

# NEW ARRIVAL OF BOOKS

(1 - 31 December 2014)



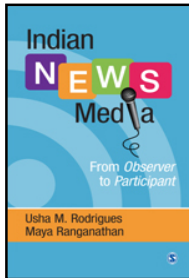
GYAN GRIH



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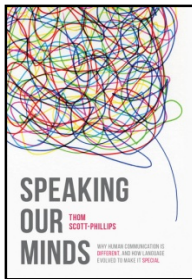
## BUSINESS COMMUNICATION

- 1 Indian news media: from observer to participant / Rodrigues, Usha M. and Ranganathan, Maya. 2015. New Delhi: Sage.  
Call No - 07 ROD P5 Acc No - 48095**



This book makes a new and significant argument that Indian news media are no longer just observers but active participants in the events that direct the nation. It explores the changing role and performance of Indian news media in the past 25 years by examining their coverage of some of the landmark events and issues within the context of the India's 'globalising' polity, increased privatisation, new communication technologies and the rise of individualism. The challenges of globalisation have resulted in significant changes in news processes and procedures, which this volume details by scrutinising the media's reportage of several events and issues, such as anti-graft movement, paid news, sting journalism, 24-hour news and coverage of terrorism and politics–media nexus. The theoretical exploration of the changes in the Indian media landscape draws from academic disciplines of media studies, journalism, cultural studies, political science and sociology.

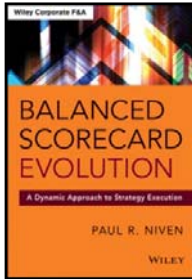
- 2 Speaking our minds: why human communication is different, and how language evolved to make it special / Scott-Phillips, Thomas C. 2015. Hampshire: Palgrave Macmillan.  
Call No - 401 SCO P5 Acc No - 48058**



Language is an essential part of what makes us human. Where did it come from? How did it develop into the complex system we know today? And what can an evolutionary perspective tell us about the nature of language and communication? Drawing on a range of disciplines including cognitive science, linguistics, anthropology and evolutionary biology, Speaking Our Minds explains how language evolved and why we are the only species to communicate in this way. This book is required reading for anyone interested in understanding the origins and evolution of human communication and language.

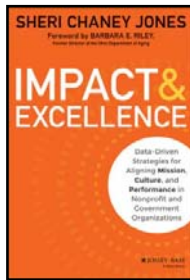
## BUSINESS POLICY AND STRATEGIC MANAGEMENT

- 1      *Balanced scorecard evolution: a dynamic approach to strategy execution / Niven, Paul R. 2014. New Jersey: Wiley.***  
**Call No - 65.011.1 NIV P4** **Acc No - 48025**



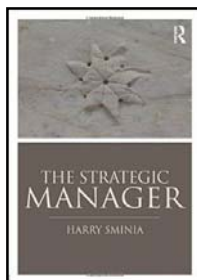
The future of business has become so unpredictable that your five-year plan may be irrelevant next week. To succeed in the modern market, you must constantly assess your progress and adapt on the fly. Agility, flexibility, continual learning, and adaptation are the new rules of business success. A differentiating strategy is crucial, but it will only lead to competitive advantage if you execute it flawlessly. You'll succeed only if you have the right insight for strategic planning and the agility to execute your plan. *Balanced Scorecard Evolution: A Dynamic Approach to Strategy Execution* provides the latest theory and practice from strategic planning, change management, and strategy execution to ensure your business is flexible, future ready, and primed for exceptional execution. Author Paul R. Niven guides you through the new principles of The Balanced Scorecard and shows you how to apply them to your planning and strategy execution endeavors. Making a plan isn't enough. One must actually take steps to implement the plan, and this requires excellent leadership skills. Change can be hard, and your organization may be resistant. This title provides everything you need to make things happen.

- 2      *Impact & excellence: data-driven strategies for aligning mission, culture and performance in nonprofit and government organizations / Jones, Sheri Chaney. 2014. San Francisco: Jossey-Bass.***  
**Call No - 65.011.1 JON P4** **Acc No - 48039**



This title is the culmination of a four year research study into the most successful data-driven strategies for today's non-profit and government organizations. The book focuses on five strategic elements to success based on proven principles, with solutions that are easy to implement and often lead to sweeping change. Each chapter includes discussion questions and action items to help leaders implement key concepts in their own organizations. Included with purchase is access to the Measurement Culture Survey, which, will allow readers to access a free benchmark report. The book utilizes a series of experiences and templates to help leaders develop a unique action plan tailored to their organization's particular circumstances. Filled with real success stories to inspire readers and with full study results available in the appendix, the title is a crucial resource for leaders to enable their social sector organizations to prosper and compete in today's economy.

- 3      *Strategic manager / Sminia, Harry. 2014. London: Routledge.***  
**Call No - 65.011.1 SMI P4** **Acc No - 48061**



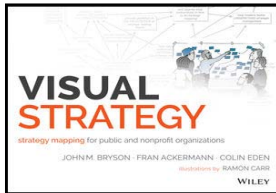
Strategy is something with which managers regularly engage throughout their working lives, yet it is often written and researched as though periodic box-ticking exercises are the only show in town. This textbook provides students and professionals with a solid understanding of the strategic management theories, along with the tools needed to apply them and contribute toward successful organizations. The author starts from how strategy is realized in the business world and applies the key theories to provide a rounded understanding. Contemporary cases studies are provided to help readers visualize the application of strategic thinking. Including the various stakeholders, organizational politics and culture, the author opens a window to the real world of strategic management.

Primarily aimed at postgraduate students and those in executive education, this textbook will also be useful as a handbook for managers looking to get their heads around this easily confused subject.

**4 Visual strategy: strategy mapping for public and nonprofit organizations / Bryson, John M.; Ackermann, Fran and Eden, Colin. 2014. San Francisco: Jossey-Bass.**

**Call No - 65.011.1 BRY P4**

**Acc No - 48068**

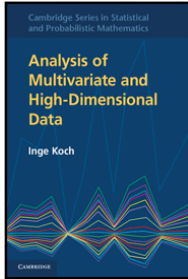


This title goes beyond making the case for good and effective strategic planning to making strategy visual through effective strategy mapping. Strategy mapping prevents groups of people from talking over one another and going around in circles. It helps people speak and be heard, produce lots of ideas and understand how they fit together, make use of causal reasoning, and clarify ultimately what they want to do in terms of mission, goals, strategies, and actions. Strategy mapping can join process and content in such a way that good ideas worth implementing are found and the agreements and comments needed to implement them are reached.

The result is living strategic plans that act as useful guides to action. With detailed examples, actual strategy maps, process guidelines and hand-drawn illustrations, the book will help leaders, managers, students and other professionals see patterns across mission, goals, strategies and actions while helping to identify areas of alignment and misalignment and determine, real time, where elements are needed, missing or not useful in a strategic plan.

## DECISION SCIENCES & OPERATIONS MANAGEMENT

- 1 Analysis of multivariate and high-dimensional data / Koch, Inge. 2014. New York: Cambridge Unverisity Press.  
Call No - 519.23 KOC P4 Acc No - 48077**



'Big data' poses challenges that require both classical multivariate methods and contemporary techniques from machine learning and engineering. This modern text equips you for the new world - integrating the old and the new, fusing theory and practice and bridging the gap to statistical learning. The theoretical framework includes formal statements that set out clearly the guaranteed 'safe operating zone' for the methods and allow you to assess whether data is in the zone, or near enough. Extensive examples showcase the strengths and limitations of different methods with small classical data, data from medicine, biology, marketing and finance, high-dimensional data from bioinformatics, functional data from proteomics, and simulated data. High-dimension low-sample-size data gets special attention. Several data sets are revisited repeatedly to allow comparison of methods. Generous use of colour, algorithms, Matlab code, and problem sets complete the package.

Suitable for master's/graduate students in statistics and researchers in data-rich disciplines.

- 2 Quantitative methods / Oakshott, Les. 2014. Hampshire: Palgrave Macmillan.  
Call No - 519.2 OAK P4 Acc No - 48109**



This book covers the essentials of methods, providing students with a clear and succinct overview of the topic. It has been carefully developed to match standard introductory quantitative methods modules, and covers key subjects including collection and interpreting data, probability and statistics, decision-making techniques and investment appraisal. Case studies are used through out to relate the techniques covered to real world situations. This is an ideal guide for students coming to the subject for the first time or for those seeking a quick refresher.

## ECONOMICS

- 1 Behavioral economics: a history / Heukelom, Floris. 2014. New York: Cambridge University Press.**  
**Call No - 330 HEU P4** **Acc No - 48078**



This title presents a history of behavioral economics. The recurring theme is that behavioral economics reflects and contributes to a fundamental reorientation of the epistemological foundations upon which economics had been based since the days of Smith, Ricardo, and Mill. With behavioral economics, the discipline has shifted from grounding its theories in generalized characterizations to building theories from behavioral assumptions directly amenable to empirical validation and refutation. The book proceeds chronologically and takes the reader from von Neumann and Morgenstern's axioms of rational behavior, through the incorporation of rational decision theory in psychology in the 1950s–1970s, and to the creation and rise of behavioral economics in the 1980s and 1990s at the Sloan

and Russell Sage Foundations.

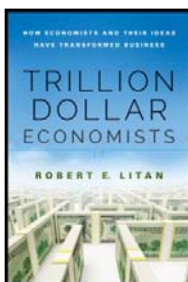
- 2 Trade, food security, and human rights: the rules for international trade in agricultural products and the evolving world food crisis / Chen, Ying. 2014. Farnham: Ashgate.**  
**Call No - 631 CHE P4** **Acc No - 48018**



Most scholars attribute systemic causes of food insecurity to poverty, human overpopulation, lack of farmland, and expansion of biofuel programs. However, as Chen argues here, another significant factor has been overlooked. The current food insecurity is not absolute food shortage, since global food production still exceeds the need of the entire world population, but a problem of how to secure access to resources. Distorted agricultural trade undermines world food distribution, and uneven distribution impedes people's access to food, particularly in poor developing countries. Examining EU and US agricultural policies and World Trade Organization negotiations in agriculture, the author argues how they affect the international agricultural trade, claiming that current food insecurity is the

result of inequitable food distribution and trade practices. The international trade regime is advised to reconcile trade rules with the consideration of food security issues. Several other enforceable solutions to reduce world hunger and malnutrition are also advanced, including national capacity building, the improvement of governance, and strategic development of biofuel programs.

- 3 Trillion Dollar economists: how economists and their ideas have transformed business / Litan, Robert. 2014. New Jersey: Wiley.**  
**Call No - 338 LIT P4** **Acc No - 48065**



This title explores the ideas that have shaped business decisions, business models, and government policies, expanding the popular idea of the economist's role from one of forecaster to one of innovator. Written by the former Director of Economic Research at Bloomberg Government, the Kauffman Foundation and the Brookings Institution, this book describes the ways in which economists have helped shape the world. Detailed discussion of how economists think about the world and the pace of future innovation leads to an examination of the role, importance, and limits of the market, and economists'

contributions to business and policy in the past, present, and future. Few economists actually forecast the economy's performance. Instead, the bulk of the profession is concerned with how markets work, and how they can be made more efficient and productive to generate the things people want to buy for a better life. Full of interviews with leading economists and industry leaders, Trillion Dollar Economists showcases the innovations that have built modern business and policy.

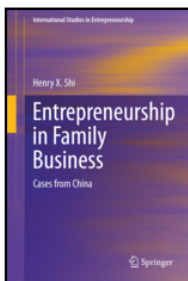
## ENTREPRENEURSHIP & INNOVATION

- 1 Agile innovation: the revolutionary approach to accelerate success, inspire engagement, and ignite creativity / Morris, Langdon; Ma, Moses and Wu, Po Chi. 2014. New Jersey: Wiley.  
Call No - 6.001.5 MOR P4 Acc No - 48022**



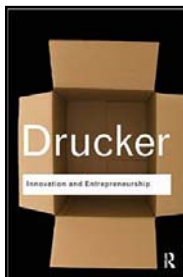
This title is a guide to survival and success in today's "innovate-or-die" business world. This revolutionary approach combines the best of Agile with the world's leading methods of Innovation to present a crisp, articulate, and proven system for developing the breakthrough capabilities every organization must master to thrive today and tomorrow. One already know that effective innovation doesn't happen by accident—it is achieved by careful design. Agile Innovation addresses the three critical drivers of innovation success: accelerating the innovation process; reducing the risks inherent in innovation; and engaging your entire organization and your broader ecosystem in the innovation effort. The key frameworks described here build on the proven success of Agile to provide a comprehensive and customizable Innovation Master Plan approach to sustained innovation improvement in the five critical performance areas: strategy, portfolio, process, culture and infrastructure. Major topics include: the power of Agile in the innovation process, how to overcome innovation risk, the best tools to evoke engagement and collaboration, branding as an integral element of innovation, and the best leadership skills and practices that create the special environment that enables transformative growth. Readers will learn specifically how to create better ideas, develop them more efficiently, and work together more profitably and effectively to achieve breakthroughs. It offered in this book are highlighted in 11 detailed case studies illustrating the world's best innovation practices at Wells Fargo, Nike, Volvo, Netflix, Southwest Airlines, NASA, The New York Times, and others, in dozens of specific business examples, in two dozen powerful and unique techniques and methods, and a full set of implementation guidelines to put these insights into practice.

- 2 Entrepreneurship in family business: cases from China / Shi, Henry X. 2014. Heidelberg: Springer.  
Call No - 338.93(510) SHI P4 Acc No - 48015**



This book presents an excellent analysis of how a family business is different from other forms of organization and especially its peculiarities in relation to entrepreneurship. Focusing on small and medium-sized second-generation Chinese family businesses this book provides an in-depth analysis on the relationship between the firms' family attributes – or “familiness” as conceptualized in this book – and entrepreneurial processes, which leads to different outcomes. Eight cases from China are presented in this book and a dual-level approach is proposed for research on entrepreneurship in family businesses, emphasizing both firm processes and the role of individual owner-managers. Readers will also find several useful policy and practice-oriented perspectives in this book.

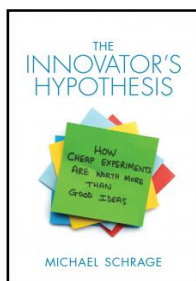
- 3 Innovation and entrepreneurship: practice and principles / Drucker, Peter F. 1985. London: Routledge.  
Call No - 338.93 DRU M5 Acc No - 48096**



In this title, Drucker is offering an excellent overview of some of his main ideas. He argues that what defines an entrepreneur is their attitude to change: 'the entrepreneur always searches for change, responds to it and exploits it as an opportunity'. To exploit change, according to Drucker, is to innovate. Stressing the importance of low-tech entrepreneurship,

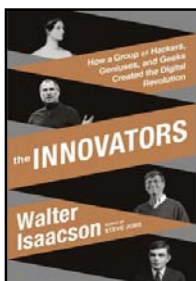
the challenge of balancing technological possibilities with limited resources, and the organisation as a learning organism, he concludes with a vision of an entrepreneurial society where individuals increasingly take responsibility for their own learning and careers.

- 4 Innovator's hypothesis: how cheap experiments are worth more than good ideas / Schrage, Michael. 2014. Cambridge: MIT Press.  
Call No - 6.001.5 SCH P4 Acc No - 48040**



What is the best way for a company to innovate? That's exactly the wrong question. The better question: How can organizations get the maximum possible value from their innovation investments? Advice recommending "innovation vacations" and the luxury of failure may be wonderful for organizations with time to spend and money to waste. But this book addresses the innovation priorities of companies that live in the real world of limits. They want fast, frugal, and high impact innovations. They don't just seek superior innovation, they want superior innovators. In this title, innovation expert Michael Schrage advocates a cultural and strategic shift: small teams, collaboratively--and competitively - crafting business experiments that make top management sit up and take notice. Creativity within constraints - clear deadlines and clear deliverables—is what serious innovation cultures do. Schrage introduces the 5X5 framework: giving diverse teams of five people up to five days to come up with portfolios of five business experiments costing no more than \$5,000 each and taking no longer than five weeks to run. The book describes multiple portfolios of 5X5 experiments drawn from Schrage's advisory work and innovation workshops worldwide. These include financial service approaches for improving customer service and addressing security challenges; a pharmaceutical company's hypotheses for boosting regulatory compliance; and a diaper divisions' efforts to give babies and parents alike better "diapering experiences" with glow-in-the-dark adhesives, diagnostic capability, and bundled wipes.

- 5 Innovators: how a group of hackers, geniuses, and geeks created the digital revolution / Isaacson, Walter. 2014. New York: Simon & Schuster.  
Call No - 6.001.5 ISA P4 Acc No - 48006**



Following his blockbuster biography of Steve Jobs, *The Innovators* is Walter Isaacson's revealing story of the people who created the computer and the Internet. It is destined to be the standard history of the digital revolution and an indispensable guide to how innovation really happens. What were the talents that allowed certain inventors and entrepreneurs to turn their visionary ideas into disruptive realities? What led to their creative leaps? Why did some succeed and others fail? In his masterly saga, Isaacson begins with Ada Lovelace, Lord Byron's daughter, who pioneered computer programming in the 1840s. He explores the fascinating personalities that created our current digital revolution, such as Vannevar Bush, Alan Turing, John von Neumann, J.C.R. Licklider, Doug Engelbart, Robert Noyce, Bill Gates, Steve Wozniak, Steve Jobs, Tim Berners-Lee, and Larry Page. This is the story of how their minds worked and what made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork made them even more creative.

- 6 New strategies for social innovation: market-based approaches for assisting the poor / Anderson, Steven G. 2014. New York: Columbia University Press.  
Call No - 338.93 AND P4 Acc No - 48103**



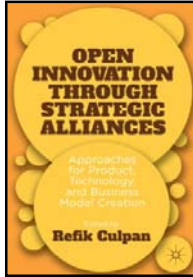
This book assesses emerging market-based social change approaches comparatively, focusing specifically on social entrepreneurship, corporate social responsibility, fair trade, and private sustainable development. Steven G. Anderson begins by identifying the problems these programs address and then describes their core, shared principles. He follows with a general framework for defining and evaluating these and other development approaches. Separate chapters provide background on the historical development and application of each approach, as well as interpretations of the processes for implementation and the underlying

behavioral assumptions related to successful outcomes. A final chapter compares each approach across a set of important program development dimensions and analyzes the utility of market-based approaches as part of a general consideration of social development strategies for the developing world.

**7      Open innovation through strategic alliances: approaches for product, technology, and business model creation / Culpan, Refik (ed.). 2014. New York: Palgrave Macmillan.**

**Call No - 6.001.5 OPE P4**

**Acc No - 48052**

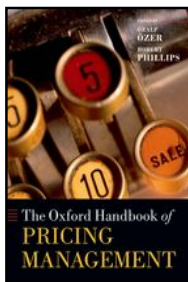


This title demonstrates the vital role and applications of strategic alliances in organizations when creating and applying knowledge for the development of new products, technologies, or business models. This edited collection builds knowledge sources and insights into understanding open innovation through inter-organizational alliances. Culpan provides readers with a clear and comprehensive understanding of the utilization of inter-firm partnerships in realizing firm innovation, which is considered crucial for achieving long-term growth and competitive advantage. This book is a valuable tool for understanding the theoretical and practical insights of open innovation business models using strategic alliances.



Call No - 338.52 OXF P2

Acc No - 48054



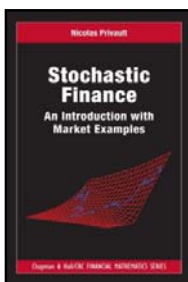
the key issues involved in structuring and managing a pricing organization, setting a global pricing strategy, and pricing in business-to-business settings.

This title is a comprehensive guide to the theory and practice of pricing across industries, environments, and methodologies. The handbook illustrates the wide variety of pricing approaches that are used in different industries. It also covers the diverse range of methodologies that are needed to support pricing decisions across these different industries. It includes more than 30 chapters written by pricing leaders from industry, consulting, and academia. It explains how pricing is actually performed in a range of industries, from airlines and internet advertising to electric power and health care. The volume covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing. In addition, there are articles on

**5 Stochastic finance: an introduction with market examples / Privault, Nicolas. 2014. Boca Raton: CRC Press.**

Call No - 332.64 PRI P4

Acc No - 48060



low/selling high) trading. With 104 figures and simulations, along with about 20 examples based on actual market data, the book is targeted at the advanced undergraduate and graduate level, either as a course text or for self-study, in applied mathematics, financial engineering, and economics.

This title presents an introduction to pricing and hedging in discrete and continuous time financial models without friction, emphasizing the complementarity of analytical and probabilistic methods. It demonstrates both the power and limitations of mathematical models in finance, covering the basics of finance and stochastic calculus, and builds up to special topics, such as options, derivatives, and credit default and jump processes. It details the techniques required to model the time evolution of risky assets.

The book discusses a wide range of classical topics including Black–Scholes pricing, exotic and American options, term structure modeling and change of numeraire, as well as models with jumps. The author takes the approach adopted by mainstream mathematical finance in which the computation of fair prices is based on the absence of arbitrage hypothesis, therefore excluding riskless profit based on arbitrage opportunities and basic (buying

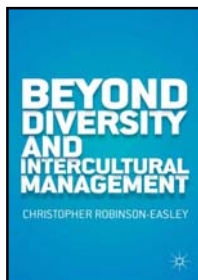
## HR & OB

- 1 Advancing human resource project management / Klimoski, Richard J. et.al. (ed.). 2014. San Francisco: Jossey-Bass.  
Call No - 658.3 ADV P4 Acc No - 48020**



Tackling major human resources management projects can be daunting, but now you can learn from the lessons of HR professionals who have encountered roadblocks or challenges in similar contexts. *Advancing Human Resource Project Management* is an in-depth, thoughtful resource that highlights the knowledge and experience of those who have undertaken large HR projects. This guide illustrates what worked and what didn't, with a focus on evidence and real-world cases to illuminate effective strategies and solutions. Each chapter presents empirical findings complemented by professional judgment and wisdom from human resource management professionals well-versed in global business environments. This title recognizes the importance of context, addresses the practical and professional implications of managing HR management projects in different industry sectors, and provides comprehensive coverage on implementing global development programs and project initiation and planning. Ideal for global Industrial and Organizational Psychology faculty and practitioners, graduate students, and, especially, HR professionals, this resource uncovers the best evidence-based practices available today for effective HR project management strategies.

- 2 Beyond diversity and intercultural management / Robinson-Easley, Christopher. 2014. Hampshire: Palgrave Macmillan.  
Call No - 658.3 ROB P4 Acc No - 48026**



Our global world still faces many issues of discrimination. The marginalization faced by people across many different realms of difference is causing significant strife in organizations, governments, and our education systems. Yet the literature and conversations on diversity, intercultural management and related topics on equality have not significantly changed in over twenty years. *Beyond Diversity and Intercultural Management* develops a change model designed to challenge prevailing paradigms. Robinson-Easley argues that while equal employment opportunity, diversity, and intercultural management are generally treated separately in the literature, these topics and related issues reside on one continuum and require the same core competencies and skills. This follow up work to Robinson-Easley's *Preparing for Today's Global Job Market* demonstrates that it is time to move away from a 'managing' mindset and towards a "valuing humanity" mindset, while concomitantly privileging the personal lenses, cultures, and micro-cultures of people who make up today's diverse global world.

- 3 Building a global learning organization: using TWI to succeed with strategic workforce expansion in the LEGO group / Graupp, Patrick; Jakobsen, Gitte and Vellema, John. 2014. Boca Raton: CRC Press.  
Call No - 65.012.3 GRA P4 Acc No - 48074**



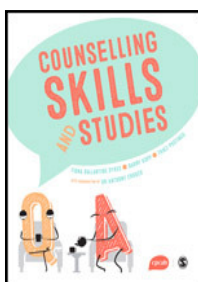
This title describes how a multinational company developed a global structure for learning based on the TWI (Training within Industry) program to create and sustain standardized work across multiple language and cultural platforms. In this book, Shingo Prize-winning author Patrick Graupp collaborates with two practitioners who performed the planning and

implementation of the LEGO Group's worldwide Learning Organization. The book outlines the organizational and planning models used by the LEGO Group to create the internal ability to give and receive tacit skills and knowledge. Describing how and why TWI is used as the foundation for success in knowledge transfer across diverse languages and cultures, it provides step-by-step guidance on how to establish a solid organizational foundation for your own Learning Organization. Providing expert insight into the work of culture change, the book explains how to work with people to create motivation for moving to a new system of learning. It details the critical elements that made the implementation at the LEGO Group a success, identifies the stumbling blocks they encountered along the way, and explains how they were overcome. Case studies describe in detail what these efforts looked and felt like in actual application.

**4 Counselling skills and studies / Dykes, Fiona Ballantine et.al. 2014. New Delhi: Sage.**

**Call No - 159.97 DYK P4**

**Acc No - 48082**



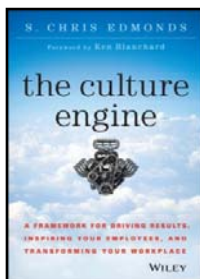
including journal and learning.

This book provides to use counselling skills to enhance their existing helping role or wanting to take the first steps towards becoming a professional counsellor? Well look no further! This practical guide will provide them with the ideal 'way-in', showing them what helping and counselling is all about. **Part 1: Counselling Skills** will introduce students to the underpinning knowledge and practical tools needed to develop a range of helping skills for use in a variety of helping roles, showing them what it means to work safely and ethically. **Part 2: Counselling Studies** will help students take their understanding further by considering in detail important theories and professional issues, preparing them to work as a professional counsellor. **Part 3: Counselling Study Skills** will offer practical advice and hints and tips to help students make the best start on their counselling portfolio, including journal and essay writing skills, research skills and how to get inspired and overcome blocks to their learning.

**5 Culture engine: a framework for driving results, inspiring your employees, and transforming your workplace / Edmonds, S. Chris. 2014. New Jersey: Wiley.**

**Call No - 658.3.054.8 EDM P4**

**Acc No - 48029**

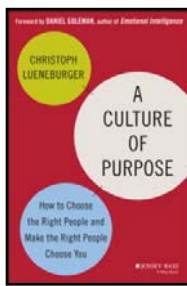


This title shows leaders how to create a high performing, values aligned culture through the creation of an organizational constitution. With practical step-by-step guidance, readers learn how to define their organization's culture, delineate the behaviors that contribute to greater performance and greater engagement, and draft a document that codifies those behaviors into a constitution that guides behavior towards an ideal: a safe, inspiring workplace. The discussion focuses on people, including who should be involved at the outset and how to engage employees from start to finish, while examples of effective constitutions provide guidance toward drafting a document that can actualize an organization's potential. Culture drives everything that happens in an organization day to day, including focus, priorities, and the treatment of employees and customers. A great culture drives great performance, and can help attract and retain great talent. But a great culture isn't something that evolves naturally. This title is a guide to strategically planning a culture by compiling the company's guiding principles and behaviors into an organizational constitution.

**6 Culture of purpose: how to choose the right people and make the right people choose you / Lueneburger, Christoph (ed.). 2014. San Francisco: Wiley.**

**Call No - 65:301.172.6 LUE P4**

**Acc No - 48030**



Building a culture of purpose is one of the greatest challenges facing modern leaders, as today's best minds are looking for meaning, not just jobs. More than any other single factor,

cultures of purpose power winning organizations, attracting the smartest, most creative, most passionate talent. For leaders building cultures of purpose, the commercial pursuit of sustainability provides the most reliable blueprint. While sustainability has been commonly misconstrued as a description of a set of problems, Christoph Lueneburger shows that it is really a solution to problems, capable of inspiring people and forging cultures. Sharing his exclusive, in-depth dialogues with chief sustainability officers, CEOs, and board chairmen, Lueneburger reveals how sustainability works at places where it works best, including Chrysler, Unilever, TNT, Walmart, and Bloomberg. Featuring a clear three-phase process that helps leaders assess the talent needed to develop organizations characterized by energy, resilience, and openness.

**7 Employee relations management / Singh, P. N. and Kumar, Neeraj. 2011. Delhi: Pearson.**

**Call No - 658.31 SIN P1**

**Acc No - 47993 - 96**



backdrop of globalization and the new economic policy.

The introduction of the new economic policy in 1991 had a significant bearing on industrial relations. Coupled with liberalization, these policies changed the way industries functioned in India. It forced the government, employers and trade unions to align themselves to new realities. There is an ongoing transition in industrial relations on the global scale as well. The focus is gradually shifting from traditional industrial relations, characterized by conflict resolution, to employee relations management, characterized by collaborative partnerships between the employers and the employees. The title focuses on this ongoing transition from industrial relations to employee relations. It introduces readers to the fundamental concepts and relevant pieces of legislation against the

**8 Employee risk management: how to protect your business reputation and reduce your legal liability / Rideout, Helen. 2014. London: Kogan Page.**

**Call No - 658.3 RID P4**

**Acc No - 48088**



**9 Employment law - 9<sup>th</sup> ed. / Lockton, Deborah J. 2014. Hampshire: Palgrave Macmillan.**

**Call No - 331:34 LOC P4**

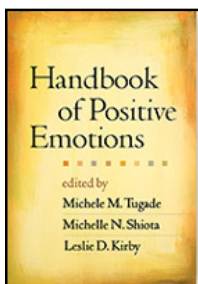
**Acc No - 48031**



This edition has been updated to include the most relevant developments in employment law today. Reinforced with summaries, exercises and further reading throughout, the text steers the student confidently through the complexities of the subject. It contains description of descriptions of current substantive law across the full range of employment

law matters, including relevant trade union law, and combines these with pertinent practical examples of application, in a highly readable and stimulating manner.

- 10 Handbook of positive emotions / Tugade, Michele M.; Shiota, Michelle N. and Kirby, Leslie D. 2014. New York: Guilford.  
Call No - 159.942 HAN P4 Acc No - 48035**



This handbook reviews the breadth of current knowledge about positive emotions: their nature, functions, and consequences for individuals and society. Specific emotions are analyzed in depth, including happiness, pride, romantic love, compassion, gratitude, awe, challenge, and hope. Major theoretical perspectives are presented and cutting-edge research methods explained. The volume addresses neurobiological and physiological aspects of positive emotions as well as their social and intrapersonal contexts. Implications for physical health, coping, and psychopathology are explored, as are connections to organizational functioning and consumer behavior.

- 11 Helping skills: facilitating exploration, insight, and action - 4<sup>th</sup> ed. / Hill, Clara E. 2014. Washington: American Psychological Association.  
Call No - 159.97 HIL P4 Acc No - 48094**



This fourth edition of Clara Hill's popular textbook updates her comprehensive exploration of basic helping skills for undergraduate and first-year graduate students. Hill's three-stage model of helping clients involves exploration, insight, and action. The exploration stage helps clients explore their thoughts and feelings. The insight stage helps clients understand the reasons for their thoughts and feelings. The action stage helps clients make desired changes in their lives. The book describes the goals and theoretical foundations of the three stages, how helpers can learn and practice the skills used in each stage, general principles for ethical practice, and important cultural issues. Hill also challenges students to think about and discuss the process of becoming helpers and their reasons for doing so.

- 12 Human resource management / Nieto, Michael L. 2014. Hampshire: Palgrave Macmillan.  
Call No - 658.3 NIE P4 Acc No - 48037**



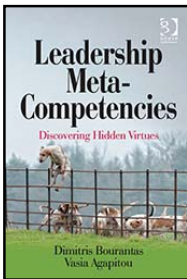
This title covers the essentials of human resource management, providing students with a clear and succinct overview of the topic. It provides practical real-world examples and pulls together key points for an 'at a glance' overview of the topic. Ideal as a course companion, pre-course reading, or for revision.

- 13 Human resource management - 8<sup>th</sup> ed. / Stone, Raymond J. 2014. - Australia: Wiley.  
Call No - 658.3 STO P4 Acc No - 48038**



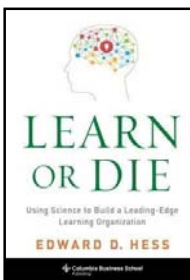
Endorsed by the Australian Human Resources Institute (AHRI) — the national association representing human resource and people management professionals — Human Resource Management, 8th edition, presents a comprehensive coverage of key HRM topics. Ray Stone's Human Resource Management is the longest running and most successful Australian textbook ever produced in the field of HRM. The 8th edition has been thoroughly updated to reflect the impact of the Fair Work Act on the relationship between employers and employees, as well as on the work of HR professionals. Numerous practical examples throughout the text highlight contemporary HR issues, such as: i) employee engagement; ii) flexible working arrangements; iii) work–life balance; iv) generational issues in the workplace; v) skills shortages in various industries; vi) the importance of effective employee recruitment and training; vii) the cost of involuntary staff turnover; viii) increasing diversity in the workplace; ix) outsourcing; x) corporate social and ethical responsibility; xi) negotiation; xii) change management.

- 14 Leadership meta-competencies: discovering hidden virtues / Bourantas, Dimitris and Agapitou, Vasia. 2014. Farnham: Gower.  
Call No - 65:301.172.6 BOU P4 Acc No - 48099**



This book doesn't offer overrated success stories which in most cases cannot be imitated. It contains no check lists or recipes for success and it presents no theoretically-based models. The meta-competencies discussed in this refreshing book are timeless virtues of which effective leaders seem to be possessed, but which are rarely if ever included in lists of competencies in the vast business leadership literature. They include: i) Existential intelligence - distinct from the much discussed emotional intelligence, is about the ability to pose questions and reflect on fundamental issues in ways that develop a mature ability to interpret the world and better understand other people; ii) Phronesis - is the ability to exercise sound judgement based on skilful application of moral and political rationality; iii) Solitude - is a voluntary state achieved when an individual has the ability to momentarily withdraw and be free of external pressures and demands in order to concentrate on desired mental-cognitive activities. Trust building - is more often discussed in leadership literature. As a leadership competence it is about the ability to be credible, show trust in and respect for other people and inspire trust.

- 15 Learn or die: using science to build a leading-edge learning organization / Hess, Edward D. 2014. New York: Columbia Business School Publishing.  
Call No - 658.386 HES P4 Acc No - 48045**



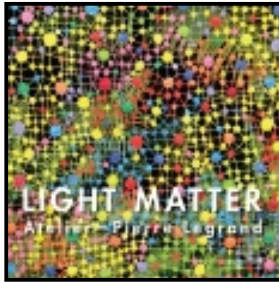
To compete with today's increasing globalization and rapidly evolving technologies, individuals and organizations must take their ability to learn--the foundation for continuous improvement, operational excellence, and innovation--to a much higher level. In Learn or Die, Edward D. Hess combines recent advances in neuroscience, psychology, behavioral economics, and education with key research on high-performance businesses to create an actionable blueprint for becoming a leading-edge learning organization. The title examines the process of learning from an individual and an organizational standpoint. From an individual perspective, the book discusses the cognitive, emotional, motivational, attitudinal, and behavioral factors that promote better learning. Organizationally, Learn or Die focuses on the kinds of structures, culture, leadership, employee learning behaviors, and human resource policies that are necessary to create an environment that enables critical and innovative thinking, learning

conversations, and collaboration. The volume also provides strategies to mitigate the reality that humans can be reflexive, lazy thinkers who seek confirmation of what they believe to be true and affirmation of their self-image. Exemplar learning organizations discussed include the secretive Bridgewater Associates, LP; Intuit, Inc.; United Parcel Service (UPS); W. L. Gore & Associates; and IDEO.

**16 Light matter: atelier - Pierre Legrand / Majumdar, Anuradha. 2014. New Delhi: Roli.**

**Call No - 65.012.3 LIG P4**

**Acc No - 47999**



When he started out on his artistic journey, the question plaguing Pierre Legrand was: what was there to see? Was there something still to reveal in a world flooded with too much of everything? Underneath the chaos, was there another map of man to be discovered? Cellular structures that wrote the whole universe, also wrote a human being to existence – was that the frontier from where all would change? Could that become Art? In his journey, Legrand has questioned limits and redefined matter. This book is a visual record of his path-breaking work – the exploration of a distinct inner territory at a time crowded by many outer conflicts.

**17 Management / Gulati, Ranjay; Mayo, Anthony J. and Nohria, Nitin. 2013. New Delhi: Cengage Learning.**

**Call No - 658 GUL P3**

**Acc No - 47989**

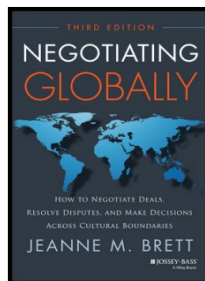


This title demonstrates the mutual interconnectivity among the three key facets of management: strategic positioning, organizational design, and individual leadership. The authors highlight both the manner in which strategy informs leadership and how leaders influence strategic positioning and, ultimately, performance. Students effectively prepare for leadership roles and truly think like managers as they master and address the many integrated facets involved in answering the key question: How are leaders successfully managing competitive companies in the 21st century?

**18 Negotiating globally: how to negotiate deals, resolve disputes, and make decisions across cultural boundaries - 3<sup>rd</sup> ed. / Brett, Jeanne M. 2014. San Francisco: Jossey-Bass.**

**Call No - 658.311.63 BRE P4**

**Acc No - 48051**



In today's global environment, negotiators who understand cultural differences and negotiation fundamentals have a decided advantage at the bargaining table. This thoroughly revised and updated edition of Negotiating Globally explains how culture affects negotiators' assumptions about when and how to negotiate, their interests and priorities, and their strategies. It explains how confrontation, motivation, influence, and information strategies shift due to culture. It provides strategic advice for negotiators whose deals, disputes, and decisions cross cultural boundaries, and shows how to anticipate cultural differences and then manage them when they appear at the negotiating table. It challenges negotiators to expand their repertoire of strategies, so that they are

prepared to negotiate deals, resolve disputes, and make decisions regardless of the culture in which they find themselves.

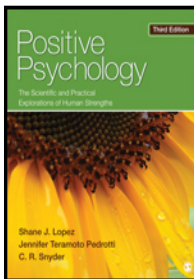
- 19 Open design and innovation: facilitating creativity in everyone / Cruickshank, Leon. 2014. Farnham: Gower.  
Call No - 658.3.054.8 CRU P4 Acc No - 48104**



This title develops the argument for a more nuanced acknowledgement and facilitation of 'non-professional' forms of creativity; drawing on lessons from commercial design practice; theoretical analysis and a wider understanding of innovation. This book examines: innovation and design, the reality and myth of mass creativity and the future of the design profession, through a series of case studies of new approaches to open design practices. The text draws on academic research, practical experience of the author in delivering open design projects and first hand interviews with leaders in the fields. The author challenges the notion of the designer as 'fountain-head' of innovation and, equally, the idea of 'user creativity' as a replacement for traditional design and innovation. The book offers a critique of the hype surrounding some of the emerging phenomena and a framework to help

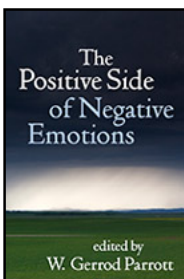
understand the emerging relationship between citizens and designers. It goes on to propose a roadmap for the development of the design profession, welcoming and facilitating new modes of design activity where designers facilitate creative collaborations.

- 20 Positive psychology: the scientific and practical explorations of human strength - 3rd ed. / Lopez, Shane J.; Pedrotti, Jennifer Teramoto and Snyder, C. R. 2015. Los Angeles: Sage.  
Call No - 159.9 LOP P5 Acc No - 48107**



This title covers the science and application of positive psychology and presents new frameworks for understanding positive emotions and strengths through a culturally competent lens. The authors bring positive psychology to life by addressing important issues such as how positive psychology can improve schooling and the workplace, as well as how it can promote flourishing in day-to-day life. Throughout the book, well-crafted exercises allow readers to apply major principles to their own lives. The book also explores various positive conditions within multiple cultural contexts, such as happiness and well-being, and processes related to mindfulness, wisdom, courage, and spirituality.

- 21 Positive side of negative emotions / Parrott, W. Gerrod. 2014. New York: Guilford.  
Call No - 159.942 POS P4 Acc No - 48055**



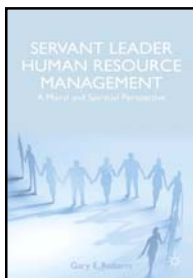
This volume brings together state-of-the-art research showing the value of emotions that many believe to be undesirable. Leading investigators explore the functions and benefits of sadness, anxiety, anger, embarrassment, shame, guilt, jealousy, and envy. The role of these emotions in social interactions and relationships is examined, as are cultural differences in how they are valued and expressed. The volume considers how people seek out these feelings in everyday life to improve performance, gain insight, and express cares and

commitments. Negative emotions are shown to have an important place in a rich and meaningful life.

**22 Servant leader human resource management: a moral and spiritual perspective / Roberts, Gary E. 2014. Hampshire: Palgrave Macmillan.**

**Call No - 658.3 ROB P4**

**Acc No - 48057**



This title entails developing performance management policies and practices that honor the 'triune towers' of support, accountability, and integrity. Employee support requires workplace policies and practices that cultivate a healthy and engaging quality of work life. Employers of integrity balance employee support with demanding exemplary character and 'tough love' performance accountability standards. Accountability is embedded within a value system that infuses authentic forgiveness and grace policies. Support and accountability, in turn, lean on the pillar of integrity, which is the authentic implementation of the espoused values. It provides a comprehensive conceptual framework based on a dignity-enhancing stewardship model that integrates and balances mission achievement with motive, means, and ends integrity from both a line manager and human resource department perspective. The foundation is the development of a strategic and tactical collaborative partnership between the human resource department and line managers and employees.

**23 Talent relationship management: competitive recruiting strategies in times of talent shortage / Trost, Armin. 2014. Heidelberg: Springer.**

**Call No - 658.311 TRO P4**

**Acc No - 48063**

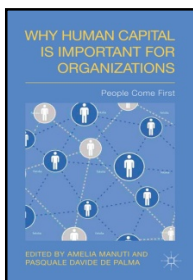


In times of growing talent shortage, companies have to find new ways to fill their strategic positions from the outside. This book presents useful and competitive solutions for hiring talented and motivated employees. The author presents four concrete fields of action to achieve this and provides the reader with definitions of strategically relevant key and bottleneck functions. The book emphasizes the fact that employers must sell relevant functions just like they would as part of an employer branding strategy. Employers are moving towards active sourcing strategies beyond job ads and headhunting. They must maintain and manage relations with promising talent once they have been identified. Finally, employers must ensure a positive candidate experience. This book serves as a handy reference for HR managers and talent recruiters.

**24 Why human capital is important for organizations: people come first / Manuti, Amelia and Davide de Palma, Pasquale (ed). 2014. Hampshire: Palgrave Macmillan.**

**Call No - 658.3 WHY P4**

**Acc No - 48070**



This title derives from the casual meeting of people, scholars, and practitioners who live and work in many different parts of the world. The 'fil rouge' among them is their interpretation of how human resource management actually works in the present organizational context. Concretely, this book encompasses eleven chapters dealing with some of the most important issues in the field of human resource management through the exploration of four key themes: drawing the scenario, the pivots of human capital, measuring human capital, and good practices from abroad.

**25 Wiley Blackwell handbook of the psychology of training, development, and performance improvement / Kraiger, Kurt et.al. 2015. Chichester: Wiley Blackwell.**

**Call No - 658.386 WIL P5**

**Acc No - 48071**

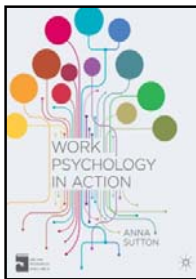


This handbook of organizational psychology uses a psychological perspective, and a uniquely global focus, to review the latest literature and research in the interconnected fields of training, development, and performance appraisal. Maintains a truly global focus on the field with top international contributors exploring research and practice from around the world and offers researchers and professionals essential information for building a talented organization, a critical and challenging task for organizational success in the 21st century. It covers a diverse range of topics, including needs analysis, job design, active learning, self-regulation, simulation approaches, 360-degree feedback, and virtual learning environments.

**26 Work psychology in action / Sutton, Anna. 2015. Hampshire: Palgrave Macmillan.**

**Call No - 658.013 SUT P5**

**Acc No - 48072**



How do managers at successful organisations such as Google motivate their people? What's the best way to lead your team to high performance? What are peak experiences and how can you find them at work? Business is about people: for organisations to thrive, managers need to know how to identify and develop the right people, and how to communicate with, lead and motivate them. It introduces key psychological concepts and demonstrates how they come into play in the real world of work, while providing you with an awareness of how business priorities inform and underpin applied psychology. It combines summaries of important research studies with an exploration of topics from different international perspectives to give you a deeper appreciation of how psychology develops and is used around the business world. The book takes a practical, problem-solving approach to understanding the role of psychology in the workplace and focuses on employability skills

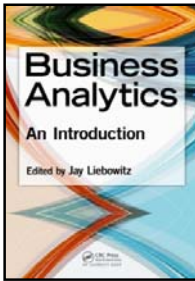
that will benefit you in your future career.

## INFORMATION MANAGEMENT

- 1 Business analytics: an introduction / Liebowitz, Jay (ed.). 2014. Boca Raton: CRC Press.**

**Call No - 65.011.56 BUS P4**

**Acc No - 48027**

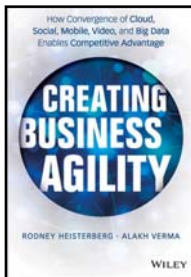


This title explains how to use business analytics to sort through an ever-increasing amount of data and improve the decision-making capabilities of an organization. Covering the key areas of business analytics, the book explores the concepts, techniques, applications, and emerging trends that professionals across a wide range of industries need to be aware of. Better detection of fraud through visual analytics or better prediction of the likelihood of someone getting an infection while in the hospital are just a few examples of where analytics can play a positive role. As the field of business analytics continues to emerge rapidly, there is a need for a reliable textbook and reference on the subject. Filling this need, this book is suitable for graduate-level students and undergraduate seniors. It maintains a focus on only the key areas so the material can be covered adequately in a one-semester or one-quarter course. Each chapter includes software-generic exercises, labs, and associated answers to the exercises/labs.

- 2 Creating business agility: how convergence of cloud, social, mobile, video, and big data enables competitive advantage / Heisterberg, Rodney and Verma, Alakh. 2014. New Jersey: Wiley.**

**Call No - 65.011.56 HEI P4**

**Acc No - 48028**

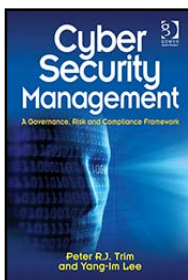


This title provides a game plan for integrating technology to build a smarter, more customer-centric business. Using a series of case studies as examples throughout, the book describes the agility that comes from collaborative commerce, and provides key decision makers the implementation roadmap they need to build a successful business ecosystem. The focus is on Business Agility Readiness in terms of the five major changes affecting the information technology landscape, and how data-driven delivery platforms and decision-making processes are being reinvented using digital relationships with a social business model as the consumer world of technology drives innovation and collaboration. Cloud computing, social media, next-gen mobility, streaming video, and big data with predictive analytics are major forces now for a competitive advantage, and Creating Business Agility provides leaders with a roadmap for readiness. Business leaders tasked with innovation and strategy will find that Creating Business Agility provides important insight from an informed perspective.

- 3 Cyber security management: a governance, risk and compliance framework / Trim, Peter and Lee, Yang-Im. 2014. Farnham: Gower.**

**Call No - 65.011.56WAD TRI P4**

**Acc No - 48083**



This title places security management in a holistic context and outlines how the strategic marketing approach can be used to underpin cyber security in partnership arrangements. It integrates material that is of a highly specialized nature but which can be interpreted by those with a non-specialist background in the area. Indeed, those with a limited knowledge of cyber security will be able to develop a comprehensive understanding of the subject and will be guided into devising and implementing relevant policy, systems and procedures that make the organization better able to withstand the increasingly sophisticated forms of cyber

attack. The book includes a sequence-of-events model; an organizational governance framework; a business continuity management planning framework; a multi-cultural communication model; a cyber security management model and strategic management framework; an integrated governance mechanism; an integrated resilience management model; an integrated management model and system; a communication risk management strategy; and recommendations for counteracting a range of cyber threats.

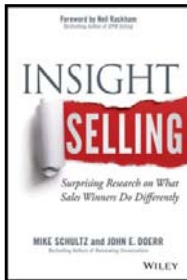
## MARKETING

- 1 Advertising transformed: the new rules for the digital age / Van Dyck, Fons. 2014. London: Kogan Page. Call No - 659.1 VAN P4 Acc No - 48076**



This title is the guide to advertising in the 21st century. In an advertising world transformed by digital technology it sets out what current and would-be admen and women need to know to create advertising that works. Branding expert and Managing Director of Think BBDO, Fons Van Dyck, synthesizes the latest thinking about advertising into a digestible list of rules to create a best practice guide to succeeding in the industry. It covers some of the key issues affecting advertising professionals today and focuses in particular on how advertisers can engage with increasingly empowered consumers on multiple channels on a global and local scale. Backed by case studies of Effie award winning campaigns from brands such as Evian, Mercedes and IBM, it provides readers with the insights and expertise to meet the changing requirements of modern advertising and devise exciting campaigns that prove its continuing value.

- 2 Insight selling: surprising research on what sales winners do differently / Schultz, Mike and Doerr, John E. 2014. New Jersey: Wiley. Call No - 658.811 SCH P4 Acc No - 48041**



Mike Schultz and John Doerr, set out to find the answer. They studied more than 700 business-to-business purchases made by buyers who represented a total of \$3.1 billion in annual purchasing power. When they compared the winners to the second-place finishers, they found surprising results. Not only do sales winners sell differently, they sell radically differently, than the second-place finishers. In recent years, buyers have increasingly seen products and services as replaceable. You might think this would mean that the sale goes to the lowest bidder. Not true! A new breed of seller - the insight seller - is winning the sale with strong prices and margins even in the face of increasing competition and commoditization. In this book, Schultz and Doerr share the surprising results of their research on what sales winners do differently, and outline exactly what you need to do to transform yourself and your team into insight sellers. They introduce a simple three-level model based on what buyers say tip the scales in favor of the winners: Level 1 "Connect." Winners connect the dots between customer needs and company solutions, while also connecting with buyers as people. Level 2 "Convince." Winners convince buyers that they can achieve maximum return, that the risks are acceptable, and that the seller is the best choice among all options. Level 3 "Collaborate." Winners collaborate with buyers by bringing new ideas to the table, delivering new ideas and insights, and working with buyers as a team.

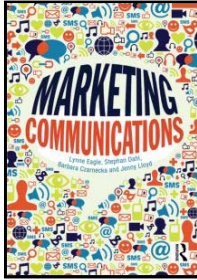
- 3 Marketing communications management: analysis, planning, implementation - 2<sup>nd</sup> ed. / Copley, Paul. 2014. London: Sage. Call No - 658.8 COP P4 Acc No - 48101**



This book introduces the core components and concepts of marketing communications for those studying at both undergraduate and postgraduate levels. It covers essential topics such as advertising, direct marketing, corporate communications, public relations, product placement, sales promotion, social media, sponsorship and many more. The author provides a set of managerial frameworks that include analysis, planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns. Every chapter includes Snapshots that help you to apply theory to engaging real-world examples. These include: BMW, Harrods,

Levi's, Lynx, Tesco, Tencent, United Colors of Benetton and Wonga. Additionally, Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades. The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further.

**4 Marketing communications / Eagle, Lynne et.al. 2015. London: Routledge.**  
**Call No – 659 EAG P5** **Acc No – 48102**

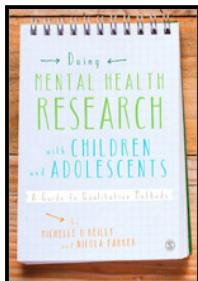


This textbook applies a uniquely practical approach to the topic so that, whilst a structured overview of planning, development, implementation and evaluation of marketing communications is in place, the detailed cases made available by the Institute for Practitioners in Advertising (IPA) show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an increasingly competitive environment. Aided by a veritable wealth of pedagogical features, Marketing Communications will be essential reading for both students and professionals in marketing, communications and public relations. This textbook also benefits from a companion website which includes a comprehensive instructor's guide with PowerPoint slides, testbank

questions and answer checklists.

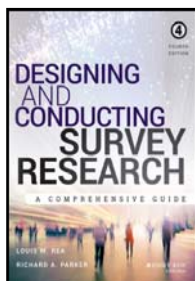
## RESEARCH METHODOLOGY

- 1     **Doing mental health research with children and adolescents: a guide to qualitative methods / O'Reilly, Michelle and Parker, Nicola. 2014. New Delhi: Sage.****  
**Call No - 3.001.5 ORE P4** **Acc No - 48087**



Researching child and adolescent mental health can be a daunting task, but with the right practical skills and knowledge your students can transform the way they work with children and young people, giving them a 'voice' through their research in the wider community. Michelle O'Reilly and Nikki Parker combine their clinical, academic and research expertise to take your students step-by-step through each stage of the research process. From first inception to data collection and dissemination, they'll guide them through the key issues faced when undertaking their research, highlighting the dilemmas, challenges and debates, and exploring the important questions asked when doing research with this population. Providing practical advice and strategies for dealing with the reality of conducting research in practice, by providing students with an overview of the theories that underpin methodological choice and the value of using qualitative research and guide them through the planning stage of your project, clearly outlining important ethical and legal issues. It also help them write up their findings and demonstrate how research evidence translates into effective clinical practice.

- 2     **Designing and conducting survey research: a comprehensive guide - 4<sup>th</sup> ed. / Rea, Louis M. and Parker, Richard A. 2014. - San Francisco: Jossey-Bass.****  
**Call No - 3.001.5 REA P4** **Acc No - 48086**



This edition is the industry standard resource that covers all major components of the survey process, updated to include new data analysis techniques and SPSS procedures with sample data sets online. The book offers practical, actionable guidance on constructing the instrument, administering the process, and analyzing and reporting the results, providing extensive examples and worksheets that demonstrate the appropriate use of survey and data techniques. By clarifying complex statistical concepts and modern analysis methods, this guide enables readers to conduct a survey research project from initial focus concept to the final report. Public and nonprofit managers with survey research responsibilities need to stay up-to-date on the latest methods, techniques, and best practices for optimal data collection, analysis, and reporting. It is a complete resource, answering the "what", "why", and "how" every step of the way, and providing the latest information about technological advancements in data analysis. The updated fourth edition contains step-by-step SPSS data entry and analysis procedures, as well as SPSS examples throughout the text, using real data sets from real-world studies.

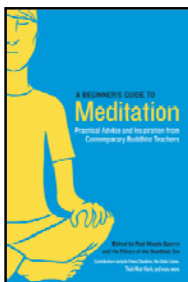
## SOCIAL SCIENCES & GENERAL MANAGEMENT

- 1 Art of social theory / Swedberg, Richard. 2014. Princeton: Princeton University Press.  
Call No - 301 SWE P4 Acc No - 48024**



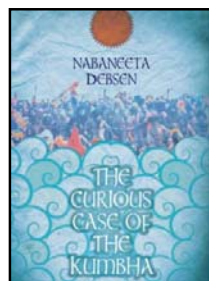
In the social sciences today, students are taught theory by reading and analyzing the works of Karl Marx, Max Weber, and other foundational figures of the discipline. What they rarely learn, however, is how to actually theorize. The Art of Social Theory is a practical guide to doing just that. In this one-of-a-kind user's manual for social theorists, Richard Swedberg explains how theorizing occurs in what he calls the context of discovery, a process in which the researcher gathers preliminary data and thinks creatively about it using tools such as metaphor, analogy, and typology. He guides readers through each step of the theorist's art, from observation and naming to concept formation and explanation. To theorize well, you also need a sound knowledge of existing social theory. Swedberg introduces readers to the most important theories and concepts, and discusses how to go about mastering them. If one can think, one can also learn to theorize.

- 2 Beginner's guide to meditation: practical advice and inspiration from contemporary Buddhist teachers / Sperry, Rod Meade (ed.). 2014. Boston: Shambhala.  
Call No - 294.3 BEG P4 Acc No - 48073**



As countless meditators have learned firsthand, meditation practice can positively transform the way we see and experience our lives. This practical, guide to the fundamentals of Buddhist meditation introduces to the practice, explains how it is approached in the main schools of Buddhism, and offers advice and inspiration from Buddhism's most renowned and effective meditation teachers, including Pema Chodron, Thich Nhat Hanh, the Fourteenth Dalai Lama, Sharon Salzberg, Norman Fischer, Ajahn Chah, Chögyam Trungpa Rinpoche, Shunryu Suzuki Roshi, Sylvia Boorstein, Noah Levine, Judy Lief, and many others. Topics include how to build excitement and energy to start a meditation routine and keep it going, setting up a meditation space, working with and through boredom, what to look for when seeking others to meditate with, how to know when it's time to try doing a formal meditation retreat, how to bring the practice "off the cushion" with walking meditation and other practices, and much more.

- 3 Holy trail: a pilgrim's plight / Sen, Nabaneeta Dev. 2013. New Delhi: Supernova.  
Call No - 294.5 SEN P3 Acc No - 48008**



This title is a tongue-in-cheek yet touching first person recount of Nabaneeta Dev Sen's experience on her virgin Kumbh pilgrimage. From the perch of a quintessential non-pilgrim, the narration is vivid and bursting with wit. It brings to life the essence of Kumbh Mela, where pilgrims throng in millions to reap their shares of 'goodness'.

Having decided to brave the daunting crowds of Kumbh Mela alone, the author faces the brunt of society. Trials and tribulations are a galore but so are divine interventions in unforeseen forms and faces. In the span of a few hours she comes across myriad faces of

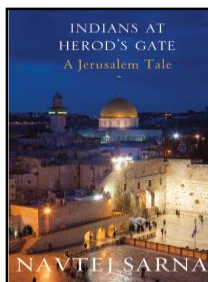
humankind – from stoic sannyasis to benevolent brethren to spiteful spouses. She sleeps rough, shares a cuppa with sannyasis and teeters into holy waters in high heels. Yet, all's well that ends well.

- 4 India's healthcare industry: innovation in delivery, financing, and manufacturing / Burns, Lawton Robert (ed). 2014. New Delhi: Cambridge University Press.  
Call No – 614 IND P4 Acc No - 47990**



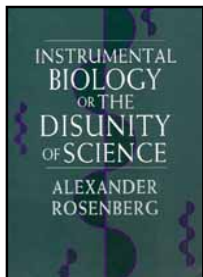
This book analyzes the historical development and current state of India's healthcare industry. It describes three sets of institutions that deliver healthcare services, finance these services, and manufacture products used in these services. These institutions provide healthcare (hospitals, physicians, pharmacies, and diagnostic laboratories), pay for healthcare (individuals who pay out-of-pocket, insurance companies, community insurance schemes, government ministries), and produce the technology used in healthcare delivery (pharmaceuticals, biotechnology, and medical devices). The volume also discusses innovative efforts to raise capital for the development of these sectors. Finally, it includes three interesting case studies of innovative models of healthcare delivery (L. V. Prasad, Aravind, and Vaatsalya), as well as analyses of other innovative organizations like Narayana Hrudayalaya and the hospital chains. The contributors to the volume include Wharton faculty members, graduates of Wharton's healthcare MBA program, and executives and consultants from India.

- 5 Indians at herod's gate: a Jerusalem tale / Sarna, Navtej. 2014. New Delhi: Rainlight.  
Call No – 28 SAR P4 Acc No - 48002**



Eight hundred years ago Baba Farid, the great Sufi saint of the Chisti order, visited Jerusalem, freshly wrested back for Islam from the Crusaders by Saladin, and meditated there for forty days in an underground room. Later, an Indian Hospice was born through a waqf endowment around that room and has welcomed Indian pilgrims - and soldiers - to Jerusalem ever since. For close to a century, through the tumultuous years of the British Mandate, the Second World War, the birth of Israel and the ensuing decades of conflict, the Hospice has been looked after by an Indian family- first by Sheikh Nazir Hasan Ansari, a police inspector's son from Saharanpur, and then by his eldest son, Sheikh Munir Ansari. Following in the tradition of literary travellers such as Bruce Chatwin and Paul Theroux, Navtej Sarna wanders through the timeless narrow lanes of Old Jerusalem, sifting through fact and fable to tease out the unique story of the Indian Hospice and the Ansari family. What starts off as a personal conversation becomes a deeply researched but lightly told account that weaves historical narrative with telling personal detail.

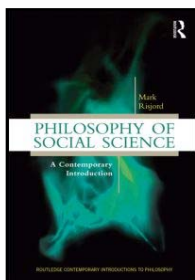
- 6 Instrumental Biology, or the disunity of science / Rosenberg, Alexander. 1994. Chicago: University Of Chicago Press.  
Call No – 113 ROS N4 Acc No - 48137**



Do the sciences aim to uncover the structure of nature, or are they ultimately a practical means of controlling our environment? In this title, Alexander Rosenberg argues that while physics and chemistry can develop laws that reveal the structure of natural phenomena, biology is fated to be a practical, instrumental discipline. Because of the complexity produced by natural selection, and because of the limits on human cognition, scientists are prevented from uncovering the basic structure of biological phenomena. Consequently, biology and all of the disciplines that rest upon it—psychology and the other human

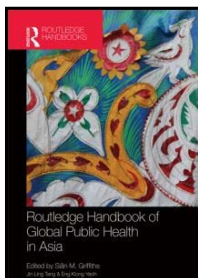
sciences—must aim at most to provide practical tools for coping with the natural world rather than a complete theoretical understanding of it.

- 7 Philosophy of social science: a contemporary introduction / Risjord, Mark. 2014. New York: Routledge.  
Call No - 1:3 RIS P4 Acc No - 48106**



This title examines the perennial questions of philosophy by engaging with the empirical study of society. It offers a comprehensive overview of debates in the field, with special attention to questions arising from new research programs in the social sciences. The text uses detailed examples of social scientific research to motivate and illustrate the philosophical discussion. Topics include the relationship of social policy to social science, interpretive research, action explanation, game theory, social scientific accounts of norms, joint intentionality, reductionism, causal modeling, case study research, and experimentation.

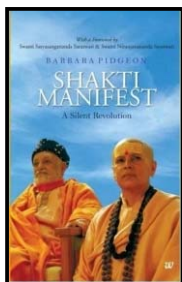
- 8 Routledge handbook of global public health in Asia / Griffiths, Sian M.; Tang, Jin Ling and Yeoh, Eng Kiong. 2014. London: Routledge.  
Call No - 614(5) ROU P4 Acc No - 48017**



Global public health is of growing concern to most governments and populations, nowhere more so than in Asia, the world's largest and most populous continent. Whilst major advances have been made in controlling infectious diseases through public health measures as well as clinical medical treatments, the world now faces other challenges including ageing populations and the epidemic crisis of obesity and non-communicable diseases. New emerging infections continue to develop and the growing threats to health due to environmental pollution and climate change increase the need for resilience and sustainability. These threats to health are global in nature, and this Handbook will explore perspectives on current public health issues in South, Southeast and East Asia, informing global as well as regional debate. Whilst many books cite Western examples of the development of global public health, this Handbook brings together both Western and

Eastern scholarship, creating a new global public health perspective suitable to face modern challenges in promoting the population's health. This Handbook is essential reading not only for students, professionals and scholars of global public health and related fields but is also written to be accessible to those with a general interest in the health of Asia.

- 9 Shakti manifest: a silent revolution / Pidgeon, Barbara. 2014. New Delhi: Westland.  
Call No - 294 PID P4 Acc No - 48013**



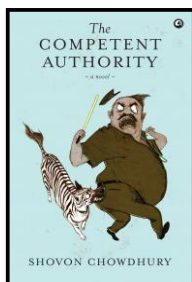
In 1989, the village of Rikhia in the eastern state of Jharkhand was a forgotten corner of the world – its inhabitants living in impoverished and dismal conditions. The primarily Santali population seemed to be stuck in the dark ages – without electricity, water, roads, or sanitation. Disease and illness was rampant, malnutrition widespread and no scope for education or a better future. Today, however, there has been a 360 degrees transformation in this village – you can see well-fed toddlers playing on quiet roadsides, calling out 'Namo Narayan' to a passerby, older children cycling to well-attended schools, and everyone is busy in a productive and positive way. What happened? That is the story Barbara Pidgeon tells and, in doing so, reveals the extraordinary lives of the two people, the principal architects of this change and their relationship to one another. One of them, the guru, Swami Satyananada,

a stalwart of yogic philosophy, founder of the Bihar School of Yoga, and follower of Swami Sivananda, the Saraswati lineage of yogis, and the other, his disciple, Swami Satyasangananda, popularly known as Swami Satsangi, one of the first women yogis. The two, as Swami Satsangi says, are like the Shiva and Shakti and, in essence, just as Shakti and Shiva are one, they are one – he the consciousness and she the energy – making for a beautiful balance and synergy. This book gives an insight to both these deeply spiritual and extraordinary people from whose lives we have many lessons to learn.



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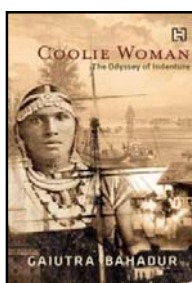


A couple of decades from now, India is not shining - the Chinese have nuked large parts of the country; Bombay has been obliterated; Delhi is in the throes of rigorous reconstruction; Bengal has seceded and is now a protectorate of China; the Maoists have taken over much of what remains. The southern states are a distant and tranquil place that nobody has visited in years. The most powerful person in the country is a deranged bureaucrat called the Competent Authority, who has used his official position as the head of the Bureau of Reconstruction, to subvert all forces of governmental authority. Cloaked in anonymity, his identity known only to his terrified minions, the CA rules the remnants of India with an iron fist. Although, in theory, the government and the armed forces still exist, the Prime Minister, who looks very familiar, and the General, who commands the Army, are mere puppets in the hands of the Competent Authority. All they can do is watch in horror as he tries to put in motion a fiendish plan to annihilate everyone in the country, for reasons that are completely logical. The only person who can stop him is Pintoo, a mutant twelve-year-old from Shanti Nagar, where all the poor people live. Determined to thwart the CA's plan and save the country from disaster, Pintoo employs three reluctant henchmen to help him: Pande, a corrupt and vicious policeman, Chatterjee, a pessimistic but determined CBI officer, and Ali, the last surviving member of Al Qaeda.

**5 Coolie woman: the Odyssey of indenture / Bahadur, Gaiutra. 2013. New Delhi: Hachette India.**

Call No - BAH/COO P3

Acc No - 48009

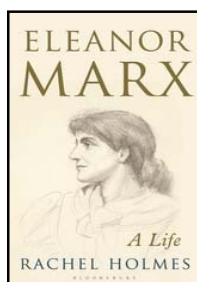


In 1903, a young woman sailed from India to Guiana as a 'coolie' - the British name for indentured laborers who replaced the newly emancipated slaves on sugar plantations all around the world. Pregnant and traveling alone, this woman, like so many of the indentured, disappeared into history. Now, in *Coolie Woman*, her great-granddaughter Gaiutra Bahadur embarks on a journey into the past to find her. Traversing three continents and trawling through countless colonial archives, Bahadur excavates not only her great-grandmother's story but also the repressed history of some quarter of a million other coolie women, shining a light on their complex lives. Many of these women were widows, runaways, or outcasts. Many fled mistreatment, even mortal danger, to migrate alone in epic sea voyages - traumatic 'middle passages' - only to face a life of hard labour, dismal living conditions, and, most notably, sexual exploitation. As Bahadur explains, however, it is precisely their sexuality that makes coolie women stand out as figures in history. In a borderland between freedom and slavery - and because these women were so greatly outnumbered by men - sex made them victims at the same time that it gave them sway. And it was a source, at times, of tremendous conflict, from machete murders to entire uprisings.

**6 Eleanor Marx: a life / Holmes, Rachel. 2014. New Delhi: Bloomsbury.**

Call No - 92(MAR) HOL P4

Acc No - 47988



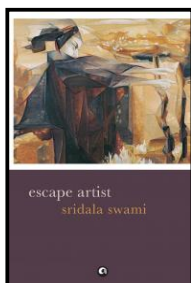
Unrestrained by convention, lion-hearted and free, Eleanor Marx (1855-98) was an exceptional woman. She pioneered the theatre of Henrik Ibsen. She was the first woman to lead the British dock workers' and gas workers' trades unions. For years she worked tirelessly for her father, Karl Marx, as personal secretary and researcher. Later she edited many of his key political works, and laid the foundations for his biography. But foremost among her achievements was her pioneering feminism. For her, sexual equality was a necessary precondition for a just society. Drawing strength from her family and their wide circle, including Friedrich Engels and Wilhelm Liebknecht, Eleanor Marx set out into the world to make a difference - her favourite motto: 'Go ahead!' With her closest friends - among them, Olive Schreiner, Havelock Ellis, George Bernard Shaw, Will Thorne and William Morris - she was at the epicentre of British socialism. She was also the only Marx to claim her Jewishness. But her life contained a deep sadness: she loved a faithless and dishonest man, the academic, actor and would-be playwright Edward Aveling. Yet despite the unhappiness he brought her, Eleanor Marx never wavered in her political life, ceaselessly campaigning and organising until her untimely end, which - with its letters,

legacies, secrets and hidden paternity – reads in part like a novel by Wilkie Collins, and in part like the modern tragedy it was.

**7 Escape artist / Swami, Sridala. 2014. New Delhi: Aleph.**

**Call No - 891.4-1 SWA P4**

**Acc No - 47998**

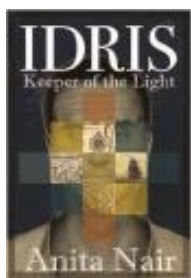


Sridala Swami's *Escape Artist* offers a diviner's eloquent testimony to survival in a world of dissolving certitudes, precarious relationships, transcontinental mobility and political cataclysm. Transiting between the vivid latitudes of delight and the austere geometries of mortality, these poems map the dilemmas of the bodied self. Poised, subtle, luminous, Swami's poetry clothes the ephemera of everyday life in an intimate tangibility and secures them against the insistent attritions of history and nature. The finely gauged frame is Swami's chosen instrument. Through it, she effects surprising juxtapositions of myth and contemporary experience, investigates whether the finality of extinction is preferable to the self-parody of repetition, revisits Paul Celan's cryptic notations, Odilon Redon's enigmatic images, Abbas Kiarostami's deceptively quotidian cinema, and pays homage to that re-discoverer of lost myths, Giorgos Seferis. At the core of *Escape Artist* is a visceral awareness of what words can do: they can induce 'temporary insanity', voice 'inaudible stories', and remind us that 'the measure of love is not loss but residue'.

**8 IDRIS: keeper of the light / Nair, Anita. 2014. New Delhi: Fourth Estate.**

**Call No - NAI/IDR P4**

**Acc No - 48007**

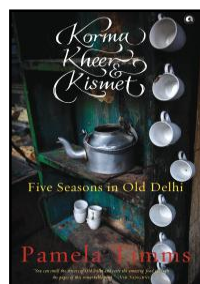


The year is 1659. Idris, a Somalian trader, is in Kerala to attend the Mamangam festivities. By a strange twist of fate, he meets his nine-year-old son whose existence he had been unaware of. In an attempt to keep his son close to him, he embarks with him on a voyage that ends in the diamond mines of Golconda. Packed with passion, adventure and fascinating aspects of life in the seventeenth century in southern India, *Idris* is a page-turner that will intrigue and excite readers everywhere.

**9 Korma, kheer and kismet: five seasons in Old Delhi / Timms, Pamela. 2014. New Delhi: Aleph.**

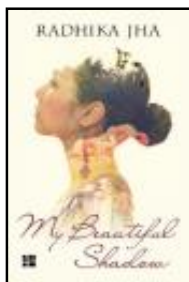
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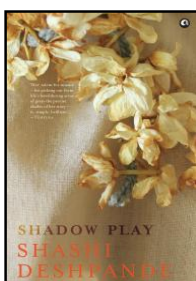


Pamela Timms leaves cold, damp Scotland with her family to embark on the trip of a lifetime to Delhi, but soon finds herself frustrated with expatriate life and stranded far from the 'real India' she set out for. Then the chaotic, medieval gullies of the old city provide her with an unexpected escape. Several adventures change forever the way she thinks about food and cooking and she embarks on a quest to discover the stories and secret ingredients of Old Delhi's beloved street food. She unravels the mysteries surrounding Ashok and Ashok's mutton korma, Bade Mian's kheer, the 'Old and Famous' jalebis, and that most elusive of Shahjahanabad's winter treats, daulat ki chaat. The journey takes her deep into the heart of the old city, where she is welcomed into the lives of those who make and sell its extraordinary dishes. With them she celebrates festivals, learns about their families, finds recipes and makes treasured friends, soon realizing Old Delhi has become a place she can call home.

**10 My beautiful shadow / Jha, Radhika. 2014. New Delhi: Fourth Estate.**

**Call No - JHA/MYB P4****Acc No - 48005**

'I have a secret. I belong to a club. And my club is the biggest, best kept secret in all of Tokyo. You can call my club the beauty lovers' club.' Kayo is a young Tokyo housewife and mother. Outwardly, she is no different from other young mothers. But she has a secret. She belongs to a kind of club. It involves beautiful clothes and accessories and is the most important thing in the women's lives. The club makes it possible for Kayo to escape the tedium of her life, and to embrace a dazzling new world. But it quickly becomes an obsession, a drug, the way to both paradise and hell. Can she find her way out of the dark underworld of debt, lies and prostitution? Or is she doomed to exchange one form of loneliness for another? A deeply absorbing novel about the 'holes' that suddenly appear in women's lives, *My Beautiful Shadow* is also a powerful cautionary tale about consumerism gone mad.

**11 Shadow play / Deshpande, Shashi. 2013. New Delhi: Aleph.****Call No - DES/SHA P3****Acc No - 48001**

Aru and Rohit get married and settle down into the life of a working couple in a big city. Aru, still coming to terms with her mother Sumi's death in a road accident and her father Gopal's desertion of the family prior to that, remains the force that binds the lives of her sisters and her aunts. But tragedy strikes the family again, in the form of a devastating act of terrorism and a heinous crime, and Aru has to face some of her life's toughest moments. *Shadow Play* is a masterful meditation on kinship, marriage, ambition and the changing face of urban India. Filled with a memorable cast of characters, it also tells the story of Kasturi, trying to find understanding and peace after enduring extreme cruelty and heartbreak; Kalyani, who atones for the wrongs society deals its women by an act of generosity in her death; and Gracy, Tressa and Ramu, a family torn asunder by a senseless act of violence. In this title, one of India's most respected and accomplished novelists has produced a work that is deeply humane and contemplative—as much about the ephemeral nature of human life as it is about the enduring relationships that give it meaning.

**12 When God is a traveller: poems / Subramaniam, Arundhati. 2014. New Delhi: HarperCollins.****Call No - 891.4-1 SUB P4****Acc No - 48004**

These are poems of wonder and precarious elation. It explore various ambivalences: around human intimacy with its bottlenecks and surprises, cities, myths, the politics of culture, and the persistent trope of the existential journey (which intensifies in the new poems). They probe contradictory impulses: the desire for adventure and anchorage; withdrawal and engagement; freedom and belonging; an approach language as an exciting resource and desperate refuge.