NEW ARRIVAL OF BOOKS
(1 – 30 November 2014)

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Business Communication

Call No - 791.4 NAY P0 Acc No - 47814
Most people think of film narrative in fundamentally visual terms. But what if visuality is only one component of a larger epistemic framework for how film narrative “works”? In this book, Sheila J. Nayar argues just that, laying out the comprehensive terrain for what has already been described as a “controversial new theory of cinematic literacy.” Proposing that orality and alphabetic literacy play a fundamental role in shaping visual storytelling, Nayar challenges the way we think about how film stories get shaped, as well as the notion of film as an autonomous mode of storytelling construction. Narrative and aesthetic principles of film, she demonstrates, are significantly impacted by ways of knowing that have—or, in some cases, that have not—emerged as a consequence of a cultural investment in reading, writing, and print. Between close readings of Bollywood cinema and modernist art cinema in 1950s–1990s, as well as of the many cinemas in between—including Indian middle cinema and middle-class cinema—Cinematically Speaking casts a pioneering lens on what goes into shaping screen stories worldwide. It is a theoretical work certain to alter our understanding and future exploration of the narrative-film species.

Call No - 820(540) STA P4 Acc No - 47828
This book analyses the novels of Salman Rushdie and their stylistic conventions in the context of Indian popular cinema and its role in the elaboration of the author's arguments about post-independence postcolonial India. Focusing on different genres of Indian popular cinema, such as the ‘Social’, ‘Mythological’ and ‘Historical’, Stadtler examines how Rushdie’s writing foregrounds the epic, the mythic, the tragic and the comic, linking them in storylines narrated in cinematic parameters. The book shows that Indian popular cinema’s syncretism becomes an aesthetic marker in Rushdie’s fiction that allows him to elaborate on the multiplicity of Indian identity, both on the subcontinent and abroad, and illustrates how Rushdie uses Indian popular cinema in his narratives to express an aesthetics of hybridity and a particular conceptualization of culture with which ‘India’ has become identified in a global context. Also highlighted are Rushdie's uses of cinema to inflect his reading of India as a pluralist nation and of the hybrid space occupied by the Indian diaspora across the world. The book connects Rushdie’s storylines with modes of cinematic representation to explore questions about the role, place and space of the individual in relation to a fast-changing social, economic and political space in India and the wider world.

Call No - 3-055.2 ROU P4 Acc No - 47883
This title offers a comprehensive examination of media and gender studies, charting its histories, investigating ongoing controversies, and assessing future trends. The 59 chapters in this volume, written by leading researchers from around the world, provide scholars and students with an engaging and authoritative survey of current thinking in media and gender research. With each chapter addressing a distinct, concrete set of issues, the volume includes
research from around the world to engage readers in a broad array of global and transnational issues and intersectional perspectives. Authors address a series of important questions that have consequences for current and future thinking in the field, including postfeminism, sexual violence, masculinity, media industries, queer identities, video games, digital policy, media activism, sexualization, docuseries, teen drama, cosmetic surgery, media Islamophobia, sport, telenovelas, news audiences, pornography, and social and mobile media.
In this title, Emery Roe emphasizes that policy messes cannot be avoided or cleaned up; they need to be managed. He shows how policymakers and other professionals can learn these necessary skills from control operators who manage large critical infrastructures such as water supplies, telecommunications systems, and electricity grids. The ways in which they prevent major accidents and failures offer models for policymakers and other professionals to manage the messes they face. Throughout, Roe focuses on the global financial mess of 2008 and its ongoing aftermath, showing how mismanagement has allowed it to morph into other national and international messes. More effective management is still possible for this and many other policy messes but that requires better recognition of patterns and formulation of scenarios, as well as the ability to translate pattern and scenario into reliability. Developing networks of professionals who respond to messes is particularly important. Roe describes how these networks enable the avoidance of bad or worse messes, take advantage of opportunities resulting from messes, and address societal and professional challenges. In addition to finance, he draws from a wide range of case material in other policy arenas. Roe demonstrates that knowing how to manage policy messes is the best approach to preventing crises.
DECISION SCIENCES & OPERATIONS MANAGEMENT

Call No - 519.21 MAS P4 Acc No - 47977

Kenneth J. Arrow's pathbreaking "impossibility theorem" was a watershed innovation in the history of welfare economics, voting theory, and collective choice, demonstrating that there is no voting rule that satisfies the four desirable axioms of decisiveness, consensus, nondictatorship, and independence. In this book Eric Maskin and Amartya Sen explore the implications of Arrow's theorem. Sen considers its ongoing utility, exploring the theorem's value and limitations in relation to recent research on social reasoning, and Maskin discusses how to design a voting rule that gets us closer to the ideal given the impossibility of achieving the ideal. The volume also contains a contextual introduction by social choice scholar Prasanta K. Pattanaik and commentaries from Joseph E. Stiglitz and Kenneth J. Arrow himself, as well as essays by Maskin, Dasgupta, and Sen outlining the mathematical proof and framework behind their assertions.

Call No - 518.9 GIN P4 Acc No - 47899

Game theory is central to understanding human behavior and relevant to all of the behavioral sciences—from biology and economics, to anthropology and political science. However, as The Bounds of Reason demonstrates, game theory alone cannot fully explain human behavior and should instead complement other key concepts championed by the behavioral disciplines. Herbert Gintis shows that just as game theory without broader social theory is merely technical bravado, so social theory without game theory is a handicapped enterprise. This edition has been thoroughly revised and updated.

Call No - 519.2 CAT P4 Acc No – 47810 – 13 (Ref)

These four volumes provide a collection of key publications on categorical data analysis, carefully put together so that the reader can easily navigate, understand and put in context the major concepts and methods of analysing categorical data. The major work opens with a series of papers that address general issues in CDA, and progresses with publications which follow a logical movement from the statistics for analysing a single categorical variable, to those for studying the relationships between two and more categorical variables, and to categorical variables in some of more advanced methods, such as latent class analysis. Edited and introduced by a leading voice in the field, this collection helpfully includes both theoretical and applied items on its theme, in order to help the reader understand the methods and use them in empirical research.
4 **Designing sustainability: making radical changes in a material world / Walker, Stuart. 2014. London: Routledge.**

Call No - 658.624 WAL P4  
Acc No - 47821

What is the relationship between design, sustainability, inner values and spirituality? How can we create designs that provide a convincing alternative to unsustainable interpretations of progress, growth, consumerism and commercialism? Building on the arguments first advanced in his widely acclaimed books Sustainable by Design and The Spirit of Design, Stuart Walker explains how one can achieve the systemic changes needed to address the challenges of sustainability. Challenging common assumptions about the nature of our contemporary material culture and its relationship to human flourishing, the author introduces approaches to design that draw inspiration from nature, summon the human imagination and create outcomes which are environmentally responsible and socially just, as well as meaningful and enriching at a personal level. Offering a unique and original contribution to this vital debate, Designing Sustainability is destined to become essential reading for students on courses in design and sustainability and for design practitioners looking for a deeper, more meaningful basis for their work.

5 **Growth curve analysis and visualization using R / Mirman, Daniel. 2014. Boca Raton: CRC Press.**

Call No - 519.2 MIR P4  
Acc No - 47738

This title provides a practical, easy-to-understand guide to carrying out multilevel regression/growth curve analysis (GCA) of time course or longitudinal data in the behavioral sciences, particularly cognitive science, cognitive neuroscience, and psychology. With a minimum of statistical theory and technical jargon, the author focuses on the concrete issue of applying GCA to behavioral science data and individual differences. The book begins with discussing problems encountered when analyzing time course data, how to visualize time course data using the ggplot2 package, and how to format data for GCA and plotting. It then presents a conceptual overview of GCA and the core analysis syntax using the lme4 package and demonstrates how to plot model fits. The book describes how to deal with change over time that is not linear, how to structure random effects, how GCA and regression use categorical predictors, and how to conduct multiple simultaneous comparisons among different levels of a factor. It also compares the advantages and disadvantages of approaches to implementing logistic and quasi-logistic GCA and discusses how to use GCA to analyze individual differences as both fixed and random effects. The final chapter presents the code for all of the key examples along with samples demonstrating how to report GCA results.

6 **Leveraging flexibility: win the race with dynamic decision management / Gerber, Jochen et.al. 2014. Heidelberg: Springer.**

Call No - 65.012.122.2 GER P4  
Acc No - 47960

What is the probability of your operations achieving the desired profitability? What role does flexibility play in your business plans? Have you ever considered its value in concrete terms? Being able to react to the unexpected by taking a strategic change of course can prove to be the salvation of a company and its leaders. Flexibility, risk, probability and their interrelated value are the key components of Dynamic Decision Management (DDM), a breakthrough approach to validating your decision making process and ensuring the desired results. Using the DDM approach, the well-known and widely accepted complex methods involving scenario building become obsolete. Why? Because DDM does the unthinkable: It integrates the influence of uncertainty and entrepreneurial flexibility in the strategic decision making process – and does so with precision. Dynamic Decision Management, as presented in this book, simplifies strategic decision making while
enhancing accuracy. At the same time it provides strong rationale to utilize when seeking the buy-in of stakeholders such as company owners/shareholders, employees or supervisory boards.

7  Markov Chains: analytic and Monte Carlo computations / Graham, Carl. 2014.
Chichester: Wiley.
Acc No - 519.2 GRA P4

This title introduces the main notions related to Markov chains and provides explanations on how to characterize, simulate, and recognize them. Starting with basic notions, this book leads progressively to advanced and recent topics in the field, allowing the reader to master the main aspects of the classical theory. This book also features: i) Numerous exercises with solutions as well as extended case studies; ii) A detailed and rigorous presentation of Markov chains with discrete time and state space; and iii) An appendix presenting probabilistic notions that are necessary to the reader, as well as giving more advanced measure-theoretic notions.

Call No - 658.788 MAN P4

Risk is at the very core of supply chain theory and is at the heart of every decision-making process. Supply chain risk is now becoming everyone's responsibility and over the last two years has become more important than ever, making its presence on the boardroom agenda of most big companies. Supply Chain Risk assesses the various sources of external threat to the supply chain and how multinational corporations should be dealing with them at a strategic level. The book includes case studies of best practice, as well as citing examples of when and how things go wrong. Each case study describes a company's supply chain and production/sourcing strategy; a description of the catastrophic event which occurred; the consequences to the supply chain and management response; material losses incurred and resultant changes to company supply chain strategy.
1 Aviation investment: economic appraisal for airports, air traffic management, airlines and aeronautics / Jorge-Calderon, Doramas. 2014. Farnham: Ashgate.
Call No - 388.9 JOR P4  Acc No - 47898

This title uniquely addresses investment appraisal methods across the key industries that make up the aviation sector, including the airports, air traffic management, airline and aircraft manufacturing - or aeronautic - industries. It is a practice-oriented book where methods are presented through realistic case studies. The emphasis is on economic appraisal, or cost-benefit analysis, in order to determine the viability of projects not only for private investors but for society as a whole. Financial (cash flow) appraisal is illustrated alongside economic appraisal, as the latter builds on the former, but also to show how economic appraisal enhances standard financial appraisal to determine the long-term sustainability of any investment. It offers all aviation sub-sectors a single-source reference, bringing together the theoretical background of the economic appraisal literature and aviation investment in practice. It is written in a style that is accessible to non-academic professionals, using formulae only where strictly necessary to enable practical applications, and benefits from the substantial practical experience of the author.

2 Decline and fall of IBM: end of an American Icon? / Cringely, Robert X. 2014. London: NeRDTV LLC.
Call No - 65(09) CRI P4  Acc No - 47954

IBM is in serious trouble. Big Blue, as the company is known, tends to rely for its success on magical thinking but that magic ran out a long time ago. The company got in trouble back in the 1990s and had to hire for the first time an outside CEO, Lou Gerstner, to save the day. Gerstner pushed IBM into services with spectacular results but this hurt the company, too. As services have become commoditized IBM could only compete by offshoring the work and quality suffered. The other negative impact of Gerstner was his compensation which was for the first time in IBM history very high. Only the Watson family had become rich running IBM with later CEOs like John Opel and John Akers living comfortable lives with lots of perks, but they never got BIG RICH. That changed with Gerstner. Sam Palmisano an IBM lifer followed Gerstner as CEO and followed, too, the Gerstner playbook. Palmisano retired three years ago with a retirement package worth $241 million, replaced by IBM's first woman CEO, Ginni Rometty, who certainly expects a comparable golden parachute. In order to achieve these numbers, though, IBM has essentially sacrificed both its customers and employees. In order to have ever growing earnings per share the company has cut labor to the bone, off-shored everything it can, dropped quality, deliberately underbid contracts to win them then not performed. IBM's acquisition policy is one of buying companies to get their sales then cutting costs to the bone and under-delivering. This and share buybacks have kept earnings growing until this house of cards recently began to fall. Ginni Rometty, who will end up taking the fall for Palmisano's flawed strategy, has stated a very specific earnings goal for 2015 that she will destroy the company to achieve if she must. This book how IBM fell from grace, where it is headed, and what specifically can be done to save the company before it is too late.

Call No - 388.9 TAN P4  Acc No - 47913

This title addresses the ongoing challenges and opportunities facing all generations of airlines. Firstly, it challenges and encourages airline managements to take a deeper dive into
new ways of doing business. Secondly, it provides a framework for identifying and developing strategies and capabilities, as well as executing them efficiently and effectively, to change the focus from cost reduction to revenue enhancement and from competitive advantage to comparative advantage. Based on the author's own extensive experience and ongoing work in the global airline industry, as well as through a synthesis of leading business practices both inside and outside of the industry, Designing Future-Oriented Airline Businesses sets out to demystify numerous concepts being discussed within the airline industry and to facilitate managements to identify and articulate the boundaries of their business models. It provides material from which managements can set about answering the key questions, especially with respect to strategies, capabilities and execution, and pursue an effective redesign of their business.

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<td>Ever since the inception of economics over two hundred years ago, the tools at the discipline's disposal have grown more and more sophisticated. This book provides a historical introduction to the methodology of economics through the eyes of economists. The story begins with John Stuart Mill's seminal essay from 1836 on the definition and method of political economy, which is then followed by an examination of how the actual practices of economists changed over time to such an extent that they not only altered their methods of enquiry, but also their self-perception as economists. Beginning as intellectuals and journalists operating to a large extent in the public sphere, they then transformed into experts who developed their tools of research increasingly behind the scenes. No longer did they try to influence policy agendas through public discourse; rather they targeted policymakers directly and with instruments that showed them as independent and objective policy advisors, the tools of the trade changing all the while.</td>
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<td>The book itself is divided into twelve chapters exploring a range of economic issues including asking what exactly economics is, exploring the role of the state, inequality and poverty, work and unemployment, finance and production. Sixty odd pages are devoted a brief history of capitalism, giving the reader a pretty good understanding of two and a half centuries of capitalism's global progress. It's a brilliant introduction for those who have encountered the economy watching the news, through history or political books, and want to find out what this vitaly important aspect of our lives is about. The further reading guides at the end of each chapter are a valuable resource for those whose interests have been aroused. More seasoned students of economics should find the scope of the book (both intellectually and geographically), and it's easy and succinct style ample reward for the effort spent reading. One quibble I have: important terms (privitisation, capital controls, etc) are printed in bold at the point in the text where they are explained, but the index of the defined terms that ought to be there, allowing easy reference to the definitions, is absent.</td>
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<td>The book aims to identify key issues and developments in ASEAN-5 that illustrate the transition of this region towards a knowledge-based economy. The book contributes to understanding the opportunities and challenges faced by emerging economies. It explains the transition process from a knowledge based perspective, showing how knowledge creation and innovation contribute to the competitiveness of companies and sectors in this region. The book takes a distinctly ASEAN perspective by discussing examples of the</td>
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transition process from all ASEAN 5 nations that show how this region is attempting to link up to the global knowledge economy of the 21st Century. To achieve these aims the book is divided into three parts, preceded by an introductory chapter explaining the logic, objectives and contributions of the book. Part I discusses ASEAN-5 as an emerging hub in the global economy. Part II discusses the global links of the ASEAN region. Part III highlights innovation support in the ASEAN region. Each part identifies key developments and discusses relevant challenges and opportunities regarding the economic transition process based on examples for the various ASEAN-5 nations.

   Call No – 336 HAN P4
   Acc No - 47842

This title gathers studies on the problems of public economics from widely different angles. Long gone is the time when it was enough to study Musgrave to be up to date in the economics of government and social welfare. The field is now hotly disputed, so that this Handbook will prove informative about parts of the literature of which the specialist may be unaware. Prof. Forte, the principal editor, is co-author of four empirical studies on questions of the size, the finance and some particular effects of government. One of these is within a section on "Public bads" that includes articles on corruption and the informal economy not usually found in texts on public economics. There are essays extending the research programme of the Austrian School on the State to cycle theory and the euro. No less interesting are the articles on government failure. For me the collection has proved especially interesting for the number of essays on justice, fairness, utility and rationality: it is very convenient to have the different approaches to these contentious questions treated with no attempt to paper over the cracks.

   Call No – 330 HAN P4
   Acc No – 47843 (Ref)

A major new volume in the Routledge International Handbooks series analysing emerging and newly emerged economies, including the BRICS countries (Brazil, Russia, India, China and South Africa) and other likely (Turkey, Indonesia, Mexico, and South Korea) as well as possible (Vietnam, The Philippines, Nigeria, Pakistan, Egypt, Colombia and Argentina) candidates for emerging economy status. Chapters on theories surrounding emerging markets (including the Beijing/Washington Consensus debate) offer an overview of current issues in development economics, in addition to providing an integrated framework for the country case studies. Written by experts, this handbook will be invaluable to academics and students of economics and emerging economies, as well as to business people and researchers seeking information on economic development and the accelerating pace of globalization.

   Call No - 336.2 PUR P4
   Acc No - 47920

The existing tax system in India yields a low tax-GDP ratio as a major proportion of the population is dependent on agriculture which is practically untaxed. Similarly the service sector, which has the largest contribution in GDP, is also not fully taxed. Due to the structural reforms that were initiated in the nineties, the growth in revenue from indirect taxes has come down while the revenue from direct taxes has showed an accelerated
growth. This study on the tax system in India evaluates the existing taxes that are being levied by both the Centre and the State Governments. It analyses tax structure in terms of rates, base, slabs, and exemptions, and its administration and operations to provide estimates of revenue's growth rate and buoyancy and tax effort. The authors not only provide detailed data on the existing structure and administration but also discuss the second generation reforms to address the issues that have emerged since the earlier reforms in 1991. More particularly they discuss the significant and important Direct Tax Code (DTC) and Goods and Services Tax (GST) that the Indian government is likely to introduce soon. They stress that these tax reforms will help India make further progress towards an open economy as well as ensure that Indian traders and manufacturers become more competitive and efficient in the international market.

10  Integral development: realising the transformative potential of individuals, organisations and societies / Schieffer, Alexander and Lessem, Ronnie. 2014. Farnham: Gower.  
   Call No - 330.15 SCH P4  
   Acc No - 47853

Alexander Schieffer and Ronnie Lessem introduce a groundbreaking development framework and process to address the most burning issues that humanity faces. While conventional top-down, outside-in development has reached a cul-de-sac, a new, integral form of development is emerging around the world. Integral Development uniquely articulates this emergent approach, and invites us to fully participate in this process. The integral approach has been researched and framed over decades of in-depth experience in transformative development education and practice all over the world. It uniquely combines four mutually reinforcing perspectives: nature and community; culture and spirituality; science, systems and technology; and enterprise and economics. Conventional development theory and practice has prioritized the latter two perspectives, neglecting the former two. This has caused massive imbalances in today’s world. The four interconnected perspectives allow for a transformative and integrated engagement with core development issues in a way that is locally relevant and globally resonant.

   Call No - 330.19(680) POL O4  
   Acc No - 47958

This book maps the policy process and political economy of policymaking in Africa. Its focus on trade and industrial policy makes it unique in the literature. Detailed case studies help the decisions can vary from country to country depending on the form of government, ethnicity and nationality, and other social factors.

   Call No - 330.19 CHA P4  
   Acc No – 47980

There is no alternative to neoliberal economics - or so it appeared when Reclaiming Development was published in 2004. Many of the same driving assumptions - monetarism and globalization - remain within the international development policy establishment. Ha-Joon Chang and Ilene Grabel confront this neoliberal development model head-on by
combining devastating economic critique with an array of innovative policies and an in-depth analysis of the experiences of leading Western and East Asian economies. Still, much has changed since 2004 - the relative success of some developing countries in weathering the global financial crisis has exposed the latent contradictions of the neoliberal model. The resulting situation of increasingly open policy innovation in the global South means that Reclaiming Development is even more relevant today than when it was first published. History is being made.

13  Silk road rediscovered: how Indian and Chinese companies are becoming globally stronger by winning in each other's markets / Gupta, Anil K.; Pande, Girija and Wang, Haiyan. 2014. New Delhi: Wiley.  
Call No - 382 GUP P4  
Acc No - 47959

This title should also rank among the ten most important bilateral ties worldwide. Their leaders are well aware of these emerging realities. In May 2013, just two months after taking charge, Premier Li Keqiang left for India on his first official trip outside China, a clear signal of China's foreign policy priorities. This book to analyze the growing corporate linkages between India and China. Did you know that: i) India's Mahindra is the fifth largest tractor manufacturer in China? ii) Tata Motors' Jaguar Land Rover unit is the fastest growing luxury auto seller in China? iii) India's NIIT is the most influential IT training brand in China? iv) China's Huawei has its second largest R&D center in Bangalore and employs over 5000 people in India? v) Shanghai Electric earns its largest revenues outside China from India? This book examines how Indian companies such as Tata Consultancy Services, Mahindra Tractors, NIIT, Tata Motors/Jaguar Land Rover and Sundaram Fasteners have figured out how to win in China. Their experiences may inspire and offer lessons to other Indian companies. The book also examines how Chinese pioneers such as Lenovo, Huawei, TBEA, Haier and Xinxing have made a strong commitment to India and are beginning to realize the fruits of this commitment. The key lessons that emerge from these analyses are: the odds of success go up dramatically when executives adopt a global rather than local-for-local perspective and are skillful at learning on the ground.

14  Welcome to GoodCo: using the tools of business to create public good / Levitt, Tom. 2014. Farnham: Gower.  
Call No - 65:3 LEV P4  
Acc No - 47951

This title explores that change in attitude and examines how the processes, structures, purposes and tools of the private sector economy can all be turned into instruments of social progress. There are political lessons to be learned: good or responsible capitalism has become a matter of debate. What is not at issue is that the private sector has available to it vast quantities of capital, human and other resources and logistical expertise which when properly focused and applied could revolutionise the delivery of public good without compromising the voluntary principle or the public sector principle of universal access to services. In a world in which organizations of all sizes frequently find their business practices undermining the basic principles of their customer or citizen promise, Welcome To GoodCo offers a realistic, commercially hard-nosed approach to reframing business in society; an approach that enables them to reconcile their commercial and socially responsible aspirations.
IBM is in serious trouble. Big Blue, as the company is known, tends to rely for its success on magical thinking but that magic ran out a long time ago. The company got in trouble back in the 1990s and had to hire for the first time an outside CEO, Lou Gerstner, to save the day. Gerstner pushed IBM into services with spectacular results but this hurt the company, too. As services have become commoditized IBM could only compete by offshoring the work and quality suffered. The other negative impact of Gerstner was his compensation which was for the first time in IBM history very high. Only the Watson family had become rich running IBM with later CEOs like John Opel and John Akers living comfortable lives with lots of perks, but they never got BIG RICH. That changed with Gerstner. Sam Palmisano an IBM lifer followed Gerstner as CEO and followed, too, the Gerstner playbook. Palmisano retired three years ago with a retirement package worth $241 million, replaced by IBM's first woman CEO, Ginni Rometty, who certainly expects a comparable golden parachute. In order to achieve these numbers, though, IBM has essentially sacrificed both its customers and employees. In order to have ever growing earnings per share the company has cut labor to the bone, off-shored everything it can, dropped quality, deliberately underbids contracts to win them then not performed. IBM's acquisition policy is one of buying companies to get their sales then cutting costs to the bone and under-delivering. This and share buybacks have kept earnings growing until this house of cards recently began to fall. Ginni Rometty, who will end up taking the fall for Palmisano's flawed strategy, has stated a very specific earnings goal for 2015 that she will destroy the company to achieve if she must. This book how IBM fell from grace, where it is headed, and what specifically can be done to save the company before it is too late.

Innovative entrepreneurs are the prime movers of the economy. The innovative entrepreneur helps to overcome two types of institutional friction. First, existing firms may not innovate efficiently due to incumbent inertia resulting from adjustment costs, diversification costs, the replacement effect, and imperfect adjustment of expectations. The innovative entrepreneur compensates for incumbent inertia by embodying innovations in new firms that compete with incumbents. Second, markets for inventions may not operate efficiently due to transaction costs, imperfect intellectual property protections, costs of transferring tacit knowledge, and imperfect information about discoveries. The innovative entrepreneur addresses inefficiencies in markets for inventions through own-use of discoveries and adoption of innovative ideas. The Innovative Entrepreneur presents an economic framework that addresses the motivation of the innovative entrepreneur, the innovative advantage of entrepreneurs versus incumbent firms, the effects of competitive pressures on incentives to innovate, the consequences of creative destruction, and the contributions of the innovative entrepreneur to the wealth of nations.
   Call No - 658.15 TAI P3  Acc No - 47976

   The math, formulas, and problems associated with corporate finance can be daunting to the
   uninitiated. Corporate Finance For Dummies introduces you to the practices of determining
   an operating budget, calculating future cash flow, and scenario analysis in a friendly, un-
   intimidating way that makes comprehension easy. Corporate Finance For Dummies covers
   everything one'll encounter in a course on corporate finance, including accounting
   statements, cash flow, raising and managing capital, choosing investments; managing risk;
   determining dividends; mergers and acquisitions; and valuation. It gives you the tools and
   advice you need to understand corporate finance principles and strategies and provides
   information on the risks and rewards associated with corporate finance and lending.

   London : Routledge.
   Call No - 332.1 PIL P4  Acc No - 47840

   This title has reshuffled the cards for central banks throughout the world. In the wake of
   the biggest crisis since the Great Depression, this volume traces the evolution of modern
   central banking over the last fifty years. It takes in the inflationary chaos of the 1970s and
   the monetarist experiments of the 1980s, eventually leading to the New Monetary
   Consensus, which took shape in the 1990s and prevailed until 2007. The book then goes on
   to review the limitations placed on monetary policy in the aftermath of the global
   meltdown, arguing that the financial crisis has shaken the new monetary consensus. In the
   aftermath of the worst crisis since the Great Depression, the book investigates the nature of
   present and future monetary policy. Is the Taylor rule still a satisfactory monetary precept
   for central bankers? Has the New Monetary Consensus been shaken by the Global Financial
   Crisis? What are the fundamental issues raised by the latter cataclysmic chain of events? How should central banks
   conceptualize monetary policy anew in a post-crisis scenario? Existing books have dwelt extensively on the
   characteristics of the New Monetary Consensus, but few have cast light on its relevance in a post-crisis scenario.
   This book seeks to fill this gap, drawing on the lessons from five decades of contrasted theoretical approaches
   ranging from Keynesianism, monetarism, new classical macroeconomics, inflation targeting and more recently,
   pragmatic global crisis management.

3. Practical enterprise risk management: how to optimize business strategies
   Call No - 658.15 TAY P4  Acc No - 47938

   This title addresses the real need for organizations to take more managed risks in order to
   maximize business strategies and achieve long term goals. Based on ISO 31000 and
   applying current best practice, it provides templates and examples that can be adapted for
   any industry. Breaking down the theory on enterprise risk management, it helps you see risk
   as both an opportunity and a threat whilst giving you guidance on how to implement it. It
   provides models for Risk Adjusted Return on Capital to evaluate R.O.I and measure
   performance, advice on emergent risks, as well as best practice and advice on risk
   communication, transparency and protecting the brand. Including a comprehensive
   overview of risk management responsibilities for boards, Practical Enterprise Risk
Management lifts the lid on the whole process, helping you to embed ERM into your organization, reach your goals and take more, and more effective, managed risks.

Call No - 332.7 BEC P4  
Acc No - 47942

Over a period of several centuries, the academic study of risk has evolved as a distinct body of thought, which continues to influence conceptual developments in fields such as economics, management, politics and sociology. However, few scholarly works have given a chronological account of cultural and intellectual trends relating to the understanding and analysis of risks. Risk: A Study of its Origins, History and Politics aims to fill this gap by providing a detailed study of key turning points in the evolution of society's understanding of risk. Using a wide range of primary and secondary materials, Matthias Beck and Beth Kewell map the political origins and moral reach of some of the most influential ideas associated with risk and uncertainty at specific periods of time. The historical focus of the book makes it an excellent introduction for readers who wish to go beyond specific risk management techniques and their theoretical underpinnings, to gain an understanding of the history and politics of risk.

Call No - 336.1(540) BUD P4  
Acc No - 47964 (Ref)
Call No - 159.92 AME P4  
Acc No - 47894  

The practice of mindfulness has received increasing attention and recognition in recent years as a simple, important, and effective means for maintaining physical and emotional health and well-being. Mindfulness involves focusing your attention on immediate present experiences with a compassionate, nonjudgmental attitude. This book presents a practical, step-by-step approach for establishing your own mindfulness practice. Brief introductory chapters explain the scientifically proven effects on health, as well as the philosophy behind this ancient practice. The remainder of the book consists of 25 experiential lessons that guide one through various meditative practices. One will learn to be mindful of your breath, sounds, sights, tastes, movements, physical sensations, thoughts, and feelings as you maintain a compassionate attitude toward yourself and others. With sustained attention, you will develop the ability to respond to life's experiences with calmness and acceptance, even the difficult experiences that we cannot control.

Call No - 65:301.172.6 ADV P4  
Acc No - 47694; V 8 (Ref.)  

This volume includes timely and impactful chapters on various concepts and processes associated with leading across cultures and other boundaries. In these times of accelerating complexity and global inter-connectedness, a deeper understanding of the multiple contextual, organizational, and individual variables and processes associated with effective international leadership is ever more important. This volume, drawing on authors from many different cultures and contexts, contributes to bridging and integrating conceptual and practitioner perspectives in pursuing this deeper understanding.

Call No - 65.013 APP P4  
Acc No - 47698  

Many contemporary skills and approaches have emerged as the result of researching and working with diverse global partnerships, teams, networks, companies, and projects. Due to the increasingly innovative global community, it is necessary adapt to these developments and aspire to those most important for their particular involvement. Approaches to Managing Organizational Diversity and Innovation presents a variety of practical tools, skills, and practices that demonstrate effective ways to positively impact the global community through effective management practice. Demonstrating different ways to manage diversity and innovation, this publication provides models and approaches capable of transforming societies, citizens, and professionals so they are better prepared to embrace diversity. This reference work is particularly useful to academicians, professionals, engineers,
and students interested in understanding how globalization impacts their discipline or practice.

   Call No - 65:301.172.6 HIL P4  
   Acc No - 47903

Why can some organizations innovate time and again, while most cannot? You might think the key to innovation is attracting exceptional creative talent. Or making the right investments. Or breaking down organizational silos. All of these things may help--but there's only one way to ensure sustained innovation: you need to lead it--and with a special kind of leadership. "Collective Genius" shows you how. Preeminent leadership scholar Linda Hill, along with former Pixar tech wizard Greg Brandeau, MIT researcher Emily Truelove, and "Being the Boss" coauthor Kent Lineback, found among leaders a widely shared, and mistaken, assumption: that a "good" leader in all other respects would also be an effective leader of innovation. The truth is, leading innovation takes a distinctive kind of leadership, one that unleashes and harnesses the "collective genius" of the people in the organization. Using vivid stories of individual leaders at companies like Volkswagen, Google, eBay, and Pfizer, as well as nonprofits and international government agencies, the authors show how successful leaders of innovation don't create a vision and try to make innovation happen themselves. Rather, they create and sustain a culture where innovation is allowed to happen again and again--an environment where people are both willing and able to do the hard work that innovative problem solving requires. "Collective Genius" will not only inspire you; it will give you the concrete, practical guidance you need to build innovation into the fabric of your business.

   Call No - 658.386 GRI P4  
   Acc No – 47905

While substantial advances have been made in the L&D profession over the last decade, evaluation remains by far the weakest part of the L&D cycle. Most organisations wish to evaluate the impact of their investment in training but few do it well, and the lack of effective methods is one of the key barriers. This title addresses these issues by providing practitioner friendly but academically robust information and guidance on how to evaluate all forms of learning and development. It draws on the author's own multidisciplinary research along with his practical experience of working with private and public sector organisations carrying out evaluation. The book provides practitioners with accessible 'how-to' knowledge and tools to undertake evaluations of both formal and informal learning. Full of case studies and practical examples of application of methods and insights, Complete Training Evaluation equips practitioners with a range of approaches that can be used depending on the training programme, capacity and capability.

   Call No - 159.942 HAY P4  
   Acc No - 47907

This book presents scientifically-supported guidance for people who want to replace stress and painful emotions with a sense of well-being and contentment. With empathy and unfailing good humor, Dr. Pamela Hays outlines a four-step process that has proven successful in her professional clinical psychology practice as well as in her own life. She invites readers to step onto the path of well-being by recognizing their stressors, avoiding negative thought-traps, re-examining their thinking, and taking action wherever possible, using environmental change, better communication skills, social support, and self-care.
Each chapter demonstrates how taking small, manageable steps adds up, over time, to real and permanent change. Packed with tips and tools for self-reflection and behavioral change, this book shows readers how to build well-being from the ground up.

Call No - 331.881(73) ARO P4  
Acc No - 47910

Union membership in the United States has fallen below 11 percent, the lowest rate since before the New Deal. Labor activist and scholar of the American labor movement Stanley Aronowitz argues that the movement as we have known it for the last 100 years is effectively dead. And he explains how this death has been a long time coming—the organizing and political principles adopted by U.S. unions at mid-century have taken a terrible toll. In the 1950s, Aronowitz was a factory metalworker. In the '50s and '60s, he directed organizing with the Amalgamated Clothing Workers and the Oil, Chemical and Atomic Workers. In 1963, he coordinated the labor participation for the March on Washington for Jobs and Freedom. Ten years later, the publication of his book False Promises: The Shaping of American Working Class Consciousness was a landmark in the study of the U.S. working-class and workers' movements. Aronowitz draws on this long personal history, reflecting on his continuing involvement in labor organizing, with groups such as the Professional Staff Congress of the City University. He brings a historian's understanding of American workers' struggles in taking the long view of the labor movement. Then, in a survey of current initiatives, strikes, organizations, and allies, Aronowitz analyzes the possibilities of labor's rebirth, and sets out a program for a new, broad, radical workers' movement.

Call No - 65.012.3 STR P4  
Acc No - 47914

Much of the fear and uncertainty surrounding the global recession is concerned with the adverse impact it will have on organisations and society. However, recessions are nothing new. We know from past experience that when a recession is over, there always emerge organisations and individuals who have not only survived but have thrived. They often emerge stronger, fitter and better performing. Developing Resilient Organizations argues that one of the fundamental keys to survival in these circumstances is resilience or mental toughness. It can make challenge and change an opportunity rather than a threat. The book addresses a wide variety of organizational issues including motivation, performance, staff retention, behaviour, trust, attention span and teamwork. With case studies from leading organizations across the public and private sector internationally, it will show you how to develop organizational performance, well being and a positive approach to adversity and change in your organization.

Call No - 658.3 EFF P4  
Acc No - 47727

Effective Human Resource Management (HRM) methods are essential in tackling today’s employment challenges and changes. As Small and Medium Enterprises (SMEs) continue to flourish, identifying HRM strategies and practices are necessary for these organizations to obtain a competitive management model. Effective Human Resources Management in Small and Medium Enterprises: Global Perspectives addresses the issues of HRM in SMEs
by providing a channel of communication to disseminate knowledge; including management philosophies, culture, and management practices. With innovative theories and the latest research, this book is useful for academics, researchers, managers, engineers, and other professionals interested in matters of HRM, specific to SMEs in both private and public sectors.

Call No - 331:34 ROU P4  
Acc No - 47915

In 2002 the International Labour Organization issued a report titled 'Decent work and the informal economy' in which it stressed the need to ensure appropriate employment and income, rights at work, and effective social protection in informal economic activities. Such a call by the ILO is urgent in the context of countries such as India, where the majority of workers are engaged in informal economic activities, and where expansion of informal economic activities is coupled with deteriorating working conditions and living standards. This book explores the informal economic activity of India as a case study to examine typical requirements in the work-lives of informal workers, and to develop a means to institutionalize the promotion of these requirements through labour law. Drawing upon Amartya Sen's theoretical outlook, the book considers whether a capability approach to human development may be able to promote recognition and work-life conditions of a specific category of informal workers in India by integrating specific informal workers within a social dialogue framework along with a range of other social partners including state and non-state institutions. While examining the viability of a human development based labour law in an Indian context, the book also indicates how the proposals put forth in the book may be relevant for informal workers in other developing countries.

Call No - 174 BAN P4  
Acc No - 47916

The past few years have seen a renewed interest in the subject of social work ethics. In this short form book, part of the Critical and Radical Debates in Social Work series, Sarah Banks argues that this can be seen as reflecting two very different agendas. On the one hand, it is part of a progressive movement which offers a critique of New Public Management (NPM), or managerialist, approaches through emphasising the role of social workers as active moral agents working for social justice. On the other hand, the growth of interest in ethics can be viewed as part of NPM, with codes of ethics a means of regulating and controlling the conduct of professionals and service users. She emphasises the importance of reclaiming professional ethics for social work, and outlines a preliminary framework for a situated ethics of social justice.

Call No - 174 FIE P4  
Acc No - 47829

This book was created to share experiences, to serve not as a manual for ethical practice but rather as a place for reflection and mutual learning. Since ethical issues face the researcher at every turn and cannot be compartmentalized into one part of the research process, this book puts them at the very center of the discussion and uses them as the lens with which to view different stages of fieldwork. The book covers four thematic areas: ethical challenges in the field; ethical dimensions of researcher identity; ethical issues relating to research methods; and ethical dilemmas of engagement with a variety of actors. This volume also provides fresh insights by drawing on the experiences of research students rather than those of established academics. The contributors describe research conducted for their master's degrees and doctorates, offering honest and self-critical reflections on how they negotiated ethical
challenges and dilemmas. The chapters cover fieldwork carried out in countries across Africa, Asia, and Latin America on a broad sweep of development-related topics. This book should have wide appeal to undergraduates, postgraduates, and early-career researchers working under the broad umbrella of development studies. Although focused on fieldwork in the Global South, the discussions and reflections are relevant to field research in many other countries and contexts.

Call No – 2 PAR P4  
Acc No - 47968

Religion is at the heart of Indian life, and marketers have capitalized on this to create winning campaigns. Using anecdotes and research from thirty years in advertising, this is a fascinating book on the business of Indian religion.

Call No - 65.012.413 FUN P4  
Acc No – 47832 – 37 (Ref)

Coaching and mentoring activities are fast growing and developing across the world. In the UK, such schemes are widespread through all types of organization – public, private, large, small and not-for-profit – and there is no doubt that coaching activity is on the rise in the whole of Europe and across the globe. Despite this growing significance, debates over what the universally-agreed definitions for either coaching or mentoring aren't being had within the academic community, and in essence this means that authors, practitioners, clients and researchers may not be discussing the same social phenomena and may be attributing different meanings to both coaching and mentoring. This six-volume major work therefore plays a valuable role in building a map of the topic by bringing together the most influential papers on the subject in a single resource. The volumes are organised thematically and contextualised by an introductory chapter.

Call No - 174 SPI P4  
Acc No - 47984

This title offers a sophisticated analysis of theoretical ethical issues such as universalism versus pluralism; the connection between law and morality; the validity of a corporate social agenda; and the general parameters of moral responsibilities for multinational corporations. With these foundational issues addressed, the book proceeds to analyze a number of specific controversies such as the proper scope of political activism, disinvestment, environmental sustainability, and responsible sourcing from low wage countries. The analysis of globalization is not confined to a treatment of the moral obligations of multinational corporations, but also reviews the history of global capitalism, the interdependence between governments and multinational corporations, and the beneficial and harmful effects of globalization on social welfare. Weaving together themes from economics, history, philosophy, and law, this book allows the reader to appreciate
globalization from multiple perspectives. Its theoretical cogency and uncompromising clarity make it a rewarding read for students interested in issues of ethics and globalization.

16 **Handbook of research on employee voice / Wilkinson, Adrian et.al. / Cheltenham: Edward Elgar.**
   Call No - 658.315 HAN P4 Acc No - 47740

   The term ‘employee voice’ refers to the ways and means through which employees can attempt to have a say and influence organizational issues that affect their work and the interests of managers and owners. The concept is distinct, but related to and often overlapping with issues such as participation, involvement and, more recently, engagement. This Handbook provides an up-to-date survey of the current research into employee voice, sets this research into context and sets a marker for future research in the area. The contributors are all expert in their field. The book examines the theory and history of employee voice and what voice means to various actors, including employers, middle managers, employees, unions and policy-makers. The authors observe how these actors engage in various voice processes, such as collective bargaining, grievance procedures, task-based voice, partnership and mutual gains. The efforts that have been made to date to evaluate voice across and between firms are then assessed, before the contributors go on to open up the debate on potential new areas for voice research, with a focus on voice and its relationship to organizational inclusion and exclusion.

17 **Innovative best practices in HRD & training: award winning case studies / Abrol, Sunil and Narendran, Rajeshwari. 2014. New Delhi: Excel.**
   Call No - 658.3 INN P4 Acc No - 47971

   This title of case studies is an outcome of the competition organized by the Indian Society of Training and Development (ISTD) among organizations to share innovation and best practices in HRD and Training. It seeks to bring together trends in HRD & Training and the best practices in design, delivery and measuring impact of such initiatives from across the Indian Organisations representing from various sectors. The Publication containing fifty three award winning case studies.

   Call No - 658.382 LAW P4 Acc No - 47929

   In The Laws of the Knowledge Workplace, Dr Jemielniak has collected research-based chapters providing deep, interdisciplinary insight into knowledge professions, addressing issues of professional identity, emotion, power and authority, trust and indoctrination, and management behaviour. This leads to an examination of issues related to time and work scheduling and its bearing on play, family, symbolic sacrifices, and employee burn-out. In particular, it delves into the identity shifts between knowledge workers and managers, nepotism and turnover intentions among knowledge workers, the implementation of engineering projects, coordination problems in offshore production systems, leadership in virtual teams, decision support systems; taking into account the moral aspects of consequences, netnography as a tool for studying knowledge work, and innovative networks in the aviation industry. The accounts and studies in this book come from management, organization studies, sociology, and anthropology of work perspectives and are fully international in scope. They highlight the scale of the serious changes in occupational roles and to the meaning of work that is taking place in
knowledge-intensive environments and give a pointer to what might constitute good and bad management practice in knowledge-intensive companies.

Call No - 658.386 PAI P4  Acc No - 47930

The landscape of workplace learning is transforming. Organizations today understand that formal training is not always the best solution in the fast changing world of innovation and new technology. The rise of social and informal learning, gamification of training, dealing with big data and working with extended enterprise are just some challenges L&D professionals face in their work today. The Learning Challenge helps practitioners to make sense of the latest developments in this area and the impact they have on the learning function in their organization. With the help of case studies and interviews from a range of high profile practitioners, The Learning Challenge defines the role the new learning leader and illuminates the practical implications for creating and implementing a learning strategy for the 21st century.

Call No - 65.012.3 LEA P4  Acc No - 47760

In order to strive for a competitive advantage in their industry, organizations have begun achieving innovation through knowledge-driven learning models to ensure that organizational activities are efficient and effective. This title examining Roles of Knowledge Transfer and Human Resources Management provides relevant theoretical frameworks and empirical research findings to enhance knowledge management and learning competencies for organizational activities. This book offers assistance and guidance to managers and professionals of innovation firms, learning organizations, and other work communities through tools, techniques, and strategic suggestions for improvement.

Call No - 658.013 NAT P4  Acc No - 47933

The field of work psychology investigates the origins of human work behavior — and its ramifications for the individual worker, the employing organization, and those with whom the individual interacts — both on and off the job. This volume presents new concepts in the field, framing issues and topics in creative ways that encourage the reader to rethink how we study and think about people at work. Part 1 focuses on understanding the meanings we attach to work, a topic that has been neglected by researchers. The chapters in this part reconceptualize the normal entry points for studying work and working and identify new areas to explore. Part 2 highlights advances in theory that help us better understand and integrate important workplace concepts; two chapters explore less traditional topics — the psychology of greed, and identity issues that are relevant to
retirement. Part 3 highlights some key advances in measurement that permit researchers to examine more sophisticated and complex relationships. Part 4 provides insight into bridging the gap between practice and research and making research on the psychology of work relevant and applicable.


New ways of managing conflict are increasingly important features of work and employment in organizations. In the book the world’s leading scholars in the field examine a range of innovative alternative dispute resolution (ADR) practices, drawing on international research and scholarship and covering both case studies of major exemplars and developments in countries in different parts of the global economy. Developments in the management of individual and collective conflict at work are addressed, as are innovations in both unionized and non-union organizations and in the private and public sectors. Part 1 examines the changing context of conflict management by addressing the main frameworks for understanding conflict management, the trend in conflict at work, developments in employment rights, and the influence of HRM on conflict management. Part 2 covers the main approaches to conflict management in organizations, addressing both conventional and alternative approaches to conflict resolution. Conventional grievance handling and third-party processes in conflict resolution are examined as well as the main ADR practices, including conflict management in non-union firms, the role of the organizational ombudsman, mediation, interest-based bargaining, line and supervisory management, and the concept of conflict management systems. Part 3 presents case studies of exemplars and innovators in the field, covering mediation in the US postal service, interest-based bargaining at Kaiser-Permanente, ‘med-arb’ in the New Zealand Police, and judicial mediation in UK employment tribunals. Part 4 covers international developments in conflict management in Germany, Japan, The United States, Australia, New Zealand, the United Kingdom and China.


Process approaches to organization studies focus on flow, activities, and evolution, understanding organizations and organizing as processes in the making. They stand in contrast to positivist approaches that see organizations and phenomena as fixed, static, and measurable. Process approaches draw on a range of ideas and philosophies. The Handbook examines 34 philosophers and social theorists, both those commonly linked to process thinking, such as Whitehead, Bergson and James, and those that are not as often addressed from a process perspective such as Dilthey and Tarde. Each chapter addresses the background and context of this thinker, their work (with a focus on the processual elements), and the potential contribution to organization and management research. For students and scholars in the field of Organization Studies this book is an entry point into the work of philosophical thinkers and social theorists for whom the world is far from being a solid place.


Since ancient times, character, virtue, and happiness have been central to thinking about how to live well. Yet until recently, philosophers have thought about these topics in an empirical vacuum. Taking up the general challenge of situationism – that philosophers should pay attention to empirical psychology – this interdisciplinary volume presents new
essays from empirically informed perspectives by philosophers and psychologists on western as well as eastern conceptions of character, virtue, and happiness, and related issues such as personality, emotion and cognition, attitudes and automaticity. Researchers at the top of their fields offer exciting work that expands the horizons of empirically informed research on topics central to virtue ethics.

   Call No - 65.016.2 SOB P4  
   Acc No - 47773  
   There are powerful but invisible laws that determine whether your relationships — with your clients, colleagues, and friends — will thrive or wither. These relationship laws are ever-present. When you align with them, the results are dramatic. Your network will grow rapidly. You’ll be seen by clients as a trusted partner rather than an expense to be managed. And you’ll find the people around you eager to help you succeed. When you ignore the laws, however, your efforts will falter. Relationship building will seem like very hard work. Power Relationships gives readers a unique, entertaining guide to relationship success at work and in life. Each of the 26 laws is illustrated and explained using a compelling, real-life story that shows how to implement it. The second section of the book presents 16 common relationship challenges with specific solutions. One will read about: i) The top Citigroup executive whose relationship with a CEO was changed forever on a business trip that exploded into chaos, and how you can use the same principle to deepen your own relationships; ii) The philanthropist who, on the verge of being mugged in a dark parking lot, learns how his actions have had an unimaginable ripple effect across several generations; iii) How one of the authors flew halfway around the world and used Law 18—“Make them curious”—to turn a make-or-break, five-minute meeting with a top executive into a long-term relationship.

   Call No - 65:301.172.6 PSY P4  
   Acc No – 47875 - 79 (Ref)  
   Research into the psychology of leadership has been gathering momentum in recent decades, as scholars from a variety of academic fields increasingly recognise the value of understanding the inner workings of leadership, influence and power. This five volume major work brings together classic and recent papers which examine the topic from all angles and through the lenses of different disciplines. Each volume is introduced by an introductory chapter written by acclaimed editors S. Alexander Haslam and Stephen Reicher, which contextualise and provide the rationale behind the selection of papers. Volume 1: Leadership as Individuality: Attributes and Actions; Volume 2: Leadership as Person-Situation Fit: Context and Contingency; Volume 3: Leadership as Followership: Expectations and Exchange; Volume 4: Leadership as Myth: Politics and Prejudice; and Volume 5: Leadership as Group Process: Identity and Influence.

   Call No - 658.3.001.5 RES P4  
   Acc No - 47881  
   Since the beginning of the century, there have been calls for the integration of traditional individualistic (micro) and management (macro) paradigms in Human Resource Management studies. In order to understand this so-called ‘black box,’ the HR field needs research which is more sensitive to institutional and cultural contexts, focusing on formal and informal relationships between employees, supervisors and HR managers and the means by which these organizational participants enable and motivate one another. This book presents advanced quantitative and mixed research methods that can be used to
analyze integrated macro and micro paradigms within the field of Human Resource Management. Multi actor, social network and longitudinal research practices, among others, are explored. Readers will gain insight into the advantages and disadvantages of different research methods in order to evaluate which type is most suitable to their research.

Call No - 658.314 UDA P4    Acc No - 47941

This title is a work that turns our understanding of leadership and innovation on its head. Innovation is the holy grail of growth and progress. The challenge lies in evoking the creativity and productivity of teams, functions, organizations and even ecosystems of organizations, in order to catalyze new patterns of thought and action. Nick Udall shares his passion for the future of leadership, and defines a critical threshold that leaders, teams and organizations of all kinds now need to cross in order to help shape more purposeful, innovative and sustainable futures. In doing so, he introduces a groundbreaking set of subtle leadership skills that explicitly link innovation and creativity with specific states and qualities of individual and collective consciousness. And he challenges leaders to learn how to leverage difference, play with new and novel intersections, hold creative tension, and work with collective intelligence, in order to help their teams and organizations powerfully embrace the highs and lows of the creative process.

Call No - 159.97 BOZ P4    Acc No - 47784

Organizations struggle to capture tacit knowledge. Workers struggle to find answers and information across organizational databases and boundaries and silos. New comfort with social sharing, combined with the proliferation of new social tools, offer easy, useful means of sharing not just what we do but how we get things done. For the organization this supports productivity, improves performance, encourages reflective practice, speeds communication, and helps to surface challenges, bottlenecks, and that elusive tacit knowledge. For the worker it illuminates strengths, talents, struggles, and the reality of how days are spent. For the coworker or colleague it solves a problem, saves time, or builds on existing knowledge. And for management it helps to capture who does what, and how, and otherwise makes visible so much of what is presently opaque. What does showing work mean? It is an image, video, blog post, or use of another tool, or just talking to describe how you solved a problem, show how you fixed the machine, tell how you achieved the workaround, explain how you overcame objections to close the deal, drew the solution to the workflow problem, or photographed the steps you took as you learned to complete a new task. Some of the most effective examples of showing work offer someone explaining how/why they failed, and how they fixed it. Show Your Work offers dozens of examples of individuals and groups showing their work to the benefit of their organizations, their industries, and themselves.

Call No - 159.972 MOO P4    Acc No - 47945

Anxiety, in different forms, affects almost everyone at one time or another. For spurring you to make decisions or perform, it can actually be helpful. But when anxiety gets out of hand, whether it's from everyday stress or a severe chronic condition such as panic, posttraumatic stress, or overwhelming worry, you need to learn how to manage. This guide, filled with compelling case examples and easy to use techniques, will teach one to identify, reduce, eliminate, and prevent the negative effects of anxiety. Drawing on the field's most well established and studied methods for reducing anxiety, Dr. Moore compiles them here in one source. Free from scientific jargon, this concise how-to book
can be a ready reference on your desk or nightstand or in your backpack or briefcase. You will learn how to tweak your daily schedule, your thinking patterns, and your reactions to the things you fear, for maximum gains in your life. While the book emphasizes self-help techniques, it also de-mystifies anxiety medications and offers guidance for finding professional help, should you need it. Overcoming anxiety doesn't have to be complicated. Following the step-by-step checklists and detailed plans in this book will get you on your way.

Call No - 159.92 BOU P4  Acc No - 47947

Whether you're training to play the piano, speak a foreign language, shoot a target with a bow and arrow, or master the techniques of fine carpentry, the conditions of your training will affect how successfully you learn and perform. How can one process new information in order to remember it better and use it in the future? How long should you work, study, or practice before taking a break? Is it desirable or even possible to "overlearn"? How can you counteract fatigue and boredom to improve performance if the task is tedious? Cognitive psychologists Lyle Bourne and Alice Healy have studied these questions for decades to determine the best training conditions for learning and job performance. Readers will learn how best to acquire, retain, and transfer knowledge and skills to new situations. Not only are the basics of effective training principles explained, but exercises in the form of mini-experiments are provided so that readers can see first-hand why some learning conditions are better than others. Regardless of what subject or skill you're learning, you can maximize your training for higher levels of performance.

Call No - 159.954 PRE O2  Acc No - 47981

What keeps so many of us from doing what we long to do? Why is there a naysayer within? How can we avoid the roadblocks of any creative endeavor—be it starting up a dream business venture, writing a novel, or painting a masterpiece? The War of Art identifies the enemy that every one of us must face, outlines a battle plan to conquer this internal foe, then pinpoints just how to achieve the greatest success. The War of Art emphasizes the resolve needed to recognize and overcome the obstacles of ambition and then effectively shows how to reach the highest level of creative discipline. Think of it as tough love . . . for yourself.
INFORMATION MANAGEMENT

1 Cybersecurity and cyberwar: what everyone needs to know / Singer, P. W. and Friedman, Allan. 2014. New Delhi: Oxford University Press. Call No - 65.011.56WAD SIN P4 Acc No - 47909

A generation ago, "cyberspace" was just a term from science fiction, used to describe the nascent network of computers linking a few university labs. Today, our entire modern way of life, from communication to commerce to conflict, fundamentally depends on the Internet. And the cybersecurity issues that result challenge literally everyone: politicians wrestling with everything from cybercrime to online freedom; generals protecting the nation from new forms of attack, while planning new cyberwars; business executives defending firms from once unimaginable threats, and looking to make money off of them; lawyers and ethicists building new frameworks for right and wrong. Most of all, cybersecurity issues affect us as individuals. We face new questions in everything from our rights and responsibilities as citizens of both the online and real world to simply how to protect ourselves and our families from a new type of danger. And, yet there is perhaps no issue that has grown so important, so quickly, and that touches so many, that remains so poorly understood. This title provides the kind of easy-to-read, yet deeply informative resource book that has been missing on this crucial issue of 21st century life. Written in a lively, accessible style, filled with engaging stories and illustrative anecdotes, the book is structured around the key question areas of cyberspace and its security: how it all works, why it all matters, and what can we do? Along the way, they take readers on a tour of the important (and entertaining) issues and characters of cybersecurity, from the "Anonymous" hacker group and the Stuxnet computer virus to the new cyber units of the Chinese and US militaries.


Whether you're trying to attract a new employer or get new fans to notice your brand, your social media profiles need to distinguish you from the masses. Packed with the secrets behind the hottest Facebook timelines, Twitter backgrounds, and LinkedIn profiles, this fun-but-straightforward guide shows you how to create eye-catching social media profiles with a professional, cohesive design. It includes online resources and downloadable templates that allow you to make your own profiles quick and easy and reveals techniques for making a memorable and unique Twitter background, Facebook profile and page, LinkedIn profile, Google+ profile, and more.
Call No - 658.811 CES P4  Acc No - 47961

That gap between your company's sales efforts and strategy? It's real—and a huge vulnerability. Addressing that gap, actionably and with attention to relevant research, is the focus of this book. In "Aligning Strategy and Sales," Harvard Business School professor Frank Cespedes equips you to link your go-to-market initiatives with strategic goals. Cespedes offers a road map to articulate strategy in ways that people in the field can understand and that will fuel the behaviors required for profitable growth. Without that alignment, leaders will press for better execution when they need a better strategy, or change strategic direction with great cost and turmoil when they should focus on the basics of sales execution. With thoughtful, clear, and engaging examples, "Aligning Strategy and Sales" provides a framework for diagnosing and managing the core levers available for effective selling in any organization. It will give you the know-how and tools to move from ideas to action and build a sales effort linked to your firm's unique goals, not a generic selling formula. Cespedes shows how sales efforts affect all elements of value creation in a business, whether you're a start-up seeking to scale or an established firm looking to jump-start new growth. The book provides key insights to optimize your firm's customer management activities and so improve selling and strategy.

2 Decoding the new consumer mind: how and why we shop and buy / Yarrow, Kit. 2014. New Delhi: Jossey-Bass. 
Call No - 658.89 YAR P4  Acc No - 47967

A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In Decoding the New Consumer Mind, award-winning consumer psychologist Kit Yarrow shares surprising insights about the new motivations and behaviors of shoppers, taking marketers where they need to be today: into the deeply psychological and often unconscious relationships that people have with products, retailers, marketing communications, and brands. Drawing on hundreds of consumer interviews and shop-alongs, Yarrow reveals the trends that define our transformed behavior. For example, when we shop we show greater emotionality, hunting for more intense experiences and seeking relief and distraction online. A profound sense of isolation and individualism shapes the way we express ourselves and connect with brands and retailers. Neurological research even suggests that our brains are rewired, altering what we crave, how we think, and where our attention goes. Decoding the New Consumer Mind provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated, experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers—driving profit and success across the organization.

Call No - 658.626 ROW P4  Acc No - 47822

This title gives step-by-step, practical guidance on how to build a brand online. Through exploring topics like content marketing, social media, search optimisation and web
analytics, Daniel Rowles develops a robust framework for brand planning, channel selection and measuring the effectiveness of your brand campaigns. It contains real world case studies, a guide to the free and paid tools that can help measure digital branding in each of the different online channels, examples of social guidelines, process and policy and an original step by step digital branding process along with measurement techniques and guidelines.

Call No - 658.8 BLA P5 Acc No - 47854

Now in its second edition, this text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective IMC. It also details changes in traditional advertising and marketing principles. Blakeman covers key areas, from marketing plans, branding[positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion. Several new chapters address the latest additions to the mix: Internet, social, mobile, and alternative media, plus guerrilla marketing. The text builds students' skills in developing a creative idea, employing the correct message, and placing it appropriately—and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers.

Call No - 658.8 LEG P2 Acc No - G15005 – 13

The Legends in Marketing series captures the essence of the most important contributions made in the field of marketing in the past hundred years. It reproduces the seminal works of the legends in the field, which is supplemented by interviews of these legends as well as by the opinions of other scholars about their work. The series comprises various sets, each focused on the multiple ways in which a legend has contributed to the field. This fifth set in the series, consisting of nine volumes, is a tribute to Philip Kotler. Known as one of the foremost authorities on marketing, a great listener and speaker, and a truly pioneering author, Professor Kotler is ranked as one of the six most influential business thinkers. The volumes in the set include: Volume 1: Marketing Theory and Orientations; Volume 2: Analytical Marketing; Volume 3: Creating and Managing the Product Mix; Volume 4: Improving the Role and Practice of Marketing; Volume 5: Strategic Marketing; Volume 6: Globalization and International Marketing Competition; Volume 7: Marketing in the New Economy; Volume 8: Broadening the Concept and Applications of Marketing; and Volume 9: Marketing: Its Social and Ethical Side

Call No - 658.788 DEN P4 Acc No - 47946

Using numerous real-life examples from global technology corporations, and with a foreword from Tim Curran the Chief Executive Officer of the Global Technology Distribution Council, Technology Distribution Channels explores the chain that makes technology products and services available for market and explains how to make the most of each step of the process. By defining the role and significance of the various partners involved, including distributors, wholesalers and final-tier channel players, it provides a
clear understanding of the entire go-to-market process, whilst also explaining channel partners’ business models and how to engage with them for effective market access. It covers both the tactical and strategic dimensions of channel economics as well as containing information on accessing and servicing markets and customers, controlling brands, integrating web and online channels, building the value proposition and creating differentiation.
Call No - 65.011.1 ROE P3
Acc No - 47956

In this title, Emery Roe emphasizes that policy messes cannot be avoided or cleaned up; they need to be managed. He shows how policymakers and other professionals can learn these necessary skills from control operators who manage large critical infrastructures such as water supplies, telecommunications systems, and electricity grids. The ways in which they prevent major accidents and failures offer models for policymakers and other professionals to manage the messes they face. Throughout, Roe focuses on the global financial mess of 2008 and its ongoing aftermath, showing how mismanagement has allowed it to morph into other national and international messes. More effective management is still possible for this and many other policy messes but that requires better recognition of patterns and formulation of scenarios, as well as the ability to translate pattern and scenario into reliability. Developing networks of professionals who respond to messes is particularly important. Roe describes how these networks enable the avoidance of bad or worse messes, take advantage of opportunities resulting from messes, and address societal and professional challenges. In addition to finance, he draws from a wide range of case material in other policy arenas. Roe demonstrates that knowing how to manage policy messes is the best approach to preventing crises.
RESEARCH METHODOLOGY

   Call No - 8.081 MLA O9   Acc No - 47963
   The seventh edition is a comprehensive, up-to-date guide to research and writing in the online environment. It provides an authoritative update of MLA documentation style for use in student writing, including simplified guidelines for citing works published on the Web and new recommendations for citing several kinds of works, such as digital files and graphic narratives.

   Call No - 3.001.5 OXF P4   Acc No - 47935
   This title presents a comprehensive overview of the field of qualitative research. The contributors represent some of the most influential and innovative researchers in the field as well as emerging scholars. This handbook provides a broad introduction to the field of qualitative research to those with little to no background in the subject, while simultaneously providing substantive contributions to the field that will be of interest to even the most experienced researchers. It serves as a user-friendly teaching tool suitable for a range of undergraduate or graduate courses, as well as individuals working on their thesis or other research projects. With a focus on methodological instruction, this volume offers both a retrospective and prospective view of the field. The first two sections explore the history of the field, ethics and philosophical/theoretical approaches. The next three sections focus on the major methods of qualitative practice as well as newer approaches (such as arts-based research and internet research); area studies often excluded (such as museum studies and disaster studies); and mixed methods and participatory methods (such as community-based research). The next section covers key issues including data analysis, interpretation, writing and assessment. The final section offers a commentary about politics and research and the move towards public scholarship.

   Call No - 3.001.5 MAR P4   Acc No - 47882
   This edition features a series of updates and revisions in its comprehensive introduction to current research methods in the social and behavioural sciences. It offers comprehensive coverage of a wide variety of traditional and topical research methods and addresses many newer research approaches such as propensity score matching, mixed methods designs, and confirmatory factor analysis. It is written to be accessible to a range of social and
behavioural science disciplines, including public health, political science, sociology, and psychology and includes new chapters that engage readers in critical thinking about the processes involved in building sustainable partnerships in field and community settings.

Environmental justice aspires to a healthy environment for all, as well as fair and inclusive processes of environmental decision-making. In order to develop successful strategies to achieve this, it is important to understand the factors that shape environmental justice outcomes. This book contributes to this understanding by assessing the extent of, and reasons for, environmental justice/injustice in seven diverse countries – United States, Republic of Korea (South Korea), United Kingdom, Sweden, China, Bolivia and Cuba. Factors discussed include: race and class discrimination; citizen power; industrialisation processes; political-economic context; and the influence of dominant environmental discourses. In particular, the role of capitalism is critically explored. Based on over a hundred interviews with politicians, experts, activists and citizens of these countries, this is a compelling analysis aimed at all academics, policy-makers and campaigners who are engaged in thinking or action to address the most urgent environmental and social issues of our time.


It publishes theoretical analyses, reviews, and theory based empirical chapters on group phenomena. The series adopts a broad conception of "group processes." This includes work on groups ranging from the very small to the very large, and on classic and contemporary topics such as status, power, exchange, justice, influence, decision-making, intergroup relations and social networks. Previous contributors have included scholars from diverse fields including sociology, psychology, political science, philosophy, computer science, mathematics and organizational behaviour. This volume contains papers presented at the 25th anniversary of the Annual Group Processes Conference.


This title encourages students to become involved and take an informed stand on the major aging issues that one face as a society. Using their extensive expertise, the authors provide a thorough explanation of the issues in the Concepts sections and current research in the Controversy sections, demonstrating the close links between concepts and controversies in these broad areas of aging: health care, socioeconomic trends, and the life course.
Call No – 301 ETZ P4  Acc No - 47897

As two of the leading social scientists of the twentieth century, Alva and Gunnar Myrdal tried to establish a harmonious, “organic” Gemeinschaft [community] in order to fight an assumed disintegration of modern society. By means of functionalist architecture and by educating “sensible” citizens, disciplining bodies, and reorganizing social relationships they attempted to intervene in the lives of ordinary men. The paradox of this task was to modernize society in order to defend it against an “ambivalent modernity.” This combination of Weltanschauung [world view], social science, and technical devices became known as social engineering. The Myrdals started in the early 1930s with Sweden, and then chose the world as their working field. In 1938, Gunnar Myrdal was asked to solve the “negro problem” in the United States, and, in the 1970s, Alva Myrdal campaigned for the world's super powers to abolish all of their nuclear weapons. The Myrdals successfully established their own "modern American" marriage as a media image and role model for reform. Far from perfect, their marriage was disrupted by numerous conflicts, mirrored in thousands of private letters. This marital conflict propelled their urge for social reform by exposing the need for the elimination of irrational conflicts from everyday life. A just society, according to the Myrdals, would merge social expertise with everyday life, and ordinary men with the intellectually elite.

Call No – 65.012.41 BUS P4  Acc No - 47901

The book contains nearly 30 ready-made seminars employing various teaching methods. Each chapter follows the same, easy-to-use format. This book provides a true treasure chest of materials to support staff wanting to integrate sustainability into their teaching and provides support to effectively embed sustainability in the curriculum. The material is not just useful to people in business schools, but to those involved in wider scale curriculum change, and those looking to make links between different disciplines.

Call No – 396 CHA P4  Acc No - 47902

This title examines the tensions and contradictions in constructions of gender, sexuality and women's empowerment in the various narrations of sexuality told by and about women. From storytelling to women's engagement with state institutions, stories of unmarried women and ageing women, a sex scandal and narrations of religious influence on women's subjectivities and sexualities, this impressive collection explores sexuality in a wide range of national contexts in the global South. The authors analyse what scope exists for women to subvert repressive norms and conceptions of heterosexuality, interweaving rich, contextual detail with theoretical concerns.

Whilst the world’s poor are clearly hit hardest by climate change impacts, so too do they hold many of the solutions for how best to cope with its impacts, and at times reduce greenhouse gas emissions to zero. ‘Climate Change and Human Development’ offers a rich compendium of real life scenarios and brings home the realities of how poor people are suffering from and coping with climate change impacts today. Drawing on case studies gathered by the UP in Smoke group - a powerful coalition of global environment and development organizations including Greenpeace, Oxfam, Practical Action and the WWF - this book provides new models for human development in a climate-change-constrained future as well as positive solutions to tackling climate change at the macro-level with proposals from luminaries such as Professors Wangari Maathai, Manfred Max-Neef and Jayati Ghosh.

Call No - 65.016.2 PHI P4 Acc No - 47816

Networking is a skill that many people recognize as critically important, but which many find difficult, boring or fear-inducing - or even all three. Yet if you master the techniques that really work, networking can pay dividends. Effective networking means tapping into a team of like-minded business people willing to help each other achieve their goals. If you build, grow and nurture your business networks, you will become known for your expertise and will be better placed to win the new client, business or job when it really matters. You can network successfully in person or online and The Complete Guide to Professional Networking shows one how to use both together for the most powerful results. The techniques and suggested strategies in this book are backed up by video interviews with some of the world’s most successful networking experts.


Social network analysis has transformed the study of organizations over the past 30 years. Rather than focus on individuals or teams, network scholars view the organization as a nexus of relationships. As its popularity increases, the scholarship is evolving in many directions including new theory on network dynamics, multilevel thinking, multiplex networks, digital networks, instrumental and affective ties, and cross-cultural considerations, in addition to advances in methods and measures, and new organizational applications. This compendium of essays points the way to contemporary issues in organizational social networks. Research in the Sociology of Organizations is an established international, peer-reviewed series that examines cutting edge theoretical, methodological and research issues in organizational studies. The series is especially concerned with specifying the unique contributions of sociological theories and research techniques to the analysis of organizations. In addition to publishing high quality original research, each volume aims to foster debate about the value of new theories and research to the growing international community of organizational studies scholars. Each volume is designed around carefully selected and interesting themes that aim to facilitate the development of new research communities and perspectives within the organizational studies field. All contributions are peer reviewed to ensure high quality, and are individually downloadable through your library website, enabling wide distribution and easy access.

10 Contesting the Indian city: global visions and the politics of the local / Shatkin, Gavin. 2014. Chichester: Wiley.
This title features a collection of cutting-edge empirical studies that offer insights into issues of politics, equity, and space relating to urban development in modern India. It features studies that serve to deepen our theoretical understandings of the changes that Indian cities are experiencing and examines how urban redevelopment policy and planning, and reforms of urban politics and real estate markets, are shaping urban spatial change in India. The first volume to bring themes of urban political reform, municipal finance, land markets, and real estate industry together in an international publication.


In today’s global economy, the ability to interact effectively across cultures is a fundamental job requirement for just about everyone. But it’s impossible to learn the customs and traits of every single culture with which you might come into contact. Cultural Intelligence teaches a universal set of techniques and people skills that will allow you to adapt quickly to, and thrive in, any cultural environment. This extensively revised second edition features new real-life examples of CQ working well, drawn from a rich range of cultures and situations. The authors also address the interplay of race and gender with culture factors, and show how developing cultural intelligence can enhance our appreciation of cultural diversity. Cultural Intelligence teaches you to disable the “cultural cruise control” that makes you unaware of how your culture affects your perceptions, and learn to pay careful attention, in a mindful and creative way, to cues in cross-cultural situations. Over time, you’ll develop a repertoire of skills appropriate to different intercultural situations.


Today, with a new leadership in place, the People’s Republic of China enters a challenging new phase as an emerging economic superpower. The Chinese economy has dramatically changed over the three decades since Deng Xiaoping launched his economic reforms in 1978. It has been transformed from a command economy dominated by state-owned enterprises to a market socialist economy with a wide range of ownership forms, both public and private. In turn, its managers and management have correspondingly undergone a major sea-change. This edited collection attempts to demystify Chinese management, highlighting recent research into these significant changes and their implications in a wide range of business enterprises both in China and overseas. It points to the strategic challenges and issues in terms of realizing the managerial version of the ‘Chinese Dream’. The topics covered include business schools in China, corporate social responsibility, financial services, impression management, international human resource management, international competitive strategy choices, internationalization of firms and the role of science parks.


Some people are worse off than others. Does this fact give rise to moral concern? Egalitarianism claims that it does, for a wide array of reasons. It is one of the most important...
and hotly debated problems in moral and political philosophy, occupying a central place in the work of John Rawls, Thomas Nagel, G. A. Cohen and Derek Parfit. It also plays an important role in practical contexts such as the allocation of health care resources, the design of education and tax systems, and the pursuit of global justice. Egalitarianism is an introduction to the problem of contemporary egalitarian theories. It explains how rival theories of egalitarianism evaluate distributions of people's well-being, and carefully assesses the theoretical structure of each theory. It also examines how egalitarian theories are applied to the distribution of health and health care, thus bringing a deceptively complex philosophical debate into clear focus.

14 Ethnographies of schooling in contemporary India / Thapan, Meenakshi. - New Delhi: Sage. Call No – 370 ETH P4 Acc No – 47972

The influence of popular culture, media and aggressive marketing of consumer goods all enter the school arena to compete with the more formal aspects of being at school and contribute to the creation of a unique school culture. It is essential to unpack and unravel the rich and engaged world of student culture as it is constructed in school life. Ethnographies of Schooling in Contemporary India attempts to understand meaning and meaning-making in school processes in India as active aspects of a vibrant school culture. We are reminded that students, in any kind of school, are engaged participants in schooling processes. The significance of autobiographical experience in both writing school ethnographies and understanding school life cannot be overemphasised. This volume seeks to also understand this significant aspect of constructing school worlds.


What is men's position in the feminist story? Are men villains or victims? Whilst the answer is both and neither, both genders are still seen in terms of these kinds of unhelpful categories, and while feminist waves have ensured that, in theory, at least, many women are now able to do the things that used to be done only by men, the reality of how men are seen and see themselves has changed very little across the globe.


This book analyses the novels of Salman Rushdie and their stylistic conventions in the context of Indian popular cinema and its role in the elaboration of the author's arguments about post-independence postcolonial India. Focusing on different genres of Indian popular cinema, such as the ‘Social’, ‘Mythological’ and ‘Historical’, Stadtler examines how Rushdie’s writing foregrounds the epic, the mythic, the tragic and the comic, linking them in storylines narrated in cinematic parameters. The book shows that Indian popular cinema’s syncretism becomes an aesthetic marker in Rushdie’s fiction that allows him to elaborate on the multiplicity of Indian identity, both on the subcontinent and abroad, and illustrates how Rushdie uses Indian popular cinema in his narratives to express an aesthetics of hybridity and a particular conceptualization of culture with which ‘India’ has become identified in a global context. Also highlighted are Rushdie’s uses of cinema to
inflect his reading of India as a pluralist nation and of the hybrid space occupied by the Indian diaspora across the world. The book connects Rushdie's storylines with modes of cinematic representation to explore questions about the role, place and space of the individual in relation to a fast-changing social, economic and political space in India and the wider world.

Call No - 301 FOU P4  
Michel Foucault is recognized as one of the twentieth century's most influential thinkers, however the authors in this volume contend that more use can be made of Foucault than has yet been done and that some of the uses to which Foucault has so far been put run the risk of and occasionally simply amount to misuse. This interdisciplinary volume brings together a group of esteemed scholars, recognized for their command of and insights into Foucault's oeuvre. They demonstrate the many respects in which Foucault's project of an ontology of the present remains vital and continues to yield compelling insights and show that an ontology of the present is restricted to no particular terrain, but instead ranges widely and on paths that frequently intersect. The essays in this much-needed new collection address the key components of Foucault's thought, ranging from his approach to power, biopolitics and parrhesia to analysis of key texts such as Folie et Déraison and Histoire de la sexualité. Contributors include Didier Eribon, Eric Fassin, John Forrester, Ian Hacking, Lynne Huffer, Colin Koopman, James Laidlaw, Laurence McFalls, Mariella Pandolfi, Paul Rabinow and Cary Wolfe.

Call No - 39 STO P4  
This title presents a critical exploration of the development of everyday life as an object of study in cultural analysis, wherein John Storey addresses the way in which everyday life is beginning to replace popular culture as a primary concept in cultural studies. Storey presents a range of different ways of thinking theoretically about the everyday; from Freudian and Marxist approaches, to chapters exploring topics such as consumption, mediatization and phenomenological sociology. The book concludes, drawing from the previous nine chapters, with notes towards a definition of what everyday life might look like as a pedagogic object of study in cultural studies.

Call No - 3-054 GEN P4  
Multiculturalism is a concept that has been stretched to include a variety of political conditions, mainly in countries that have liberal democratic political systems and traditions. In this North/South ‘comparison’ one illuminate remedies pursued by governments and various political interests to address the binary. Women’s bodies and rights, and performances of femininity and masculinity often form the battleground of debates of multiculturalism and accommodation of cultural rights in both hemispheres. Tensions of culture and rights may not be the same everywhere. An interesting point of comparison is in the treatment of liberalism – often assumed in the global North to be the universal norms to be defended, whereas in the global South, liberalism itself may be viewed as the problem. Colonial histories are fraught with discriminatory legislation aimed at accommodating indigenous populations, in some cases reinforcing misogynist readings of
indigenous or minority cultures and providing a trade-off for more structural redistributive justice through, for example, land reform.

Call No - 388.9 GEO P4
Acc No - 47917

This book examines the practices and processes that produce particular patterns of air transport provision both regionally and globally. In so doing, it updates the seminal contributions of Eva Taylor (1945), Kenneth Sealy (1957), Brian Graham (1995) and others to the study of air transport geography. Leading scholars in the field offer a unique insight into the key developments that have occurred in the field and the implications that these developments have had for geography, geographers, and global patterns of past, present and future air transport. Although globalization and liberalization processes have greatly expanded the demand for air transport over the last two decades, the industry has experienced several major setbacks due to economic, security, and environmental concerns. Many of these impacts have been much more pronounced in some regions, such as North America and Europe while others, such as Asia-Pacific have not been as adversely affected. Accordingly, there is a clear need to examine these recent economic and geopolitical changes from a geographical perspective given the differentiated pattern of effects from global processes. Addressing this need, this volume opens with thematic chapters covering key topics such as the historical geographies, socio-cultural mobilities, environmental externalities, urban geographies, and sustainability of the global air transport industry, followed by regional analysis of the industry in Asia-Pacific, Latin America, Greater Middle East and Africa as well as North America and Europe.

Call No - 301.15 GLO P4
Acc No - 47919

The concept of globalization has become ubiquitous in social science and in the public consciousness and is often invoked as an explanation for a diverse range of changes to economies, societies, politics and cultures - both as a positive liberating force and as a wholly negative one. Whilst our understanding of the politics, economics, and social resonance of the phenomenon has become increasingly sophisticated at the macro-level, this book argues that globalization too often continues to be depicted as a set of extra-terrestrial forces with no real physical manifestation, except as effects. The essays challenge this dominant understanding of 'globalization from above' through explorations of the mundane means by which globalization has been achieved. Instead of a focus on the meta-political economy of global capitalism, the book concentrates on the everyday life of capitalism, the not-so-'little' things that keep the 'large' forces of globalization ticking over. With its eye on the mundane, the book demonstrates that a series of everyday and, consequently, all but invisible formations critically facilitate and create the conditions under which globalization has flourished. The emphasis is on concrete moments in the history of capitalism when these new means of regular reproduction were invented and deployed. Only by understanding these infrastructures can we understand the dynamics of globalization. In short, punchy essays by distinguished researchers from across a range of disciplines, this book provides a new way of understanding globalization, moving away from the standard accounts of global forces, economic flows, and capitalist dynamics, to show how ordinary practices and artefacts are crucial elements and symbols of globalization.

Call No – 294 HIN P5
Acc No – 47845 – 48 (Ref)

The study of Hinduism is fragmented among many disciplines. Early academic study of Hinduism was overwhelmingly a study of texts, and while a strong philological tradition
continues to characterise much work on Hinduism (in particular in Indology), very different materials and questions animate debates among anthropologists, sociologists, historians, philosophers, and others. The result is that Hindu institutions such as temples are understood quite differently by those who focus on their political, economic, religious, or aesthetic dimensions. Valuable contributions are also beginning to appear in emergent fields as diverse as cognitive science and constructive Hindu theology. While many works in these fields are published in Europe or North America, significant work appears in journals and books published in India which remain hard to access elsewhere.

   Call No - 655.53 HOG P4
   Acc No - 47849
   This title adopts a practical guide for students and inexperienced editors, detailing the process of setting up and launching a new publication -- be it digital, print or a combination of both. Using case studies, theoretical/critical insights, and tests/exercises, this is the first how-to to embrace digital technologies, including a companion website with additional support with podcasts, web links, forums and timed live author chats. The key to the text's success is its ability to encompass the complete process. It begins with the initial idea and follows the process through to developing a business plan as well as setting an editorial strategy to achieve and maintain an audience in a digital age -- where traditional print formats face an uncertain future. It includes checklists and realistic timescales for producing a digital/print magazine, for both the working professional and the student in the classroom setting.

   Call No - 361.9 HUM P4
   Acc No – 47921
   This book provides an overview of state-of-the-art research that has been conducted within Australia, funded by the Bushfire Cooperative Research Centre. The chapters source and contextualize their own research practice within the context of the international research literature. Therefore, while the research has occurred within Australia it will be of particular interest to scholars, students and practitioners in a number of other countries, particularly within the United States of America and in Europe. The fire and emergency services is a particularly large industry - in Australia alone it employs 250,000 personnel - yet there is very little by way of published human factors books addressing this sector directly. Emergency events frequently involve problems for which there may be unanticipated consequences and highly interdependent consequential effects.

   Call No - 327(540) BRE P4
   Acc No - 47851
   This book assesses India's role as a major power in the Indian Ocean. Many see the Indian Ocean as naturally falling within India’s sphere of influence but, as this book demonstrates, India has a long way to go before it could achieve regional dominance. The book outlines the development of Indian thinking on its role in the Indian Ocean and examines India's strategic relationships in the region, including with maritime South Asia, the Indian Ocean islands, East Africa, the Middle East, Southeast Asia and Australia. The book then discusses India's ambivalent relationship with the United States and explores its attitude towards
China’s growing power in the Indian Ocean. It concludes by discussing the region’s evolving strategic order – does India have what it takes to become the leading power in the region?

26 India's risks: democratizing the management of threats to environment, health, and values / Moor, Raphaelle and Gowda, M. V. Rajeev (ed). 2014. New Delhi: Oxford University Press.  
Call No - 368(54) IND P4  
Acc No - 47922

A prospective superpower, India is still grappling with a host of risks that threaten to hamper its progress. These range from environmental threats caused by GM crops and pollution; dangers to health from HIV/AIDS and maternal mortality; safety concerns about natural hazards, nuclear power, and industrial disasters; and challenges to livelihoods and values. Some of the issues that this volume explores are: what counts as an 'acceptable' risk, and who decides? How should divergent perceptions of risks be reconciled? And, where is the line between science and politics? Advocating a more multidimensional approach to managing risks, the authors challenge many of the dominant perspectives in India. The field of risk research, which has emerged over the last 40 years in the West, has been relatively unexplored in India. In an effort to bridge this gap, this volume brings together Indian and Western scholars and practitioners across the fields of psychology, anthropology, law, politics, sociology, public health, philosophy, science, and architecture, who offer insights on the theory of risk, lessons from the West, and the realities of risk in India.

27 India's working women and career discourses: society, socialization, and agency / Shenoy-Packer, Suchitra. 2014. Lanham: Lexington.  
Call No – 396 SHE P4  
Acc No - 47923

This study investigates Indian working women's sense of the discourses surrounding work and careers. In interviews conducted with seventy-seven women across socioeconomic statuses, castes, classes, and occupational and generational categories in the city of Pune, India, women express how feeling bound by tradition confronts excitement about ongoing changes in the country. The work lives of these women are influenced symbiotically by India's sociocultural practices and the contemporary phenomenon of globalization. Using feminist standpoint theory as a theoretical lens, Suchitra Shenoy-Packer explores how women deconstruct, coconstruct, and reconstruct systems of knowledge about their worlds of work as embedded within and influenced by the intersections of society, socialization, and individual agency. The meanings that Indian women associate with their work as well as their definition of a career in twenty-first-century India will be of interest to students and scholars of feminist theory, women's studies, globalization, Asian studies, and labor studies.

Call No – 658 PAW P4  
Acc No - 47748

This title provides a roadmap for solving manufacturing problems. Containing numerous examples of actual problems and their solutions in various industrial environments, it is for novice as well as experienced manufacturing owners, managers, quality representatives, consultants, trainers, and procurement professionals. Author Ralph Pawlak’s roadmap is a proven system that has been used to eliminate major manufacturing problems in electronics, casting, blow molding, and assembly operations. What’s more, it has been used effectively in the manufacture of toys, juvenile products, chemicals, automotive engines, and innumerable components of many manufacturing facilities—and in the U.S., Canada, China, and Europe. The book’s insights into problem causes and the methods to solve them once and for all are applicable to most problems in most industries. Pawlak, with decades of experience as manager of manufacturing, quality, and plant engineering.
for General Motors, Fisher Price, Vibratech, and others, offers tools to solve problems and shows how to use
them. You'll learn how to use tools like quality check sheets, flow diagrams, concept sheets, duo diagrams,
variation plots, sketches, sum-of-extremes tests, good versus bad comparisons, fractionals with interactions, and
many-level checks. What's more, these are tools anyone can put to good use today. No special knowledge of
statistics, or advanced math or engineering, is required. If one can add, subtract, multiply, and divide—and use
your eyes and ears—you can learn to solve industrial problems like a pro.

Call No - 655.53 INS P4 Acc No - 47925
This title is an engaging and practically-focused textbook exploring all aspects of the
contemporary magazine industry. Editors David Stam and Andrew Scott present a detailed
analysis of the key elements of the magazine business today with both a look back to the
past and a projection of the future. The role of digital and new media platforms and their
effect on all aspects of publishing is explored in detail. The book features a broad range of
case studies, written by industry experts, providing readers with accessible examples of key
issues in magazine publishing. Additional micro essays also expertly apply theory to
practice. Subject areas covered include: i) UK magazine publishing today; ii) changing
business models; iii) originating and managing creative content; iv) magazine writing and
design; v) circulation sales and advertising; vi) distribution and marketing; and vii) the magazine in the digital age.

30 Intellectual property and business: the power of intangible assets / Ryder,
Call No - 347.771 RYD P4 Acc No - 47926
Intellectual Property (IP) is one of the most vital assets for any business organization. It is a
domain not restricted to lawyers alone; it is a crucial area of concern for business
organizations, managers, and corporate leaders. Intellectual Property and Business
demonstrates how companies can deploy their IP not just as legal instruments but also as
dominant and powerful financial assets, and as useful arsenal that can boost their
business. The book aims to provide a basic understanding of various forms of IP that
business organizations need to protect, and to analyze and understand IP management and
strategy through case studies. It highlights these aspects of IP management through the lens
of both a lawyer and a business manager.

31 International and comparative business: foundations of political economies /
Call No - 658.114.9 MCC P4 Acc No – 47855
Globalization has profound effects on national economies even as distinct national
‘models’ of capitalism remain. International and Comparative Business accessibly tracks
the historical and socio-political contexts of the world’s major countries on a chapter-by-
chapter basis to the present day. The book provides a comprehensive, critical, yet concise
introduction to each of the economies’ key features, including macro overviews as well as
organizational and workplace-level analysis. Each chapter features learning objectives, in-
depth interpretation and critique of key literature, and annotated further reading to allow readers to rigorously navigate their way through the wealth of material available for each country.

Call No - 312.8 IST P4  
Acc No - 47927

What are the impacts of population growth? Can our planet support the demands of the ten billion people anticipated to be the world's population by the middle of this century? While it is common to hear about the problems of overpopulation, might there be unexplored benefits of increasing numbers of people in the world? How can we both consider and harness the potential benefits brought by a healthier, wealthier and larger population? May more people mean more scientists to discover how our world works, more inventors and thinkers to help solve the world's problems, more skilled people to put these ideas into practice? In this book, leading academics with a wide range of expertise in demography, philosophy, biology, climate science, economics and environmental sustainability explore the contexts, costs and benefits of a burgeoning population on our economic, social and environmental systems.

Call No – 396 JOU P4  
Acc No - 47928

Unlike many other mainstream disciplines that only seek to broaden knowledge and thus become additive, women's studies try to question and posit new ways of thinking, inaugurating paradigm shifts and thus becoming subversive by trying to question established hierarchies of knowledge. This has not been an easy journey and the practitioners of this new approach have faced numerous odds as all pioneering endeavours encounter. This journey is a story that needs to be told and the present book attempts to do this by charting the trajectories of few women's studies scholars and their academic sojourn. These scholars have been confined not just to the traditional dominant hierarchies of knowledge but by their own making, ventured into new areas, which has now emerged from the margins to the forefront. The point of emphasis is that the writings of scholars like Cynthia Enloe who dared to break boundaries and were questioned earlier have now become part of an acclaimed field of research. This volume explores the metamorphosis of women's studies from the early days to date and draws upon the contributors' diverse experiences and concerns, but all revolving around the same key issue: gender.

Call No - 577.4 NEV P5  
Acc No - 47857

The success of international efforts to manage climate change depends on the participation of emerging economies. This book uses a comparative study of two of the most important, India and South Africa, to reveal new insights into managing climate change on a global scale. The book provides a unique in-depth analysis of how these two countries are dealing with climate change at both national and province levels, from India’s advances in solar and wind energy development to South Africa’s efforts to introduce a carbon tax. Using the innovative theoretical framework of climate knowledge systems, it explores how people in India and South Africa engage with one other, learn and act by forming communities of practice. The book identifies the drivers and barriers of climate governance, showing how different forms of scientific, technological, normative and pragmatic knowledge can aid climate governance and analysing how the underlying mind-set that guides climate action in these countries is changing.
Call No - 711.3 LOC P4
Acc No - 47761

The importance of community-based and participatory approaches to rural development in developing countries has long been emphasized. Local Societies and Rural Development demonstrates how rural people, who are economically and politically weak as individuals, can only participate in development projects when they are collectively organized. With the input of expert collaborators in the field, this book identifies the local social mechanisms that motivate and control people’s self-organizing activities. Through their use of typology and case studies the contributors identify the mechanisms through which rural people can best organize themselves to meet their development requirements. With the understanding that social context matters, the authors propose a method that both researchers and practitioners of rural society can apply to their work. This book will be of value to academics interested in development, regional and rural studies, particularly those who are interested in researching collective action in community-based societies. It will also appeal to practitioners in the field including planners and front-line workers.

Call No – 658 STY P4
Acc No - 47762

After the financial collapse of 2008 and the bailing out of banks in the US and the UK, the long-term viability of the neoliberal doctrine has come under new scrutiny. The elimination of regulatory control, the financialization of the economy including the growth of increasingly complex financial innovations, and the dominance of a rentier class have all been subject to thorough criticism. Despite the unexpected meltdown of the financial system and the substantial costs for restoring the finance industry, critics contend that the same decision-makers remain in place and few substantial changes to regulatory control have been made. Even though neoliberal thinking strongly stresses the role of the market and market-based transactions, the organization theory and management literature has been marginally concerned with neoliberalism as a political agenda and economic policy. This book examines the consequences of neoliberalism for management thinking and management practice. Managerial practices in organizations are fundamentally affected by a political agenda emphasizing competition and innovation. Concepts such as auditing, corporate social responsibility, shareholder value, and boundaryless careers are some examples of managerial terms and frameworks that are inextricably entangled with the neoliberal agenda. This book introduces the literature on neoliberalism, its history and controversies, and demonstrates where neoliberal thinking has served to rearticulate managerial practice, including in the areas of corporate governance, human resource management, and regulatory control of organizations.

Call No - 301.186 SUN P4
Acc No - 47931

The Orient was central to the work of Marx and Weber, both figures building their theories around the question of why modernity appeared to emerge only in the West. While Marx’s account focused on the accumulation of capital in the West, Weber’s explanation for this phenomenon centred on Western rationalization. Extending recent work comparing the social theories of Marx and Weber, this book examines their approaches to Oriental societies, showing how, in spite of the differences in their respective theorizations of the historical and political development of the West, their work on the form of modern society in the Orient converges, each complementing the other. Fully conversant with recent scholarly work on Marx and Weber, this comprehensive re-
examination of the points of convergence and departure in their work requires us to re-evaluate both their positions in the history of sociology and their relevance to contemporary social questions. As such, it will appeal to scholars of social and political theory and classical sociology.

38  **Michel Foucault / Owen, David (ed). 2014. Farnham: Ashgate.**
   **Call No – 165 MIC P4  Acc No – 47864 (Ref)**

Michel Foucault was one of the twentieth century’s most influential thinkers whose work has unsettled and transformed the field of social philosophy and the social sciences. The essays and articles selected for this volume are written by many of the most important of Foucault's interpreters and interlocutors and show the range of Foucault's influence and the debates it has provoked about Foucault's own approaches and in relation to substantive areas of social philosophy and social science such as power, critique, enlightenment, law, governance, ethics and truthfulness. This volume provides a comprehensive introduction to, and overview of, the development of Foucault's thought and demonstrates its enduring significance on our understanding of how we have become what we are.

39  **Multidisciplinary insights from new AIB fellows / Boddewyn, Jean J. V 16. 2014. Bingley: Emarald.**
   **Call No - 658.114.9 MUL P4  Acc No – 47866 (Ref)**

Each year, the Fellows of the Academy of International Business (AIB) spot and elect new talents to join them and expand research in international business. Only 21 Fellows were elected between 2008 and 2012. Ten of them have contributed chapters to this volume, the first of two that will feature unique insights from the AIB's best and brightest. Each chapter addresses the important questions facing researchers today and answers them in three distinct cultural, theoretical, and managerial contexts.

40  **Orchestration of the global network organization / Pedersen, Torben et.al. (ed). V 27. 2014. Bingley: Emerald.**
   **Call No - 658.114.9 ORC P4  Acc No – 47868 (Ref)**

The organizational design of the Multinational Corporation (MNC) was a vibrant area of research in the field of International Business and Management during the 1970-1990's. However, since then this research has largely faded from our scholarship. This volume of AIM is designed to spark new life into the research on the organizational design of the MNC. The world - and environmental forces - has changed substantially in the last decades placing new constrains on the MNCs. External shocks have increased and MNCs need to learn how to live with this increased market volatility. Integrating value chains makes MNCs more efficient but also vulnerable. The relentless forces of competition and globalization are forcing MNCs to divide their activities and reach for foreign inputs, markets and partners. By dividing their value chain into discrete pieces - some to be performed in-house, while others are outsourced to partner organizations - MNCs hope to reduce overall costs and risks, while also reaping the benefits of ideas from contractors or alliance partners worldwide. These challenges call for new research on
the organizational design of the MNC. It is our intention with this AIM volume to motivate new research on the proper organizational design mechanisms of MNCs as of today.

Call No - 301.185 VIS P4  
Acc No - 47872

Once known as “Pariahs,” Dalits are primarily descendants of unfree agrarian laborers. They belong to India’s most subordinated castes, face overwhelming poverty and discrimination, and provoke public anxiety. Drawing on a wealth of previously untapped sources, this book follows the conception and evolution of the “Pariah Problem” in public consciousness in the 1890s. It shows how high-caste landlords, state officials, and well-intentioned missionaries conceived of Dalit oppression, and effectively foreclosed the emergence of substantive solutions to the “Problem”—with consequences that continue to be felt today. Rupa Viswanath begins with a description of the everyday lives of Dalit laborers in the 1890s and highlights the systematic efforts made by the state and Indian elites to protect Indian slavery from public scrutiny. Protestant missionaries were the first non-Dalits to draw attention to their plight. The missionaries’ vision of the Pariahs’ suffering as being a result of Hindu religious prejudice, however, obscured the fact that the entire agrarian political-economic system depended on unfree Pariah labor. Both the Indian public and colonial officials came to share a view compatible with missionary explanations, which meant all subsequent welfare efforts directed at Dalits focused on religious and social transformation rather than on structural reform. Methodologically, theoretically, and empirically, this book breaks new ground to demonstrate how events in the early decades of state-sponsored welfare directed at Dalits laid the groundwork for the present day, where the postcolonial state and well-meaning social and religious reformers continue to downplay Dalits’ landlessness, violent suppression, and political subordination.

Call No - 1(54) RAG P3  
Acc No - 47937

This book critically assesses the contributions of the country’s leading academic philosophers by analysing the strengths and limitations that characterize the practice of philosophy in India. It focuses on their discussions of modernity, colonialism, classical Indian philosophy, and modern Western philosophy. Divided into three sections, the first discusses the works of Krishna Chandra Bhattacharyya and Akeel Bilgrami, and their project of offering Indian solutions to Western philosophical problems. The second part deals with Daya Krishna’s attempts to engage traditional Indian philosophy in a dialogue with Western philosophy and Satchidananda Murty’s assessment of the state of philosophy in Indian universities. The author argues how both failed to look at the works of Vivekananda, Aurobindo, and Gandhi, who had more successfully engaged with their predecessors as well as ‘outsiders’. Finally, the book explores the attempts to absorb Buddhism into Hinduism in the works of Ananda K. Coomaraswamy and S. Radhakrishnan, as well as the counter arguments posed by Ambedkar and T.R.V. Murty. The debates highlighted in this book will make the reader aware of the structures and paradigms of philosophy as practised in India.

Call No - 301.153 BEL P5  
Acc No - 47776

How do we interact with people in our everyday life? Who are the people we are connected to? What are the consequences of overlapping social circles and how people deal with the potential emerging conflicts? What are the structural and cultural mechanisms that regulate
social worlds? Network science is a scientific approach to the study of network dependencies and associations which tries to answer these and many other questions. This book explores the underlying mechanisms that regulate social life as they are produced, reproduced, modified, and abandoned in the spatial and temporal patterns of interactions. The mixed methods approach, that combines formal network analysis with qualitative materials and statistical tools, shows the importance of contextualising structural mechanisms in their social and cultural environment, and allows overcoming the traditional methodological boundaries that shape the field of social sciences.

Call No - 301.15 REI P4  
Acc No - 47939

The social scientific study of social movements remains largely shaped by categories, concepts and debates that emerged in North Atlantic societies in the late 1960s and early 1970s, namely resource mobilization, framing, collective identity, and new social movements. It is now, however, increasingly clear that we are experiencing a profound period of social transformation associated with online interactivity, informationization and globalization. Written by leading experts from around the world, the chapters in this book explore emerging forms of movement and action not only in terms of the industrialized countries of the North Atlantic, but recognizes the importance of globalizing forms of action and culture emerging from other continents and societies. This book to bring together key authors exploring this transformation in terms of action, culture and movements. It not only engages with critical transformations in the nature of collective action, but also makes a significant contribution to the globalizing of sociology.

Call No – 2 REL P4  
Acc No - 47940

During the twentieth century, religion has gone on the market place. Churches and religious groups are forced to ‘sell god’ in order to be attractive to ‘religious consumers’. More and more, religions are seen as ‘brands’ that have to be recognizable to their members and the general public. What does this do to religion? How do religious groups and believers react? What is the consequence for society as a whole? This book brings together some of the best international specialists from marketing, sociology and economics in order to answer these and similar questions. The interdisciplinary book treats new developments in three fields that have hitherto evolved rather independently: the commoditization of religion, the link between religion and consumer behavior, and the economics of religion. By combining and cross-fertilizing these three fields, the book shows just what happens when religions become brands.

Call No - 3-055.2 ROU P4  
Acc No - 47883

This title offers a comprehensive examination of media and gender studies, charting its histories, investigating ongoing controversies, and assessing future trends. The 59 chapters in this volume, written by leading researchers from around the world, provide scholars and students with an engaging and authoritative survey of current thinking in media and gender research. With each chapter addressing a distinct, concrete set of issues, the volume includes research from around the world to engage readers in a broad array of global and transnational issues and intersectional perspectives. Authors address a series of important questions that have consequences for current and future thinking in the field, including
postfeminism, sexual violence, masculinity, media industries, queer identities, video games, digital policy, media activism, sexualization, docusoaps, teen drama, cosmetic surgery, media Islamophobia, sport, telenovelas, news audiences, pornography, and social and mobile media.

47  **Routledge companion to eighteenth century philosophy / Garrett, Aaron (ed).**
    Call No - 1 ROU P4  Acc No - 47884 (Ref )

The Eighteenth century is one of the most important periods in the history of Western philosophy, witnessing philosophical, scientific, and social and political change on a vast scale. In spite of this, there are few single volume overviews of the philosophy of the period as a whole. The title is an authoritative survey and assessment of this momentous period, covering major thinkers, topics and movements in Eighteenth century philosophy. Beginning with a substantial introduction by Aaron Garrett, the thirty-five specially commissioned chapters by an outstanding team of international contributors are organised into seven clear parts: i) Context and Movements; ii) Metaphysics and Understanding; iii) Mind, Soul, and Perception; iv) Morals and Aesthetics; v) Politics and Society; and vi) Philosophy in relation to the Arts and Sciences. Major topics and themes are explored and discussed, ranging from materialism, free will and personal identity; to the emotions, the social contract, aesthetics, and the sciences, including mathematics and biology.

    Call No - 1 ROU P4  Acc No - 47885

This title is a collection of new essays on the philosophy and philosophers of the ancient Greek and Roman worlds. Written by a cast of international scholars, it covers the full range of ancient philosophy from the sixth century BC to the sixth century AD and beyond. There are dedicated discussions of the major areas of the philosophy of Plato and Aristotle together with accounts of their predecessors and successors. The contributors also address various problems of interpretation and method, highlighting the particular demands and interest of working with ancient philosophical texts.

    Call No - 658.386 ROU P3  Acc No - 47886 (Ref)
indigenous view points, which has often been neglected and inadequately covered. The volume provides thought-provoking reading for educators, administrators, policy makers, human resources professionals and researchers. It will also give future international management students a glimpse of IME from a global inside-out perspective.

Call No - 396 ROU P4  
Acc No - 47887 (Ref)

Providing a comprehensive overview of the study of gender in South Asia, this handbook covers the central contributions that have defined this area and captures innovative and emerging paradigms that are shaping the future of the field. It offers a wide range of disciplinary and interdisciplinary perspectives spanning both the humanities and social sciences, focussing on India, Pakistan, Bangladesh and Sri Lanka. The Handbook brings together key experts in the field of South Asia and gender, women and sexuality. Chapters are organised thematically in five major sections: i) Historical formations of gender and the significance of colonialism and nationalism; ii) Law, Citizenship and the Nation; iii) Representations of Culture, Place, Identity; iv) Labour and the Economy; and Inequality, Activism and the State. This timely survey is essential reading for scholars who research and teach on South Asia as well as for scholars in related interdisciplinary fields that focus on women and gender from comparative and transnational perspectives.

Call No - 577.4 SNE P4  
Acc No - 47943

Some have argued that the rate and scale of human-induced global environmental change is so significant that it now constitutes a new geological epoch in the Earth’s history called the Anthropocene (Zalasiewicz et al, 2011; Steffen et al, 2011). More than ever, there is a need to have appropriate and effective environmental policies that address the challenges of climate change, biodiversity, food, water and energy insecurity, environmental pollution, poverty alleviation and environmental equity. The short guide to environmental policy provides a concise introduction to post-war environmental policies, bringing together perspectives from a range of fields including economics, sociology, politics and social policy. It covers a broad range of issues, including causes and effects of contemporary environmental issues, policy approaches to addressing environmental problems, challenges to implementing environmental policies and future environmental challenges. This book is an essential introduction to all those interested in how policies can address environmental problems.

52 **Supreme quest: your search for the truth ends there where you are** / Sirshree. 2012. New Delhi: New Age.  
Call No - 133.9 SIR P2  
Acc No - 46011

First, the world witnessed the agricultural revolution, then the industrial revolution, followed by the information revolution, the time has now come for a consciousness revolution. The emergence of a global consciousness is proof of that. The ease with which seekers and non-seekers attain the experience and access the self and understand the illusory nature of the mind through Sirshrees methods is contributing to this consciousness revolution. This book reveals the path to attainment of the truth through an understanding of perennial wisdom or Tejgyan. We need to find the point of nothingness which is within each and every one of us the source or the centre of your being. When you access this state, the wisdom that stems from it is called Tejgyan. Tejgyan is the wisdom beyond knowledge and ignorance the source of all knowledge, a place where nothing is concealed and everything can be seen clearly, a place which leads you to inner peace. Passing through the seven stages of the
supreme quest, described step by step in the book, the seeker of the ultimate truth encounters a stage which has been called understanding. This is the most important stage where one attains self realisation.


How does nature work in our human-created city, suburb, and exurb/peri-urb? Indeed how is ecology - including its urban water, soil, air, plant, and animal foundations - spatially entwined with this great human enterprise? And how can we improve urban areas for both nature and people? Urban Ecology: Science of Cities explores the entire urban area: from streets, lawns, and parks to riversides, sewer systems, and industrial sites. The book presents models, patterns, and examples from hundreds of cities worldwide. Numerous illustrations enrich the presentation. Cities are analyzed, not as ecologically bad or good, but as places with concentrated rather than dispersed people. Urban ecology principles, traditionally adapted from natural-area ecology, now increasingly emerge from the distinctive features of cities. Spatial patterns and flows, linking organisms, built structures, and the physical environment highlight a treasure chest of useful principles. This pioneering interdisciplinary book opens up frontiers of insight, as a valuable source and text for undergraduates, graduates, researchers, professionals and others with a thirst for solutions to growing urban problems.


The commonly held view that Wittgensteinian philosophy of religion entails an irrationalist defense of religion known as 'fideism' loses plausibility when contrasted with recent scholarship on Wittgenstein's corpus, biography, and other sources. This book reevaluates the place of Wittgenstein in the philosophy of religion and charts a path forward for the subfield by advancing three themes. The first is that philosophers of religion should question received interpretations of philosophers, such as Wittgenstein, as well as the meanings of key terms used in interpretations, such as 'fideism'. The second theme is that Wittgenstein's philosophy, across his corpus, pursues a particular end: a searching clarity or perspicuity. The third theme is that with the rise of various religious movements within societies and around the world in recent decades, philosophy of religion has important tasks in clarifying global conversations on living well amidst human diversities and contemplating philosophy as a vocation.


Consisting of fewer than two hundred verses written in an obscure if not impenetrable language and style, Patanjali’s Yoga Sutra is today extolled by the yoga establishment as a perennial classic and guide to yoga practice. As David Gordon White demonstrates in this study, both of these assumptions are incorrect. Virtually forgotten in India for hundreds of years and maligned when it was first discovered in the West, the Yoga Sutra has been elevated to its present iconic status—and translated into more than forty languages—only in the course of the past forty years. White retraces the strange and circuitous journey of this confounding work from its ancient origins down through its heyday in the seventh through eleventh centuries, its gradual fall into obscurity, and its modern resurgence since the nineteenth century. First introduced to the West by the British Orientalist Henry
Thomas Colebrooke, the Yoga Sutra was revived largely in Europe and America, and predominantly in English. White brings to life the improbable cast of characters whose interpretations—and misappropriations—of the Yoga Sutra led to its revered place in popular culture today. Tracing the remarkable trajectory of this enigmatic work, White's exhaustively researched book also demonstrates why the yoga of India’s past bears little resemblance to the yoga practiced today.
RECREATIONAL & GENERAL READINGS

   Call No - KRI/ATT P4       Acc No – 47962
   At the Helm: A Memoir is the success story of how a boy from the small temple town of Karuveli starts his career as a technician but goes out to become the biggest name of the Indian Public Sector in the next five decades. At the Help: A Memoir gives a detailed account of the life and career of V. Krishnamurthy, a man with little formal education who started his career as a trainee engineer in the Madras Electricity Board in 1945 and became one of the most important members of the Planning Commission of India. The author further writes about his experience working for Bharat Heavy Electricals Limited. He not only saved the company from imminent disintegration, but also managed to change Indira Gandhi’s impression that Indian managers were not competent enough to manage large organizations. V. Krishnamurthy also mentions in the book the various challenges faced by him in managing a business enterprise in India and one of his greatest achievements to be awarded the prestigious Business India Businessman of Year Award in 1987.

   Call No - GIL/EAT O6       Acc No - 47725
   It's 3 a.m. and Elizabeth Gilbert is sobbing on the bathroom floor. She's in her thirties, she has a husband, a house, they're trying for a baby - and she doesn't want any of it. A divorce and a turbulent love affair later, she emerges battered and bewildered and realises it is time to pursue her own journey in search of three things she has been missing: pleasure, devotion and balance. So she travels to Rome, where she learns Italian from handsome, brown-eyed identical twins and gains twenty-five pounds, an ashram in India, where she finds that enlightenment entails getting up in the middle of the night to scrub the temple floor, and Bali where a toothless medicine man of indeterminate age offers her a new path to peace: simply sit still and smile. And slowly happiness begins to creep up on her.

   Call No - PAU/FIR P4       Acc No - 47830
   It seldom happens that the story of an individual becomes so intertwined with the cause she or he stands for that it becomes impossible to separate the one from the other. Kanu Sanyal’s is one such rare story: to read it is to relive the history of the Naxalite Movement, which the Indian establishments call the country’s biggest internal security threat. This book narrates the making of Kanu Sanyal right from his childhood to the days of the Naxalbari uprising and beyond. It delves deep into Sanyal’s evolution as a Communist rebel and throws light on the various stages of the Naxalite Movement with relevant background information. What is significant about this book is that this is the only authorised biography of Kanu Sanyal in any language—he personally read and cleared all its chapters but the last one, which deals with his aberrant demise.
4  **Half girlfriend / Bhagat, Chetan. 2014. New Delhi: Rupa.**
   Call No - BHA/HAL P4  Acc No - G15003 - 04

   Once upon a time there was a Bihari boy called Madhav. He fell in love with a girl called Riya. Madhav didn’t speak English well. Riya did Madhav wanted a relationship. Riya didn’t. Riya wanted just friendship. Madhav didn’t. Riya suggested a compromise. She agreed to be his half-girlfriend. Welcome to Half-Girlfriend, a rural-urban love story like none other. Because to make love exist between classes, many battles need to be won.

5  **Jungle / Sinclair, Upton. 2014. New York: Dover.**
   Call No - SIN/JUN O1  Acc No - 47979

   An ardent activist, champion of political reform, novelist, and progressive journalist, Upton Sinclair is perhaps best known today for The Jungle - his devastating expose of the meat-packing industry. A protest novel he privately published in 1906, the book was a shocking revelation of intolerable labor practices and unsanitary working conditions in the Chicago stockyards. It arousing public sentiment and resulting in such federal legislation as the Pure Food and Drug Act. The brutally grim story of a Slavic family who emigrates to America, The Jungle tells of their rapid and inexorable descent into numbing poverty, moral degradation, and social and economic despair. Vulnerable and isolated, the family of Jurgis Rudkus struggles - unsuccessfully - to survive in an urban jungle. A powerful view of turn-of-the-century poverty, graft, and corruption, this fiercely realistic American classic is still required reading in many history and literature classes. It will continue to haunt readers long after they've finished the last.

6  **Short history of Asia - 3rd ed. / Mason, Collin. 2014. London: Palgrave.**
   Call No - 954 MAS P4  Acc No - 47944

   The nations of Asia now make up more than half of the world's population. With increasingly affluent, educated middle classes and vigorous, innovative industries, they are more populous and powerful than ever before, and their influence on the rest of the world is only growing. Colin Mason provides a clear, readable introduction to their histories and traditions, from the Stone Age right up to the present day. This thoroughly revised, updated and expanded third edition contains new chapters on Mongolia, Nepal and Bhutan, separate expanded chapters on the South Asian nations, and revised chapters on all the modern states. A new introduction explores the nature and implications of the new politics of 'guided democracy', and the current clash between industrialisation and the consequences of climate change. Enriched with maps and a guide to further reading, this book is the essential guide to the history of a fascinating continent and its peoples.

   Call No - 930.9 OST P4  Acc No - 47948

   A monumental history of the nineteenth century, The Transformation of the World offers a panoramic and multifaceted portrait of a world in transition. Jürgen Osterhammel, an
eminent scholar who has been called the Braudel of the nineteenth century, moves beyond conventional Eurocentric and chronological accounts of the era, presenting instead a truly global history of breathtaking scope and towering erudition. He examines the powerful and complex forces that drove global change during the “long nineteenth century,” taking readers from New York to New Delhi, from the Latin American revolutions to the Taiping Rebellion, from the perils and promise of Europe’s transatlantic labor markets to the hardships endured by nomadic, tribal peoples across the planet. Osterhammel describes a world increasingly networked by the telegraph, the steamship, and the railways. He explores the changing relationship between human beings and nature, looks at the importance of cities, explains the role slavery and its abolition played in the emergence of new nations, challenges the widely held belief that the nineteenth century witnessed the triumph of the nation-state, and much more.

Call No - SPE/WIN P4  
Acc No - 47892

A charming travelogue set in the British Raj, A Winter in India presents a fascinating journey across people, customs, languages, cities, monuments, and landscapes. Spens’ thrilling and amusing anecdotes and multifarious experiences — of the rugged Khyber Pass and its tribes, the military history and the Mutiny of 1857 at Kanpur and Lucknow, religion and rituals at Banaras, the grandeur of the “pink” city Jaipur, the seedy opium dens by night and the ”Towers of Silence” by day in Mumbai, to a ”remembrance of things past” in Agra and Delhi — map the changing contours of British Raj in India. It also depicts the British engagement with India, and offers insights into its emergence as a modern nation. The new Introduction by Peter Robb locates Spens’ complex and wide-ranging explorations of the “Orient” in a historical context. It discusses the ambivalent outlook of the British towards the ”East” at the turn of the century, illustrating Spens’ mix of prejudice and admiration that also typified British attitudes to India, and helps explain the character and influence of imperial rule. This book will deeply interest readers of modern Indian history, travel literature, South Asian studies, cultural anthropology, ethnography, as well as the general reader.