NEW ARRIVAL OF BOOKS
(1 - 31 July 2014)

GYAN GRIH

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   Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, this book includes a wide range of cases that explore crisis communication and management in action. In the first two chapters, the author introduces key theories and principles in crisis communication, which students apply by analyzing 17 cases drawn from recent headlines. Cases are explored from pre-crisis, mid-crisis, and post-crisis communication perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters.

   
   This title is a concise, entertaining workbook and guide to English grammar, punctuation, and usage. This user-friendly resource includes simple explanations of grammar, punctuation, and usage; scores of helpful examples; dozens of reproducible worksheets; and pre- and post-tests to help teach grammar to students of all ages. Appropriate for virtually any age range, this authoritative guide makes learning English grammar and usage simple and fun. This updated Eleventh Edition reflects the latest updates to English usage and grammar and features a fully revised two-color design and lay-flat binding for easy photocopying. For anyone who wants to understand the major rules and subtle guidelines of English grammar and usage, The Blue Book of Grammar and Punctuation offers comprehensive, straightforward instruction.

   
   Crisis communication is a rapidly evolving field which is producing an increasing amount of research globally. The study of crisis communication is of interest to scholars and researchers from across the board of disciplines, such as in public relations, corporate communication, organizational communication, health communication, rhetoric, marketing, and information sciences. Because communication is instrumental to all phases of a crisis, the term captures a broad range of aspects: pre-crisis, the crisis response, and post-crisis. For the first time, the most influential papers on this multidisciplinary and complex topic have been brought together in this 4-volume major work, which also includes an introductory chapter to the work, written by editor Timothy Coombs. Volume One: Origins of Crisis Communication; Volume Two: Theory Development in Crisis Communication; Volume Three: Crisis Communication Connects with Other Strategic Communication Fields; Volume Four: Crisis Communication Evolves: Digital Channels, Globalization, and Critiques.
Call No - 07 BLA P4  
Acc No - 47191  
Powerful storytelling engages the senses, and today, there are more accessible digital tools available for telling multimedia stories than ever before. The Digital Reporter’s Notebook teaches practical digital storytelling techniques that journalists can put into practice right away, using the technology they already have in their pockets. Mark Blaine demonstrates how to gather information and organize it into a successful multimedia story without losing sight of the essentials of good journalism. These forty brief chapters provide a versatile toolkit for multimedia journalists, including activities and exercises to build a strong foundation in digital storytelling. Readers will also want to try the interactive app, which includes videos and animations that bring the concepts and ideas in the book to life.

Fearless facilitation: the ultimate field guide to engaging (and involving!) your audience / Maxey, Cyndi and O’Connor, Kevin E. 2013. San Francisco: Pfeiffer.  
Call No - 8.085 MAX P3  
Acc No - 47056  
If you are a facilitator with years of experience or just getting started, you will learn what it takes to create and deliver a high-powered presentation that is tailor-made to draw in your audience members and get results every time. Once you set the stage to include and connect with your audience, you will trigger memory and action like never before. Fearless Facilitation is filled with easy-to-implement presentation techniques designed to appeal to all types of participants. One will learn how to break the "fourth wall" (the invisible wall that separates you from the audience) and engage your audience through dialogue. In addition, the authors show not only how to involve participants in the conversation but also what to do when they grow silent or argumentative. Throughout the book a personalized “coach” helps you with answers to common questions, specific scenarios, and past nightmare experiences. The coach helps to clarify the text, calm any fear, and take the next right step. And, to further illustrate how to become a skilled fearless facilitator, the book is peppered with interviews with masters of the craft of facilitation and engagement.

Call No - 659.4 HAN P4  
Acc No - 47202  
This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media. It details the study of audiences and how it is changing in relation to digital media and recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world. Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today and argues that the field works best by identifying particular 'audience problems' and applying the best theories and research methods available to solving them. It includes contributions from some of the most outstanding international scholars in the field.

This book by author Elizabeth A. Wentz is essential reading for any graduate student entering the dissertation process in the social or behavioral sciences. The book addresses the importance of ethical scientific research, developing your curriculum vitae, effective reading and writing, completing a literature review, conceptualizing your research idea, and translating that idea into a realistic research proposal using research methods. The author also offers insight into oral presentations of the completed proposal, and the final chapter presents ideas for next steps after the proposal has been presented. Taking the view that we "learn by doing," the author provides Quick Tasks, Action Items, and To Do List activities throughout the text that, when combined, develop each piece of your research proposal. Designed primarily for quantitative or mixed methods research dissertations, this book is a valuable start-to-finish resource.

Invention of news: how the world came to know about itself / Pettegree, Andrew. 2014. New Haven: Yale University Press.

Long before the invention of printing, let alone the availability of a daily newspaper, people desired to be informed. In the pre-industrial era news was gathered and shared through conversation and gossip, civic ceremony, celebration, sermons, and proclamations. The age of print brought pamphlets, edicts, ballads, journals, and the first news sheets, expanding the news community from local to worldwide. This book tracks the history of news in ten countries over the course of four centuries. It evaluates the unexpected variety of ways in which information was transmitted in the premodern world as well as the impact of expanding news media on contemporary events and the lives of an ever-more-informed public. Andrew Pettegree investigates who controlled the news and who reported it; the use of news as a tool of political protest and religious reform; issues of privacy and titillation; the persistent need for news to be current and journalists trustworthy; and people's changed sense of themselves as they experienced newly opened windows on the world. By the close of the eighteenth century, Pettegree concludes, transmission of news had become so efficient and widespread that European citizens—now aware of wars, revolutions, crime, disasters, scandals, and other events—were poised to emerge as actors in the great events unfolding around them.


Human beings have constantly told stories, presented events and placed the world into narrative form. This activity suggests a very basic way of looking at the world, yet, this book argues, even the most seemingly simple of stories is embedded in a complex network of relations. Paul Cobley traces these relations, considering the ways in which humans have employed narrative over the centuries to 're-present' time, space and identity. This second, revised and fully updated edition of the successful guidebook to narrative covers a range of narrative forms and their historical development from early oral and literate forms through to contemporary digital media, encompassing Hellenic and Hebraic foundations, the rise of the novel, realist representations, narratives of imperialism, modernism, cinema, postmodernism and new technologies. A final chapter reviews the way that narrative theory in the last decade has reorientated definitions of narrative.

Crises occur every day: an airplane crashes into a mountain; a corporation lays off thousands of workers; an oil spill threatens an ecosystem. Such crises can be devastating for individuals, organizations, the organizations’ stakeholders, and even entire industries. This title provides an integrated and multi-disciplinary approach to the entire crisis communication process. Drawing on his extensive firsthand experience, Dr. Timothy Coombs uses a three-staged approach to crisis management (pre-crisis, crisis, and post-crisis), explains how crisis management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. The book includes new coverage of social media, social networking sites, and terrorist threats while drawing from recent works in management, public relations, organizational psychology, marketing, organizational communication, and computer-mediated communication research.

11  
Sage handbook of family communication / Turner, Lynn H. and West, Richard.  
Call No – 392 SAG P5  
Acc No – 47228

This title provides a comprehensive examination of family communication theory and research. Chapters by leading scholars in family communication expand the definition of family, address recent shifts in culture, and cover important new topics, including families in crisis, families and governmental policies, social media, and extended families. The combination of groundbreaking theories, research methods, and reviews of foundational and emerging research in family communication make this an invaluable resource that explores the critical topics and issues facing family communication researchers today.

12  
Call No – 301.151 SOC P4  
Acc No – 47230

Language is the essence of interpersonal behavior and social relationships, and it is social cognitive processes that determine how we produce and understand language. However, there has been surprisingly little interest in the past linking social cognition and communication. This book presents the latest cutting-edge research from a select group of leading international scholars investigating the how language shapes our thinking, and how social cognitive processes in turn influence language production and communication. The chapters represent diverse perspectives of investigating the links between language and communication, including evolutionary, linguistic, cognitive and affective approaches as well as the empirical analysis of written and spoken narratives. New methodologies are presented including the latest techniques of text analysis to illuminate the psychology of individual language users, and entire cultures and societies. The chapters address such questions as how are cognitive and identity processes reflected in language? How do affective states influence language production? Are political correctness norms in language use effective? How do partners manage to accommodate to each other’s communicative expectations? What is the role of language as a medium of interpersonal and intergroup influence? How are individual and cultural identities reflected in, and shaped by narratives in literature, school texts and the media?
Business Policy and Strategic Management

1 From corporate to social media: critical perspectives on corporate social responsibility in media and communication industries / Sandoval, Marisol. 2014. London: Routledge.
Call No - 65:3 SAN P4
Acc No - 47288

This book provides a critical and provocative perspective on Corporate Social Responsibility (CSR) in media and communication industries. It examines both the academic discourse on CSR and actual corporate practices in the media sector, offering a double critique that reveals contradictions between corporate interests and social responsibilities. Marisol Sandoval's political economic analysis of Apple, AT&T, Google, HP, Microsoft, News Corp, The Walt Disney Company and Vivendi shows that media and communication in the twenty-first century are confronted with fundamental social responsibility challenges. From software patents and intellectual property rights to privacy on the Internet, from working conditions in electronics manufacturing to hidden flows of eWaste - this book encourages the reader to explore the multifaceted social (ir)responsibilities that shape commercial media landscapes today. It makes a compelling argument for thinking beyond the corporate in order to envision and bring about truly social media. It will interest students and scholars of media studies, cultural industry studies, sociology, information society studies, organization studies, political economy, business and management.
Most social research is carried out in observational settings; that is, most social researchers collect information in the "real world" trying to do as little possible to alter the circumstances of study. However, there is a fundamental problem with this kind of research, in that it is very hard to draw "causal" conclusions, because of the complexity and obduracy of social reality. This is not just a problem for social scientists interested in policy or social action. It applies across the board more generally because it becomes difficult to know, without the conditions for credible inference, what conclusions can be drawn from any piece of empirical research that aspires to be anything more than descriptive of social phenomena. This four-volume set of readings introduces the reader to the advances that have been made in trying to help social researchers draw more credible inferences from investigations carried out in observational settings. Drawing from a variety of sources - from logicians and philosophers, to applied statisticians, computer scientists and econometricians, to epidemiologists and social researchers - this collection provides an invaluable resource for scholars in the field. Volume One: Background; Volume Two: Analytical Techniques; Volume Three: Temporal Relations; Volume Four: Experimental Analogues.

With a clear and detailed approach to the fundamentals of statistical theory, Examples and Problems in Mathematical Statistics bridges the gap between theory and application and presents numerous problem-solving examples that illustrate the related notations and proven results. Written by an established authority in probability and mathematical statistics, each chapter begins with a theoretical presentation to introduce both the topic and the important results in an effort to aid in overall comprehension. Examples are then provided, followed by problems, and finally, solutions to some of the earlier problems. In addition, examples and problems in Mathematical Statistics features: i) Over 160 practical and interesting real-world examples from a variety of fields including engineering, mathematics, and statistics to help readers become proficient in theoretical problem solving; and ii) Key statistical inference topics, such as probability theory, statistical distributions, sufficient statistics, information in samples, testing statistical hypotheses, statistical estimation, confidence and tolerance intervals, large sample theory, and Bayesian analysis.

In a world in which we are constantly surrounded by data, figures, and statistics, it is imperative to understand and to be able to use quantitative methods. Statistical models and methods are among the most important tools in economic analysis, decision-making and business planning. This textbook, "Exploratory Data Analysis in Business and Economics", aims to familiarise students of economics and business as well as practitioners in firms with the basic principles, techniques, and applications of descriptive statistics and data analysis.
Drawing on practical examples from business settings, it demonstrates the basic descriptive methods of univariate and bivariate analysis. The textbook covers a range of subject matter, from data collection and scaling to the presentation and univariate analysis of quantitative data, and also includes analytic procedures for assessing bivariate relationships. It does not confine itself to presenting descriptive statistics, but also addresses the use of computer programmes such as Excel, SPSS, and STATA, thus treating all of the topics typically covered in a university course on descriptive statistics. The German edition of this textbook is one of the “bestsellers” on the German market for literature in statistics.

*Call No* - 65.012.122.2 PIN P4  
*Acc No* - 47294

This title presents an approach to analysis that accounts for the randomness of business and the competitive marketplace, creating a model that more accurately reflects the scenario at hand. With an emphasis on the importance of proper analytical tools, the book describes the analytical process from exploratory analysis through model developments, to deployments and possible outcomes. Beginning with an introduction to heuristic concepts, readers will find heuristics applied to statistics and probability, mathematics, stochastic, and artificial intelligence models, ending with the knowledge applications that solve business problems. Case studies illustrate the everyday application and implication of the techniques presented, while the heuristic approach is integrated into analytical modeling, graph analysis, text analytics, and more. Robust analytics has become crucial in the corporate environment, and randomness plays an enormous role in business and the competitive marketplace. Failing to account for randomness can steer a model in an entirely wrong direction, negatively affecting the final outcome and potentially devastating the bottom line.

5 **Introduction to exponential random graph modeling** / Harris, Jenine K. 2014. Los Angeles: Sage.  
*Call No* - 519.2 HAR P4  
*Acc No* - 47068

This volume introduces the basic concepts of Exponential Random Graph Modeling (ERGM), gives examples of why it is used, and shows the reader how to conduct basic ERGM analyses in their own research. ERGM is a statistical approach to modeling social network structure that goes beyond the descriptive methods conventionally used in social network analysis. Although it was developed to handle the inherent non-independence of network data, the results of ERGM are interpreted in similar ways to logistic regression, making this a very useful method for examining social systems. Recent advances in statistical software have helped make ERGM accessible to social scientists, but a concise guide to using ERGM has been lacking. This book fills that gap, by using examples from public health, and walking the reader through the process of ERGM model-building using R statistical software and the statnet package.

*Call No* - 65.012.12 ALD P4  
*Acc No* - 47211

Concerned with the management of complex long-term engineering projects, this important volume, of great interest to postgraduate students of business, technology management and engineering, reports on a set of rich, novel and unique findings concerning the conduct and management of three high profile and complex projects. The major investments which constitute complex long-term projects represent an increasingly important source of economic activity, often with particularly significant consequences for
economic growth and public policy. This volume expertly contributes to broader debates concerning new organizational forms, knowledge management and organizational learning and the management of innovation in project-based settings.

7 Managing process innovation through exploitation and exploration: a study on combining TQM and BPR in the Norwegian industry / Tonnessen, Tor. 2014. Fachmedian: Springer Gabler.

In order to stay efficient, companies need to improve their existing business processes on a continuous basis. To ensure competitive edge, it is essential for companies to adapt radically to new business opportunities and when external demands change. However, experience and research show that companies have difficulties managing both the continuous improvement of the existing system and radical change at the same time. By using TQM and BPR to represent the two approaches to change Tor Tonnessen contributes to the understanding of the challenges of this integration and shows ways to accomplish a successful synergistic combining of the two approaches.


This book presents a collection of contemporary perspectives on service management challenges, extending the understanding of service through exploration and critique of service organizational and managerial strategies from selected theoretical and empirical perspectives. Amongst other contributions, it reviews the distinctive role and importance of service to academics, professionals, and practitioners; identifies appropriate bridging strategies; evaluates selected aspects of the practice of service management, and investigates the challenges inherent in managing services; reviews the nature, direction, and applicability of selected theoretical dimensions which inform the understanding of service management; considers contemporary innovations in services and service management; and assesses the opportunities for theory building, to further support understanding of the complexities of service management and its impact on organisations and wider society.


This title covers modeling with all kinds of differential equations, namely ordinary, partial, delay, and stochastic. The book also contains a chapter on discrete modeling, consisting of differential equations, making it a complete textbook on this important skill needed for the study of science, engineering, and social sciences. More than just a textbook, this how-to guide presents tools for mathematical modeling and analysis. It offers a wide-ranging overview of mathematical ideas and techniques that provide a number of effective approaches to problem solving. Topics covered include spatial, delayed, and stochastic modeling. The text provides real-life examples of discrete and continuous mathematical
modeling scenarios. MATLAB® and Mathematica® are incorporated throughout the text. The examples and exercises in each chapter can be used as problems in a project. Since mathematical modeling involves a diverse range of skills and tools, the author focuses on techniques that will be of particular interest to engineers, scientists, and others who use models of discrete and continuous systems. He gives students a foundation for understanding and using the mathematics that is the basis of computers, and therefore a foundation for success in engineering and science streams.


In service societies, the tertiary sector has long become the primary sector in terms of GDP and employment. Quality research and testing means better service, and success in the service industries demands quality. Nonetheless, complaints about insufficient, inconsistent or bad service abound. Quality decides on success and failure. Where so much is at stake, management decisions call for systematic research and consumers look for relevant results that provide guidance in complex markets. Research into quality and customer satisfaction gets to the core of a business. However, many so-called studies hardly meet essential criteria of empirical research and deliver artefacts rather than facts. This book puts an end to common misconceptions of quality studies. Measuring Service Performance is an appeal for an approach to quality research that meets quality criteria itself. It is a compelling argument against widespread but rather dubious dealings with measurement, data and statistics. Ralf Lisch calls for a reconsideration of the research process, focusing on content instead of method and adding meaning to results. Because service excellence deserves research excellence.


Fully revised and updated, this book combines a theoretical background with examples and references to R, MINITAB and JMP, enabling practitioners to find state-of-the-art material on both foundation and implementation tools to support their work. Topics addressed include computer-intensive data analysis, acceptance sampling, univariate and multivariate statistical process control, design of experiments, quality by design, and reliability using classical and Bayesian methods. The book can be used for workshops or courses on acceptance sampling, statistical process control, design of experiments, and reliability.

12 Modern stochastics and applications / Korolyuk, Vladimir, ed. 2014. Cham: Springer. Call No - 519.2 MOD P4 Acc No - 47076

This volume presents an extensive overview of all major modern trends in applications of probability and stochastic analysis. It will be a great source of inspiration for designing new algorithms, modeling procedures, and experiments. Accessible to researchers, practitioners, as well as graduate and postgraduate students, this volume presents a variety of new tools, ideas, and methodologies in the fields of optimization, physics, finance, probability, hydrodynamics, reliability, decision making, mathematical finance, mathematical physics, and economics. Contributions to this Work include those of selected speakers from the international conference entitled “Modern Stochastics: Theory and Applications III,” held
on September 10 - 14, 2012 at Taras Shevchenko National University of Kyiv, Ukraine. The conference covered the following areas of research in probability theory and its applications: stochastic analysis, stochastic processes and fields, random matrices, optimization methods in probability, stochastic models of evolution systems, financial mathematics, risk processes and actuarial mathematics, and information security.


   Call No - 519.2 LIN P4                       Acc No - 47316

   This book is on non-parametric statistics for applied research. The authors propose to use a realistic yet mostly fictional situation and series of dialogues to illustrate in detail the statistical processes required to complete data analysis. This book draws on a readers existing elementary knowledge of statistical analyses to broaden his/her research capabilities. The material within the book is covered in such a way that someone with a very limited knowledge of statistics would be able to read and understand the concepts detailed in the text. The “real world” scenario to be presented involves a multidisciplinary team of behavioral, medical, crime analysis, and policy analysis professionals working together to answer specific empirical questions regarding real-world applied problems. The reader is introduced to the team and the data set, and through the course of the text follows the team as they progress through the decision making process of narrowing the data and the research questions to answer the applied problem. In this way, abstract statistical concepts are translated into concrete and specific language.


   Call No - 519.2 AGU P4                       Acc No - 47318

   This book explores the use of EViews software in creating panel data analysis using appropriate empirical models and real datasets. Guidance is given on developing alternative descriptive statistical summaries for evaluating and providing policy analysis based on pool panel data. Various alternative models based on panel data are explored, including univariate general linear models, fixed effect models and causal models, and guidance on the advantages and disadvantages of each one is given. Panel Data Analysis using EViews: i) Provides step-by-step guidance on how to apply EViews software to panel data analysis using appropriate empirical models and real datasets; ii) Examines a variety of panel data models along with the author’s own empirical findings, demonstrating the advantages and limitations of each model; iii) Presents growth models, time-related effects models, and polynomial models, in addition to the models which are commonly applied for panel data; iv) explores recent new developments in panel data analysis.

15 **Statistical decision problems: selected concepts and portfolio safeguard case studies** / Zabarankin, Michael and Uryasev, Stan. 2014. New York: Springer.

   Call No - 519.2 ZAB P4                       Acc No - 47332

   This title presents a quick and concise introduction into the theory of risk, deviation and error measures that play a key role in statistical decision problems. It introduces state-of-the-art practical decision making through twenty-one case studies from real-life applications. The case studies cover a broad area of topics and the authors include links with source code and data, a very helpful tool for the reader. In its core, the text demonstrates how to use different factors to formulate statistical decision problems arising in various risk management applications, such as optimal hedging, portfolio optimization, cash flow matching, classification, and more. The presentation is organized into three parts: selected concepts of statistical decision theory, statistical decision problems, and case studies with portfolio safeguard. The text is primarily aimed at practitioners in the areas of
risk management, decision making, and statistics. However, the inclusion of a fair bit of mathematical rigor renders this monograph an excellent introduction to the theory of general error, deviation, and risk measures for graduate students. It can be used as supplementary reading for graduate courses including statistical analysis, data mining, stochastic programming, financial engineering, to name a few. The high level of detail may serve useful to applied mathematicians, engineers, and statisticians interested in modeling and managing risk in various applications.

16 **Statistical hypothesis testing with SAS and R** / Taeger, Dirk and Kuhnt, Sonja. 2014. Chichester: Wiley.  
Call No - 519.2 TAE P4  
Acc No - 47333

This book provides an overview of the most common statistical test problems in a comprehensive way, making it easy to find and perform an appropriate statistical test. A general summary of statistical test theory is presented, along with a basic description for each test, including the necessary prerequisites, assumptions, the formal test problem and the test statistic. Examples in both SAS and R are provided, along with program code to perform the test, resulting output and remarks explaining the necessary program parameters. It provides examples in both SAS and R for each test presented and looks at the most common statistical tests, displayed in a clear and easy to follow way.

17 **Statistical power analysis for the social and behavioral sciences: basic and advanced techniques** / Liu, Xiaofeng Steven. 2014. New York: Routledge.  
Call No - 519.2 LIU P4  
Acc No - 47334

This book demonstrate the application of power analysis to the newer more advanced statistical techniques that are increasingly used in the social and behavioral sciences. Both basic and advanced designs are covered. Readers are shown how to apply power analysis to techniques such as hierarchical linear modeling, meta-analysis, and structural equation modeling. Each chapter opens with a review of the statistical procedure and then proceeds to derive the power functions. This is followed by examples that demonstrate how to produce power tables and charts. The book clearly shows how to calculate power by providing open code for every design and procedure in R, SAS, and SPSS. Readers can verify the power computation using the computer programs on the book’s website. There is a growing requirement to include power analysis to justify sample sizes in grant proposals. Most chapters are self-standing and can be read in any order without much disruption. This book will help readers do just that. Organized according to various techniques, chapters 1 - 3 introduce the basics of statistical power and sample size issues including the historical origin, hypothesis testing, and the use of statistical power in t tests and confidence intervals. Chapters 4 - 6 cover common statistical procedures - analysis of variance, linear regression (both simple regression and multiple regression), correlation, analysis of covariance, and multivariate analysis. Chapters 7 - 11 review the new statistical procedures -- multi-level models, meta-analysis, structural equation models, and longitudinal studies. The appendixes contain a tutorial about R and show the statistical theory of power analysis.

Call No - 65.012.122.2 PRO P4  
Acc No - 47094

This book analyses real world strategy and policy challenges, addressing the interconnectedness of the markets/systems we live in. It provides a step-by-step approach using systems thinking to solve complex problems in socio-political as well as business environment. It proposes a technique with which to better understand the problems and
the context in which they arise, and tools to directly inform each step of the decision-making process. The book explores the main innovation that systemic thinking introduces - the emphasis on defining the problem creating system, which is made up of interacting parts, rather than prioritizing events that need immediate fixing. The case studies, examples and the approach proposed can be used to better understand reality and its complexity, and to integrate stakeholders for a better solution. Practically, it can be used to identify problems, analyse their boundaries, design interventions, forecast and measure their expected impacts, implement them and monitor and evaluate their success/failure. The book touches upon global issues related to policy making and strategic management, as well as issues related to sustainable development for both the public and private sector.

Call No - 519.2 EVA P4
Acc No - 47402

In this updated edition, Annabel Ness Evans presents introductory statistics in a practical, conceptual, and humorous way, reducing the anxiety that many students experience in introductory courses. Avoiding complex notation and derivations, the book focuses on helping readers develop an understanding of the underlying logic of statistics, rather than rote memorization. Focus on Research boxes engage students with realistic applications of statistics, and end-of-chapter exercises ensure student comprehension. This exciting new edition includes a greater number of realistic and engaging global examples within the social and behavioral sciences, making it ideal for use within many departments or in interdisciplinary settings.
   Call No - 330.567.2 SCH P4  Acc No - 47182

   This book puts the debates of our own day in perspective by exploring the long history of austerity—a popular idea that lives on despite a track record of dismal failure. Florian Schui shows that arguments in favor of austerity were—and are today—mainly based on moral and political considerations, rather than on economic analysis. Unexpectedly, it is the critics of austerity who have framed their arguments in the language of economics. Schui finds that austerity has failed intellectually and in economic terms every time it has been attempted. He examines thinkers who have influenced our ideas about abstinence from Aristotle through such modern economic thinkers as Smith, Marx, Veblen, Weber, Hayek, and Keynes, as well as the motives behind specific twentieth-century austerity efforts. The persistence of the concept cannot be explained from an economic perspective, Schui concludes, but only from the persuasive appeal of the moral and political ideas linked to it.

2. **Clash of generations: saving ourselves, our kids, and our economy / Kotlikoff, Laurence J. and Burns, Scott. 2012. Cambridge: MIT Press.**
   Call No - 330.19 KOT P2  Acc No - 47251

   The United States is bankrupt, flat broke. Thanks to accounting that would make Enron blush, America's insolvency goes far beyond what our leaders are disclosing. The United States is a fiscal basket case, in worse shape than the notoriously bailed-out countries of Greece, Ireland, and others. How did this happen? In The Clash of Generations, experts Laurence Kotlikoff and Scott Burns document our six-decade, off-balance-sheet, unsustainable financing scheme. They explain how we have balanced our longer lives on the backs of our (relatively few) children. At the same time, we've been on a consumption spree, saving and investing less than nothing. And that's not to mention the evisceration of the middle class and a financial system that has proven it can't be trusted. Kotlikoff and Burns outline grassroots strategies for saving ourselves—and especially our children—from what could be a truly catastrophic financial collapse. Kotlikoff and Burns sounded the alarm in their widely acclaimed The Coming Generational Storm, but politicians didn't listen. Now the need for action is even more urgent. It's up to us to demand radical reform of our tax system, our healthcare system, and our Social Security system, and to insist on better paths to investment return than those provided by Wall Street (mis)managers. Kotlikoff and Burns's "Purple Plans" (so called because they will appeal to both Republicans and Democrats) have been endorsed by a who's who of economists and offer a new way forward; and their revolutionary investment strategy for individuals replaces the idea of financial capital with "life decision capital."

   Call No - 518.9 RUB P2  Acc No - 47239

   Part memoir, part crash course in economic theory, this deeply engaging book by one of the world's foremost economists looks at economic ideas through a personal lens. Together with an introduction to some of the central concepts in modern economic thought, Ariel Rubinstein offers some powerful and entertaining reflections on his childhood, family and career. In doing so, he challenges many of the central tenets of game theory, and sheds light on the role economics can play in society at large. The book is as thought-provoking for
seasoned economists as it is enlightening for newcomers to the field. Sylvia Nasar, author of this title provides an introduction to game theory, rich in personalities, history and sense of place. Ariel Rubinstein is not only a brilliant theorist with a knack for lucid exposition, but a gifted storyteller. Students will find the ideas surprisingly accessible. Aspiring scholars, wondering whether a life of the mind is worth pursuing, will find his personal journey of intellectual discovery thrilling.

Call No - 332.4 EIC P1
Acc No - 47254

In Exorbitant Privilege, one of our foremost economists, Barry Eichengreen, traces the rise of the dollar to international prominence. He shows how the greenback dominated internationally in the second half of the 20th century for the same reasons that the United States dominated the global economy. But now, with the rise of China, India, Brazil and other emerging economies, America no longer towers over the global economy. It follows, Eichengreen argues, that the dollar will not be as dominant. But this does not mean that coming changes need be sudden and dire or that the dollar is doomed to lose its international status. Challenging the presumption that there is room for only one true global currency, Eichengreen shows that several currencies have regularly shared this role. What was true in the distant past will be true, once again, in the not-too-distant future. The dollar will lose its international currency status, Eichengreen warns, only if the United States repeats the mistakes that led to the financial crisis and only if it fails to put its fiscal and financial house in order.

Call No - 382 SEY P4
Acc No - 47354

This book discussing theoretical issues in depth, and offers a comprehensive exploration of import procedures and export regulations, incorporating the most relevant and current research information in the area. The new edition includes: i) Updates on major developments in bilateral and regional trade agreements, and regulatory changes in export controls; ii) Changes to taxation laws in the US and internationally that impact import/export; iii) Changes to INCOTERMS 2000 and to letters of credit; iii) The new role of the Export-Import Bank. This book combines an innovative conceptual and theoretical approach, a comprehensive analytical treatment, and an engaging and accessible presentation style to offer one of the most useful textbooks on the market for students and practitioners alike.

Call No - 330.172 LEV P2
Acc No - 47375

Until the early nineteenth century, "risk" was a specialized term: it was the commodity exchanged in a marine insurance contract. Freaks of Fortune tells the story of how the modern concept of risk emerged in the United States. Born on the high seas, risk migrated inland and became essential to the financial management of an inherently uncertain capitalist future. Focusing on the hopes and anxieties of ordinary people, Jonathan Levy shows how risk developed through the extraordinary growth of new financial institutions - insurance corporations, savings banks, mortgage backed securities markets, commodities futures markets, and securities markets - while posing inescapable moral questions. For at the heart of risk's rise was a new vision of freedom. To be a free individual, whether an emancipated slave, a plains farmer, or a Wall Street financier, was to take, assume, and manage one's own personal risk. Yet this often meant offloading that same risk onto a
series of new financial institutions, which together have only recently acquired the name “financial services industry.” Levy traces the fate of a new vision of personal freedom, as it unfolded in the new economic reality created by the American financial system.

Call No - 339.32 COY P4 
Acc No - 47142 
This book tells the story of GDP, making sense of a statistic that appears constantly in the news, business, and politics, and that seems to rule our lives—but that hardly anyone actually understands. Diane Coyle traces the history of this artificial, abstract, complex, but exceedingly important statistic from its eighteenth and nineteenth-century precursors through its invention in the 1940s and its postwar golden age, and then through the Great Crash up to today. The reader learns why this standard measure of the size of a country’s economy was invented, how it has changed over the decades, and what its strengths and weaknesses are. The book explains why even small changes in GDP can decide elections, influence major political decisions, and determine whether countries can keep borrowing or be thrown into recession. The book ends by making the case that GDP was a good measure for the twentieth century but is increasingly inappropriate for a twenty-first-century economy driven by innovation, services, and intangible goods.

Call No - 330.19 WHI P4 
Acc No - 47199 
This title takes a sweeping look at the historical foundations of the problems of developing world society. Encompassing Asia, Latin America and Africa, the book centralizes the struggle for self-determination in an attempt to understand how the current nation-states have been formed and what their future may hold. Although concentrating on the modern era, its scope is broad: it covers geography, ancient and modern history, economics, politics and recent events. The book features twelve chapters, organized into 4 thematic units, each containing one chapter on each of the three continents. These units cover different commonly-experienced phenomena among the peoples of the Developing World: imperialism, nationalism, globalization, and development. The first three are chronological, while the last surveys and analyzes the scholarly debates over the causes of development and underdevelopment. Through these chapters Christopher M. White presents a wide-ranging study of the major themes in studies of the developing world, including slavery, imperialism, religion, free and fair trade, democratization and economic development.

Call No - 33 HAN P4 
Acc No - 47358 
Over the last decade, political economy has grown rapidly as a specialist area of research and teaching within communications and media studies and is now established as a core element in university programmes around the world. The Handbook offers students and scholars a comprehensive, authoritative, up-to-date and accessible overview of key areas and debates. It combines overviews of core ideas with new case study materials and the best of contemporary theorization and research and includes an international line-up of contributors, drawn from the key markets of North and Latin America, Europe, Australasia, and the Far East.
Call No - 332.61 COH P0  
Acc No - 47256

A blistering narrative account of the negligence and greed that pushed all of Wall Street into chaos and the country into a financial crisis. At the beginning of March 2008, the monetary fabric of Bear Stearns, one of the world’s oldest and largest investment banks, began unraveling. After ten days, the bank no longer existed, its assets sold under duress to rival JPMorgan Chase. The effects would be felt nationwide, as the country suddenly found itself in the grip of the worst financial mess since the Great Depression. William Cohan exposes the corporate arrogance, power struggles, and deadly combination of greed and inattention, which led to the collapse of not only Bear Stearns but the very foundations of Wall Street.

Call No - 338.972 SCH P4  
Acc No - 47062

In this Collector’s Edition of their celebrated How an Economy Grows and Why It Crashes, Peter Schiff, economic expert, once again teams up with his brother Andrew to spin a lively economic fable that untangles many of the fallacies preventing people from really understanding what drives an economy. The 2010 original has been described as a “Flintstones” take on economics that entertainingly explains the beauty of free markets. The new edition has been greatly expanded in both quantity and quality. A new introduction and two new illustrated chapters bring the story up to date, and most importantly, the book makes the jump from black and white to full and vivid color. With the help of colorful cartoon illustrations, lively humor, and deceptively simple storytelling, the Schiff’s bring the complex subjects of inflation, monetary policy, recession, and other important topics in economics down to Earth. The story starts with three guys on an island who barely survive by fishing barehanded. Then one enterprising islander invents a net, catches more fish, and changes the island’s economy fundamentally. Using this story the Schiffs apply their signature take-no-prisoners logic to expose the glaring fallacies and gaping holes permeating the global economic conversation.

Call No - 339.2 GAL P2  
Acc No - 47257

In this title, James K. Galbraith argues that since there has been no serious work done on the macroeconomic effects of inequality, new sources of evidence are required. Galbraith offers for the first time a vast expansion of the capacity to calculate measures of inequality both at lower and higher levels of aggregation. Instead of measuring inequality as traditionally done, by country, Galbraith insists that to understand real differences that have real effects, inequality must be examined through both smaller and larger administrative units, like sub-national levels within and between states and provinces, multinational continental economies, and the world. He points out that inequality could be captured by measures across administrative boundaries to capture data on more specific groups to which people belong. For example, in China, economic inequality reflects the difference in average income levels between city and countryside, or between coastal regions and the interior, and a simple ratio averages would be an indicator of trends in inequality over the country as a whole. In a comprehensive presentation of this new method of using data, Inequality and Instability offers an unequaled look at the US economy and various global economies that was not accessible to us before.
13 **Innovation, human capital and trade competitiveness: how are they connected and why do they matter?** / Weresa, Marzenna Anna, ed. 2014. Cham: Springer.  
*Call No - 338.98 INN P4    Acc No - 47388*

This work focuses on researching and establishing the importance of human capital and innovation as determinants of competitive advantages in international trade - in the context of rapidly evolving technological advancement, globalization, and economic integration. The processes that accompany the shift from industrial economics to a knowledge-based economy are currently the object of interest of both scientists, politicians, investors and entrepreneurs. In many countries, the traditional sources of socioeconomic development, such as low labor costs, availability of inexpensive raw materials, and favorable geographic location are waning. These economies are searching for new sources of competitive advantage that will allow for maintaining growth, among other things by boosting participation in international trade. The book explores non-traditional drivers of competitiveness in both theory and practice. First, chapters 1 through 4 present theoretical and methodological aspects of the relationships among international trade, human capital and innovation. Here the authors address the controversy associated with the concept of competitiveness itself and its measurement, while paying special attention to the political development of comparative advantages related to international trade. The second part of the monograph, chapters 5 through 8, is of empirical nature. This section contains case studies of selected countries that represent models of various national innovation systems.

*Call No - 330.148 ANT P4    Acc No - 47214*

Andreas Anter reconstructs Max Weber's fragmentary theory of the modern state showing its relationship to contemporary theories and its significance for today's political science. The book consists of six chapters: The first analyses Weber's concept of the state, the second relates the theory of the state to the sociology of rule and domination, the third and fourth discuss Weber's hermeneutics and his doctrine of value-judgements, the fifth deals with the history of the modern state, and the final chapter focuses on Weber's metaphor of the state as 'machine'. Anter reveals the ambivalence of Weber's political thought: the oscillation between an étatiste position, mainly oriented to the reason of state, and an individualistic one, focussed on the freedom of individuals. He shows how much worse off we would be without Weber's theory, not at least by indicating its impact upon later authors.

*Call No - 332.61 DIL P1    Acc No - 47260*

In the ultracompetitive Ivy League world of Wall Street, Jared Dillian was an outsider as an ex-military, working-class guy in a Men's Wearhouse suit. But he was scrappy and determined; in interviews he told potential managers that “Nobody can work harder than me. Nobody is willing to put in the hours I will put in. I am insane.” As it turned out, at Lehman Brothers insanity was not an undesirable quality. Dillian rose from green associate, checking IDs at the entrance to the trading floor in the paranoid days following 9/11, to become an integral part of Lehman’s culture in its final years as the firm’s head Exchange-Traded Fund (ETF) trader. More than $1 trillion in wealth passed through his hands, yet the extreme highs and lows of the trading floor masked and exacerbated the symptoms of Dillian’s undiagnosed bipolar and obsessive-compulsive disorders, leading to a downward spiral that nearly ended his life.
**Call No** - 337 TRU P2  
**Acc No** - 47376

Many consumers feel powerless in the face of big industry's interests. And the dominant view of economic regulators (influenced by Mancur Olson's *The Logic of Collective Action*, published in 1965) agrees with them. According to this view, diffuse interests like those of consumers are too difficult to organize and too weak to influence public policy, which is determined by the concentrated interests of industrial-strength players. Gunnar Trumbull makes the case that this view represents a misreading of both the historical record and the core logic of interest representation. Weak interests, he reveals, quite often emerge the victors in policy battles. Based on a cross-national set of empirical case studies focused on the consumer, retail, credit, pharmaceutical, and agricultural sectors, *Strength in Numbers* develops an alternative model of interest representation. The central challenge in influencing public policy, Trumbull argues, is not organization but legitimation. How do diffuse consumer groups convince legislators that their aims are more legitimate than industry's? By forging unlikely alliances among the main actors in the process: activists, industry, and regulators. Trumbull explains how these "legitimacy coalitions" form around narratives that tie their agenda to a broader public interest, such as expanded access to goods or protection against harm.

17 **Sustainable economics of Elinor Ostrom: commons, contestation and craft** / Wall, Derek. 2014. London: Routledge.  
**Call No** - 330.191.6 WAL P4  
**Acc No** - 47093

Elinor Ostrom's Nobel Prize-winning work on common pool property rights has implications for some of the most pressing sustainability issues of the twenty-first century - from tackling climate change to maintaining cyberspace. In this book, Derek Wall critically examines Ostrom's work, while also exploring the following questions: is it possible to combine insights rooted in methodological individualism with a theory that stresses collectivist solutions? Is Ostrom's emphasis on largely local solutions to climate change relevant to a crisis propelled by global factors? This volume situates her ideas in terms of the constitutional analysis of her partner Vincent Ostrom and wider institutional economics. It outlines her key concerns, including a radical research methodology, commitment to indigenous people and the concept of social-ecological systems. Ostrom is recognised for producing a body of work which demonstrates how people can construct rules that allow them to exploit the environment in an ecologically sustainable way, without the need for governmental regulation, and this book argues that in a world where ecological realities increasingly threaten material prosperity, such scholarship provides a way of thinking about how humanity can create truly sustainable development.

**Call No** - 330.19 WHE P4  
**Acc No** - 47235

The global financial crisis of 2007-2008 was the most severe since The Great Depression. This book is a methodical evaluation of the parallels between the Great Depression and the 2007-2008 global economic meltdown. Although many books have been written on this topic, the unique aspect of this book is the analysis of the positive and negative lessons for contemporary policy-making of the New Deal response to the crisis, through viewing both the New Deal and recent economic crisis as a combination with the current environmental crises. It also will assess the politics of the market and the regulatory failures by helping readers better understand the structure of these crises and the constitutional reforms proposed to mollify them. This book offers new perspectives on comparisons of the intersection of economic and environmental crises of these two periods. Integrating a
unique blend of disciplines, it plans to demonstrate some possible ways of escaping our malaise, approaches that were begun but never fulfilled in the 1930s, that were raised as possibilities by popular movements but never allowed onto the political agenda, or approaches that were simply unforeseen in an earlier era.

Call No - 330.148 MEL P2  
Acc No - 47262

The financial crisis caused many genuinely to reconsider the desirability and feasibility of capitalism. In Why Capitalism?, economist Allan Meltzer addresses what he feels are key issues that critics of capitalism routinely fail to adequately recognize. These include the power of incentives and capitalism's adaptability to varying morals, ideals, and cultures. Meltzer argues that while capitalism is not perfect, it is the best option for providing growth and personal freedom. Citing Kant, he stresses that most of the faults and flaws on which critics dwell are human faults and are not systemically inherent to capitalism. Other topics he addresses include the regulated welfare state and how it invites corruption, arbitrary decisions, and circumvention; and irresponsible deficit spending and the unsustainable, unfunded promises by politicians eager to please. Why Capitalism? is a short, powerful book that will raise the level of the current debate among politicians, scholars in the political sciences, and general readers interested in the political issues brought to light by the recent financial crisis, written by one of the strongest voices the public dialogue on the fundamental economic ideas on which the United States economy is based.
   Call No - 6.001.5 KEL P3 Acc No - 47024

   This book from the founders of IDEO, the award-winning design firm, on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the 'creative types'. But two of the foremost experts in innovation, design and creativity on the planet show us that each and every one of us is creative. In an entertaining and inspiring narrative that draws on countless stories from their work at IDEO, and with many of the world's top companies and design firms, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, allow us to think outside the box in terms of how we approach and solve problems. 'Creative Confidence' is a book that will help each of us be more productive and successful in our lives and in our careers.

   Call No - 658.114 LEC P4 Acc No - 47284

   The first ever comprehensive guide to family business succession planning. This book covers everything from what family business ownership is and how to structure ownership bylaws to business structure, leadership transition, and how a founder exits the business. Drawing on original research, case studies, and white papers, Family Business Succession is a thorough, complete, and "required reading" for every family member working in a family business.

   Call No - 347.74 PUI P4 Acc No - 47301

   This book, about international contracting and contract management, is written from the angle of the contractor and discussed from an international perspective. It comments on real-life cases, taken from various kinds of projects: infrastructural works (roads, bridges, tunnels, rail roads), wind- and sunfarms, oil and gas installations, such as platforms, pipe lines, power generating works, and large buildings. The book is structured around the contracting cycle. Chapters include dealing with the role of the contractor in international contracting, the tender process, landing and negotiating the contract, types of contract, problems that may occur during project execution, project delivery, and handling guarantee claims. Written primarily for business practitioners operating in the international contracting industry, the title assumes that the reader will have a basic understanding and knowledge of theories related to project management, construction engineering, business law and economics.
Call No - 65.011.56 WAT P4  Acc No - 47329

Agent-based simulation models can be used to explain the innovation that emerges from interactions among complex, adaptive, diverse networks of firms, people, technologies, practices and resources. This book provides a critical review of recent advances in agent-based modelling and other forms of the simulation of innovation. Elements explored include: diffusion of innovations, social networks, organisational learning, science models, adopting and adapting, and technological evolution and innovation networks. Bringing together simulation models from several innovation-related fields, this book will prove a fascinating read for academics and researchers in a wide range of disciplines, including: innovation studies, evolutionary economics, complexity science, organisation studies, social networks, and science and technology studies. Scholars and researchers in the areas of computer science, operational research and management science will also be interested in the uses of simulation models to improve the understanding of organisation.
FINANCE & ACCOUNTING

   **Call No - 658.15 FAR P4**  
   **Acc No - 47313**  

   Risk Management’s greatest failure has been its inability to simplify its factual presentation and connect with board and executive team members in a language that they can understand and relate to. By using simple well established tools, Models at Work takes readers through a journey that cuts across models, frameworks, practice, data, markets, countries and case studies. A central theme of the book is that one need sophistication in analysis, not complexity in modeling; that risk models don’t work in isolation and for a risk function to be successful it needs to focus on presenting results that are understood by broader audiences, not just the mathematically inclined. Models at Work addresses these challenges and will demonstrate: i) how to measure the impact of volatility using simple and incrementally complex tools; ii) how to translate the impact to changes in business results under stressed conditions, looking toward the distribution of volatility and Monte Carlo simulations rather than static value at risk models iii) the multiple flavors of value at risk as well as additional portfolio metrics; iv) how to link target accounts and risk policy and examine the impact of both on designing risk systems.

   **Call No - 336.2 SLE P4**  
   **Acc No - 47175**  

   In this book, Joel Slemrod and Christian Gillitzer argue that tax analysis must move beyond the emphasis on optimal tax rates and bases to consider such aspects of taxation as administration, compliance, and remittance. Slemrod and Gillitzer explore what they term a tax-systems approach, which takes tax evasion seriously; revisits the issue of remittance, or who writes the check to cover tax liability (employer or employee, retailer or consumer); incorporates administrative and compliance costs; recognizes a range of behavioral responses to tax rates; considers nonstandard instruments, including tax base breadth and enforcement effort; and acknowledges that tighter enforcement is sometimes a more socially desirable way to raise revenue than an increase in statutory tax rates. Policy makers, Slemrod and Gillitzer argue, would be well advised to recognize the interrelationship of tax rates, bases, enforcement, and administration, and acknowledge that tax policy is really tax-systems policy.
   Call No - 615.581 ADV P4  
   Acc No - 47379  
   This title addresses the day-to-day questions that researchers have as they investigate couples and families, and the best source for learning longterm theory and methodology. The contributors of this volume share their wisdom on a wide variety of topics including validity concerns, measuring interpersonal process and relational change, dyadic data analysis (demonstrated through a sample research study), mixed methods studies, and recruitment and retention. The volume contains one of the most detailed descriptions of data collections and covers interviewing, using questionnaires, and observing brain activity. Also addressed are suggestions to meaningfully reduce cultural bias, to conduct ethical research, and, in the Health Services Research chapter, to examine interventions for clients in various income brackets. A separate, ground-breaking chapter also addresses psychophysiological research in a couple and family therapeutic context. As an added benefit, readers will learn how to become informed consumers of journal articles and studies, how to produce quality, publishable research, and how to write fundable grant proposals. Each chapter provides a clear and detailed guide for students, researchers, and professionals, and as a whole Advanced Methods in Family Therapy Research advances the field by teaching readers how to provide evidence that marriage and family therapy not only relieves symptoms, but also effects behavioral change in all family members.

   Call No - 658 COO P4  
   Acc No - 47107  
   Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, this book includes a wide range of cases that explore crisis communication and management in action. In the first two chapters, the author introduces key theories and principles in crisis communication, which students apply by analyzing 17 cases drawn from recent headlines. Cases are explored from pre-crisis, mid-crisis, and post-crisis communication perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters.

   Call No - 159.97 PAN P4  
   Acc No - 47108  
   This edition offers effective, practical guidelines in working with culturally diverse clients. Author and clinician Freddy A. Paniagua first summarizes general guidelines that clinicians can apply when assessing, diagnosing, or treating culturally diverse clients, but also addresses clinical work with specific culturally diverse groups such as African American, Hispanic, American Indian, and Asian clients. Two new chapters in this edition deal with...
the assessment, diagnoses, and treatment of emotional problems experienced by LGBT and older adult clients from these culturally diverse groups.


Call No - 159.942 TSH P2
Acc No - 47023

What we can learn from a country where Gross National Happiness is more important than Gross Domestic Product. In clear, simple prose, and with poetic turns of phrase, this inspirational collection of quotations—apart from being funny and quirky—reflects the values of the unique country of Bhutan, and its universal embrace of compassion, understanding and kindness. This remarkable little kingdom in the Eastern Himalayas may just hold the secret to lifelong happiness. The Bhutanese grounding in Buddhist ideals suggests that material and spiritual development should occur side by side—something we can forget too often. So dive into this inspiring collection of wisdom, proverbs and general sage advice to help you along your own road to happiness—or at least put a smile on your face.


Call No - 331 STE P4
Acc No - 47184

Call centers have come, in the last three decades, to define the interaction between corporations, governments, and other institutions and their respective customers, citizens, and members. The offshoring and outsourcing of call center employment, part of the larger information technology and information-technology-enabled services sectors, continues to be a growing practice amongst governments and corporations in their attempts at controlling costs and providing new services. While incredible advances in technology have permitted the use of distant and “offshore” labor forces, the grander reshaping of an international political economy of communications has allowed for the acceleration of these processes. New and established labor unions have responded to these changes in the global regimes of work by seeking to organize call center workers. These efforts have been assisted by a range of forces, not least of which is the condition of work itself, but also attempts by global union federations to build a bridge between international unionism and local organizing campaigns in the Global South and Global North. Through an examination of trade union interventions in the call center industries located in Canada and India, this book contributes to research on post-industrial employment by using political economy as a juncture between development studies, the sociology of work, and labor studies.

6 Clarity principle: how great leaders make the most important decision in business (and what happens when they don’t) / Sullivan, Chatham. 2013. San Francisco: Jossey-Bass.

Call No - 65301.172.6 SUL P3
Acc No - 47040

Turf wars, low morale, bad politics, and misguided strategies: these are issues that claim much of a leader’s time. But this parade of dysfunctions and messy “people” problems actually points to an organization confused about its core business, torn between competing ideas about what it is and wants to be—an organization facing an identity crisis. Strategy and leadership expert Chatham Sullivan argues that when the purpose of a business becomes confused, it is the leaders’ responsibility to restore clarity, especially in the face of tough strategic choices that have political, personal, and cultural consequences for the organization. Sullivan shows leaders how to take the decisive stand that clarifies their
organization’s core purpose. Featuring compelling stories of leaders who have succumbed to and successfully resolved their organizations' identity crises, The Clarity Principle bridges the gap between leadership and strategy and demonstrates the tremendous gains to be achieved by leaders willing to make tough choices.

   Call No - 658 CRI P4
   Acc No - 47120 - 23 (Ref.)

Crisis communication is a rapidly evolving field which is producing an increasing amount of research globally. The study of crisis communication is of interest to scholars and researchers from across the board of disciplines, such as in public relations, corporate communication, organizational communication, health communication, rhetoric, marketing, and information sciences. Because communication is instrumental to all phases of a crisis, the term captures a broad range of aspects: pre-crisis, the crisis response, and post-crisis. For the first time, the most influential papers on this multidisciplinary and complex topic have been brought together in this 4-volume major work, which also includes an introductory chapter to the work, written by editor Timothy Coombs. Volume One: Origins of Crisis Communication; Volume Two: Theory Development in Crisis Communication; Volume Three: Crisis Communication Connects with Other Strategic Communication Fields; Volume Four: Crisis Communication Evolves: Digital Channels, Globalization, and Critiques

   Call No - 65.012.3 ALS P4
   Acc No - 47277

This title provides insight into the important role that culture and trust can play in the success of high-technology organizations. It reviews the literature and results of an empirical study that investigated the relationship between mechanistic and organic cultures and the level of trust in technology-based organizations. The book outlines the literature on organizational trust and culture and the role theorists believe they play in the success of a changing domestic and global business environment. It identifies ways of defining culture and trust as well as the survey instruments used to measure them. The book then examines the results of two studies that demonstrate the connection between organizational culture and trust. The two studies were conducted at separate times using data collected from several companies within a three-hour radius of each other. These companies are highly dependent upon the ability to identify, hire, and retain highly skilled knowledge workers. These workers are critical for the companies to successfully compete within the scope of their business and expand into their current and other markets.

   Call No - 658.035.4 JOS P4
   Acc No - 47281

In this book, Peter-J. Jost provides a comprehensive economic-psychological approach for successfully managing employees. Based on the analysis of the employee's individual work behavior, he illustrates that instead of treating employees as input elements of production, and managing and controlling their work, organizations need to motivate their employees to act in the interest of the firm and in accordance with its goals. The author considers the employee as the 'building block' holding economic organizations together, and outlines how their personal circumstances, behavior and working conditions affect motivation. The influence of individual decision-making processes and psychological factors on behavior in the workplace is also discussed. Theoretical insights are underpinned by a range of case studies, and the impact of inadequate leadership on firms is highlighted. Motivation problems within organizations are evaluated and potential solutions prescribed.
Call No - 174 DEM P1  
Acc No - 47373

This title seeks to initiate a serious conversation among economists about the ethical content of their work, by raising fundamental questions on the nature of what economists do, the reception that ethics has historically had in the profession and why, how this reception is dangerous for all parties involved, the lessons to be drawn from other professions with advanced professional ethics, the principles that could emerge from professional economics ethics, and the kinds of reform in economic education that might be implied by a commitment to professional ethics. The book does not present an ethical exposé or seek to embarrass the profession or individual economists, nor does it seek to lay down an ethical law for the profession. Instead, it more modestly but more importantly advances the case for the inauguration of a new tradition of inquiry. DeMartino argues that critical inquiry by economists into professional economic ethics would enhance the quality of the services that the profession offers, might help to prevent avoidable and consequential errors and could provide the communities that economists serve with a standard to which economists could be held accountable.

Call No - 174 DRU P4  
Acc No - 47282

Dynamic, rapid, and radical changes are transforming the communication professions, provoking major implications for ethics. Traditional boundaries blur as media converge; relentless competitive pressures cause some forms of communication to atrophy and permit others to explode; and technological advances occur daily. In this volume, a new generation of scholars take a fresh look at the manner in which ethical issues manifest themselves in their areas of research and suggest new agendas for future research. This book addresses a wide range of questions from a variety of communication professions. Contributors tackle such issues as how to define a journalist in an era when anyone can disseminate information to a global audience; how to use "advergames," crowdsourcing, and facial recognition technology in advertising responsibly; and how to respond ethically in situations of public crisis communication, among many others. This volume will be critical reading for scholars and professionals in media, communication, and digital arts, as well as philosophy, government, public policy, business, and law.

Call No - 159.954 ADA P4  
Acc No - 47138

For Love of the Imagination is a book about the imagination - about what and how images mean. Jungian psychoanalysis is an imaginal psychology - or what Michael Vannoy Adams calls "imaginology," the study of the imagination. What is so distinctive - and so valuable - about Jungian psychoanalysis is that it emphasizes images. For Love of the Imagination is also a book about interdisciplinary applications of Jungian psychoanalysis. What enables these applications is that all disciplines include images of which they are more or less unconscious. Jungian psychoanalysis is in an enviable position to render these images conscious, to specify what and how they mean. On the contemporary scene, as a result of the digital revolution, there is no trendier word than "applications" - except, perhaps, the abbreviation "apps." In psychoanalysis, there is a "Freudian app" and a "Jungian app." The "Jungian app" is a technology of the imagination. This book applies Jungian psychoanalysis to images in a variety of disciplines. For
Love of the Imagination also includes the 2011 Moscow lectures on Jungian psychoanalysis. It will be essential reading for psychoanalysts, psychotherapists, students, and those with an interest in Jung.

13  **Gender in organizations: are men allies or adversaries to women’s career advancement?** / Burke, Ronald J. / Major, Debra A.. - Cheltenham: Edward Elgar, 2014.

   Call No - 396 GEN P4

   Acc No - 47289

Diversifying the workforce is becoming increasingly important, with gender equality being a central feature of overall equality. Men seem to be part of the problem and a necessary part of the solution. This collection ties these themes together in the context of talent management and organizational effectiveness. Talented women continue to have difficulty advancing their careers in organizations worldwide. Organizations and their cultures were created by men, for men and reflect the wider patriarchal society. As a consequence, some women are disadvantaged and face barriers to advancement. Burke and Major present an examination of men, masculinity and gendered organizational cultures to get both a better understanding of why women have made such slow progress and ways in which men can become allies and champions of women, supporting their advancement and workplace equality.


   Call No - 65.012.74 CRE P4

   Acc No - 47384

This title does exactly what it says on the tin! Supervision is an essential part of counselling training and ensuring you know exactly how to get the very most out of supervision is important, whatever their level of study. Exploring how to begin, maintain and end a supervisory learning relationship in the context of existing theory and best practice guidelines, the author will introduce trainees to: i) Models and forms of supervision; ii) The skills informing good supervision; iii) What to expect from supervision; iv) Key professional issues in supervision.


   Call No - 159.9 MAT P4

   Acc No - 47203

In Head Strong: Psychology and Military Dominance in the 21st Century, Michael D. Matthews explores the many ways that psychology will make the difference for wars yet to come, from revolutionary advances in soldier selection and training to new ways of preparing soldiers to remain resilient in the face of horror and to engineering the super-soldier of the future. These advancements will ripple out to impact on the lives of all of us, not just soldiers. Amputees will have “intelligent” life-like prosthetics that simulate the feel and function of a real limb. Those exposed to trauma will have new and more effective remedies to prevent or treat post-traumatic stress disorder. And a revolution in training - based heavily in the military’s increasing reliance on immersive simulations - will radically alter how police, fire, and first-responder personnel are trained in the future. At its heart, war is the most human of endeavors. Psychology, as the science of human behavior, will prove essential to success.
in future war. Authored by a West Point military psychologist, this book is one of the first to expose us to the smarter wars, and the world around them, to come.


There is no doubt the next decade of economic growth will focus heavily on Asia. As global corporations spread across Asia to establish positions and market share, they frequently ignore organizational and human capital challenges. Their system for leadership selection has allowed for a very small percentage of women in decision-making roles, illustrating how their processes are out of date, carry a Western lens, and are ill-suited for Asian markets. This title provides a vastly different picture than Western-focused leadership literature, highlighting obstacles Asian women face reaching the top, and looking beneath the corporate surface to show cultural and family perspectives. Through her research and the stories of four uniquely different women leaders from varying Asian economies and industries, Horan offers a new perspective to help business leaders and human capital professionals understand leadership diversity, build inclusive and engaged organizations, and sustain success.


What exactly is hope and how does it influence our decisions? In this title, Adrienne Martin presents a novel account of hope, the motivational resources it presupposes, and its function in our practical lives. She contends that hoping for an outcome means treating certain feelings, plans, and imaginings as justified, and that hope thereby involves sophisticated reflective and conceptual capacities. Martin develops this original perspective on hope—what she calls the "incorporation analysis"—in contrast to the two dominant philosophical conceptions of hope: the orthodox definition, where hoping for an outcome is simply desiring it while thinking it possible, and agent-centered views, where hoping for an outcome is setting oneself to pursue it. In exploring how hope influences our decisions, she establishes that it is not always a positive motivational force and can render us complacent. She also examines the relationship between hope and faith, both religious and secular, and identifies a previously unnoted form of hope: normative or interpersonal hope. When we place normative hope in people, we relate to them as responsible agents and aspire for them to overcome challenges arising from situation or character.


This title is a cross-disciplinary book that provides a thorough introduction to the field of Human Resource Information Systems (HRIS), a combination of two major management fields that impact the competitive advantage of companies: human resources and information systems. Unlike other HRIS textbooks that overwhelm students with technical
info and jargon, this revised third edition offers a balanced approach in dealing with HR and IT/IS issues by drawing from experts in both areas.

Call No - 658.382 HUM P4
Acc No - 47298

The current global economic downturn and considerable shifting in industrial and manufacturing activities have disturbed the industrial order. However, human work productivity is still one of the most important components of the industrial economy and a determining factor in global competitiveness and influence as well as the potential for technological innovation and advancement. This title covers how human productivity affects the industrial economy and competitiveness across the industrial and manufacturing sectors. Many approaches that have worked historically must now be reexamined and new approaches must be developed. Integrating recent concepts related to human work productivity for modern production systems/organizations, this book examines how ergonomic improvements for the human operator and/or redesign and rearrangement of the workplace can boost individual productivity. It also covers the impact of the aging workforce, reports on an investigation of total productive maintenance, and considers the efficacy of workplace design from a maintenance perspective. Discussions of work hours and their effect on productivity, the impact of technology, and productivity in a health care organization complete the coverage.

Call No - 658.386 WAN P4
Acc No - 47066

This book guides the incidental trainer through the process of training in order to help them achieve effectiveness in their program. The first part of the text explains the fundamental steps, from assessing the training needs to validating the training program.

The second part covers advanced topics such as how to build a business case for the training budget and training in the virtual environment. Providing ready-to-use checklists and templates, the author presents universal training techniques, including instructional strategies that can be applied to the changing workplace.

Call No - 65.013 SCO P4
Acc No - 47300

Creating a clear, analytical framework, this comprehensive exploration of the relationship between institutional theory and the study of organizations continues to reflect the richness and diversity of institutional thought—viewed both historically and as a contemporary, ongoing field of study. Drawing on the insights of cultural and organizational sociologists, institutional economists, social and cognitive psychologists, political scientists, and management theorists, the book reviews and integrates the most important recent developments in this rapidly evolving field, and strengthens and elaborates the author’s widely accepted “pillars” framework, which supports research and theory construction. By
exploring the differences as well as the underlying commonalities of institutional theories, the book presents a cohesive view of the many flavors and colors of institutionalism. Finally, the book evaluates and clarifies developments in both theory and research while identifying future research directions.


Lead Positive takes the fundamentals of Asset-Based Thinking (ABT) and turns them into a playbook for successful leadership. ABT is a simple mindset management process that shows people how to make small shifts in perception and thinking to achieve great results. Cramer shows leaders how to apply ABT to shift their attention away from what is negative and learn to intentionally shine the spotlight on the positive, beneficial facts of a situation. As they make this mental shift from negative to positive aspects, they improve their optimism, empathy, and confidence. When their mindset zooms in on what is strong, valuable, and possible, what they say and do is far more likely to inspire others to action. In short, ABT helps leaders shift internally so they can excel externally. Lead Positive weaves neuroscience and positive psychology to create effective leadership strategies.


This title guides current and potential leaders in developing the communication capabilities needed to be transformational leaders. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders.

24 Leading with questions: how leaders find the right solutions by knowing what to ask / Marquardt, Michael J. 2014. San Francisco: Jossey-Bass. Call No - 65.012.46 MAR P4 Acc No - 47307

This title will help you encourage participation and teamwork, foster outside-the-box thinking, empower others, build relationships with customers, solve problems, and more. Michael Marquardt reveals how to determine which questions will lead to solutions to even the most challenging issues. He outlines specific techniques of active listening and follow-up, and helps one understand how questions can improve the way ones work with individuals, teams, and organizations. This new edition of Leading with Questions draws on interviews with thirty leaders, including eight whose stories are new to this edition. These interviews tell stories from a range of countries, including Singapore, Guyana, Korea, and Switzerland, and feature case studies from prominent firms such as DuPont, Alcoa, Novartis, and Cargill. A new chapter on problem-solving will help you apply questions to your toughest situations as a leader, and a new “Questions for Reflection” section at the end of each chapter will help you bring Marquardt’s message into all of your work as a leader.

In this book, Angélique du Toit goes beyond the techniques and goals explored in most coaching texts to examine the process of coaching and the importance of sense-making for creating meaning and encouraging self-reflection. In doing this, the coaching experience emerges as a type of transformational learning, in which the individual is guided through a journey of discovery and revelation. Theories are drawn together in a fresh and original way which will cause readers to question how coaching should be defined and practised. Dr Angélique du Toit is an academic practitioner and is involved in the delivery of academic programmes and publications related to coaching. She is also an Executive Coach supporting senior executives in their personal development in both the public and private sectors.

26 Mindful change in times of permanent reorganization: organizational, institutional and sustainability perspectives / Becke, Guido. 2014. Heidelberg: Springer.

Since the 1990ies, organizations from different sectors have been operating in increasingly dynamic socio-economic environments characterized by unexpected events and instability. Organizations tend to adjust to dynamic environments by change initiatives promoting permanent reorganization. Such change initiatives often induce unintended effects, e.g. an erosion of trust, the violation of ‘psychological contracts’ in employees’ eyes or a decrease in organizational effectiveness. This book explores and analyzes whether such unintended effects can be anticipated or constructively dealt with by mindful change. The latter refers to the concept of organizational mindfulness that originally is linked to risk and safety research, e.g. in respect to ‘High Reliability Organizations’. In this book, organizational mindfulness is re-conceptualized addressing organizational change in the perspective of organizational sustainability. Moreover, it is explored how institutions foster or restrict organizations’ capability of organizational mindfulness in change processes.


This title reviews the most current theories, research, and organizational applications for possible inclusion. We retained the classic, influential, and long-standing work in organizational behavior. Chapter by chapter, we made a concerted effort to add several more company and other real-world examples to make the content more relevant and interesting for students. It contains over a hundred domestic and global organizational examples have been added to help students relate theory and research to actual organizations and current events. Here is a sample of the real-world organizations and events that we added to this revision: SpaceX, Tumblr, United Parcel Service, Zynga, Apple, Whole Foods Market, YouTube, Marriott International, Perfetti Van Melle (Italy), Foursquare, Starbucks, JPMorgan Chase, Singapore Airlines, Khan Academy, Kia Motors, awarded winning Soul, Semco (Brazil), European economic crisis, Renren (China), IDEO, Harpo Productions, Facebook, Subway, Zachary’s Chicago Pizza, Glassdoor. com, Wipro (India), USAA Financial Services, Denny’s Restaurants, and Electrolux (Sweden).


This title is an informative, comprehensive guidebook written for the victims of mobbing and their families who often can't make sense of the experience or mobilize resources for recovery. In the book distinguishes mobbing from bullying in that it takes place within organizational or institutional settings and involves organizational dynamics. Mobbing is not about the occasional negative experience at work; it is ongoing negative acts, both overt and covert, over time, that erode workers' confidence in themselves and in their workplaces and that no amount of sophistication or maturity can make sense of. Duffy and Sperry, leading authorities on this special type of aggression, provide effective strategies for recovery from mobbing as well as for prevention, and they demystify the experience through the use of case vignettes. More than a simple self-help book, this volume brings the concept and terminology relating to mobbing into the public vocabulary by virtue of its strong foundation in psychological and organizational research. It offers a detailed presentation of the causes and consequences of mobbing, helps readers avoid falling into the trap of misplacing blame, and holds organizations at the center of responsibility for preventing the abuse. In addition to those who have experienced mobbing themselves, this book is an invaluable resource for workplace managers and human resources personnel who wish to prevent or reverse mobbing within their own professional settings.


This edition provides a step-by-step guide to using counselling and helping skills with confidence and proficiency. The author's three-stage model of counselling - relating, understanding and changing - is designed to facilitate developing lifeskills in clients and to help them to change how they feel, think, communicate and act. It includes new chapters on 'Technology mediated counselling and helping', with updated research and references throughout. Using practical activities and case examples, the book takes you beyond the basics to more advanced skills, making it an essential companion for all counselling skills courses. Richard Nelson-Jones has many years' experience as a counsellor, trainer and psychotherapist. His books have helped train thousands of counsellors and helpers worldwide. He is a Fellow of the British and Australian Psychological Societies and of the British Association for Counselling and Psychotherapy.

This title examines various leadership approaches and illustrates the value of effective leadership styles in Program Management for achieving program and project success. Identifying critical success factors specific to program management, the book focuses on effective leadership styles and the power of teamwork in exceeding expectations. It starts by examining various leadership styles and traits—providing helpful insights on the tough choices leaders are often forced to make. It describes effective methods to help leaders work with stakeholders and team members to set visions and objectives so that program goals are achieved with greater frequency. Next, the book further examines teams and explains how to bring people from various experience levels, geographic diversity, and cultural backgrounds together setting aside their own personal objectives and instead working towards a common goal and vision. Presenting recent research on leadership, it highlights the situational factors that leaders face and offers approaches enabling leaders to modify their style from one based on personal choice to one that can adapt to overcome the challenges that will arise.


Redefining the way we view business success, Pamela Laird demolishes the popular American self-made story as she exposes the social dynamics that navigate some people toward opportunity and steer others away. Who gets invited into the networks of business opportunity? What does an unacceptable candidate lack? The answer is social capital— all those social assets that attract respect, generate confidence, evoke affection, and invite loyalty. In retelling success stories from Benjamin Franklin to Andrew Carnegie to Bill Gates, Laird goes beyond personality, upbringing, and social skills to reveal the critical common key—access to circles that control and distribute opportunity and information. She explains how civil rights activism and feminism in the 1960s and 1970s helped demonstrate that personnel practices violated principles of equal opportunity. She evaluates what social privilege actually contributes to business success, and analyzes the balance between individual characteristics—effort, innovation, talent—and social factors such as race, gender, class, and connections. In contrasting how Americans have prospered—or not—with how we have talked about prospering, Laird offers rich insights into how business really operates and where its workings fit within American culture. From new perspectives on entrepreneurial achievement to the role of affirmative action and the operation of modern corporate personnel systems, Pull shows that business is a profoundly social process, and that no one can succeed alone.


More than anything else, you need to understand exactly how your employer evaluates you, and your annual performance review doesn’t tell the whole story. In The Reality-Based Rules of the Workplace, Cy Wakeman shows how to calculate how your true value to your organization by understanding your current and future potential against your “emotional expense” - the toll your actions and attitudes take on the people around you. With Cy’s clear, straight-to-the-point advice, you can confront and reduce your emotional costliness, become an invaluable member of your team, and even learn to love your job again. It
reveals a formula for measuring your current performance, future potential, and the biggest detractor, your emotional expense and shares real-world advice for quickly boosting your value and becoming a highly-valued, sought after employee and teammate.

Call No - 174 RAO P4
Acc No - 47087

Decision makers interested in going beyond their own personal and professional interests and involving themselves in humanising their organization, community and society should read Remaking Ourselves, Enterprise and Society. This book is about adherence to human values at an institutional level, and its starting point is the belief that human beings have basic goodness, which in turn is reflected in the desire to be of help to others and to do good. Professor Rao introduces the Indian concept of ‘Spandan’ (Heartbeat). Spandan is operationalized through a process of diagnosis, discovery and development enabling organizations to achieve an optimal balance between what are defined as transactional, transformational, and terminal human values. This leads to management and organizations developing sensitivity to the needs of others, which they come to understand. When such sensitivity becomes integral to its work ethic and culture, an organization is able to temper its commitment to task with humanity and it becomes functionally humane. Experience suggests, not surprisingly, that organizations that can achieve this optimal balance between results and relations achieve higher employee commitment and productivity and increased accommodative spirit that better equips them to deal with difficult times.

Call No - 159.97 WRI P4
Acc No - 47401

This text provides a rich, culturally sensitive presentation of current research techniques in counseling. Author Robert J. Wright introduces the theory and research involved in research design, measurement, and assessment with an appealingly clear writing style. He addresses ways to meet the requirements of providing the data needed to facilitate evidence-based therapy and interventions with clients, and also explains methods for the evaluation of counseling programs and practices. This comprehensive resource covers a broad range of research methods topics including qualitative research, action research, quantitative research including sampling and probability, and probability-based hypothesis testing. Coverage of both action research and mixed methods research designs are also included.

36 Responsible leadership: lessons from the front line of sustainability and ethics / Moody-Stuart, Mark. 2014. Sheffield: Greenleaf.
Call No - 65:301.172.6 MOO P4
Acc No - 47325

As Chairman of the Royal Dutch Shell Group from 1998-2001 and of Anglo American plc from 2002-2009, Sir Mark Moody-Stuart is as qualified as anyone on the planet to discuss the realities, dilemmas and lessons to be learnt from the last 20 years of corporate engagement with sustainability, ethics and responsibility. In this book - part memoir, part confessional, part manifesto for leadership - one hear a leading voice from the front line of corporate responsibility. Moody-Stuart retraces the steps of a remarkable journey from being a postgraduate geologist to being at the helm of two of the largest corporations in the world. We hear of dealings with dictators and prime ministers, colleagues and NGOs, rivals
and friends. We travel from Syria to Nigeria; Iraq to Downing Street; and from the machinations of the United Nations to those inside the boardroom of Shell. We see Shell’s annus horribilis in 1995 unfold through the eyes of an insider, and how Brent Spar and the execution of Ken Saro-Wiwa sent shockwaves through the company, resulting in a complete reappraisal of its mission and principles. We hear about the oil and mining sectors and their complicated development role in areas of conflict and corruption; the way that markets have failed us on climate change and corruption; and how governments need to step up to the global challenges we face.


This handbook has been completely reworked and refreshed by a new editorial team led by Philip Garner. A thorough revision of existing content, together with new material, bring the volume firmly up-to-date, and offers guidance and recommendations for future research and practice. Covering a range of important issues in EBD, chapters are organized into five main parts: i) Contexts, Definitions and Terminologies; ii) Roots, Causes and Allegiances; iii) Strategies and Interventions; iv) Training and Professional Development Enhancement; v) EBD Futures - Challenges and Opportunities. With an impressive array of UK, US and other international contributors, the Handbook will be indispensable for undergraduate and Master's level students pursuing Teacher Training, Educational and Developmental Psychology and Special Education courses. It will also be valuable to social workers, counsellors, school (educational) psychologists and other practitioners in relevant fields.

38  **Talent intelligence: what you need to know to identify and measure talent / Kinley, Nik. 2013. San Francisco: Jossey-Bass.**

Having good talent intelligence - an accurate understanding of the skills, expertise, and qualities of people - is essential for the people decisions that all businesses make. Yet despite its vital importance, most organizations appear to be failing at this critical task. The reason lies in talent measurement: how companies produce their talent intelligence and then use it. Written by Nik Kinley and Shlomo Ben-Hur—two experts in the field—this book draws on the latest research to show how businesses can transform the value and impact of their talent intelligence to make sure they get the right people in the right roles. When that happens, all their talent management and development activities are built on an accurate understanding of the talent available to them. Filled with illustrative examples, the book shows how to overcome the stumbling blocks that stand in the way of successful talent intelligence and reveals step-by-step what organizations need to measure, how they can best do so, and how they can successfully implement measurement and use the results.


Learning to work effectively and efficiently in a group is an important part of learning to be a substantive contributor in today’s business environment. This title provides a solid coverage of the underlying theory of teamwork, complemented by examples, to help students learn and practice the competencies that will allow them to take advantage of team-building opportunities. This book helps readers to systematically identify, analyze and manage issues that arise as a result of teamwork, by emphasizing four important objectives for successful team-members: i) Recognizing opportunities for accomplishing goals within a team context; ii) Appreciating other individuals' attributes in a group setting;
Analyzing the types of environments in which teamwork is most advantageous; and iv) Identifying and building the necessary competencies to leverage successful group experiences.


The transformative potential of genetic and cybernetic technologies to enhance human capabilities is most often either rejected on moral and prudential grounds or hailed as the future salvation of humanity. In this book, Nicholas Agar offers a more nuanced view, making a case for moderate human enhancement - improvements to attributes and abilities that do not significantly exceed what is currently possible for human beings. He argues against radical human enhancement, or improvements that greatly exceed current human capabilities. Agar explores notions of transformative change and motives for human enhancement; distinguishes between the instrumental and intrinsic value of enhancements; argues that too much enhancement undermines human identity; considers the possibility of cognitively enhanced scientists; and argues against radical life extension. Making the case for moderate enhancement, Agar argues that many objections to enhancement are better understood as directed at the degree of enhancement rather than enhancement itself. Moderate human enhancement meets the requirement of truly human enhancement. By radically enhancing human cognitive capabilities, by contrast, we may inadvertently create beings (“post-persons“) with moral status higher than that of persons. If we create beings more entitled to benefits and protections against harms than persons, Agar writes, this will be bad news for the unenhanced. Moderate human enhancement offers a more appealing vision of the future and of our relationship to technology.


One may never have a better chance or reason to do so - to get excited about work again and feel passionate about making a difference in the world. A new career could easily outlast your first one. Breaking into a new industry or pursuing a different career can be intimidating, especially when you've built up years of experience in your current field. But jobs expert Kerry Hannon believes that one can start next act at any age. In What's Next? Hannon shows you how, with inspiring real-life profiles of people who have successfully changed careers midlife, as well as advice on: i) Determining how your next career will work with your spending habits and family situation; ii) Creating your transition network; iii) Finding a mentor to guide you along your new path; iv) Turning a hobby into a profit; and v) Finding capital to start your own business.


Imagine yourself in your new job, doing your best to make a good impression— and your boss asks you to do something that doesn’t feel right, like fudge a sales report, or lie to a customer. You have no idea how to handle the situation, and your boss is hovering. When you’re caught off guard, under pressure from someone more powerful, it’s easy to make a mistake. And having made one, it’s easier to rationalize the next one. The Young
Professional's Survival Guide shows how to avoid these traps in the first place, and how to work through them if you can't avoid them. Many of the problems that arise in the workplace are predictable. C. K. Gunsalus, a nationally recognized expert on professional ethics, uses short, pungent real-world examples to help people new to the work world recognize the situations that can lead to career-damaging missteps—and prevent them. Gunsalus offers questions to ask yourself (and others) to help you recognize trouble and temptation, sample scripts to use to avoid being pressured into doing something you'll regret, and guidance in handling disputes fairly and diplomatically. Most of all, she emphasizes, choose your mentors for their characters as well as their titles and talents.
INFORMATION MANAGEMENT

1 Advances in research methods for information systems research: data mining, data envelopment analysis, value focused thinking / Osei-Bryson, Kweku-Muata and Ngwenyama, Ojelanki, ed. 2014. New York: Springer.
Call No - 65.011.56 ADV P4
Acc No - 47266
Advances in social science research methodologies and data analytic methods are changing the way research in information systems is conducted. New developments in statistical software technologies for data mining (DM) such as regression splines or decision tree induction can be used to assist researchers in systematic post-positivist theory testing and development. Established management science techniques like data envelopment analysis (DEA), and value focused thinking (VFT) can be used in combination with traditional statistical analysis and data mining techniques to more effectively explore behavioral questions in information systems research. As adoption and use of these research methods expand, there is growing need for a resource book to assist doctoral students and advanced researchers in understanding their potential to contribute to a broad range of research problems.

New York: Routlege.
Call No - 65.011.56 HAN P4
Acc No - 47164
This project is a critical, rhetorical study of the digital text we call the Internet, in particular the style and figurative surface of its many pages as well as the conceptual, design patterns structuring the content of those same pages. Handa argues that as our lives become increasingly digital, we must consider rhetoric applicable to more than just printed text or to images. Digital analysis demands our acknowledgement of digital fusion, a true merging of analytic skills in many media and dimensions. CDs, DVDs, and an Internet increasingly capable of streaming audio and video prove that literacy today means more than it used to, namely the ability to understand information, however presented. Handa considers pedagogy, professional writing, hypertext theory, rhetorical studies, and composition studies, moving analysis beyond merely "using" the web towards "thinking" rhetorically about its construction and its impact on culture. This book shows how analyzing the web rhetorically helps us to understand the inescapable fact that culture is reflected through all media fused within the parameters of digital technology.

London: Springer.
Call No - 65.011.56:007.52 DUK P4
Acc No - 47315
Providing a broad but in-depth introduction to neural network and machine learning in a statistical framework, this book provides a single, comprehensive resource for study and further research. All the major popular neural network models and statistical learning approaches are covered with examples and exercises in every chapter to develop a practical working understanding of the content. Each of the twentyfive chapters includes state-of-the-art descriptions and important research results on the respective topics. The broad coverage includes the multilayer perceptron, the Hopfield network, associative memory models, clustering models and algorithms, the radial basis function network, recurrent neural networks, principal component analysis, nonnegative matrix factorization, independent component analysis, discriminant analysis, support vector machines, kernel
methods, reinforcement learning, probabilistic and Bayesian networks, data fusion and ensemble learning, fuzzy sets and logic, neurofuzzy models, hardware implementations, and some machine learning topics. Applications to biometric/bioinformatics and data mining are also included.

Call No - 65.011.56 SEC P4 Acc No - 47327
This book presents a range of cloud computing security challenges and promising solution paths. The first two chapters focus on practical considerations of cloud computing. In Chapter 1, Chandramouli, Iorpa, and Chokani describe the evolution of cloud computing and the current state of practice, followed by the challenges of cryptographic key management in the cloud. In Chapter 2, Chen and Sion present a dollar cost model of cloud computing and explore the economic viability of cloud computing with and without security mechanisms involving cryptographic mechanisms. The next two chapters address security issues of the cloud infrastructure. In Chapter 3, Szefer and Lee describe a hardware-enhanced security architecture that protects the confidentiality and integrity of a virtual machine's memory from an untrusted or malicious hypervisor. In Chapter 4, Tsugawa et al. discuss the security issues introduced when Software-Defined Networking (SDN) is deployed within and across clouds. Chapters 5-9 focus on the protection of data stored in the cloud. In Chapter 5, Wang et al. present two storage isolation schemes that enable cloud users with high security requirements to verify that their disk storage is isolated from some or all other users, without any cooperation from cloud service providers. In Chapter 6, De Capitani di Vimercati, Foresti, and Samarati describe emerging approaches for protecting data stored externally and for enforcing fine-grained and selective accesses on them, and illustrate how the combination of these approaches can introduce new privacy risks. In Chapter 7, Le, Kant, and Jajodia explore data access challenges in collaborative enterprise computing environments where multiple parties formulate their own authorization rules, and discuss the problems of rule consistency, enforcement, and dynamic updates. In Chapter 8, Smith et al. address key challenges to the practical realization of a system that supports query execution over remote encrypted data without exposing decryption keys or plaintext at the server. In Chapter 9, Sun et al. provide an overview of secure search techniques over encrypted data, and then elaborate on a scheme that can achieve privacy-preserving multi-keyword text search. The next three chapters focus on the secure deployment of computations to the cloud. In Chapter 10, Oktay et al. present a risk-based approach for workload partitioning in hybrid clouds that selectively outsource data and computation based on their level of sensitivity. The chapter also describes a vulnerability assessment framework for cloud computing environments. In Chapter 11, Albanese et al. present a solution for deploying a mission in the cloud while minimizing the mission’s exposure to known vulnerabilities, and a cost-effective approach to harden the computational resources selected to support the mission. In Chapter 12, Kontaxis et al. describe a system that generates computational decoys to introduce uncertainty and deceive adversaries as to which data and computation is legitimate. The last section of the book addresses issues related to security monitoring and system resilience. In Chapter 13, Zhou presents a secure, provable-based capability that captures dependencies between system states, tracks state changes over time, and that answers attribution questions about the existence, or change, of a system’s state at a given time. In Chapter 14, Wu et al. present a monitoring capability for multicore architectures that runs monitoring threads concurrently with user or kernel code to constantly check for security violations. Finally, in Chapter 15, Hasan Cam describes how to manage the risk and resilience of cyber-physical systems by employing controllability and observability techniques for linear and non-linear systems.

Call No - 65.011.56 WAT P4 Acc No - 47329
Agent-based simulation models can be used to explain the innovation that emerges from interactions among complex, adaptive, diverse networks of firms, people, technologies, practices and resources. This book provides a critical review of recent advances in agent-based modelling and other forms of the simulation of innovation. Elements explored include: diffusion of innovations, social networks, organisational learning, science models, adopting and adapting, and technological evolution and innovation networks. Bringing together simulation models from several innovation-related fields, this book will prove a
fascinating read for academics and researchers in a wide range of disciplines, including: innovation studies, evolutionary economics, complexity science, organisation studies, social networks, and science and technology studies. Scholars and researchers in the areas of computer science, operational research and management science will also be interested in the uses of simulation models to improve the understanding of organisation.

Call No - 658.386 FUC P4  Acc No - 47090

Now more than ever, we need to understand social media - the good as well as the bad. We need critical knowledge that helps us to navigate the controversies and contradictions of this complex digital media landscape. Only then can we make informed judgements about what's happening in our media world, and why. Showing how to ask the right kinds of questions about social media, Christian Fuchs takes us on a journey across social media, delving deep into case studies on Google, Facebook, Twitter, WikiLeaks and Wikipedia. The result lays bare the structures and power relations at the heart of our media landscape. This book is the essential, critical guide for all students of media studies and sociology. Readers will never look at social media the same way again.
1 Advertising and public relations research - 2nd ed. / Jugenheimer, Donald W. et al. 2014. Armonk: M. E. Sharpe.
Call No - 659.1 JUG P4  
Acc No - 47267

This title is designed to serve as a comprehensive, primary text for research methods courses in Advertising and/or Public Relations programs. The book concentrates on the uses and applications of research in advertising and public relations situations. Although the design and conduct of research is covered in ample detail, the primary goal of the book is not to make researchers of the readers themselves. Instead, the authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations. The title has been carefully crafted to enhance learning and comprehension. Each chapter begins with a bullet-point list of learning objectives. The text material (supplemented by plentiful exhibits) features the authors' clear, readable writing and applied orientation. Chapters conclude with a brief summary, discussion questions to help expand and test students' comprehension, suggested research exercises, and sources for additional information.

Call No - 658.87 SCA P4  
Acc No – 47022

Whether you love it, hate it or just get on with it, everybody is a shopper. From the poorest African townships to the smartest retail spaces in the world, shopping is an activity that constantly consumes vast amounts of our time, money and attention. It simultaneously drives commerce and fills our fridges. The things we buy contribute to our own personal sense of identity, sustaining us both physically and emotionally. Yet how much do we really understand about shopping? More to the point, how well do retailers and manufacturers understand the way we shop? In this book Siemon Scamell - Katz, one of the worlds leading analysts of shopper behavior, provides a surprising look at shopper behavior. Drawing on 20 years of pioneering research (from filming shoppers in-store to brain scanning), the author explains how people around the world really shop. The Art of Shopping explores what we actually do rather than what we think we do, how we really choose and make decisions to buy and what really works for brands trying to persuade us to buy. The result is a book that will change the way retailers sell and people shop, forever.

Call No - 659.1 SHE P4  
Acc No - 47275

Presenting a range of perspectives on advertising in a global society, this edition examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.
Call No - 659.1:34 GLO P4  
Acc No - 47291  
This book takes a thorough and critical view of the process in 21 countries on four continents. An important feature of this handbook is the consistent, carefully plotted format of each chapter, facilitating easy access to key information. For each country, the chapters cover the following: i) form of government; ii) history of regulation along with current operating regulation systems; iii) route/manner in which cases are brought forward to regulating bodies; iv) advertising codes, if any, and how they work; v) amount of money spent on advertising by year; vi) consumerism and its role in advertising; vi) specific regulation of advertising to children, health advertising and tobacco advertising; vi) sanctions and control of advertising found inadmissible; vii) position of commercial speech in country— if any. Countries include Argentina, Australia, Brazil, Canada, Chile, China, Hong Kong and Taiwan, Colombia, Denmark, France, Germany, Japan, Korea, Mexico, Peru, Portugal, Spain, Sweden, the United States, and the United Kingdom. Each chapter's contributing author is a known expert in advertising with a particular insight on that country's language, culture, and advertising industry.

Call No - 658.87 GLO P4  
Acc No - 47292  
Large and medium sized retailers have increased their international operations substantially over the last 25 years. This is evident in: the number of countries to which these retailers expand; the growing international sales of retailers; and the heightening of the level of commitment of retailers to their international activity— a trend that is likely to continue over the next decade as general globalization in the service industries increases. The managerial implications of the moves to become global are considerable. Different retailers are pursuing different approaches, to varying degrees of success and are no longer simply multi-national, but are also multi-continental. Consequently, existing concepts and theories of international business fit uneasily in explanations of international retailing, so new corporate strategies need to be explored. Featuring in-depth studies of seven retailers, by international scholars from Japan, the UK and Sweden, this title explores recent developments in strategy that are related to international retailing and in particular, the emergence of a Global Portfolio Strategy. As such, this book will be important reading for all international business and retailing students and academics researching in these areas.

Call No - 659.1 CLO P4  
Acc No - 47389 (Ref)  
Examine advertising and promotions through the lens of integrated marketing communications. The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing students with the information they need to understand the process and benefits of successful IMC campaigns.
7. **Marketing cases from emerging markets** / Mutum, Dilip S.; Roy, Sanjit Kumar and Kipnis, Eva. 2014. Berlin: Springer.
   Call No - 658.8 MAR P4
   Acc No - 47392

   Despite the fact that experts acknowledge the importance of the emerging markets, there is a dearth of real case studies specifically focused on marketing issues. This case study book addresses that need. It is also important and timely in providing a framework for instructors and researchers (both academic and industry) to understand the dynamics occurring in emerging markets. This book is composed of long and short real cases with varying complexity in different sectors including airlines, hotel, fashion, etc. These will cover issues which are unique to the emerging markets (including the BRIC countries) to understand the dynamics occurring in these countries. With its case studies, collection of questions, and real-life marketing examples, this book offers unique benefits to marketing students and educators across the world. A must-have for every marketing course module.

   Call No - 658.8 HAR P4
   Acc No - 47243

   This edition, presents a series of real-life scenarios, packed with practical tips, insider insights, and marketing advice. In an engaging, conversational style, each story provides detailed analyses of the decisions and practices that led to major marketing wars, comebacks, mistakes, and successes. As a supplement or main text, this book can be used in a variety of courses, both undergraduate and graduate, ranging from introduction to marketing, marketing management and strategic marketing.

   Call No - 658.8.012.12 BUR P4
   Acc No - 47393 (Ref)

   Marketing Research gives students a “nuts and bolts” understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students can understand, this text provides the fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

The future of marketing is mobile, with seventy-five percent of the world’s population having access to a mobile phone and the average American spending 82 minutes per day using her phone for activities other than talking. To traditional marketers unfamiliar with the special challenges of mobile marketing, this territory feels complicated and even frightening. Mobile Magic provides a bird’s-eye view of the process of creating great mobile marketing from one of the world’s most experienced and successful practitioners.


Every one of the largest, most successful corporations were, at some point, mere startups. McKee explains what enables some companies to grow bigger and better, while others stumble along year after year, running but never winning the race. The difference is that the biggest and best brands aren’t slaves to conventional marketing wisdom. McKee shows by example how the same, sometimes counter-intuitive, strategies used by the biggest brands can also best serve small and mid-sized companies. Among the topics explored: How can a company grow big by thinking small? Why do the best companies sometimes avoid being better? Why do brands that create the most memorable advertising stay away from focus groups? What is the secret to an effective slogan? When can admitting a negative become a positive? A diverse selection of companies provides powerful lessons, ranging from traditional icons like Coca-Cola, McDonald’s, and General Motors, to new media models like Google and Facebook. This book appeals not only to time-starved executives, but also to middle managers and owners of small businesses who have a wide variety of marketing problems to address and who need to change the way they think about how to generate healthy, consistent growth.

12 Recommend this!: delivering digital experiences that people want to share / Thibeault, Jason and Wadsworth, Kirby. 2014. New Jersey: Wiley.

Improving engagement with digital audiences is fast becoming a boardroom topic for many organizations. Digital marketers and communicators seeking to harness this newfound power are finding challenges in engaging digital audiences due to short attention spans, noisy channels, and rapidly changing consumer expectations. Recommend This! is an exploration into the digital consumer, and how their expectations are forcing marketers to re-think the way they interact and engage with audiences. Key topics discussed in the book are: i) Physical or digital, as humans we are driving to connect. Digital just makes it easier; ii) Storytelling, rather than broadcast messaging, helps marketers engage with their digital audiences; iii) Digital content must be personalized and relevant to receive attention, and more.

In this title, expert Tim Halloran reveals what it takes to make consumers fall in love with your brand. Step by step, he reveals how to start, grow, maintain, and troubleshoot a flourishing relationship between brand and consumer. Along the way, Halloran shares the secrets behind establishing a mutually beneficial “romance.” Drawing on exclusive, in-depth interviews with managers of some of the world’s most iconic brands, Romancing the Brand arms you with an arsenal of classic and emerging marketing tools - such as benefit laddering and word-of-mouth marketing - that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons, Domino’s Pizza, Bounty, Turner Classic Movies, and many more.

It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader. However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built - and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective, Yohn’s What Great Brands Do teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy.
1. **Dictatorship: from the origin of the modern concept of sovereignty to proletarian class struggle / Schmitt, Carl. 2014. Cambridge: Polity.**
   Call No - 321.62 SCH P4  
   Acc No - 47190

   Written shortly after the Russian Revolution and the First World War, Schmitt analyses the problem of the state of emergency and the power of the Reichspräsident in declaring it. Dictatorship, Schmitt argues, is a necessary legal institution in constitutional law and has been wrongly portrayed as just the arbitrary rule of a so-called dictator. Dictatorship is a book for understanding the work of Carl Schmitt and a major contribution to the modern theory of a democratic, constitutional state. And despite being written in the early part of the twentieth century, it speaks with remarkable prescience to our contemporary political concerns.

   Call No - 631 HAN P4  
   Acc No - 47293

   The global population is forecasted to reach 9.4 billion by 2050, with much of this increase concentrated in developing regions and cities. Ensuring adequate food and nourishment to this large population is a pressing economic, moral and even security challenge and requires research (and action) from a multi-disciplinary perspective. This book provides integrated approach to tackling this problem by addressing the multiplicity of challenges posed by rising global population, diet diversification and urbanization in developing countries and climate change. It examines key topics such as: i) the impact of prosperity on food demand; ii) the role of international trade in addressing food insecurity; iii) the challenge posed by greenhouse gas emissions from agriculture and land degradation; iv) the implication on labor markets of severe under-nutrition; v) viability of small scale farms; vi) strategies to augment food availability. The Handbook on Food would be a welcome supplementary text for courses on development economics, particularly those concentrating on agricultural development, climate change and food availability, as well as nutrition.
Since research is best learned by doing, this book emphasizes a hands-on, do-it-yourself approach. The readers have many opportunities to see how business researches affect and support management decision. The book used a case study approach for all the chapters with interactive videos. The book gave emphasis to quantitative data analysis using a software program, IBM SPSS 20.0. The data analysis chapters illustrate in detail each step in running the software programs. The software programs files are provided for all data sets: outputs, demonstration movies, and screen captures are on the book’s website. This book provides students most extensive help available to learn quantitative data analysis using SPSS. Thus, the authors prepared this textbook and all the additional materials to help the students to understand the functional principles of business research and how to apply them in real-life situations.

If you are a Masters or a PhD student conducting a systematic review for your dissertation or thesis, then this is the book for you! Written by an expert team of authors with years of experience in conducting systematic reviews and supervising students doing systematic reviews, the book provides a roadmap to guide you through the process. The book addresses the following questions: i) What’s the best way to manage my review? ii) How do I formulate an appropriate review question? iii) How do I develop my search strategy? iv) How do I get started on data extraction? v) How do I assess the quality of the studies I’m using? vi) How can I analyse and synthesise my data? viii) How should I write up the discussion and conclusion sections of my dissertation or thesis? and ix) Where should I publish my data?

This title addresses the challenges associated with conducting and writing focus group research. It provides detailed guidance on the practical and theoretical considerations in conducting focus group discussions including: designing the discussion guide, recruiting participants, training a field team, moderating techniques and ethical considerations. Monique Hennink describes how a methodology section is read and evaluated by others, such as journal reviewers or thesis advisors. She provides readers with guidance on specific aspects of presenting research findings, such structuring narrative accounts, developing an argument, using quotations, reporting focus group interaction, visual presentation formats, and strategies for grounding study results. She describes the challenges in assessing focus groups and details practical strategies for assessing scientific rigor. The book includes case study examples of field research across a range of disciplines and international contexts.
Henmink concludes the volume with an overview of current debates relating to the evaluation of qualitative research, suggesting ways to critique the research design, methodology and results of focus group research.

Call No - 3.001.5 MOR P4 Acc No - 47390

Focusing on research designs for projects that collect both qualitative and quantitative data, this book discusses strategies for bringing qualitative and quantitative methods together so that their combined strengths accomplish more than is possible with a single method. The approach is broadly interdisciplinary, reflecting the interest in mixed methods research of social scientists from anthropology, communication, criminal justice, education, evaluation, nursing, organizational behavior, psychology, political science, public administration, public health, sociology, social work, and urban studies. In contrast to an “anything goes” approach or a naïve hope that “two methods are better than one,” the author argues that projects using mixed methods must pay even more attention to research design than single method approaches. The book’s practical emphasis on mixed methods makes it useful both to active researchers and to students who intend to pursue such a career.

5 Introduction to qualitative research - 5th ed. / Flick, Uwe. 2014. London: Sage. 
Call No - 3.001.5 FLI P4 Acc No - 47361

In this edition, Uwe Flick introduces all of the main theoretical approaches to qualitative research, and provides unmatched coverage of the full range of methods now available to qualitative researchers. Organised around the process of doing qualitative research, the book guides you through ethics, research design, data collection, and data analysis. In this fifth edition, one will find: i) lots of new practical examples which show you how to carry out all aspects of a qualitative research project; and ii) new exercises that give you the opportunity to test your understanding of what you’ve read.

Call No - 3.001.5 MCN P4 Acc No - 47396

McNabb’s book examines the most common sources of nonsampling error: frame error; measurement error; response error; nonresponse error, and interviewer error. Offering the only comprehensive and non-technical treatment available, the book’s focus on controlling error shows readers how to eliminate the opportunity for error to occur, and features revealing examples of past and current efforts to control the incidence and effects of nonsampling error. Most importantly, it gives readers the tools they need to understand, identify, address, and prevent the most prevalent and difficult-to-control types of survey errors.

Qualitative text analysis is ideal for these types of data and this textbook provides a hands-on introduction to the method and its theoretical underpinnings. It offers step-by-step instructions for implementing the three principal types of qualitative text analysis: thematic, evaluative, and type-building. Special attention is paid to how to present your results and use qualitative data analysis software packages, which are highly recommended for use in combination with qualitative text analysis since they allow for fast, reliable, and more accurate analysis. The book shows in detail how to use software, from transcribing the verbal data to presenting and visualizing the results.


This title takes students through the research process, from getting and developing a research idea, to designing and conducting a study, through analyzing and reporting data. Information on the research process is presented in a lively and engaging way, highlighting the numerous decisions that must be made when designing and conducting research and emphasizing the importance of ethical conduct, both in the treatment of research subjects and in the conduct of research and reporting research results.


This title aims to present a clear discussion of the research methods employed in various disciplines related to our daily life problems. The theoretical basis of research methods is explained clearly and succinctly. Collecting data is a key part of the book and this includes both qualitative and quantitative methods of data collection, along with the advantages and disadvantages of each method. The book also describes in clear terms how students can analyze data, interpret results and link these to the literature review and hence their own contribution. It sets out a range of fundamental ideas in research methods, such as deductivism and inductivism, and explains why methodology is not the same as method. In this second edition every chapter has been re-written to be more readable and also to include more examples. The authors have also added a real student research proposal and a multiple-choice test with answers for the readers to test their own understanding of the ideas in the book. The book has been designed to illustrate research tools in a clear and accessible manner through chapters on such topics as formulating research, research design, data analysis and writing up the research results.


This book focuses on the interpretation and use of research findings, not just number crunching. It covers the entire research process, from initial questions to final report, in clear, jargon-free language, and includes numerous easy-to-understand examples and exercises that provide opportunities for concrete applications of the concepts. It is solidly grounded in public administration and recognizes both the promise and limitations of
research within a political environment. Key features of the book: i) It is highly practical and written to accommodate a mix of readers: those who want to become analysts, managers who will oversee research contracts, and citizens who need to know whether to believe the facts and data they read in today's news; ii) It minimizes the use of jargon and explains difficult concepts in clear language. Plentiful end-of-chapter exercises provide opportunities for concrete application of the concepts; iii) Key points are highlighted as "takeaway lessons" so readers are reminded about what really matters. The tough questions to ask are suggested in every chapter; iv) Examples and applications are used throughout the book to illustrate concepts and add topical interest; v) It covers the entire research process, from initial questions to the final report.
   Call No - 3-055 AGU P4
   Acc No - 47183

   This book explores the masculinity and sexuality of migration, analyzing the complex processes of becoming a man and the strategies used by men to reconcile paradoxes and contradictions that coexist between multiple masculinities and contradictory models of being a man. Vasquez del Aguila offers a number of conceptual contributions, including the notion of “masculine capital” that provides men with the necessary “masculine” skills and cultural competence to achieve legitimacy and social recognition as men; an analysis of male friendship where notions of solidarity and intimacy coexist with those of distrust, competition, and power relations; and three social representations of being a man: the winner, the failed, and the good enough man. By analyzing heterosexual as well as gay masculinities, and incorporating race and class relations, this study shows the multiplicity and hierarchies of masculinities presented within a particular cultural context. Through ethnographic research undertaken over more than four years in New York and Lima, Peru, this book also examines the role of the Internet and transnational romances and the ways in which migration can create new opportunities for male sexual intimacy, while for others, it creates loneliness and isolation.

   Call No - 654:34 CRA P3
   Acc No - 47242

   Ten years ago, the United States stood at the forefront of the Internet revolution. With some of the fastest speeds and lowest prices in the world for high-speed Internet access, the nation was poised to be the global leader in the new knowledge-based economy. Today that global competitive advantage has all but vanished because of a series of government decisions and resulting monopolies that have allowed dozens of countries, including Japan and South Korea, to pass us in both speed and price of broadband. This steady slide backward not only deprives consumers of vital services needed in a competitive employment and business market— it also threatens the economic future of the nation. This book by leading telecommunications policy expert Susan Crawford explores why Americans are now paying much more but getting much less when it comes to high-speed Internet access. Using the 2011 merger between Comcast and NBC Universal as a lens, Crawford examines how we have created the biggest monopoly since the breakup of Standard Oil a century ago. In the clearest terms, this book explores how telecommunications monopolies have affected the daily lives of consumers and America's global economic standing.

   Call No - 165 HAZ P4
   Acc No - 47044

   Skepticism remains a central and defining issue in epistemology, and in the wider tradition of Western philosophy. To better understand the contemporary position of this important philosophical subject, Allan Hazlett introduces a range of topics, including: i) Ancient skepticism; ii) skeptical arguments in the work of Hume and Descartes; iii) Cartesian
skepticism in contemporary epistemology; iv) anti-skeptical strategies, including Mooreanism, nonclosure, and contextualism’ v) additional varieties of skepticism; vi) the practical consequences of Cartesian skepticism.

Call No - 39 CUL P4 Acc No - 47278

In the wide-ranging and innovative essays of Cultures in Motion, a dozen distinguished historians offer new conceptual vocabularies for understanding how cultures have trespassed across geography and social space. From the transformations of the meanings and practices of charity during late antiquity and the transit of medical knowledge between early modern China and Europe, to the fusion of Irish and African dance forms in early nineteenth-century New York, these essays follow a wide array of cultural practices through the lens of motion, translation, itinerancy, and exchange, extending the insights of transnational and translocal history. Cultures in Motion challenges the premise of fixed, stable cultural systems by showing that cultural practices have always been moving, crossing borders and locations with often surprising effect. The essays offer striking examples from early to modern times of intrusion, translation, resistance, and adaptation. These are histories where nothing—dance rhythms, alchemical formulas, musical practices, feminist aspirations, sewing machines, streamlined metals, or labor networks—remains stationary.

Call No - 658.3-052.23 FEM P4 Acc No - 47196

The economic and political empowerment of women continues to be a central focus for development agencies worldwide; access to medical care, education and employment, as well as women's reproductive rights remain key factors effecting women's autonomy. Feminisms, Empowerment and Development explores what women are doing to change their own personal circumstances whilst providing an in-depth analysis of collective action and institutionalized mechanisms aimed at changing structural relations. Drawing on unique, original research and approaching empowerment as a complex process of negotiation, rather than a linear sequence of inputs and outcomes, this crucial collection highlights the difficulty of creating common agendas for the advancement of women's power and rights, and argues for a more nuanced, context-based approach to development theory and practice. An indispensable text for anyone interested in gender and development, this book shows that policies and approaches to development that view women as instrumental to other objectives will never promote women's empowerment as they fail to address the structures by which gender inequality is perpetuated over time.

Call No - 65.012.413 THO P4 Acc No - 47285

First Steps in Coaching is an essential guide for anyone starting out in the coaching profession and for existing coaches seeking to develop their craft. It is a practical introduction to the theory, skills and art of coaching. The book's structure follows the reader's progression from novice to professional coach, making it an indispensable companion every step of the way. Part one - Learning to Walk - sets out the basics of coaching and considers the key skills of listening, questioning and playing back. Part two - Learning to Run - explores a variety of practical and ethical issues, and looks at coaching as a line manager and coaching a team. Part three - Learning to Dance - examines more advanced topics such as the coach's use of their self and the nature of the coach-client relationship. The book: i) uses clear, uncomplicated language throughout; ii) Explains key
ideas through brief illustrations from the author's practice and quotes from leading writers on coaching. iii) Contains a wide selection of ideas, models, and exercises to stimulate the reader's learning. iv) Encourages students to try things out in conversation, and reflect upon and make sense of their experiences.

7 Gender and rural migration: realities, conflict and change / Bonifacio, Glenda Tibe. 2014. New York: Routledge. Call No - 325.1 GEN P4 Acc No - 47143

This title explores the intersection of gender, migration, and rurality in 21st-century Western and non-Western contexts. In a world where heightened globalization is making borders increasingly porous, rural communities form part of the migration nexus. While rural out-migration is well-documented, the gendered dynamics of rural in-migration - including return rural migration and the connectivity of rural-urban/global-local spaces - are often overlooked. In this collection, well-grounded case studies involving diverse groups of people in rural communities in Australia, Austria, Brazil, Canada, China, Norway, the United States, and Uzbekistan are organized into three themes: contesting rurality and belonging, women's empowerment and social relations, and sexualities and mobilities. As demonstrated in this anthology, rural areas are contested sites among queer youth, same-sex couples, working women, young mothers, migrant farm workers, temporary foreign workers, in-migrants, and return migrants. The rich expositions of various narratives and statistical data in multidisciplinary perspectives by emerging and established scholars claim gender and rurality as nodal points in contemporary migration discourse.


This title provides a provocative, wide-ranging introduction to the history of sexuality from the late eighteenth century to the present day. Explores what sexuality has meant in the everyday lives of individuals over the last 200 years. Organized around four major themes: the formation of sexual identity, the regulation of sexuality by societal norms, the regulation of sexuality by institutions, and the intersection of sexuality with globalization. Examines the topic from a comparative, global perspective, with well-chosen case studies to illuminate the broader themes. It includes interdisciplinary contributions from prominent historians, sociologists, anthropologists, and sexuality studies scholars and introduces important theoretical concepts in a clear, accessible way.


This title is a comprehensive and up-to-date resource that integrates the relationship of the human body and space planning to the design process for designers involved with the physical planning and detailing of interiors. Key topics include proxemics, anthropometrics, ergonomics, sensory components, diversity, global concerns, health and safety, environmental considerations, special populations and universal (inclusive) design. The text broadly covers space planning applications and the relationship of human factors to the design process for commercial and residential spaces from programming to post-
occupancy evaluation. Nussbaumer addresses barrier-free design for new construction and retrofitting issues, and various contract design types such as offices, hospitality, and healthcare design. A global approach throughout includes U.S. imperial and metric systems of measurement.


If evolution has changed humans physically, has it also affected human behavior? Drawing on evolutionary psychology, sociobiology, and human behavioral ecology, this title explores the evolutionary dynamics underlying social life. In this introduction to human behavior and the organization of social life, Stephen K. Sanderson discusses traditional subjects like mating behavior, kinship, parenthood, status-seeking, and violence, as well as important topics seldom included in books of this type, especially gender, economies, politics, foodways, race and ethnicity, and the arts. Examples and research on a wide range of human societies, both industrial and nonindustrial, are integrated throughout. With chapter summaries of key points, thoughtful discussion questions, and important terms defined within the text, the result is a broad-ranging and comprehensive consideration of human society, thoroughly grounded in an evolutionary perspective.


In this definitive historical investigation, Italian author and philosopher Domenico Losurdo argues that from the outset liberalism, as a philosophical position and ideology, has been bound up with the most illiberal of policies: slavery, colonialism, genocide, racism and snobbery. Narrating an intellectual history running from the eighteenth through to the twentieth centuries, Losurdo examines the thought of preeminent liberal writers such as Locke, Burke, Tocqueville, Constant, Bentham, and Sieyès, revealing the inner contradictions of an intellectual position that has exercised a formative influence on today’s politics. Among the dominant strains of liberalism, he discerns the counter-currents of more radical positions, lost in the constitution of the modern world order.


One of the first of its kind, this book compares understandings and experiences of love and intimacy of one distinct cultural group - Gujarati Indians - born and brought up in two different countries. Using in-depth ethnographic fieldwork with middle-class Gujaratis aged between 20 and 30 years of age, it explores their relationship ideals and early experiences of marriage formation. It shows how discourses on what it means to be modern have interacted with pervasive ongoing status ideologies in both the UK and India. In bringing together the findings from both contexts, the book addresses the connections between intimacy, class, globalisation and kinship. Young Gujaratis are concerned not only with global ideals of ‘companionate marriage’, but also with national and local ideologies of what constitutes a ‘respectable’ middle-class marriage and family ideal. Such ideals shape not only practices of courtship and relationships, but the very experiences of love and desire.
Call No - 362 BUR P4
Acc No - 47156

This edition offers a modern approach to building effective career skills in macro practice. Author Steve Burghardt inspires students by tracing the careers of macro-practitioners from grassroots organizers to agency executives. By focusing on how practitioners can make meaningful, strategic choices regardless of their formal roles and responsibilities, this second edition takes a refreshing new approach on the key issues of how to respond to diversity and oppression, the use of the internet for organization, the limits of "virtual trust," understanding where "micro" and "macro" meet in practice, and co-leadership development.

Call No - 658 LUS P5
Acc No - 47364

This title presents essential management themes using a three-pronged approach comprising concepts, applications, and skill building. Through a variety of thought-provoking applications, Lussier challenges readers to think critically and apply concepts to their own experiences. Proven skill-building exercises, behavioral models, self-assessments, and individual and group exercises throughout the text help students to develop their managerial skills. Current topics mandated by the AACSB, such as communications, ethics, analytical thinking, interpersonal relations and teamwork, and application of knowledge, are covered as appropriate throughout the book. The Sixth Edition has been completely updated with 95% of the references new to this edition, and it features new cases, new topics, and a new chapter, Managing in a Global Diverse Environment.

Call No - 654 MAN P4
Acc No - 47308

This title offers insights on broadband from the perspectives of Information Systems, Management, Strategy, and Communications Policy scholars, drawing on research from these disciplines to inform diverse aspects of broadband deployment, policy, and use. Issues associated with a subject technical in nature, but now researched in many ways, are emphasised. It explains various softer aspects of broadband deployment and use, focusing on the benefits of broadband rather than on details of the technology.

Call No - 658.144.9 MOR P4
Acc No - 47309
The world of business for all organizations in the twenty-first century is global, interdependent, complex, and rapidly changing. That means sophisticated global leadership skills are required more than ever today. Individual and organizational success is no longer dependent solely on business acumen. Our ability to understand, communicate, and manage across borders, countries, and cultures has never been as important as it is now. The understanding and utilization of cultural differences as a business resource is a key building block as companies rely on their global reach to achieve the best profit and performance. For this reason, international business and cross-cultural management are key topics in undergraduate business, MBA, and executive education programs worldwide as companies and institutions prepare current and future business leaders for the global marketplace. This new edition, Managing Cultural Differences, seeks to guide students and any person with global responsibilities to understand how culture fits in a changing business world, how to gain a competitive advantage from effective cross-cultural management, and gives practical advice for doing business across the globe.

17 Modern spirit of Asia: the spiritual and the secular in China and India / Veer, Peter van der. 2014. Princeton: Princeton University Press. Call No - 133.9 VEE P4 Acc No - 47216

This title challenges the notion that modernity in China and India are derivative imitations of the West, arguing that these societies have transformed their ancient traditions in unique and distinctive ways. Peter van der Veer begins with nineteenth-century imperial history, exploring how Western concepts of spirituality, secularity, religion, and magic were used to translate the traditions of India and China. He traces how modern Western notions of religion and magic were incorporated into the respective nation-building projects of Chinese and Indian nationalist intellectuals, yet how modernity in China and India is by no means uniform. While religion is a centerpiece of Indian nationalism, it is viewed in China as an obstacle to progress that must be marginalized and controlled. The title moves deftly from Kandinsky’s understanding of spirituality in art to Indian yoga and Chinese qi gong, from modern theories of secularism to histories of Christian conversion, from Orientalist constructions of religion to Chinese campaigns against magic and superstition, and from Muslim Kashmir to Muslim Xinjiang. Van der Veer, an outspoken proponent of the importance of comparative studies of religion and society, eloquently makes his case in this groundbreaking examination of the spiritual and the secular in China and India.


Written specifically for teachers, Motivating Students to Learn offers a wealth of research-based principles on the subject of student motivation for use by classroom teachers. This edition discusses specific classroom strategies by tying these principles to the realities of contemporary schools, curriculum goals, and classroom dynamics. The authors lay out effective extrinsic and intrinsic strategies to guide teachers in their day-to-day practice, provide guidelines for adapting to group and individual differences, and discuss ways to reach students who have become discouraged or disaffected learners. This edition features new material on the roles that classroom goal setting, developing students’ interest, and teacher-student and peer relationships play in student motivation. It has been reorganized to address six key questions that combine to explain why students may or may not be motivated to learn. By focusing more closely on the teacher as the motivator, this text presents a wide range of motivational methods to help students see value in the curriculum and lessons taught in the classroom.

The sex industry is an endless source of prurient drama for the mainstream media. Recent years have seen a panic over "online red-light districts," which supposedly seduce vulnerable young women into a life of degradation, and New York Times columnist Nicholas Kristof’s live tweeting of a Cambodian brothel raid. The current trend for writing about and describing actual experiences of sex work fuels a culture obsessed with the behaviour of sex workers. Rarely do these fearful dispatches come from sex workers themselves, and they never seem to deviate from the position that sex workers must be rescued from their condition, and the industry simply abolished — a position common among feminists and conservatives alike. In Playing the Whore, journalist Melissa Gira Grant turns these pieties on their head, arguing for an overhaul in the way we think about sex work. Based on ten years of writing and reporting on the sex trade, and grounded in her experience as an organizer, advocate, and former sex worker, Playing the Whore dismantles pervasive myths about sex work, criticizes both conditions within the sex industry and its criminalization, and argues that separating sex work from the "legitimate" economy only harms those who perform sexual labor.

Ritual has emerged as a major focus of academic interest. As a concept, the idea of ritual integrates the study of behavior both within and beyond the domain of religion. Ritual can be both secular and religious in character. There is renewed interest in questions such as: Why do rituals exist at all? What has been, and continues to be, their place in society? How do they change over time? Such questions exist against a backdrop of assumptions about development, modernization, and disenchantment of the world. Written with the specific needs of students of religious studies in mind, the title surveys the field of ritual studies, looking at it both historically within anthropology and in terms of its contemporary relevance to world events.