



New Arrivals (Books)
(On Display -August 18-24, 2014)

Available for issue from August 25, 2014

- **WHERE ARE THESE BOOKS?**

The new arrivals section (books) is right behind the circulation counter. These books can be issued from **August 25, 2014**.

- **HOW TO RESERVE THE BOOK?**

Reserve the book through online catalogue (<http://vslopac.iimahd.ernet.in>), using “**Put on Hold**” option.

- **HOW TO SUGGEST THE BOOK?**

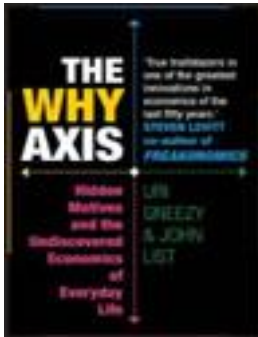
You can suggest the book through online catalogue (<http://vslopac.iimahd.ernet.in>), using “**My Purchase Suggestion**” option.

SUBJECTS

ECONOMICS	2
GENERAL	4
IT/COMPUTER SCIENCE	8
MANAGEMENT	9
COMMUNICATION	9
EDUCATION	9
ENTREPRENEURSHIP	10
FINANCE	10
GENDER STUDIES	11
GENERAL	11
LEGAL ASPECTS	12
MARKETING.....	12
OB/HR.....	12
PUBLIC POLICY	13
HEALTH	13
MATHEMATICS – STATISTICS.....	14
SOCIAL SCIENCE	15
DATA BOOK	15
HINDI BOOKS.....	15

ECONOMICS

1

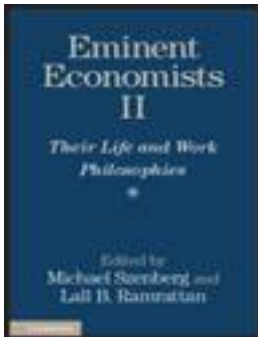


The why axis: hidden motives and the undiscovered economics of everyday life by Uri Gneezy. Random House Business Books: New York, 2013.

330.019 G6W4 (183458)

[Click here for more details](#)

2



Eminent economists II: their life and work philosophies by Michael Szenberg (editor). New York: Cambridge University Press, 2014.

330.0922 E6 (183464)

[Click here for more details](#)

3

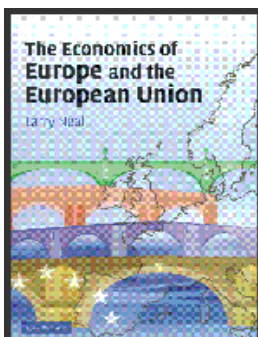


The economics of attention: style and substance in the age of information by Richard A. Lanham. Chicago: The University of Chicago Press, 2006.

303.4833 L2E2 (183469) **

[Click here for more details](#)

4

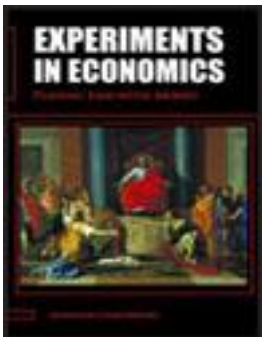
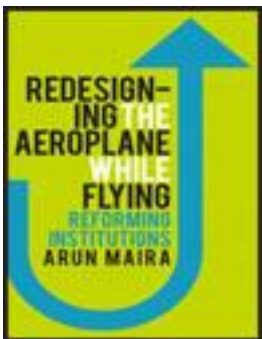
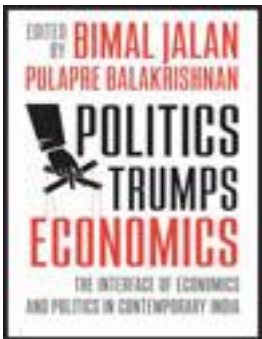
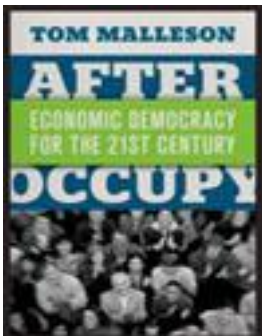


The economics of Europe and the European union by Larry Neal. Cambridge: Cambridge University Press, 2008.

337.142 N3E2 (183498) *

[Click here for more details](#)

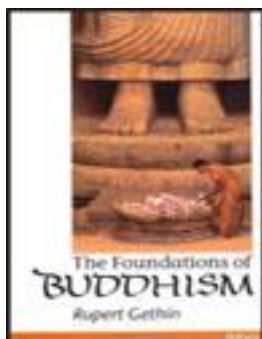
[TOP](#)

- 5  Experiments in economics: playing fair with money by Ananish Chaudhuri. London: Routledge, 2009.
330.015193 C4E9 (183526) *
[Click here for more details](#)
- 6  Redesigning the aeroplane while flying: reforming institutions by Arun Maira. New Delhi: Rainlight, Rupa, 2014.
338.954 M2R31 (183589)
[Click here for more details](#)
- 7  Politics trumps economics: the interface of economics and politics in contemporary India by Bimal Jalan (editor). New Delhi: Rainlight, Rupa Publication, 2014.
330.954 P61 (183611)
[Click here for more details](#)
- 8  After occupy: economic democracy for the 21st century by Tom Malleon. New York: Oxford University Press, 2014.
330 M2A3 (183669)
[Click here for more details](#)

[TOP](#)

GENERAL

9

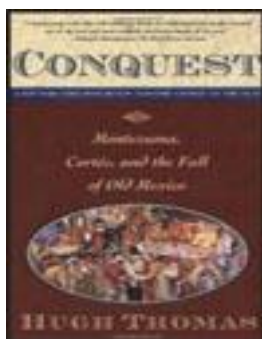


The foundations of Buddhism by Rupert Gethin. Oxford: Oxford University Press, 1998.

294.3 G3F6 (183459) **

[Click here for more details](#)

10

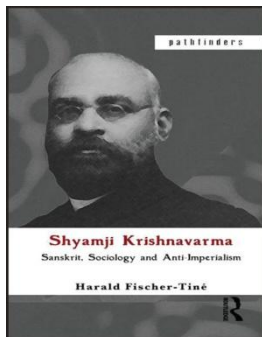


Conquest: Montezuma, Cortes, and the fall of old Mexico by Hugh Thomas. New York: Simon & Schuster, 1993.

972.02 T4C6 (183460) *

[Click here for more details](#)

11

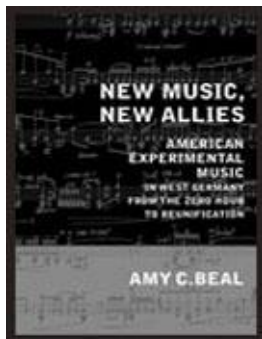


Shyamji Krishnavarma: Sanskrit, sociology and anti-imperialism by Harald Fischer-Tine. London: Routledge, 2014.

954.035092 F4S4 (183466)

[Click here for more details](#)

12

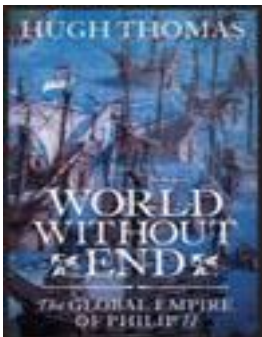
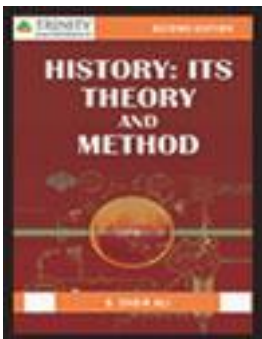
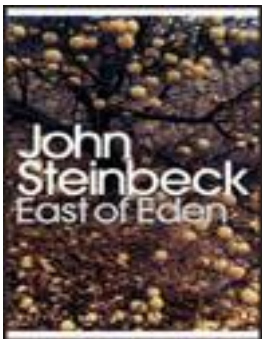



New music, new allies: American experimental music in West Germany from the zero hour to reunification by Amy C. Beal. Berkeley: University of California Press, 2006.

780.9730943 B3N3 (183468) *

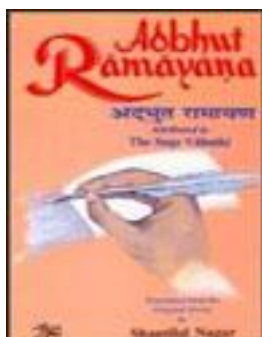
[Click here for more details](#)

[TOP](#)

- 13  World without end: the global empire of Philip II by Hugh Thomas. London: Allen Lane, Penguin Books, 2014.
980.013 T4W6 (183527)
[Click here for more details](#)
- 14  History: its theory and method by B. Sheikh Ali. Bangalore: Trinity Press, 2014.
901 A5H4 (183528) *
[Click here for more details](#)
- 15  East of Eden by John Steinbeck. New York: Penguin Books, 2000.
813.52 S8E2 (183530) **
[Click here for more details](#)
- 16  The innocents abroad, or, the new pilgrims' progress by Mark Twain. New York: Modern Library, 2003.
818.403 T9I6 (183554) **
[Click here for more details](#)

[TOP](#)

17

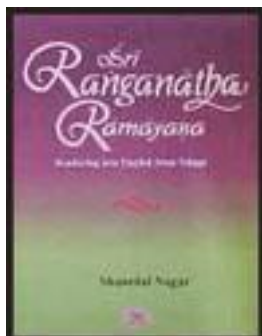


Adbhut Ramayana: attributed to the sage Valmiki by Shanti Lal Nagar (Translator). Delhi: B.R. Publishing Corporation, 2001.

294.5922 A2 (183577)

[Click here for more details](#)

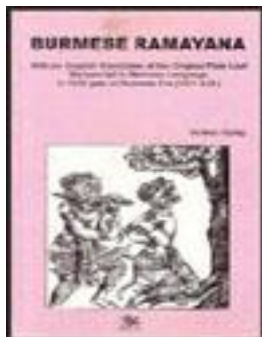
18



Sri Ranganatha Ramayana: rendering into English from Telugu by Shantilal Nagar. Delhi: B.R. Publishing Corporation, 2001.

294.5922 N2S7 (183578)

19

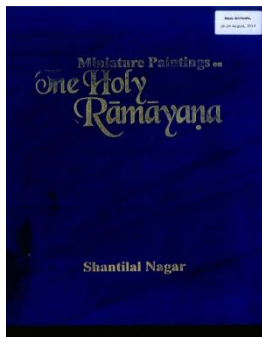


Burmese Ramayana: with an English translation of the original palm leaf manuscript in Burmese language in 1233 year of Burmese era, 1871 A.D. by Ohno Toru. Delhi: B.R. Publishing Corporation, 2000.

294.5922 T6B8 (183579)

[Click here for more details](#)

20

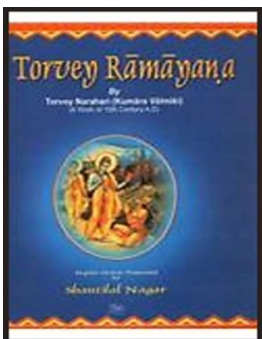
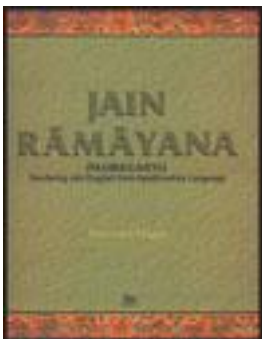

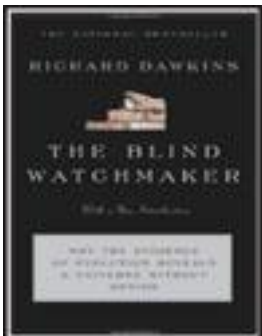


Miniature paintings on the holy Ramayana by Shanti Lal Nagar. Delhi: B.R. Publishing Corporation, 2001.

745.670954 N2M4 (183580)

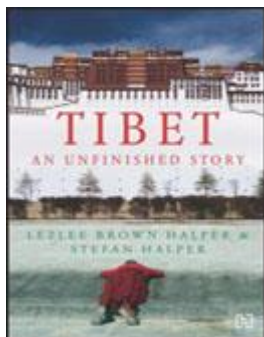
[Click here for more details](#)

[TOP](#)

- 21  Torvey Ramayana by Torvey Narahari (Kumara Valmiki): a work of 15th century A.D. by Shantilal Nagar. New Delhi: B R Publishing Corporation, 2004.
294.5922 N2T6 (183581)
[Click here for more details](#)
- 22  Jain Ramayana-Paumacaryu: rendering into English from Apabhramsa by Shantilal Nagar. Delhi: B.R. Publishing Corporation, 2002.
294.5922 N2J2 (183582)
[Click here for more details](#)
- 23  Relating events in narrative Vol.2: typological and contextual perspectives by Sven Stromqvist. Psychology Press: New York, 2010.
401.41 S8R3-II (183583) *
[Click here for more details](#)
- 24  The blind watchmaker: why the evidence of evolution reveals a universe without design by Richard Dawkins. New York: W. W. Norton & Company, 2006.
576.82 D2B5 (183587)
[Click here for more details](#)

[TOP](#)

25

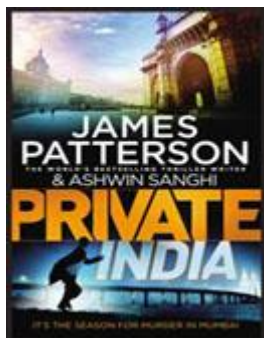


Tibet: an unfinished story by Lezlee Brown Halper. India: Hachette India, 2014.

951.505 H2T4 (183588)

[Click here for more details](#)

26

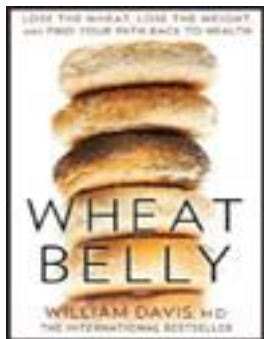


Private India by Ashwin Sanghi. London: Arrow Books , 2014.

813.6 S2P7 (183665)

[Click here for more details](#)

27



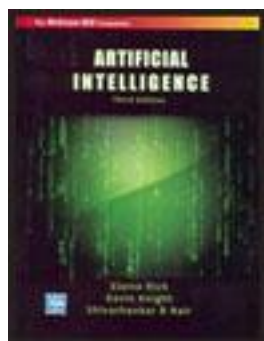
Wheat belly: lose the wheat, lose the weight and find your path back to health by William Davis. London: Harper Thorsons, 2014.

613.26 D2W4 (183668)

[Click here for more details](#)

IT/COMPUTER SCIENCE

28



Artificial intelligence by Elaine Rich. New Delhi: McGraw-Hill Education Pvt. Ltd., 2014.

006.3 R4A7 (183529) ***

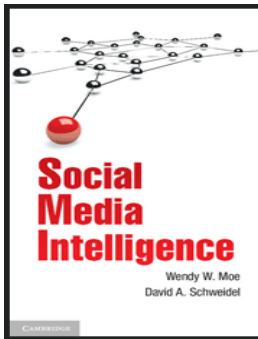
[Click here for more details](#)

[TOP](#)

MANAGEMENT

COMMUNICATION

29

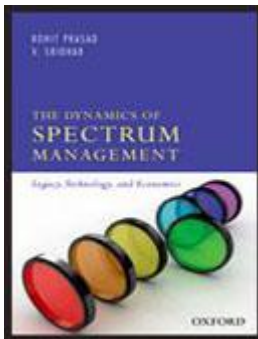


Social media intelligence by Wendy Moe. Delhi: Cambridge University Press, 2014.

302.231 M6S6 (183467)

[Click here for more details](#)

30



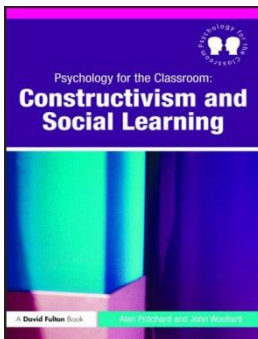
The dynamics of spectrum management: legacy, technology and economics by Rohit Prasad. India: Oxford University Press, 2014.

384.54 P7D9 (183667)

[Click here for more details](#)

EDUCATION

31



Psychology for the classroom: constructivism and social learning by Alan Pritchard. London: Routledge, 2010.

370.1523 P7P8 (183555)

[Click here for more details](#)

[TOP](#)

ENTREPRENEURSHIP

32

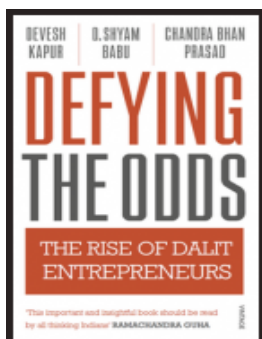


Handbook of organizational and entrepreneurial ingenuity by Benson Honig (editor). Cheltenham, UK: Edward Elgar Publishing, 2014.

658.421 H2 (183497)

[Click here for more details](#)

33



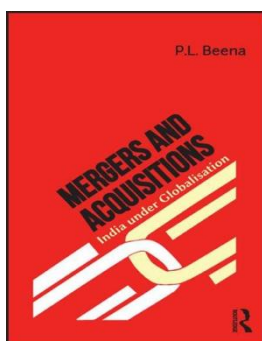
Defying the odds: the rise of dalit entrepreneurs by Devesh Kapur. India: Random House India, 2014.

338.72 K2D3 (183664)

[Click here for more details](#)

FINANCE

34

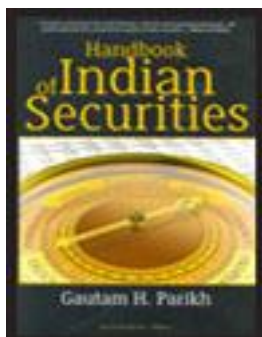


Mergers and acquisitions: India under globalisation by P. L. Beena. London: Routledge, 2014.

658.1620954 B3M3 (183465)

[Click here for more details](#)

35



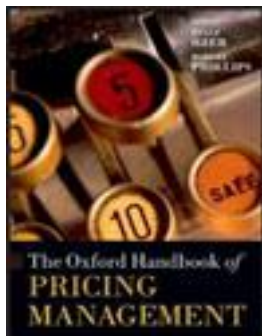
Handbook of Indian securities by Gautam H. Parikh. London: Bloomsbury Publishing India Pvt. Ltd., , 2014.

332.6302 P2H2 (183552)

[Click here for more details](#)

[TOP](#)

36

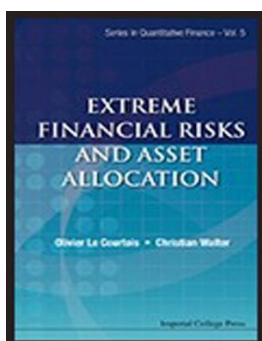


The oxford handbook of pricing management by Ozalp Ozer (editor). Uk: Oxford University Press, 2014.

658.816 O9 (183670)

[Click here for more details](#)

37



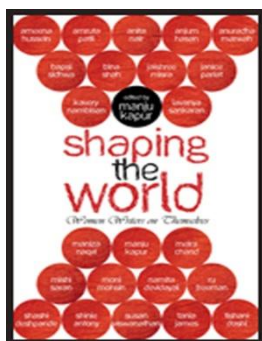
Extreme financial risks and asset allocation by Olivier Le Courtois. London: Imperial College Press, 2014.

332.6 C6E9 (183708)

[Click here for more details](#)

GENDER STUDIES

38



Shaping the world: women writers on themselves by Manju Kapur (editor). New Delhi: Hay House India , 2014.

820.9 S4 (183666)

[Click here for more details](#)

GENERAL

39



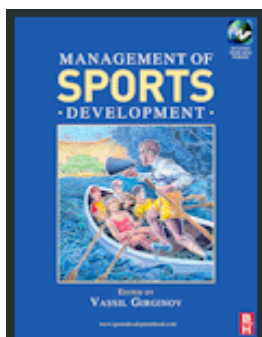
The music industry: music in the cloud by Patrik Wikstrom. Cambridge: Polity Press, 2013.

338.4778 W4M8-2013 (183485) *

[Click here for more details](#)

[TOP](#)

40



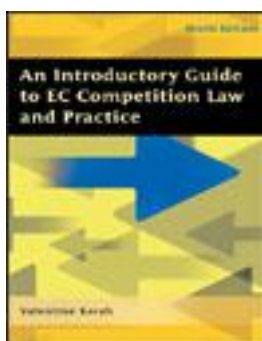
Management of sports development by Vassil Girginov (editor). Amsterdam: Butterworth-Heinemann, Elsevier, 2008.

796.069 M2 (183584) *

[Click here for more details](#)

LEGAL ASPECTS

41



An introductory guide to EC competition law and practice by Valentine Korah. Oxford: Hart Publishing, 2009.

343.240721 K6I6-2009 (183499) *

[Click here for more details](#)

MARKETING

42



Creating new markets in the digital economy: value and worth by Irene C. L. NG. New delhi: Cambridge University Press, 2014.

658.872 N4C7 (183461)

[Click here for more details](#)

OB/HR

43

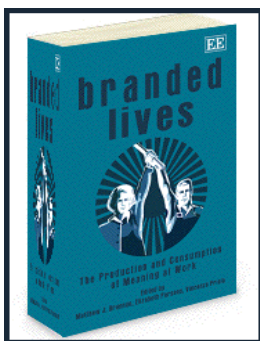


Creative work beyond the creative industries: innovation, employment and education by Gregory Hearn (editor). Cheltenham, UK: Edward Elgar Publishing, 2014.

658.314 C7 (183496)

[Click here for more details](#)

44

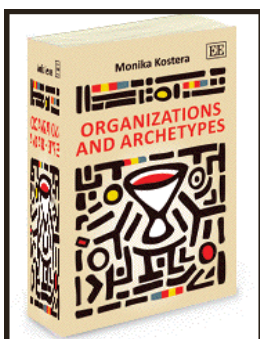


Branded lives: the production and consumption of meaning at work by Matthew J. Brannan (editor). Cheltenham: Edward Elgar, 2011.

331.25 B7 (183585)

[Click here for more details](#)

45



Organizations and archetypes by Monika Kostera. Cheltenham: Edward Elgar, 2012.

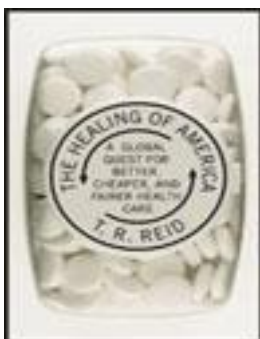
302.35 K607 (183586)

[Click here for more details](#)

PUBLIC POLICY

HEALTH

46



The healing of America: a global quest for better, cheaper and fairer health care by T. R. Reid. New York: The Penguin Press, 2009.

362.10973 R3H3 (182922)

[Click here for more details](#)

47



Health insurance by Michael A. Morrissey. Chicago: Health Administration Press, 2014.

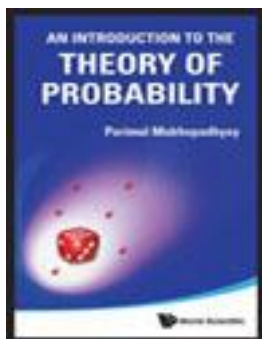
368.38200973 M6H3-2014 (183484) *

[Click here for more details](#)

[TOP](#)

MATHEMATICS – STATISTICS

48

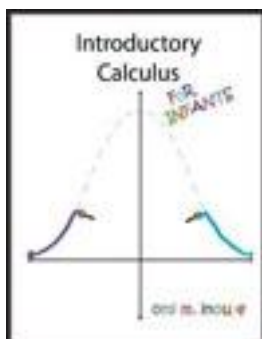


An introduction to the theory of probability by Parimal Mukhopadhyay. New Jersey: World Scientific, 2012.

519.2 M8I6 (183470)

[Click here for more details](#)

49

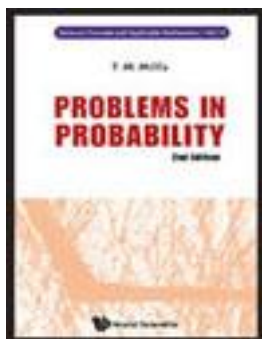


Introductory calculus for infants by Omi M. Inouye. Omionline.ca, 2011.

517 I6I6 (183483) *

[Click here for more details](#)

50

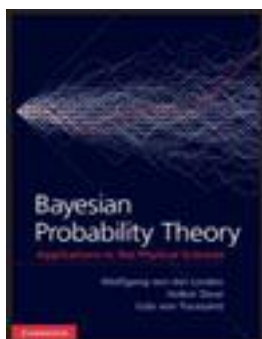


Problems in probability by T. M. Mills. New Jersey: World Scientific, 2014.

519.2076 M4P7-2014 (183707)

[Click here for more details](#)

51



Bayesian probability theory: applications in the physical sciences by Wolfgang Von Der Linden. Cambridge: Cambridge University Press, 2014.

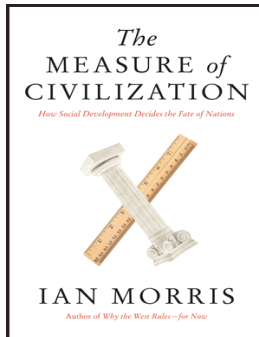
519.542 L4B2 (183709)

[Click here for more details](#)

[TOP](#)

SOCIAL SCIENCE

52



The measure of civilization: how social development decides the fate of nations by Ian Morris. Princeton: Princeton University Press, 2013.

306.09 M6M3 (183553)

[Click here for more details](#)

DATA BOOK

53



Economic survey 2013-14 - 2 Vols. by India. Ministry of Finance. New Delhi: Oxford University Press, 2014.

GP 330.954 I6E2-2013-14-I-II (183462-183463)

[Click here for more details](#)

HINDI BOOKS

54

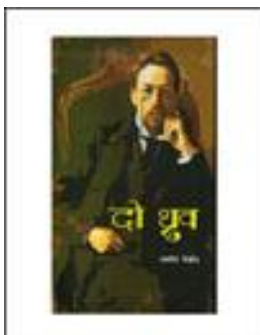


Bhagawadgita: Bhagwadgita ka saras, kavyamaya hindi bhawanuwad mool sanskrit slokon sahit by Harivanshrai Bachchan. Delhi: Rajpal and Sons, 2013.

H 294 B2B4 (183711)

[TOP](#)

55



Do dhruva by Anton Chekhov. Delhi: Amarsatya Prakashan, 2012.

H 822 C4D6 (183712)

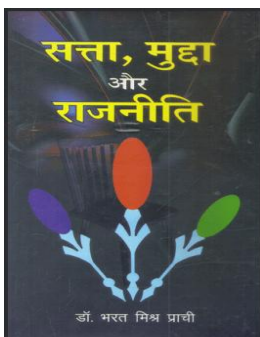
56



Operation indouring freedom se jeronima tak by Virendra Singh Baghel. New Delhi: Anurag Prakashan, 2011.

H 303.625 B207 (183713)

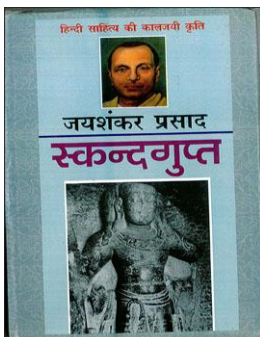
57



Satta, mudda aur rajniti by Bharat Mishr Prachi. Delhi: Rashtriya Pustak Sadan, 2013.

H 320 P7S2 (183714)

58

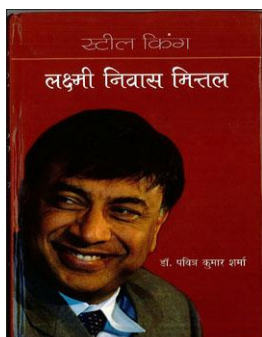


Skandgupt by Jayshankar Prasad. Delhi: Sanchar Prakashan, 2009.

H 822 P7S5 (183715)

[TOP](#)

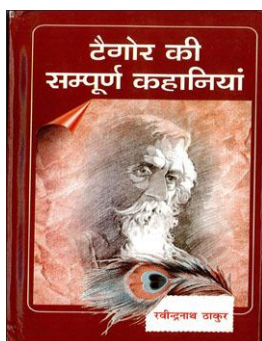
59



Steel-king: Laxmi Niwas Mittal by Pavitra Kumar Sharma. Delhi: Anshu Prakashan, 2012.

H 921 S4S8 (183716)

60



Tagore ki sampurna kahaniyan - 4 Parts by Ravindranath Thakur. Delhi: Antel Publications, 2008.

H 891.448 T4T2-Pt.1-4 (183717-183720)

* Issued to Faculty

** Issued to Students

*** Issued to Staff

[TOP](#)