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(March 2016)



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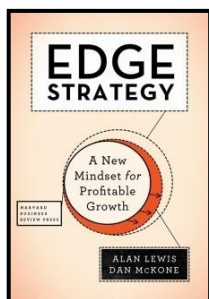
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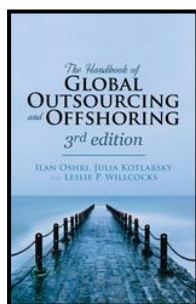
BUSINESS POLICY AND STRATEGIC MANAGEMENT

- 1 **Edge strategy: a new mindset for profitable growth / Lewis, Alan. 2016. Boston: Harvard Business Review Press.**
Call No - 65.011.1 LEW P6 Acc No - 49112



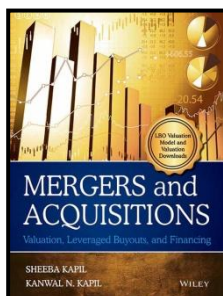
In this title, strategy experts Alan Lewis and Dan McKone articulate a mindset that helps leaders recognize and capitalize on these opportunities. The "Edge Strategy" framework challenges how the boundaries of your existing products and services map to your customers' views of the world and then provides three different lenses through which you can see and leverage value: Product edge - How to capture incremental profits and other benefits by slightly altering the elements and composition of a core offering; Journey edge - How to create and capture extra value by adjusting your role in supporting the customer's journey to and through your offering; Enterprise edge - How to unlock additional value from resources and capabilities that support your core offering by applying them in a different context, for a different offering or different set of customers. With engaging examples across many industries, Lewis and McKone coach you on how to identify and assess each of the different "edges" and then provide concrete insights and advice on applying edge strategy and tactics to use in specific business contexts. The book concludes with a ten-step process to help executives and managers find and leverage the edges in their own companies. "Edge Strategy" is the concise, hands-on guide for growing your business by getting more yield from assets already in place, relationships already established, and investments already made.

- 2 **Handbook of global outsourcing and offshoring: the definitive guide to strategy and operations - 3rd ed. / Oshri, Ilan; Kotlarsky, Julia and Willcocks, Leslie P. 2015. Hampshire: Palgrave Macmillan.**
Call No - 658.72 OSH P5 Acc No - 49212



Now in its third edition, this is the only outsourcing and offshoring book to offer a broad but coherent guide to the strategy, operations and management of ITO and BPO outsourcing and offshoring, from how to source new relationships to managing business processes in a national and global context.

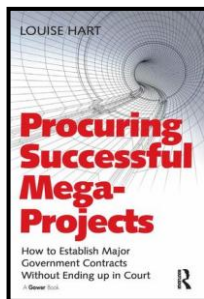
- 3 **Mergers and acquisitions: valuation, leveraged buyouts, and financing / Kapil, Sheeba and Kapil, Kanwal N. 2016. New Delhi: Wiley.**
Call No - 65.016.4 KAP P6 Acc No - 49070(Ref), 49071



This title is an approach towards understanding the musings of the world of mergers and acquisitions. It provides the anatomy of the skills and tool sets required for understanding the M&A due diligence process. The book provides a comprehensive understanding of the building blocks of M&A deal making with the help of real M&A deals and cases. It combines the best of theory and practice and through the clever use of case studies, many

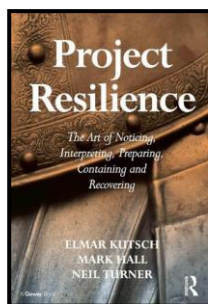
of which have been drawn from the Indian corporate world, illustrates how M&As have worked in reality, and explains the success stories, the failures and the essential ingredients of a successful M&A.

- 4 Procuring successful mega-projects: how to establish major government contracts without ending up in court / Hart, Louise. 2015. Farnham: Gower.
Call No - 65.012.12 HAR P5 Acc No - 49230**



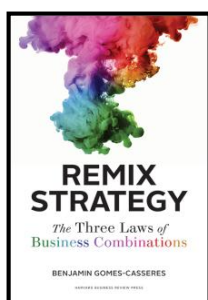
Mega-projects descending into chaos and litigation embarrass governments all over the world, as the public sector presides over fiascos that waste billions and destroy reputations. Inquiry after Inquiry finds the damaging and costly failures of major government projects can be traced back to the contract establishment process. Procuring Successful Mega-Projects, is a mentor's guide for project directors, providing frank, fearless, practical advice on how to set up a major government contract that won't end up in court. It's all there: i) How to develop and negotiate a contract that doesn't contain undeliverable obligations or perverse incentives but does contain the necessary provisions for successful project management; ii) How to navigate the pitfalls of the public sector environment, from hiring freezes and governance frameworks to the complexities of managing the relationship with the Minister; iii) How to select and manage the lawyers and other advisers, build the adviser-client relationship and recognise that unwelcome advice may not be unhelpful; iv) How to structure and follow a bullet-proof procurement process that is fair to bidders and delivers great outcomes.

- 5 Project resilience: the art of noticing, interpreting, preparing, containing and recovering / Kutsch, Elmar and Hall, Mark. 2015. Farnham: Gower.
Call No - 65.012.12 KUT P5 Acc No - 49231**



As the title suggests, this title is about making projects and project managers more resilient. The authors look at projects not simply from a 'mechanistic' approach in which work can be broken down, executed and controlled as a series of interlocking parts but rather as 'organic' constructs, living entities existing for a finite period of time, consisting of people, structures and processes. These entities are constantly challenged by environmental adversity - risk, uncertainty and complexity. Resilience involves finding ways to help project managers notice more, interpret adversity more realistically, prepare themselves better for it, contain and recover from it quicker and more appropriately. The book has two purposes: it offers a glimpse into our tendencies to be irrational in the face of adversity: risk, uncertainty and complexity. The second purpose is to offer a new perspective to aid in managing risky, and in particular uncertain and complex projects. The authors go beyond commonly-accepted standards in project management with the aim of providing an understanding of how to implement project-wide resilience. The purpose is to guide, not to prescribe. It is best used as a trigger for a thinking process to define your own unique approach to managing uncertainty, not to replace your experience and judgement.

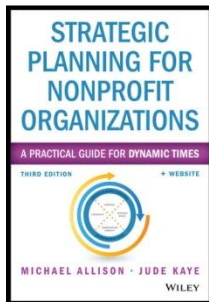
- 6 Remix strategy: the three laws of business combinations / Gomes-Casseres, Benjamin. 2015. Boston: Harvard Business Review Press.
Call No - 65.012.65 GOM P5 Acc No - 49157**



How to Create Joint Value. Alliances, partnerships, acquisitions, mergers, and joint ventures are no longer the exception in most businesses - they are part of the core strategy. As managers look to external partners for resources and capabilities, they need a practical roadmap to ensure that these relationships will create value for their firm. They must answer questions like these: Which business combinations do we need? How should we govern them? Will their results justify our investments? Benjamin Gomes-Casseres explains how companies create value by "remixing" resources with other companies. Based on decades of consulting and academic research, "Remix Strategy" shows how three laws shape the success of any business combination: First Law: The combination must have the potential to create more value than the parties could create on their own. Which elements from each

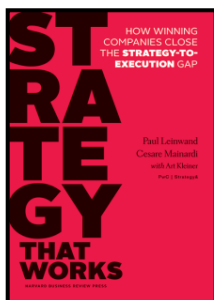
business need to be combined to create joint value? Second Law: The combination must be designed and managed to realize the joint value. Which partners best fit our strategic goals? How should we manage the integration? Third Law: The value earned by the parties must motivate them to contribute to the collaboration. How will we share the joint value created? Will the returns shift over time? Supported by examples from a wide range of industries and companies, and filled with practical tools for applying the three laws, this book helps managers design and lead a coherent strategy for creating joint value with outside partners.

- 7 **Strategic planning for nonprofit organizations: a practical guide for dynamic times - 3rd ed. / Allison, Michael and Kaye, Jude. 2015. New Jersey: Wiley.**
Call No - 65.011.1 ALL P5 Acc No - 49168



This title describes a proven method for creating an effective, organized, actionable strategy, tailored to the unique needs of the nonprofit organization. Now in its third edition, this bestselling manual contains new information about the value of plans, specific guidance toward business planning, and additional information about the strategic plan document itself. Real-world case studies illustrate different planning and implementation scenarios and techniques, and the companion website offers templates, tools, and worksheets that streamline the process. The book provides expert insight, describing common misperceptions and pitfalls to avoid, helping readers craft a strategic plan that adheres to the core values of the organization. A well-honed strategic plan helps nonprofit managers set priorities, and acquire and allocate the resources necessary to achieve their goals. It also provides a framework for handling challenges, and keeps the focus on the organization's priorities.

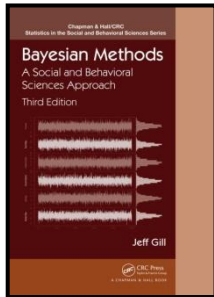
- 8 **Strategy that works: how winning companies close the strategy-to-execution gap / Leinwand, Paul. 2016. Boston: Harvard Business Review Press.**
Call No - 65.011.1 LEI P6 Acc No - 49077



How to close the gap between strategy and execution. Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In this title, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies: Commit to what they do best instead of chasing multiple opportunities; Build their own unique winning capabilities instead of copying others; Put their culture to work instead of struggling to change it; Invest where it matters instead of going lean across the board; Shape the future instead of reacting to it. Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

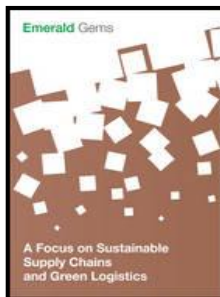
DECISION SCIENCES & OPERATIONS MANAGEMENT

- 1 Bayesian methods: a social and behavioral sciences approach - 3rd ed. / Gill, Jeff. 2015. Boca Raton: CRC Press.
Call No - 519.2 GIL P5 Acc No - 49085**



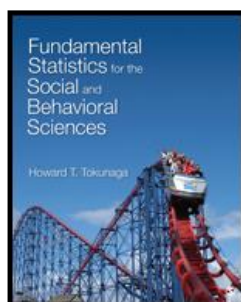
Now that Bayesian modeling has become standard, MCMC is well understood and trusted, and computing power continues to increase, this edition focuses more on implementation details of the procedures and less on justifying procedures. The expanded examples reflect this updated approach. New to the Third Edition: i) A chapter on Bayesian decision theory, covering Bayesian and frequentist decision theory as well as the connection of empirical Bayes with James - Stein estimation; ii) A chapter on the practical implementation of MCMC methods using the BUGS software; iii) Double the number of exercises, with 20 now in each chapter; iv) Updated BaM package in R, including new datasets, code, and procedures for calling BUGS packages from R.

- 2 Focus on sustainable supply chains and green logistics. 2015. Bingley: Emerald.
Call No - 658.788 FOC P5 Acc No - 49119**



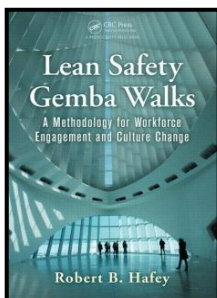
This volume focuses on sustainable supply chains and green logistics with particular emphasis on the integration of sustainability and supply chain management, environmental and climate change issues, as well as looking at retail logistics among other things. In a fast moving world the transportation of goods is expected to be more efficient than ever before. This compendia features papers that address key themes in green logistics such as benchmarking and energy efficiency and includes highly cited papers from international contributors.

- 3 Fundamental statistics for the social and behavioral sciences / Tokunaga, Howard T. 2016. Thousand Oaks: Sage.
Call No - 519.2 TOK P6 Acc No - 49300**



This textbook places statistics within the research process, illustrating how statistics are used to answer questions and test ideas. Students learn not only how to calculate statistics, but also how to interpret the results of statistical analyses in light of a study's research hypothesis and to communicate their results and interpretations to a broader audience. Featuring accessible writing and well-integrated research examples, the book is designed to help readers develop an appreciation of how statistics are applied to topics and questions of interest, gain an appreciation of issues related to the use of statistics, and enhance their understanding of the research process and the role of statistics within it.

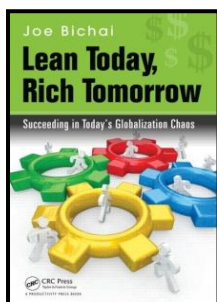
- 4 **Lean safety gemba walks: a methodology for workforce engagement and culture change / Hafey, Robert B. 2015. Boca Raton: CRC Press.**
Call No - 67 HAF P5 Acc No - 49133



This title is a walk through the work area (Gemba) that focuses on the continuous improvement of safety. When conducted in a respectful manner, by skilled facilitators, Safety Gemba Walks can have a dramatic long-lasting impact on the culture of a business. This title is a follow-up to the author's bestselling book, *Lean Safety*, published in 2010. It is a natural progression from the philosophical overview provided by *Lean Safety* to the reality of the application of those principles in facilities around the world. It presents a collection of Lean Safety Gemba Walk case studies that are based on the author's experiences over the last four years. As the stories unfold, readers are transported on a journey of discovery through the Gemba and begin to see safety differently just as those who physically participated. Illustrating the importance of employee engagement and culture change, the book provides you with the tools to engage managers, employees, and

hourly staff in the continuous improvement of safety. The concepts covered will allow you to empower employees to make a difference in their safety culture rather than simply complying with safety rules.

- 5 **Lean today, rich tomorrow: succeeding in today's globalization chaos / Bichai, Joe. 2015. Boca Raton: CRC Press.**
Call No - 658.5 BIC P5 Acc No - 49134



This title is about an actual Lean transformation that took place in a 100-year-old North American manufacturer's factory. It tells the story of how an obsolete factory destined for closure was transformed into the most productive North American manufacturer in its field, but this shift didn't happen without its share of obstacles. Despite the problems the company encountered, the implementation of the Lean/TPS with JIT and Kaizen absolutely ensured its survival while many companies in the field fell under the shadow of bankruptcy. The company eliminated the bad habits associated with its antiquated push system, including piecework, batch process, and rework, and transformed its factory into a JIT/Lean philosophy-driven plant with one-piece flow, U-shaped production lines, and productivity sharing. Telling a tale of adventure, the book guides readers through the steps taken by the company to improve processes and results over a ten-year period. This

success story will give managers the tools to succeed in rallying and training a workforce to achieve Lean goals through a substantive change in culture. The book keeps the use of theory to a minimum. However, to make it useful to both students and professionals, it explains the basic concepts of the Toyota system.

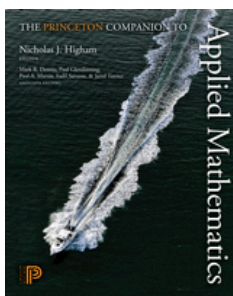
- 6 **Managing projects in research and development / Basu, Ron. 2015. Farnham: Gower.**
Call No - 65.012.12 BAS P5 Acc No - 49138



Research and Development is the vehicle by which organizations and economies create opportunity, innovation and secure a stream of future products and services. These outcomes are all critically important sources of sustainability in a world that is changing faster than most companies can keep up. The challenge behind them is the fundamental unpredictability of R&D; which is why effective project management is so important. This title explains how and why project management can provide a means of helping to plan, organise and control multi-disciplinary research activities without stifling innovation. Combining research with practical examples and experience from a career that has included blue chip organizations such as GSK, GlaxoWellcome and Unilever, Ron Basu offers a rigorous guide to the fundamentals of R&D project management including project lifecycle

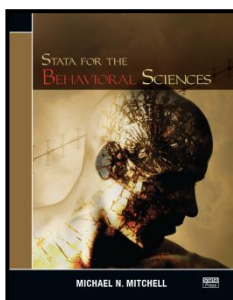
management, risk management, cost, time quality and other success measures as well as the keys to operational excellence in this complicated world.

- 7 **Princeton companion to applied mathematics /Higham, Nicholas J. et.al (ed). 2015. Princeton: Princeton University Press.**
Call No - 512 PRI P5 Acc No - 49151



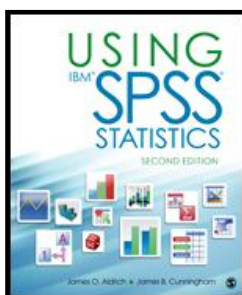
This is the most authoritative and accessible single-volume reference book on applied mathematics. Featuring numerous entries by leading experts and organized thematically, it introduces readers to applied mathematics and its uses; explains key concepts; describes important equations, laws, and functions; looks at exciting areas of research; covers modeling and simulation; explores areas of application; and more. Modeled on the popular Princeton Companion to Mathematics, this volume is an indispensable resource for undergraduate and graduate students, researchers, and practitioners in other disciplines seeking a user-friendly reference book on applied mathematics. It explains important mathematical concepts, methods, equations, and applications and introduces the language of applied mathematics and the goals of applied mathematical research.

- 8 **Stata for the behavioral sciences / Mitchell, Michael N. 2015. Texas: Stata Press.**
Call No - 519.2 MIT P5 Acc No - 49166



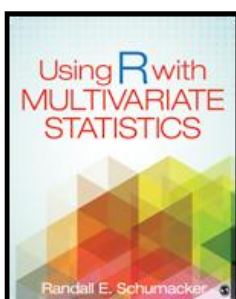
This title, by Michael Mitchell, is the reference for researchers using Stata to fit ANOVA models and other models commonly applied to behavioral science data. Drawing on his education in psychology and his experience in consulting, Mitchell uses terminology and examples familiar to the reader as he demonstrates how to fit a variety of models, how to interpret results, how to understand simple and interaction effects, and how to explore results graphically. Although this book is not designed as an introduction to Stata, it is appealing even to Stata novices. Throughout the text, Mitchell thoughtfully addresses any features of Stata that are important to understand for the analysis at hand. He also is careful to point out additional resources such as related videos from Stata's YouTube channel.

- 9 **Using IBM SPSS statistics: an interactive hands-on approach - 2nd ed. / Aldrich, James O. and Cunningham, James B. 2016. Los Angeles: Sage.**
Call No - 519.23 ALD P6 Acc No - 49243



For those who have a basic understanding of statistics and want to learn SPSS on their own, this concise, practical guide can be used in conjunction with another text or as a self-instructional resource. With the assistance of ample screenshots, bullet points, and callouts, readers master SPSS by inputting and analyzing their own data, rather than simply opening existing databases. The edition introduces advanced concepts such as Logistic Regression, Principal Components Factor Analysis, and more complex graphing methods. This edition is compatible with IBM SPSS versions through 23.

- 10 **Using R with multivariate statistics / Schumacker, Randall E. 2016. Los Angeles: Sage.**
Call No - 519.2 SCH P6 Acc No - 49177

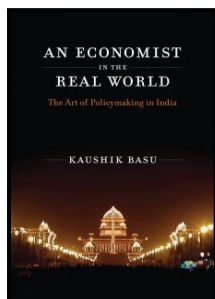


This title is a quick guide to using R, free-access software available for Windows and Mac operating systems that allows users to customize statistical analysis. Designed to serve as a companion to a more comprehensive text on multivariate statistics, this book helps students and researchers in the social and behavioral sciences get up to speed with using R. It provides data analysis examples, R code, computer output, and explanation of

results for every multivariate statistical application included. In addition, R code for some of the data set examples used in more comprehensive texts is included, so students can run examples in R and compare results to those obtained using SAS, SPSS, or STATA. A unique feature of the book is the photographs and biographies of famous persons in the field of multivariate statistics.

ECONOMICS

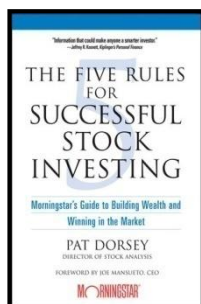
- 1 Economist in the real world: the art of policymaking in India / Basu, Kaushik. 2015. Cambridge: MIT Press. Call No - 330(540) BAS P5 Acc No - 49111**



In this title, Basu describes the art of economic policymaking, viewed through the lens of his two and a half years as CEA. Basu writes from a unique perspective - neither that of the career bureaucrat nor that of the traditional researcher. Plunged into the deal-making, non-hypothetical world of policymaking, Basu suffers from a kind of culture shock and views himself at first as an anthropologist or scientist, gathering observations of unfamiliar phenomena. He addresses topics that range from the macroeconomic - fiscal and monetary policies - to the granular - designing grain auctions and policies to assure everyone has access to basic food. Basu writes about globalization and India's period of unprecedented growth, and he reports that at a dinner hosted by Prime Minister Manmohan Singh, President Obama joked to him, "You should give this guy some tips" - "this guy" being Timothy Geithner. Basu describes the mixed success of India's anti-poverty programs and

the problems of corruption, and considers the social norms and institutions necessary for economic development. India is, Basu argues, at an economics crossroad. As CEA from 2009 to 2012, he was present at the creation of a potential economic powerhouse.

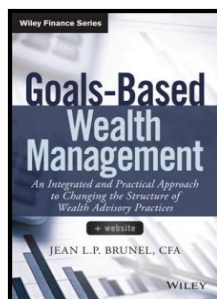
- 2 Five rules for successful stock investing: Morningstar's guide to building wealth and winning in the market / Dorsey, Pat. 2004. New Jersey: Wiley. Call No - 332.67 DOR O4 Acc No - 49374**



Over the years, people from around the world have turned to Morningstar for strong, independent, and reliable advice. This title provides the kind of savvy financial guidance only a company like Morningstar could offer. Based on the philosophy that "investing should be fun, but not a game," this comprehensive guide will put even the most cautious investors back on the right track by helping them pick the right stocks, find great companies, and understand the driving forces behind different industries - without paying too much for their investments. Written by Morningstar's Director of Stock Analysis, Pat Dorsey, The Five Rules for Successful Stock Investing includes unparalleled stock research and investment strategies covering a wide range of stock-related topics. Investors will profit from such tips

as: i) How to dig into a financial statement and find hidden gold . . . and deception; ii) How to find great companies that will create shareholder wealth; iii) How to analyze every corner of the market, from banks to health care

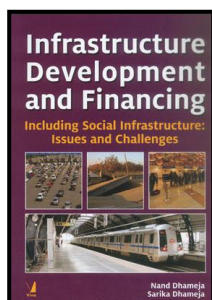
- 3 Goals-based wealth management: an integrated and practical approach to changing the structure of wealth advisory practices / Brunel, Jean L. P. 2015. New Jersey: Wiley. Call No - 332.63 BRU P5 Acc No - 49210**



This title is a manual for protecting and growing client wealth in a way that changes both the services and profitability of the firm. Written by a 35-year veteran of international wealth education and analysis, this informative guide explains a new approach to wealth management that allows individuals to take on a more active role in the allocation of their assets. Coverage includes a detailed examination of the goals-based approach, including

what works and what needs to be revisited, and a clear, understandable model that allows advisors to help individuals to navigate complex processes. The companion website offers ancillary readings, practice management checklists, and assessments that help readers secure a deep understanding of the key ideas that make goals-based wealth management work. The goals-based wealth management approach was pioneered in 2002, but has seen a slow evolution and only modest refinements largely due to a lack of wide-scale adoption. This book takes the first steps toward finalizing the approach, by delineating the effective and ineffective aspects of traditional approaches, and proposing changes that could bring better value to practitioners and their clients.

**4 Infrastructure development and financing: including social infrastructure: issues and challenges / Dhameja, Nand and Dhameja, Sarika. 2016. New Delhi: Viva.
Call No - 338.49(540) DHA P6 Acc No - 49073**



India has an ambitious programme of infrastructure investment of `65.78 lakh crore during the Twelfth Five year Plan with private sector share of 47%. In addition, with growing urbanisation, more so due to emphasis on smart cities, the urban contribution to GDP will increase to 70% by 2030; and investments towards urbanisation are estimated as `40,000 billion during 2013-25. All these emphasise the need to analyse development and financing of various infrastructure sectors over the years. The study is a comprehensive one as it covers different segments of infrastructure like, education, prison privatisation, power and transport sectors. Though higher education in India has expanded over the years and it has great potential and opportunities in terms of export of higher skill services, it is in crisis due to falling quality, unemployable graduates and dismal performance. Likewise, though transport system in India has registered growth, it has many bottlenecks, constraints and

inadequacies. Various case studies including Delhi Metro, Noida Toll Bridge, IGI Delhi Airport, Delhi- Gurgaon NH-8, and short cases relating to urban development have been discussed to illustrate the adoption of PPP approach; to highlight areas of interest and concern; and also various policy issues relating to development and financing of infrastructure.

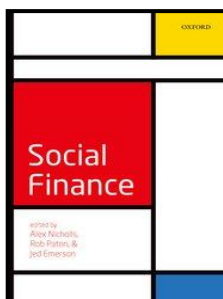
**5 Public-private partnership handbook: how to maximize value from joint working / Morley, Malcolm. 2015. London: Kogan Page.
Call No - 338.246.025 MOR P5 Acc No - 49153**



In a world of increasingly complex and sophisticated market problems, the public sector and the private sector need each other. Where traditional models of working together can't capture this complexity, there is space for a new, dynamic approach. This approach recognizes innovative models of working in partnership to suit different circumstances. This title explores the full range of opportunities for growth, success and benefits that can be achieved through smart joint working and strategic partnerships. Covering the full lifecycle of a public-private partnership, from initial planning to managed exit and service continuity, the handbook gives managers and decision-makers the tools and knowledge to forge powerful and mutually beneficial partnerships between public and private sector entities. Key topics such as understanding and aligning organizational values and cultures, dealing with joint intellectual property, managing risk and sharing rewards, coping with asymmetry,

managing performance, and agreeing accountability processes are explored in depth with tools and techniques for informed decision-making.

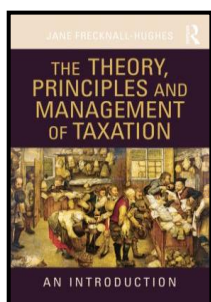
**6 Social finance /Nicholls, Alex; Paton, Rob and Emerson, Jed (ed). 2015. Oxford: Oxford University Press.
Call No - 330 SOC P5 Acc No - 49162**



Social Finance is a rapidly advancing area of practice, policy and research, with a lot of unanswered questions. What does it amount to? What is it to be 'social' in finance? How do you value assets that offer a social as well as a financial return? This title provides a collection of authoritative essays on social finance and related topics. The essays embrace

the different manifestations of social finance, collate existing research, set out the controversies, offer theoretical insights, and advances, and draw together the ideas of the leading thinkers in the field. Contributors to this volume are leading exponents and practitioners of social finance and leading academics from the main relevant disciplines and fields of study. This book is the first serious and comprehensive treatment of social finance and as such, will be of interest to academics with research and teaching interests in finance, social enterprise/entrepreneurship, public policy, business economics and international development to name a few. If you want to understand and join in the academic and policy debates, or if you are working in one part of this field and want to understand how the landscape is being rapidly re-shaped, then this is an essential guidebook.

- 7 **Theory, principles and management of taxation: an introduction / Frecknall-Hughes, Jane. 2015. London: Routledge.**
Call No - 336.2 FRE P5 Acc No - 49174



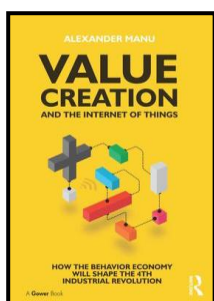
This title concisely addresses the principles and theories behind taxation in an accessible and internationally relevant way. It encourages readers to think through and develop an understanding of why taxation is imposed, the different means by which it is imposed and the nature of the problems inherent in this imposition. It addresses background issues, fundamental principles and emerging topics such as: i) the philosophy and history of taxation; ii) types of taxation; iii) international issues, including double taxation treaties, residence and transfer prices. This text is essential reading for students of taxation and provides a valuable introduction for students of business, finance and accounting.

- 8 **Time series and panel data econometrics / Pesaran, M. Hashem. 2015. Oxford University Press: Oxford.**
Call No - 330.115 PES P5 Acc No - 49175



This title is concerned with recent developments in time series and panel data techniques for the analysis of macroeconomic and financial data. It provides a rigorous, nevertheless user-friendly, account of the time series techniques dealing with univariate and multivariate time series models, as well as panel data models. It is distinct from other time series texts in the sense that it also covers panel data models and attempts at a more coherent integration of time series, multivariate analysis, and panel data models. It builds on the author's extensive research in the areas of time series and panel data analysis and covers a wide variety of topics in one volume. Different parts of the book can be used as teaching material for a variety of courses in econometrics. It can also be used as reference manual. It begins with an overview of basic econometric and statistical techniques, and provides an account of stochastic processes, univariate and multivariate time series, tests for unit roots, cointegration, impulse response analysis, autoregressive conditional heteroskedasticity models, simultaneous equation models, vector autoregressions, causality, forecasting, multivariate volatility models, panel data models, aggregation and global vector autoregressive models (GVAR).

- 9 **Value creation and the internet of things: how the behavior economy will shape the 4th industrial revolution / Manu, Alexander. 2015. Farnham: Gower.**
Call No - 338.924 MAN P5 Acc No - 49183

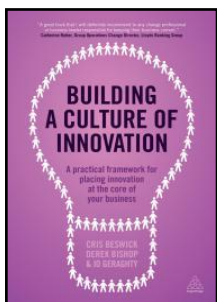


We live in a behavior economy, an environment in which people no longer engage with companies just by purchasing things, but they seek engagement with services that allow them to behave, to leave a mark, and to participate in the community of others. The economic model promoted by the behavior economy is a model where behavior is the only goal of our actions, and where intrinsic motivation is the key to participation, engagement, and the satisfaction of multiple dimensions of value. Value Creation and the Internet of Things describes value delivery and consumption, and the mechanisms by which new value

is captured and created, in enterprises dedicated to competing and prospering in this new environment. This book is significant in the context of the Internet of Things becoming mainstream, forcing organizations to re-examine their value creation methodologies in light of new consumer behavior and expectations. The Internet of Things will reframe the existence of the ones enriched by it. It will do so not because it can, but because our motivation will demand it. This is a book about reframing reality for new and incumbent organizations. The reality to reframe is not an imaginary one, but the immediate reality in which one operates: the behavior economy.

ENTREPRENEURSHIP & INNOVATION

- 1 Building a culture of innovation: a practical framework for placing innovation at the core of your business / Beswick, Cris; Bishop, Derek and Geraghty, Jo. 2016. London: Kogan Page.
Call No - 6.001.5 BES P6 Acc No - 49089**



Being a truly innovative company is more than the dreaming up of new products and services by external consultants and internal taskforces. Staying one step ahead of the competition requires you to embed innovation into your organizational culture. Innovation needs to be embodied in everything that gets done by everyone who works there. By changing your organizational culture to one that supports Building a Culture of Innovation, you will remove the barriers that stop you responding quickly and agilely to changing market conditions and opportunities for growth. This title presents a practical framework that you can follow to design and embed a culture of innovation in your business. The six-step Innovation Culture Change Framework offers a structured process to make change stick, from assessing your organization's innovation-readiness to leading a managed change process that will foster innovation at each level. It includes case studies from international

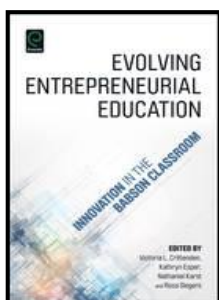
organizations which have shifted their focus to an innovation culture, including Prudential, Qinetiq, Octopus Investments, Cisco, Siemens, BrightMove Media, Waitrose and Feefo.

- 2 Entrepreneurship: successfully launching new ventures - 5th ed. / Barringer, Bruce R. 2016. Boston: Pearson.
Call No - 338.93 BAR P6 Acc No - 49204**



This title explores the allure of entrepreneurship, teaching students how to successfully start their own businesses. With real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to. The Fifth Edition examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and the difficulty of launching one's own business. Careful to identify failures as well as successes, Successfully Launching New Ventures is a straightforward guide to starting one's own business.

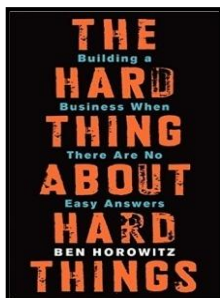
- 3 Evolving entrepreneurial education: innovation in the Babson classroom / Crittenden, Victoria L. et.al. (ed). 2015. Bingley: Emerald.
Call No - 370:338.93 EVO P5 Acc No - 49116**



The ability to enrich student learning is fundamental to the educational process and requires a broad range of talents. A truly great educator will inspire students through a well-grounded approach to stimulating intellectual curiosity and growth, while maintaining high standards of performance. This inspiration and stimulation requires a great deal of effort in course and program development, delivery, and performance, as well as the sharing of experiences. The individual is the core of entrepreneurial thought and action, and this book is unique in that it offers insight and detail into how self and contextual awareness is created and delivered at Babson College, a school that takes a strong leadership role in entrepreneurial education. In this title, educational scholars from a variety of academic

disciplines share their experiences. These scholars view teaching as both a serious responsibility and a wonderful opportunity and have created a consequential learning environment that enhances intellectual growth and practical achievement. This book has been written by educators for educators who want to engage and inspire the next generation of entrepreneurial leaders.

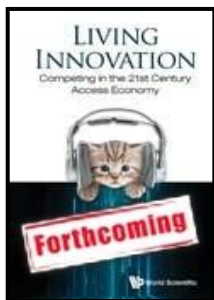
- 4 **Hard thing about hard things: building a business when there are no easy answers / Horowitz, Ben. 2014. New York: HarperBusiness.**
Call No - 338.93 HOR P4 Acc No - 49066



Ben Horowitz, cofounder of Andreessen Horowitz and one of Silicon Valley's most respected and experienced entrepreneurs, offers essential advice on building and running a startup - practical wisdom for managing the toughest problems business school doesn't cover, based on his popular ben's blog. While many people talk about how great it is to start a business, very few are honest about how difficult it is to run one. Ben Horowitz analyzes the problems that confront leaders every day, sharing the insights he's gained developing, managing, selling, buying, investing in, and supervising technology companies. A lifelong rap fanatic, he amplifies business lessons with lyrics from his favorite songs, telling it straight about everything from firing friends to poaching competitors, cultivating and sustaining a CEO mentality to knowing the right time to cash in. Filled with his trademark humor and straight talk, The Hard Thing About Hard Things is invaluable for

veteran entrepreneurs as well as those aspiring to their own new ventures, drawing from Horowitz's personal and often humbling experiences.

- 5 **Living innovation: competing in the 21st century access economy / Mathe, Herve. 2016. New Jersey: World Scientific.**
Call No - 6.001.5 MAT P6 Acc No - 49136



This title explores how the digital revolution has empowered customers, and how organizations have to innovate to gain a deeper understanding of user needs. Stepping away from the traditional mindset of products being the foremost concern of an organization, this book elaborates on how service value and the management of customer relationships are some of the new goals of an experience-driven economy. The ten chapters of this book provide insights and different perspectives into this new economy, including the consequences of the shift away from a product-based mindset, the role of the physical space as a stimulator of innovation and the keys to making service innovation a success.

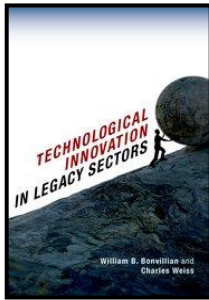
- 6 **Managing technology entrepreneurship and innovation / Trott, Paul et.al. 2016. London: Routledge.**
Call No - 338.93 TRO P6 Acc No - 49224



This title is divided into three parts providing a roadmap for successful entrepreneurial projects: Part I focusses on how to create your venture, turning technology into businesses and how to link together entrepreneurship and innovation; Part II shows you how to grow your venture and make it profitable, looking at the early development of academic spin-outs and how to adapt your technology to the customers' needs; Part III takes you through the day-to-day running on your business; whether to adopt a contingency or contextual approach, how to develop new products and services and alternative options for growth. With a wide range of practical steps, lists of things to consider and guidelines on how to turn your technology based ideas into a successful business, this text will be essential for all non-business students who need to understand entrepreneurship, management and innovation. It will also prove a useful introduction to all Masters-level students taking these subjects in

business schools.

- 7 **Technological innovation in legacy sectors / Bonvillian, William B. 2015. New York: Oxford University Press.**
Call No - 6.001.5 BON P5 Acc No - 49171

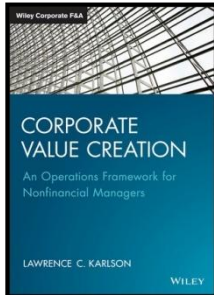


This title uses a new, unifying conceptual framework to identify the shared features underlying structural obstacles to innovation in major Legacy sectors: energy, air and auto transport, the electric power grid, buildings, manufacturing, agriculture, health care delivery and higher education, and develops approaches to understand and transform them. It finds both strengths and obstacles to innovation in the national innovation environments - a new concept that combines the innovation system and the broader innovation context - for a group of Asian and European economies. To bring innovation to Legacy sectors, authors William Bonvillian and Charles Weiss recommend that policymakers focus on all stages of innovation from research through implementation. They should fill institutional gaps in the innovation system and take measures to address structural obstacles to needed disruptive innovations. In the specific case of advanced manufacturing, the production ecosystem can

be recreated to reverse <"jobless innovation"> and add manufacturing-led innovation to the U.S.'s still-strong, research-oriented innovation system.

FINANCE & ACCOUNTING

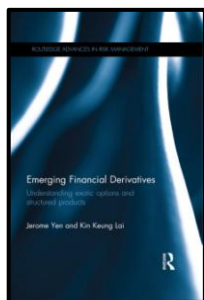
- 1 Corporate value creation: an operations framework for nonfinancial managers / Karlson, Lawrence C. 2015. New Jersey: Wiley.
Call No - 658.155 KAR P5 Acc No - 49265**



This title provides an operations framework that management can use to optimize the impact decisions have on creating value by growing revenue and profitability. Designed to assist professionals without a strong business or financial education, it provides a thorough understanding of the qualitative and quantitative aspects of managing a business for the purpose of value creation. Readers will find detailed information on financial reports, valuation, modeling and forecasting, and more, including discussion of best practices that functional management can embrace to leverage performance. The final chapter reviews key concepts and helps the reader tie them all together by using a step-by-step approach to build or modify a business plan that includes a complete set of financial statements. In addition, each chapter includes case studies or exercises so that the reader can practice using the material covered in the chapter. It can also be used as a handbook for managers

who are looking for information on specific topics that range from developing financial statements to manufacturing management, to internet marketing and much more. In most cases, individual topics can be reviewed without reading the entire book. Finally, for the manager who wants to quickly understand what's involved in running a successful business, each chapter begins with the key takeaways from that chapter in a section called "Nuggets".

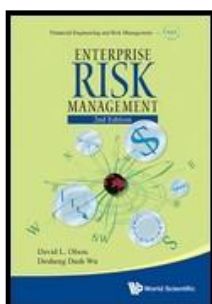
- 2 Emerging financial derivatives: understanding exotic options and structured products / Yen, Jerome and Lai, Kin Keung. 2015. London: Routledge.
Call No - 332.64.2 YEN P5 Acc No - 48239**



This title first discusses the products' recent development in the world and provides comprehensive overview of the major products. The book also discusses the risks of issuing and buying such products as well as the techniques to price them and to assess the risks. Volatility is the most important factor in determining the return and risk. Therefore, significant part of the book's content discusses how we can measure the volatility by using local and stochastic volatility models — Heston Model and Dupire Model, the volatility surface, the term structure of volatility, variance swaps, and breakeven volatility. The title introduces a set of dimensions which can be used to describe structured products to help readers to classify them. It also describes the more commonly traded exotic options with details. The book discusses key features of each exotic option which can be used to develop structured products and covers their pricing models and when to issue such products that

contain such exotic options. This book contains several case studies about how to use the models or techniques to price and hedge risks. These case analyses are illuminating.

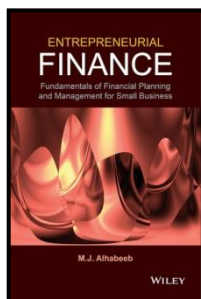
- 3 Enterprise risk management - 2nd ed. / Olson, David L. and Wu, Desheng Dash. 2015. New Jersey: World Scientific.
Call No - 658.15 OLS P5 Acc No - 49114**



Risk is inherent in business. Without risk, there would be no motivation to conduct business. But a key principle is that organizations should accept risks that they are competent enough to deal with, and "outsource" other risks to those who are more competent to deal with them (such as insurance companies). This edition approaches enterprise risk management from the perspectives of accounting, supply chains, and disaster

management, in addition to the core perspective of finance. While the first edition included the perspective of information systems, the second edition views this as part of supply chain management or else focused on technological specifics. It discusses analytical tools available to assess risk, such as balanced scorecards, risk matrices, multiple criteria analysis, simulation, data envelopment analysis, and financial risk measures.

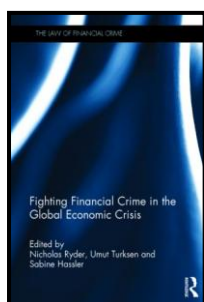
- 4 Entrepreneurial finance: fundamentals of financial planning and management for small business / Alhabeeb, M. J. 2015. New Jersey: Wiley.
Call No - 658.15 ALH P5 Acc No - 49115**



With a comprehensive and organized approach to fundamental financial theories, tools, and management techniques, the title equips readers with the necessary fundamental knowledge and advanced skills to succeed in small firm and business settings. With a unique combination of topics from finance, small business management, and entrepreneurship, the book prepares readers for the challenges of today's economy. This title begins with key concepts of small business management and entrepreneurship, including management tools and techniques needed to establish, run, and lead business ventures. The book then delves into how small businesses are operated, managed, and controlled. General finance skills and methods are integrated throughout, and the book also features: i) Numerous practical examples and scenarios that provide a real-world perspective on entrepreneurship and small business management; ii) A practical guide to the complete life of a small business, from

establishing a new venture to training and developing young entrepreneurs tasked with maintaining and developing a prosperous economy.

- 5 Fighting financial crime in the global economic crisis /Ryder, Nicholas; Turksen, Umut and Hassler, Sabine (ed). 2015. London: Routledge.
Call No - 343.352 FIG P5 Acc No - 48185**



Many commentators, regulatory agencies and politicians have blamed the risky behaviour of both financial institutions and their actors for the collapse of the United States sub-prime mortgage market which in turn precipitated the global 'Credit Crunch'. This edited volume explores how financial crime played a significant role in the global economic crisis. The volume features contributions from internationally renowned academic and practitioner experts in the field who pinpoint some of the most important facets of financial crime which have emerged over recent years. Key subjects include: the possibility of criminalising reckless risk-taking on the financial markets; the duty of banks to prevent money-laundering and corruption; the growth of the Shadow Banking System; and the manipulation of LIBOR by banks. The book illustrates the global nature of financial crime, and highlights the complex relationships between regulatory bodies, law enforcement agencies and private actors in the

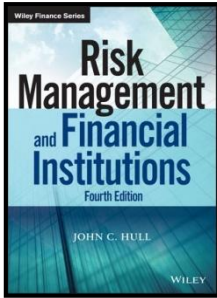
attempt to limit the harmful effect of white collar crime on the stability of the financial sector.

- 6 Financial planning: theory and practice / Mitra, Sid; Rai, Shailendra Kumar; Sahu, Anandi P. and Starn, Harry. 2015. New Delhi: Sage Texts.
Call No - 658.15 MIT P5 Acc No - 49069(Ref),49068**



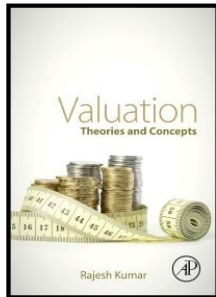
This comprehensive text is the outcome of decades of teaching and practical experience of the authors in the field of financial planning. It is the first Indian adaptation of Practicing Financial Planning for Professionals (now in its 11th edition in the United States), which is already a classic textbook. This adaptation has been carefully undertaken to suit the requirements of various courses on financial planning offered in India. Key Features: i) Extensive coverage of topics - from basics of planning process, insurance, investment to tax and retirement planning; ii) Indispensable resource to the students of PGDM (in financial markets, wealth management and financial services) and CFPCM; iii) Up-to-date coverage of financial planning essentials specific to the India context.

- 7 **Risk management and financial institutions - 4th ed. / Hull, John C. 2015. New Jersey: Wiley.**
Call No - 658.15 HUL P5 Acc No - 49349



This title explains all aspects of financial risk and financial institution regulation, helping readers better understand the financial markets and potential dangers. This new fourth edition has been updated to reflect the major developments in the industry, including the finalization of Basel III, the fundamental review of the trading book, SEFs, CCPs, and the new rules affecting derivatives markets. There are new chapters on enterprise risk management and scenario analysis. Readers 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. Risk management is paramount with the dangers inherent in the financial system, and a deep understanding is essential for anyone working in the finance industry; today, risk management is part of everyone's job. For complete information and comprehensive coverage of the latest industry issues and practices.

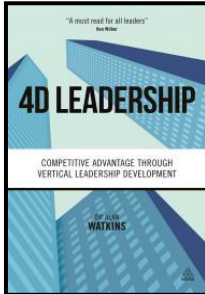
- 8 **Valuation: theories and concepts / Kumar, Rajesh. 2016. Waltham: Academic Press.**
Call No - 658.15 KUM P6 Acc No - 49178



This title provides an understanding on how to value companies that employ non-standard accounting procedures, particularly companies in emerging markets and those that require a wider variety of options than standard texts provide. The book offers a broader, more holistic perspective that is perfectly suited to companies and worldwide markets. By emphasizing cases on valuation, including mergers and acquisition valuation, it responds to the growing expectation that students and professionals must generate comprehensive perspectives based on thorough investigations and a library of valuation theories. Readers will gain a better understanding of the development of complete analyses, including trend analysis of financial parameters, ratio analysis, and differing perspectives on valuation and strategic initiatives. Case studies include stock market performance and synergies and the intrinsic value of the firm are compared with offer price. In addition, full data sets for each chapter are available online.

HR & OB

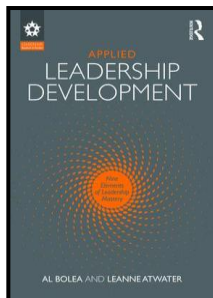
- 1 4D leadership: competitive advantage through vertical leadership development / Watkins, Alan. 2016. London: Kogan Page.**
Call No - 65:301.172.6 WAT P6 Acc No - 49079



Today's leaders need to change radically to meet the challenge of complex organizations in business landscapes that are in flux. This requires not merely new skills and competencies, but a step-change in development in three fundamental dimensions: how you do things, who you are, and how you relate to other people. 4D Leadership is what happens when this step-change in doing, being and relating takes place. When one move up to the next level of ability and sophistication in these three dimensions, one will have unlocked the fourth dimension (verticality) and you will receive a significant competitive advantage. Neuroscientist and leadership coach Dr Alan Watkins draws on groundbreaking research into adult development to present a framework that will transform your ability to excel as a leader. 4D Leadership isn't just a software patch for leadership skills: this is an upgrade to the next level of the human operating system, the next level of leadership development. It

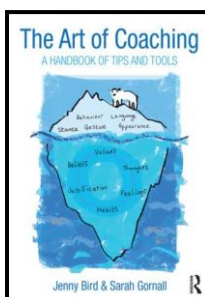
is the book for: anyone who feels overwhelmed by the competing priorities of their jobs; anyone who feels stressed by trying to maintain competitive advantage through innovation; anyone looking to develop a more responsive and rewarding strategy, drive change and take people with them, and become a truly rounded and 4-dimensional leader.

- 2 Applied leadership development: nine elements of leadership mastery / Bolea, Al. 2016. London: Routledge.**
Call No - 65:301.172.6 BOL P6 Acc No - 49255



Intended for courses on leadership, practicing managers, consultants, and practitioners, this approachable guide teaches readers about how to become a leader. By blending the real-world insights of business executive Al Bolea with tested research findings provided by leadership scholar Leanne Atwater, it effectively bridges theory and practice to outline powerful leadership behaviors. Based on Bolea's original "J-Curve" model of leadership, the authors identify and describe nine essential elements for leadership mastery, including skills such as setting direction, creating key processes, and nurturing behaviors. Each chapter pairs concrete narratives with succinct research synopses to show how to expand the potential of people and organizations. This text engages students with self-reflection and self-assessment exercises, and encourages them in their own development as future leaders.

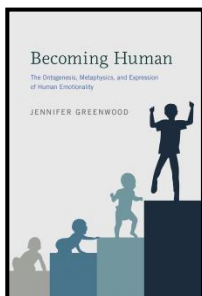
- 3 Art of coaching: a handbook of tips and tools / Bird, Jenny and Gornall, Sarah. 2016. London: Routledge.**
Call No - 65.012.413 BIR P6 Acc No - 49256



This title shifts thinking and open up new possibilities, to stimulate fresh insight, to adapt to your needs as a coach or manager and to use creatively in practice. Written by two experienced, highly qualified international coaches and supervisors, this creative book offers ideas to use across the range of coaching contexts including leadership, decision making, change and supervision. Combining brand-new, original diagrams with classic models from the learning development and management fields, Jenny Bird and Sarah Gornall have a created a valuable resource for quick reference, instant accessibility and fast learning, built

on a strong theoretical base. Each model in the book is explained with a clear, accessible diagram and a simple guide to what it is, how it works and how to put it into action. The text is full of inspiration for applications of the ideas in scenarios based on real coaching practice.

- 4 Becoming human: the ontogenesis, metaphysics, and expression of human emotionality / Greenwood, Jennifer. 2015. Cambridge: MIT Press.
Call No - 159.942 GRE P5 Acc No - 49086**



In this title, Jennifer Greenwood proposes a novel theory of the development of human emotionality. In doing so, she makes important contributions to the nature-nurture debate in emotion theory and the intracranialist–transcranialist debate in philosophy of mind. Greenwood shows that the distinction between nature and nurture is unfounded; biological and cultural resources are deeply functionally integrated throughout the developmental process. She also shows that human emotional and language development are transcranialist achievements; human ontogenesis takes place in extended cognitive systems that include environmental, technological, and sociocultural resources. Greenwood tells the story of how each of us becomes a full human being; how human brains are constructed and how these brains acquire their contents through massive epigenetic scaffolding. After an introduction in which she explains the efficiency of the human newborn as a learning machine, Greenwood

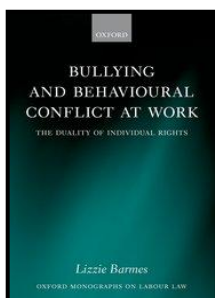
reviews traditional and contemporary theories of emotion, highlighting both strengths and limitations. She addresses the intracranialist–transcranialist debate, arguing that transcranialists have failed to answer important intracranialist objections; describes the depth of the functional integration of intraneural and external resources in emotional ontogenesis; examines early behavior patterns that provide the basis for the development of language; explains the biosemantic theory of representational content, and the wider cognitive systems that define it; and argues that language production and comprehension are always context dependent.

- 5 Building the team organization: how to open minds, resolve conflict, and ensure cooperation / Tjosvold, Dean. 2015. Hampshire: Palgrave Macmillan.
Call No - 658.387.4 TJO P5 Acc No - 49192**



Interdependence is a basic characteristic of organizations, yet it is only recently that managers, professionals, and employees have begun to appreciate that organizational success depends upon teamwork. This book provides managers, professionals, and employees with a concise and powerful understanding of productive teamwork in organizations.

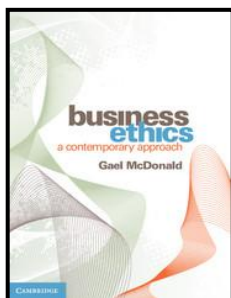
- 6 Bullying and behavioural conflict at work: the duality of individual rights / Barmes, Lizzie. 2016. Oxford: Oxford University Press.
Call No - 658.314 BAR P6 Acc No - 49090**



In this study of the interaction between law, adjudication, and conflicts about behaviour in the workplace, Lizzie Barmes analyses how labour and equality rights operate in practice in the UK. Arguing that individual employment rights have a Janus-faced quality, simultaneously challenging and sustaining existing distributions of power between management and employees, she calls for legal intervention at work to focus on resolving tensions between collective and individual concerns across the range of workplaces, and to stimulate the expression and reconciliation of different viewpoints in the implementation and enforcement of individual legal entitlements. Based on extensive primary research, the

volume surveys and analyses experiences and attitudes towards negative behaviour in the workplace, and explains relevant employment and equality law as it has developed from 1995 to the present day, covering the major case law and legislative developments over this time. This book provides qualitative analysis of authoritative UK judgments about behavioural conflict at work from 1995 to 2010, as well as of interviews with senior managers and senior lawyers, allowing the reader first-hand insight into the influence of law and legal process on problems and conflict at work.

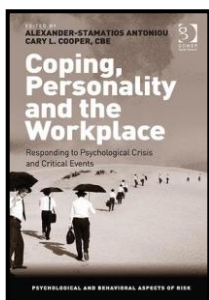
- 7 **Business ethics: a contemporary approach / McDonald, Gael. 2015. Melbourne: Cambridge University Press.**
Call No - 174 MCD P5 Acc No - 49091



This title introduces students to ethical issues and decision-making in a variety of contemporary contexts. It develops an awareness of the many ways in which ethical considerations can manifest in commercial domains, thereby helping prepare students for their professional careers. Business Ethics shows how theory works in practice. It includes hundreds of real-world examples that will help engage students. Examples draw on recent and emerging concerns, such as the moral implications of social media and the enforcement of codes of behaviour within industries. The book also addresses corporate social responsibility, stakeholder management and sustainability, reflecting the broad scope of business ethics today. Comprehensive online resources are available at: www.cambridge.edu.au/academic/businessethics. Student resources include additional review questions and case studies, with answer guides, to help students reinforce learning

and prepare for assessment tasks. Instructor resources include an extensive set of tutorial exercises, PowerPoint slides and a test bank of assessment resources.

- 8 **Coping, personality and the workplace: responding to psychological crisis and critical events /Antoniou, Alexander-Stamatios /Cooper, Cary L. 2016. Farnham: Gower.**
Call No - 159.944 COP P6 Acc No - 49106



How an individual responds to crises and critical incidents at work, both immediately and subsequent to the event, is heavily influenced both by personality characteristics and their use of coping strategies. These can, in turn, be affected by levels of education, gender and even the profession within which the individual is working. This title offers theory, research and practice on our ability to cope with dangerous situations, critical incidents or other work crises. The chapters include perspectives on social and health habits and risks; gender and age differences as well as a range of different sources of threat: financial, psychological and physical; those within and outside the individual's control; immediate and chronic. For organizations, this collection provides help and advice to build into employee safety and support programmes; for policy makers, a sense of the emerging sources of risk related to occupational health and for researchers, an anthology of original applied research from some

of the leading authors in three continents.

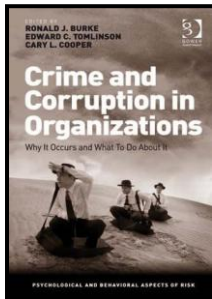
- 9 **Competencies: CIPD toolkit: everything you need to design, deliver and evaluate / Whiddett, Steve. 2007. London: Chartered Institute of Personnel and Development.**
Call No - 658.3.018 WHI O7 Acc No - 49406(Ref)



This toolkit from the CIPD is designed to make it easy for you to set up or refresh effective competency frameworks, link them to your systems and successfully increase the performance capability of your organisation. To get you started quickly we provide a range of adaptable tools including: i) PowerPoint presentations; ii) checklists; iii) fact sheets; iv) examples; v) workshop materials; vi) blank forms; vii) flow charts. Apply your competency

framework to key people management processes to: i) increase consistency and fairness in all people management practices; ii) improve standards and increase consistency of decision making; iii) align the capability of your organisation to your business strategy and vision.

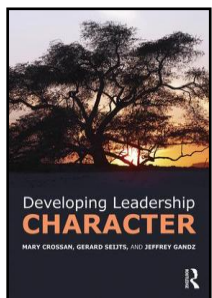
- 10 Crime and corruption in organizations: why it occurs and what to do about it / Burke, Ronald J.; Tomlinson, Edward C. and Cooper, Cary L. 2011. Farnham: Gower.
Call No - 343.352 CRI P1 Acc No - 49267**



This book fill a critical need to address such a prevalent and costly topic with a detailed analysis of the risks associated with crime and corruption in organizations. They examine the causes and consequences, and the choices we face in our efforts to eradicate these social maladies. They focus on the risks to individuals and organizations surrounding criminal and corrupt acts, with an emphasis on the psychological, behavioral and organizational factors supporting such behaviors. Finally, they explore the phenomenon of crime and corruption across a diverse array of organizational settings (ranging from public to private, for-profit to non-profit) and occupational categories (e.g., police officers, physicians, accountants, and academicians). The constant barrage of scandals publicized by the media demands 'front burner' attention dedicated to stemming this tide. Accordingly, this book turns to prominent researchers employing their talents to produce more ethical organizations. The

result is the most up-to-date thinking on both classic (e.g., cognitive moral development) and novel (e.g., moral attentiveness) approaches to crime and corruption, as well as scientifically-grounded approaches to reducing illicit behavior in organizations.

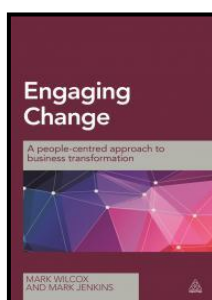
- 11 Developing leadership character / Crossan, Mary; Seijts, Gerard and Gandz, Jeffrey. 2016. New York: Routledge.
Call No - 65:301.712.6 CRO P6 Acc No - 49270**



This title focuses on the element of leadership that has largely been neglected in the literature: character. Often thought to be a subjective construct, the book demonstrates the concrete behaviors associated with different character dimensions in order to illustrate how these behaviors can be developed, and character strengthened. Based on research involving over 300 senior leaders from different industries, sectors and countries, authors developed a model for leadership character that focuses on eleven dimensions. The book begins by setting the context for the focus on character in business, asking what character is and whether it can be learned, developed, molded or changed. Next, the book focuses on each dimension of leadership character in turn, exploring its elements and the ways in which it can be applied in a business setting. The book concludes with a summary of the key insights, an exploration of the interactions between the character dimensions, and a call to

the reader to reflect on how to develop one's own and others' leadership character.

- 12 Engaging change: a people-centred approach to business transformation / Wilcox, Mark and Jenkins, Mark. 2015. London: Kogan Page.
Call No - 65.012.3 WIL P5 Acc No - 49202**



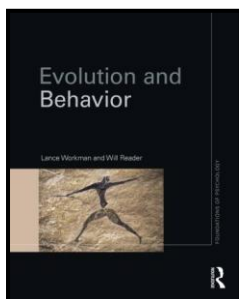
Any significant organizational level change initiative is dependent on the engagement of the people working in that organization. Without engagement, change will falter and ultimately fail. Engaging Change goes behind the scenes of change management to help managers, consultants and practitioners understand why some things work and why others don't. This title addresses current challenges such as how to understand the environmental context driving the need for change; how to initiate and sustain momentum throughout the change programme; how to institutionalize structural and behavioural change; and how to create compelling visions. With case studies from Sony, Nestlé, Redcats (who own La Redoute,

for example) and the British Army, the text provides practice-based insights into the realities of leading sustainable change.

13 Evolution and behavior / Workman, Lance. 2016. London: Routledge.

Call No - 159.9 WOR P6

Acc No - 49296



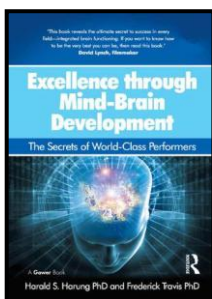
The relationship between how we evolved and how we behave is a controversial and fascinating field of study. From how we choose a mate to how we socialize with other people, the evolutionary process has an enduring legacy on the way we view the world. This title provides students with a thorough and accessible introduction to this growing discipline. Placing evolutionary psychology in context with the core areas of psychology – developmental, cognitive and social – the book explores some of the most fundamental questions we can ask about ourselves. Taking students through the principles of natural selection, it provides a nuanced understanding of key topics such as:

i) cognitive development and the role of intelligence; ii) memory, emotions and perception; iii) mental health and abnormal psychology; iv) sexual reproduction and family relationships; v) the development of culture.

14 Excellence through mind-brain development: the secrets of world-class performers / Harung, Harald S. and Travis, Frederick. 2015. Farnham: Gower.

Call No - 159 HAR P5

Acc No - 49297



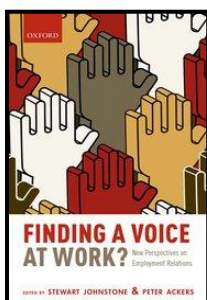
Everyone seeks to attain excellence and happiness in their lives, yet world-class performance is rare. Research shows that education accounts for only 1 per cent of performance levels, work experience only 3 per cent, and age in adults 0 per cent. Dr Harald S. Harung and Dr Frederick Travis looked deeply and unearthed the secret of world-class performance: Excellence in any profession or activity depends on the single variable of high mind-brain development. By mind-brain development, the authors refer to a much more comprehensive transformation than what is commonly understood - they are talking about a sequence of fundamental shifts to new realities in the way our brain functions and in the way we look upon ourselves, others, and the world. For success, who we are is far more important than the knowledge, skills, and relationships we have and what we do - because with higher mind-brain development, our knowledge and skills

become more useful, our relationships more enriching, and our actions more effective. As part of presenting the secrets of world-class performance, the book details the inspiring peak experiences that underlie top performance and how top performers have a more orderly, restfully alert, and economic brain than average performers. This research-based book will show you the many benefits of higher mind-brain development and how to effortlessly attain it.

15 Finding a voice at work?: new perspectives on employment relations / Johnstone, Stewart and Acker, Peter (ed). 2015. Oxford: Oxford University Press.

Call No - 658.324 FIN P5

Acc No - 49117



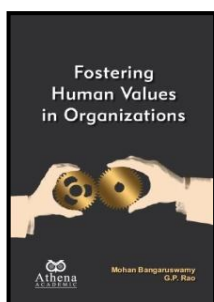
Voice can also mean different things to different people. For some, employee voice is a synonym for trade union representation which aims to defend and promote the collective interests of workers. For others voice, is means of enhancing employee commitment and organisational performance. Others advocate workers control as an alternative to conventional capitalist organisations which are run for shareholders. There is thus both a moral and political argument for a measure of democracy at work, as well as a business case argument, which views voice as a potential link in the quest for increased organisational performance. The key debate for employment relations is which of the approaches 'works best' in delivering outcomes which balance competitiveness and productivity, on the one hand, and fair treatment of workers and social justice on the other. Policy makers need pragmatic answers to enduring questions: what works best in different contexts, what are

the conditions of success, and what are the drawbacks? Some of the most significant developments in employee voice have taken place within the European Union, with various public policy and employer experiments attracting extensive academic research. The book offers a critical assessment of the main contemporary concepts and models of voice in the UK and Europe, and provides an in-depth theoretical and empirical exploration of employee voice in one accessible and cohesive collection.

16 Fostering human values in organizations: transformation through experimental learning / Bangaruswamy, Mohan and Rao, G. P. 2016. London: Athena Academic.

Call No - 658.386.012.122 BAN P6

Acc No - 49122



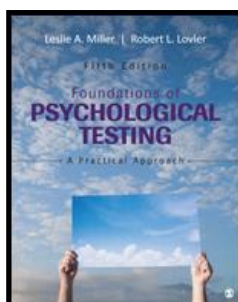
This book provides a mechanism to use experiential learning to foster human values in individuals and organizations. It is meant for four categories of readers: i) Prospective professionals undergoing higher studies of management; ii) Working professionals updating their professional competence and managerial capabilities through long term courses - of two to three years' duration – in management; iii) Professionals, entrepreneurs, and institution builders attending training and development programs of varying durations; and iv) Any of the above categories of persons attempting self learning in management. The book contains theoretical constructs, empirical evidence and scope for the students / participants to utilize activities to learn. Various chapters end with a section titled Points to Ponder. This section consists of activities that can be completed by an individual or a group.

Appendix II has mini case studies that can be utilized for discussing human values (or their counterpoint) that are at play by their being demonstrated. The counterpoint refers to the polarity of a value. These mini case studies can be utilized for discussion in a group setting or as a written assignment for an individual.

17 Foundations of psychological testing: a practical approach - 5th ed. / Miller, Leslie A. and Lovler, Robert L. 2016. Los Angeles: Sage.

Call No - 159.98 MIL P6

Acc No - 49207

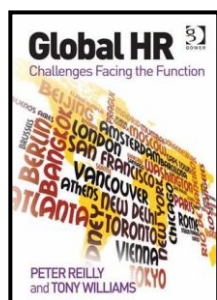


Offering a clear introduction to the basics of psychological testing as well as to psychometrics and statistics, this practical book includes discussion of foundational concepts and issues, using real-life examples and situations students will easily recognize, relate to, and find interesting. A variety of pedagogical tools further the conceptual understanding needed for effective use of tests and test scores. Now aligned with the 2014 Standards for Educational and Psychological Testing, the Fifth Edition offers new and expanded content throughout.

18 Global HR: challenges facing the function / Reilly, Peter and Williams, Tony. 2012. Farnham: Gower.

Call No - 658.3 REI P2

Acc No - 49302



The HR function is having to adjust itself to the implications of the globalisation of business activity. This has meant adjusting its philosophy, policies and practices to fit new organisational imperatives, as well as creating its own refashioned service delivery model. Peter Reilly and Tony Williams's, this title explores the key issues of building an international brand, culture and talent pool, whilst contributing to business and functional transformation, drawing on examples from multinationals in telecoms, fast-moving

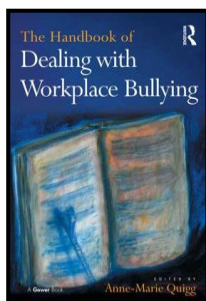
consumer goods, manufacturing, software, services and commodities. In doing so, they offer insights into managing people and businesses that no organization can ignore.

- 19 Group work: skills and strategies for effective interventions - 3rd ed. / Brandler, Sondra and Roman, Camille P. 2016. New York: Routledge.
Call No - 658.387.4 BRA P6 Acc No - 49305**



This edition adds a focus on diversity and the use of self in group work, an area too often neglected in professional training but essential to meeting current competence standards set by the Council on Social Work Education. As in previous editions, students and professors will find thoughtful analyses of complicated value dilemmas and specific techniques for use in a diverse range of settings, including confrontations and situations where humor is appropriate. Complete with more games and exercises, an updated discussion of values and ethics, and an expanded skills section, Group Work also contains excerpts and discussions of case studies that can be applied to students' own experiences and will serve as a valuable references for years to come.

- 20 Handbook of dealing with workplace bullying /Quigg, Anne-Marie (ed). 2015. Farnham: Gower.
Call No - 658.314 HAN P5 Acc No - 49211**



The topic of workplace bullying and abuse gained considerable public and media attention during 2013 when the scandal of events at the BBC was unveiled following an enquiry led by Dinah Rose QC. The Handbook of Dealing with Workplace Bullying, edited by Dr Anne-Marie Quigg, presents the collective wisdom and knowledge of a number of lawyers, management experts and academics from around the world. The key themes include understanding the law in each country represented and the responsibilities of individuals as well as management teams and governors in organizations. New case studies are supplied by people working with and within HR teams who have professional experience of dealing with the issue, as well as practical suggestions that are of use to managers, to people accused of bullying and also to people who find they are targets of bullying. Dr Quigg summarizes the range and scope of the contributions by the individual contributors, commenting on the research findings and professional experience that informs them. The book thus reflects the variety of options for dealing with bullying that are relevant in different parts of the world, and focuses on advice that is pertinent in real life, rather than presenting a collection of academic theories.

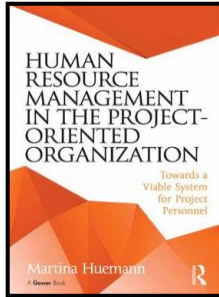
- 21 Hints for self culture: personal development through struggle and success / Dayal, Lala Har. 2005. Ahmedabad: Jaico.
Call No - 159.923 DAY P5 Acc No - 49065**

Man's personality needs growth and development in its four different aspects namely: Intellectual, Physical, Aesthetic and Ethical. Through these four facets of life, the author disseminates the message of rationalism for the young men and women of all countries. These short hints on self-culture addresses you to make best use of your life and helps you to build your personality as a free and cultured citizen.

- 22 Human resource management in the project-oriented organization: towards a viable system for project personnel / Huemann, Martina. 2015. Farnham: Gower.**

Call No - 658.3 HUE P5

Acc No - 49214



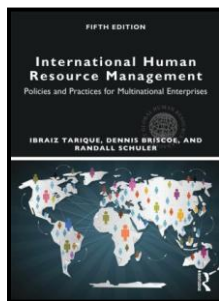
Organizations regularly assume that the culture, values, dynamic and organization of their temporary project organizations are merely a smaller version of the original parent. Given that project organizations are made up of people and teams drawn, in most cases, from outside and inside the parent, these assumptions are nonsensical. But they do explain why the HR function finds it difficult to adapt to the project environment. Martina Huemann's research in Human Resource Management in the Project-Oriented Organization, offers insight into an approach that is designed to align HR to the needs of the project organization, in terms of management structure, reward, recruitment and performance systems. The text analyses how the modern HR organization stacks up alongside the temporary organization that is the project, to identify the HR constraints and needs of the project organisation and offer a model of project-oriented HRM. Professor Huemann had

a deep interest in how and why change processes come into existence and how to design and enable them. In her book she endeavors to bridge theory and practice, strategy and operations.

23 International human resource management: policies and practices for multinational enterprises - 5th ed. / Tarique, Ibraiz; Briscoe, Dennis R. and Schuler, Randall S. 2016. New York: Routledge.

Call No - 658.3 TAR P6

Acc No - 49315

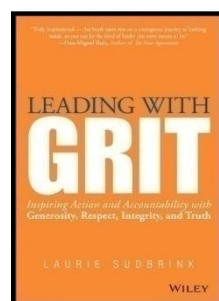


Thoroughly updated and expanded, this fifth edition focuses on international human resource management (IHRM) within multinational enterprises (MNEs). The book has been designed to lead readers through all of the key topics of IHRM in a highly engaging and approachable way. In addition to the key topics and rich pedagogy students have come to expect, chapters have been updated, including an expanded chapter on Comparative and National Culture. Uncovering precisely why IHRM is important for success in international business, and how IHRM policies and practices function within the multinational enterprise, this comprehensive textbook provides an outstanding foundation for understanding the theory and practice of IHRM. It is essential reading for all students, instructors, and IHRM professionals.

24 Leading with GRIT: inspiring action and accountability with generosity, respect, integrity, and truth / Sudbrink, Laurie. 2015. New Jersey: Wiley.

Call No - 65:301.172.6 SUD P5

Acc No - 49132



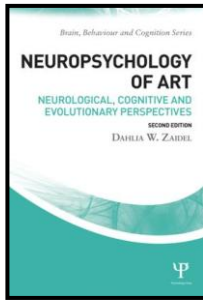
This title is a practical and proven guide for transforming the workplace, offering pragmatic insight on value-based strategies that improve the individual and the business. Based on the author's proprietary principles of GRIT - Generosity, Respect, Integrity, and Truth - this book describes how working toward individual improvement produces better organizational results than traditional approaches that focus on collective improvement. Readers are introduced to GRIT with a framework that can be applied in any workplace scenario, and are provided with strategies for applying GRIT to communication and intra-office operations. Each chapter includes activities that assist with implementation, moving beyond the theoretical framework commonly taught in business school to provide a more practical approach to personal development. The principles of GRIT are exactly the sort of instruction leaders are encouraging, and companies worldwide are willing to invest large

sums. The approach stands out for its unique, personal approach that melds values-based principles with business concepts to produce spectacular results. This book is the complete guide to GRIT, with an emphasis on practicality.

25 Neuropsychology of art: neurological, cognitive, and evolutionary perspectives - 2nd ed. / Zaidel, Dahlia W. 2016. London: Routledge.

Call No - 159.942 ZAI P6

Acc No - 49335



This title offers a fascinating exploration of the brain regions and neuronal systems which support artistic creativity, talent and appreciation. It is the first to draw upon neurological, evolutionary, and cognitive perspectives, and to provide an extensive compilation of neurological case studies of professional painters, composers and musicians. The book presents evidence from the latest brain research, and develops a multidisciplinary approach, drawing upon theories of brain evolution, biology of art, art trends, archaeology, and anthropology. It considers the consequences of brain damage to the creation of art and the brain's control of art. The author delves into a variety of neurological conditions in established artists, including unilateral stroke, dementia, Alzheimer's Disease, Parkinson's Disease, and also evidence from savants with autism. Written by a leading neuropsychologist, *Neuropsychology of Art* will be of great interest to students and

researchers in neuropsychology, cognitive psychology, neuroscience, and neurology, and also to clinicians in art therapy.

26 New perspectives in employee engagement in human resources. 2015. Bingley: Emerald.

Call No - 658.3.054.8 NEW P5

Acc No - 49141

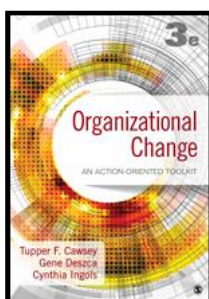


This title is a collection of articles that represent the very highest level of scholarship in the field. The articles published in this collection identify some emergent themes that have subsequently established themselves as key trends among academics in the field. These include the following:- career development- career satisfaction- employee driven innovation. This new collection provides an unparalleled insight into the areas of Human Resource Management and Organizational Development and will enable readers to access the most important 'thinkers' active in this arena today.

27 Organizational change: an action-oriented toolkit - 3rd ed. / Cawsey, Tupper F.; Deszca, Gene and Ingols, Cynthia. 2016. Los Angeles: Sage.

Call No - 65.012.3 CAW P6

Acc No - 49147



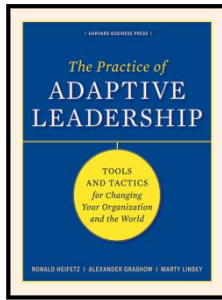
With a rapidly changing environment, aggressive competition, and ever-increasing customer demands, organizations must understand how to effectively adapt to challenges and find opportunities to successfully implement change. Bridging current theory with practical applications, this edition combines conceptual models with concrete examples and useful exercises to dramatically improve the knowledge, skills, and abilities of students in creating effective change. Students will learn to identify needs, communicate a powerful vision, and engage others in the process. This toolkit will provide readers with practical insights and

tools to implement, measure, and monitor sustainable change initiatives to guide organizations to desired outcomes.

28 Practice of adaptive leadership: tools and tactics for changing your organization and the world / Heifetz, Ronald; Grashow, Alexander and Linsky, Marty. 2009. Boston: Harvard Business Press.

Call No - 65:301.172.6 HEI O9

Acc No - 49072

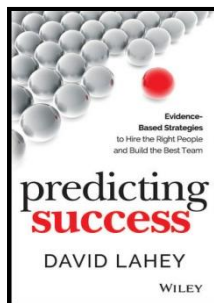


When change requires one to challenge people's familiar reality, it can be difficult, dangerous work. Whatever the context, whether in the private or the public sector, many will feel threatened as you push through major changes. But as a leader, one needs to find a way to make it work. Ron Heifetz first defined this problem with his distinctive theory of 'adaptive leadership' in "Leadership Without Easy Answers." In a second book, "Leadership on the Line," Heifetz and coauthor Marty Linsky highlighted the individual and organizational dangers of leading through deep change in business, politics, and community life. Now, Heifetz, Linsky, and coauthor Alexander Grashow are taking the next step: "The Practice of Adaptive Leadership" is a hands-on, practical guide containing stories, tools, diagrams, cases, and worksheets to help you develop your skills as an adaptive leader, able to take people outside their comfort zones and assess and address the toughest challenges. The authors have decades of experience helping people and organizations create cultures of adaptive leadership.

29 Predicting success: evidence-based strategies to hire the right people and build the best team / Lahey, David. 2015. New Jersey: Wiley.

Call No - 658.311 LAH P5

Acc No - 49150

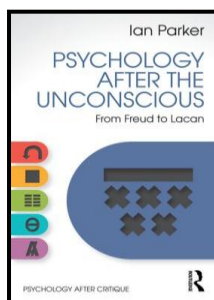


This title is a practical guide to finding the perfect member for your team. By applying the principles and tools of human analytics to the workplace, you'll avoid bad culture fits, mismatched skillsets, entitled workers, and other hiring missteps that drain the team of productivity and morale. It provides guidance toward implementing tools like the Predictive Index®, behavior analytics, hiring assessments, and other practical resources to build your best team and achieve the best outcomes. Written by a human analytics specialist who applies these principles daily, this book is the manager's guide to aligning people with business strategy to find the exact person your team is missing. An avalanche of research describes an evolving business landscape that will soon be populated by workers in jobs that don't fit. This is bad news for both the workers and the companies, as bad hires affect outcomes on the individual and organizational level, and can potentially hinder progress long after the situation has been rectified. Predicting Success is a guide to avoiding that by integrating analytical tools into the hiring process from the start.

30 Psychology after the unconscious: from Freud to Lacan / Parker, Ian. 2015. London: Routledge.

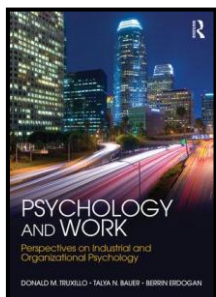
Call No - 159.964 PAR P5

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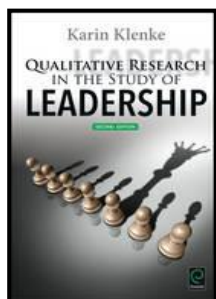
Ian Parker has been a leading light in the fields of critical and discursive psychology for over 25 years. The Psychology After Critique series brings together for the first time his most important papers. Each volume in the series has been prepared by Ian Parker and presents a newly written introduction and focused overview of a key topic area. This title is the fifth volume in the series and addresses three central questions: i) Why is Freud's concept of the unconscious important today?; ii) Does language itself play a role in the creation of the unconscious?; iii) How does Lacan radicalize Freud's notion of the unconscious in relation to cultural research? The book provides a clear explanation of Freudian and Lacanian accounts of the unconscious. It also highlights their role in offering a new way of describing, understanding and working with the human subject in clinical settings and in cultural research. Part One shows how the unconscious is elaborated in Freud's early case studies in Studies on Hysteria, while Part Two focuses on Lacan's re-working of the unconscious and its relationship to language and culture in his influential public seminars. The book also provides access to key debates currently occurring in Freudian and Lacanian psychoanalysis, exploring both the clinical dimension and the consequences for psychological and cultural research.

- 31 Psychology and work: perspectives on industrial and organizational psychology / Truxillo, Donald M.; Bauer, Talya N. and Erdogan, Berrin 2016. New York: Routledge.**
Call No - 658.013 TRU P6 Acc No - 49345



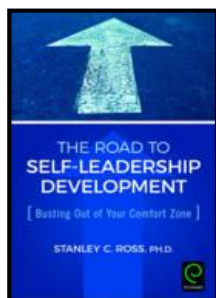
This title is a new textbook for introductory Industrial and Organizational (I/O) Psychology classes. Written by I/O professors with expertise in I/O Psychology and teaching this course, the book is organized into three main sections. It first includes a brief overview of the history of I/O Psychology and a chapter on research methods, subsequently covers the core principles of Industrial Psychology, and then discusses the key areas of Organizational Psychology. Each chapter covers the implications of issues for organizations, individual workers, and students. The book also has extensive online resources such as interactive features, quizzes, PowerPoint slides, and an instructor's manual. Accompanied by a dynamic design and a strong set of pedagogical tools, Psychology and Work presents all-new content and relevant coverage for the I/O psychology course.

- 32 Qualitative research in the study of leadership - 2nd ed. / Klenke, Karin. 2016. Bingley: Emerald.**
Call No - 65:301.172.6 KLE P6 Acc No - 49154



This title is divided into four parts: (1) foundations of qualitative research methods consisting of a chapter summarizing the various qualitative paradigms and a research methods chapter illuminating various design features such as data collection and analysis, qualitative standards and ethics; (2) frequently used qualitative methods in the study of leadership designs; (3) underutilized qualitative methods; (4) three commissioned empirical studies illustrating content analysis, narrative analysis, and mixed methods study using content analysis and case study. The book also includes a chapter on the use non-textual, image-based sources of data for qualitative leadership research. Each of the methods chapters contains a number of leadership studies that have employed a given method such as case study, interviewing or phenomenology. The book is intended for students of leadership ranging from graduate students to seasoned leadership scholars. It was written with leadership practitioners in mind who wish to broaden their understanding of new developments in leadership research.

- 33 Road to self-leadership development: busting out of your comfort zone / Ross, Stanley C. 2015. Bingley: Emerald.**
Call No - 65:301.172.6 ROS P5 Acc No - 49158

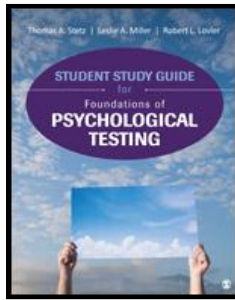


The primary purpose of this title is to provide individuals who want to become a leader with a systematic approach for learning how to first learn to become a self-leader. Organizations can use the book for identifying leader types and within leadership development training programs. Individuals need help in understanding the logic of being a self-leader and the critical role of self-worth (encompasses self-esteem, self-concept and self-confidence) in the process of developing the self-leader as a preparatory step to leadership development. The book offers two important benefits to readers. First, readers learn that to lead others involves learning how to lead the self and self-leadership is all about improving feelings of self-worth. Second, the book provides a practical model for readers to follow in creating a personalized self-leadership development process or an organizations human resource leaders with a model to follow in designing and implementing a multi-stage training program that encompasses self-leadership and leadership development.

- 34 Student study guide for foundations of psychological testing / Stetz, Thomas A.; Miller, Leslie A. and Lovler, Robert L. 2016. Los Angeles: Sage.**

Call No - 159.98 STE P6

Acc No - 49241



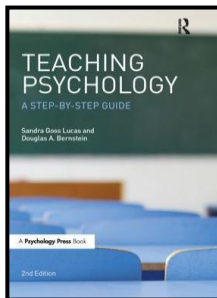
This edition has 15 chapters corresponding to those in the main text and follows a consistent structure for quick and easy access to key information. To help students understand and apply material related to psychological testing, the guide offers overviews, learning objectives, outlines, key concepts, crossword puzzles, tips by learning objective, additional exercises, additional learning activities, practice questions, and answer keys. The main text, offers a clear introduction to the basics of psychological testing as well as to psychometrics and statistics. The practical book includes discussion of foundational concepts and issues, using real-life examples and situations students will easily recognize, relate to, and find interesting. A variety of pedagogical tools further the conceptual understanding needed for effective use of tests and test scores. Now aligned with the 2014 Standards for Educational and Psychological Testing, the Fifth Edition

offers new and expanded content throughout.

35 Teaching psychology: a step-by-step guide - 2nd ed. / Lucas, Sandra Goss and Bernstein, Douglas A. 2014. London: Routledge.

Call No - 159.9 LUC P4

Acc No - 49170

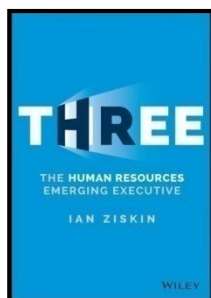


This volume provides thoroughly updated guidelines for preparing and teaching an entire course in psychology. Based on best principles and effective psychological and pedagogical research, it offers practical suggestions for planning a course, choosing teaching methods, integrating technology appropriately and effectively, developing student evaluation instruments and programs, and ideas for evaluation of your own teaching effectiveness. While research-based, this book was developed to be a basic outline of "what to do" when you teach. It is intended as a self-help guide for relatively inexperienced psychology teachers, whether graduate students or new faculty, but also as a core reading assignment for those who train psychology instructors. Experienced faculty who wish to hone their teaching skills will find the book useful, too.

36 Three: the human resources emerging executive / Ziskin, Ian. 2015. New Jersey: Wiley.

Call No - 658.3 ZIS P5

Acc No - 49357

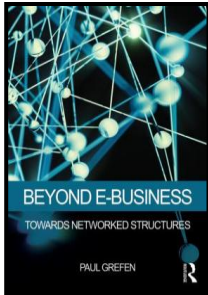


This title is a guidebook for thriving in the ever-changing role of HR leadership. It is written for high potential HR emerging executives who want to accelerate their effectiveness and business impact, and for the bosses, peers, colleagues, friends, coaches, mentors, and teachers who want to assist them in doing so. Centered around three critical and complementary aspects of the role, this book explores leadership philosophy, HR's evolving role in today's organizations, and the future of HR and effective organizations to help emerging HR leaders find and establish their place in the field. The interplay between leadership and HR competencies is clearly laid out, and lessons learned from CHROs and other HR leaders, as well as academic thought leaders, form the basis of authoritative coverage of crucial components of effective HR leadership, now and in the future. The discussion simplifies the relationship between business strategy and human capital strategy;

balances the "what," "who," and "when" of HR leader development, and explores the themes, trends, and implications emerging in the HR field. You'll learn how to lead change, master the art of the question, build leadership and talent, create a performance culture, understand Boardroom dynamics, and learn tips and techniques from over one hundred of the very best HR leaders. The book begins with a comprehensive self-assessment, and each chapter ends with a self-assessment specific to that chapter. Also, a wealth of tools and checklists are included to help you start immediately applying what you've learned.

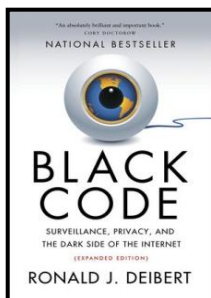
INFORMATION MANAGEMENT

- 1 Beyond e-business: towards networked structures / Grefen, Paul. 2016. London: Routledge.**
Call No - 38:65.011.56WN GRE P6 **Acc No - 49087**



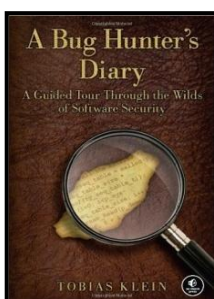
In this title, Paul Grefen returns with his tried and tested BOAT framework for e-business, now fully expanded and updated with the very latest overview of digitally connected business; from business models, organization structures and architecture, to information technology. What used to be termed "e-business" is now simply business as usual. Today's successful organizations are complex; they are part of dynamic business networks built on digital channels, going far beyond traditional e-business. This text provides invaluable insights of modern e-business integrated with networked business, going much further than the usual analysis of traditional e-business texts. Included is coverage of the Big Five - social media, mobile computing, big data, cloud computing, and the internet of things - as well as service-oriented business and technology. This essential text provides a compact roadmap to networked e-business for engineering, information systems or business students as well as professionals in the field.

- 2 Black code: surveillance, privacy, and the dark side of the internet / Deibert, Ronald J. 2013. Toronto: Signal.**
Call No - 65.011.56WAD DEI P3 **Acc No - 49280**



In Black Code, Ronald J. Deibert, a leading expert on digital technology, security, and human rights, lifts the lid on cyberspace and shows what's at stake for Internet users and citizens. As cyberspace develops in unprecedented ways, powerful agents are scrambling for control. Predatory cyber criminal gangs such as Koobface have made social media their stalking ground. The discovery of Stuxnet, a computer worm reportedly developed by Israel and the United States and aimed at Iran's nuclear facilities, showed that state cyberwar is now a very real possibility. Governments and corporations are in collusion and are setting the rules of the road behind closed doors. This is not the way it was supposed to be. The Internet's original promise of a global commons of shared knowledge and communications is now under threat. Drawing on the first-hand experiences of one of the most important protagonists in the battle - the Citizen Lab and its global network of frontline researchers, who have spent more than a decade cracking cyber espionage rings and uncovering attacks on citizens and NGOs worldwide - Black Code takes readers on a fascinating journey into the battle for cyberspace. Thought-provoking, compelling, and sometimes frightening, it is a wakeup call to citizens who have come to take the Internet for granted. Cyberspace is ours, it is what we make of it, Deibert argues, and we need to act now before it slips through our grasp.

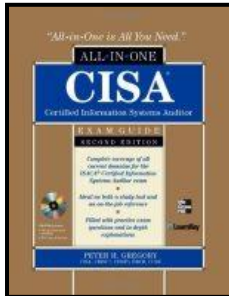
- 3 Bug hunter's diary: a guided tour through the wilds of software security / Klein, Tobias . 2011. San Francisco: No Starch.**
Call No - 65.011.56WAD KLE P1 **Acc No - 49284**



This title follows security expert Tobias Klein as he tracks down and exploits bugs in some of the world's most popular software, like Apple's iOS, the VLC media player, web browsers, and even the Mac OS X kernel. In this one-of-a-kind account, you'll see how the developers responsible for these flaws patched the bugs - or failed to respond at all. As you follow Klein on his journey, you'll gain deep technical knowledge and insight into how hackers approach difficult problems and experience the true joys (and frustrations) of bug

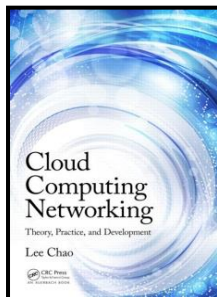
hunting. It is packed with real-world examples of vulnerable code and the custom programs used to find and test bugs. Whether you're hunting bugs for fun, for profit, or to make the world a safer place, you'll learn valuable new skills by looking over the shoulder of a professional bug hunter in action.

- 4 **CISA certified information systems auditor: exam guide - 2nd ed. / Gregory, Peter H. 2012. New York: McGraw-Hill.**
Call No - 65.011.56WAD GRE P2 Acc No - 49274



This edition offers complete, up-to-date coverage of all the material included on the latest release of the Certified Information Systems Auditor exam. Written by an IT security and audit expert, CISA Certified Information Systems Auditor All-in-One Exam Guide, Second Edition covers all five exam domains developed by the Information Systems Audit and Control Association (ISACA). You'll find learning objectives at the beginning of each chapter, exam tips, practice exam questions, and in-depth explanations. Designed to help you pass the CISA exam with ease, this comprehensive guide also serves as an essential on-the-job reference. Covers all exam topics, including: i) IT governance and management; ii) IS audit process; iii) IT life-cycle management; iv) IT service delivery and infrastructure; v) Information asset protection.

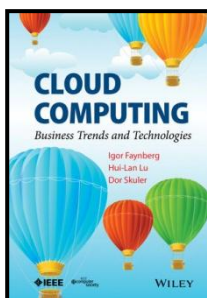
- 5 **Cloud computing: business trends and technologies / Faynberg, Igor. 2016. Chichester: Wiley.**
Call No - 65.011.56 FAY P6 Acc No - 49093



Cloud computing is the most significant technology transformation since the introduction of the Internet in the early 1990s. As more and more companies and educational institutions plan to adopt a cloud-based IT infrastructure, today's job market requires IT professionals who understand cloud computing and have hands-on experience developing cloud-based networks. This title covers the key networking and system administration concepts as well as the vital hands-on skills you need to master cloud technology. The book is designed to help you quickly get started in deploying cloud services for a real-world business. It provides detailed step-by-step instructions for creating a fully functioning cloud-based IT infrastructure using the Microsoft Azure cloud platform. In this environment, you can develop cloud services collaboratively or individually. The book enhances your hands-on skills through numerous lab activities. In these lab activities, you

will learn to i) Implement the following services in a cloud environment: Active Directory, DHCP, DNS, and Certificate Services; ii) Configure Windows Server so it can route IP traffic; iii) Implement IP Security Policy and Windows Firewall with Advanced Security tools; iv) Create a point-to-site connection between Microsoft Azure and a local computer; v) Create a site-to-site connection between Microsoft Azure and an on-premises network; vi) Develop a hybrid cloud that integrates Microsoft Azure with a private cloud created on a local network.

- 6 **Cloud computing networking: theory, practice, and development / Chao, Lee. 2016. Boca Raton: CRC Press.**
Call No - 65.011.56 CHA P6 Acc No - 49094



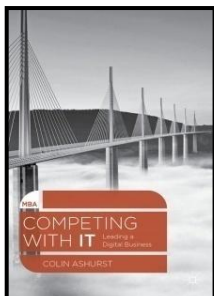
This title provides a broad introduction to Cloud computing technologies and their applications to IT and telecommunications businesses (i.e., the network function virtualization, NFV). To this end, the book is expected to serve as a textbook in a graduate course on Cloud computing. The book examines the business cases and then concentrates on the technologies necessary for supporting them. In the process, the book addresses the principles of - as well as the known problems with - the underlying technologies, such as virtualization, data communications, network and operations management, security and identity management. It introduces, through open-source case studies (based on

OpenStack), an extensive illustration of lifecycle management. The book also looks at the existing and emerging standards, demonstrating their respective relation to each topic.

7 Competing with IT: leading a digital business / Ashurst, Colin. 2015. London: Palgrave.

Call No - 65.011.56 ASH P5

Acc No - 49096

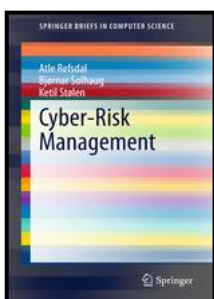


Competing with IT takes a strategic approach to managing the realization of benefits from IT. With a benefits-led approach it emphasizes IT as an enabler of business innovation and a means to create value for customers, employees and other stakeholders, which as a result create value for the organization and deliver competitive advantage. Designed specifically for the needs of MBA students, this succinct introductory text provides insight into key principles and offers guidance on how to succeed in practice by building a leadership 'toolkit' for the strategic management of projects and the overall IT portfolio. Underpinned by sound academic theory and linked to best practice it is the ideal MBA course text.

8 Cyber-risk management / Refsdal, Atle; Solhaug, Bjornar and Stolen, Ketil. 2015. London: Springer.

Call No - 65.011.56WAD REF P5

Acc No - 49285

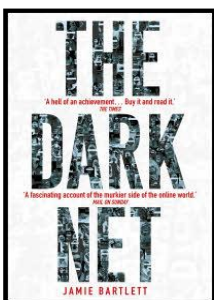


This book provides a brief and general introduction to cybersecurity and cyber-risk assessment. Not limited to a specific approach or technique, its focus is highly pragmatic and is based on established international standards (including ISO 31000) as well as industrial best practices. It explains how cyber-risk assessment should be conducted, which techniques should be used when, what the typical challenges and problems are, and how they should be addressed. The content is divided into three parts. First, part I provides a conceptual introduction to the topic of risk management in general and to cybersecurity and cyber-risk management in particular. Next, part II presents the main stages of cyber-risk assessment from context establishment to risk treatment and acceptance, each illustrated by a running example. Finally, part III details four important challenges and how to reasonably deal with them in practice: risk measurement, risk scales, uncertainty, and low-frequency risks with high consequence.

9 Dark net / Bartlett, Jamie. 2014. London: Windmill.

Call No - 65.011.56 BAR P4

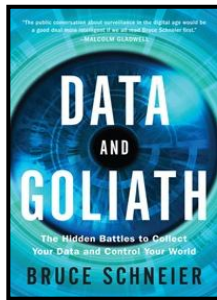
Acc No - 49097



Beyond the familiar online world that most of us inhabit lies a vast network of sites, communities and cultures where freedom is pushed to its limits. A world that is as creative and complex as it is dangerous and disturbing. A world that is much closer than you think. The Dark Net is an examination of the internet today, and of its most innovative and dangerous subcultures, stretching from secret Facebook groups to the encrypted and hidden Tor network. In it, Bartlett goes in search of the people behind the screen, meeting trolls and pornographers, drug dealers and hackers, political extremists and computer scientists, Bitcoin programmers and self-harmers, libertarians and vigilantes. Based on extensive first-hand experience, exclusive interviews and shocking documentary evidence,

It offers a startling glimpse of human nature under the conditions of freedom and anonymity, and shines a light on an enigmatic and ever-changing world.

- 10 Data and goliath: the hidden battles to collect your data and control your world / Schneier, Bruce. 2015. New York: W. W. Norton.
Call No - 65.011.56WAD SCH P5 Acc No - 49283**



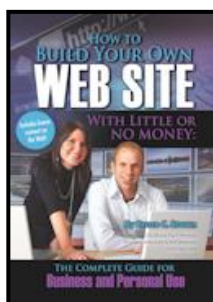
Your cell phone provider tracks your location and knows who's with you. Your online and in-store purchasing patterns are recorded, and reveal if you're unemployed, sick, or pregnant. Your e-mails and texts expose your intimate and casual friends. Google knows what you're thinking because it saves your private searches. Facebook can determine your sexual orientation without you ever mentioning it. The powers that surveil us do more than simply store this information. Corporations use surveillance to manipulate not only the news articles and advertisements we each see, but also the prices we're offered. Governments use surveillance to discriminate, censor, chill free speech, and put people in danger worldwide. And both sides share this information with each other or, even worse, lose it to cybercriminals in huge data breaches. Much of this is voluntary: we cooperate with corporate surveillance because it promises us convenience, and we submit to government surveillance because it promises us protection. The result is a mass surveillance society of our own making. But have we given up more than we've gained? In *Data and Goliath*, security expert Bruce Schneier offers another path, one that values both security and privacy. He shows us exactly what we can do to reform our government surveillance programs and shake up surveillance-based business models, while also providing tips for you to protect your privacy every day. You'll never look at your phone, your computer, your credit cards, or even your car in the same way again.

- 11 Data smart: using data science to transform information into insight / Foreman, John W. 2014. New Delhi: Wiley.
Call No - 65.011.56WN FOR P4 Acc No - 49067**



This title provides nine tutorials on optimization, machine learning, data mining, and forecasting all within the confines of a spreadsheet. Each tutorial uses a real-world problem and the author guides the reader using query's the reader might ask as how to craft a solution using the correct data science technique. Hosting these nine spreadsheets for download will be necessary so that the reader can work the problems along with the book.

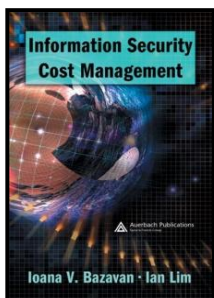
- 12 How to build your own web site: with little or no money the complete guide for business and personal use / Brown, Bruce C. 2010. Florida: Atlantic.
Call No - 65.011.56WN BRO P0 Acc No - 49272**



This title has been created for just such people, outlining for you in perfect detail everything you need to know to create a traffic attracting Web site, while spending little or no money at all. There are countless resources available, and when you put them all together, they provide a complete toolkit that can make anyone a top notch Web site in no time flat. You will learn how to buy a domain name and host your Web site for less than \$15, with no additional fees charged to your account. You will learn how to use open source software like Wordpress, Joomla, and Mambo to create a platform on which you can build anything you want. You will learn how blogging has made Web site creation easier than ever and how sites like Squidoo, Facebook, and MySpace allow you more freedom to build traffic and draw more attention to what you are advertising at any given time. You will learn how to use common software to edit and tweak your Web sites and how to read the basic code that all Web sites are created in. In addition, an entire chapter is devoted to teaching you how to promote your Web site and draw traffic to it, without spending a dime in the process. You will learn

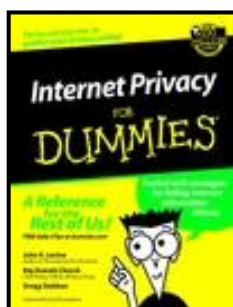
why information is the most valuable asset on the market and how you can become an expert in a niche of your choosing, making money to cover any fees associated with your Web site.

- 13 Information security cost management / Bazavan, Ioana V. and Lim, Ian. 2007. Boca Raton: Auerbach
Call No - 65.011.56WAD BAZ O7 Acc No - 49276**



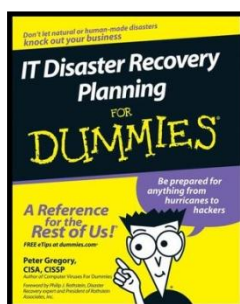
While information security is an ever-present challenge for all types of organizations today, most focus on providing security without addressing the necessities of staff, time, or budget in a practical manner. This title offers a pragmatic approach to implementing information security, taking budgetary and real-world constraints into consideration. By providing frameworks, step-by-step processes, and project management breakdowns, this book demonstrates how to design the best security strategy with the resources you have available. Organized into five sections, the book: i) Focuses on setting the right road map so that you can be most effective in your information security implementations; ii) Discusses cost-effective staffing, the single biggest expense to the security organization; iii) Presents practical ways to build and manage the documentation that details strategy, provides resources for operating annual audits, and illustrates how to advertise accomplishments to senior management effectively; iv) Identifies high-risk areas, focusing limited resources on the most imminent and severe threats; v) Describes how to manage the key access controls when faced with manual user management, how to automate user management tasks in a cost effective manner, and how to deal with security breaches.

- 14 Internet privacy for dummies / Levine, John R. 2002. New York: John Wiley.
Call No - 65.011.56WN LEV O2 Acc No - 49282**



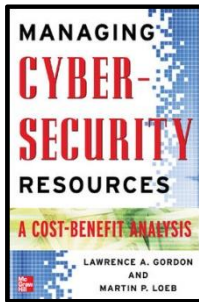
This title covers the essentials: An individual Internet user needs to know to help maintain personal privacy. Topics include securing a PC and Internet connection, knowing the risks of releasing personal information, cutting back on spam and other e-mail nuisances, and dealing with personal privacy away from the computer and the enhanced features of the latest releases of Internet filtering software and privacy tools.

- 15 IT disaster recovery planning for dummies / Gregory, Peter. 2008. New Jersey: Wiley.
Call No - 65.011.56 GRE O8 Acc No - 49273**



If you have a business or a nonprofit organization, or if you're the one responsible for information systems at such an operation, you know that disaster recovery planning is pretty vital. But it's easy to put it off. After all, where do you start? This title shows you how to get started by creating a safety net while you work out the details of your major plan. The right plan will get your business back on track quickly, whether you're hit by a tornado or a disgruntled employee with super hacking powers. Here's how to assess the situation, develop both short-term and long-term plans, and keep your plans updated. This easy-to-understand guide will help you i) Prepare your systems, processes, and people for an organized response to disaster when it strikes; ii) Identify critical IT systems and develop a long-range strategy; iii) Select and train your disaster recovery team; iv) Conduct a Business Impact Analysis; v) Determine risks to your business from natural or human-made causes; vi) Get management support; vii) Create appropriate plan documents.

- 16 Managing cybersecurity resources: a cost-benefit analysis / Gordon, Lawrence A. and Loeb, Martin P. 2006. New York: McGraw Hill.
Call No - 65.011.56WAD GOR O6 Acc No - 49275**



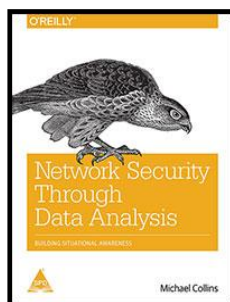
Breaches in cybersecurity are on the rise. Between 1998 and 2003, reported cybersecurity incidents increased over thirty-fold. Well-publicized information security breaches have made cybersecurity a critical and timely topic for the general public, as well as for corporations, not-for-profit organizations and the government. As a result, organizations need to be able to make the business case for spending the right amount on cybersecurity. They also need to know how to efficiently allocate these funds to specific cybersecurity activities. Managing Cybersecurity Resources specifically focus on providing a framework for understanding how to use economic and financial management tools in helping to address these important issues. The McGraw-Hill Homeland Security Series draws on frontline government, military, and business experts to detail what individuals and businesses can and must do to understand and move forward in this challenging new environment. Books in this timely and noteworthy series will cover everything from the balance between freedom and safety to strategies for protection of intellectual, business, and personal property to structures and goals of terrorist groups including Al-Qaeda.

- 17 Network security essentials: applications and standards - 4th ed. / Stallings, William. 2011. Delhi: Pearson.
Call No - 65.011.56WAD STA P1 Acc No - 49102**



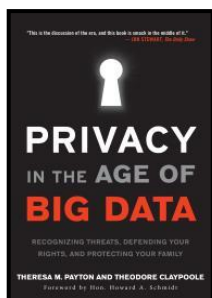
In this age of universal electronic connectivity, viruses and hackers, electronic eavesdropping, and electronic fraud, security is paramount. This title, provides integrated, comprehensive, up-to-date coverage of Internet-based security tools and applications through William Stallings's trademark blend of outstanding clarity, careful organization, and extensive pedagogical support. It presents a practical survey of applications and standards with an emphasis on applications that are widely used on the Internet and for corporate networks.

- 18 Network security through data analysis: building situational awareness / Collins, Michael S. 2014. Mumbai: Shroff.
Call No - 65.011.56WAD COL P4 Acc No - 49278**



Traditional intrusion detection and logfile analysis are no longer enough to protect today's complex networks. In this practical guide, security researcher Michael Collins shows you several techniques and tools for collecting and analyzing network traffic datasets. You'll understand how your network is used, and what actions are necessary to protect and improve it. Divided into three sections, this book examines the process of collecting and organizing data, various tools for analysis, and several different analytic scenarios and techniques. It's ideal for network administrators and operational security analysts familiar with scripting. It explore network, host, and service sensors for capturing security data; ii) Store data traffic with relational databases, graph databases, Redis, and Hadoop; iii) Use SiLK, the R language, and other tools for analysis and visualization; iv) Detect unusual phenomena through Exploratory Data Analysis (EDA); v) Identify significant structures in networks with graph analysis; vi) Determine the traffic that's crossing service ports in a network; vii) Examine traffic volume and behavior to spot DDoS and database raids; viii) Get a step-by-step process for network mapping and inventory.

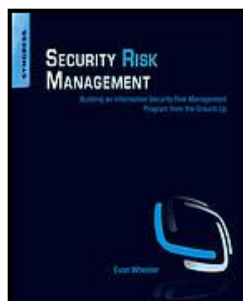
- 19 **Privacy in the age of big data: recognizing threats, defending your rights, and protecting your family / Payton, Theresa M. and Claypoole, Theodore. 2014. Lanham: Rowman & Littlefield.**
Call No - 65.011.56WAD PAY P4 Acc No - 49279



Digital data collection and surveillance gets more pervasive and invasive by the day; but the best ways to protect yourself and your data are all steps you can take yourself. The devices we use to get just-in-time coupons, directions when we're lost, and maintain connections with loved ones no matter how far away they are, also invade our privacy in ways we might not even be aware of. Our devices send and collect data about us whenever we use them, but that data is not safeguarded the way we assume it would be. This title highlights the many positive outcomes of digital surveillance and data collection while also outlining those forms of data collection to which we may not consent, and of which we are likely unaware. Payton and Claypoole skillfully introduce readers to the many ways we are 'watched,' and how to adjust our behaviors and activities to recapture our privacy. The authors suggest the tools, behavior changes, and political actions we can take to regain data and identity

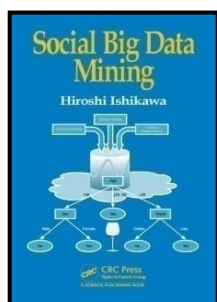
security. Anyone who uses digital devices will want to read this book for its clear and no-nonsense approach to the world of big data and what it means for all of us.

- 20 **Security risk management: building an information security risk management program from the ground up / Wheeler, Evan. 2011. Amsterdam: Syngress.**
Call No - 65.011.56WAD WHE P1 Acc No - 49286



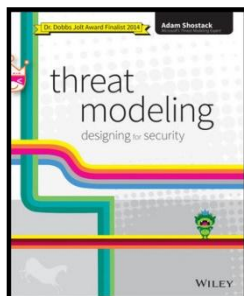
In order to protect company's information assets such as sensitive customer records, health care records, etc., the security practitioner first needs to find out: what needs protected, what risks those assets are exposed to, what controls are in place to offset those risks, and where to focus attention for risk treatment. This is the true value and purpose of information security risk assessments. Effective risk assessments are meant to provide a defensible analysis of residual risk associated with your key assets so that risk treatment options can be explored. This title gives you the tools and skills to get a quick, reliable, and thorough risk assessment for key stakeholders. It is based on authors' experiences of real-world assessments, reports, and presentations and focuses on implementing a process, rather than theory, that allows you to derive a quick and valuable assessment.

- 21 **Social big data mining / Ishikawa, Hiroshi. 2015. Boca Raton: CRC Press.**
Call No - 65.011.56WN ISH P5 Acc No - 49161



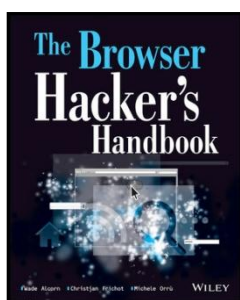
This book focuses on the basic concepts and the related technologies of data mining for social media. Topics include: big data and social data, data mining for making a hypothesis, multivariate analysis for verifying the hypothesis, web mining and media mining, natural language processing, social big data applications, and scalability. It explains analytical techniques such as modeling, data mining, and multivariate analysis for social big data. This book is different from other similar books in that presents the overall picture of social big data from fundamental concepts to applications while standing on academic bases.

- 22 **Threat modeling: designing for security / Shostack, Adam. 2014. New Delhi: Wiley.**
Call No - 65.011.56WAD SHO P4 Acc No - 49100



Adam Shostack is responsible for security development lifecycle threat modeling at Microsoft and is one of a handful of threat modeling experts in the world. Now, he is sharing his considerable expertise into this book. With pages of specific actionable advice, he details how to build better security into the design of systems, software, or services from the outset. You'll explore various threat modeling approaches, find out how to test your designs against threats, and learn effective ways to address threats that have been validated at Microsoft and other top companies. Systems security managers, one will find tools and a framework for structured thinking about what can go wrong. Software developers, one will appreciate the jargon-free and accessible introduction to this essential skill. Security professionals, one will learn to discern changing threats and

- 23 Web application hacker's handbook: finding and exploiting security flaws - 2nd ed. / Stuttard, Dafydd and Pinto, Marcus. 2011. New Delhi: Wiley.
Call No - 65.011.56WN STU P1 Acc No - 49099**



This title gives a practical understanding of hacking the everyday web browser and using it as a beachhead to launch further attacks deep into corporate networks. Written by a team of highly experienced computer security experts, the handbook provides hands-on tutorials exploring a range of current attack methods. The web browser has become the most popular and widely used computer "program" in the world. As the gateway to the Internet, it is part of the storefront to any business that operates online, but it is also one of the most vulnerable entry points of any system. With attacks on the rise, companies are increasingly employing browser-hardening techniques to protect the unique vulnerabilities inherent in all currently used browsers. It covers complex security issues and explores relevant topics such as: i) Bypassing the Same Origin Policy; ii) ARP spoofing, social engineering, and phishing to access browsers; iii) DNS tunneling, attacking web applications, and proxying - all from the browser; iv) Exploiting the browser and its ecosystem (plugins and extensions); v) Cross-origin attacks, including Inter-protocol Communication and Exploitation.

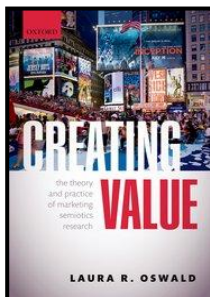
MARKETING

- 1 **Brand management: research, theory and practice - 2nd ed. / Heding, Tilde. 2016. London: Routledge.**
Call No - 658.626 HED P6 Acc No - 49088



This title fills a gap in the market, providing an understanding of different 'schools of thought' in brand management and offers deep insight into the opening question of the opening question of almost every brand management course: 'What is a brand?' This comprehensive second edition offers an exhaustive scientific analysis of various approaches to brand management developed over the past thirty years. It also delivers a thorough understanding of the strategic and managerial implications of different brand perspectives.

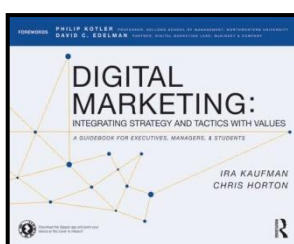
- 2 **Creating value: the theory and practice of marketing semiotics research / Oswald, Laura R. 2015. Oxford: Oxford University Press.**
Call No - 659 OSW P5 Acc No - 49108



This title is a guide to managing these investments by managing the cultural codes that define value in a market or consumer segment. The book extends the discussion beyond the basics of semiotics to post-structural debates related to ethnographic performance, multicultural consumer identity, the digitalized consumer, and heterotopic experiences of consumer space. The book invites readers to challenge the current thinking on topics ranging from cultural branding and brand rhetoric to digital media management and service site design. It also emphasizes the role of product category codes and cultural trends in the production of perceived value. It explains theory in language that is accessible to academics and students, as well as research practitioners and marketers. By applying semiotics to the everyday world of the marketplace, the book makes sense of the semiotics discipline, which is often mystified by technical jargon and hair-splitting debate in the academic literature.

The book also provides practitioners and professors with a practical guide to the methods used in semiotic research across the marketing mix.

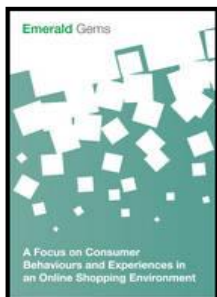
- 3 **Digital marketing: integrating strategy and tactics with values, a guidebook for executives, managers, and students / Kaufman, Ira. 2015. New York: Routledge.**
Call No - 658.8 KAU P5 Acc No - 49110



This title is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies

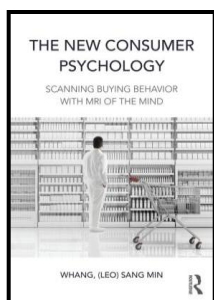
management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation.

- 4 Focus on consumer behaviours and experiences in an online shopping environment. - Bingley: Emerald , 2015.**
Call No - 658.89 FOC P5 **Acc No - 49118**



This title is a collection of key articles on this topical area of increasing importance. This collection offers insights across a range of sectors. Some of the topics the book looks at include: - Influences of socioeconomic characteristics in online shopping behaviour- Impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty - The role trust plays in an online shopping environment - The effectiveness of online blogging on consumer purchase decisions In this digital era online shopping is more accessible than it has ever been before and as more people turn to the internet to buy goods and services it's important to understand the consumers' experiences and behaviours. Including articles from prestigious journals such as Internet Research and Journal of Services Marketing this book will be a valuable resource for researches, managers and professionals.

- 5 New consumer psychology: scanning buying behavior with MRI of the mind / Whang, Sang Min (Leo). 2016. London: Routledge.**
Call No - 658.89 WHA P6 **Acc No - 49366**



The term 'consumption' is generally thought of as process by which individuals purchase goods and services. This title attempts to explain consumption as a social behavior that satisfies individual values and desires. In modern society, individual needs are no longer determined solely by age or gender, but by the life values and desires that one pursues. This book uncovers people's subjective experiences of consumption in the capitalist society with interesting inside stories ranging from politics to designer handbags. The book also provides valuable consumer insights into business and individuals by going beyond the limitations of population statistics and demonstrates Q-methodology is used to analyse consumers' subjective responses. This book is an interesting take on how we should shift our focus from products to people and explains why identification and interpretations of different consumer groups are important in smart targeting. Its content will definitely inspire marketing strategies and market effectiveness.

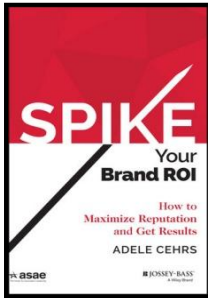
- 6 New perspectives in luxury branding. 2015. Bingley: Emerald.**
Call No - 658.626 NEW P5 **Acc No - 49144**



This title is a collection of key articles in this area of high and increasing importance to marketers worldwide. It offers insights across a range of sectors. Some of the things the book will explain:- The influence of social media on the building of luxury brands- The effect of the consumption of counterfeit luxury goods on identity- The value of brand extension as a strategy in regards to luxury fashion brands.

- 7 **SPIKE your brand ROI: how to maximize reputation and get results / Cehrs, Adele. 2015. New Jersey: Jossey-Bass.
Call No - 658.626 CEH P5**

Acc No - 49164

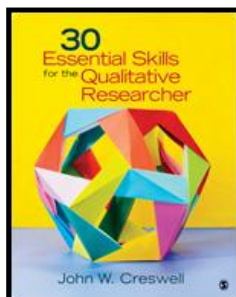


According to CMO.com, we are exposed to more than 5,000 brand messages each day. Marketers call this “creating engagement,” and each comment, share, or re-tweet is supposed to be a win. But is this deluge of content really working to shift perception, change behavior, or sell products? The truth is, only 5% of people say that social media has a profound effect on their purchasing decisions. Moreover, only 2.7% of people are willing to stick their neck out on the line to recommend your brand via social media, a factor known as “social risk.” In this title, public relations maven Adele Cehrs shares her strategy for effective engagement: it’s all about timing. This book will teach you how to recognize, anticipate, or even create a SPIKE - a Sudden Point of Interest that Kick-starts Exposure. This is your opportunity to reach people when they are primed to hear your message, and

your brand is most relevant to their lives.

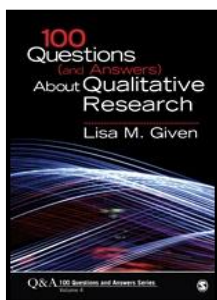
RESEARCH METHODOLOGY

- 1 **30 essential skills for the qualitative researcher / Creswell, John W. 2016. Thousand Oaks: Sage.**
Call No - 3.001.5 CRE P6 Acc No - 49078



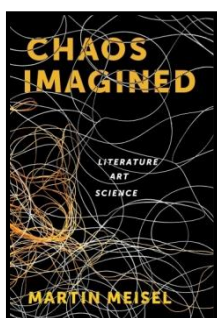
This title fills a gap in introductory literature on qualitative inquiry by providing practical "how-to" information for beginning researchers in the social, behavioral, and health sciences. Author John W. Creswell draws on years of teaching, writing, and conducting his own projects to offer effective techniques and procedures with many applied examples from research design, qualitative inquiry, and mixed methods. Creswell defines what a skill is, and acknowledges that while there may be more than 30 that an individual will use and perfect, the skills presented in this book are crucial for a new qualitative researcher starting a qualitative project.

- 2 **100 questions (and answers) about qualitative research / Given, Lisa M. 2016. Los Angeles: Sage.**
Call No - 3.001.5 GIV P6 Acc No - 49185



Exploring 100 key questions (and answers) on the nature and practice of qualitative inquiry, this book addresses the practical decisions that researchers must make in their work, from the design of the study, through ethics approval, implementation, and writing. The book's quick-scan, question-and-answer format make it ideal as a supplementary text or as a ready reference for graduate students preparing for comprehensive exams and writing research proposals, undergraduates in affiliated programs who will not be taking a primary course in qualitative research methods, and researchers working across disciplines in academic or practice environments.

- 3 **Chaos imagined: literature, art, science / Meisel, Martin. 2016. New York: Columbia University Press.**
Call No - 8 MEI P6 Acc No - 49092



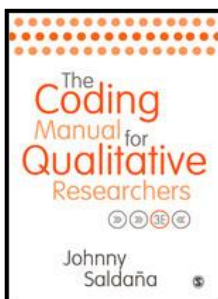
The stories we tell in our attempt to make sense of the world—our myths and religion, literature and philosophy, science and art—are the comforting vehicles we use to transmit ideas of order. But beneath the quest for order lies the uneasy dread of fundamental disorder. True chaos is hard to imagine and even harder to represent. In this book, Martin Meisel considers the long effort to conjure, depict, and rationalize extreme disorder, with all the passion, excitement, and compromises the act provokes. Meisel builds a rough history from major social, psychological, and cosmological turning points in the imagining of chaos. He uses examples from literature, philosophy, painting, graphic art, science, linguistics, music, and film, particularly exploring the remarkable shift in the eighteenth and nineteenth centuries from conceiving of chaos as disruptive to celebrating its liberating and energizing potential. Discussions of Sophocles, Plato, Lucretius, Calderon, Milton, Haydn, Blake, Faraday, Chekhov, Faulkner, Wells, and Beckett, among others, are matched with incisive readings of art by Brueghel, Rubens, Goya, Turner, Dix, Dada, and the futurists. Meisel addresses the revolution in mapping energy

and entropy and the manifold effect of thermodynamics. He then uses this chaotic frame to elaborate on purpose, mortality, meaning, and mind.

4 Coding manual for qualitative researchers - 3rd ed. / Saldana, Johnny. 2016. London: Sage.

Call No - 3.001.5 SAL P6

Acc No - 49196



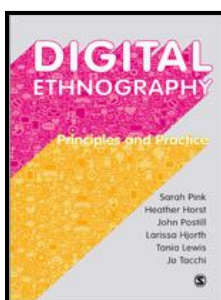
Johnny Saldana's unique and invaluable manual demystifies the qualitative coding process with a comprehensive assessment of different coding types, examples and exercises. The ideal reference for students, teachers, and practitioners of qualitative inquiry, it is essential reading across the social sciences and neatly guides you through the multiple approaches available for coding qualitative data. Its wide array of strategies, from the more straightforward to the more complex, is skillfully explained and carefully exemplified providing a complete toolkit of codes and skills that can be applied to any research project. For each code Saldana provides information about the method's origin, gives a detailed description of the method, demonstrates its practical applications, and sets out a

clearly illustrated example with analytic follow-up.

5 Digital ethnography: principles and practice / Pink, Sarah et.al. 2016. London: Sage.

Call No - 3.001.5 PIN P6

Acc No - 49109



This book champions the rising significance of ethnographic research on the use of digital resources around the world. It contextualises digital and pre-digital ethnographic research and demonstrates how the methodological, practical and theoretical dimensions are increasingly intertwined. Digital ethnography is central to our understanding of the social world; it can shape methodology and methods, and provides the technological tools needed to research society. The authoritative team of authors clearly set out how to research localities, objects and events as well as providing insights into exploring individuals' or communities' lived experiences, practices and relationships. The book: i) Defines a series of central concepts in this new branch of social and cultural research; ii) Challenges existing conceptual and analytical categories; iii) Showcases new and innovative

methods; iv) Theorises the digital world in new ways; v) Encourages us to rethink pre-digital practices, media and environments.

6 Doing surveys online / Toepoel, Vera. 2016. London: Sage.

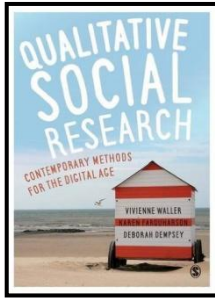
Call No - 3.001.5 TOP P6

Acc No - 49290



Vera Toepoel's practical, how-to guide to doing surveys online takes you through the entire process of using surveys, from systematically recruiting respondents, to designing the internet survey, to processing the survey data and writing it up. This title helps students and researchers in identifying possible strategies to make the best use of online surveys, providing pro's and con's, and do's and don'ts for each strategy. It also explores the latest opportunities and developments that have arisen in the field of online surveys, including using social networks, and provides expert guidance and examples of best practice throughout. Suitable for those starting a research project or conducting a survey in a professional capacity, this book is the ideal go-to reference for anyone using internet surveys, be it a beginner or a more experienced survey researcher.

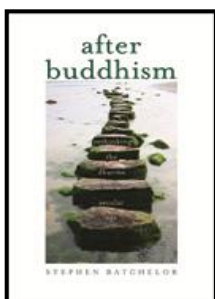
- 7 **Qualitative social research: contemporary methods for the digital age / Waller, Vivienne; Farquharson, Karen and Dempsey, Deborah. 2016. London: Sage.**
Call No - 3.001.5 WAL P6 Acc No - 49155



This title employs an accessible approach to present the multiple ways in which criticism enhances research practice. Packed full of relevant, 'real world' examples, it showcases the strengths and pitfalls of each research method, integrating the philosophical groundings of qualitative research with thoughtful overviews of a range of commonly used methods. This book is ideal for students and prospective researchers and explains what makes qualitative sociological research practical, useful and ethical. It's an essential guide to how to undertake research, use an appropriate research design and work with a range of qualitative data collection methods, and includes: i) detailed discussions of ethical issues; ii) references to new technologies in each chapter; iii) explanations of how to integrate online and visual methods with traditional data collection methods; iv) exercises to enhance learning. The authors use their many years' experience in using a range of qualitative methods to conduct and teach research to demonstrate the value of critical thinking skills at all stages of the research process.

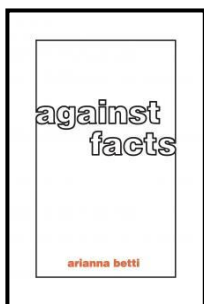
solve the problem from the perspective of the opponent while placing subjective probability distributions on all unknown quantities. This produces a distribution over the actions of the opponent and enables analysts to maximize their expected utilities.

- 4 After Buddhism: rethinking the dharma for a secular age / Batchelor, Stephen. 2015. New Haven: Yale University Press.
Call No - 294.3 BAT P5 Acc No - 49082**



Some twenty-five centuries after the Buddha started teaching, his message continues to inspire people across the globe, including those living in predominantly secular societies. What does it mean to adapt religious practices to secular contexts? Stephen Batchelor, is committed to a secularized version of the Buddha's teachings. The time has come, he feels, to articulate a coherent ethical, contemplative, and philosophical vision of Buddhism for our age. This title, the culmination of four decades of study and practice in the Tibetan, Zen, and Theravada traditions, is his attempt to set the record straight about who the Buddha was and what he was trying to teach. Combining critical readings of the earliest canonical texts with narrative accounts of five members of the Buddha's inner circle, Batchelor depicts the Buddha as a pragmatic ethicist rather than a dogmatic metaphysician. He envisions Buddhism as a constantly evolving culture of awakening whose long survival is due to its capacity to reinvent itself and interact creatively with each society it encounters. This original and provocative book presents a new framework for understanding the remarkable spread of Buddhism in today's globalized world. It also reminds us of what was so startling about the Buddha's vision of human flourishing.

- 5 Against facts / Betti, Arianna. 2015. Cambridge: MIT Press.
Call No - 11 BET P5 Acc No - 49083**



In this title Arianna Betti argues that we have no good reason to accept facts in our catalog of the world, at least as they are described by the two major metaphysical theories of facts. She claims that neither of these theories is tenable - neither the theory according to which facts are special structured building blocks of reality nor the theory according to which facts are whatever is named by certain expressions of the form "the fact that such and such." There is reality, and there are entities in reality that we are able to name, but, Betti contends, among these entities there are no facts. Drawing on metaphysics, the philosophy of language, and linguistics, Betti examines the main arguments in favor of and against facts of the two major sorts, which she distinguishes as compositional and propositional, giving special attention to methodological presuppositions. She criticizes compositional facts (facts as special structured building blocks of reality) and the central argument for them, Armstrong's truthmaker argument. She then criticizes propositional facts (facts as whatever is named in "the fact that" statements) and what she calls the argument from nominal reference, which draws on Quine's criterion of ontological commitment. Betti argues that metaphysicians should stop worrying about facts, and philosophers in general should stop arguing for or against entities on the basis of how we use language.

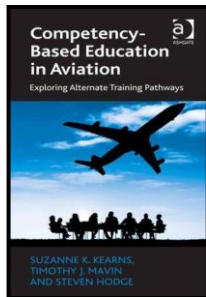
- 6 Airport design and operation - 3rd ed. / Kazda, Antonin and Caves, Robert E. 2015. Bingley: Emerald.
Call No - 656.71 KAZ P5 Acc No - 49084**



The aim of this third edition is to present an updated and integrated approach to airport design and operation. The two are always closely related and influence each other; a poor design affects the airport operation and results in increased costs, however it is not possible to design airport infrastructure without a sound knowledge of the airport operation, this is emphasised throughout the book. The approach reflects not only the authors' experience from more than 350 airport studies but also their commercial pilot, aeronautical engineering and military air traffic controller background. This edition has been enhanced to reflect

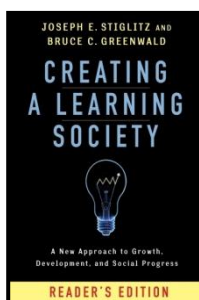
changes in technology and the way the air transport industry functions. Key topics that are newly addressed in this book include low cost airline operations, security issues and EASA regulations on airports. A new chapter covering extended details about wildlife control has been added to the volume.

- 7 **Competency-based education in aviation: exploring alternate training pathways / Kearns, Suzanne K. 2016. Farnham: Ashgate.**
Call No - 658.386:656.7 KEA P6 Acc No - 49095



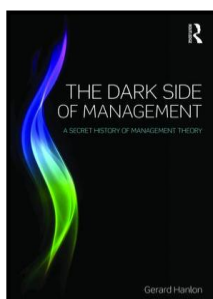
Whether a trainee is studying air traffic control, piloting, maintenance engineering, or cabin crew, they must complete a set number of training 'hours' before being licensed or certified. The aviation industry is moving away from an hours-based to a competency-based training system. Within this approach, training is complete when a learner can demonstrate competent performance. Training based on competency is an increasingly popular approach in aviation. It allows for an alternate means of compliance with international regulations - which can result in shorter and more efficient training programs. However there are also challenges with a competency-based approach. The definition of competency-based education can be confusing, training can be reductionist and artificially simplistic, professional interpretation of written competencies can vary between individuals, and this approach can have a high administrative and regulatory burden. It explores this approach to training in great detail, considering the four aviation professional groups of air traffic control, pilots, maintenance engineers, and cabin crew. Aviation training experts were interviewed and have contributed professional insights along with personal stories and anecdotes associated with competency-based approaches in their fields. Research-based and practical strategies for the effective creation, delivery, and assessment of competency-based education are described in detail.

- 8 **Creating a learning society: a new approach to growth, development, and social progress / Stiglitz, Joseph E. and Greenwald, Bruce C. 2015. New York: Columbia University Press.**
Call No - 301 STI P5 Acc No - 49107



This title has served as an effective tool for those who advocate government policies to advance science and technology. It shows persuasively how enormous increases in our standard of living have been the result of learning how to learn, and it explains how advanced and developing countries alike can model a new learning economy on this example. This edition uses accessible language to focus on the work's central message and policy prescriptions. As the book makes clear, creating a learning society requires good governmental policy in trade, industry, intellectual property, and other important areas. The text's central thesis—that every policy affects learning—is critical for governments unaware of the innovative ways they can propel their economies forward.

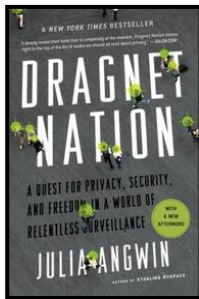
- 9 **Dark side of management: a secret history of management theory / Hanlon, Gerard. 2016. London: Routledge.**
Call No - 658 HAN P6 Acc No - 49268



What isn't management and why doesn't it matter? This title leads the reader away from the stories told by managers and management theories to show the secret history of the field. In characterizing the progress of management as a war on workers, this book offers a controversial and revealing alternative intellectual history of this overwhelming discipline. The author employs a unique range of theories and sources, including the founding fathers of management, US labour and social history, and earlier intellectual figures such as Marx

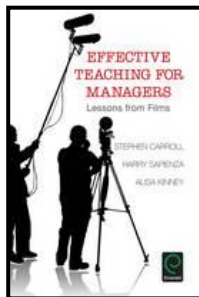
and Weber alongside the contemporary insights of Foucault and European and American workerist and post-workerist thought, to shed light on the world of management. With a controversial and stimulating approach, it also engages readers with a general interest in business and management issues.

- 10 Dragnet nation: a quest for privacy, security, and freedom in a world of relentless surveillance / Angwin, Julia. 2015. New York: St. Martin's Griffin.
Call No - 342.721 ANG P5 Acc No - 49281**



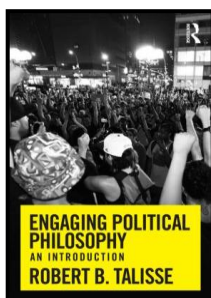
In this title, investigative journalist Julia Angwin reports from the front lines of America's surveillance economy, offering a revelatory and unsettling look at how the government, private companies, and even criminals use technology to indiscriminately sweep up vast amounts of our personal data. In a world where we can be watched in our own homes, where we can no longer keep secrets, and where we can be impersonated, financially manipulated, or even placed in a police lineup, Angwin argues that the greatest long-term danger is that we start to internalize the surveillance and censor our words and thoughts, until we lose the very freedom that makes us unique individuals. Appalled at such a prospect, Angwin conducts a series of experiments to try to protect herself, ranging from quitting Google to carrying a "burner" phone, showing how difficult it is for an average citizen to resist the dragnets' reach. Her book is a cautionary tale for all of us, with profound implications for our values, our society, and our very selves.

- 11 Effective teaching for managers: lessons from films / Carroll, Stephen; Kinney, Alisa and Sapienza, Harry. 2015. Bingley: Emerald.
Call No - 371 CAR P5 Acc No - 49113**



This title addresses the manager's role as teacher in leading staff and getting the best performance out of them. The topic of effective managerial teaching is of special interest today given the significant changes (economic, social and technological) facing organizations everywhere. Transformative business strategies are the rule and implementing such changes requires new teaching and learning skills. The author team, including two leading management professors and one education expert, provides many lessons for executives, drawing on stories and films. The book is aimed at managers in formal organizations at all levels. It focuses on suggestions and principles for carrying out their training and mentoring roles more effectively. Topics covered include managerial leadership, coaching, mentoring, performance-based teaching, managing cultural difference, morality and ethics, teaching goals, and self-management. Each topic concludes with a management application. Featuring 30 films, each discussed and framed with a managerial perspective and application, the authors provide vivid lessons in how to teach management and improve performance through training.

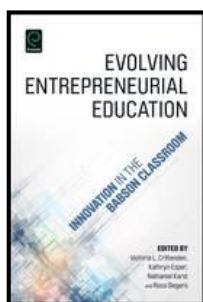
- 12 Engaging political philosophy: an introduction / Talisse, Robert B. 2016. New York: Routledge.
Call No - 320 TAL P6 Acc No - 49248**



This title introduces readers to the central problems of political philosophy. Presuming no prior work in the area, the book explores the fundamental philosophical questions regarding freedom, authority, justice, and democracy. More than a survey of the central figures and texts, it takes readers on a philosophical exploration of the core of the field, directly examining the arguments and concepts that drive the contemporary debates. Thus the fundamental issues of political philosophy are encountered first-hand, rather than through intermediary summaries of the major texts and theories. As a result, readers are introduced to political philosophy by doing philosophy. Written in a conversational style, Engaging

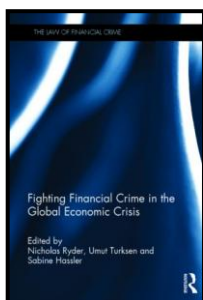
Political Philosophy is accessible to students and general readers. Instructors can use it in the classroom as a stand-alone textbook, a complement to a standard collection of historical readings, or as a primer to be studied in preparation for contemporary readings.

- 13 Evolving entrepreneurial education: innovation in the Babson classroom /Crittenden, Victoria L. et.al. (ed). 2015. Bingley: Emerald.
Call No - 370:338.93 EVO P5 Acc No - 49116**



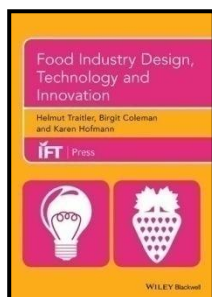
The ability to enrich student learning is fundamental to the educational process and requires a broad range of talents. A truly great educator will inspire students through a well-grounded approach to stimulating intellectual curiosity and growth, while maintaining high standards of performance. This inspiration and stimulation requires a great deal of effort in course and program development, delivery, and performance, as well as the sharing of experiences. The individual is the core of entrepreneurial thought and action, and this book is unique in that it offers insight and detail into how self and contextual awareness is created and delivered at Babson College, a school that takes a strong leadership role in entrepreneurial education. In this book, educational scholars from a variety of academic disciplines share their experiences. These scholars view teaching as both a serious responsibility and a wonderful opportunity and have created a consequential learning environment that enhances intellectual growth and practical achievement. This book has been written by educators for educators who want to engage and inspire the next generation of entrepreneurial leaders.

- 14 Fighting financial crime in the global economic crisis /Ryder, Nicholas; Turksen, Umut and Hassler, Sabine (ed). 2015. London: Routledge.
Call No - 343.352 FIG P5 Acc No - 48185**



This volume features contributions from internationally renowned academic and practitioner experts in the field who pinpoint some of the most important facets of financial crime which have emerged over recent years. Key subjects include: the possibility of criminalising reckless risk-taking on the financial markets; the duty of banks to prevent money-laundering and corruption; the growth of the Shadow Banking System; and the manipulation of LIBOR by banks. The book illustrates the global nature of financial crime, and highlights the complex relationships between regulatory bodies, law enforcement agencies and private actors in the attempt to limit the harmful effect of white collar crime on the stability of the financial sector.

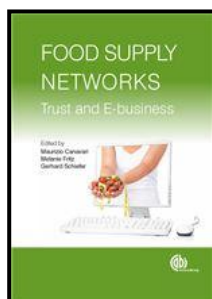
- 15 Food industry design, technology and innovation / Traitler, Helmut. 2015. New Jersey: Wiley Balckwell.
Call No - 642 TRA P5 Acc No - 49120**



Food products have always been designed, but usually not consciously. Even when design has been part of the process, it has often been restricted to considerations of packaging, logos, fonts and colors. But now design is impacting more dramatically on the complex web that makes up our food supply, and beginning to make it better. Ways of thinking about design have broad applications and are becoming central to how companies compete. To succeed, food designers need to understand consumers and envision what they want, and to use technology and systems to show they can deliver what has been envisioned. They also need to understand organizations in order to make innovation happen in a corporation. The authors of this book argue that design has been grossly underestimated in the food industry. The role of design in relation to technology of every kind (materials, mechanics,

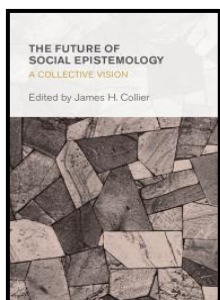
ingredients, conversion, transformation, etc.) is described, discussed, challenged and put into proper perspective. The authors deftly analyze and synthesize complex concepts, inspiring new ideas and practices through real-world examples. The second part of the book emphasizes the role of innovation and how the elements described and discussed in the first parts (design, technology, business) must join forces in order to drive valuable innovation in complex organizations such as large (and not so large) food companies.

- 16 Food supply networks: trust and e-business / Canavari, Maurizio; Fritz, Melanie and Schiefer, Gerhard . 2016. Oxfordshire: CABI.
Call No - 642 FOO P6 Acc No - 49121**



When relations are facilitated by communication technologies such as e-business, food supply networks can improve efficiency, flexibility and effectiveness. However, a lack of trust within such transactions can prevent the integration of e-business into this large, economic sector. Using case studies from European countries, chapters discuss trust-building methods for food networks in an e-business environment. Key issues include the influence of cultural disparity and cross-border transactions upon major product groups such as meat, cereal products and fresh produce.

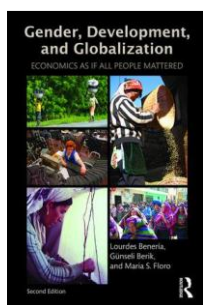
- 17 Future of social epistemology: a collective vision / Collier, James H. 2016. London: Rowman & Littlefield.
Call No - 165 FUT P6 Acc No - 49123**



This title sets an agenda for exploring the future of what we - human beings reimagining our selves and our society - want, need and ought to know. The book examines, concretely, practically and speculatively, key ideas such as the public conduct of philosophy, models for extending and distributing knowledge, the interplay among individuals and groups, risk taking and the welfare state, and envisioning people and societies remade through the breakneck pace of scientific and technological change. An international team of contributors offers a 'collective vision', one that speaks to what they see unfolding and how to plan and conduct the dialogue and work leading to a knowable and desirable world. The

book describes and advances an intellectual agenda for the future of social epistemology.

- 18 Gender, development and globalization: economics as if all people mattered - 2nd ed. / Beneria, Lourdes. 2016. New York: Routledge.
Call No - 396 BEN P6 Acc No - 49124**



This title is the leading primer on global feminist economics and development. Lourdes Beneria, a pioneer in the field of feminist economics, is joined in this second edition by Günseli Berik and Maria Floro to update the text to reflect the major theoretical, empirical, and methodological contributions and global developments in the last decade. Its interdisciplinary investigation remains accessible to a broad audience interested in an analytical treatment of the impact of globalization processes on development and wellbeing in general and on social and gender equality in particular. The revision will continue to provide a wide-ranging discussion of the strategies and policies that hold the most promise in promoting equitable and sustainable development. The authors make the case for feminist economics as a useful framework to address major contemporary global challenges, such as inequalities between the global South and North as well as within single countries; persistent

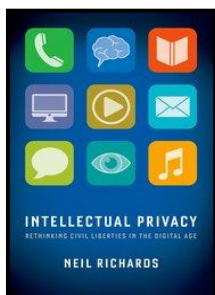
poverty; and increasing vulnerability to financial crises, food crises, and climate change. The authors' approach is grounded in the intellectual current of feminism and human development, drawing on Amartya Sen's capability approach and focused on the importance of the care economy, increasing pressures faced by women, and the failures of neoliberal reforms to bring about sustainable development, reduction in poverty, inequality, and vulnerability to economic crisis.

- 19 Global governance of climate change: G7, G20, and UN leadership / Kirton, John J. and Kokotsis, Ella. 2015. Farnham: Ashgate.
Call No - 577.4 KIR P5 Acc No - 49125**



Climate change control has risen to the top of the international agenda. Failed efforts, centred in the United Nations, to allocate responsibility have resulted in a challenge now reaching crisis stage. John J. Kirton and Ella Kokotsis analyse the generation and effectiveness of four decades of intergovernmental regimes for controlling global climate change. Informed by international relations theories and critical of the prevailing UN approach, Kirton and Kokotsis trace the global governance of climate change from its 1970s origins to the present and demonstrate the effectiveness of the plurilateral summit alternative grounded in the G7/8 and the G20. Topics covered include: - G7/8 and UN competition and convergence on governing climate change - Kyoto obligations and the post-Kyoto regime - The role of the G7/8 and G20 in generating a regime beyond Kyoto - Projections of and prescriptions for an effective global climate change control regime for the twenty-first century. This topical book synthesizes a rich array of empirical data, including new interview and documentary material about G7/8 and G20 governance of climate change, and makes a valuable contribution to understanding the dynamics of governing climate change. It will appeal to scholars, researchers, and policy makers interested in the dynamics behind governance processes within the intergovernmental realm.

- 20 Intellectual privacy: rethinking civil liberties in the digital age / Richards, Neil. 2015. New York: Oxford University Press.
Call No - 34:65.011.56 RIC P5 Acc No - 49103**



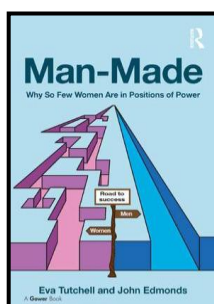
Most people believe that the right to privacy is inherently at odds with the right to free speech. Courts all over the world have struggled with how to reconcile the problems of media gossip with our commitment to free and open public debate for over a century. The rise of the Internet has made this problem more urgent. We live in an age of corporate and government surveillance of our lives. And our free speech culture has created an anything-goes environment on the web, where offensive and hurtful speech about others is rife. How should we think about the problems of privacy and free speech? In Intellectual Privacy, Neil Richards offers a different solution, one that ensures that our ideas and values keep pace with our technologies. Because of the importance of free speech to free and open societies, he argues that when privacy and free speech truly conflict, free speech should almost always win. Only when disclosures of truly horrible information are made (such as sex tapes) should privacy be able to trump our commitment to free expression. But in sharp contrast to conventional wisdom, Richards argues that speech and privacy are only rarely in conflict. America's obsession with celebrity culture has blinded us to more important aspects of how privacy and speech fit together. Celebrity gossip might be a price we pay for a free press, but the privacy of ordinary people need not be. True invasions of privacy like peeping toms or electronic surveillance will rarely merit protection as free speech. And critically, Richards shows how most of the law we enact to protect online privacy pose no serious burden to public debate, and how protecting the privacy of our data is not censorship.

- 21 LexisNexis the companies act, 2013: with rules and forms: incorporating the companies (amendment) act, 2015 - 3rd ed. 2015. Gurgaon: LexisNexis.
Call No - 347.7(540) LEX P5 Acc No - 49064**



Some of the Salient Features of this edition are: i) Introduction to the Companies Act, 2013 and Companies Rules, 2014; ii) Quick Reference Tables listing - Provisions of the 2013 Act with corresponding provisions of the 1956 Act - Provisions of the 1956 Act with corresponding provisions of the 2013 Act - Registers and Documents to be maintained - Forms, Returns and Intimations to be filed - Fines and Penalties prescribed - Powers and Functions of NCLT - Board Committees under the 2013 Act - Composition of Board for different types of Companies - Matters requiring Ordinary Resolution - Matters requiring Special Resolution - Matters requiring approval of Central Government; iii) Annotated text of the Companies Act, 2013; iv) Rules & Forms issued under the Companies Act, 2013; v) Relevant Orders, Notifications & Circulars; vi) Text of the Companies Act, 1956.

- 22 **Man-made: why so few women are in positions of power / Tutchell, Eva and Edmonds, John. 2015. Farnham: Gower.**
Call No - 396 TUT P5 Acc No - 49137



Eva Tutchell and John Edmonds find the answers by interviewing over a hundred successful women and discovering what it takes for a woman to get to the top. The statistics are startling. Britain is an 80/20 nation: 80 per cent of the most powerful jobs are occupied by men and only 20 per cent by women. Tutchell and Edmonds uncover the cultural and historical reasons for this extraordinary imbalance of power. This title because men have made the rules and women must do their best to fit in. In spite of its claim to be a modern nation, Britain is conditioned by a legacy that views men as doers and leaders and expects women to be helpers and supporters. Many men still judge women more by their appearance than by their ability. Most shocking of all, Man-Made reveals that the birth of children pushes the careers of most women into crisis. Mothers are paid less and promoted less. Ambitious women are tempted to make their children 'invisible' to employers. It

provides a rigorous and convincing analysis of the inadequacy of current policy and proposes a more thoroughgoing programme to achieve fairness and equality. Tutchell and Edmonds speculate about whether a new generation of female activists can produce the political pressure to change the culture of Britain.

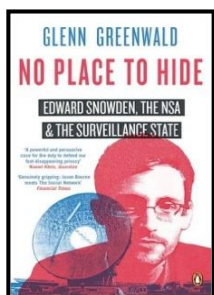
- 23 **New perspectives in hospitality management. 2015. Bingley: Emerald.**
Call No - 64.024 NEW P5 Acc No - 49142



This title is a collection of articles that represent the highest level of scholarship in hospitality research. The articles identify themes that have established themselves as key trends among academics. These include:- Human resource management challenges - new research on labour turnover in luxury hotels and how classic hospitality paradigms have developed - Hospitality marketing - how the tourism distribution channel has been transformed, perceptions on guests' perceptions of customer loyalty and transforming customer satisfaction into 'customer delight' - Experiences and behaviours - understanding quality aspects of restaurant image, hedonic and utilitarian values and how they influence restaurant image, and a customer-based approach to hotel experience and brand equity. The collection provides exemplary analysis of recent research trends concerning marketing and HRM research topics and methodology, while also looking to the future in terms of

how information and communication technologies will shape the development of the hospitality sector. It will enable readers to access the most important 'thinkers' active in this arena today.

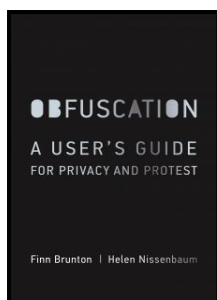
- 24 **No place to hide: Edward Snowden, the NSA and the surveillance state / Greenwald, Glenn. 2014. London: Penguin.**
Call No - 327.84 GRE P4 Acc No - 49098



In June 2013, reporter and political commentator Glenn Greenwald published a series of reports in the Guardian which rocked the world. The reports revealed shocking truths about

the extent to which the National Security Agency had been gathering information about US citizens and intercepting communication worldwide and were based on documents leaked by former National Security Agency employee Edward Snowden to Greenwald. Including new revelations from documents entrusted to Greenwald by Snowden, this book tells the story of Snowden and the NSA and examines the far-reaching consequences of the government's surveillance program, both in the US and abroad.

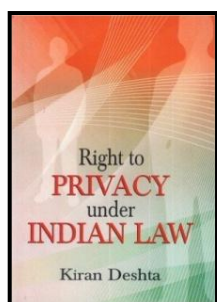
- 25 Obfuscation: a user's guide for privacy and protest / Brunton, Finn and Nissenbaum, Helen. 2015. Cambridge: MIT Press.**
Call No - 342.721 BRU P5 Acc No - 49277



In this title, Finn Brunton and Helen Nissenbaum mean to start a revolution. They are calling us not to the barricades but to our computers, offering us ways to fight today's pervasive digital surveillance - the collection of our data by governments, corporations, advertisers, and hackers. To the toolkit of privacy protecting techniques and projects, they propose adding obfuscation: the deliberate use of ambiguous, confusing, or misleading information to interfere with surveillance and data collection projects. Brunton and Nissenbaum provide tools and a rationale for evasion, noncompliance, refusal, even sabotage - especially for average users, those of us not in a position to opt out or exert control over data about ourselves. Obfuscation will teach users to push back, software developers to keep their user data safe, and policy makers to gather data without misusing it. Brunton and Nissenbaum present a guide to the forms and formats that obfuscation has

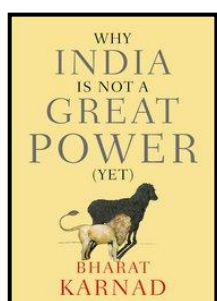
taken and explain how to craft its implementation to suit the goal and the adversary. They describe a series of historical and contemporary examples, including radar chaff deployed by World War II pilots, Twitter bots that hobbled the social media strategy of popular protest movements, and software that can camouflage users' search queries and stymie online advertising.

- 26 Right to privacy under Indian law / Deshta, Kiran. 2011. New Delhi: Deep & Deep.**
Call No - 342.721 DES P1 Acc No - 49101



This title, Right to privacy in India is a peculiar blend of constitutional, customary and common law right scattered over various legal fields. Privacy is not a static concept, but a dynamic one. Though, it varies time to time, culture to culture, it is always inevitable for the civilized society. There is no express provision in the Constitution of India, but right to privacy has got a secure position under it. Article 21 miraculously has been playing a major role in the safeguard of privacy as an essential ingredient of personal liberty. Though, there are several customary and constitutional provisions for right of privacy, without statutory protection this right cannot be protected in a meaningful way.

- 27 Why India is not a great power (yet) / Karnad, Bharat. 2015. New Delhi: Oxford University Press.**
Call No - 355.48 KAR P5 Acc No - 49180

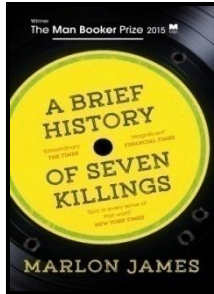


Since the economic liberalization of the early 1990s, India has been, on several occasions and at different forums, feted as a great power. This subject has been discussed in numerous books, but mostly in terms of rapid economic growth and immense potential in the emerging market. There is also a vast collection of literature on India's 'soft power' culture, tourism, frugal engineering, and knowledge economy. However, there has been no serious exploration of the alternative path India can take to achieving great power status'a combination of hard power, geostrategics, and realpolitik. In this book, Bharat Karnad

delves exclusively into these hard power aspects of India's rise and the problems associated with them. He offers an incisive analysis of the deficits in the country's military capabilities and in the 'software' related to hard power absence of political vision and will, insensitivity to strategic geography, and unimaginative foreign and military policies and arrives at powerful arguments on why these shortfalls have prevented the country from achieving the great power status.

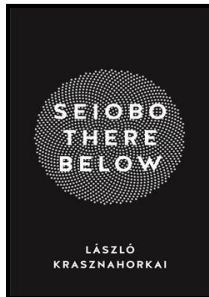
RECREATIONAL & GENERAL READINGS

- 1 Brief history of seven killings / James, Marlon. 2014. England: Oneworld.
Call No - JAM/BRI P4 Acc No - 49076**



Seven gunmen storm Bob Marley's house, machine guns blazing. The reggae superstar survives, but the gunmen are never caught. This title comes a dazzling display of masterful storytelling exploring this near-mythic event. Spanning three decades and crossing continents, A Brief History of Seven Killings chronicles the lives of a host of unforgettable characters - slum kids, one-night stands, drug lords, girlfriends, gunmen, journalists, and even the CIA. Gripping and inventive, ambitious and mesmerising, it is one of the most remarkable and extraordinary novels of the twenty-first century.

- 2 Seiobo there below / Krasznahorkai, Laszlo. 2013. London: Tuskar Rock.
Call No - KRA/SEI P3 Acc No - 49074**



Beauty, in Laszlo Krasznahorkai's new novel, reflects, however fleeting, the sacred - even if we are mostly unable to bear it. In it we see the Japanese goddess Seiobo returning to mortal realms in search of perfection. An ancient Buddha being restored; the Italian renaissance painter Perugino managing his workshop; a Japanese Noh actor rehearsing; a fanatic of Baroque music lecturing to a handful of old villagers; tourists intruding into the rituals of Japan's most sacred shrine; a heron as it gracefully hunts its prey. Told in chapters that sweep us across the world and through time, covering the furthest reaches of human experience, Krasznahorkai demands that we pause and ask ourselves these questions: What is sacred? How do we define beauty? What makes great art endure? Melancholic and mesmerisingly beautiful, this latest novel by the author of Satantango shows us how to glimpse the divine through extraordinary art and human endeavour. Winner of Best

Translated Book of the Year Award 2014 Translated by Otilie Mulzet.