NEW ARRIVAL OF BOOKS
(1 - 30 June 2014)

GYAN GRIH

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<table>
<thead>
<tr>
<th>SUBJECTS</th>
<th>PAGE NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>Business Policy and Strategic Management</td>
<td>4 - 5</td>
</tr>
<tr>
<td>Decision Sciences &amp; Operations Management</td>
<td>6 - 9</td>
</tr>
<tr>
<td>Economics</td>
<td>10 - 17</td>
</tr>
<tr>
<td>Energy Management</td>
<td>18</td>
</tr>
<tr>
<td>Entrepreneurship &amp; Innovation</td>
<td>19 - 20</td>
</tr>
<tr>
<td>Finance &amp; Accounting</td>
<td>21 - 23</td>
</tr>
<tr>
<td>HR &amp; OB</td>
<td>24 - 36</td>
</tr>
<tr>
<td>Information Management</td>
<td>37 - 38</td>
</tr>
<tr>
<td>Marketing</td>
<td>39 - 42</td>
</tr>
<tr>
<td>Public Policy &amp; Governance</td>
<td>43 - 45</td>
</tr>
<tr>
<td>Research Methodology</td>
<td>46 - 48</td>
</tr>
<tr>
<td>Social Sciences &amp; General Management</td>
<td>49 - 62</td>
</tr>
<tr>
<td>Recreational &amp; General Readings</td>
<td>63</td>
</tr>
</tbody>
</table>
## BUSINESS COMMUNICATIONS

   **Call No** - 65.012.46 HAR P4  
   **Acc No** - 47186

   Improved communication in business means higher profits. Improved communication in government means happier citizens. Improved communication in healthcare means quicker recoveries, fewer lawsuits, and happier nurses and patients. Closing the Communication Gap can help readers improve communication by closing the gap between what the communicator means and what the listener actually understands. It supplies a complete overview of the various elements and dimensions of effective communication needed to stop talking and start communicating. Defining and discussing both the formal and the informal communication systems within an organization, the book demonstrates the importance of good communication and details the four types of poor-quality communication. It explains how to create a climate of communication in your organization. It describes how this climate of communication encourages the development of quality relationships as well as what it takes to maintain this culture of communication.

   **Call No** - 65.012.46 BAL P4  
   **Acc No** - 47067

   Written for students studying intercultural communication for the first time, this textbook gives a thorough introduction to inter- and cross-cultural concepts with a focus on practical application and social action. It provides a thorough introduction to inter- and cross-cultural concepts for beginning students with a focus on practical application and social action. Defines “communication” broadly using authors from a variety of sub disciplines and incorporating scientific, humanistic, and critical theory. Authors constructs a complex version of culture using examples from around the world that represent a variety of differences, including age, sex, race, religion, and sexual orientation. Weaves pedagogy throughout the text with student-centered examples, text boxes, applications, critical thinking questions, a glossary of key terms, and online resources for students and instructors.

   **Call No** - 65.012.46 KAM P3  
   **Acc No** - 47091

   Soft skills are the cluster of personality traits, social graces, communication, language, personal habits, friendliness, and optimism that characterize relationships with other people. In increasingly competitive environments, soft skills training can be a vital resource. Soft Skills Revolution offers trainers, organizational leaders, and HR professionals a handy guide for building their soft skills through a variety of methods including individualized exercises and activities and structured training programs, as well as informal learning, mentoring, and coaching. The book offers readers information on the background of soft skills development, and suggestions for enhancing soft skills through traditional learning programs as well as informal learning approaches.
   Call No - 658.511.3 HEW P4  
   Acc No - 47111

Though customer orientation is recommended in Business Process Management, current modeling methods still have a strong focus on the company's processes. To ensure a long lasting requirement of a firm's service, one should consider the customer activities in order to offer an added value that effectively addresses his or her needs. Thus, the customers' perspective and their process chains before, during and after the interaction need to be captured in Business Process Management. Michael Hewing takes a design-oriented research approach to show how the integration of well-grounded marketing methods enables the visualization and analysis of the customer's point of view in Business Process Management. By enhancing this method, information on usage processes as well as on the value in use can be provided for a comprehensive and process-based customer management.

   Call No - 658.562 AGU P4  
   Acc No - 47114

Manufacturing companies work endlessly to make process improvements, yet they are often hard to implement and even harder to sustain. The reason: companies often stumble when communicating why the methodologies are being used and how to sustain the improvements. This title demonstrates how to communicate change, create confidence in the new processes, and empower employees. It shows how to be an effective change agent by utilizing tools that make sense while being competitive in the business market. The book explores how the proper tools, communication, and management make the Lean Six Sigma methodologies work. It includes a Continuous Improvement Toolkit that is an easy reference for what tool to use and when and how to effectively teach the tools to employees who are not necessarily engineers. Communicating these tools is the most difficult part of using the tools. The author details the implementation of the actual tools that create confidence and explains Lean Six Sigma in a way that will make employees want to jump on board. Result-driven decisions can be made from the methodologies described in this book, making processes quantifiably better with sustainable results. Extensive and informative, the book takes the guesswork out of the art of continuous improvement through communication.

   Call No - 65.012.2 LOV P3  
   Acc No - 46761

For most of the last century, companies strived to sell more and more products at uniform prices. But the future of business is about variation: tailoring products for customers of all stripes, and letting your biggest fans spend as much as they like on things they value. The Curve shows us not to be afraid of giving some things away for free. The internet helps you forge direct relationships with a vast global audience, and take them on a journey from freeloaders into superfans. Value lies in how you make people feel, by building communities, bespoke products and experiences. Small numbers of high spenders are enough to fuel a profitable business. In games, free is becoming the norm, but some
people now spend hundreds or thousands of dollars playing a single game. You can already see the Curve transforming areas like music, books and film, and it will rapidly spread to the physical world as 3D printing becomes reality.

4 Flexible enterprise / Sushil and Stohr, Edward A., ed. 2014. Heidelberg: Springer. Call No - 65.012.3 FLE P4 Acc No - 47057

The need for enterprise flexibility in an era of rapidly advancing technology, increasing competition, and globalization, is apparent. Flexibility can be thought of as an ability of the enterprise to quickly and efficiently respond to market changes and to bring new products and services quickly to the market place. Beyond this definition, a truly flexible enterprise should proactively change the market through its ability to create new and innovative products and services. This book is intended to provide a conceptual framework of ‘Flexible Enterprise’ supported by researches/case applications in different types of flexibilities exhibited by a flexible enterprise. The selected papers covering a variety of issues concerning the planning and operation of a flexible enterprise are organized into following four parts: i) Enterprise and Strategic Flexibility; ii) Organizational Flexibility; iii) Business Process and Information Systems Flexibility; iv) Operations Flexibility.


This title provides a road map organizations can use to identify and setup critical networks for preventing catastrophic incidents and for sharing knowledge in an organized manner within the organization to enhance business performance. The book helps organizations establish centers of excellence by activating networks for generating best practices and practical solutions to workplace business, and safety challenges. The book covers the full range of activation of networks including identifying members, defining goals and objectives, and prioritizing work through leadership and stewardship of networks. It addresses all elements of effective safety management and includes simple, easy-to-follow processes that bring about lasting changes to workplace safety. It also highlights the health and safety needs of both Generation X and Generation Y who currently inherit the workplace but are very different in learning behaviors and experience levels.
   Call No - 510 PAU N1          Acc No - 46990
   In this title, author's exploration of the beauty and fascination of mathematics. Entries range from algebra, coincidence, game theory, non-Euclidean geometry, calculus, and probability theory to such new areas of mathematics as chaos, fractals, recursion, and complexity in this accessible work.

   Call No - 65.012.122.2 SIL P4      Acc No - 46869
   In recent years, there has been increasing implementation of group and team decision-making within organizations, much of it managed electronically, between members of what are “virtual” groups or teams. Recent research into effective team implementation emphasizes “trust” as an intermediary process, and trust must be a part of any account of team decision-making. This book provides an integrated framework that represents process in decision-making by interactive groups and teams. This framework furthers both understanding of process and our capabilities in implementation, based on an account of group decision-making that differentiates the information types contributing to decision quality and relates them to process in interactive groups and teams. Author Steve Silver emphasizes the social structure that is inherent in the interaction of decision-makers as group or team members and effects on the information they exchange.

   Call No - 621.38 BAL P4          Acc No - 46871
   This book explains integrated circuit design for manufacturability (DfM) at the product level (packaging, applications) and applies engineering DfM principles to the latest standards of product development at 22 nm technology nodes. It is a valuable guide for layout designers, packaging engineers and quality engineers, covering DfM development from 1D to 4D, involving IC design flow setup, best practices, links to manufacturing and product definition, for process technologies down to 22 nm node, and product families including memories, logic, system-on-chip and system-in-package. This book provides design for manufacturability guidelines on layout techniques for the most advanced, 22 nm technology nodes and includes information valuable to layout designers, packaging engineers and quality engineers, working on memories, logic, system-on-chip and system-in-package.
Call No - 518.9 GAM P4 
Acc No - 47141

Game theory has been applied to a growing list of practical problems, from antitrust analysis to monetary policy; from the design of auction institutions to the structuring of incentives within firms; from patent races to dispute resolution. The purpose of Game Theory and Business Applications is to show how game theory can be used to model and analyze business decisions. The contents of this revised edition contain a wide variety of business functions – from accounting to operations, from marketing to strategy to organizational design. In addition, specific application areas include market competition, law and economics, bargaining and dispute resolution, and competitive bidding. All of these applications involve competitive decision settings, specifically situations where a number of economic agents in pursuit of their own self-interests and in accordance with the institutional “rules of the game” take actions that together affect all of their fortunes. As this volume demonstrates, game theory provides a compelling guide for analyzing business decisions and strategies.

Call No - 519.2 PAN P4 
Acc No - 47149

This title features an accessible introduction to growth curve modeling and addresses how to monitor the change in variables over time since there is no “one size fits all” approach to growth measurement. A review of the requisite mathematics for growth modeling and the statistical techniques needed for estimating growth models are provided, and an overview of popular growth curves, such as linear, logarithmic, reciprocal, logistic, Gompertz, Weibull, negative exponential, and log-logistic, among others, is included. In addition, the book discusses key application areas including economic, plant, population, forest, and firm growth and is suitable as a resource for assessing recent growth modeling trends in the medical field. SAS is utilized throughout to analyze and model growth curves, aiding readers in estimating specialized growth rates and curves. Including derivations of virtually all of the major growth curves and models.

Call No - 519.2 SCH P5 
Acc No - 47209

Providing easy-to-use R script programs that teach descriptive statistics, graphing, and other statistical methods, Learning Statistics Using R shows readers how to run and utilize R, a free integrated statistical suite that has an extensive library of functions. Randall E. Schumacker’s comprehensive book describes in detail the processing of variables in statistical procedures. Covering a wide range of topics, from probability and sampling distribution to statistical theorems and chi-square, this introductory book helps readers learn not only how to use formulae to calculate statistics, but also how specific statistics fit into the overall research process. This title covers data input from vectors, arrays, matrices and data frames, as well as the input of data sets from SPSS, SAS, STATA and other software packages. Schumacker’s text provides the freedom to effectively calculate, manipulate, and graphically display data, using R, on different computer operating systems without the expense of commercial software. Learning Statistics Using R places statistics within the framework of conducting research, where statistical research hypotheses can be directly addressed. Each chapter includes discussion and explanations, tables and graphs, and R functions and outputs to enrich readers’ understanding of statistics through statistical computing and modeling.
Call No - 658.7 DOM P2 
Acc No - 46907 
This guide provides an easy-to-follow game plan with strategies for procurement and supply management professionals to improve supplier relationships, secure measurable cost reductions, achieve operational effectiveness and efficiency, and positively impact margins and competitiveness for their organizations. It offers the guidance needed to take the procurement professional’s career and department to the next level. This tool is ideal for self-learning, training, and classroom instruction.

Call No - 658.5 PRO P4 
Acc No - 47167 
This title emerges from several years of interdisciplinary research at MIT on the links between manufacturing and innovation in the United States and the world economy. (This ambitious research project is described in Making in America: From Innovation to Market, also published in 2013 by the MIT Press.) Authors from political science, economics, business, employment and operations research, aeronautics and astronautics, mechanical engineering, and nuclear engineering come together to explore the extent to which manufacturing is key to an innovative and vibrant economy. Chapters include survey research on gaps in worker skill development and training; discussions of coproduction with Chinese firms and participation in complex manufacturing projects in China; analyses of constraints facing American start-up firms involved in manufacturing; proposals for a future of distributed manufacturing and a focus on product variety as a marker of innovation; and forecasts of powerful advanced manufacturing technologies on the horizon. The chapters show that although the global distribution of manufacturing is not an automatic loss for the United States, gains from the colocation of manufacturing and innovation have not disappeared.

Call No - 518.9 DOD P2 
Acc No - 47010 
Thomas Schelling won the Nobel Prize in economics "for having enhanced our understanding of conflict and cooperation through game-theory analysis." This came after he had taught a course in game theory and rational choice to advanced students and government officials for 45 years. In this book, Robert Dodge provides in language for a broad audience, the concepts that Schelling taught. Armed with Schelling's understanding of game theory methods and his approaches to problems, the general reader can improve daily decision making. Mathematics often make game theory challenging but was not a major part of Schelling's course and is even less of a factor in this book. Along with a summary of the material Schelling presented, included are problems from the course and similar less challenging questions. While considerable analysis is done with the basic game theory tool - the two-by-two matrix - much of the book is descriptive and rational decision-making is explained with stories. Chapter supplements are added to illuminate points presented by Schelling, including writings by Paul Krugman, Thomas Friedman, Steven Levitt, and others.
Call No - 519.2 CAR P4
Acc No - 47092

Although there are many books on mathematical finance, few deal with the statistical aspects of modern data analysis as applied to financial problems. This book fills this gap by addressing some of the most challenging issues facing any financial engineer. It shows how sophisticated mathematics and modern statistical techniques can be used in concrete financial problems. Concerns of risk management are addressed by the control of extreme values, the fitting of distributions with heavy tails, the computation of values at risk (VaR), and other measures of risk. Data description techniques such as principal component analysis (PCA), smoothing, and regression are applied to the construction of yield and forward curve. Nonparametric estimation and nonlinear filtering are used for option pricing and earnings prediction. Because it was designed as a teaching vehicle, it is sprinkled with practical examples using market data, and each chapter ends with exercises. Practical examples are solved in the computing environment of R. They illustrate problems occurring in the commodity and energy markets, the fixed income markets as well as the equity markets, and even some new emerging markets like the weather markets.

Call No - 658.788 LEP P4
Acc No - 46916

Sustainability advanced to an omnipresent topic among academics and business leaders, while at the same time a growing share of a firm’s total expenditure accounts for purchased materials and services. Yet, academic research still lacks a detailed understanding of how sustainability considerations affect the relationship between buyers and suppliers in a competitive supply chain setting. With his three articles on Sustainability in Supply Chains, Thomas Leppelt contributes to extant literature across the disciplines of supply chain management and marketing by cross-functionally investigating the effects of sustainability on supplier-buyer relationships from both a supplier and a buyer perspective.
1. **23 things they don't tell you about capitalism / Chang, Ha-Joon. 2010. New Delhi: Penguin.**
   
   Call No - 330.148 CHA P0  
   Acc No - 47003

   In this title, author destroys the biggest myths of our time and shows that the truth about how the world really works, including: theirs is not such thing as a free market; the washing machine has changed lives more than the internet; people in poor countries are more entrepreneurial than in wealthy ones; and making rich people richer doesn't make the rest of us richer.

   
   Call No - 330.19(81) BRA P4  
   Acc No - 46922

   This volume is a critical inquiry into the social project and socioeconomic realities of emerging Brazil, a country that faces profound changes. A team of acknowledged specialists on Brazil's complex configuration addresses state policies, social dynamics and economic constraints and opportunities for emancipation. Chapters adopt long-run perspectives on the development of the Brazilian welfare state, limits and opportunities for emancipation in the labor market, the scope and depth of social policies such as "Bolsa Família" and Rio’s Peacemaking Police Units (UPP), social movements - in particular, the Movement of the Landless (MST) - cultural policies at the federal level, the role of media in the country's democratization project, and how two important commodities (sugar and oil) shape the identities of blacks and whites in Bahia. This book is essential reading for all those interested in understanding what kind of Brazil has acquired a prominent global position and what hurdles it faces to consolidate its position as a global player.

   
   Call No - 330 SCH P4  
   Acc No - 46862

   The relevance of software business models has tremendously increased in recent years. Markus Schief explores opportunities to improve the management of these models. Based on a conceptual framework of software business model characteristics, he conducts large empirical studies to examine the current state of business models in the software industry. These data then serve as a foundation for statistical analyses of business models' impact on firm and M&A performance. Finally, the author develops a software business model management tool.

This volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers. The book includes topics such as corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.


Robert E. Wright and David J. Cowen here chronicle how a different group of founding fathers forged the wealth and institutions necessary to transform the American colonies from a diffuse alliance of contending business interests into one cohesive economic superpower. From Alexander Hamilton to Andrew Jackson, the authors focus on the lives of nine Americans in particular - some famous, some unknown, others misunderstood, but all among our nation's financial founding fathers. Such men were instrumental in creating and nurturing a financial system that drove economic growth in the nascent United States because they were quick to realize that wealth was as crucial as the Constitution in securing the blessings of liberty and promoting the general welfare. The astonishing economic development made possible by our financial founding fathers was indispensable to the preservation of national unity and of support for a government that was then still a profoundly radical and delicate political experiment.


Pack your cutlass and blunderbuss - it's time to go a-pirating! The Invisible Hook takes readers inside the wily world of late seventeenth- and early eighteenth-century pirates. With swashbuckling irreverence and devilish wit, Peter Leeson uncovers the hidden economics behind pirates' notorious, entertaining, and sometimes downright shocking behavior. Why did pirates fly flags of Skull & Bones? Why did they create a "pirate code"? Were pirates really ferocious madmen? And what made them so successful? The Invisible Hook uses economics to examine these and other infamous aspects of piracy. Leeson argues that the pirate customs we know and love resulted from pirates responding rationally to prevailing economic conditions in the pursuit of profits. The Invisible Hook looks at legendary pirate captains like Blackbeard, Black Bart Roberts, and Calico Jack Rackam, and shows how pirates' search for plunder led them to pioneer remarkable and forward-thinking practices. Pirates understood the advantages of constitutional democracy - a model they adopted more than fifty years before the United States did so. Pirates also initiated an early system of workers' compensation, regulated drinking and smoking, and in some cases practiced racial tolerance and equality. Leeson contends that pirates exemplified the virtues of vice-their
self-seeking interests generated socially desirable effects and their greedy criminality secured social order. Pirates proved that anarchy could be organized.

Call No - 336.3 CHI P1    Acc No - 46975  
The U.S. economy lost the first decade of the twenty-first century to an ill-conceived boom and subsequent bust. It is in danger of losing another decade to the stagnation of an incomplete recovery. How did this happen? Read this lucid explanation of the origins and long-term effects of the recent financial crisis, drawn in historical and comparative perspective by two leading political economists. By 2008 the United States had become the biggest international borrower in world history, with more than two-thirds of its $6 trillion federal debt in foreign hands. The proportion of foreign loans to the size of the economy put the United States in league with Mexico, Indonesia, and other third-world debtor nations. The massive inflow of foreign funds financed the booms in housing prices and consumer spending that fueled the economy until the collapse of late 2008. This was the most serious international economic crisis since the Great Depression of the 1930s. Menzie Chinn and Jeffry Frieden explain the political and economic roots of this crisis as well as its long-term effects. They explore the political strategies behind the Bush administration’s policy of funding massive deficits with foreign borrowing. They show that the crisis was foreseen by many and was avoidable through appropriate policy measures. They examine the continuing impact of our huge debt on the continuing slow recovery from the recession. Lost Decades will long be regarded as the standard account of the crisis and its aftermath.

Call No - 330 SKO O9    Acc No - 47017  
Here is a bold, updated history of economics—the dramatic story of how the great economic thinkers built today’s rigorous social science. Noted financial writer and economist Mark Skousen has revised this popular work to provide more material on Adam Smith and Karl Marx, and expanded coverage of Joseph Stiglitz, “imperfect” markets, and behavioral economics. This comprehensive, yet accessible introduction to the major economic philosophers of the past 225 years begins with Adam Smith and continues through the present day. The text examines the contributions made by each individual to our understanding of the role of the economist, the science of economics, and economic theory. To make the work more engaging, boxes in each chapter highlight little-known—and often amusing—facts about the economists’ personal lives that effected their work.

Call No - 330.191 TUL P4    Acc No - 47159  
In combining practice and theory, this textbook provides a management perspective on the ‘business case’ for sustainability. Drawing on examples from 20 frontrunner companies located in the Netherlands, it builds upon a unique research project in which CEOs and middle-managers gave access not only to their decision-making process, but also revealed how their perceptions shaped the transition process. This book identifies four different archetypes of business cases and related business models that business students and managers can use to identify phases and related attitudes towards sustainability. The book provides in-depth analysis and insight into: i) theoretical concepts and an overview of the
relevant literature; ii) the different business cases for sustainability; iii) behavioural characteristics of each phase and the typical barriers between them; iv) more than 70 tipping points; v) approaches to shaping stakeholder dialogue; vi) effective engagement of stakeholders in each phase of transition; vii) how companies move through the phases towards higher levels of sustainability; viii) insights of employees of the 20 companies whether the business case was really achieved.


This report is an annual publication which quantifies the growth and performance of Indian microfinance in addition to documenting recent developments, analyzing critical issues, and identifying policy choices with the overall objective of deepening the understanding of the sector. Besides making available the latest statistical data on growth, performance and expansion across regions and population segments, the document provides a thorough review of the operational climate and the recent innovations in the realms of products, services and processes. This year’s State of the Sector Report is structured in line with the critical themes of current microfinance discourse. The report locates itself within the financial inclusion debate, as that is the overarching philosophical foundation of microfinance. Specifically, the report attempts to (a) unravel the major patterns of change within three major legal-organizational forms—self-help groups, for-profit microfinance companies and non-profit microfinance organizations; (b) explain the relationship among the major channels of microfinance, and between them and the other system players (banks, investors, government, central bank); and (c) review the main facets of the recent policy and regulatory changes that have a bearing on financial inclusion in general and microfinance in particular.


As a domestic policy advisor to Ronald Reagan, Bruce Bartlett was one of the originators of Reaganomics, the supply-side economic theory that conservatives have clung to for decades. In The Next Economics, Bartlett goes back to the economic roots that made Impostor a bestseller and abandons the conservative dogma in favor of a policy strongly based on what's worked in the past. Marshalling compelling history and economics, he explains how economic theories that may be perfectly valid at one moment in time under one set of circumstances tend to lose validity over time because they are misapplied under different circumstances. Bartlett makes a compelling, historically-based case for large tax increases, once anathema to him and his economic allies. In The Next Economics, Bartlett seeks to clarify a compelling and way forward for the American economy.


This volume brings together the work of outstanding feminist scholars who reflect on the achievements of feminist political economy and the challenges it faces in the 21st century. The volume develops further some key areas of research in feminist political economy—understanding economies as gendered structures and economic crises as crises in social reproduction, as well as in finance and production; assessing economic policies through the
lens of women’s rights; analysing global transformations in women’s work; making visible the unpaid economy in which care is provided for family and communities, and critiquing the ways in which policy makers are addressing (or failing to address) this unpaid economy. It covers a wide range of issues such as trade, labour conditions and human rights, the nature of work and empowerment strategies, but brings these diverse topics together by viewing them through the twin lenses of feminist international political economy and feminist development theory. The essays are based on grounded empirical work, which makes them accessible to a general leadership.


With his singular gift for turning complex financial events into eminently readable stories, Roger Lowenstein lays bare the labyrinthine events of the manic and tumultuous 1990s. In an enthralling narrative, he ties together all of the characters of the dot-com bubble and offers a unique portrait of the culture of the era. Just as John Kenneth Galbraith’s The Great Crash was a defining text of the Great Depression, Lowenstein’s Origins of the Crash is destined to be the book that will frame our understanding of the 1990s.


In a Ponzi scheme, new investments are used to pay existing investors, to cover the cost of salespersons, and to finance the Ponzi schemer’s satisfying lifestyle. Although Charles Ponzi recruited investors in Boston in 1919 and died in 1949, his design and mode of operation are alive and well today. Indeed, losses from Ponzi schemes in the United States are equal to losses from shoplifting. Ponzi schemes catch in their net highly sophisticated individuals and institutions as well as low-income and middle-income investors, and these schemes have attracted investors all over the world, in Russia, England, India, Albania, Romania, Portugal, Costa Rica, and elsewhere. Looking into the innumerable cases of Ponzi schemes throughout the years, Tamar Frankel observes that even though patterns began to emerge in the stories of con artists and their victims’ behavior, the main puzzles still remain: How do con artists dazzle and lure wealthy and educated individuals and representatives of large institutions to hand over huge sums of money?


In this title, Justin Yifu Lin - the first non-Westerner to be chief economist of the World Bank - focuses on what developing nations can do to help themselves. Since the end of the Second World War, prescriptions for economic growth have come and gone. Often motivated more by ideology than practicality, these blueprints have had mixed success on the ground. Drawing lessons from history, economic analysis, and practice, Lin examines how the countries that have succeeded in developing their own economies have actually done it. He shows that economic development is a process of continuous technological innovation, industrial upgrading, and structural change driven by how countries harness their land, labor, capital, and infrastructure. Countries need to identify and facilitate the development of those industries where they have a comparative advantage - where they can
produce products most effectively--and use them as a basis for development. At the same time, states need to recognize the power of markets, limiting the role of government to allow firms to flourish and lead the process of technological innovation and industrial upgrading. By following this “new structural economics” framework, Lin shows how even the poorest nations can grow at eight percent or more continuously for several decades, significantly reduce poverty, and become middle or even high-income countries in the span of one or two generations.

Call No - 339.12 SAT P4  Acc No - 46832

Urban areas in the Global South now house most of the world’s urban population and are projected to house almost all its increase between now and 2030. There is a growing recognition that the scale of urban poverty has been overlooked – and that it is increasing both in numbers and in the proportion of the world’s poor population that live and work in urban areas. This book to review the effectiveness of different approaches to reducing urban poverty in the Global South. It describes and discusses the different ways in which national and local governments, international agencies and civil society organizations are seeking to reduce urban poverty. Different approaches are explored, for instance; market approaches, welfare, rights-based approaches and technical/professional support. The book also considers the roles of clientelism and of social movements. Case studies illustrate different approaches and explore their effectiveness. Reducing Urban Poverty in the Global South also analyses the poverty reduction strategies developed by organized low-income groups especially those living in informal settlements. It explains how they and the federations or networks they have formed have demonstrated new approaches that have challenged adverse political relations and negotiated more effective support. Local and national governments and international agencies can become far more effective at addressing urban poverty at scale by, as is proposed in this book, working with and supporting the urban poor and their organizations.

Call No - 330.19(540) STA P4  Acc No - 46964

This report provides an annual policy update in the context of livelihoods promotion of poor. It reviews the existing primary research on the agricultural sector to highlight key trends, identify the main livelihood gaps, and give an overview of key livelihood interventions that seek to address these gaps. It covers the current state of skills policy in India and the evidence that we have so far, of its impact and effectiveness, the current economic scene and employment prospects and industry demand in 2013. It also explores the links to livelihood outcomes and behaviour from a social protection perspective, especially for the poor and the workers within the informal sector. As a new feature, the SOIL Report 2013 also carries a Statistical Atlas of Livelihoods, which illustrates some of the major indicators of the status of livelihood using disaggregated data at the state level.

18 Sustainability of Indian microfinance institutions / Marakkath, Nadiya. 2014. Heidelberg: Springer.
Call No - 332.73 MAR P4  Acc No - 46917

For any practicing social entrepreneur, building a sustainable organization that stands the test of time remains a formidable challenge. Using a mixed-methods research approach, this book investigates, specifically in the Indian context, the concept of sustainability in one of the most celebrated form of social enterprises of our times -- Microfinance Institutions (MFIs). What are the determinants and discriminants for the sustainability of Indian MFIs?
How are these factors being managed by operationally efficient Indian MFIs that remained sustainable at reasonable interest rates, even before the onset of the crisis and imposition of ceilings in Indian microfinance markets? What does the Indian microfinance crisis teach us about sustainability management and mismanagement? The discussion centred on these questions, depicts sustainability to be a strategic issue that needs managerial attention and not left to serendipity. At a time when the industry is recovering from the adverse effects of a crisis and questions the fixed interest rate imposed by regulators, the findings mentioned in the book revive the lost hope for the Indian microfinance industry. By deciphering the strategies used by efficient and sustainable MFIs and discussing the lessons that the crisis has imparted to the Indian microfinance markets, this book enables Indian MFIs to march towards efficient and sustainable operations, without losing focus on their clients.


This title explains why the world is divided into nations with wildly differing levels of prosperity. Why are some nations more prosperous than others? Why Nations Fail sets out to answer this question, with a compelling and elegantly argued new theory: that it is not down to climate, geography or culture, but because of institutions. Drawing on an extraordinary range of contemporary and historical examples, from ancient Rome through the Tudors to modern-day China, leading academics Daron Acemoglu and James A. Robinson show that to invest and prosper, people need to know that if they work hard, they can make money and actually keep it - and this means sound institutions that allow virtuous circles of innovation, expansion and peace. Based on fifteen years of research, and answering the competing arguments of authors ranging from Max Weber to Jeffrey Sachs and Jared Diamond, Acemoglu and Robinson step boldly into the territory of Francis Fukuyama and Ian Morris. They blend economics, politics, history and current affairs to provide a new, powerful and persuasive way of understanding wealth and poverty.

20 Workers and labour in a globalised capitalism: contemporary themes and theoretical issues / Atzeni, Maurizio . 2014. Hampshire: Palgrave Macmillan. Call No - 331 WOR P4 Acc No - 47236

This title offers theoretical and empirical support for this view, with chapters investigating (from interdisciplinary perspectives) issues of class and working-class formation, gender and social reproduction, collective representation and action, imagination, precariousness and international labour. This is an ideal text for advanced undergraduate and postgraduate students.


More than three billion people, nearly half of humankind, live on less than two-and-a-half U.S. dollars per person per day. Studies have shown repeatedly that the main and often the sole asset of the poor is their labor. It follows that to understand global poverty one must understand labor markets and labor earnings in the developing world. Excellent books exist on ending world poverty that discuss in depth many important aspects of economic development but do not focus on employment and self-employment, work and non-work.
Issues of analyzing poverty and low earnings in the developing world are quite different from those in the developed world. The discourse in the developed world is about incentive effects of social welfare programs, cultures of poverty, single-parenthood, homelessness, drug and alcohol abuse, ill health, mental illness, domestic violence, and the like. But in the developing world, different issues predominate, such as own-account work and household enterprises, agricultural work, casual employment, and informal work. And some of the policy issues—stimulating economic growth, harnessing the energies of the private sector, increasing paid employment, and raising the returns to self-employment—take a different twist. This book shows how people in poverty work, what has been effective in helping the poor earn their way out of poverty, and how readers might help.
1 Race for sustainability: energy, economy, environment and ethics / Hickson, Ken.  
Call No - 620.9 HIC P4  
Acc No - 46910  
This book looks at the sustainable issues and the accompanying opportunities, and leads 
readers on a fast track to clear the air and drive to a sustainable, low-carbon future. To focus 
on renewable energy and energy efficiency. To stop the burning and stop wasting resources. 
Read on and let the wealth of information in this book inspire you along your sustainability 
journey. Join the race and act soon. A portfolio of stories, essays, profiles and case studies 
covering the four E’s of Sustainability: Energy, Economy, Environment and Ethics.
Call No - 6.001.5 MCL P4
Acc No - 46876

Without sustained innovation, most organizations will simply fade away. Explaining how to achieve sustained innovation success in today’s increasingly competitive global environment, this title provides a validated strategy for implementing innovation projects following the ENOVALE™ methodology: envision the need, nominate, objectify, validate, align and adapt, link, and execute. The book introduces a proven management process, using the ENOVALE methodology, for identifying innovation opportunities through validated outcomes. This book takes the outcome and provides a method—from project initiation to completion. The text begins by explaining what strategy means in terms of innovation and how it can be transformative for products, processes, and services. After an overview of innovation, the book discusses a series of strategies for each of the three means of innovation. These strategies outline a systematic process you can use to initiate and conduct your own innovation projects.

Call No - 6.001.5 DOZ P2
Acc No - 47020

The key to bridging your global innovation gap... In today’s global economy, it would be short-sighted to rely solely on local resources for new-product innovations. Instead, knowledge and activity critical to innovation most likely lie outside your company’s home territories—sometimes far outside. And this distance makes it harder than ever to obtain and integrate these resources, eating away at your competitive edge. How to tackle this challenge? In “Managing Global Innovation,” INSEAD’s Yves L. Doz and Keeley Wilson show you how to build and leverage a global innovation network. Drawing on extensive research and real-life company examples, they walk you through a set of practical frameworks for acquiring and integrating innovation-critical knowledge from multiple sources. You’ll learn to optimize your innovation footprint, improve communication and receptivity, and enhance collaboration in order to succeed on a global scale. Based on in-depth research within more than three dozen corporations—including Citibank, Essilor, GE, GlaxoSmithKline, HP Labs, HP Singapore, Nokia, Novartis, Shiseido, Siemens, Synopsys, and Xerox—this book bridges theory and practice. “Managing Global Innovation” gives you the tools to harness critical expertise from around the globe—and channel it into your innovation programs.

Call No - 338.93 HIS P4
Acc No - 47157

This book to look at innovation/entrepreneurship from an international perspective, this new text provides a step-by-step process for managing innovation and entrepreneurship in an organization in both turbulent and stable economic times. Authors Robert D. Hisrich and Claudine Kearney demonstrate how to manage innovation on a day-to-day basis—using a wide range of real world scenarios, theories, principles, best practices, case studies, and modern examples. The book provides detailed coverage of each aspect of the process of innovation required to achieve success, including what it takes to build an innovative and
entrepreneurial organization, how to develop innovation and entrepreneurship in both individuals and teams, how to manage and operationalize innovation and entrepreneurship, how to develop a global business plan, and more.

Call No - 338.92 SOC P4  
Acc No - 46963

Social enterprise has become a much discussed term in recent years, often in conjunction with the public sector - the idea that entrepreneurship might somehow step in and save the public purse has taken hold in a number of areas. This book introduces and explains the terminology surrounding social enterprise and brings much-needed rigour to proceedings by demonstrating how this can be measured, evaluated and held accountable. A range of validated evaluation measures, tools and techniques, such as ‘SROI’, the ‘Outcomes Star’ and randomised control trials, are presented in individual research projects, conducted by an exciting and eclectic mix of international authors who are recognised experts in the field of social enterprise. Wrapping up with the ground-breaking use of a General Self-Efficacy scale, a reflective critique of social finance and a challenge to the actual concept of social enterprise, the book discusses the potential disadvantages that can arise from the commodification of social enterprise activities, resulting in a fascinating summary of current thinking surrounding this topic.
   Call No - 658.15 PYL P4  
   Acc No - 46860

   This title fills a gap in the existing resources available to students and professionals needing an academically rigorous, yet practically orientated, source of knowledge about corporate finance. Written by an expert in investment analysis, this textbook leads readers to truly understand the principles behind corporate finance in a real world context from both a firm and investor perspective. The focus of this text is on traditional theory applied to a holistic business case study, offering readers both a quantitative and qualitative perspective on such topics as capital budgeting, time value of money, corporate risk, and capital structure. Each section in the book corresponds to the order in which a business makes key financial decisions— as opposed to level of difficulty— allowing readers to grasp a comprehensive understanding of the corporate financial life cycle. Directly addressing the area of corporate finance in an applied setting, and featuring numerous case examples and end-of-chapter discussion questions and problems, this textbook will appeal to advanced undergraduates majoring in finance, graduate-level students, as well as professionals in need of a quick refresher on corporate financial policy.

   Call No - 657.6 MOR P4  
   Acc No - 47034

   This edition focuses on how audits are conducted in practice. In addition to covering the essential topics of auditing, the text provides greater insight into how an audit is conducted and the issues that are of greatest concern to practising auditors. As each chapter unfolds, students are introduced to the various stages of an audit. Key auditing concepts are addressed in a succinct manner, making them easily understandable. To underpin this approach, each chapter begins with a diagrammatic representation of the stages of an audit, with the current stage highlighted as we progress through the text. The diagram provides a useful reference point to ground the discussion in each chapter to the relevant stage in the audit process. To underpin the discussion of how an audit is conducted, the authors have used a case study of a hypothetical client, Cloud 9. The discussion in each chapter is kept general, with our case study providing an example of how the general principles behind each audit may be applied in practice. By using this approach, students are provided with a continuing example of how the concepts discussed may apply in practice.

   Call No - 332.1 WER P4  
   Acc No - 47109

   Strategic planning, including the required quantitative methods, is an essential part of bank management and control. In this book capital, risk and yield are treated comprehensively and seamlessly. And a thorough introduction to the advanced methods of risk management for all sectors of banking is discussed. In addition, directly applicable concepts and data such as macroeconomic scenarios for strategic planning and stress testing as well as detailed scenarios for operational risk and advanced concepts for credit risk are presented in straightforward language. The book analyzes the effects of macroeconomic and regulatory developments such as the set of Basel III rules on planning, and it also presents and discusses the consequences for actively meeting these challenges, especially in terms of...
capital. A wealth of essential background information from practice, international observations and comparisons, along with numerous illustrative examples, make this book a useful resource for established and future professionals in bank management, risk/return management, controlling and accounting.

4 Corporate governance, capital markets, and capital budgeting: an integrated approach / Kalyebara, Baliira and Islam, Sardar M. N. 2014. Heidelberg: Springer. Call No - 658.15 KAL P4 Acc No - 47116

The primary contribution of this book is to integrate the important disciplines which simultaneously impact the investment appraisal process. The book presents a study that develops a new approach to investment appraisal which uses a multiple objective linear programming (MOLP) model to integrate the selected disciplines which include capital markets, corporate governance and capital budgeting. The research covers two case studies, one in the e-commerce sector and another in the airline industry in which the above disciplines are integrated. Readers from the areas of corporate governance, regulation, and accounting would find the survey of different approaches and the new integrated optimization approach particularly useful.


Ideal for anyone studying for CFA, PRMIA, CAIA, or other certifications, Correlation Risk Modeling and Management is guide to the topic of correlation risk. A relatively overlooked type of risk until it caused major unexpected losses during the financial crisis of 2007 through 2009, correlation risk has become a major focus of the risk management departments in major financial institutions, particularly since Basel III specifically addressed correlation risk with new regulations. This offers a rigorous explanation of the topic, revealing new and updated approaches to modelling and risk managing correlation risk. It offers comprehensive coverage of a topic of increasing importance in the financial world and includes the Basel III correlation framework. The book features interactive models in Excel/VBA, an accompanying website with further materials, and problems and questions at the end of each chapter.


Merrill Lynch was an icon. Its sudden decline, collapse, and sale to Bank of America was a shock. How did it happen? Why did it happen? And what does this story of greed, hubris, and incompetence tell us about the culture of Wall Street that continues to this day even though it came close to destroying the American economy? A culture in which the CEO of a firm losing $28 billion pushes hard to be paid a $25 million bonus. A culture in which two Merrill Lynch executives are guaranteed bonuses of $30 million and $40 million for four months' work, even while the firm is struggling to reduce its losses by firing thousands of employees. Based on unparalleled sources at both Merrill Lynch and Bank of America, Greg Farrell's Crash of the Titans is a Shakespearean saga of three flawed masters of the universe. E. Stanley O'Neal, whose inspiring rise from the segregated South to the corner office of Merrill Lynch—where he engineered a successful turnaround—was undone by his belief that a smooth-talking salesman could handle one of the most difficult jobs on Wall Street. Because he enjoyed O'Neal's support, this executive was allowed to build up an astonishing $30 billion position in CDOs on the firm's balance sheet, at a time when all other Wall Street firms were desperately trying to exit the business. After O'Neal
comes John Thain, the cerebral, MIT-educated technocrat whose rescue of the New York Stock Exchange earned him the nickname “Super Thain.” He was hired to save Merrill Lynch in late 2007, but his belief that the markets would rebound led him to underestimate the depth of Merrill’s problems.

Call No - 332.1 CAL P4  
Acc No - 47139

Why are banking systems unstable in so many countries—but not in others? The United States has had twelve systemic banking crises since 1840, while Canada has had none. The banking systems of Mexico and Brazil have not only been crisis prone but have provided miniscule amounts of credit to business enterprises and households. Analyzing the political and banking history of the United Kingdom, the United States, Canada, Mexico, and Brazil through several centuries, Fragile by Design demonstrates that chronic banking crises and scarce credit are not accidents due to unforeseen circumstances. Rather, these fluctuations result from the complex bargains made between politicians, bankers, bank shareholders, depositors, debtors, and taxpayers. The well-being of banking systems depends on the abilities of political institutions to balance and limit how coalitions of these various groups influence government regulations. This title is a revealing exploration of the ways that politics inevitably intrude into bank regulation. Charles Calomiris and Stephen Haber combine political history and economics to examine how coalitions of politicians, bankers, and other interest groups form, why some endure while others are undermined, and how they generate policies that determine who gets to be a banker, who has access to credit, and who pays for bank bailouts and rescues.

Call No - 332.67 SNI P0  
Acc No - 46977

In the wake of global financial crisis, the people, firms and businesses driving our modern economy have changed. While elite fields of business and finance now play a dominant role in the global economy, how they work remains a mystery to most outsiders. Still, terms like hedge funds and private equity, once rarely discussed in mainstream media, have now reached full-scale public prominence. Money Makers reveals the selective and secretive industries of the private sector that drive the modern economy from the perspective of leaders in each field. Throughout the book, David Snider and Dr. Chris Howard rely on insights gleaned from interviews with top executives in six industries: private equity, hedge funds, management consulting, investment banking, management of Fortune 500 companies, and venture capital. Exploring the histories, firms, people, and mechanics of modern finance, Money Makers is an accessible guide for those looking to make sense of the financial world.
   
   Call No - 65:301.172.6 BER P3  
   Acc No - 47030

   Many organizations today are facing a crisis of leadership. As the Baby Boomer generation exits the workforce, companies are struggling to find qualified leaders to fill critical roles. Accelerating Leadership Development offers solutions for leadership development, management, and retention from award-winning development firm Global Knowledge. This title provides a proven model to help companies develop high-potential employees with the competencies and knowledge capital to assume critical roles successfully. It includes practical and rigorous tools that enable organizations to identify targets and predict those targets' success with six measurable factors. With this proven development system, companies can develop a pipeline of ready leaders with high levels of engagement and retention. For any business that experiences a leadership failure or a lack of qualified leaders for vital positions, the consequences can be devastating. This practical and effective guide to leadership development offers real solutions for long-term excellence.

   
   Call No - 65.012.41 RAM P4  
   Acc No - 47035

   Over the past years, we have heard and read plenty about how executives should behave more responsibly in the light of corporate governance. Despite all these efforts, many implementations of corporate governance provide no protection from potentially catastrophic ethical failures. This book emphasizes the introduction of a new corporate governance blueprint for addressing these concerns in a more authentic, organic and holistic way. It is a roadmap toward a high-performance ethical culture. By way of this innovative system, Dr. Hubert Rampersad and Saleh Hussain, MBA, are launching a revolutionary concept that actively has human capital embedded in corporate governance in a manner that creates a stable basis for the personnel’s trustworthiness, integrity, and engagement and ethical corporate excellence.

   
   Call No - 658.382.2 MCK P4  
   Acc No - 47112

   Despite the fact that workplaces have implemented and followed new safety innovations and approaches, the majority of them have seen little, if any, significant progress in the reduction of accidental deaths and injuries. Changing the Workplace Safety Culture demonstrates that changing the way an organization views and practices safety will impact the behavior of all employees including executive and line managers. It delineates how safety culture change can be implemented and defines the roles of everyone in the safety culture, including management, employees, and unions and their members. Rather than focus on behavior-based safety measures, this book provides step-by-step procedures on how to establish a long-lasting integrated safety management system in any organization. It explores how to change the safety personality of an organization. The author covers the
management principles and functions that need to be applied to bring about safety culture change and includes many real-life examples. He goes on to explain the activities needed to implement safety change and the benefits of getting others involved in the safety management system.

Call No - 658.3 HUN P4  Acc No - 47113
A comprehensive guide to using strategic HR methods to increase company performance. This book explains what strategic human resources means, how it differs from other HR activities, and why it is critical to business performance. It walks through key questions for designing, deploying and integrating different strategic HR processes including staffing, performance management, compensation, succession management, and development. The book also addresses the role of technology in strategic HR, and discusses how to get companies to support, adopt, and maintain effective strategic HR processes. The book includes dozens of illustrative examples of effective and ineffective strategic HR using stories drawn from a range of companies and industries.

Call No - 65:3 BEA P4  Acc No - 47117
This supplemental text offers a well-structured and thorough introduction to corporate social responsibility (CSR). Author Brent D. Beal introduces the basic concept of CSR, briefly discusses the challenges of defining it, and summarizes important conceptual models. CSR is examined in the context of the perfect competition market model, market failure, and social dilemmas. Three different types of CSR—systemic, strategic, and philanthropic—are highlighted. Finally, arguments both for and against CSR are outlined and several conceptual frames are proposed. Readers are encouraged to think about what businesses should be responsible for in society and how a society's economic system should be structured, bounded, and ultimately, controlled. This text is appropriate for any business course in which the introduction of CSR would complement other course content.

Call No - 65:3 COR P4  Acc No - 47118
This book provides an overview of the application of Corporate Social Responsibility in businesses and corporations around the world. Primarily based on real cases, it focuses on different approaches to CSR from a global perspective. It provides a critique of the “wrong” practices often employed even by multinational organizations, and highlights the resultant negative effects. On the other hand the book demonstrates good examples that can help multinationals or even entire countries to achieve both a better reputation and increased profitability. “CSR in the Global Business World” is a rich resource of illustrative cases, serving both as a basis for ongoing research as well as for teaching purposes at the business school level.

7 Corporate social responsibility in Asia: practice and experience / Low, Kim Cheng Patrick; Idowu, Samuel O. and Ang, Sik Liong. 2014. Cham: Springer.
This book presents a rich collection of research studies on the theory and practice of CSR in Asia. It includes valuable contributions of practice-oriented researchers from various Asian countries such as Brunei, China, India, Indonesia, Japan, Korea, Malaysia, and Singapore, and from several non-Asian countries, such as Australia, Canada and the USA. The book presents a comprehensive overview of the practice of CSR in Asia. Normally CSR is seen in the Western angles, but here, in this book, Asian philosophies and thoughts are also examined. Touted as the first of its kind, the book also compares Western and Asian perspectives on CSR and presents them in the light of Asian philosophies and thoughts, such as Confucian, Islamic (Koranic), Indian (Vedantic) and other Asian ways of looking at CSR in their own rights and perspectives.

This title is an interdisciplinary response to the central contemporary challenges to effective labour regulation. Drawing on contributions by leading experts from the Regulating for Decent Work Network, it offers new ideas for research and policy. The book identifies three central challenges to contemporary labour regulation: intensifying labour market fragmentation; complex interactions between labour market institutions; and obstacles to effective enforcement. International in scope, the volume includes chapters on both advanced economies (Europe and the United States) and the developing world (Argentina, Cambodia, South Africa and Viet Nam). Topics addressed include the regulation of precarious and informal work, the role of minimum wage regulation in industrialized and low-income countries, the promise and limitations of 'hybrid' public-private enforcement mechanisms - including in the International Labour Organization/International Finance Corporation's Better Work programme - and the involvement of labour inspectorates and civil society organizations in implementing labour standards.

The contribution of culture to organizational performance is substantial and quantifiable. In The Culture Cycle, renowned thought leader James Heskett demonstrates how an effective culture can account for 20-30% of the differential in performance compared with "culturally unremarkable" competitors. Drawing on decades of field research and dozens of case studies, Heskett introduces a powerful conceptual framework for managing culture, and shows it at work in a real-world setting. Heskett's "culture cycle" identifies cause-and-effect relationships that are crucial to shaping effective cultures, and demonstrates how to calculate culture's economic value through "Four Rs": referrals, retention, returns to labor, and relationships. This book: i) Explains how culture evolves, can be shaped and sustained, and serve as the organization's "internal brand."; ii) Shows how culture can promote innovation and survival in tough times; iii) Guides leaders in linking culture to strategy and managing forces that challenge it; iv) Shows how to credibly quantify culture's impact on performance, productivity, and profits.
Philosophy of mind is one of the most dynamic fields in philosophy, and one that invites debate around several key questions. There currently exist annotated tomes of primary sources, and a handful of single-authored introductions to the field, but there is no book that captures philosophy of mind’s recent dynamic exchanges for a student audience. By bringing compiling ten newly commissioned pieces in which leading philosophers square off on five central, related debates currently engaging the field, editor Uriah Kriegel has provided such a publication. The five debates include: i) Mind and Body: The Prospects for Russellian Monism; ii) Mind in Body: The Scope and Nature of Embodied Cognition; iii) Consciousness: Representationalism and the Phenomenology of Moods; iv) Mental Representation: The Project of Naturalization; v) The Nature of Mind: The Importance of Consciousness. Preliminary descriptions of each chapter, annotated bibliographies for each controversy, and a supplemental guide to further controversies in philosophy of mind (with bibliographies) help provide clearer and richer views of active controversies for all readers.

Call No - 174:339.12 LIC P4  Acc No - 46933
What must affluent people do to alleviate global poverty? This question has occupied moral and political philosophers for forty years. But the controversy has reached an impasse: approaches like utilitarianism and libertarianism either demand too much of ordinary mortals or else let them off the hook. In Distant Strangers, Judith Lichtenberg shows how a preoccupation with standard moral theories and with the concepts of duty and obligation have led philosophers astray. She argues that there are serious limits to what can be demanded of ordinary human beings, but this does not mean we must abandon the moral imperative to reduce poverty. Drawing on findings from behavioral economics and psychology, she shows how we can motivate better-off people to lessen poverty without demanding unrealistic levels of moral virtue. Lichtenberg argues convincingly that this approach is not only practically, but morally, appropriate.

Call No - 658.311.3 DIV P4  Acc No - 47048
Since the increased attention toward diversity in the workplace, the concepts of “diversity initiatives” and “diversity management” have become a common place in many conversations among academics and practitioners alike. The diversity movement in the workplace originated from the increased avocation for equal treatment of minority groups due to the dynamic composition of the modern workforce. Many organizations were forced to face these changes and the dilemma of how to respond to group differences to maintain and/or increase organization effectiveness and productivity. This volume will present new research on the colorblindness versus multiculturalism debate, assist in broadening the diversity ideology conversation, share this conversation across social science domains including industrial/organizational psychology, social psychology, and law and public policy, and highlight how the nature of diversity ideology may be fluid and therefore be different depending on the diversity dimension discussed.

This title is a comprehensive, integrated teaching resource providing students with the tools and methodologies they need to negotiate effectively the multicultural workplace, and to counter issues of discrimination and privilege. Written from an American perspective, the book not only covers the traditional topics of race, gender, ethnicity and social class, but moves beyond this to explore emerging trends around ‘isms’ (racism, sexism), as well as transgender issues, spirituality, intergenerational workforce tensions, cross-cultural teams, physical appearance stigmatizing, visible and invisible disabilities, and racial harassment. The book: i) Presents theoretical models to help students think critically about the issues that emerge from workforce diversity; ii) Includes a historical perspective that explains the roots of the issues in the workplace today; iii) Introduces a social justice paradigm to encourage social action. With end of chapter questions encouraging students to engage in difficult conversations, and case studies to stimulate students’ awareness of the real problems and issues that emerge from diversity, this book will help students develop the critical, analytical, problem solving and decision making skills they need to mediate or resolve diversity issues as future professionals.


This title examines the challenges inherent in studying and measuring wellbeing from an economic perspective and discusses strategies and interventions to improve wellbeing across the lifespan and in different settings. It addresses the potential economic benefits for governments and policymakers of actively investing in initiatives to improve wellbeing, from the workplace to the home to the natural environment. Authors emphasize the need to strengthen the evidence base for the economics of wellbeing and improve methods for translating research into policy and practice.


This book provides an introduction to the technology and techniques of EEG in the context of social and cognitive neuroscience research that will appeal to investigators wishing to broaden their research aims to include EEG, and to those already using EEG but wishing to expand their analytic repertoire. The book is organized so as to provide an introduction to the theory, technology, and techniques of EEG data analysis along with the practical skills required to engage this popular technology. Beginning with a background in the neural origins and physical principles involved in recording EEG, readers will also find discussions of practical considerations regarding the recording of EEG in humans as well as tips for the configuration of an EEG laboratory. The analytic methods that are covered in this book include event-related brain potentials (ERPs), spectral asymmetry, and time-frequency analyses. A conceptual background and review of domain-specific applications of the method is provided for each type of analysis. Readers will also find a comprehensive guided analysis for each analytic method that includes tutorial-style instruction and sample datasets.

In 2010, pioneering sociologist Catherine Hakim shocked the world with a provocative new theory. In addition to the three recognized personal assets (economic, cultural, and social capital), each individual has a fourth asset—erotic capital—that he or she can, and should, use to advance within society. In this bold and controversial book, Hakim explores the applications and significance of erotic capital, challenging the disapproval meted out to women and men who use sex appeal to get ahead in life. Social scientists have paid little serious attention to these modes of personal empowerment, despite overwhelming evidence of their importance. In Erotic Capital, Hakim marshals a trove of research to show that rather than degrading those who employ it, erotic capital represents a powerful and potentially equalizing tool—one that we scorn only to our own detriment.


Today's economy is rapidly shifting and extremely complex. As we enter this new commercial age, a global restructuring of the business world is underway. Executives must respond to this change by reimagining their organizations' structures, enhancing product and service offerings, and leveraging emerging technological capabilities in order to keep their organizations vital for years to come. Written for executives and those aspiring to become one, this book serves as a primer for how to set direction and manage change within the 21st century enterprise. Organized into easily accessible checklists, each chapter demystifies a key aspect of today's leadership challenge and outlines the steps necessary to revitalize today's businesses. The 'See It In Action' sidebars provide real world examples of how these concepts are already being implemented in businesses today, featuring companies such as CIGNA HealthCare, Forbes Insights, Virgin Records, DreamWorks Animation, Google, Molex, and Marriott International. Together, these chapter checklists encompass a guide that can be used to institute an overarching, enterprise-wide transformation program and make today's ultra-complex business world a little easier to manage.


For more than two decades, psychologist and journalist Daniel Goleman has been scouting the leading edge of the human sciences for what's new, surprising, and important. In Focus, he delves into the science of attention in all its varieties, presenting a long overdue discussion of this little-noticed and under-rated mental asset that matters enormously for how we navigate life. Goleman boils down attention research into a three parts: inner, other, and outer focus. Goleman shows why high-achievers need all three kinds of focus, as demonstrated by rich case studies from fields as diverse as competitive sports, education, the arts, and business. Those who excel rely on what Goleman calls Smart Practices such as mindfulness meditation, focused preparation and recovery, positive emotions and connections, and mental 'prosthetics' that help them improve habits, add new skills, and sustain excellence. Combining cutting-edge research with practical findings, Focus reveals what distinguishes experts from amateurs and stars from average performers.
**Call No - 65:301.172.6 SCH P4**  
**Acc No - 47287**

This title examines the system of knowledge and identifies the competencies that set the stage for its successful application. Illustrating the relationship between leaders and followers, it analyzes each of the four pillars that support Deming's system, in relation to prevailing management and organizational theory. It describes a set of competencies based on these core principles that convey very different assumptions about people and organizations. The book supplies with a new way to view leadership that is based on learning and continual modification in response to prevailing conditions. Highlighting the connection between the four elements and an individual's ability to lead, it presents methods that are applicable in any organizational setting—including government, industry, and education. The book examines the complexity of human nature and relates it to group and organizational dynamics. Filled with examples, case studies, and tables, this is the ideal guide for leaders trying to adopt the principles of quality management and continuous improvement. It is also a suitable reference for newly appointed leaders, managers, and supervisors who have excellent technical skills but have not been exposed to the emotional aspects that typify a capable leader.

**Call No - 65.014 BRE P4**  
**Acc No - 46880**

There is a widening gap between the current organizational reality and the tools and methods available to managers for addressing its challenges. Game Based Organization Design shows that one of the ways to bridge this gap is to introduce insights and approaches from video game design into the design of organizational systems. This book takes basic ideas such as games, play, and rules as the foundation for a new approach to organizational design and strategy formulation. Based on seven years of research and consulting work, this is the first time these original ideas have been made available in such a comprehensive and accessible manner to both executives and students of management. Game Based Organization Design combines a sound theoretical basis with many examples of practical application as well as useful pointers for readers who wish to put these ideas into action.

**Call No - 159.923 AKE P0**  
**Acc No - 46971**

This title provides an important and compelling new way to understand human behavior, revealing how our identities - and not just economic incentives - influence our decisions. In 1993, economist Rachel Kranton wrote future Nobel Prize-winner George Akerlof a letter insisting that his most recent paper was wrong. Identity, she argued, was the missing element that would help to explain why people facing the same economic circumstances would make different choices. This was the beginning of a fourteen-year collaboration—and of Identity Economics. The authors explain how our conception of who we are and who we want to be may shape our economic lives more than any other factor, affecting how hard we work, and how we learn, spend, and save. Identity economics is a new way to understand people's decisions— at work, at school, and at home. With it, we can better appreciate why incentives like stock options work or don't; why some schools succeed and others don't; why some cities and towns don't invest in their futures—and much, much more.
    Call No - 159.92 WEL P4  Acc No - 47104 (Ref)

Using an evidence-based approach and case studies from a wide range of life domains, this title examines the most successful existing strategies to promote wellbeing and mental health. It discusses the results of the latest research in the science of wellbeing and their implications for improved learning, creativity, productivity, relationships, and health and covers interventions for individuals across the lifespan, as well as those for organizations, communities, and entire populations. Looks at policy initiatives and approaches with a focus on the integration of new technology and the role of the media.

    Call No - 159.9.07 MAD P4  Acc No - 47154

MATLAB is a powerful data analysis program, but many behavioral science researchers find it too daunting to learn and use. An Introduction to MATLAB for Behavioral Researchers is an easy-to-understand, hands-on guide for behavioral researchers who have no prior programming experience. Written in a conversational and non-intimidating style, the author walks students—step by step—through analyzing real experimental data. Topics covered include the basics of programming, the implementation of simple behavioral analyses, and how to make publication-ready figures. More advanced topics such as pseudo-randomization of trial sequences to meet specified criteria and working with psycholinguistic data are also covered. Interesting behavioral science examples and datasets from published studies, such as visualizing fixation patterns in eye-tracking studies and animal search behavior in two-dimensional space, help develop an intuition for data analysis, which is essential and can only be developed when working with real research problems and real data.

24. Leader, the teacher and you: leadership through the third generation / Lim, Siong Guan and Lim, Joanne H. 2014. London: World Scientific.
    Call No - 65.301.172.6 LIM P4  Acc No - 47073

Former Head of the Singapore Civil Service Mr Lim Siong Guan now shares his diverse experiences and fresh insights on leadership in his exclusive new book, The Leader, The Teacher & You. As a former Permanent Secretary in ministries, including the Ministry of Defence, the Prime Minister's Office and the Ministry of Finance, and former chairman of the Inland Revenue Authority of Singapore and the Singapore Economic Development Board, the indefatigable public servant has contributed greatly to Singapore's success, introducing innovative policies and practices at each turn, which have greatly enhanced drive and performance across the board. Most notably, he is known for his pursuit of excellence, especially in spearheading the Public Service for the 21st Century (PS21) movement, to develop organizational excellence. From Singapore's early years of government to its emergence as a prosperous metropolis, Lim has served the nation tirelessly through the years. In this title, Lim puts forth a fresh take on the notion of leadership as other-centered, with the focus on enabling others to be the best they can be. This noble vision of leadership is elaborated and built upon through the sharing of his experiences, in particular the memorable lessons and deep seated convictions he has had while serving under Mr Lee Kuan Yew, Singapore's first Prime Minister, and Dr Goh Keng Swee, Singapore's First Deputy Prime Minister. Different types of leadership, such as personal and position leadership are touched upon as the author encourages leaders to take an active role in empowering those they lead and spurring them on to excellence.

Call No: 65.301.1.72.6 SID P4

Acc No: 47208

This title merges management with spirituality. The author has given Sufi sagacity, a theme of spirituality, a new dimension by blending it with leadership in all realms of life. The book is an attempt to sensitise the hearts and fill the souls of managers and leaders with Sufi sagacity. It aspires to rebuild confidence in ancient values, virtues and wisdom, which are distancing from us with the passage of time. It assists readers in taking a sharp U-turn from ‘what we think is good’ to ‘what is really good’. Within these pages, the reader will find an exhaustive study of many Sufis and their thoughts in prose and poetry. Besides Sufis, the book also focuses on Chinese philosophy, especially Wu Wei, Tai Chi, Yin/Yang and iChing, and on Lao Tzu’s book Tao Te Ching. These complex philosophies have been presented in an accessible manner.


Call No: 174 FRE P4

Acc No: 47013

The indexes used by local, national, and international governments to monitor progress toward sustainability do not adequately align with their ethical priorities and have a limited ability to monitor and promote sustainability. This book gives a theoretical and practical demonstration of how ethics and technical considerations can aid the development of sustainability indexes to overcome this division in the literature and aid sustainability initiatives. This title develops and illustrates methods of linking technical and normative concerns during the development of sustainability indexes. Specifically, guidelines for index development are combined with a pragmatic theory of ethics that enables ethical collaboration among people of diverse ethical systems. Using the resulting method of index development, the book takes a unique applied turn as it ethically evaluates multiple sustainability indexes developed and used by the European Commission, researchers, and local communities and suggests ways to improve the indexes. The book emphasizes justice as it is the most prevalent ethical principle in the sustainability literature and most neglected in index development. In addition to the ethical principles common to international sustainability initiatives, the book also employs a variety of religious and philosophical traditions to ensure that the ethical evaluations performed in the text align with the ideals of the communities using the indexes and foster cross-cultural ethical dialogue.


Call No: 1(73) ROR P4

Acc No: 47074

This volume presents a selection of the philosophical essays which Richard Rorty wrote during the first decade of his career, and complements four previous volumes of his papers published by Cambridge University Press. In this long neglected body of work, which many leading philosophers still consider to be his best, Rorty develops his views on the nature and scope of philosophy in a manner which supplements and elucidates his definitive statement on these matters in Philosophy and the Mirror of Nature. He also develops his groundbreaking version of eliminative materialism, a label first coined to describe his position, and sets out original views on various central topics in the philosophy of language, concerning private language, indeterminacy, and verificationalism. A substantial introduction examines Rorty’s philosophical development from 1961 to 1972. The volume completes our understanding of Rorty’s intellectual trajectory and offers lucid statements of positions which retain their relevance to current debates.
Call No - 658.311.63 HOR P4  
Acc No - 47079

Negotiating Success provides expert guidance on how to improve strategies and outcomes in negotiating anything in professional and personal life. With a constant focus on the mind, body, and spirit of the professional negotiator, this easy-to-read text brings a holistic approach to the hard and soft skills needed for ethical negotiations. The result is a better understanding of how to negotiate successfully for mutual benefit by all parties. Negotiating Success delivers an unparalleled blend of practical and explicit steps to take to achieve win-win negotiations, every time.

Call No - 658.314 NEW P3  
Acc No - 46857

The purpose of this volume is to showcase alternative theoretical and methodological approaches to work and family research, and present methodological alternatives to the widely known shortcomings of current research on work and the family. In the first part of the book contributors consider various theoretical perspectives including: i) Positive Organizational Psychology; ii) System Theory; iii) Multi-Level Theoretical Models; iv) Dyadic Study Designs. The chapters in Part Two consider a number of methodological issues including: key issues pertaining to sampling, the role of diary studies, Case Cross-over designs, Biomarkers, and Cross-Domain and Within-Domain Relations. Contributors also elaborate the conceptual and logistical issues involved in incorporating novel measurement approaches. The book will be of essential reading for researchers and students in work and organizational psychology, and related disciplines.

Call No - 65.012.3 CAP P4  
Acc No - 47317

This title offers a comprehensive resource and valued guide for anyone interested in improving organization performance. The book presents an approach to optimizing organization design that is based on over 100 large scale projects and 23 research studies that have been completed by Capelle Associates over the past 25 years. In addition, the book includes insightful comments from executives on their success in using this approach. Capelle's research and client experience reveal that optimizing organization design leads to better financial performance, customer satisfaction and employee engagement. It can provide a competitive advantage and a significant return on investment. It can also become the foundation of both strategy implementation and human resources management. The book Optimizing Organization Design clearly explains how to implement organization design improvements. This approach includes people change management, project management, and a cascading, iterative approach that is based on teams and involves education, doing real work and feedback. In addition, Optimizing Organization Design includes special sections on the role of the Board of Directors, project
management, process management and compensation. In addition, the author has included four case studies and a useful glossary.

Call No - 65.012.41 ORG P4
Acc No - 46904
Empathy dissolves the boundaries between self and others, and feelings of altruism towards others are activated. This process results in more compassionate and caring contexts, as well as helping others in times of suffering. This book provides evidence from neuroscience and quantum physics that it is empathy that connects humanity, and that this awareness can create a more just society. It extends interest in values-based management, exploring the intellectual, physical, ecological, spiritual and aesthetic well-being of organizations and society rather than the more common management principles of maximising profit and efficiency. This book challenges the existing paradigm of capitalism by providing scientific evidence and empirical data that empathy is the most important organizing mechanism. It provides a comprehensive review of the transformational qualities of empathy in personal, organizational and local contexts. Integrating an understanding based upon scientific studies of why the fields of positive psychology and organizational scholarship are important, it examines the evidence from neuroscience and presents leading-edge studies from quantum physics with implications for the organizational field. Together the chapters in this book attempt to demonstrate how empathy helps in the reduction of human suffering and the creation of a more just society.

Call No - 159.964 PHI P4
Acc No - 47166
Exploring what great philosophers have written about the nature of thought and consciousness Philosophy of Mind: The Key Thinkers offers a comprehensive overview of this fascinating field. Thirteen specially commissioned essays, written by leading experts, introduce and explore the contributions of those philosophers who have shaped the subject and the central issues and arguments therein. The modern debate about the mind was shaped by Descartes in the seventeenth century, and then reshaped in the mid-twentieth century, and since, by exciting developments in science and philosophy. This book concentrates on the development of philosophical views on the mind since Descartes, offering coverage of the leading thinkers in the field including Husserl, Ryle, Lewis, Putnam, Fodor, Davidson, Dennett and the Churchlands. Crucially the book demonstrates how the ideas and arguments of these key thinkers have contributed to our understanding of the relationship between mind and brain.

Call No - 159.92 CHR P4
Acc No - 47169
We live in an ageing society. From dementia and depression, to the everyday changes that affect our capacity to make decisions, psychologists are tackling the daily challenges faced by individuals and society as a whole. What types of questions are being investigated by psychologists today? What are the emerging areas that will be explored by researchers tomorrow? This title guides through the latest theories and research in ageing, covering both biological and cognitive changes and discusses neuropsychological assessment. It provides a detailed account of neurodevelopmental disorders. Providing an authoritative
account of how age influences the way we think and behave as we grow older, this is essential reading for all those studying lifespan development, cognitive psychology and health psychology.

34  **Researching organizations: the practice of organizational fieldwork / Jones, Matthew. 2014. Los Angeles: Sage.**  
*Call No - 65.001.5 JON P4  
Acc No - 47224*

Although there are plenty of books that discuss the principles, the philosophy and the techniques of research in organisations, it is much harder to find information on what doing research in organisations actually involves in practice. Yet this is often one of the most challenging, but also most interesting, aspects of a study. Drawing on examples and debates from a broad range of disciplines (such as criminology, education and social anthropology as well management) Researching Organisations explores the issues that researchers may encounter when carrying out fieldwork in organisations. From getting in to an organisation at the start of the research to getting out and maybe back again at the end, the book offers systematic guidance to help researchers navigate the messy reality of fieldwork. Researching Organisations is designed for graduate level researchers who may be undertaking fieldwork for the first time, but also for those who wish to gain an understanding of research practice.

35  **Wellbeing and the environment / Cooper, Rachel; Burton, Elizabeth and Cooper, Cary L. ed. V 2. 2014. Chichester: Wiley-Blackwell.**  
*Call No - 159.92 WEL P4  
Acc No - 47100 (Ref)*

This title explores the effects of environment on wellbeing and provides insight and guidance for designing, creating, or providing environments that improve wellbeing. It looks at the social and health issues surrounding sustainable energy and sustainable communities, and how those connect to concepts of wellbeing and brings the evidence base for environmental wellbeing into one volume from across disciplines including urban planning, psychology, sociology, healthcare, architecture, and more.

*Call No - 159.92 WEL P4  
Acc No - 47099 (Ref)*

This is a wide-ranging look at the factors which positively and negatively affect the wellbeing of children and families. Discusses core developmental competencies for later life, the role of the family, the impact of different settings, and factors associated with lower levels of wellbeing. It brings together the latest research from leaders in the field of child development and outlines important recommendations for families, caregivers, educators, social workers, and policymakers to assure and increase child wellbeing.
Call No - 159.92 WEL P4  Acc No - 47102 (Ref)

This title covers topics ranging from biological mechanisms that affect aging to lifestyle, attitudes, and social factors. It examines the challenges of humanity’s increasing life expectancy and includes recommendations for maintaining and enhancing wellbeing in later life and makes meaningful connections between research and practice to link aspects of aging which have previously been considered separate.

Call No - 159.92 WEL P4  Acc No - 47101 (Ref)

This title discusses the implications of theory and practice in the field of workplace wellbeing and incorporates not only coverage of workplace stress in relation to wellbeing, but also aspects of positive psychology. It explores the role of governments in promoting workplace wellbeing. Topics include work-life balance; coping strategies and characters of individuals; characteristics of workplaces and organizational strategies that are conducive to wellbeing; and many more.
INFORMATION MANAGEMENT

   Call No - 65.011.56WN CON P4  Acc No - 46866
   This book reviews the latest techniques in exploratory data mining (EDM) for the analysis of data in the social and behavioral sciences to help researchers assess the predictive value of different combinations of variables in large data sets. Methodological findings and conceptual models that explain reliable EDM techniques for predicting and understanding various risk mechanisms are integrated throughout. Numerous examples illustrate the use of these techniques in practice. Contributors provide insight through hands-on experiences with their own use of EDM techniques in various settings. Readers are also introduced to the most popular EDM software programs. A related website at http://mephisto.unige.ch/pub/edm-book-supplement/offers color versions of the book’s figures, a supplemental paper to chapter 3, and R commands for some chapters. The results of EDM analyses can be perilous – they are often taken as predictions with little regard for cross-validating the results. This carelessness can be catastrophic in terms of money lost or patients misdiagnosed. This book addresses these concerns and advocates for the development of checks and balances for EDM analyses. Both the promises and the perils of EDM are addressed.

2. Enterprise content management in information systems research: foundations, methods and cases / vom Brock, Jan and Simons, Alexander, ed. 2014. Berlin: Springer.
   Call No - 65.011.56WAGD ENT P4  Acc No - 47135
   This title collects ECM research from the academic discipline of Information Systems and related fields to support academics and practitioners who are interested in understanding the design, use and impact of ECM systems. It also provides a valuable resource for students and lecturers in the field. The book consolidates our current knowledge on how today’s organizations can manage their digital information assets. The business challenges related to organizational information management include reducing search times, maintaining information quality, and complying with reporting obligations and standards. Many of these challenges are well-known in information management, but because of the vast quantities of information being generated today, they are more difficult to deal with than ever. Many companies use the term “ECM” to refer to the management of all forms of information, especially unstructured information. While ECM systems promise to increase and maintain information quality, to streamline content-related business processes, and to track the lifecycle of information, their implementation poses several questions and challenges: Which content objects should be put under the control of the ECM system? Which processes are affected by the implementation? How should outdated technology be replaced? Research is challenged to support practitioners in answering these questions.

   Call No - 65.011.56KNO P4  Acc No - 47071
   A number of developing countries, including small island states, have common problems that have affected their development and growth. Knowledge Management (KM) initiatives can be used to address some of these issues, but these developing countries need to understand what is needed to implement them, in order to improve economic conditions.
While many of these countries have access to technologies that can be used to assist in knowledge management, relevant and low cost KM initiatives need to be considered in improving their existing KM processes. Sectors critical to the growth of these developing countries include health care, agriculture, disaster recovery management, small and medium-size enterprise development. Knowledge Management for Development: Domains, Strategies and Technologies for Developing Countries highlights the opportunities in these sectors and provides advice as to how these countries should go about understanding, building and adopting the relevant KM strategies and technologies. This book identifies appropriate technologies which should be considered to increase productivity within the identified sectors in the developing countries, and also sectors in which knowledge management initiatives can yield maximum value. It also considers the constraints of these territories, recommending appropriate technologies and strategies for KM initiatives. It provides advice on how these technologies should be adopted in these sectors of developing countries. Investing in these strategies should benefit these countries development and growth.

4 Large-scale data analytics / Gkoulalas-Divanis, Aris and Labbi, Abderrahim. 2014. New York: Springer.  
Call No - 65.011.56WN LAR P4  
Acc No - 47072

This edited book collects state-of-the-art research related to large-scale data analytics that has been accomplished over the last few years. This is among the first books devoted to this important area based on contributions from diverse scientific areas such as databases, data mining, supercomputing, hardware architecture, data visualization, statistics, and privacy. There is increasing need for new approaches and technologies that can analyze and synthesize very large amounts of data, in the order of petabytes, that are generated by massively distributed data sources. This requires new distributed architectures for data analysis. Additionally, the heterogeneity of such sources imposes significant challenges for the efficient analysis of the data under numerous constraints, including consistent data integration, data homogenization and scaling, privacy and security preservation. The authors also broaden reader understanding of emerging real-world applications in domains such as customer behavior modeling, graph mining, telecommunications, cyber-security, and social network analysis, all of which impose extra requirements for large scale data analysis. The book is organized in 8 chapters, each providing a survey of an important direction of large-scale data analytics or individual results of the emerging research in the field.

5 Moving to the cloud corporation: how to face the challenges and harness the potential of cloud computing / Willcocks, Leslie; Venters, Will and Whitley, Edgar A. 2014. Hampshire: Palgrave Macmillan.  
Call No - 65.011.56 WIL P4  
Acc No - 47077

Cloud technology is being adopted by corporations around the world. Its introduction brings not only challenges but also huge opportunities and potential. Moving to the Cloud Corporation outlines everything that a manager needs to know in order to make strategic decisions about cloud technology. This sharp and easy-to-read book explores the future potential of cloud over the next ten years, including the profound implications that it can have for businesses and their employees if it is managed correctly, alongside the fundamentals of cloud technology, from its introduction through to implementation and management. Based upon a wealth of research and data from a survey of over 1,000 business and IT executives, this book also features over 45 interviews with key international cloud providers, integrators and users, which provides a deep insight into the progress of the cloud so far and supports the need for a new operating model. This is the essential guide for managers who want to understand the impact and implications that cloud technology can have on a business over the next ten years.
   
   Call No - 658.8 ROH P4  
   Acc No - 47033

   Every company needs audiences to survive. They are where you find new customers and develop more profitable relationships. And yet, most companies today treat their email, mobile, and social media audiences like afterthoughts instead of the corporate assets they are. With AUDIENCE, Jeff Rohrs seeks to change this dynamic through adoption of The Audience Imperative. This powerful mandate challenges all companies to use their paid, owned, and earned media to not only sell in the short-term but also increase the size, engagement, and value of their proprietary audiences over the long-term. As content marketing professionals have discovered, the days of “build it and they will come” are long gone. If you’re looking for a way to gain a lasting advantage over your competition, look no further and start building your email, Facebook, Google, Instagram, mobile app, SMS, Twitter, website, and YouTube audiences to last.

   
   Call No - 658.626 JOH P5  
   Acc No - 47187

   Written by experts on branding and consumer behavior, Contemporary Brand Management focuses on the essentials of Brand Management in today’s global marketplace. The text covers a natural sequence of branding topics, from the building of a new brand, to the growth of brand equity and value, to brand extension and the management of a firm’s brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout.

3. **Cracking the code: Leveraging consumer psychology to drive profitability / Posavac, Steven S. 2012. Armonk: M. E. Sharpe.**
   
   Call No - 658.89 CRA P2  
   Acc No - 47008

   Filled with solid, actionable information and advice, this handbook focuses on how knowledge of the principles of consumer psychology can be used to improve managerial decision making and organizational performance. The contributing authors offer a set of managerial rules for action that have been distilled from reviews of a wide range of expert research. The book contains systematic, prescriptive managerial advice based on state-of-the-art knowledge regarding how consumers think and choose. The chapters cover fundamental topics, such as new product management, marketing mix strategy, marketing communications and advertising, social media, and experiential marketing.

4. **Demarketing / Bradley, Nigel and Blythe, Jim. 2014. London: Routledge.**
We all understand the basic principles underpinning marketing activity: to identify unfulfilled needs and desires and boost demand for the solutions a product is offering. The mantra is always “sell more”. De-marketing tries for the very opposite. Why would a company actively try to decrease demand? There are many good reasons to do so: a firm cannot supply large enough quantities, or wants to limit supply to a region of narrow profit margin. Or, crucially, to discourage undesirable customers: those that could be bad for brand reputation, or in the case of the finance sector, high risk. De-marketing can yield effective solutions to these issues, effectively curtail demand yet (crucially) not destroying it. Nevertheless, the fundamental negativity of de-marketing strategies often causes organisations to hide them from view and, as a result, they are rarely studied. This then is the book to cast light on the secretive, counterintuitive world of de-marketing, deconstructing its mysteries and demonstrating how to incorporate them into a profit-driven marketing plan. A selection of thought leaders in strategic marketing mix theory with illustrative global cases, providing insight into how these strategies have been employed in practice and measuring their successes and failures. It’s a must-read for any student or researcher that wants to think differently about marketing.

5 Internal brand management in an international context / Ravens, Christina. 2014. Fachmedian : Springer. Call No - 658.626 RAV P4 Acc No - 47153
Employees with a sound knowledge of strong commitments to a brand are likely to display behaviors that conform to a brand’s identity, so called brand citizenship behavior. Organizations have access to various internal branding instruments that support commitment structures but multinational corporations are challenged by a diverse workforce environment. Christina Ravens analyzes the relevance of these instruments across a German, Chinese and North American sample. This research further shows the impact on individual’s cultural values on brand commitment which is an antecedent to brand citizenship behavior.

6 Nontraditional media in marketing and advertising / Blakeman, Robyn. 2014. Los Angeles: Sage. Call No - 658.8 BLA P4 Acc No - 47080
A concise guide that offers a step-by-step approach to the strategic use of alternative media by both the marketing and advertising professions. The text looks at why a marketing team might employ the use of alternative media vehicles over (or alongside) more traditional ones, how it can be used to attract smaller niche markets, and where alternative media is headed. Key features of this book include: i) Specific alternative media methods are discussed in separate chapters, including electronic and social media, mobile media, out-of-home and transit media, and direct marketing and sales; ii) Numerous real-world case and visual examples are provided, including augmented reality, mobile GPS couponing, interactive television, cinema advertising, live mobile billboards, poster campaigns and many more; iii) Checklists are included to provide students with a step-by-step guide to how to incorporate alternative media into future marketing campaigns; iv) Critical thinking questions and exercises are provided to guide students in their own alternative media marketing efforts.

7 Obstructive marketing: restricting distribution of products and services in the age of asymmetric warfare / Hyslop, Maitland. 2014. Farnham: Gower.
In this title, Maitland Hyslop deals with a very negative kind of activity which embraces activities, legal or otherwise, designed to prevent or restrict the distribution of a product or service, temporarily or permanently, against the wishes of the product manufacturer, service provider or customer. When the author defined this phenomenon as Obstructive Marketing and started to research it more than a decade ago, it was seen as a valid concept that was perhaps ahead of its time. The World has moved on and in the era of globalization a study of this negative aspect of marketing is now required. Obstructive Marketing is now seen as the business equivalent of asymmetric warfare, which is increasingly understood because the rise of the South and East at the expense of the North and West has brought some Obstructive Marketing stratagems into sharp focus. Using the author's own research, this book explains what Obstructive Marketing is and why it is not called Anti-Marketing. The author explains who practices Obstructive Marketing, where, when and how; and why businesses are particularly vulnerable when entering new markets and engaging in change and innovation. Intriguing concepts such as cultural risk are illuminated along with formal links between Obstructive Marketing, asymmetric warfare and terrorism. This all leads to identification of the need for a strong Government/Business partnership to counter the effects of this darkest kind of marketing.

The relationship between the arts and marketing has been growing ever more complex, as the proliferation of new technologies and social media has opened up new forms of communication. This book covers the broad and involved relationship between the arts and marketing. It frames “arts marketing” in the context of wider, related issues, such as the creative and cultural industries, cultural policy and arts funding, developments in the different art forms and the impact of environmental forces on arts business models and markets. The Routledge Companion to Arts Marketing provides a comprehensive, up-to-date reference guide that incorporates current analyses of arts marketing topics by leaders of academic research in the field. As such, it will be a key resource for the next generation of arts marketing scholars and teachers and will constitute the single most authoritative guide on the subject internationally.

Combining social media tools with socially conscious brands, the two major trendshaping tomorrow's consumer climate, Simon Mainwaring presents a visionary new model for companies and organizations to maximize both their own visibility and their contribution to the greater good. He shows how brands can leverage social media to build consumer goodwill, loyalty and profit, as well as how consumers can use their new social networking power to drive sustainable change in the business world. Using case studies from Procter & Gamble, Pepsi, Wal-Mart, Starbucks, Toyota, Nike, Patagonia, and more, as well as the latest in social business technology, Mainwaring offers an actionable blueprint for prosperity and renewal that speaks to marketers and consumers alike.

Today, most Americans take for granted that China will be the next global superpower. But despite the nation's growing influence, the average Chinese person is still a mystery to most of us— or, at best, a baffling set of seeming contradictions. Here, Tom Doctoroff, the guiding force of advertising giant J. Walter Thompson's (JWT) China operations, marshals his 20 years of experience navigating this fascinating intersection of commerce and culture to explain the mysteries of China. He explores the many cultural, political, and economic forces shaping the twenty-first-century Chinese and their implications for businesspeople, marketers, and entrepreneurs— or anyone else who wants to know what makes the Chinese tick. From the new generation's embrace of Christmas to the middle-class fixation with luxury brands; from the exploding senior demographic to what the Internet means for the government's hold on power, Doctoroff pulls back the curtain to reveal a complex and nuanced picture of a fascinating people whose lives are becoming ever more entwined with our own.

   Call No - 65.012.41 RAM P4      Acc No - 47035

   Over the past years, we have heard and read plenty about how executives should behave more responsibly in the light of corporate governance. Despite all these efforts, many implementations of corporate governance provide no protection from potentially catastrophic ethical failures. This book emphasizes the introduction of a new corporate governance blueprint for addressing these concerns in a more authentic, organic and holistic way. It is a roadmap toward a high-performance ethical culture. By way of this innovative system, Dr. Hubert Rampersad and Saleh Hussain, MBA, are launching a revolutionary concept that actively has human capital embedded in corporate governance in a manner that creates a stable basis for the personnel’s trustworthiness, integrity, and engagement and ethical corporate excellence.


   Call No – 35 CRO P4       Acc No - 46867

   In the 21st century governments are increasingly focusing on designing ways and means of connecting across boundaries to achieve goals. Whether issues are complex and challenging – climate change, international terrorism, intergenerational poverty – or more straightforward – provision of a single point of entry to government or delivering integrated public services – practitioners and scholars increasingly advocate the use of approaches which require connections across various boundaries, be they organizational, jurisdictional or sectorial. Governments around the world continue to experiment with various approaches but still confront barriers, leading to a general view that there is considerable promise in cross-boundary working, but that this is often unfulfilled. This book explores a variety of topics in order to create a rich survey of the international experience of cross-boundary working. The book asks fundamental questions such as: i) What do we mean by the notion of crossing boundaries?; ii) Why has this emerged?; iii) What does cross boundary working involve?; iv) What are the critical enablers and barriers?


   Call No - 340.11 ALL P4       Acc No - 47047

   This book presents a critical appraisal of the main theories of distributive justice. It develops the view that all such theories, or at least all liberal theories, may be seen as expressions of laissez-faire with compensations for factors that they consider to be morally arbitrary. More precisely, these theories are interpreted as specifying that the outcome of individuals acting independently, without the intervention of any central authority, is just, provided that those who fare ill for reasons that the theories deem to be arbitrary, for example, because they have fewer talents than others, receive compensation from those who fare well. The principal theories discussed are Rawls’s justice as fairness, Dworkin’s equality of resources, what may loosely be called Steiner-Vallentyne common ownership theories, and Nozick’s entitlements theory. The book considers the extent, if any, to which the theories examined can accommodate both liberty and equality. It concludes that if any such accommodation is possible it will be found in common ownership theories.
Call No - 335.5 NEG P4  
Acc No - 47055

This title is the last of Antonio Negri's major political works to be translated into English. Rigorous and accessible, it is both a systematic inquiry into the development of Lenin's thought and an encapsulation of a critical shift in Negri's theoretical trajectory. Lenin is the only prominent politician of the modern era to seriously question the "withering away" and "extinction" of the state, and like Marx, he recognized the link between capitalism and modern sovereignty and the need to destroy capitalism and reconfigure the state. Negri refrains from portraying Lenin as a ferocious dictator enforcing the proletariat's reappropriation of wealth, nor does he depict him as a mere military tool of a vanguard opposed to the Ancient Régime. Negri instead champions Leninism's ability to adapt to different working class configurations in Russia, China, Latin America, and elsewhere. He argues that Lenin developed a new political figuration in and beyond modernity and an effective organization capable of absorbing different historical conditions. He ultimately urges readers to recognize the universal application of Leninism today and its potential to institutionally—not anarchically—dismantle centralized power.

Call No – 35 VEI P4  
Acc No - 47058

Digital government consists in the purposeful use of information and communication technologies (ICT), in particular the internet, to transform the relationship between government and society in a positive manner. This book focuses on the current status, prospects and foundations of digital government. Integrating examples and cases from administrative practice, it covers all important aspects of digital government management. Learning outcomes include: i) Understanding the implications of the internet for government and society; ii) Gaining deeper insights into the concept and opportunities of digital democracy; iii) Understanding the challenges of moving public services online.

Call No - 343.13 INV P4  
Acc No - 47069

Between news stories of coerced confessions and the over-the-top interrogations shown in crime dramas, there seems to be no end of wrong ways to question suspects. And as wrong as these methods are, they are equally counterproductive when the resulting statements are based on questioners' assumptions rather than the truth. The expert pages of Investigative Interviewing model an approach that reflects an ethical base—emphasizing persuasion rather than coercion—as well as the evidence base. International in scope, this innovative volume reflects sophisticated new interview methods and often surprising findings on the psychology of suspects, victims, witnesses, and law enforcement personnel. Topics cross criminal justice settings and contexts, such as when information should be disclosed to suspects, how interviews are conducted in international tribunals, and the emerging concept of human intelligence interviewing.

Bidisha Biswas explores the question of how a democratic state chooses between policies of coercion and accommodation when dealing with political violence by addressing an important, yet under examined, topic — India’s approach to internal conflicts. In Managing Conflicts in India, Biswas selects three cases of conflict: the separatist campaign in Punjab during the 1980s; the protracted insurgency in Kashmir; and attacks on the Indian state by left-wing extremists, also known as Maoists and Naxalites, a campaign that has existed in different forms since the 1960s. Using archival research and fieldwork, Biswas shows that the Indian state has chosen a mix of tactics in dealing with these insurgencies. She argues that the government’s responses have often been dictated by immediate political concerns, rather than a strategic vision. While the integrity of the Indian state remains intact, its democratic quality and credibility have been seriously compromised. By focusing on the choices—and missteps—that the Indian government has made, Biswas sheds light not only on the insurgencies themselves, but also on the overall processes that impact effective conflict management.

This book maps the latest developments in public procurement of innovation policy in various contexts and analyzes the evolution and development of the various policy solutions in broader institutional contexts. In doing so, it addresses significant theoretical and practical gaps: On the one hand, there is an emerging interest in public procurement as a policy tool for spurring innovation; yet on the other hand, the current theory, with some notable exceptions, is guided and often constrained by historical applications, above all in the defence industries. By carefully examining the cases of eleven countries, the book points to the existence of much more nuanced public procurement on the innovation policy landscape than has been acknowledged in the academic and policy debates to date.

The current economic and political climate places ever greater pressure on public organizations to deliver services in a cost-efficient way. Focused on the costs of service delivery, governments across the world have introduced a series of business like practices—from performance management to public-private partnership—in the belief that these will increase the efficiency of their public services. However, both the debate about public service efficiency and the policies and practices introduced to advance it, have developed without a coherent account of what efficiency means in this context and how it should be realized. The predominance of a rather narrow definition of the term—very often focused on the ratio of inputs to outputs—has tended to polarise opinion either for or against efficiency agenda. Yet public service efficiency, more broadly conceived, is an inescapable fact of the public manager’s task environment; indeed in the past, the notion of efficiency was central to the emergence of the field of public administration. This book will recover public service efficiency from the relatively narrow terms of recent debates by examining theories and evidence relating to technical, allocative, distributive and dynamic efficiencies.
RESEARCH METHODOLOGY

   
   **Call No** - 3.001.5 ENG P4
   
   **Acc No** - 47140

   Designed to help students develop skills in evaluating research and conducting studies, this brief version of the popular, The Practice of Research in Social Work, makes principles of evidence-based practice come alive through illustrations of actual social work research. With integration of the CSWE Competencies, the text addresses issues and concerns common to the discipline and encourages students to address diversity and ethics when planning and evaluating research studies. The Second Edition includes a focus on qualitative research, a new chapter on research ethics, new sections on mixed methods research and community-based participatory research, and more.

   
   **Call No** - 65.001.5 GRO P4
   
   **Acc No** - 47145 - 48 (Ref)

   This new four-volume work brings together a wealth of valuable research on the qualitative research methods of grounded theory and its extension, situational analysis. Both approaches draw on poststructural developments in the social sciences and humanities, (re)situating these methods among cutting-edge approaches today. The articles in this collection come from a variety of disciplines, from sociology to science and technology studies, as well as focusing on a broad cross-section of issues relating to race, class and gender amongst others. Framed and contextualised by an introductory chapter, newly-written for the set by the widely-respected editorial team of Adele Clarke and Kathy Charmaz, the collection is clearly divided into the four thematic volumes: Volume One: History, Essentials and Debates in Grounded Theory; Volume Two: Grounded Theory in Disciplines and Research; Volume Three: Grounded Theory Exemplars Across Disciplines; Volume Four: Situational Analysis: Essentials and Exemplars

   
   **Call No** - 3.001.5 BAB P4
   
   **Acc No** - 47162

   Will a one-child policy increase economic growth? Does globalization contribute to global warming? Are unequal societies less healthy than more egalitarian societies? It is questions like these that social scientists turn to quantitative macro-comparative research (QMCR) to answer. Although many social scientists understand statistics conceptually, they struggle with the mathematical skills required to conduct QMCR. This non-mathematical book is intended to bridge that gap, interpreting the advanced statistics used in QMCR in terms of verbal descriptions that any college graduate with a basic background in statistics can follow. It addresses both the philosophical foundations and day-to-day practice of QMCR in an effort to improve research outcomes and ensure policy relevance. A comprehensive guide to QMCR, the book presents an overview of the questions that can be answered using QMCR, details the steps of the research process, and concludes with important guidelines and best practices for conducting QMCR. The book assumes that the reader has a sound grasp of the fundamentals of linear regression modeling, but no advanced mathematical knowledge is required in order for researchers and students to read,
understand, and enjoy the book. A conversational discussion style supplemented by 75 tables and figures makes the book's methodological arguments.

Call No - 3.001.5 QUA P4 Acc No - 47084

Written by a team of leading researchers associated with NatCen Social Research (the National Centre for Social Research) this textbook leads students and researchers through the entire process of qualitative research from beginning to end - moving through design, sampling, data collection, analysis and reporting. In this fully revised second edition you will find: i) A practical account of how to carry out qualitative research which recognises a range of current approaches and applications; ii) A brand new chapter on ethics; iii) A brand new chapter on observational research; iv) Updated advice on using software when analysing your qualitative data v) New case studies which illustrate issues you may encounter and how problems have been tackled by other researchers. This book is an ideal guide for students, practitioners and researchers faced with the challenges of doing qualitative research in both applied and academic settings in messy real-life contexts.

Call No - 3.001.5 CRE P4 Acc No - 47088

This fourth edition of the title that pioneered the comparison of qualitative, quantitative, and mixed methods research design is here! For all three approaches, Creswell includes a preliminary consideration of philosophical assumptions, a review of the literature, an assessment of the use of theory in research approaches, and reflections about the importance of writing and ethics in scholarly inquiry. He also presents the key elements of the research process, giving specific attention to each approach. The edition includes extensively revised mixed methods coverage, increased coverage of ethical issues in research, and an expanded emphasis on worldview perspectives.

Call No - 3.001.5 KUM P4 Acc No - 47223

This title has been written specifically for those with no previous experience of research or research methodology. Written in a logical and accessible style and providing helpful techniques and examples, it breaks the process of designing and doing a research project into eight manageable operational steps. The book guides you through your project from beginning to end by offering practical advice on: i) formulating a research question; ii) ethical considerations; iii) carrying out a literature review; iv) choosing a research design; v) selecting a sample; vi) collecting and analysing qualitative and quantitative data; vii) writing a research report.
Call No - 3.001.5 ADA P5  Acc No - 47368

Designed to introduce students to conducting and analyzing research, this book consistently integrates research methods and statistics, allowing students to learn concurrently about different research designs and the appropriate statistics to use when analyzing data. Numerous examples and practical applications help readers gain interest in the material while diminishing the anxiety students experience while taking this course. In every chapter, the authors develop and apply research topics and examples from the current research literature across all aspects of the research process. Using conversational language, the text prepares students for both graduate work and for critical analysis of research as professionals and informed citizens.
1. **Annihilation of caste / Ambedkar, B. R. 1936. New Delhi: Navayana.**
   Call No - 301.185 AM B H6
   Acc No - 47181

   In 1936, a Hindu reformist group invited Dr B.R. Ambedkar to deliver its annual lecture. When the group read an advance copy of the text of the speech, it found the contents “unbearable” and rescinded its invitation. Ambedkar published the text on his own. It offers a scholarly critique of the Vedas and shastras—scriptures the Hindus regard as sacred, scriptures that sanction the world’s most hierarchical and iniquitous social system. The world’s best known Hindu, Mahatma Gandhi, responded to the provocation. The hatchet was never buried. This extensively annotated edition of Annihilation of Caste introduced by Arundhati Roy. Her introduction, The Doctor and the Saint, looks at the ways in which caste plays out in modern India, and how the conflict between Ambedkar and Gandhi continues to resonate into the present day. It takes us to the beginning of Gandhi’s political career in South Africa, where his views on race, caste and imperialism were shaped. It tracks Ambedkar’s emergence as a major political figure in the national movement, and shows how his scholarship and intelligence illuminated a political struggle beset by sectarianism and obscurantism. Roy breathes new life into Ambedkar’s anticaste utopia, and says that without a Dalit revolution, there cannot be any other in India.

2. **Antimodern condition: an argument against progress / King, Peter. 2014. Farnham: Ashgate.**
   Call No - 301.17 KIN P4
   Acc No - 47031

   Much of social and political thought over the last three centuries has been concerned with transgression and change, with progress and a focus on creating something ‘better’ than we have now. But when many of these ideas are put into practice the result has been violence, turmoil and human misery. This, we might say, has been the result of grand ideals taking precedence over the interests of ordinary people. This book presents an alternative view: the antimodern condition. This involves the rejection of change and progress and instead seeks to promote certainty, permanence and settlement. The antimodern condition is where we are in place and settled. It is where we are part of the world around us and not at war with it. It is where we accept our place: we are with those who we care for, and so we are theirs. The antimodern condition is where we recognise that we dwell within traditions, which may evolve and change, but which keep us within the bounds of what is known and what works.

   Call No - 501COL P4
   Acc No - 47032

   To ordinary people, science used to seem infallible. Scientists were heroes, selflessly pursuing knowledge for the common good. More recently, a series of scientific scandals, frauds and failures have led us to question science’s pre-eminence. Revelations such as Climategate, or debates about the safety of the MMR vaccine, have dented our confidence in science. In this book Harry Collins seeks to redeem scientific expertise, and reasserts science’s special status. Despite the messy realities of day-to-day scientific endeavor, he emphasizes the superior moral qualities of science, dismissing the dubious “default” expertise displayed by many of those outside the scientific community. Science, he argues, should serve as an example to ordinary citizens of how to think and act, and not the other way round.
Call No - 373 HES P4  
Acc No - 47110

Today’s most successful school leaders are truly “learning engineers”: creative thinkers who redefine their problems and design new ways to better serve kids’ success. Technology has a critical role, but it’s the creative reinvention of schools, systems, and classrooms that has to come first. In this book, author and education policy expert Rick Hess and chief learning officer Bror Saxberg show you how to become your school’s learning engineer. Using cutting-edge research about learning science as a framework, one will: i) identify specific learning problems that need solving; ii) devise smarter ways to address them; and implement technology-enabled, not technology-driven, solutions.

Call No - 165 MED P4  
Acc No - 47039

This book examines the circulation of knowledge within globalization, focusing on the differences between centers and peripheries of knowledge production in the social sciences. It explores not only how knowledge is appropriated in peripheral fields but also how foreign ideas shape those fields and the trajectories of scholars, and uses actor-network theory to explain circulation of knowledge as an extension of socio-technical networks that transcend borders.

Call No - 301.186 GIL P4  
Acc No - 46928

This title explores the philosophical relationship between collectivity, individuality, affect and agency in the neoliberal era. Jeremy Gilbert argues that individualism is forced upon us by neoliberal culture, fatally limiting our capacity to escape the current crisis of democratic politics. The book asks how forces and ideas opposed to neoliberal hegemony, and to the individualist tradition in Western thought, might serve to protect some form of communitarianism, and how far we must accept assumptions about the nature of individuality and collectivity which are the legacy of an elitist tradition. Along the way it examines different ideas and practices of collectivity, from conservative notions of hierarchical and patriarchal communities to the politics of ‘horizontality’ and ‘the commons’ which are at the heart of radical movements today. Exploring this fundamental faultline in contemporary political struggle, Common Ground proposes a radically non-individualist mode of imagining social life, collective creativity and democratic possibility.

Call No - 301.15 HAI P4  
Acc No - 47043

Today, when it seems like everything has been privatized, when austerity is too often seen as an economic or political problem that can be solved through better policy, and when the
idea of moral values has been commandeered by the right, how can we re-imagine the forces used as weapons against community, solidarity, ecology and life itself? In this stirring call to arms, Max Haiven argues that capitalism has colonized how we all imagine and express what is valuable. Looking at the decline of the public sphere, the corporatization of education, the privatization of creativity, and the power of finance capital in opposition to the power of the imagination and the growth of contemporary social movements, Haiven provides a powerful argument for creating an anti-capitalist commons. Capitalism is not in crisis, it is the crisis, and moving beyond it is the only key to survival.

   Call No - 301 CHA P4         Acc No - 47129

Join Bill Chambliss and Daina S. Eglitis as they journey beyond the classroom to help students answer these questions with their groundbreaking new text, Discover Sociology. Chambliss and Eglitis inspire curiosity about the social world and empower students by providing the theoretical, conceptual, and empirical tools they need to understand, analyze, and even change the world in which they live. Every chapter in the book integrates robust pedagogical features and empirical research that illuminate the social roots of diverse phenomena and institutions, ranging from poverty and deviance to capitalism and the nuclear family. From exploring whether the use of “study drugs” should be considered cheating to an examination of research showing a correlation between rising student debt and declining rates of marriage, the book’s chapter openers engage students in real-life applications of sociology. Going beyond theory and concepts, the authors also help answer the question, “What can I do with a sociology degree?”

9 Distributed leadership matters: perspectives, practicalities, and potential / Harris, Alma. 2014. California: Corwin.
   Call No - 371.1 HAR P4         Acc No - 47046

Distributed leadership - engaging the many rather than the few in school improvement - has long been a promising theory. But it must be implemented effectively before educators and students can reap the rewards, including improved learner outcomes and stronger organizational performance. The title offers pragmatic approaches for realizing these benefits. First, Alma Harris shows why harnessing educators’ collective expertise is an improvement strategy worth adopting. Then she details the collaborative processes that make it happen. Insights include: i) How to translate the research on distributed leadership into tangible results for your school; ii) Methods for building the social capital necessary for sustainable institutional change; iii) How to distribute leadership widely and wisely through professional collaboration.

10 Embodied knowledge in ensemble performance / McCaleb, J. Murphy. 2014. Farnham: Ashgate.
   Call No - 78.02 MCC P4         Acc No - 47051

Performing in musical ensembles provides a remarkable opportunity for interaction between people. When playing a piece of music together, musicians contribute to the creation of an artistic work that is shaped through their individual performances. However, even though ensembles are a large part of musical activity, questions remain as to how they function. In Embodied Knowledge in Ensemble Performance, Murphy McCaleb explores the processes by which musicians interact with each other through performance. McCaleb begins by breaking down current models of ensemble interaction, particularly those that rely on the same kind of communication found in conversation. In order to find a new way of describing this interaction, McCaleb considers the nature of the information being shared between musicians during performance. Using examples from postgraduate ensembles at
Birmingham Conservatoire as well as his own reflective practice, he examines how an understanding of the relationship between musicians and their instruments may affect the way performers infer information within an ensemble. Drawing upon research from musicology, occupational psychology, and philosophy, and including a DVD of excerpts from rehearsals and performances, Embodied Knowledge provides an holistic approach to ensemble research in a manner accessible to performers, researchers and teachers.

   Call No - 577.4 HAR M5   Acc No - 46969

   The ecological problems facing our world present a forum for experts who offer slogans and solutions on all side of the issue, but leaving most of us confused and unsure of the future. In this book, author offers a plan for clear thinking about these dangers. He shows how the filters of literacy, understanding what words really mean; numeracy, being able to quantify and interpret information; and ecology, assessment of complex interactions over time, can allow anyone to make sensible judgment about ecological issues - even in the face of a barrage of confusing expertise.

   Call No - 631 HUD P4   Acc No - 47137

   The changing economic environment for the consumer that is emerging from the wreckage of the financial credit crunch plays directly into the importance of food spending. This is certainly true from the perspective of food prices in the short run, but also from the perspective of sustainability and reducing the impact of the environmental credit crunch. The economic changes we experience now have a bearing on our ability to manage the environmental credit crunch that looms. This title elaborates on the issues addressed in the authors' first book, From Red to Green?, and asks whether the financial credit crunch could ameliorate or exacerbate the emergent environmental credit crunch. The conclusion drawn here is that a significant and positive difference could be made by changing some of the ways in which we procure, prepare, and consume our food. The book examines each aspect of the 'food chain', from agriculture, to production and processing, retail, preparation, consumption and waste.

   Call No - 371.3 BOY P4   Acc No - 46799

   'A unique blend of scholarly research-based principles of effective formative assessment with practical suggestions for use in the classroom. The authors show how the essence of formative assessment is in teachers' responses to the substance students' understandings, with a focus on how teachers can use pedagogical strategies to move students forward toward important learning outcomes. Formative Assessment (AFL) supplies the strategy to support effective teaching, and to make learning deep and sustained. This book shows how to develop your planning for learner-centred day-to-day teaching and learning situations through an understanding of formative teaching, learning and assessment. Within each chapter, based on real teaching situations, the strategies of the 'formative assessment toolkit' are identified and analysed: i) guided group teaching; ii) differentiation; iii) observation & evidence elicitation; iv) analysis & feedback; v) co-construction; vi) reflective planning; vii) self-regulation; viii) dialogue & dialogic strategies. The principles set out in this book can be applied to any age or stage in education,
but will be particularly useful to current practising teachers, students following international and national teacher training courses; CPD or in-service work; and MEd and MA post-graduate assessment/teaching and learning modules.

   **Call No - 658.386 MOL O8**
   **Acc No - 47015**

The MBA is probably the hottest ticket among the current university graduate degree offerings—every year, more than 120,000 students enroll in MBA programs in the United States, and the estimates in Europe do not lag far behind. In addition, job prospects have never looked better for business school graduates; corporations are hiring more business school graduates every year, and compensating them more handsomely. The Future of the MBA provides a sorely needed detailed and systematic review of the major contemporary debates on management education. At the same time, it makes a striking new proposal that will certainly have an impact in business schools: that managers need to develop a series of qualitative tacit skills which could be appropriately developed by integrative curricula brought from different disciplines, including sociology, philosophy, and other social sciences. Moldoveanu and Martin, both involved in the greatly respected integrative business education program at the Rotheman School of Management, provide a guide on how to design a reliable integrated program for management students. One of the main assets of the book is that it relies not just on speculative thinking, but on real life experience, and that it also includes case studies that will appeal to practicing managers.

15 **Handbook of development communication and social change / Wilkins, Karin Gwinn; Tufte, Thomas and Obregon, Rafael, ed.** 2014. Chichester: Wiley Blackwell.
   **Call No - 301.15 HAN P4**
   **Acc No - 47150**

This valuable resource offers a wealth of practical and conceptual guidance to all those engaged in struggles for social justice around the world. It explains in accessible language and painstaking detail how to deploy and to understand the tools of media and communication in advancing the goals of social, cultural, and political change. i) A stand-out reference on a vital topic of primary international concern, with a rising profile in communications and media research programs ii) Multinational editorial team and global contributors iii) Covers the history of the field as well as integrating and reconceptualising its diverse perspectives and approaches iv) Provides a fully formed framework of understanding and identifies likely future developments v) Features a wealth of insights into the critical role of digital media in development communication and social change.

   **Call No - 301.192 BIL P0**
   **Acc No - 47002**

The world, as Nick Bilton—with tongue-in-cheek—shows, has been going to hell for a long, long time, and what we are experiencing is the twenty-first-century version of the fear that always takes hold as new technology replaces the old. In fact, as Bilton shows, the digital era we are part of is, in all its creative and disruptive forms, the foundation for exciting and engaging experiences not only for business but society as well. Both visionary and practical, I Live in the Future & Here’s How It Works captures the zeitgeist of an emerging age, providing the understanding of how a radically changed media world is influencing human behavior. The title walks its own talk by creating a unique reader experience: Semacodes embedded in both print and eBook versions will take readers directly to Bilton’s website (www.NickBilton.com), where they can access videos of the author further developing his point of view and also delve into the research that was key to
shaping the central ideas of the book. The website will also offer links to related content and the ability to comment on a chapter, allowing the reader to join the conversation.

Call No - 301.18 VER P4  
Acc No - 46802

Identity and Cultural Diversity examines immigration and its effect on diversity from a social psychological perspective. Immigration increases cultural diversity and raises difficult questions of belonging, adaptation, and the unity of societies: questions of identity may be felt by people struggling with the basic problem of who they are and where they fit in, and although cultural diversity can enrich communities and societies it also sometimes leads to a new tribalism, which threatens democracy and social cohesion. The author Maykel Verkuyten considers how people give meaning to the fact that they belong to ethnic, racial, religious and national groups, and the implications this can have for social cohesion. The opening chapters consider the nature of social identity and group identification, and include discussions of identity development in adolescence, acculturation, and multiple and dual identities. Verkuyten then considers one of the most pernicious social problems: how conflict emerges from perceiving others as different. He examines when and why group distinctions grow into conflicts and considers the role of cultural diversity beliefs, such as multiculturalism and assimilation. The book concludes by exploring productive ways of managing cultural diversity.

Call No - 577.4 IMP P4  
Acc No - 46803

The experience of environmental governance is approached in Improving Global Environmental Governance from the unique perspective of actor configuration and embedded networks of actors, which are areas of emerging importance. The chapters look at existing Multilateral Environmental Agreements (MEAs) and the broader constellation of partially networked institutions to better understand the involvement of individual actors and how to deepen the networks that include them to generate more effective governance. The book covers a wide range of issues pertaining to environmental governance including trans-boundary air pollution, marine pollution, biodiversity and ozone depletion. It also examines partnerships as a hybrid case of emerging modes of environmental governance. These partnerships are a recent form of actor configuration that warrant attention for dealing with global environmental threats in order to better understand the full potential of actor configurations in the absence of state involvement. In order to test applicability to ongoing but stalled processes, the book applies the approach to one of the most difficult issues we face: climate change.

Call No - 327(540) IND P4  
Acc No - 47152

As India prepares to take its place in shaping the course of an ‘Asian century’, there are increasing debates about its ‘grand strategy’ and its role in a future world order. This timely and topical book presents a range of historical and contemporary interpretations and case studies on the theme. Drawing upon rich and diverse narratives that have informed India’s strategic discourse, security and foreign policy, it charts a new agenda for strategic thinking on postcolonial India from a non-Western perspective. Comprehensive and insightful, the work will prove indispensable to those in defence and strategic studies, foreign policy,
political science, and modern Indian history. It will also interest policy-makers, think-tanks and diplomats.

20  **Indian transnationalism online: new perspectives on diaspora** / Sahoo, Ajaya Kumar and Kruijf, Johannes G. de. 2014. Farnham: Ashgate.
    Call No - 331.796 IND P4  Acc No - 46805

Present-day migration takes place in a world characterized by the compression of time and space, with cheaper air travel and the existence of new communication technologies - the internet in particular - making it easier to stay in contact with the places, people and cultures that one has left. This book investigates the online organization of, and exchanges within, the global Indian diaspora. Bringing together research from around the world and presenting studies drawn from the US, Europe and India, it engages with theoretical and methodological debates concerning the shaping and transformation of migrant culture in emerging sites of sociality, and explores issues such as religion, citizenship, nationalism, region and caste as they relate to Indian identity in global, transnational contexts. With detailed empirical case studies showing both how members of the Indian diaspora connect with one another and 'life at home' and how institutions in India maintain such links, Indian Transnationalism Online sheds light on the ways in which information and communication technology functions as both a catalyst and indicator of contemporary socio-cultural change. As such it will be of interest to sociologists, anthropologists, political scientists and studies of cultural studies working in the areas of migration, transnationalism and ethnic studies.

21  **Kazakhstan 2050: toward a modern society for all** / Aitzhanova, Aktoty et.al. 2014. New Delhi: Oxford University Press.
    Call No - 947 KAZ P4  Acc No - 47206

Kazakhstan is the ninth largest country in the world by territory and is blessed with abundant natural resources. Since independence some 20 years ago, the country has transformed itself into a dynamic market-oriented economy. Over the last 10 years, its economic growth rate has been among the highest in the world, thus reaching high middle-income country status, with low rates of poverty and unemployment. In December 2012, the President of Kazakhstan introduced “Kazakhstan 2050”, a vision and agenda for the country, which postulates that Kazakhstan will join the ranks of the top 30 developed countries by 2050, not just in terms of per capita income, but in terms of broader measures of economic, social, and institutional development. This book written by a team of international experts presents an independent assessment of what will be needed to achieve this vision. Based on a review of Kazakhstan’s socioeconomic development over the last 20 years and analysis of the outlook of the global economy, the volume explores how Kazakhstan can build the foundations for an inclusive modern society in seven priority areas by: building, first of all, a strong human resource base; managing its energy resources sustainably; growing a green economy; pursuing balanced and efficient urban and regional development; creating a diversified, modern knowledge economy; becoming fully integrated with the rest of the world; and, underpinning all else, building effective and inclusive institutions.

22  **Managerial cultures: a comparative historical analysis** / Hanson, David. 2014. London: New York.
    Call No - 658 HAN P4  Acc No - 46894

How did the conduct of business come to be so different in different countries? Why are some less developed countries in the process of rapid industrialization while so many others remain poor? Analysts often point to national differences in the cultures of business to explain these patterns. What then, accounts for these differences in culture? We can gain some insights into these issues by considering the incentives that are likely to shape the behaviors of upwardly mobile sub-elites. Patterns of elite initiatives in the early years of industrialization have an enduring impact on the subsequent conduct of business.
Understanding the impact of history can provide important insights into contemporary business practices. Viewed from the perspective of developmental history, apparently independent phenomena can often be seen as different aspects of a common pattern. Questions about the relation between our collective past experiences and future performances are also relevant for our understanding of democratic self-governance. Governments are generally engaged in nation building. What works? Why? Where are we collectively headed? This volume suggests some answers. Author David Hanson develops an analysis that focuses on governing elites, the need for security, and the search for status. His analysis rests on considerations of social structure, conflict, and psychology rather than on resources, markets and economics. The result is a book to offer international managers an understanding of history’s critical role in fully understanding the societies in which they operate.


This title assesses the problem of defining exclusion, the need for its contextualization and establishes a relationship between social exclusion, deprivation and discrimination. It studies the distinctive character of Indian society and system marked with the existence of exclusionary practices and structures on the basis of caste. The usage of the concept of exclusion is more inclusive than any other competing concepts of discrimination or deprivation, though these concepts are interchangeably used to denote it. It is, therefore, important to conceptualize exclusion and, in the process, come across different shades of its interpretations. The social phenomenon of exclusion that mars societies globally is studied by various scholars who put together their diverse research, studies, perceptions and ideas and, most importantly, their years of expertise to focus on a central theme of social exclusion in Indian society. This cohesive volume highlights the causal link between discrimination and exploitation. The contributors study the role of the state as an interventionist force and look into the mobilization strategy as a reaction to exclusion. They take a critical look at the reservation policy and argue that state intervention creates certain new forms of exclusion.


This title evaluates the prevalent responsible finance standards and tools of assessments, as well as attempts to initiate a framework for tracking composite performance, financial and social, of MFIs year on year on a set of metrics. The report presents a discourse on the status, innovative cases, and gaps, in policies and practices of MFIs, including a deeper study of human resource practices. The theme on role of investors and lenders in ensuring that social performance of MFIs continues from previous years, with an added scrutiny of the question of these institutions being responsible funders. The interplay of social performance and compliance to the existing regulatory guidelines for MFIs is analysed separately. This year’s report for the first time includes a chapter on applying the responsible finance lens on the SHG–bank linkage programme.


Migration began with our origin as the human species and continues today. Each chapter of world history features distinct types of migration. The earliest migrations spread humans across the globe. Over the centuries, as our cultures, societies, and technologies evolved in different, material environments, migrants conflicted, merged, and cohabited with each other, creating, entering, and leaving various city-states, kingdoms, empires, and nations. During the early modern period, migrations reconnected the continents, including through
colonization and forced migrations of subject peoples, while political concepts like "citizen" and "alien" developed. In recent history, migrations changed their character as nation-states and transnational unions sought in new ways to control the peoples who migrated across their borders. This volume will explore the process of migration chronologically and also at several levels, from the illuminating example of the migration of a individual community, to larger patterns of the collective movements of major ethnic groups, to the more abstract study of the processes of emigration, migration, and immigration. This book will concentrate on substantial migrations covering long distances and involving large numbers of people. It will intentionally balance evidence from the now diverse peoples of the world, for example, by highlighting an exemplary migration for each of the six chapters that highlights different trajectories and by keeping issues of gender and socio-economic class salient wherever appropriate.

Call No - 332.67 DER P1 Acc No - 46976

Quants, physicists working on Wall Street as quantitative analysts, have been widely blamed for triggering financial crises with their complex mathematical models. Their formulas were meant to allow Wall Street to prosper without risk. But in this penetrating insider's look at the recent economic collapse, Emanuel Derman - former head quant at Goldman Sachs - explains the collision between mathematical modeling and economics and what makes financial models so dangerous. Though such models imitate the style of physics and employ the language of mathematics, theories in physics aim for a description of reality— but in finance, models can shoot only for a very limited approximation of reality. Derman uses his firsthand experience in financial theory and practice to explain the complicated tangles that have paralyzed the economy. Models.Behaving.Badly. exposes Wall Street's love affair with models, and shows us why nobody will ever be able to write a model that can encapsulate human behavior.

27 More than good intentions: improving the ways the world's poor borrow, save, farm, learn, and stay healthy / Karlan, Dean and Appel, Jacob. 2011. New Delhi: PlumeBook.
Call No - 339.12 KAR P1 Acc No – 46999

American individuals and institutions spent billions of dollars to ease global poverty and accomplished almost nothing. At last we have a realistic way forward. Presenting innovative and successful development interventions around the globe, Dean Karlan and Jacob Appel show how empirical analysis coupled with the latest thinking in behavioral economics can make a profound difference. From Kenya, where teenagers reduced their risk of contracting AIDS by having more unprotected sex with partners their own age, to Mexico, where giving kids a one-dollar deworming pill boosted school attendance better than paying their families to send them, More Than Good Intentions reveals how to invest those billions far more effectively and begin transforming the well-being of the world.

28 Natural resource extraction and indigenous livelihoods: development challenges in an era of globalization / Gilberthorpe, Emma, ed. 2014. Farnham: Ashgate.
Call No - 577.4 NAT P4 Acc No - 46814

This book provides an extended analysis of how resource extraction projects stimulate social, cultural and economic change in indigenous communities. Through a range of case studies, including open cast mining, artisanal mining, logging, deforestation, oil extraction and industrial fishing, the contributors explore the challenges highlighted in global debates on sustainability, Corporate Social Responsibility (CSR), and climate change. The case studies are used to assess whether and how development processes might compete and conflict with
the market objectives of multinational corporations and the organizational and moral principles of indigenous communities. Emphasizing the perspectives of directly-affected parties, the authors identify common patterns in the way in which extraction projects are conceptualized, implemented and perceived. The book provides a deeper understanding of the dynamics of the human environments where resource extraction takes place and its consequent impacts on local livelihoods. Its in-depth case studies underscore the need for increased social accountability in the planning and development of natural resource extraction projects.

*Call No* - 301.16 NET P4  
*Acc No* - 47165

Our understanding of networks, especially human social networks, has been quite remarkable over the last decade, but equally remarkable is how the networks themselves have been evolving, driven in part by the many new tools in cyberspace. Social groups differentiate themselves more and more by linguistic twists and turns, new words, slight variations in grammatical usage — the not-so-cool phenomenon. This book covers three broad areas: technical fundamentals, complexity and social networks, and communication and language. The objective of the book is to raise readers’ interest in social networks in general, the importance of language in the emergence and maintenance of networks in particular, the integral patterns of interconnectivity, and the means to measure and model social structure. It presents a broad range of ideas from several fields of research endeavor. It also explores social networks and their integration with communication and language, thereby providing a discussion of relevant theory, modeling, metrics, and application to business, natural resource management, and technology.

*Call No* - 629.113 VLA P1  
*Acc No* - 46992

This title is story of the rise, fall, and rebirth of the Big Three U.S. automakers, General Motors, Ford, and Chrysler. It offers a clear-eyed view of the present day automobile industry and of Detroit, the city that spawned it, going far beyond the corporate and federal maneuverings to explore the impact the car companies’ failures have had on the overall economy, and more importantly what they have done to people’s lives. It reported, inside-the-boardrooms-and-factories story of Detroit’s fight for survival, going beyond the headlines to chronicle how the country’s Big Three auto companies teetered on the brink of collapse and pulled themselves together under new leadership at Ford and government assistance to General Motors and Chrysler. In this riveting true account of an iconic industry in crisis, Bill Vlasic takes readers from the gleaming corporate skyscrapers, massive auto plants, and union halls to the U.S. Congress and into the Oval Office, introducing a cast of memorable characters, many of whom are speaking out for the first time. The book is a uniquely American tale of success, failure, and redemption, chronicling a vitally important chapter in an astonishing story that is still unfolding—a story no one is more qualified to tell than Bill Vlasic.

*Call No* - 361.76(73) MOR P4  
*Acc No* - 46959

This book explores the influence of private United States (US) philanthropic foundations in the governance of global problems. Through a close scrutiny of four high profile case studies of public-private collaboration, the work addresses the vacuum present in global governance scholarship regarding the influence of foundations, arguing the influence of these actors extends beyond the basic material, and into the more subtle and complex ideational sphere of policy and governance. This book: i) charts the growth of private forms of governance and
foundations' role in deepening and extending private power in global politics; ii) provides a historical examination of private foundations in international affairs including their centrality in the development of the institutional architecture in international health and agriculture and the linkage back to domestic political systems iii) analyses the new modes of philanthropy and giving styles - particularly venture philanthropy and 'philanthrocapitalism' - and how these are being rearticulated in the aid architecture and in development discourses; iv) evaluates distinctive features and unique attributes of foundations as transnational actors (including their limitations) - how they use these attributes when exercising policy influence and how they negotiate and collaborate with other state and non-state actors in global governance.

32 Psychology, development and social policy in India / Tripathi, R. C. and Sinha, Yoganand, ed. 2014. Heidelberg: Springer. 
Call No - 304 PSY P4 Acc No - 47219

This book examines how and where psychology can engage itself in the framing of social policies for national as well as human development in India. Although the role that psychological knowledge can play in informing social policy decisions has been discussed for a long time, psychologists by and large have had little role in framing policy decisions related to such important domains as education, health, social justice and social inclusion. Policy makers, not only in India, but more or less everywhere have focused on interventions at the macro level, which has led them to ignore the root causes of the problems lying at the micro level. However, with the more humanistic approaches now being followed by economists and other social scientists, the person in society is slowly taking centrage. Micro-level variables like happiness, the wellbeing of individuals and the social relationships within which people define themselves are becoming important. Therefore, this book discusses important psychological issues related to human development; particularly, health and education, social justice, social integration, environment and work organizations, besides focusing on some general issues relating to the logic of making social policies. It is a first-ever attempt in India to inform policy makers about how micro-variables can be a crucial factor to consider while framing social policies.

Call No - 301.185 RAC P4 Acc No - 47222

This title provides a wide-ranging introduction to major issues and debates surrounding the role that the media plays in ongoing struggles around race and racism in the US today. The essays collected here come from a wide variety of disciplinary, theoretical, and methodological perspectives, and focus on a broad range of media practices, racial and ethnic populations, and historical moments. These readings, curated by Gilbert Rodman, offer an intersectional approach to thinking about media and the politics of race, arguing that media representations of specific racial/ethnic identities need to be understood within the broader social, cultural, and economic contexts in which they circulate. With concise introductory notes by Rodman, these selections ask readers to take a critical stance on the media's role as one of the most powerful institutions involved in the creation and maintenance of problematic racial hierarchies, and to consider ways of thinking and acting that might bring us closer to a world where racism no longer exists.

Call No - 2 TOM P3 Acc No - 46858

This text provides a comprehensive insight into different approaches towards the understanding the relationships between religions and development studies, policy and practice. It guides readers through current debates, presenting, explaining and critically evaluating a broad range of literature and locating it within a theoretical context. The text explores the role of religion within development, from positive contributions, such as the important role that many 'faith-based organizations’ play in education or health care, to more
complicated and contested notions of impact, such as religiously inspired violence or gender inequality. The book begins with three background chapters, outlining the relevance of religions for development studies, policy and practice, and introducing the reader to the study of ‘development’ and of ‘religions’. Following these, the focus then shifts to examine a number of thematic areas, including religion, gender and development, and the implications of the ‘rise of religion’ for mainstream development studies, policy and practice in the 21st century. Each chapter contains a range of features to assist undergraduate learning, including learning objectives for each chapter, discussion of key concepts, summaries, discussion questions, further reading and websites. The book also contains over sixty boxed case studies to provide further definition, explanation, and examples of the interactions between religions and development globally.

  Call No - 327 ACH P4  Acc No - 46835

The study of international relations, has traditionally been dominated by Western ideas and practices, and marginalized the voice and experiences of the non-Western states and societies. As the world moves to a “post-Western” era, it is imperative that the field of IR acquires a more global meaning and relevance. Drawing together the work of renowned scholar Amitav Acharya and framed by a new introduction and conclusion written for the volume, this book exposes the narrow meaning currently attached to some of the key concepts and ideas in IR, and calls for alternative and broader understandings of them. The need for recasting the discipline has motivated and undergirded Acharya's own scholarship since his entry into the field over three decades ago. This book reflects his own engagement, quarrels and compromise and concludes with suggestions for new pathways to a Global IR - a forward-looking and inclusive enterprise that is reflective of the multiple and global heritage of IR in an changing and interconnected world. It is essential reading for anyone who is concerned about the history, development and future of international relations and international relations theory.

  Call No - 338.8 SHA P3  Acc No - 46962

The five major emerging national economies known as the BRICS – Brazil, Russia, India, China and South Africa – have gained on the world stage. For BRICS watchers, and anyone interested in the future of India’s burgeoning economy, twenty-two scholars have developed one of the most comprehensive volumes on India: Shaping the Emerging World. India faces a defining period. Its status as a global power is not only recognized but increasingly institutionalized, even as geopolitical shifts create both opportunities and challenges. The country experienced rapid growth through participation in the existing multilateral order – now its development strategy makes it dependent on this order. Despite limitations, India increasingly has the ideas, people, and tools to shape the global order, in the words of Jawaharl Nehru, ‘not wholly or in full measure, but very substantially.’ Will India keep its ‘tryst with destiny’ and emerge as one of the shapers of the emerging international order? This volume seeks to answer that question.

  Call No - 301.18 SER P4  Acc No - 46842

This edition of Scott Sernau's highly acclaimed text provides a sociological framework for analyzing inequality within the United States in the context of our changing global economy. With vivid examples and insightful analysis, this first-of-its-kind text offers students a complete picture of inequality and stratification systems. Using lively writing and examples drawn straight from today's headlines, Sernau explores each issue and dimension
of inequality as he analyzes the relationship between global stratification and internal (domestic) systems of inequality. He also introduces both classical and contemporary theories of stratification to help interpret these real-world illustrations. Throughout, a focus on social action and community engagement encourages students to become involved, active learners in the classroom and in their communities.

Call No - 1(540) GAU P2     Acc No – 47378 (Ref)

Tennessee Williams personalizes in historic and psychic biography the bent of the American experience since the first unsettlement of this country. Much and enough work has been done tracing out the psychological bent in Williams’ plays but less has been accomplished with reference to inclusion of rich philosophical aspects in them. His plays constitute a multidimensional spectrum of philosophy and are an impressive study of family dynamics. His philosophy as crystallized in his plays is not only American pragmatism but also existentialism and Indian metaphysics. The study explicates that creative literature should proceed in a direction where there is an opportunity to understand the characters through holistic and humanitarian approach – where there is recognition of their emotional and psychological growth vis-à-vis their spiritual needs. This would demand a re-evaluating of all mental attitude of the society that tries to evade the hidden truth of human predicament. It is hoped that the present study would be relevant and useful for further research in this area, promoting a new direction and insight to understand the plays of Tennessee Williams in light of Indian ethos.

Call No – 294 NIC P0       Acc No - 47098

Some postcolonial theorists argue that the idea of a single system of belief known as “Hinduism” is a creation of nineteenth-century British imperialists. Andrew J. Nicholson introduces another perspective: although a unified Hindu identity is not as ancient as some Hindus claim, it has its roots in innovations within South Asian philosophy from the fourteenth to seventeenth centuries. During this time, thinkers treated the philosophies of Vedanta, Samkhya, and Yoga, along with the worshippers of Visnu, Siva, and Sakti, as belonging to a single system of belief and practice. Instead of seeing such groups as separate and contradictory, they re-envisioned them as separate rivers leading to the ocean of Brahman, the ultimate reality. Drawing on the writings of philosophers from late medieval and early modern traditions, including Vijnanabhiksu, Madhava, and Madhusudana Sarasvati, Nicholson shows how influential thinkers portrayed Vedanta philosophy as the ultimate unifier of diverse belief systems. This project paved the way for the work of later Hindu reformers, such as Vivekananda, Radhakrishnan, and Gandhi, whose teachings promoted the notion that all world religions belong to a single spiritual unity. In his study, Nicholson also critiques the way in which Eurocentric concepts—like monism and dualism, idealism and realism, theism and atheism, and orthodoxy and heterodoxy—have come to dominate modern discourses on Indian philosophy.

Call No - 687 GOD P2      Acc No - 46981

For most people, fashion can daze and confuse. It is, however, a fascinating phenomenon that is key to how we define our identities, and it plays a central role in our lives. Proposing a comprehensive and accessible account of the global fashion industry, this book aims to present fashion in all its diversity and richness, to ‘unveil’ its mysterious mechanisms. Drawing on six core principles from the industry, Frédéric Godart guides the reader
through the economic, cultural and social arena of the world's most glamorous industry. First, in the everyday-life game of identity-building, where fashion is deployed, between the individual and society. Secondly, the convergence of trends reveals how social influence is played out; likewise, fashion as an art, and how this is characterized by a creative and aesthetic autonomy. Finally, to all these dimensions, contemporary fashion adds the figure of the 'creative genius,' and gives a prominent importance to brands.


Listen to Mark McCormack as he tells you how to read people, create the right first impression, and take the leading edge and run meetings. Based on his proven method of applied people sense to get things done, McCormack presents powerful street-smart insights into successful selling. McCormack shares his experience, technique, and wisdom in a practical, how-to manner.


World Literature in Theory provides a definitive exploration of the pressing questions facing those studying world literature today. Coverage is split into four parts which examine the origins and seminal formulations of world literature, world literature in the age of globalization, contemporary debates on world literature, and localized versions of world literature. It contains more than 30 important theoretical essays by the most influential scholars, including Johann Wolfgang von Goethe, Hugo Meltzl, Edward Said, Franco Moretti, Jorge Luis Borges, and Gayatri Spivak. Includes substantive introductions to each essay, as well as an annotated bibliography for further reading.
Call No - KHA/DRI P3  
Acc No - 47025

Jagdish Khattar has had an astonishingly diverse career, a trained lawyer who became an IAS officer. He was an agent of change in Uttar Pradesh through his roles as district magistrate, and head of the cement and transport corporations. He also helmed India's Tea Board in London and played a key role in the steel ministry. Elevated to the post of MD with Maruti Udyog, a firm that was on the verge of a steep decline, Khattar braved labour unions, foreign competition, and politicians as he led Maruti to a very successful IPO. Finally, at the age of 65 Khattar turned entrepreneur with Carnation, India’s first multi-brand car sales and servicing network. Driven spreads across a sweeping national canvas from drought-hit villages to the Shakespearean intrigues of politicians and bureaucrats. It has insights into the complicated relationship with the Japanese. Written with flair and liberally peppered with frank anecdotes, it is filled with lessons about leadership, friendships, jugaad-style innovation, resilience, and values.