to their accessibility. As a result, the aspirational class has altered its consumer habits away from overt materialism to more subtle expenditures that reveal status and knowledge. And these transformations influence how we all make choices. It illustrates how cultural capital leads to lifestyle shifts and what this forecasts, not just for the
Call No - 165.74 OCO P7 Acc No – 52638

In this book, the author explores the staggering possibilities and moral quandaries that present themselves when you of think of your body as a device. He visits the world's foremost cryonics facility to witness how some have chosen to forestall death. He discovers an underground collective of biohackers, implanting electronics under their skin to enhance their senses. He meets a team of scientists urgently investigating how to protect mankind from artificial superintelligence. Where is our obsession with technology leading us? What does the rise of AI mean not just for our offices and homes, but for our humanity? Could the technologies we create to help us eventually bring us to harm? Addressing these questions, the author presents a profound, provocative, often laugh-out-loud-funny look at an influential movement. In investigating what it means to be a machine, he offers a surprising meditation on what it means to be human. Transhumanism is a movement pushing the limits of our bodies—our capabilities, intelligence, and lifespans—in the hopes that, through technology, we can become something better than ourselves. It has found support among Silicon Valley billionaires and some of the world’s biggest businesses.

117. This changes everything: capitalism vs. the climate. / Klein, Naomi. 2015. London: Penguin
Call No - 577.4 KLE P5 Acc No - 52949

In this book, the author argues that climate change isn’t just another issue to be neatly filed between taxes and health care. It’s an alarm that calls us to fix an economic system that is already failing us in many ways. She meticulously builds the case for how massively reducing our greenhouse emissions is our best chance to simultaneously reduce gaping inequalities, re-imagine our broken democracies, and rebuild our gutted local economies. She exposes the ideological desperation of the climate-change deniers, the messianic delusions of the would-be geoengineers, and the tragic defeatism of too many mainstream green initiatives. And she demonstrates precisely why the market has not—and cannot—fix the climate crisis but will instead make things worse, with ever more extreme and ecologically damaging extraction methods, accompanied by rampant disaster capitalism. She argues that the changes to our relationship with nature and one another that are required to respond to the climate crisis humanely should not be viewed as grim penance, but rather as a kind of gift—a catalyst to transform broken economic and cultural priorities and to heal long-festering historical wounds.

Call No - 371.048 KRI P9 Acc No - 53038

In this book, the author provides a detailed and practical guide for readers who wish to become more effective scholars, teachers, and administrators. The Thriving Professor dispenses usable insights that smooth the passages through promotion and tenure, and enable the scholar to write and publish more effectively as well as to avoid traps along the way. This work is helpful to those manoeuvring through academic difficulties. It offers essential advice to professors
at every stage in their careers to move forward, and takes much of the myth out of the academic life. The Thriving Professor is the friendly mentor everyone wishes for. The author says out loud what others hint at, and is non-judgmental.

119. To explain the world: the discovery of modern science. / Weinberg, Steven. 2016 London: Penguin
   Call No - 501 WEI P6
   Acc No - 52950

In this book, the author offers a rich and irreverent history of science from a unique perspective - that of a scientist. Moving from ancient Miletus to medieval Baghdad to Oxford, and from the Museum of Alexandria to the Royal Society of London, the author shows that the scientists of the past not only did not understand what we understand about the world - they did not understand what there is to understand. Yet eventually, through the struggle to solve such mysteries as the backward movement of the planets and the rise and fall of tides, the modern discipline of science emerged.

   Call No - 159.9 MOR P9
   Acc No – 52832

This book continues to present a scientific, accurate, and thorough overview of the essential concepts of psychology. Throughout the text, authors write clearly and accessibly about the discipline and its concrete, real-life applications. By highlighting five enduring issues that cut across and unite all subfields of psychology – Person—Situation, Nature—Nurture, Stability—Change, Diversity—Universality, and Mind—Body – Understanding Psychology helps students see the surprising unity and coherence of this diverse and exciting science.

   Call No - 301.153 BET P8
   Acc No - 52954

The book gives an overview of many aspects of polls – questionnaire design, sample selection, estimation, margins of error, nonresponse and weighting. The book is built around a checklist for polls that describes the various aspects of polls to pay attention to if one intends to use its results. It provides readers with a deeper understanding of practical and theoretical aspects of opinion polls while assuming no background in mathematics or statistics. It is essential reading for those who want to gain a better understanding of the ins and outs of polling including those who are confronted with polls in their daily life or work or those who need to learn how to conduct their own polls.
Call No - 361.8 ROM P7
Acc No - 53039

In this book, the author describes the ways in which development performed in and by nongovernmental organizations in an Indian metropolis serves as a tool for reinforcing and improving social standing. Author argues that the NGO environment gives a particular opportunity to middle class members whose cultural and economic capital are (re)produced in such an environment. She concludes that the ineffectiveness of development lies in the interest of this group and as such reflects neoliberal policies more broadly. She also argues that class status is the most important factor in acquiring a job position in a contemporary NGO, and that this cuts across gender, caste, and nationality, as well as other identities.

123. Warren Buffett shareholder / Edited by Cunningham, Lawrence A. 2018. New York: Cunningham Cuba
Call No - 65(09) WAR P8
Acc No - 52957

In this engaging collection of stories, 43 veterans of the Berkshire Hathaway Annual Meeting explain why throngs attend year after year. Beyond the highlights of Warren's wisdom displayed on stage in his day-long Q&A with vice chairman Charlie Munger, these experts reveal the Berkshire meeting as a community gathering of fun, fellowship, and learning. The contributors, who include a dozen best-selling authors and many famous investors, whisk readers through the exciting events surrounding the Meeting--book signings, panel discussions, and social gatherings--and share the pulse of this distinctive corporate culture. Spanning decades, the book offers glimpses of the past and ideas on what lies ahead. To learn about what makes Buffett's shareholders tick and what happens at the Berkshire meeting, or to reminisce about past Meetings, make this delightful book your companion.

Call No - 351.79 WAT P8
Acc No - 53125

Water control and management have been fundamental to the building of human civilisation. This book explores the role of waterways as a form of heritage, culture and sense of place and the potential of this to underpin the development of cultural tourism. It explores how the control and management of water flows are among some of the most significant human activities to transform the natural environment. Based upon a wealth and breadth of European case studies, the book uncovers the complex relationships we have with waterways, the ways that they have been represented over recent centuries and the ways in which they continue to be redefined in different cultural contexts.
Call No - 321.01 REN P8
Acc No - 53041
The book offers a broad selection of author's writings from several periods of his public life, most previously untranslated, that gives vital critical context to his views on nationalism. The anthology illuminates the characteristics that distinguished nineteenth-century French liberalism from its English and American counterparts as well as the more controversial parts of Renan’s legacy, including his analysis of colonial expansion, his views on Islam and Judaism, and the role of race in his thought. It contains a critical introduction to author’s life and work as well as detailed annotations that assist in recovering the wealth and complexity of his thought.

Call No - 65(09) BHA P8
Acc No - 52958
Coal India Ltd (CIL) contributes to about 82 per cent of India's coal production. In this book, former chairman and managing director of CIL, Partha Sarathi Bhattacharyya, tells the story, warts and all, of how he dealt with the Dhanbad coal mafia, how he changed the way the industry was perceived, how he dealt with the trade unions and the government and, most importantly, how he was able to script one of the greatest success stories the country had ever seen.

Call No - 301.18 GES P8
Acc No - 53127
The book begins by explaining what ‘white working class’ means in terms of demographics, history, and geography, as well as the ways in which this group defines itself and has been defined by others. It will address whether white identity is on the rise, why white people perceive themselves as marginalized, and the roles of racism and xenophobia in white consciousness. It will also look at whether the white working class has distinct political attitudes, their voting behavior, and their prospects for the future. It addresses the need to understand and respond to the social and political phenomena that the white working class is driving.

128. Who we are and how we got here: ancient DNA and the new science of the human past. / Reich, David . 2018. New Delhi: Oxford University Press
Call No - 575 REI P8
Acc No - 52960
In this book, the author explains what genetics is telling us about ourselves and our complex and often surprising ancestry. It describes the cutting-edge findings from the past few years, and also considers the sensitivities involved in tracing ancestry, with science sometimes jostling with politics and tradition. The author brings an important wider message: that we should recognize that every one of us is the result of a long history of migration and intermixing of ancient peoples, which we carry as ghosts in our DNA. The emerging picture is one of many waves of ancient human migrations, so that all populations living today are mixes of ancient ones, and often carry a genetic component from archaic humans.

   Call No - 392.5 LEO P8
   Acc No - 53128

This book tells a fiercely contemporary story revealing that today’s wives do not labor in kitchens or even homes. Instead, the work of wifedom occurs in online dating sites, on reality television, in social media, and on the campaign trail. Dating, marital commitment, and married life have been reconfigured. No longer the stuff of marriage vows, these realms are now controlled by brand management and marketability. To prosper, women must appear confident, empowered, and sexually savvy. It reveals how marriage occupies a newly professionalized role in the lives of American women. Being a wife is a business that takes a lot more than a vow to maintain -this book tells that story.
   Call No - BLY/HOR P8
   Acc No – 52806
   This collection of bone-chilling tales is sure to keep readers awake for many nights. It includes stories from classic writers such as Bram Stoker, H. P. Lovecraft, Edgar Allan Poe, M. R. Shiel, William Hope Hodgson and Ambrose Bierce. Their haunting visions of cosmic terrors and everyday frights provide a thrilling excursion into the eerie depths of the horror genre. With tales describing unnatural frights and haunting visions of cosmic terror, you will be taken on a journey into the disturbing imagination’s of some horror’s greatest writers. The stories’ heroes face incredible creatures, unknowable gods, and supernatural beings, who have no regard for human life.

   Call No - YUJ/IMP P8
   Acc No – 52807
   This book is the story of two unexceptional grade-school girls. Mia is ‘lucky’—she is spoiled by her mother and her two fathers. She gloats over her exotic imported color pencils and won’t be denied a coveted sweater. Then there is the Child who, by contrast, is neither lucky nor unlucky. She makes so little impression that she seems not even to merit a name. At school, their fellow students, whether lucky or luckless or unlucky, seem consumed by a murderous rage. Adults are nearly invisible, and the society the children create on their own is marked by cruelty and soul-crushing hierarchies. Then, one day, the Child sneaks into the classroom after hours and adds ominous sentences to her classmates’ notebooks. This sinister act unlocks a series of events that end in horrible violence. In this dreamy, hypnotic and deeply unsettling novel, Han casts an uncanny glow over the innocence of childhood, and the ethics of art-making. Brilliantly rendered in Janet Hong’s translation, Han’s prose makes us question where life ends and the book begins.

   Call No - VER/JOU P8
   Acc No – 52811
   This book remains an enduring classic that continues to inspire voyagers and readers alike. Let it come alive once more in this beautiful edition, with an introduction by Ruskin Bond. When Professor Otto Liedenbrock comes across a strange code, he is convinced that it points the way to reaching the centre of the earth. With the help of his nephew Axel, he deciphers the code and with Axel at his side, sets off for Iceland. There, they venture down the crater of a volcano. Travelling further and further, deeper into the earth using a series of interconnected passageways, they have incredible adventures and close encounters with death. The discoveries they make inside the earth are as astounding as they are unbelievable. From the existence of an underground sea
and echoing chambers, to prehistoric animals and much more, the explorers go from one exciting episode to another. But will they be able to find their way back to the surface of the earth finally?.

   Call No - ERI/SCI P8
   Science fiction and fantasy have gone hand-in-hand since their emergence at the end of the 19th century. Containing the best short stories of the masters of the two genres, this collection brings together the outstanding imaginations of writers such as H. G. Wells, George Griffith, Robert E. Howard and William Morris. Providing both an escape from the troubles of the real world and unique insight, these tales provide an experience that can’t be replicated anywhere else. The literary landscape as we know it today was established through the writing of these devoted individuals.

   Call No - SIN/GHO P5
   The United States, China, and Russia eye each other across a twenty-first century version of the Cold War, which suddenly heats up at sea, on land, in the air, in outer space, and in cyberspace. The fighting involves everything from stealthy robotic–drone strikes to old warships from the navy’s “ghost fleet.” Fighter pilots unleash a Pearl Harbor–style attack; American veterans become low-tech insurgents; teenage hackers battle in digital playgrounds; Silicon Valley billionaires mobilize for cyber-war; and a serial killer carries out her own vendetta. Ultimately, victory will depend on blending the lessons of the past with the weapons of the future. This is a page-turning speculative thriller in the spirit of The Hunt for Red October. The debut novel by two leading experts on the cutting edge of national security, it is unique in that every trend and technology featured in the novel — no matter how sci-fi it may seem — is real, or could be soon.

   Call No - ALL/RIS P8
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