

# *NEW ARRIVAL OF BOOKS*

(October 2018)



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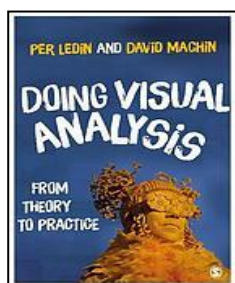
**MDI**  
GURGAON

Management  
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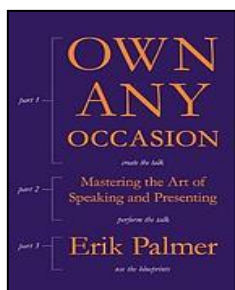
## BUSINESS COMMUNICATION

1. **Doing visual analysis: from theory to practice. / Ledin, Per. 2018. London: Sage**  
Call No - 65.012.46 LED P8 Acc No - 52692



Visual communication shapes our perceptions and experiences of the world. This is not only a question of photographs or video, but also the design of websites, the use of data visualization software, the branding of packaging, and even the design of buildings and furniture. It provides a concrete set of tools to research and analyse this wide range of visual data. Showing students how to apply the right mix of methods to their own research projects, it equips them with the skills to break down and analyse the range of contemporary visual communication.

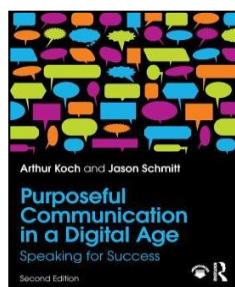
2. **Own any occasion: mastering the art of speaking and presenting. / Palmer, Erik. 2017. Alexandria: ATD Press**  
Call No - 8.085.4 PAL P7 Acc No - 52596



In this book, the author taps into his vast experience to simplify the process of extraordinary speaking, whether you're giving a wedding toast or preparing for a one-on-one sales call. His approach is equal parts preparation and delivery: Never speak unless you have something worth saying, and never let a poor performance diminish a good message. In 11 steps, the author shows readers how to craft the perfect message and captivate audiences with exceptional delivery, no matter the circumstance. He demonstrates that the steps to impress when you meet your in-

laws for the first time are the same ones that will help you succeed in front of an auditorium full of executives. Whether your audience is large or small, your message personal or professional, Palmer's easy system will help you become the best speaker you can be in any situation

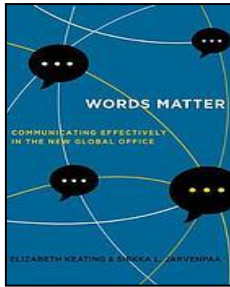
3. **Purposeful communication in a digital age: speaking for success. - 2nd ed. / Koch, Arthur. 2018. New York: Routledge**  
Call No - 8.085 KOC P8 Acc No - 52760



This book provides a practical, step-by-step approach to developing and delivering effective speeches. The new edition of the book devotes focus to presenting in the digital world, addressing both traditional and contemporary forms of presentation, and specifically directs students on seeking out credible

sources when conducting research.

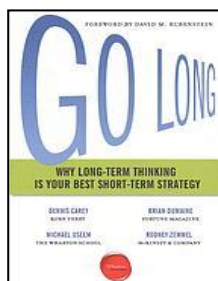
4. **Words matter: communicating effectively in the new global office. / Keating, Elizabeth. 2016. Oakland: University of California Press**  
**Call No - 65.012.46 KEA P8** **Acc No - 52648**



This book examines how communications between transnational partners routinely break down, even when all parties are fluent English speakers. The end result is lost time, lost money, and often discord among those involved. What's going wrong? Contrary to a common assumption, language is never neutral. It is heavily influenced by one's culture and can often result in unintended meanings depending on word choice, a particular phrase, or even one's inflection. A recent study of corporate managers found that one out of five projects fail primarily because of ineffective transnational communication, resulting in the loss of millions of dollars. It ventures into the halls of multinational tech companies around the world to study language and culture at work; learn practical steps for harnessing research in communication and anthropology to become more skilled in the digital workplace; and learn to use the "Communication Plus Model," which can be easily applied in multiple situations, leading to better communication and better business outcomes.

## BUSINESS POLICY AND STRATEGIC MANAGEMENT

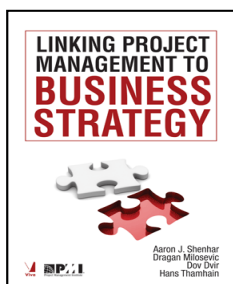
1. **Go long: why long-term thinking is your best short-term strategy.** / Carey, Dennis. 2018. Philadelphia: Wharton Digital Press  
Call No - 65.011.1 CAR P8 Acc No - 52712



This book reveals how some of the world's most prominent business leaders resisted short-term pressures to successfully manage their organizations for the long term, and in turn, aim to create more jobs, more satisfied customers, and more shareholder wealth. The authors take you behind-the-scenes to witness the business decisions that are enabling leading organizations to outsmart and outlast the competition. This book is a critical resource for leaders who want their organizations to survive over the long-term and for anyone who cares about the

global economy.

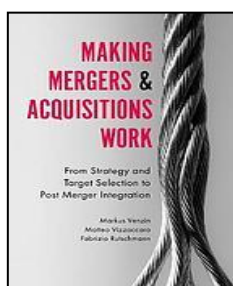
2. **Linking project management to business strategy.** / Shenhar, Aaron J. 2018. New Delhi: Viva Books  
Call No - 65.012.12 SHE P8 Acc No - 52814



In this book, the readers were guided by the hypothesis If projects are successful in aligning their efforts with the business strategy, they will better contribute to the long-term goals of the organization. Strategic alignment is a two-way process. Overall business strategy informs project planning and in turn, project success impacts enterprise success. Strategic alignment of a project takes into account strategic focus, operational efficiency and team leadership. The extent to which a project is focused on each dimension determines the level of "strategic maturity"

for a given project.

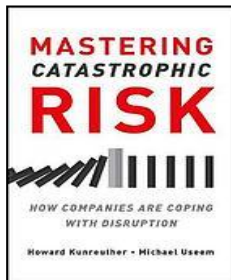
3. **Making mergers and acquisitions work: from strategy and target selection to post merger integration.** / Venzin, Markus. 2018. Bingley: Emerald  
Call No - 65.016.4 VEN P8 Acc No - 52574



For many industries, mergers and acquisitions have become the main pathway for reaching strategic objectives like growth, technological leadership, or efficiency in production and distribution. However, the success rate of most M&A deals is low - and flawed. Unrealistic synergies, wrong target selection, culture clashes and, most of all, weak post-merger integration processes pose huge challenges, and this book addresses the salient question of how to make M&A deals work. The authors offer an unique access to each stage of the M&A process, with added depth and perspective provided by Prysmian - the global leader in energy and telecom cables. Prysmian's perspective enables the authors to deliver a manual for successful M&A in mature industries that require high levels of integration

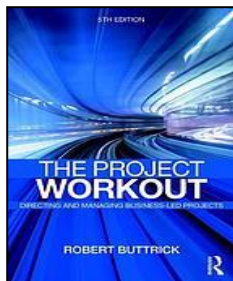
between operating companies.

4. **Mastering catastrophic risk: how companies are coping with disruption.** / Kunreuther, Howard. 2018. New York: Oxford University Press  
Call No - 658.15 KUN P8 Acc No - 52581



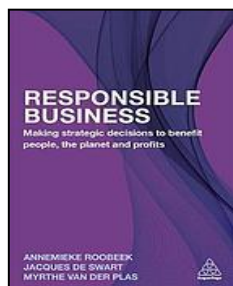
This book provides real-world practical insights into how large companies are responding to this new reality and develops a framework for smarter thinking about events that can damage a business. The authors take us on a groundbreaking tour of firms' decision making process. They demonstrate how improving readiness for and resilience against future shocks is now an integral part of company strategy. Using the 'DISRUPT' model they have developed, they highlight the seven primary Drivers of disruption: Interdependencies increase exposure; Short-term focus results in limited vision; Regulations require change and constrain opportunities; Urbanization increases the costs of disasters; Probabilities of disasters have increased; and Transparency has enhanced public awareness of problems and impacts on firms' reputations.

5. **Project workout: the ultimate guide to directing and managing business-led projects.** - 5th ed. / Buttrick, Robert. 2019. London: Routledge  
Call No - 65.012.12 BUT P9 Acc No - 52608



This is the definitive book on business-led project management. It is a valuable companion for every executive and project manager as well as a comprehensive resource for students of project management. It provides practical advice and techniques to direct and manage a project. Aimed at both project sponsors and project managers, it works through the life cycle of a project from initial idea to successful result. The practical approach is enhanced throughout with a series of 'Workouts': exercises, techniques and checklists to help you put the book's advice into practice. The Workouts are supported by an on-line resource of tools, including MS project views, project logs and templates. This expanded edition contains a wealth of new information, including how to work with standards and methods, such as ISO 21500, BS6079 and PRINCE2 and PMBoK.

6. **Responsible business: making strategic decisions to benefit people, the planet and profits.** / Roobeek, Annemieke. 2018. London: Kogan Page  
Call No - 65:3 ROO P8 Acc No - 52824



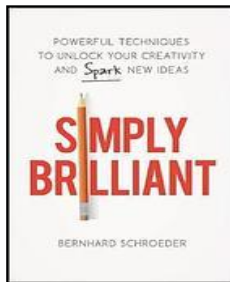
This book provides a seven step framework that eliminates internal bias and can be used to make decisions that increase profits, benefit staff and protect the environment as a whole. This means that personal values, ethics and morals can be aligned with business goals and overall company strategy. It will enable business leaders to answer questions including what values should be attached to financial and non-financial aspects of business decisions? How can these values be translated into concrete manageable actions? and which decisions best suit the strategic goals of the organization?.

7. **Simply brilliant: powerful techniques to unlock your creativity and spark new ideas.** / Schroeder, Bernhard. 2017. New York: Amacom



Call No - 6.001.5 SCH P7

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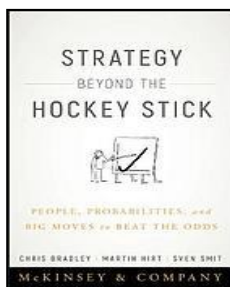


This book strips away the mystery of the creative process and offers you tools to solve problems in new ways. Filled with stories from some of the world's most innovative companies and entrepreneurs, as well as highlights from the latest creativity research, the book helps you; Stop wondering if you're creative or not—you are!; Adopt a growth mindset that pushes past mental blocks; Create a stimulating workplace culture and environment; Instill a sense of mission into teams; Correctly identify your customers' pain points; Analyze and define actual problems; Run brief, focused brainstorming sessions; Generate ideas with proven tools like SCAMPER, IdeaGen, the Phoenix List, Blue Ocean Strategy, Tempero, and Observation Lab; Use iteration to improve on existing products or services; Gather information by paying attention to your surroundings; Focus your efforts on the largest target segments; Gain confidence in your ability to innovate. Whether you're leading a company, a team, or kicking around ideas for a startup, everyone has the creative capacity to discover unmet customer needs, combine existing products in unexpected ways, and bring new products to market that are useful, desirable, and simply brilliant.

8. **Strategy beyond hockey stick: people, probabilities, and big moves to beat the odds. / Bradley, Chris .2018. New Jersey: Wiley**

Call No - 65.011.1 BRA P8

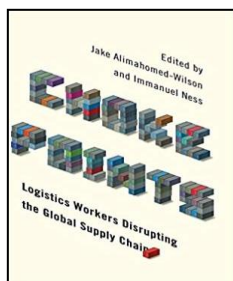
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CEOs usually rely on their experience and business smarts to figure out which of those hockey sticks are real, and which are fake. But all too often getting to a “yes,” competing for resources, and striving to claim credit, cloud the hard decisions. Mining the data from thousands of large companies, the authors open the windows of that room, and bring an “outside view.” They found three discrete groups of companies: the bottom quintile with massive economic losses; the long, flat, middle 60 percent with practically no economic profit; and the top 20 percent to whom all the value accrues. This is not another by-the-book approach to strategy. It's not another trudge through frameworks or small-scale case studies promising a secret formula for success. It's an irreverent, fact-driven, and humorous take on the real world of strategic decision making.

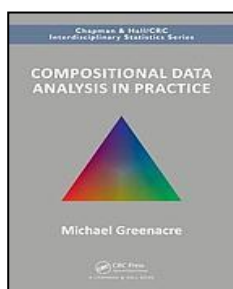
## DECISION SCIENCES & OPERATIONS MANAGEMENT

1. **Choke points: logistics workers disrupting the global supply chain /Edited by Alimahomed-Wilson. 2018. London: Pluto Press**  
Call No - 658.788 CHO P8 Acc No – 52678



Global capitalism is a precarious system. Relying on the steady flow of goods across the world, trans-national companies such as Wal-Mart and Amazon depend on the work of millions in docks, warehouses and logistics centres to keep their goods moving. This is the global supply chain, and, if the chain is broken, capitalism grinds to a halt. This book looks at case studies across the world to uncover a network of resistance by these workers who, despite their importance, often face vast exploitation and economic violence. Experiencing first hand wildcat strikes, organised blockades and boycotts, the authors explore a diverse range of case studies, from South China dockworkers to the transformation of the port of Piraeus in Greece, and from the Southern California logistics sector, to dock and logistical workers in Chile and unions in Turkey.

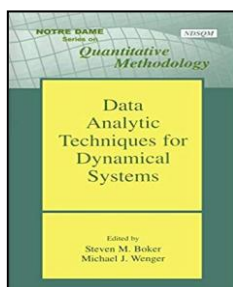
2. **Compositional data analysis in practice. / Greenacre, Michael. 2019. Boca Raton: CRC Press**  
Call No - 519.2 GRE P9 Acc No - 52681



This book is a user-oriented practical guide to the analysis of data with the property of a constant sum, for example percentages adding up to 100%. Compositional data can give misleading results if regular statistical methods are applied, and are best analysed by first transforming them to logarithms of ratios. This book explains how this transformation affects the analysis, results and interpretation of this very special type of data. All aspects of compositional data analysis are considered: visualization, modelling, dimension-reduction, clustering and variable selection, with many examples in the fields of food science, archaeology, sociology and biochemistry, and a final chapter containing a complete case study using fatty acid compositions in ecology. The applicability

of these methods extends to other fields such as linguistics, geochemistry, marketing, economics and finance.

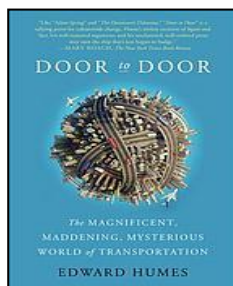
3. **Data analytic techniques for dynamical systems / Edited by Boker, Steven M. 2018. London: Routledge**  
Call No - 159.9.07 DAT P8 Acc No - 52456



This book focuses on the methodological issues and analyses pertinent to understanding psychological data from a dynamical system perspective. Dynamical systems analysis (DSA) is increasingly used to demonstrate time-dependent variable change. It is used more and more to analyze a variety of psychological phenomena such as relationships, development and aging, emotional regulation, and perceptual processes. This book is beneficial to advanced students and researchers in the areas of developmental psychology, family studies, language processes, cognitive neuroscience, social and personality psychology, medicine, and emotion.

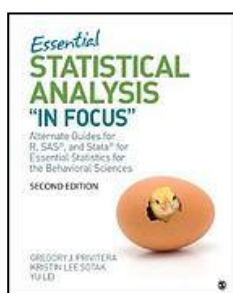


4. **Door to door: the magnificent, maddening, mysterious world of transportation.** / Humes, Edward. 2016. New York: Harper Collins  
Call No - 656 HUM P6  
Acc No - 52693



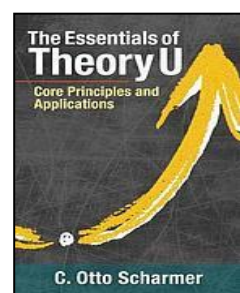
In this book, the author explores the hidden and costly wonders of our buy-it-now, get-it-today world of transportation, revealing the surprising truths, mounting challenges, and logistical magic behind every trip we take and every click we make. He breaks down the complex movements of humans, goods, and machines as never before, from increasingly car-less citizens to the distance UPS goes to deliver a leopard-printed phone case. Tracking one day in the life of his family in Southern California, he uses their commutes, traffic jams, grocery stops, and online shopping excursions as a springboard to explore the paradoxes and challenges inherent in our system. He ultimately makes clear that transportation is one of the few big things we can change—our personal choices do have a profound impact, and that fork in the road is coming up fast. This book is a fascinating detective story, investigating the worldwide cast of supporting characters and technologies that have enabled us to move from here to there—past, present, and future.

5. **Essentials of statistical analysis 'in focus': alternate guides for R, SAS®, and Stata® for essential statistics for the behavioral sciences.** - 2nd ed. /Privitera, Gregory J. 2019. Thousand Oaks: Sage  
Call No - 519.23 PRI P9  
Acc No - 52697



This book serves as step-by-step guides for completing the “In Focus” exercises in author’s core text. A conversational writing style along with “To The Student” introductions allow students to familiarize themselves and become more comfortable with each program prior to making computations. Additionally, General Instruction Guidebook (GIG) sections for R, SAS®, and Stata® provide standardized how-to instructions for using each program, making the book a valuable reference for students beyond their studies.

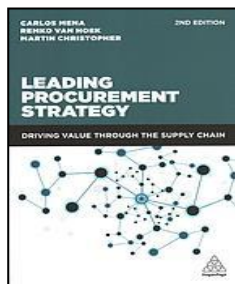
6. **Essentials of theory U: core principles and applications.** / Scharmer, C. Otto. 2018. Oakland: Berrett-Koehler  
Call No - 65.012.3 SCH P8  
Acc No - 52698



This book offers a concise, accessible guide to the key concepts and applications in Otto Scharmer's classic Theory U. Scharmer argues that our capacity to pay attention co-shapes the world. What prevents us from attending to situations more effectively is that we aren't fully aware of that interior condition from which our attention and actions originate. Scharmer calls this lack of awareness our blind spot. He illuminates the blind spot in leadership today and offers hands-on methods to help change makers overcome it through the process, principles, and practices of Theory U. And he outlines a framework for updating the 'operating systems' of our educational institutions, our economies, and our democracies.

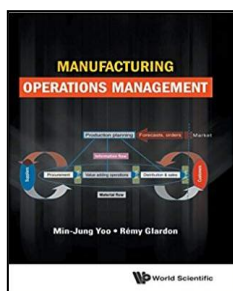
This book enables leaders and organizations in all industries and sectors to shift awareness, connect with the highest future possibilities, and strengthen the capacity to co-shape the future.

7. **Leading procurement strategy: driving value through the supply chain.** - 2nd ed. / Mena, Carlos. 2018. New York: Kogan Page  
Call No - 658.7 MEN P8  
Acc No - 52813



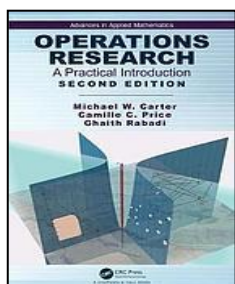
This book is a must-read for all senior procurement executives wishing to further enhance their skill set, master the latest developments in procurement strategy and really come into their own as procurement leaders. The expert author team explains how to effectively manage and mitigate risks in the supply chain, appreciate the key issues affecting the procurement function and develop best practice excellence in teams. Providing the latest thinking in procurement and supply management within the broad perspective of different industries, this second edition covers: global sourcing; supplier relationship management; cost management; information technologies and future developments.

8. **Manufacturing operations management.** / Yoo, Min-Jung. 2018. New Jersey: World Scientific  
Call No - 658.5 YOO P8 Acc No - 52734



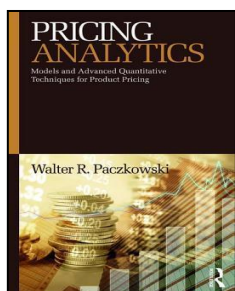
This book introduces the essential theories and tools for production (manufacturing operations) management for students in engineering, junior professionals in supply chain and production managers who are starting their career in a manufacturing firm. With a focus on selected key techniques and a practical application of these skills, the book uses a real-world inspired case studies while providing readers with in-depth exploration. Designed as a coaching handbook for instructors or motivated self-learners, it is an ideal resource for project-based learning. It is suitable for graduates in technology management and engineering, and professionals in the field of manufacturing who want to revise their practical knowledge while enhancing theoretical background.

9. **Operations research: a practical approach.** - 2nd ed. / Carter, Michael W. 2019. Boca Raton: CRC Press  
Call No - 65.012.122 CAR P9 Acc No - 52593



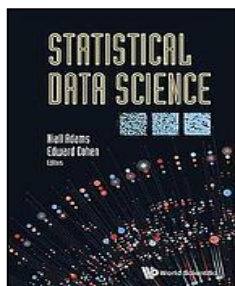
This book is just that: a hands-on approach to the field of operations research (OR) and a useful guide for using OR techniques in scientific decision making, design, analysis and management. The text accomplishes two goals. First, it provides readers with an introduction to standard mathematical models and algorithms. Second, it is a thorough examination of practical issues relevant to the development and use of computational methods for problem solving.

10. **Pricing analytics: models and advanced quantitative techniques for product pricing.** / Paczkowski, Walter. R. 2019. London: Routledge  
Call No - 658.8.03 PAC P9 Acc No - 52757



The theme of this book is simple, The price, the number someone puts on a product to help consumers decide to buy that product – comes from data. This book gives the reader the statistical modeling tools needed to get the number to put on a product. But statistical modeling is not done in a vacuum. Economic and statistical principles and theory conjointly provide the background and framework for the models. Therefore, this book emphasizes two interlocking components of modeling: economic theory and statistical principles.

- 11. Statistical data science / Edited by Adams, Niall. 2018. London: World Scientific**  
**Call No - 65.011.56WAG STA P8** **Acc No - 52771**

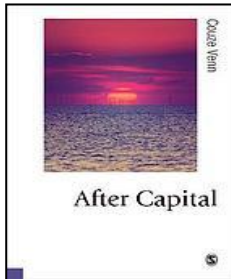


This book explores the relationship of data science with statistics, a well-established and principled data- analytic discipline and provides insights about commonalities in approach, and differences in emphasis. Data Science is an emerging discipline, fuelled by continuing advances in technology for data acquisition, storage and curation It includes articles related to statistics and data science and suggesting state of art reasoning form both areas and developing a synergistic path forward.

## ECONOMICS

1. **After capital. / Venn, Couze. 2018. London: Sage**  
Call No - 330.148 VEN P8

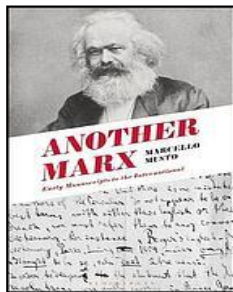
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This book explores the history of capitalism and showing how the economy is linked to environmental damage, climate change, resource depletion, and to massive inequality. It takes the reader from liberalism to neoliberalism, from climate change to the Anthropocene, and shows how this history is inextricably the history of colonialism. It is a rich and detailed narrative of capitalism over the last 200 years, that explains its texture and its neoliberal endgame.

2. **Another Marx: early manuscripts to the International. / Musto, Marcello. 2018. London: Bloomsbury**  
Call No - 335.5 MUS P8

Acc No - 52447



role that Marx played in that organization.

This work reconstructs with great textual and historical rigour, but in a form accessible to those encountering Marx for the first time, a number of little noted, or often misunderstood, stages in his intellectual biography. The book is divided into three parts. The first – 'Intellectual Influences and Early Writings' – investigates the formation of the young Marx and the composition of his Parisian manuscripts of 1844. The second – 'The Critique of Political Economy' – focuses on the genesis of Marx's magnum opus, beginning with his studies of political economy in the early 1850s and following his labours through to all the preparatory manuscripts for Capital. The third – 'Political Militancy' – presents an insightful history of the International Working Men's Association and of the

3. **Beeronomics: how beer explains the world. / Swinnen, Johan. 2017. Oxford: Oxford University Press**  
Call No - 663.4(09) SWI P7

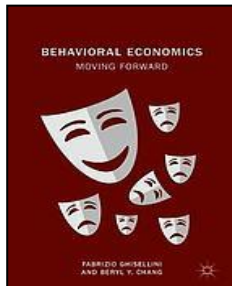
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Belgium and around the world. It surveys these trends, giving context to why you see which brands and styles on shelves at your local supermarket or on tap at the nearby pub.

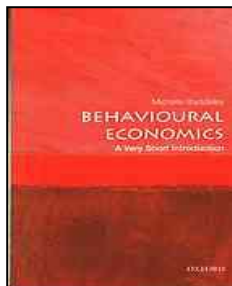
This book examines key developments that have moved the brewing industry forward. Its most ubiquitous ingredient, hops, was used by the Hanseatic League to establish the export dominance of Hamburg and Bremen in the sixteenth century. During the late nineteenth century, bottom-fermentation led to the spread of industrial lager beer. Industrial innovations in bottling, refrigeration, and TV advertising paved the way for the consolidation and market dominance of major macro breweries like Anheuser Busch in America and Artois Brewery in Belgium during the twentieth century. We're now in the era of global integration — one multinational AB InBev, claims 46% of all beer profits — but there's a counterrevolution afoot of small, independent craft breweries in America,

4. **Behavioral economics: moving forward.** / Ghisellini, Fabrizio. 2018. Cham: Palgrave  
Call No - 330 GHI P8  
Acc No - 52651



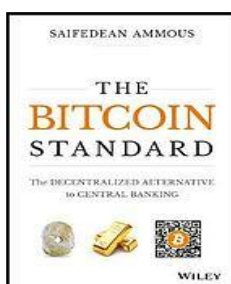
This book sets the agenda to turn behavioral economics, which has long been considered a subordinate discipline, into mainstream economics. The authors expose the conceptual and empirical inadequacy of conventional economics using illustrations of real world decision-making in a dynamic environment, including evidence from the global financial crisis. With a rigorous yet accessible style, they give a comprehensive overview of behavioral economics and of the current state of play in the field across different schools of thought. Seven major conceptual problems still affecting the development of behavioral economics are identified and the authors propose research avenues to address these issues and allow the discipline to receive its long-awaited recognition. Crucial reading for researchers and students looking for insights into the many unsolved problems of economics.

5. **Behavioural economics: a very short introduction.** / Baddeley, Michelle. 2017. Oxford: Oxford University Press  
Call No - 330 BAD P7  
Acc No - 52664



This book explores the reasons why we make irrational decisions; how we decide quickly; why we make mistakes in risky situations; our tendency to procrastination; and how we are affected by social influences, personality, mood and emotions. The implications of understanding the rationale for our own financial behaviour are huge. Behavioural economics could help policy-makers to understand the people behind their policies, enabling them to design more effective policies, while at the same time we could find ourselves assaulted by increasingly savvy marketing. The author concludes by looking forward, to see what the future of behavioural economics holds for us.

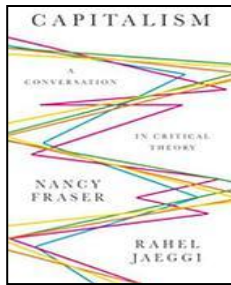
6. **Bitcoin standard: the decentralized alternative to central banking.** / Ammous, Saifedean. 2018. New Jersey: Wiley  
Call No - 332.48 AMM P8  
Acc No - 52667



This book analyzes the historical context to the rise of Bitcoin, the economic properties that have allowed it to grow quickly, and its likely economic, political, and social implications. While Bitcoin is a new invention of the digital age, the problem it purports to solve is as old as human society itself: transferring value across time and space. The author takes the reader on an engaging journey through the history of technologies performing the functions of money, from primitive systems of trading limestones and seashells, to metals, coins, the gold standard, and modern government debt. Exploring what gave these technologies their monetary role, and how most lost it, provides the reader with a good idea of what makes for sound money, and sets the stage for an economic discussion of its consequences for individual and societal future-orientation, capital accumulation, trade, peace, culture, and art.

7. **Capitalism: a conversation in critical theory.** / Fraser, Nancy. 2018. Cambridge: Polity  
Call No - 330.148 FRA P8  
Acc No - 52675



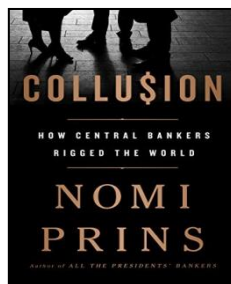


In this book, the authors take a fresh look at the big questions surrounding the peculiar social form known as 'capitalism,' upending many of our commonly held assumptions about what capitalism is and how to subject it to critique. They show how, throughout its history, various regimes of capitalism have relied on a series of institutional separations between economy and polity, production and social reproduction, and human and non-human nature, periodically readjusting the boundaries between these domains in response to crises and upheavals. They consider how these 'boundary struggles' offer a key to understanding capitalism's contradictions and the multiple forms of conflict to which it gives rise.

**8. Collusion: how central bankers rigged the world. / Prins, Nomi. 2018. New York: Nation Books**

**Call No - 332.1 PRI P8**

**Acc No - 52520**



In this book, the author reveals how five regions and their central banks reshaped economics and geopolitics. She discloses how Mexico navigated its relationship with the US while striving for independence and how Brazil led the BRICS countries to challenge the US dollar's hegemony. She explains how China's retaliation against the Fed's supremacy is aiding its ongoing ascent as a global superpower and how Japan is negotiating the power shift from the West to the East. And she illustrates how the European response to the financial crisis fueled instability that manifests itself in everything from rising populism to the shocking Brexit vote.

**9. Comparative political economy: contours of a subfield. / Menz, Georg. 2017. Oxford: Oxford University Press**

**Call No - 330.148 MEN P7**

**Acc No - 52680**



This book covers the subfield of comparative political economy provides a detailed overview over its intellectual roots, clarifies its contents, and introduces the readers to key debates while identifying new and exciting avenues for future research. Ideas, interests, and institutions have traditionally been the main focus points of this field, but the volume argues that culture provides an additional and often neglected area, providing the 'glue' that keeps national models of capitalism hanging together. It also explores the individual components of national models of capitalism and argues that these elements deserve closer scrutiny. Their permutations have been considerable over the past thirty years, and their study permits valuable insights both empirically and theoretically.

**10. Conflicted superpower: America's collaboration with China and India in global innovation. / Kennedy, Andrew B. 2018. New York: Columbia University Press**

**Call No - 327 KEN P8**

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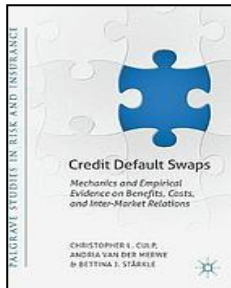


In this new world, U.S. technological leadership increasingly involves collaboration with other countries. China and India have emerged as particularly prominent partners, most notably as suppliers of intellectual talent to the United States. In this book, the author explores how the world's most powerful country approaches its growing collaboration with these two rising powers. The author explains why, through in-depth case studies of U.S. policies toward skilled immigration, foreign students, and offshoring. These make clear that U.S. policy is more erratic than strategic, the outcome of domestic battles between competing interests. Pressing for openness is the "high-tech community"—the technology



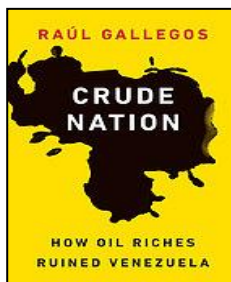
firms and research universities that embody U.S. technological leadership. Yet these pro-globalization forces can face resistance from a range of other interests, including labor and anti-immigration groups, and the nature of this resistance powerfully shapes just how open national policy is. He concludes by asking whether U.S. policies are accelerating or slowing American decline, and considering the prospects for U.S. policy making in years to come.

- 11. Credit default swaps: mechanics and empirical evidence on benefits, costs, and inter-market relations. / Culp, Christopher L. 2018. Cham: Palgrave**  
**Call No - 332.7 CUL P8** **Acc No - 52525**



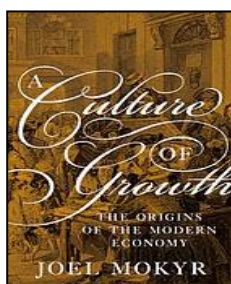
This book reviews the academic empirical literature on how CDSs actually work in practice, including during distressed times of market crises. It also discusses the mechanics of single-name and index CDSs, the theoretical costs and benefits of CDSs, as well as comprehensively summarizes the empirical evidence on important aspects of these instruments of risk transfer. Full-time academics, researchers at financial institutions, and students will benefit from the dispassionate and comprehensive summary of the academic literature.

- 12. Crude nation: how oil riches ruined Venezuela. / Gallegos, Raul . 2016. Lincoln: Potomac Books**  
**Call No - 665.5(87) GAL P6** **Acc No - 52684**




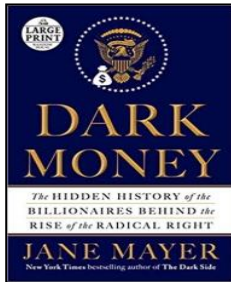
This book reveals the ways in which this mismanagement has led to Venezuela's economic ruin and turned the country into a cautionary tale for the world. The author provides both vivid and analytical of the country's economic decline, the government's foolhardy economic policies, and the wrecked lives of Venezuelans. Beneath Venezuelan soil lies an ocean of crude—the world's largest reserves—an oil patch that shaped the nature of the global energy business. Unfortunately, a dysfunctional anti-American, leftist government controls this vast resource and has used its wealth to foster voter support, ultimately wreaking economic havoc. Author's analysis shows how mismanagement has ruined Venezuela again and again over the past century and lays out how Venezuelans can begin to fix their country, a nation that can play an important role in the global energy industry.

- 13. Culture of growth: the origins of the modern economy. / Mokyr, Joel . 2016. Princeton: Princeton University Press**  
**Call No - 330.19 MOK P6** **Acc No – 52685**




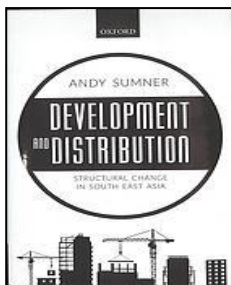
During the late eighteenth century, innovations in Europe triggered the Industrial Revolution and the sustained economic progress that spread across the globe. In this book, the author argues that a culture of growth specific to early modern Europe and the European Enlightenment laid the foundations for the scientific advances and pioneering inventions that would instigate explosive technological and economic development. Bringing together economics, the history of science and technology, and models of cultural evolution, author demonstrates that culture—the beliefs, values, and preferences in society that are capable of changing behavior—was a deciding factor in societal transformations.

- 14. Dark money: the hidden history of the billionaires behind the rise of the radical right. / Mayer, Jane . 2016. New York: Doubleday**  
**Call No - 320.51 MAY P6** **Acc No - 52687**



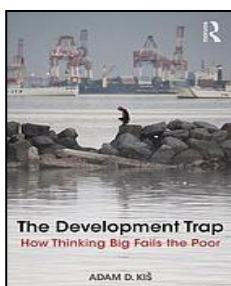
This book is an electrifying work of investigative journalism that uncovers the agenda of this powerful group. The author discusses the results of the most recent election and Donald Trump's victory, and how, despite much discussion to the contrary, this was a huge victory for the billionaires who have been pouring money in the American political system. Why is America living in an age of profound and widening economic inequality? Why have even modest attempts to address climate change been defeated again and again? Why do hedge-fund billionaires pay a far lower tax rate than middle-class workers? In a riveting and indelible feat of reporting, Jane Mayer illuminates the history of an elite cadre of plutocrats—headed by the Kochs, the Scaifes, the Olins, and the Bradleys—who have bankrolled a systematic plan to fundamentally alter the American political system. The author traces a byzantine trail of billions of dollars spent by the network, revealing a staggering conglomeration of think tanks, academic institutions, media groups, courthouses, and government allies that have fallen under their sphere of influence.

- 15. Development and distribution: structural change in South East Asia. / Sumner, Andy.**  
**2018. Oxford: Oxford University Press**  
**Call No - 339.2 SUM P8** **Acc No - 52530**



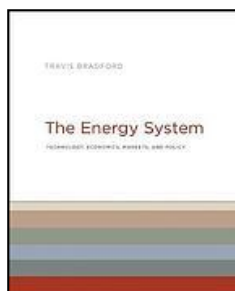
This book focuses on development in South East Asia and, more specifically, on Malaysia, Indonesia, and Thailand. These three nations have all undergone a major transformation - in a way never anticipated - from being poor, agrarian countries to middle-income countries with developed industrial and manufacturing bases. How did Malaysia, Indonesia, and Thailand achieve such a transformation, and how did they achieve the transformation with a form of economic growth that was driven by structural transformation, but that was 'inclusive'?

16. Development trap: how thinking big fails the poor. / Kis, Adam D. 2018. London: Routledge  
Call No - 339.12 KIS P8  
Acc No - 52531



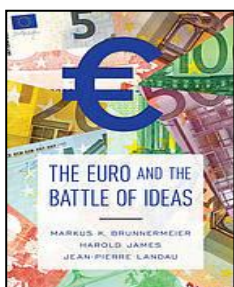
In this book, the author argues for a middle ground. Poverty is an entrenched, intractable problem that will never be entirely eradicated. However, if we reorientate our objectives in line with realistic goals that improve the way that poverty is confronted on a smaller scale, we can still continue the fight for meaningful change. It argues that we need to make progress against poverty on the micro, rather than the macro scale. Instead of shooting for a single overarching end of poverty, our goals must be modest and reachable. Poverty still won't go away, on a macro scale, but it can go away for specific individuals - in fact, it already happens all the time.

17. **Energy system: technology, economics, markets, and policy.** / Bradford, Travis. 2018.  
Cambridge: MIT Press  
Call No - 620.9 BRA P8  
Acc No - 52535



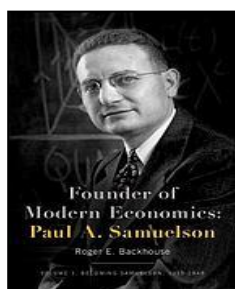
This textbook is the first to take a dynamic systems perspective on understanding energy systems, tracking energy from primary resource to final energy services through a long and capital-intensive supply chain bounded by both macroeconomic and natural resource systems. The book begins with a framework for understanding how energy is transformed as it moves through the system with the aid of various types of capital, its movement influenced by a combination of the technical, market, and policy conditions at the time. It then examines the three primary energy subsystems of electricity, transportation, and thermal energy, explaining such relevant topics as systems thinking, cost estimation, capital formation, market design, and policy tools. Finally, the book reintegrates these subsystems and looks at their relation to the economic system and the ecosystem that they inhabit.

- 18. Euro and the battle of ideas. / Brunnermeier, Markus K. 2016. Princeton: Princeton University Press**  
Call No - 332.5 BRU P6 Acc No - 52536



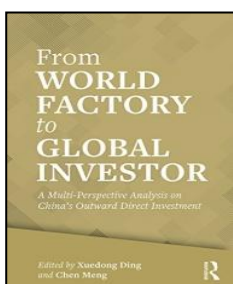
In this book, the authors argue that the core problem with the Euro lies in the philosophical differences between the founding countries of the Eurozone, particularly Germany and France. But the authors also show how these seemingly incompatible differences can be reconciled to ensure Europe's survival. Weaving together economic analysis and historical reflection, this book provides a forensic investigation and a road map for Europe's future.

- 19. Founder of modern economics: Paul A. Samuelson. / Backhouse, Roger E. 2017. New York: Oxford University Press**  
Call No - 92(SAM) BLA P7 Acc No - 52706



Paul Samuelson was at the heart of a revolution in economics. He was 'the foremost academic economist of the 20th century,' according to the New York Times, and the first American to win the Nobel Prize in Economics. His work transformed the field of economics and helped give it the theoretical and mathematic rigor that increased its influence in business and policy making. In this book, the author explores the central importance of Samuelson's personality and social networks to understanding his intellectual development. This is the first of two volumes covering Samuelson's extended and productive life and career. This volume surveys Samuelson's early years growing up in the Midwest to his experiences at the University of Chicago and Harvard University, where leading scholars in economics and other disciplines stimulated and rewarded his curiosity. His thinking was influenced by the natural sciences and he understood that a critical, scientific approach increased insights into important social and economic questions. He realized that these questions could not be answered through rhetorical debate but required rigor. His 'eureka' moment came, he said, when 'a good fairy whispered to me that math was a skeleton key to solve age old problems in economics.'

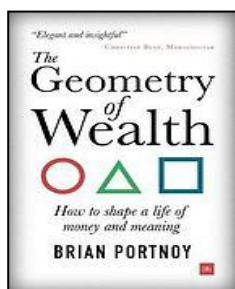
- 20. From world factory to global investor: a multi-perspective analysis of China's outward direct investment. 2018. London: Routledge**  
Call No - 332.67(510) FRO P8 Acc No - 52547



This book looks at China's ODI activities from multi-perspectives. With the rebalancing of China's own structural growth and China's shift towards a net capital exporter, her initiatives such as 'One Belt One Road (OBOR)' have brought profound implications to the traditional super-sovereign or multilateral financial and investment cooperation mechanism. As her investment destinations and investment methods become more diversified and sophisticated, this book offers unique and refreshing insight into China's ODI activities. It covers the whole range of history and policy development of China's ODI and analyses China's ODI trends and characteristics in the recent years. It reviews China's major policy changes after the Third Plenary Session of the 18th Central Committee of the Communist Party and how they may impact China's ODI strategy and activities. The book addresses potential challenges and risks of rising ODI activities from practitioners' perspective, and discusses how recipient countries may react and respond to the surge of Chinese capital. The book also offers policy implications and future research agenda in relation to the Chinese investments.

- 21. Geometry of wealth: how to shape a life of money and meaning. / Portnoy, Brian. 2018. Hampshire: Harriman House  
Call No - 332.67 POR P8**

**Acc No - 52710**

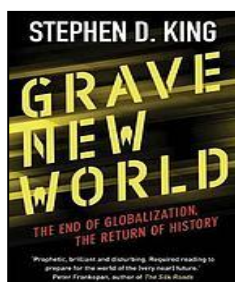


In this book, the author delivers an inspired answer, building on the critical distinction between being rich and being wealthy. While one is an unsatisfying treadmill, the other is the ability to underwrite a meaningful life, however one chooses to define that. Truly viewed, wealth is funded contentment. He takes readers on a journey toward wealth, informed by disciplines ranging from ancient history to modern neuroscience. He contends that tackling the big questions about a joyful life and tending to financial decisions are complementary, not separate,

tasks.

- 22. Grave new world: the end of globalization, the return of history. / King, Stephen D. 2017. New Haven: Yale University Press  
Call No - 658.114.9 KIN P7**

**Acc No - 52713**

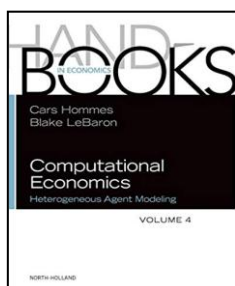


In this book, the author provides a provocative and engaging account of why globalization is being rejected, what a world ruled by rival states with conflicting aims might look like, and how the pursuit of nationalist agendas could result in a race to the bottom. He argues that a rejection of globalization and a return to "autarky" will risk economic and political conflict, and he uses lessons from history to gauge how best to avoid the worst possible outcomes.

- 23. Handbook of computational economics: heterogeneous agent modeling / Edited by Hommes, Cars. 2018. Oxford: North Holland  
Call No - 330.115 HAN P8**

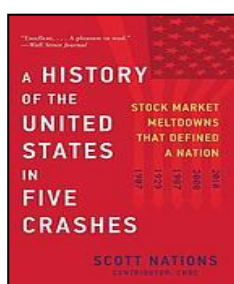
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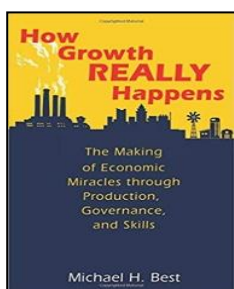
This Volume focuses on heterogeneous agent models, emphasizing recent advances in macroeconomics (including DSGE), finance, empirical validation and experiments, networks and related applications. Capturing the advances made since the publication of Volume Two (Tsefatian & Judd, 2006), it provides high-level literature with sections devoted to Macroeconomics, Finance, Empirical Validation and Experiments, Networks, and other applications, including Innovation Diffusion in Heterogeneous Populations, Market Design and Electricity Markets, and a final section on Perspectives on Heterogeneity.

- 24. History of the United States in five crashes: stock market meltdowns that defined a nation.**  
/ Nations, Scott. 2017. New York: William Marrow  
Call No - 332.63(09) NAT P7 Acc No - 52717



This book illustrates the connections between these major financial collapses and examines the solid, clear-cut lessons they offer for preventing the next one. The stories behind the great crashes are filled with drama, human foibles, and heroic rescues. Taken together they tell the larger story of a nation reaching enormous heights of financial power while experiencing precipitous dips that alter and reset a market where millions of Americans invest their savings, and on which they depend for their futures. The author vividly shows how each of these major crashes played a role in America's political and cultural fabric, each providing painful lessons that have strengthened us and helped us to build the nation we know today.

- 25. How growth really happens: the making of economic miracles through production, governance, and skills.** / Best, Michael H. 2018. Princeton: Princeton University Press  
Call No - 330.19 BES P8 Acc No - 52720



In this book, the author argues that to understand how successful growth happens we need an economic framework that focuses on production, governance, and skills. This production-centric framework is the culmination of three simultaneous journeys. The first has been author's visits to hundreds of factories worldwide, starting early as the son of a labor organizer and continuing through his work as an academic and industrial consultant. The second is a survey of two hundred years of economic thought from Babbage to Krugman, with stops along the way for Marx, Marshall, Young, Penrose, Richardson, Schumpeter, Kuznets, Abramovitz, Keynes, and Jacobs. The third is a tour of historical episodes of successful and failed transformations, focusing sharply on three core elements—the production system, business organization, and skill formation—and their interconnections.

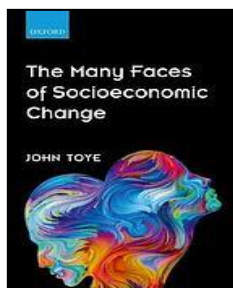
- 26. Information spillovers and market integration in international finance: empirical analyses.**  
/ Kim, Suk-Joong. 2018. Singapore: World Scientific  
Call No - 332.15 KIM P8 Acc No - 52726



This book brings together carefully selected scholarly works covering four inter-related topic areas in international finance. The first section deals with the efficacy and determinants of central bank currency interventions by the Bank of Japan and the Reserve Bank of Australia, the two of the most active central banks in the currency markets in the 1990s and the 2000s. This is followed by chapters that investigate the nature of information processing following domestic and foreign macroeconomic announcements. The third section provides the investigations into the evolving nature of financial market integration and information leadership of major financial centers. The final section presents the

studies on the role sovereign credit ratings play in attracting international capital investments.

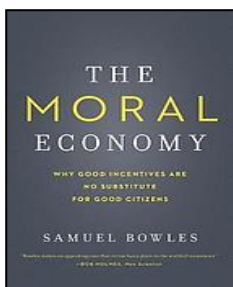
- 27. Many faces of socioeconomic change. / Toye, John. 2017. Oxford: Oxford University Press**  
**Call No - 330.19 TOY P7** **Acc No - 52735**



This book explores how economic socio-cultural and political aspects of human progress have been studied since the time of Adam Smith. Surveying narratives of how development occurs, from early evolutionary models to recent types of development theory, it outlines the main long-term changes in how socioeconomic development has been envisaged through time. It presents the argument that socioeconomic development emerged with the creation of grand evolutionary sequences of social progress that were the products of Enlightenment and mid-Victorian thinkers. By the middle of the twentieth century, when interest in accelerating development gave the topic a new impetus its scope narrowed to a set of economically based strategies. After 1960, however, faith in such strategies

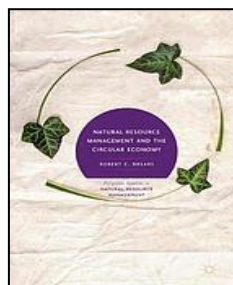
began to wane, in the face of indifferent results and a general faltering of confidence in economists' boasts of scientific expertise. In the twenty first century, development research is being pursued using research methods that generate disconnected results. As a result, it seems unlikely that any grand narrative will be created in the future and that Neo-liberalism will be the last of this particular kind of socioeconomic theory.

- 28. Moral economy: why good incentives are no substitute for good citizens. / Bowles, Samuel. 2016. New Haven: Yale University Press**  
**Call No - 330 BOW P6** **Acc No - 52741**



This book shows the limits and adverse effects of assuming the existence of economic man (Homo Economicus). As author shows through a wealth of case studies, when incentive structures assume that people are purely self-interested, they will 'crowd out' ethical and other-regarding motivations, leading to a self-fulfilling prophecy. The author shows that crowding out occurs when the message conveyed by fines and rewards is that self-interest is expected, that the employer thinks the workforce is lazy, or that the citizen cannot otherwise be trusted to contribute to the public good. Using historical and recent case studies as well as behavioral experiments, He shows how well-designed incentives can crowd in the civic motives on which good governance depends.

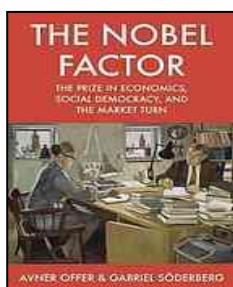
- 29. Natural resource management and the circular economy. / Brears, Robert C. 2018. Cham: Palgrave**  
**Call No - 339.5 BRE P8** **Acc No - 52589**



This book provides insight into how governments are using a variety of innovative fiscal and non-fiscal instruments to develop circular economies with significant economic and environmental benefits. It emphasises the urgent need for these circular economies and to move away from our current, linear model that has led to environmental degradation, volatility of resource prices and supply risks from uneven distribution of natural resources.

- 30. Nobel factor: the prize in economics, social democracy, and the market turn. / Offer, Avner. 2016. Princeton: Princeton University Press**  
**Call No - 330(09) OFF P6** **Acc No - 52745**

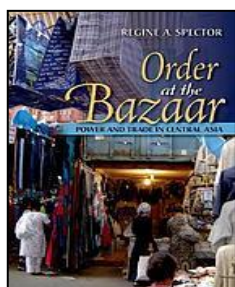




This book describes the origins and power of the most important prize in economics, explores this and related questions by examining the history of the prize, the history of economics since the prize began, and the simultaneous struggle between market liberals and social democrats in Sweden, Europe, and the United States. It tells how the prize, created by the Swedish central bank, emerged from a conflict between central bank orthodoxy and social democracy. The aim was to use the halo of the Nobel brand to enhance central bank authority and the prestige of market-friendly economics, in order to influence the future of Sweden and the rest of the developed world. And this strategy has worked, with sometimes disastrous results for societies striving to cope with the requirements of economic

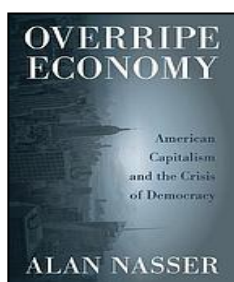
theory and deregulated markets.

- 31. Order at the bazaar: power and trade in Central Asia. / Spector, Regine A. 2017. Ithaca: Cornell University Press**  
Call No - 381.1(5) SPE P7 **Acc No - 52594**



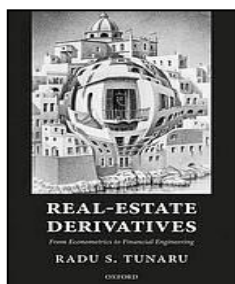
This book delves into the role of bazaars in the political economy and development of Central Asia. Bazaars are the economic bedrock for many throughout the region—they are the entrepreneurial hubs of Central Asia. However, they are often regarded as mafia-governed environments that are largely populated by the dispossessed. By immersing herself in the bazaars of Kyrgyzstan, the author learned that some are rather best characterized as islands of order in a chaotic national context.

- 32. Overripe economy: American capitalism and the crisis of democracy. / Nasser, Alan. 2018. London: Pluto Press**  
Call No - 330.148(73) NAS P8 **Acc No - 52595**



This book presents a historical view to explain how we got here and why. Taking readers through the history of American capitalism—from the ruthless competition of the nineteenth century to the maturation of industrial capitalism in the early part of the twentieth and on into today's finance-ridden decline, the author lays out here in damning detail why the persistent austerity of financialized capitalism is the inevitable outcome of the evolution of the American economy. Capitalism, he argues, ultimately presents us with two alternatives: persistent austerity, declining democracy, and a privatized state, or a polity and economy characterized by genuine economic democracy.

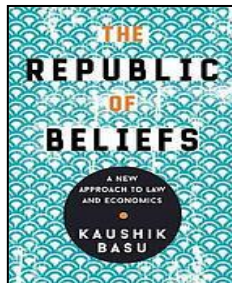
- 33. Real-estate derivatives: from econometrics to financial engineering. / Tunaru, Radu S. 2017. Oxford: Oxford University Press**  
Call No - 333 TUN P7 **Acc No - 52763**



This book brings together the latest concepts and models in real-estate derivatives, the new frontier in financial markets. The importance of real-estate derivatives in managing property price risk that has destabilized economies frequently over the last hundred years has been brought into the limelight by Robert Shiller. In spite of his masterful campaign for the introduction of real-estate derivatives, these financial instruments are still in a state of infancy. This book aims to provide a state-of-the-art overview of real-estate derivatives, covering the description of these financial products, their applications, and the most important models

proposed in the literature. The book examines econometric aspects of real-estate index prices time series and financial engineering non-arbitrage principles governing the pricing of derivatives. The emphasis is on understanding the financial instruments through their mechanics and comparative description.

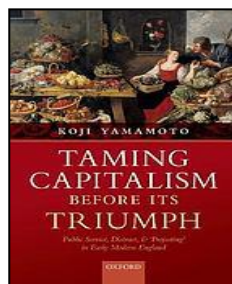
- 34. Republic of beliefs: a new approach to law and economics. / Basu, Kaushik. 2018. Princeton: Princeton University Press**  
Call No - 33:34 BAS P8 Acc No - 52764



In this book, the author argues that the traditional economic analysis of the law has significant flaws and has failed to answer certain critical questions satisfactorily. Why are good laws drafted but never implemented? When laws are unenforced, is it a failure of the law or the enforcers? And, most important, considering that laws are simply words on paper, why are they effective? The author offers a provocative alternative to how the relationship between economics and real-world law enforcement should be understood. He summarizes standard, neoclassical law and economics before looking at the weaknesses underlying the discipline. Bringing modern game theory to bear, he develops a 'focal point' approach, modeling not just the self-interested actions of the citizens who must

follow laws but also the functionaries of the state—the politicians, judges, and bureaucrats—enforcing them. He demonstrates the connections between social norms and the law and shows how well-conceived ideas can change and benefit human behavior.

- 35. Taming capitalism before it triumph: public service, distrust, and 'projecting' in early modern England. / Yamamoto, Koji. 2018. Oxford: Oxford University Press**  
Call No - 330.19(410) YAM P8 Acc No - 52633



This study examines the darker side of England's culture of economic improvement between 1640 and 1720. It is often suggested that England in this period grew strikingly confident of its prospect for unlimited growth. Indeed, merchants, inventors, and others promised to achieve immense profit and abundance. Such flowery promises were then, as now, prone to perversion, however. This volume is concerned with the taming of incipient capitalism - how a society in the past responded when promises of wealth creation went badly

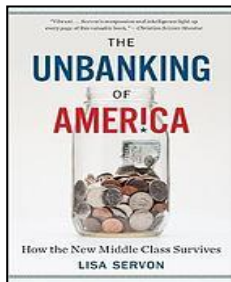
wrong.

- 36. Three regularities in development: growth, jobs and macro policy in developing countries. / Mahmood, Moazam. 2018.- Cham: Palgrave**  
Call No - 330.19(1-77) MAH P8 Acc No - 52654



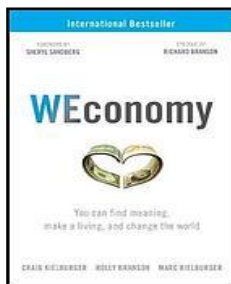
The aim of this book is to bring back a balance to the development debate by re-focusing on the structural development challenges faced by developing countries. The book develops a coherent analytical framework supported by a large body of new empirical evidence linking three core dimensions – the structure of growth, employment, and their macro drivers. Then, for each of these dimensions and relationships a variety of effective policies are also identified and elucidated with the added granularity of country cases.

- 37. Unbanking of America: how the new middle class survives. / Servon, Lisa. 2018. Boston: Mariner Books  
Call No - 332.1(73) SER P8 Acc No - 52781**



In this book, the author delivers a stunning indictment of America's banks, together with eye-opening dispatches from inside a range of banking alternatives that have sprung up to fill the void. She works as a teller at RiteCheck, a check-cashing business in the South Bronx, and as a payday lender in Oakland. She looks closely at the workings of a tanda, an informal lending club. And she delivers engaging, hopeful portraits of the entrepreneurs reacting to the unbanking of America by designing systems to creatively serve many of us.

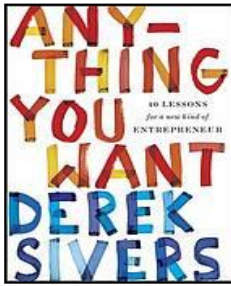
- 38. WEconomy: you can find meaning, make a living, and change the world. / Kielburger, Craig. 2018. New Jersey: Wiley  
Call No - 338.93 KIE P8 Acc No - 52642**



This book is guidebook to the greatest evolution in business since the assembly line. Discover the secret to achieving purpose with profit in your career and company, all while driving positive impact. This is the definitive roadmap for bringing the power of both forces together—achieving purpose with profit in your career, company, and changing the world. Do you crave more meaning in your job? This book will give you the roadmap. Are you seeking to inspire employees? CEOs are discovering that purpose is the secret to increasing productivity and retaining top workers. If you're in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors.

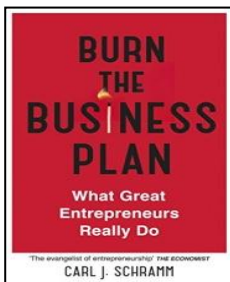
## ENTREPRENEURSHIP & INNOVATION

1. **Anything you want: 40 lessons for a new kind of entrepreneur.** / Sivers, Derek. 2015. London: Penguin  
Call No - 338.93 SIV P1 Acc No - 52502



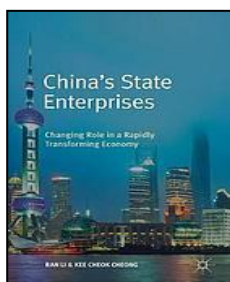
The author chronicles his 'accidental' success and failures into this concise and inspiring book on how to create a multimillion-dollar company by following your passion. The author details his journey and the lessons learned along the way of creating and building a business close to his heart. In 1997, the author was a musician who taught himself to code a Buy Now button onto his band's website. Shortly thereafter he began selling his friends' CDs on his website. As CD Baby grew, the author faced numerous obstacles on his way to success. Within six years he had been publicly criticized by Steve Jobs and had to pay his father \$3.3 million to buy back 90 percent of his company, but he had also built a company of more than 50 employees and had profited \$10 million. This book is must reading for every person who is an entrepreneur, wants to be one, wants to understand one, or cares even a little about what it means to be human.

2. **Burn the business plan: what great entrepreneurs really do.** / Schramm, Carl J. 2018. London: John Murray  
Call No - 338.93 SCH P8 Acc No - 52517



This book tells stories of successful entrepreneurs in a variety of fields. It shows how knowledge, passion, determination, and a willingness to experiment and innovate are vastly more important than financial skill. This is an important, motivating look at true success that dispels the myths and offers invaluable real-world advice on how to achieve your dreams.

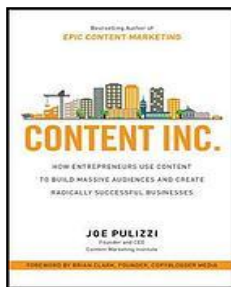
3. **China's state enterprises: what great entrepreneurs really do.** / Li, Ran. 2019. Singapore: Springer Nature  
Call No - 658.115(510) LI P8 Acc No - 52519



This book focuses on the nature and significance of China's state enterprises which have undergone substantial changes since China's economic liberalization in 1978. It argues that much of the criticism is based on mistaken premises, where even the term 'state-owned enterprises' is a misnomer given that the emphasis is much less on ownership than on control. Using numerous case studies, this book highlights the extent to which these enterprises have evolved in response to reforms, and provides an in-depth analysis of their role in China's outward investment strategy in the "Belt and Road" initiative. This role speaks to their growing influence as China expands her global footprint.

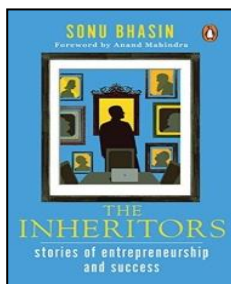
4. **Content Inc.: how entrepreneurs use content to build massive audiences and create radically successful businesses.** / Pulizzi, Joe. 2016. New York: McGraw-hill Education  
Call No - 658.8:65.011.56 PUL P6 Acc No - 52683





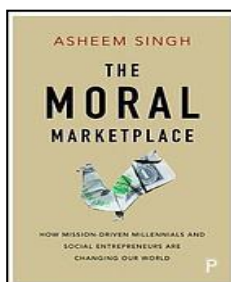
This book reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience. The author flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It's a brilliant reverse-engineering of a model that rarely succeeds.

5. **Inheritors: stories of entrepreneurship and success.** / Bhasin, Sonu. 2017. Gurgaon: Penguin Random House  
Call No - 338.93 BHA P7 Acc No - 52556



This book offers a fascinating behind-the-scenes look at what goes on in Marico, Dabur, Keventers, Berger Paints, Select Group, Antara, Cyril Amarchand Mangaldas, Luxor and Motilal Oswal. The book focuses on culture, family politics, ego battles, business rivalries and a lot more. And then, of course, there are the inheritors themselves-some take the businesses to even greater heights while others lead them to doom.

6. **Moral marketplace: how mission-driven millennials and social entrepreneurs are changing our world.** / Singh, Asheem. 2018. Bristol: Policy Press  
Call No - 338.93 SIN P8 Acc No - 52742



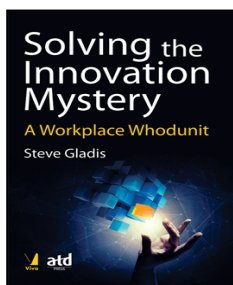
In this book, author shows how the social entrepreneurship movement developed from a number of extremely modest initial ventures into a global humanitarian and financial juggernaut that is rethinking philanthropy, government, and even capitalism itself. An inspiring guide to a dynamic area of activism, The Moral Marketplace not only describes the current landscape of social entrepreneurship, but also reminds us that we all can play a crucial role in taking on the biggest challenges of our time.

7. **Power talk: insights from Asia's leading entrepreneurs.** / Lam, Karen. 2018. New Jersey: World Scientific  
Call No - 65.012.4(5) LAM P8 Acc No - 52756



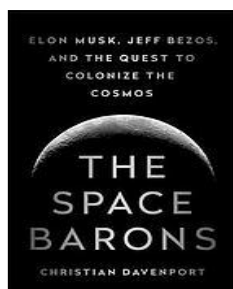
This book is a must-read for any Asian entrepreneur on the cusp of that next league. After six seasons of Channel NewsAsia's Power List Asia, with 73 high-powered guests, over 26,000 manhours of pre- and post-production and 130,000 airmiles, comes Power Talk. Distilling the very best and most memorable conversations with various head honchos, Karen Lam sits down (not on television this time) to compile the best business ideas, personal philosophies, attitudes and intriguing stories into common themes of leadership and entrepreneurship in Asia. Featuring more than 20 Powerlisters and a range of topics such as crisis management, brand building, expanding westward and succession planning.

8. **Solving the innovation mystery: a workplace whodunit.** / Gladis, Steve. 2019. New Delhi: Viva Books  
Call No - 6.001.5 GLA P9 Acc No - 52826



There isn't a CEO on the planet who hasn't considered the importance of innovation. In the face of global competition and the explosion of technology, innovation is today's business imperative. In this book, the author deftly solves the innovation equation. He gets at the slower moving truth of how innovation actually happens and shows just why we must resist the hero tale and the mirage that is the eureka moment. It delivers an entertaining tour de force part theory, part story as Gladis tracks private investigator Roland Epps and executive coach Dana Glass to illustrate his innovation thesis that a safe, trusting culture is essential for creativity to thrive and for innovation to take root.

9. **Space barons: Elon Musk, Jeff Bezos, and the quest to colonize the cosmos.** / Davenport, Christian. 2018. New York: Public Affairs  
Call No - 629.19 DAV P8 Acc No - 52623



This book is the story of a group of billionaire entrepreneurs who are pouring their fortunes into the epic resurrection of the American space program. Nearly a half-century after Neil Armstrong walked on the moon, these Space Barons-most notably Elon Musk and Jeff Bezos, along with Richard Branson and Paul Allen-are using Silicon Valley-style innovation to dramatically lower the cost of space travel, and send humans even further than NASA has gone. These entrepreneurs have founded some of the biggest brands in the world-Amazon, Microsoft, Virgin, Tesla, PayPal-and upended industry after industry. This is also a story of rivalry-hard-charging startups warring with established contractors, and the personal clashes of the leaders of this new space movement, particularly Musk and Bezos, as they aim for the moon and Mars and beyond.

10. **Technological innovation: an introduction.** / Schramm, Laurier L. 2018. Berlin: De Gruyter  
Call No - 6.001.5 SCH P8 Acc No - 52777

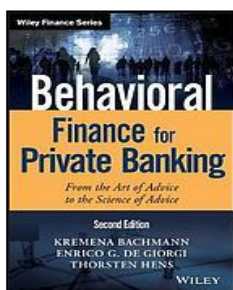


This book provides an introduction to technological innovation and how it can be successfully pursued and managed. The key elements involved in developing successful technological innovations are discussed, with attention to different models and processes that may be considered, and potential contributions from different organizations in the innovation ecosystem. These elements are also placed into the context of organizational leadership and strategy. Overall, the book bridges the gaps among academia, government, not-for-profit, and business/industry to show how the skills and abilities of each sector can be harnessed to improve the probabilities of success in developing technological innovations.



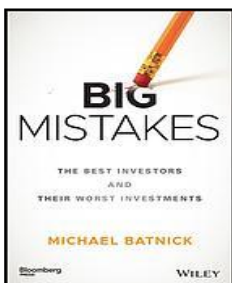
## FINANCE & ACCOUNTING

1. **Behavioral finance for private banking: from the art of advice to the science of advice. - 2nd ed. / Bachmann, Kremena. 2018. New Jersey: Wiley**  
Call No - 332.14 BAC P8 Acc No - 52663



This book provides a complete framework for wealth management tailored to the unique needs of each client. It helps you gain a greater understanding of your client's wants, needs, and perspectives to streamline the decision making process. Beginning with the theoretical foundations of investment decision making and behavioral biases, the discussion delves into cultural differences in global business and asset allocation over the life cycle of the investment to help you construct a wealth management strategy catered to each individual's needs. This new second edition has been updated to include coverage of fintech and neurofinance, an extension of behavioral finance that is beginning to gain traction in the private banking space.

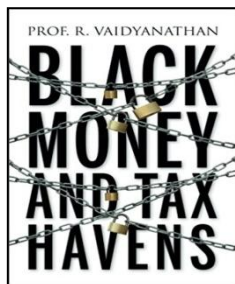
2. **Big mistakes: the best investors and their worst investments. / Batnick, Michael. 2018. New Jersey: Wiley**  
Call No - 332.67 BAT P8 Acc No - 52666



can only come from experience.

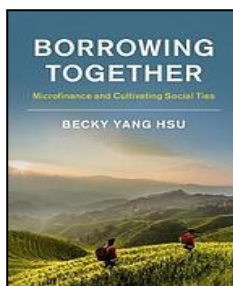
This book explores the ways in which the biggest names have failed, and reveals the lessons learned that shaped more successful strategies going forward. Investing can be a rollercoaster of highs and lows, and the investors detailed here show just how low it can go; stories from Warren Buffet, Bill Ackman, Chris Sacca, Jack Bogle, Mark Twain, John Maynard Keynes, and many more illustrate the simple but overlooked concept that investing is really hard, whether you're managing a few thousand dollars or a few billion, failures and losses are part of the game. Much more than just anecdotal diversion, these stories set the basis for the book's critical focus: learning from mistakes. These investors all recovered from their missteps, and moved forward armed with a wealth of knowledge than

3. **Black money and tax havens. / Vaidyanathan, R. 2017. Chennai: Westland**  
Call No - 381.829 VAI P7 Acc No - 52510



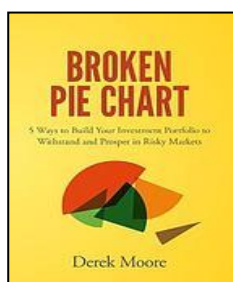
This book is the first work that discusses both of these issues in depth and offers a 360-degree view to the reader. In this work, the author provides the reader with a brief overview of black money-its generation, its estimates and how and why it is spirited away to tax havens. He also lays bare the danger that is posed to world financial well-being on account of the lack of political will to tackle them. A unique and timely work that packs in much information in an accessible manner.

4. **Borrowing together: microfinance and cultivating social ties. / Hsu, Becky Yang. 2017. Cambridge: Cambridge University Press**  
Call No - 332.73 HSU P7 Acc No - 52669



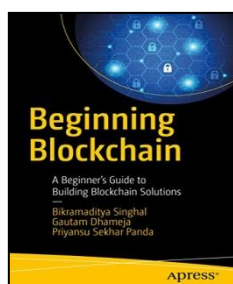
In this book, the author examines the social aspects of the most intriguing element of group-lending microfinance: social collateral. She investigates the details of the social relationships among fellow borrowers and between borrowers and lenders, finding that these relationships are the key that explains the outcomes in rural China. People access money through their social networks, but they also do the opposite: cultivate their social relationships by moving money. She not only looks closely at what transpired in the course of a microfinance intervention, but also reverses the gaze to examine the expectations that brought the program to the site in the first place.

5. **Broken pie chart: 5 ways to build your investment portfolio to withstand and prosper in risky markets.** / Moore, Derek. 2018. Bingley: Emerald  
Call No - 332.67 MOO P8 Acc No - 52515



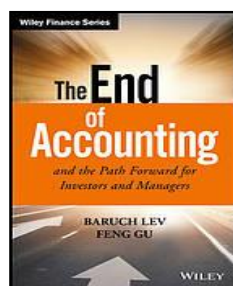
In this book, the author demonstrates the failures of classical diversification and asset allocation, pointing out that the backward-looking methods used by traditional financial professionals will not work moving forward. He explains why traditional risk-spreading leads to losses during sell-off periods, and contains risks that many investors do not recognize until it is too late. He also reflects on the changes in the financial market since the global financial crisis, and how these changes may affect your asset allocation and risk management decision-making in a landscape of lower rates and higher risks.

6. **Beginning blockchain: a beginner's guide to building Blockchain solutions.** / Singhal, Bikramaditya. 2018. New York: Apress  
Call No - 332.178 SIN P8 Acc No - 52507



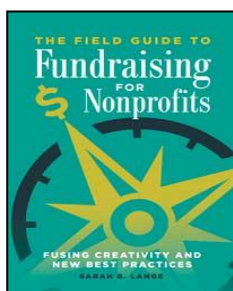
This book is a beginner's guide to understanding the core concepts of Blockchain from a technical perspective. By learning the design constructs of different types of Blockchain, reader will get a better understanding of building the best solution for specific use cases. The book covers the technical aspects of Blockchain technologies, cryptography, cryptocurrencies, and distributed consensus mechanisms. You will learn how these systems work and how to engineer them to design next-gen business solutions.

7. **End of accounting and the path forward for investors and managers.** / Lev, Baruch. 2016. New Jersey: Wiley  
Call No - 657.37 LEV P6 Acc No - 52695



This book shows how the ubiquitous financial reports have become useless in capital market decisions and lays out an actionable alternative. Based on a comprehensive, large-sample empirical analysis, this book reports financial documents' continuous deterioration in relevance to investors' decisions. An enlightening discussion details the reasons why accounting is losing relevance in today's market, backed by numerous examples with real-world impact. Beyond simply identifying the problem, this report offers a solution—the Value Creation Report—and demonstrates its utility in key industries. New indicators focus on strategy and execution to identify and evaluate a company's true value-creating resources for a more up-to-date approach to critical investment decision-making.

8. **Field guide to fundraising for nonprofits: fusing creativity and new best practices.** / Lange, Sarah B. 2018. Santa Barbara: Praeger  
Call No - 658.15 LAN P8 Acc No - 52542



Today's competitive and ever-shifting environment demands that nonprofits adopt a new approach to raising money. This book will show them how, in part by changing the way those charged with fundraising think about this all-important task. The book will help nongovernmental organizations plan better, write more powerful grants, craft more compelling appeals and other communications, engage board members and donors—and brag about all the great work they're doing in just the right way. It offers readers a fresh perspective on fundraising, as well as clear, practical strategies to build essential connections using varied tactics, including social media. Equally helpful is an eye-opening discussion about beliefs and attitudes that can stand in the way of fundraising success.

9. **Final basel III modelling: implementation, impact and implications.** / Akkizidis, Ioannis. 2018. Cham: Palgrave  
Call No - 332.1 AKK P8 Acc No - 52543



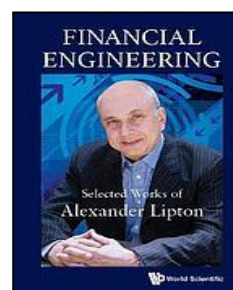
This book provides a concise and practical guidance on the implementation analysis of the new revised standards of the Basel Committee on Banking Supervision (BCBS) on the supervision of the international banking system. Based on publicly available data on default rates and realised loss-given-default rates, it provides an analysis of credit and market risk, assessing the extent to which the new framework on risk-based and leverage ratio requirements affects the modelling of banking risks. Moreover, it provides a detailed analysis of the Fundamental Review of the Trading Book (FRTB), which changes the philosophy for the risk valuation and capital requirements of the market risk, and of the latest developments on the credit valuation adjustments (CVA) framework. It also examines the impact of the final calibration of operational risk parameters on the level of capital requirements.

10. **Finance and investment: the European case** / Edited by Mayer, Colin. 2018. Oxford: Oxford University Press  
Call No - 332.67 FIN P8 Acc No - 52702



This book brings together leading researchers to consider the causes of the persistently low level of investment in Europe. It examines the extent to which the financial system is a contributory factor and identifies possible remedies, considering the relation of finance to corporate sector investment, the lending behaviour of banks, the provision of equity financing, and the role of public sector institutions, regulation, and taxation. This book provides one of the most comprehensive and thorough analyses of any financial system undertaken to date. It reflects a large body of research using new and existing data sets, employing advanced empirical tools, and exploiting the unique insights provided by the tumultuous events of financial and sovereign debt crises. Together, they comprise an exceptional body of knowledge to advance academic thinking and guide policy formulation.

11. **Financial engineering: selected works of Alexander Lipton.** / Lipton, Alexander . 2018. Singapore: World Scientific  
Call No - 332.63 LIP P8 Acc No - 52803



This volume is a collection of Lipton's important and original papers on financial engineering written over his 20-year career as a preeminent quant working for leading financial institutions in New York, Chicago, and London. The papers cover topics ranging from the volatility smile problem, credit risk, macroeconomics and monetary circuit, and exotic options, summarizing Lipton's fundamental contributions to these areas. In addition to papers published in

leading academic and practitioner-oriented journals, this volume contains a detailed introduction and two previously unpublished chapters. Some of the seminal papers in this book cover local-stochastic volatility models, passport options, credit value adjustments for credit default swaps, and asymptotic for exponential Levy processes and their volatility smile.

- 12. Financial Innovation: theories, models and regulation. / Satya Sekhar, G. V. 2018. Malaga: Vernon Press  
Call No - 658.15 SAT P8  
Acc No - 52544**



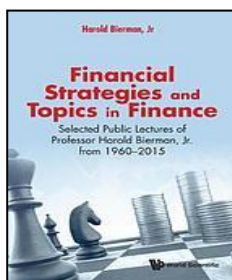
This book corresponds to the need to provide an integrated study on financial innovation and the economic regulatory mechanism. A key part of financial innovation covered in the book is the process of creating innovative financial securities and derivative pricing that offers new pay-offs to investors. The book also covers a selection of empirical studies corroborating financial innovation theories. It also exposes myths surrounding performance evaluation models. This book is presented in six chapters. The first chapter outlines important considerations on the application of financial innovation theories. The second chapter presents the theories that underpin financial innovation practice. The third chapter focuses on use of technology for financial modeling. The fourth chapter identifies the relationship between financial innovation and the wider economic system. The fifth chapter discusses the place of financial innovation in the global financial system. The sixth and final chapter presents a comparative analysis of India and the United States.

- 13. Financial management for nonprofit organizations. - 3rd ed. /Zietlow, John. 2018. New Jersey: Wiley  
Call No - 658.15 ZIE P8  
Acc No - 52703**



This book provides a comprehensive reference for the field. Identifying key objectives and exploring current practices, this book offers practical guidance on all major aspects of nonprofit financial management. As nonprofit organizations fall under ever-increasing scrutiny and accountability, this book provides the essential knowledge and tools professional need to maintain a strong financial management system while serving the organization's stated mission. Financial management, cash flow, and financial sustainability are perennial issues, and this book highlights the concepts, skills, and tools that help organizations address those issues. Clear guidance on analytics, reporting, investing, risk management, and more comprise a singular reference that nonprofit finance and accounting professionals and board members should keep within arm's reach.

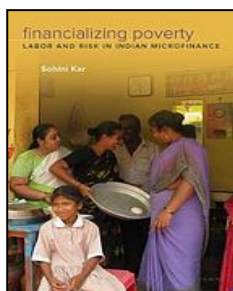
- 14. Financial strategies and topics in finance: selected public lectures of Professor Harold Bierman, Jr. from 1960-2015. / Bierman, Harold. 2018. New Jersey: World Scientific  
Call No - 332.6 BIE P8  
Acc No - 52545**



This book is a collection of Professor Emeritus Harold Bierman, Jr.'s public lectures on corporate finance, given on behalf of the Johnson School of Business, Cornell University, from 1960 to 2015. By explaining complex financial strategies in a simplified manner, Professor Bierman makes corporate finance accessible to the non-expert reader as well. This collection of lectures covers highly relevant topics with financial insights and implications, that are very important to business managers and individual investors.

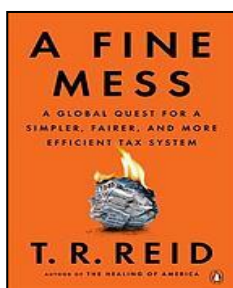


- 15. Financializing poverty: labor and risk in Indian microfinance. / Kar, Sohini. 2018. Stanford: Stanford University Press  
Call No - 332.73(540) KAR P8 Acc No - 52704**



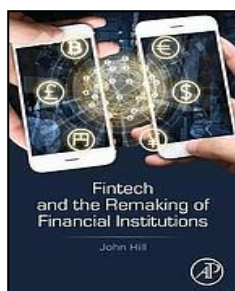
This book ethnographically examines how the emergence of MFIs has allowed financial institutions in the city of Kolkata, India, to capitalize on the poverty of its residents. reveals how MFIs have restructured debt relationships in new ways. On the one hand, they have opened access to new streams of credit. However, as the network of finance increasingly incorporates the poor, the 'inclusive' dimensions of microfinance are continuously met with rigid forms of credit risk management that reproduce the very inequality the loans are meant to alleviate. Moreover, despite being collateral-free loans, the use of life insurance to manage the high mortality rates of poor borrowers has led to the collateralization of life itself. Thus the newfound ability of the poor to use MFI loans has entrapped them in a system dependent not only on their circulation of capital, but on the poverty that threatens their lives.

- 16. Fine mess: a global quest for a simpler, fairer, and more efficient tax system. / Reid, T. R. 2018. New York: Penguin Books  
Call No - 336.2 REI P8 Acc No - 52705**



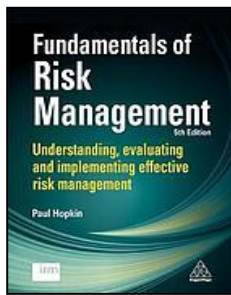
The author of the book travels around the world to solve the urgent problem of America's failing tax code, unravelling a complex topic in plain English - and telling a rollicking story along the way. The U.S. tax code is a total write-off. Crammed with loopholes and special interest provisions, it works for no one except tax lawyers, accountants, and huge corporations. Not for the first time, we have reached a breaking point. That happened in 1922, and again in 1954, and again in 1986. In other words, every thirty-two years. Which means that the next complete overhaul is due in 2018. But what should be in this new tax code? Can we make the U.S. tax system simpler, fairer, and more efficient? Yes, yes, and yes. Can we cut tax rates and still bring in more revenue? Yes. The author crisscrosses the globe in search of the exact solutions to these urgent problems. With an uncanny knack for making a complex subject not just accessible but gripping, he investigates what makes good taxation (no, that's not an oxymoron) and brings that knowledge home where it is needed most.

- 17. Fintech and the remaking of financial institutions. / Hill, John. 2018. London: Academic Press  
Call No - 332.1 HIL P8 Acc No - 52546**



This book explores the transformative potential of new entrants and innovations on business models. In its survey and analysis of FinTech, the book addresses current and future states of money and banking. It provides broad contexts for understanding financial services, products, technology, regulations and social considerations. The book shows how FinTech has evolved and will drive the future of financial services, while other This books concentrate on particular solutions and adopt perspectives of individual users, companies and investors. It sheds new light on disruption, innovation and opportunity by placing the financial technology revolution in larger contexts.

- 18. Fundamentals of risk management: understanding, evaluating and implementing effective risk management. - 5th ed. / Hopkin, Paul. 2018. London: Kogan Page  
Call No - 658.15 HOP P8 Acc No - 52708**



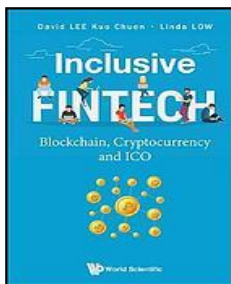
This book is a comprehensive introduction to commercial and business risk for students and risk professionals. Providing extensive coverage of the core frameworks of business continuity planning, enterprise risk management and project risk management, this is the definitive guide to dealing with the different types of risk an organization faces. With relevant international case examples including Ericsson, Network Rail and Unilever, the book provides a full analysis of changes in contemporary risk areas including supply chain, cyber risk, risk culture and appetite, improvements in risk management documentation and statutory risk reporting. Now revised to be completely aligned with the recently updated ISO 31000 and COSO ERM Framework, this comprehensive text reflects developments in regulations, reputation risk, loss control and the value of insurance as a risk management method.

- 19. Green infrastructure financing: institutional investors, PPPs and bankable projects. / Koh, Jae Myong. 2018. Cham: Palgrave**  
Call No - 338.246.025 KOH P8 Acc No - 52552



This book explores the role of governments and international financial institutions (IFIs) in mitigating the perceived risks in green infrastructure markets of emerging and developing countries. Although green infrastructure is designed to enhance a country's wealth, the author sheds light on the way that the market is failing to link up institutional investors' needs for a stable yield with the demands of potentially financially-viable investments in green infrastructure markets. Providing a detailed analysis of the root cause of this market failure, this innovative book offers powerful solutions for developing countries.

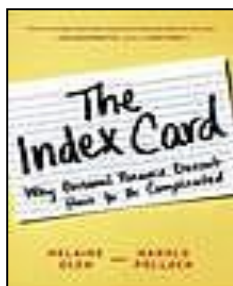
- 20. Inclusive fintech: blockchain, cryptocurrency and ICO. / Chuen, David Lee Kuo. 2018. Singapore: World Scientific**  
Call No - 332.45 CHU P8 Acc No - 52722



searching for business opportunities. Most important of all, this book seeks to change the mindset of a whole new generation that is familiar with digital economy and yearns for a more just and equitable world.

Cryptocurrency market has been growing fast since its emergence in recent years. Moreover, digital finance has forged the convergence of profit motives with social objectives creating a class of large FinTech companies. In addition, the underlying technology innovation may be applied to a wide range of industries, not limited to financial sector. Hence, it is the task of this book to shed light on the introduction and trends in FinTech, blockchain and token sales. The authors hope to dispel the many misconceptions about blockchain and cryptocurrencies (especially bitcoin, Initial Crypto-Token Offering or ICO), as well as the idea that businesses can be sustainable without a social dimension going forward. With comprehensive coverage given to the FinTech scene in Asia, it is targeted at those who are

- 21. Index card: why personal finance doesn't have to be complicated. / Olen, Helaine. 2017. New York: Penguin Random House**  
Call No - 332 OLE P7 Acc No - 52723



In this book, the authors explain why the ten simple rules of the index card outperform more complicated financial strategies. Inside is an easy-to-follow

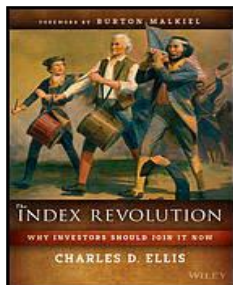


action plan that works in good times and bad, giving you the tools, knowledge, and confidence to seize control of your financial life.

**22. Index revolution: why investors should join it now. / Ellis, Charles D. 2016. New Jersey: Wiley**

**Call No - 332.63 ELL P6**

**Acc No - 52724**

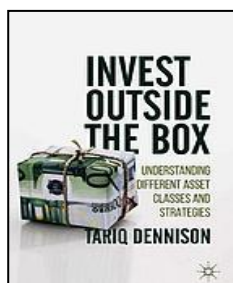


This book argues that active investing is a loser's game, and that a passive approach is more profitable in today's market. By adjusting your portfolio asset weights to match a performance index, you consistently earn higher rates of returns and come out on top in the long run. This book explains why, and describes how individual investors can take advantage of indexing to make their portfolio stronger and more profitable. By indexing investment operations at a very low cost, and trusting that active professionals have set securities prices as correctly as possible, you will achieve better long-term results than those who look down on passive approaches while following outdated advice that no longer works.

**23. Invest outside the box: understanding different asset classes and strategies. / Dennison, Tariq. 2018. Singapore: Palgrave**

**Call No - 332.67 DEN P8**

**Acc No - 52562**



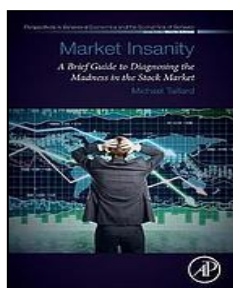
This book is a practical and concise guide to major asset classes, investment strategies, and foreign markets. For investors familiar with one "box" of investments, this book serves as a non-technical introduction to other "boxes" worth diversifying into, such as bonds, real estate, private equity, cryptocurrencies, and Chinese A-shares. Readers with no prior finance

background will find this book an accessible entry point to investing.

**24. Market insanity: a brief guide to diagnosing the madness in the stock market. / Taillard, Michael . 2018. London: Academic Press**

**Call No - 332.67 TAI P8**

**Acc No - 52579**

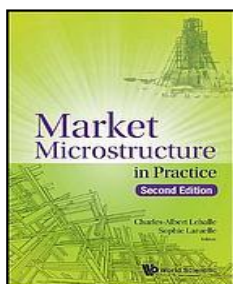


This book is an engaging and accessible primer which applies modern behavioral finance to equity markets. It helps readers understand how logical investment decisions can be betrayed by what author calls 'the insanity,' all those behavioral quirks which cause us to achieve less than optimal utility. The book describes how limited information, habit, the rules of the game, asymmetric information and ego blend together in potentially toxic ways in market environments, thus creating bubbles, stock runs, and more prosaically, even 'normal' equity prices.

**25. Market microstructure in practice. - 2nd ed./ Edited by Lehalle, Charles-Albert. 2018. New Jersey: World Scientific**

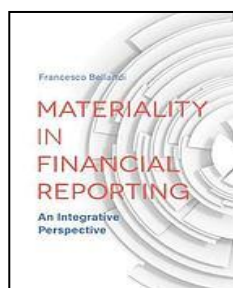
**Call No - 332.67 LEH P8**

**Acc No - 52580**



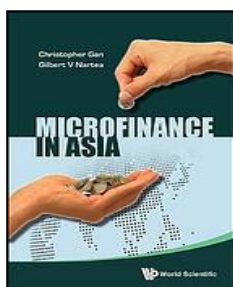
This book exposes and comments on the consequences of Reg NMS and MiFID on market microstructure. It covers changes in market design, electronic trading, and investor and trader behaviors. The emergence of high frequency trading and critical events like the 'Flash Crash' of 2010 are also analyzed in depth. Using a quantitative viewpoint, this book explains how an attrition of liquidity and regulatory changes can impact the whole microstructure of financial markets. In this second edition, the authors have added a large section on orderbook dynamics, showing how liquidity can predict future price moves, and how High Frequency Traders can profit from it. The section on market impact has also been updated to show how buying or selling pressure moves prices not only for a few hours, but even for days, and how prices relax (or not) after a period of intense pressure.

- 26. Materiality in financial reporting: an integrative perspective / Bellandi, Francesco. 2018.**  
**Bingley: Emerald**  
**Call No - 657.37 BEL P8** **Acc No - 52582**



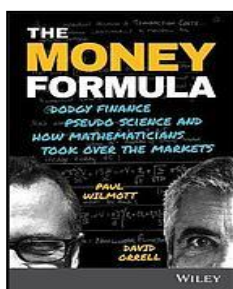
This book offers an integrated perspective of materiality from the angles of accounting (IFRS, US GAAP and SEC Rules and Regulations), auditing, internal control over financial reporting, management commentary, financial analysis, management control, forensic analysis, sustainability reporting, corporate responsibility, assurance standards, integrated reporting, and limited legal considerations. The author adopts a practical, operational approach to show how strategy, processes, and communication can be used to devise a consistent corporate governance system of materiality.

- 27. Microfinance in Asia. / Gan, Christopher. 2017. Singapore: World Scientific**  
**Call No - 332.73(5) GAN P8** **Acc No - 52739**



Lack of credit access is severe in low income and poor families that are normally considered to have fewer opportunities to borrow from banks due to insufficient valuable assets for collateral. These low-income households face limited opportunity to acquire new technology and working capital for agricultural production and thus tend to fall behind. As a result, providing access to finance to low-income rural households has been considered an important component of any rural development strategy. Microfinance programmes, in particular, have been gradually embedded in national strategies of many developing countries as they are poverty-focused. They aim to facilitate the access to financial services such as credit for the poor who are usually disadvantaged in terms of access to conventional financial services from formal financial institutions. The objective of this book is to provide an overview of microfinance programmes in Asia focusing in particular on the determinants of the accessibility of rural households to microcredit. The book studies seven Asian countries such as China, Malaysia, Vietnam, Thailand, the Philippines, Indonesia, and Bangladesh with two specific case studies.

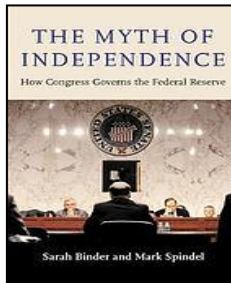
- 28. Money formula: dodgy finance, pseudo science, and how mathematicians took over the markets. / Wilmott, Paul. 2017. Chichester: Wiley**  
**Call No - 658.15 WIL P7** **Acc No - 52740**



This book takes inside the engine room of the global economy to explore the little-understood world of quantitative finance, and show how the future of our economy rests on the backs of this all-but-impenetrable industry. It traces the development of financial derivatives from bonds to credit default swaps, and

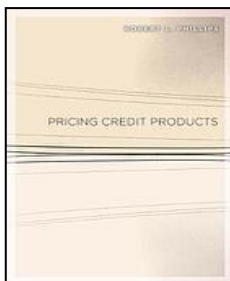
shows how mathematical formulas went beyond pricing to expand their use to the point where they dwarfed the real economy.

- 29. Myth of independence: how Congress governs the Federal Reserve. / Binder, Sarah. 2017. Princeton: Princeton University Press**  
Call No - 332.1(73) BIN P7      Acc No - 52743



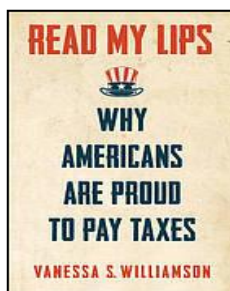
This book traces the Fed's transformation from a weak, secretive, and decentralized institution in 1913 to a remarkably transparent central bank a century later. Offering a unique account of Congress's role in steering this evolution, the authors explore the Fed's past, present, and future and challenge the myth of its independence. They argue that recurring cycles of crisis, blame, and reform propelled lawmakers to create and revamp the powers and governance of the Fed at critical junctures, including the Panic of 1907, the Great Depression, the postwar Treasury-Fed Accord, the inflationary episode of the 1970s, and the recent financial crisis.

- 30. Pricing credit products. / Phillips, Robert L. 2018. Stanford: Stanford University Press**  
Call No - 332.7 PHI P8      Acc No - 52607



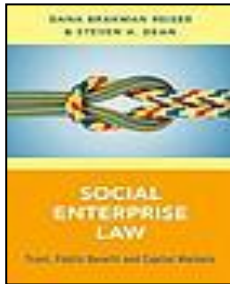
In the wake of the 2008 financial crisis, it became apparent that pricing loans in a way that is profitable for lenders and sensitive to risk is anything but simple. Increasingly, lenders are following the lead of other retailers by segmenting their market and more precisely targeting customers. To do this successfully, lenders must engage analytic approaches, such as machine learning and optimization, in setting prices for each segment. Robert L. Phillips worked with major banks and financial services companies for more than a decade to help them improve their pricing capabilities. This book draws on his experience, as well as the latest academic research, to demonstrate how lenders can apply the proven techniques of price optimization to responsibly improve the profitability of their loans. It is a go-to resource for academics and professionals alike, particularly lenders who are looking for ways to do better business in an increasingly competitive (and regulated) market.

- 31. Read my lips: why Americans are proud to pay taxes. / Williamson, Vanessa S. 2017. Princeton: Princeton University Press**  
Call No - 336.2(73) WIL P7      Acc No - 52762



Conventional wisdom holds that Americans hate taxes. But the conventional wisdom is wrong. Bringing together national survey data with in-depth interviews, this book presents a surprising picture of tax attitudes in the United States. The author demonstrates that Americans view taxpaying as a civic responsibility and a moral obligation. But they worry that others are shirking their duties, in part because the experience of taxpaying misleads Americans about who pays taxes and how much. Perceived 'loopholes' convince many income tax filers that a flat tax might actually raise taxes on the rich, and the relative invisibility of the sales and payroll taxes encourages many to underestimate the sizable tax contributions made by poor and working people.

- 32. Social enterprise law: trust, public benefit and capital markets. / Reiser, Dana Brakman. 2017. New York: Oxford University Press**  
Call No - 338.93 REI P7      Acc No - 52770



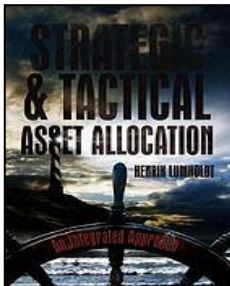
This book weaves innovation in contract and corporate governance into powerful protections against insiders sacrificing goals such as environmental sustainability in the pursuit of short-term profits. Creating a stable balance between financial returns and public benefits will allow social entrepreneurs to team up with impact investors that share their vision of a double bottom line. The authors show how novel legal technologies can allow social enterprises to access capital markets, including unconventional sources such as crowdfunding. With its straightforward insights into complex areas of the law, the book shows how a social mission can even be shielded from the turbulence of an acquisition or bankruptcy. It also shows why, as the metrics available to measure the impact of social missions on

individuals and communities become more sophisticated, such legal innovations will continue to become more robust. By providing a comprehensive survey of the U.S. laws and a bold vision for how legal institutions across the globe could be reformed, this book offers new insights and approaches to help social enterprises raise the capital they need to flourish. It offers a rich guide for students, entrepreneurs, investors, and practitioners.

**33. Strategic and tactical asset allocation. / Lumholdt, Henrik. 2018. Cham: Palgrave Macmillan**

Call No - 332.67 LUM P8

Acc No - 52627

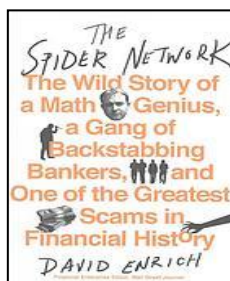


This book covers each step in the asset allocation process, addressing as many of the relevant questions as possible along the way. How can we formulate expectations about long-term returns? How relevant are valuations? What are the challenges to optimizing the portfolio? Can factor investing add value and, if so, how can it be implemented? Which are the key performance drivers for each asset class, and what determines how they are correlated? How can we apply insights about the business cycle to tactical asset allocation?.

**34. Spider network: the wild story of a math genius, a gang of backstabbing bankers, and one of the greatest scams in financial history. / Enrich, David. 2017. New York: Custom House**

Call No - 343.5 ENR P7

Acc No - 52624



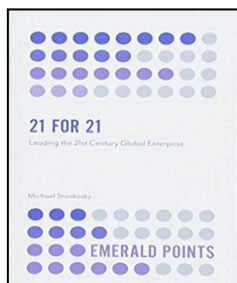
In 2006, an oddball group of bankers, traders and brokers from some of the world's largest financial institutions made a startling realization: Libor—the London interbank offered rate, which determines interest rates on trillions in loans worldwide—was set daily by a small group of easily manipulated functionaries. Tom Hayes, a brilliant but troubled mathematician, became the lynchpin of shadowy team that used hook and crook to take over the process and set rates that made them a fortune, no matter the cost to others. Among the motley crew was a French trader nicknamed “Gollum”; the broker “Abbo,” who liked to publicly strip naked when drinking; a Kazakh chicken farmer turned something short of financial whiz kid; an executive called “Clumpy” because of his

patchwork hair loss; and a broker uncreatively nicknamed “Big Nose.” Eventually known as the “Spider Network,” Hayes’s circle generated untold riches —until it all unraveled in spectacularly vicious, backstabbing fashion.



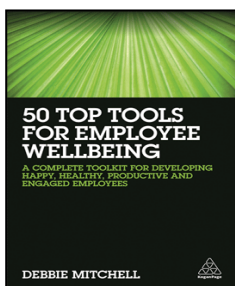
## HR & OB

1. **21 for 21: leading the 21st century global enterprise.** / Stankosky, Michael . 2018. Bingley: Emerald  
Call No - 65:301.172.6 STA P8 Acc No - 52496



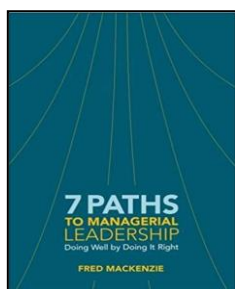
In this book, the author provides 21 guiding principles on how to lead and manage today's global organization. This book is packed with case studies, aiding visuals, and mantras to help facilitate a deeper understanding of the dynamics and complexity of leading and managing a global enterprise, and it is both multi- and inter- disciplinary in its treatment. Each chapter focuses on a different principle: from successful knowledge management, to the secrets of successful negotiations, and managing systems engineering alongside project management.

2. **50 top tools for employee wellbeing: a complete toolkit for developing happy, healthy, productive and engaged employees.** / Mitchell, Debbie. 2018. London: Kogan Page  
Call No - 658.314 MIT P8 Acc No - 52791



In a world of political and economic uncertainty where stress and unhappiness are on the rise, improving employee wellbeing has never been more important. But with budgets being squeezed and the constant need to do more with less, this can seem like an insurmountable task. This book shows that interventions don't need to be expensive or time-consuming. It contains practical tools for immediately improving staff wellbeing, resulting in happier, more engaged and more productive employees. Each tool in the book includes guidance on when to use it, how to get the most out of it and - most importantly - how to measure its impact to show what's working and where efforts are best focused.

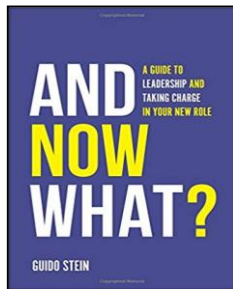
3. **7 paths to managerial leadership: doing well by doing it right.** / Mackenzie, Fred . 2019. New Delhi: Viva Books  
Call No - 65:301.172.6 MAC P9 Acc No - 52498



This book presents seven simple paths to an effective relationship between managers and staff. Each path offers management wisdom that focuses on action, not position, and inspires others to do their best work. Expressly written for middle managers, this step-by-step guide covers principles evaluated and fine-tuned over the course of several decades. Seasoned manager and management consultant Fred Mackenzie offers readers pithy self-assessments, a manager's checklist, and action plans for developing each path, regardless of which you choose to employ in your work.



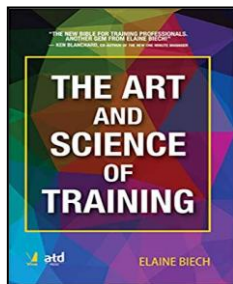
4. **And now what?: a guide to leadership and taking charge in your new role. / Stein, Guido. 2018. Bingley: Emerald**  
Call No - 65:301.172.6 STE P8 Acc No - 52501



This book helps readers manage the gap between expectation and reality, ensuring that you get off to the best possible start in your new job. This book is structured in two parts, and it begins by offering readers a panoramic perspective of what a 'landing' entails in terms of personal self-leadership and managing people and uncertainty. The first part of the book reviews the process of taking charge in your new role, from preparation through to implementation. The second part presents a range of case studies arranged in order of increasing professional responsibility, allowing the reader to take a trip from the first stages of a professional leader's life to the highest responsibilities of a chairperson's role – experiencing changes, promotions, exits, internationalizations and take-offs along

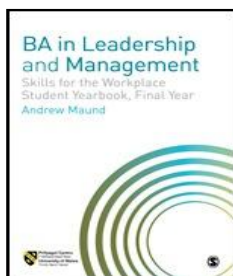
the way.

5. **Art and science of training. / Biech, Elaine. 2019. New Delhi: Viva Books**  
Call No - 658.386 BIE P9 Acc No - 52503



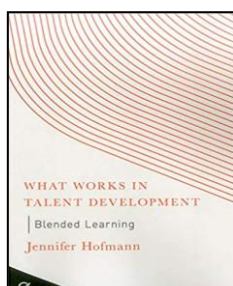
There are more similarities than differences between how artists and scientists work. Both ask countless questions. Both search in earnest for answers. Both are dedicated to reaching the best results. Not so different from today's trainers, are they? This book presents the science for learning and development, but it also emphasizes that training success lies in knowing what to do when things don't go as planned. Discover how top facilitators always put learners first, even when faced with exceptions to the rule—the unwilling learner, the uninformed supervisor, the inappropriate delivery medium, or the unmanageable performance challenge.

6. **BA in leadership and management: skills for the workplace student yearbook, final year. / Maund, Andrew . 2018. London: Sage**  
Call No - 65:301.172.6 MAU P8 Acc No - 52794



This book is the essentials guide for the readers to understand the various aspects of leadership skill and workplace . This book is divided in 10 parts and contains articles in various sections of leadership and workplace changes. It includes chapters written by the expert in the field published in best books and journals.

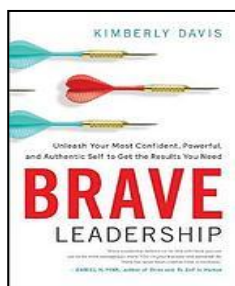
7. **Blended learning: what works in talent development. / Hofmann, Jennifer. 2018. Alexandria: ATD Press**  
Call No - 658.386 HOF P8 Acc No - 52511



Modern learning audiences want flexibility and personalization—development on their terms. They need a blended approach to learning that lets them grow their skills and knowledge where they actually perform their work. When designed and implemented effectively, blended learning can breathe life back into your talent development offerings. This book is packed with easy-to-apply techniques to ensure your blended learning program is a success. The author combines the

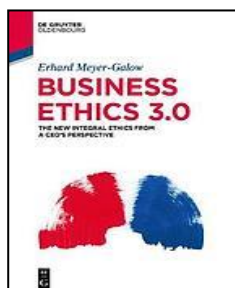
latest findings in adult learning with her time-tested best practices to deliver powerful results. Pro tips, resources, and tools included throughout help you quickly locate concepts and ideas to plan, design, implement, and evaluate a blended campaign.

8. **Brave leadership: unleash your most confident, powerful, and authentic self to get the results you need.** / Davis, Kimberly. 2018. Austin: Greenleaf  
Call No - 65:301.172.6 DAV P8 Acc No - 52513



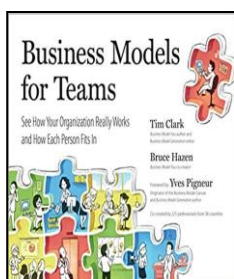
This book is the essential guide for leaders in today's ever-shifting world. Wherever you are in your leadership journey, new, seasoned, young, or old—if you aspire to be the best leader you can be, then this book is for you. On a quest to make these powerful conversations more accessible, the author shares the transformative tools she uses in her workshops to help thousands of leaders worldwide. Drawing from years of working with leaders of all experience levels and industries and the latest research in psychology, sociology, business, and the arts, this provocative and inspiring book bridges traditional business how-to with a personal development approach to demystify what it takes to be the brave leader you were born to be.

9. **Business ethics 3.0: the new integral ethics from the perspective of a CEO.** / Meyer-Galow, Erhard. 2018. Berlin: De Gruyter  
Call No - 65:174 MEY P8 Acc No - 52672



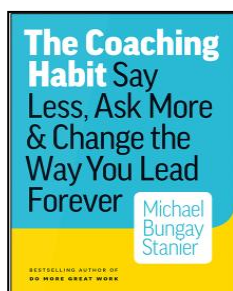
This book addresses the issue of business ethics from the perspective of an individual's internal growth facilitated by a consideration of the principles of depth psychology, spiritual wisdom, meditation, and quantum physics, written by a CEO with an enormous business background. It not only promotes a new ethical approach, but also addresses the implementation of this new approach in the most important business sectors as a replacement for previous ineffective codes of conduct which have failed. It's a must read for business students with aspirations of becoming managers or entrepreneurs in the economic sector as well as for all young professionals, managers and entrepreneurs to improve their ethical performance and sustainable success.

10. **Business models for teams.** / Clark, Tim. 2017. New York: Portfolio  
Call No - 658.387.4 CLA P Acc No - 52673



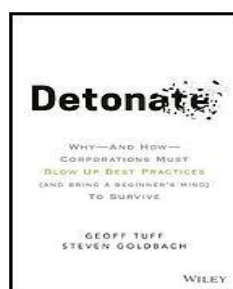
This book provides various aspect to manage a team in an organization. It applies the same simple visual tools that made Business Model Generation and Business Model You so popular and successful around the world. In fact, this book may be the last teamwork toolkit you will ever need. Most leaders over-rely on verbal and written communications. But that approach is outmoded in today's systems-driven world. Instead, the Business Model Canvas visually depicts how your team really works and how each person fits into the overall mission. It enables people to recognize what needs doing at any given moment—without being asked.

11. **Coaching habit: say less, ask more and change the way you lead forever.** / Stanier, Michael Bungay. 2016. Toronto: Box of Crayons Press  
Call No - 65.012.413 STA P6 Acc No - 52679



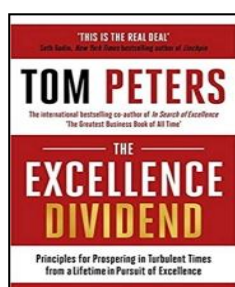
Drawing on years of experience training more than 10,000 busy managers from around the globe in practical, everyday coaching skills, the author reveals how to unlock your peoples' potential. He unpacks seven essential coaching questions to demonstrate how—by saying less and asking more—you can develop coaching methods that produce great results. It combines insider information with research based in neuroscience and behavioural economics, together with interactive training tools to turn practical advice into practiced habits.

- 12. Detonate: why -- and how -- corporations must blow up best practices (and bring a beginner's mind) to survive. / Tuff, Geoff. 2018. New Jersey: Wiley**  
**Call No - 65.012.3 TUF P8** **Acc No - 52691**



This book explains how organizations built up bad habits, identifies which ones masquerade as 'best practices,' and suggests alternatives that can contribute to winning in the marketplace. With a focus on optimism and empowerment, it focuses on an approach and mindset which are critical to successfully compete in an era characterized by profound technological advances and uncertainty.

- 13. Excellence dividend: the rules of excellence from a lifetime in pursuit of perfection. / Peters, Tom . 2018. London: Nicholas Brealey**  
**Call No - 65.012.3 PET P8** **Acc No - 52700**



In this book, the author offers brilliantly simple, actionable guidelines for success that any business leader can immediately implement. He provides a roadmap for your organization and for you as an individual to thrive amidst the tech tsunami, and he has a lot of fun doing it. The Excellence Dividend is an important new book from one of today's greatest business thinkers.

- 14. Future of tech is female: how to achieve gender diversity. / Branson, Douglas M. 2018. New York: New York University Press**  
**Call No - 658.3-055.2 BRA P8** **Acc No - 52709**



This book considers the paradoxes involved in women's ascent to leadership roles, suggesting industry-wide solutions to combat gender inequality. Drawing upon 15 years of experience in the field, the author traces the history of women in the information technology industry in order to identify solutions for the issues facing women today. He explores a variety of solutions such as mandatory quota

laws for female employment, pledge programs, and limitations on the H1-B VISA program, and grapples with the challenges facing women in IT from a range of perspectives.

- 15. Future workplace experience: 10 rules for mastering disruption in recruiting and engaging employees. / Meister, Jeanne C. 2017. New York: McGraw Hill**  
Call No - 658.311 MEI P7 Acc No - 52549



organization.

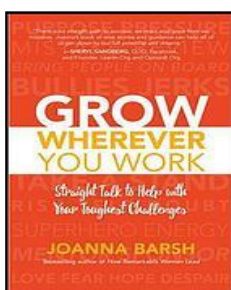
This book presents an actionable framework for meeting today's toughest business disruptions head-on. It guides you step-by-step through the process of recruiting top employees and building an engaged culture—one that will drive your company to long-term success. Two of today's leading voices on the future of work, provide 10 rules for rethinking, reimagining, and reinventing your

- 16. Go with it: embrace the unexpected to drive change. / Hough, Karen. 2017. Alexandria: ATD Press.**  
Call No - 65.012.3 HOU P7 Acc No - 52550



This book brings you Hough's discoveries from the front lines of innovation. She has seen how business innovators deal with dichotomy by preparing, playing, and thinking upside down. Improv troupes succeed on stage because they apply the "Yes, and" principle. Whatever the first person says, the next person affirms and adds to it. But this practice isn't limited to onstage brilliance—corporate teams caught up in old patterns of thought and action can learn to improvise and innovate, too. Executives who use improv techniques get their teams working and innovating together. Their stories fill this book. And they emphasize that it's the process of listening, agreeing, and discussing an idea that's monumentally important.

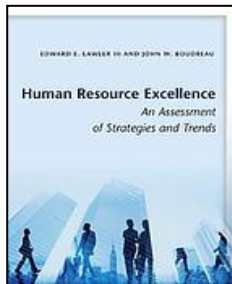
- 17. Grow wherever you work: straight talk to help with your toughest challenges. / Barsh, Joanna . 2018. New York: McGraw-Hill Education**  
Call No - 65:301.172.6 BAR P8 Acc No - 52714



The business world is full of catchphrases: follow your passion, think positive, be authentic, suck it up, take risks, network. How do real people succeed in the real world of work? That's the question the author sets out to answer—not by asking motivational gurus or well-established CEOs, but by diving into the trenches with today's boldest, brightest up-and-coming leaders. Distilling the stories of important work challenges from more than 200 rising leaders in 120 companies, this hands-on guide helps you grow through the challenges you face—not despite of them. It provides to handle rising pressure and recover from colossal mistakes, bounce back from poor performance reviews and use them to up your game, get people on board with you and your mission, deal with office villains like a superhero, take uncomfortable risks and dare to challenge, grow when everything is falling apart around you, and know when it's time to find another position.

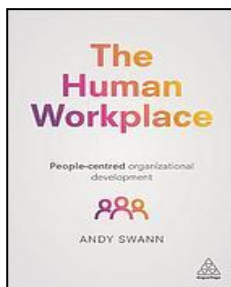


- 18. Human resource excellence: an assessment of strategies and trends. / Lawler, Edward E. 2018. Stanford: Stanford Business Books**  
Call No - 658.3 LAW P8 Acc No - 52721



As a field, human resources has been slow to evolve, despite a great need and opportunity for change. This book delivers the newest findings about what makes HR successful and how it can add value to today's organizations. Tracing changes in a global sample of firms across the US, Europe, and Asia, this landmark volume provides an international benchmark against which to measure a company's HR practice. In this book, the authors conclude that HR is most powerful when it plays a strategic role, makes use of information technology, and has tangible metrics and analytics. Their insights offer an essential understanding of HR's changing role in strategy, big data, social and knowledge networks, and the gig economy.

- 19. Human workplace: people-centred organizational development. / Swann, Andy. 2018. London: Kogan Page**  
Call No - 65.012.3 SWA P8 Acc No - 52820



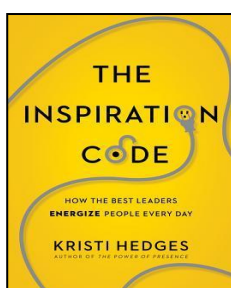
Companies spend time and effort developing their employees - their most important asset - but they often forget to consider the company structure, culture, environment and processes required to help the newly upskilled individuals thrive. This book is a practical guide which shows how this can be achieved by taking a truly people-centric approach to organizational development. Exploring how people-centred organizations behave and evolve, the book covers how to use design thinking to create optimal organizational structures, how to make a business a community, how to use communication to inform and empower people and how to use technology to allow employees to work more efficiently.

- 20. Industrial relations in Singapore: practice and perspective. / Loh, Oun Hean. 2018. Singapore: World Scientific**  
Call No - 658.31(595.13) LOH P8 Acc No - 52725



This book is a comprehensive account of the key developments in industrial relations in Singapore over the last five decades. It offers a holistic, one-stop information depository of relevant industrial relations frameworks, institutions, processes and practices, and issues from a practitioner's perspective.

- 21. Inspiration code: how the best leaders energize people every day. / Hedges, Kristi. 2017. New York: AMACOM**  
Call No - 658.3.054.8 HED P7 Acc No - 52558

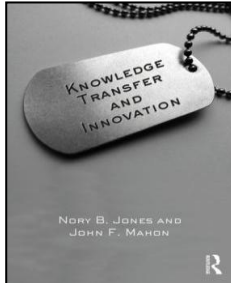


All it takes is the right conversation. Great leaders inspire action with their words. They spark enthusiasm and commitment. With a single conversation, they can change the direction of someone's life. Everyone wants to be the kind of leader who energizes and mobilizes others-yet too few are. Why is it so challenging to crack the code? The author spent years studying exactly what inspiring leaders do



differently. Informed by quantitative research and thousands of responses from leaders at all levels, she reveals that inspiring communication isn't about grand gestures. Instead, those who motivate us most do a few things routinely, consistently, and intentionally.

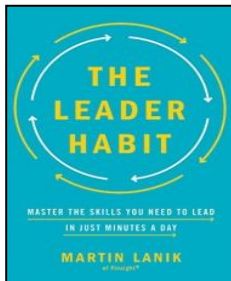
- 22. Knowledge transfer and innovation. / Jones, Nory B. 2018. New York: Routledge**  
Call No - 65.012.3 JON P8      Acc No - 52564



This book demonstrates how managers can use and transfer knowledge more effectively to stimulate innovation in their organization in order to increase their competitive advantage. The authors draw on their discussions with combat Veterans, whose very survival relies on their skill in transferring crucial knowledge and information quickly, effectively and efficiently. They note that in today's competitive and fast-paced business world, these skills translate into continual innovation, metamorphosis, and ultimately success. The authors have built a conceptual framework that demonstrates to the reader how to develop the same underlying skills and to use them effectively in the business environment.

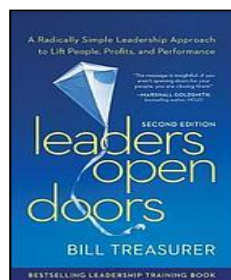
With rich and lively examples throughout, this book equips students and practitioners of knowledge management, innovation, leadership and strategy with the skills, tools and strategies to succeed in today's fast-paced business environment.

- 23. Leader habit: master the skills you need to lead--in just minutes a day. / Lanik, Martin. 2018. New York: Amacom**  
Call No - 65:301.172.6 LAN P8      Acc No - 52730



This book spotlights 22 essential leadership abilities, breaking them down into a series of small, learnable behaviors. The accompanying 5-minute exercises help you practice each of these new skills until they stick. Drawn from a study of hundreds of leaders across the globe, the book's simple formula focuses on developing one skill at a time: sell the vision, delegate well, innovate often, empower others, overcome resistance, build strategic relationships, focus on customers, listen actively, negotiate effectively, and more. This eye-opening and original book builds the "muscle memory" to turn leadership skills into lasting habits.

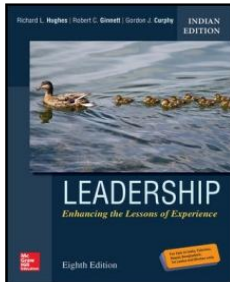
- 24. Leaders open doors: a radically simple leadership approach to lift people, profits, and performance. - 2nd ed. /Treasurer, Bill. 2014. Alexandria: ATD Press**  
Call No - 65:301.172.6 TRE P4      Acc No - 52565



This book presents a fresh and unique take on leadership that will benefit experienced leaders and those just starting their leadership journeys. With a little courage, anyone at any level can be a leader. Drawing on two decades of experience, author, in this new second edition, combines personal stories and anecdotes to illustrate how (and how not) to inspire people. He approaches these ideas with the belief that great leadership is not hierarchical—it is the peoples' willingness to take initiative and reach their goals that is crucial to successful

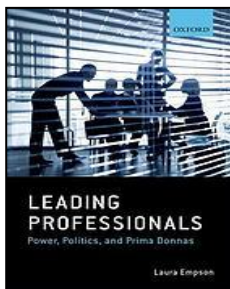
leadership.

- 25. Leadership: enhancing the lessons of experience. - 8th ed. / Hughes, Richard L. 2018. Chennai: McGraw Hill  
Call No - 65:301.172.6 HUG P8  
Acc No - 52812**



In this book, the authors have drawn upon three different types of literature: empirical studies; interesting anecdotes, stories and findings; and leadership skills to create a text that is personally relevant, interesting and scholarly. Other books in this area rarely have this balance of leadership material. The authors believe that this type of structure will help students apply theory and research to their real-life experiences.

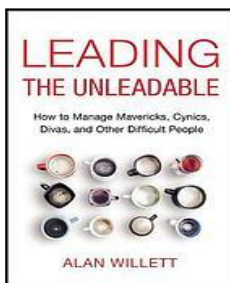
- 26. Leading professionals: power, politics, and prima donnas. / Empson, Laura. 2017. Oxford: Oxford University Press  
Call No - 65:301.172.6 EMP P7  
Acc No - 52566**



This book uncovers the complex, messy, and surprisingly emotional challenges of leading professional organizations - revealing the realities that lie beneath the 'professional' surface which these organizations present to the outside world. It analyses the complex power dynamics and interpersonal politics that lie at the heart of leadership in professional organizations. It is based on Laura Empson's scholarly research into the world's leading professional organizations across a range of sectors, including interviews with over 500 senior professionals in 16 countries. It draws on the latest organizational and leadership theory to analyse in detail exactly how professionals come together to create 'leadership'. It identifies how change happens within professional organizations and explains why their

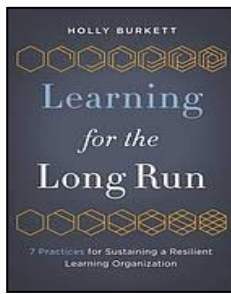
leaders so often fail.

- 27. Leading the unleadable: how to manage mavericks, cynics, divas and other difficult people. / Willett, Alan, 2017, New York: AMACOM.  
Call No - 65:301.172.6 WIL P7  
Acc No - 52567**



Difficult people are the worst part of a manager's job. Whether it comes from direct reports or people above, outbursts, irrational demands, griping, and other disruptions need to be dealt with--and it's your responsibility to do it. This book turns this dreaded chore into a straight forward process that gently, yet effectively, improves behaviors. Written by an insider in the tech industry, where personality issues routinely wreck projects, the book reveals a core truth: most people actually want to contribute results, not cause headaches. Once you realize the potential for change, the book's simple steps, examples, and scripts explain how to right even the most hopeless situations.

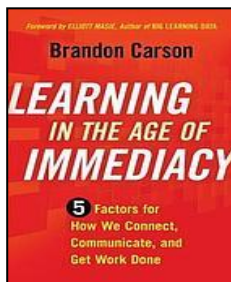
- 28. Learning for the long run: 7 practices for sustaining a resilient learning organization. / Burkett, Holly. 2017. Alexandria: ATD Press  
Call No - 65.012.3 BUR P7  
Acc No - 52568**



In this book, the author demystifies how to earn credibility and grow the learning function into a mature enterprise that will weather today's frequent business disruptions. Now's the time to build lasting organizational value and resist the temptation of the quick fix. It tackles sustainability concerns head-on. Discover seven proven practices businesses use to ensure continuity in learning and development. Original case studies from the public and private sector put these practices into action, while self-assessments and job aids show you how to attain

a sustainable mindset.

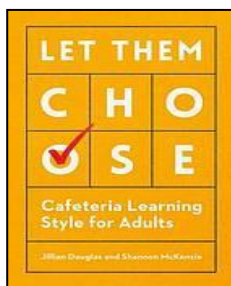
- 29. Learning in the age of immediacy: 5 factors for how we connect, communicate, and get work done. / Carson, Brandon. 2017. Alexandria: ATD Press**  
**Call No - 65.012.3 CAR P7** **Acc No - 52569**



In this book, the author argues that five edge technologies (augmented reality and virtual reality, the cloud, mobile, big data, and the Internet of Everything) are transforming the modern workplace, requiring new learning methods to empower the modern worker. Through real-world case studies and interviews with industry experts and business leaders, he shows how these technologies affect training's design, delivery, and evaluation. He also provides practical advice to integrate the five factors into your learning strategy, helping you answer important questions

along the way.

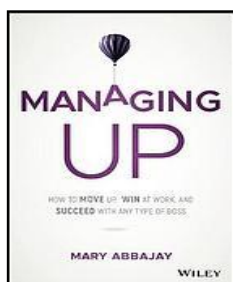
- 30. Let them choose: cafeteria learning style for adults. / Douglas, Jillian. 2016. Alexandria: ATD Press**  
**Call No - 658.386 DOU P6** **Acc No - 52571**



This book shows you how to get participants out of their seats and into station-based activities catered to distinct learning preferences, interaction types, and technology options. Part experiential, part social, and part emotional, the Cafeteria Learning Style model encourages learners to explore and absorb content at their own speed and direction. It puts learners in the best position to succeed. Supercharge the relevance of your content by encouraging learners to act, problem-solve, and construct their own knowledge. Apply content (the ingredients) to a variety of interchangeable activities (the recipes) that result in learning experiences (the meal) that acknowledge their diversity. Allow them to choose whether to engage with your content through collaboration, competition,

movement, or reflection, on their own or with a partner or group. The authors walk you through designing, facilitating, and measuring a learning experience that's proven to delight your learners. Watch retention and engagement soar as you use this easily replicable model to give your training program participants the freedom to choose.

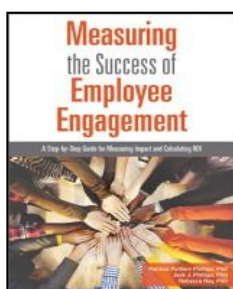
- 31. Managing up: how to move up, win at work, and succeed with any type of boss. / Abbajay, Mary. 2018. New Jersey: Wiley**  
**Call No - 65.012.413 ABB P8** **Acc No - 52577**



This book is your guide to the most valuable 'soft skill' your career has ever seen. It's not about sucking up or brown-nosing; it's about figuring out who you are, who your boss is, and finding where you meet. It's about building real relationships with people who have influence over your career. Managing up is good for you, good for your boss, and good for the organization as a whole. This book gives you strategies for developing these all-important connections and building more than rapport; you become able to quickly assess situations, and determine which actions will move you forward; you become your own talent manager, and your boss's top choice for that new opportunity. As a skill, managing up can do more for your career than simply 'networking' ever could—

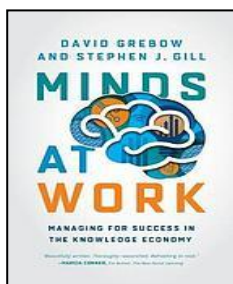
and this book shows you how.

- 32. Measuring the success of employee engagement: a step-by-step guide for measuring impact and calculating ROI. / Phillips, Patricia Pulliam. 2016. Alexandria: ATD Press**  
Call No - 658.311 PHI P6 Acc No - 52584



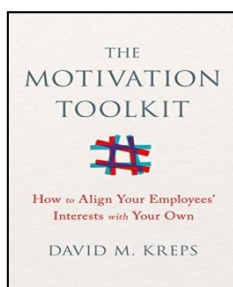
The number of employees who sleepwalk through the day or undermine the work of their engaged counterparts is on the rise. More and more companies are turning to engagement programs to recoup lost revenue and productivity. But these pricey endeavors can lose critical funding when they are designed without business impact in mind. This book is an essential resource for all who support employee engagement efforts, from the chief learning officer to individual members of employee engagement teams. Ensure that your employees drive innovation and increase sales with an engagement program that earns its keep.

- 33. Minds at work: managing for success in the knowledge economy. / Grebow, David. 2018. Alexandria: ATD Press**  
Call No - 65.012.3 GRE P8 Acc No - 52586



This book captures the role managers play in the knowledge economy—where uninhibited, on-demand learning inspires employees to achieve higher levels of performance. Authors David Grebow and Stephen J. Gill describe how managers can move from a traditional “command and control” position to become advocates of communication and collaboration. They share what happens when managers help their direct reports grow as people and use technology to pull the learning they need when they need it.

- 34. Motivation toolkit: how to align your employees' interests with your own. / Kreps, David M. 2018. New York: W W Norton**  
Call No - 658.3.054.8 KRE P8 Acc No - 52477



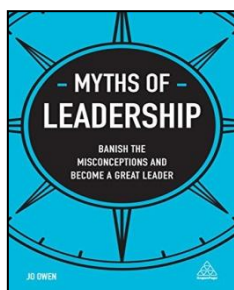
In this book, the author offers a variety of tools, drawn from the disciplines of economics and social psychology, that you can adapt to your specific situation to achieve better motivation. This starts with understanding both the economic and social relationship your employees have with their work, their jobs, and your organization, then using that understanding to find economic or psychological motivators that will work. Whatever your business, and whether you're a newly minted manager, a seasoned executive hungry for your employees' best work, or



a curious leader looking for new ways to be effective, this book will prove a useful and enlightening read.

- 35. Myths of leadership: banish the misconceptions and become a great leader. / Owen, Jo. 2018. London: Kogan Page**  
Call No - 65:301.172.6 OWE P8

Acc No - 52478



The thinking surrounding what makes the greatest leaders is increasingly muddled by stereotypes, snake oil promises and pseudo-science. The best leaders rely on fact, not fads. This book blasts away the fluff and confronts false legends head on. Jo Owen uses the most credible research to analyse each myth, using international business case studies, leadership theory and insightful interviews, to uncover the truth. It throws out the management jargon and skewers over-hyped leadership trends to bring you the best practical tips you need to become a better

leader.

- 36. New normal of working lives: critical studies in contemporary work and employment / Edited by Taylor, Stephanie. 2018. Cham: Palgrave**  
Call No - 658.31 NEW P8

Acc No - 52590

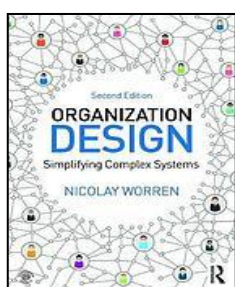


This book investigates the new normal of work and employment, presenting research on the experience of the workers themselves. The collection explores the formation of contemporary worker subjects, and the privilege or disadvantage in play around gender, class, age and national location within the global workforce. It is divided in three section i.e. creative working, digital working lives, and transitions and transformations, its fifteen chapters examine in detail the emerging norms of work and work activities in a range of occupations and locations. It also

investigates the coping strategies adopted by workers to manage novel difficulties and life circumstances, and their understandings of the possibilities, trajectories, mobilities, identities and potential rewards of their work situations.

- 37. Organization design: simplifying complex systems. - 2nd ed. / Worren, Nicolay. 2018. London: Routledge**  
Call No - 65.012.468 WOR P8

Acc No - 52748

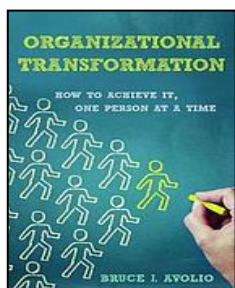


This book equips the reader with advanced tools and frameworks, based on both research and practical experience, for understanding and re-designing organizations. Particular emphasis is placed on how one can improve effectiveness by simplifying complex roles, processes, and structures. Readers will find thorough conceptual explanations combined with examples from different industries. This updated edition includes a new chapter about traditional organizational forms, and is complemented by a companion website. A well-designed organization is an effective organization. Decisions about organization design determine the shape and form of the organization – not only the reporting



structure and authority relations, but also the number and size of sub-units and the interfaces between the sub-units. Indirectly, such decisions affect individual productivity as well as the organization's ability to attain strategic goals. This textbook will be essential reading for students, scholars, and practitioners.

- 38. Organizational transformation: how to achieve it, one person at a time. / Avolio, Bruce J. 2018. Stanford: Stanford University Press**  
Call No - 65.012.3 AVO P8 Acc No - 52749



This book will help lessen that rate. Using real-world examples, the author maps four states of change that any organization must go through: identifying and recognizing, initiating, emerging and impending, and institutionalizing new ways of operating. Each state is described in detail, as are the leadership qualities necessary to solidify and transition from one to the next. These 'in-between moments' are an often-overlooked key to organizational transformation. So too is the fact that organizational change happens one individual at a time. For transformation to take root, each person must shift his or her sense of self at work and the role that he or she plays in the transforming organization. Intended as a road map, rather than a 'how-to' manual with fixed procedures, Organizational

Transformation will help leaders to locate their organization's position on a continuum of progress and confidently navigate planned, whole-systems change, overcoming the challenges of growing from and adjusting to watershed moments.

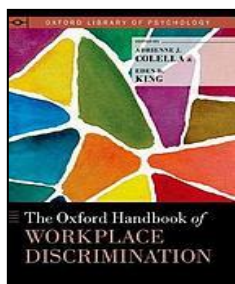
- 39. Organizing and reorganizing markets / Edited by Brunsson, Nils. 2018. Oxford: Oxford University Press**  
Call No - 658.8.01 ORG P8 Acc No - 52750



This book brings organization theory to the study of markets. The difference between markets and organizations is often exaggerated. Organizing exists in addition to other processes and phenomena that form markets: the mutual adaption among sellers and buyers as described in mainstream economics, and the institutions described in institutional economics and economic sociology. Market organization can be analysed with the same type of theories used for analysing organization within formal organizations. The authors argue that the

way a certain market is organized can be understood as the (intermediate) result of previous organizing processes.

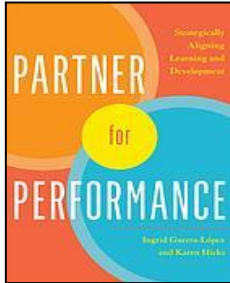
- 40. Oxford handbook of workplace discrimination / Edited by Colella, Adrienne J. 2018. New York: Oxford University Press**  
Call No - 658.31 OXF P8 Acc No - 52752



This handbook provides readers with a broad and interdisciplinary review of state-of-the-art research on discrimination in the workplace. In this volume, contributing authors tackle the unique experiences of people from diverse perspectives and communities (including religious minorities, gay and lesbian workers, and people with disabilities); the myriad of ways in which discrimination can manifest and its overall consequences; explanations for discrimination; and strategies for reduction. This Handbook will propel future

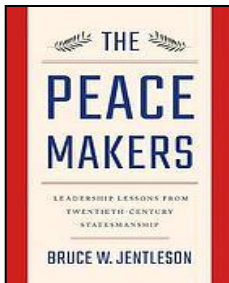
scholarship by clearly outlining the substantive questions, methods, and issues for the future ahead.

- 41. Partner for performance: strategically aligning learning and development. / Guerra-Lopez, Ingrid. 2017. Alexandria: ATD Press**  
**Call No - 658.3.018 GUE P7** **Acc No - 52597**



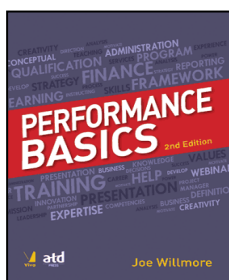
This book is the key to aligning your learning and development role with your organization's greatest needs. The authors offer a framework for fast-tracking your growth as an ally to managers and a consultant to business leaders. Their structured, yet versatile method is a fit for any organization, and you can use it throughout the learning-solution process. Form lasting partnerships with stakeholders. Generate, share, and use performance data that support decision making and action. And help your organization avoid failed training initiatives that waste effort, time, and money, while brewing employee disengagement.

- 42. Peacemakers: leadership lessons from twentieth-century statesmanship. / Jentleson, Bruce W. 2018. New York: W W Norton**  
**Call No - 65:301.172.6 JEN P8** **Acc No - 52598**



In the twentieth century, great leaders played vital roles in making the world a fairer and more peaceful place. How did they do it? What lessons can be drawn for the twenty-first-century global agenda? Those questions are at the heart of The Peacemakers, a kind of global edition of John F. Kennedy's Profiles in Courage. In this book, the author shows how twentieth-century leaders of a variety of types—national, international institutional, sociopolitical, nongovernmental—rewrote the zero-sum scripts they were handed and successfully made breakthroughs on issues long thought intractable. The stories are fascinating: Henry Kissinger, Zhou Enlai, and the U.S.-China opening; Mikhail Gorbachev and the end of the Cold War; Dag Hammarskjöld's exceptional effectiveness as United Nations secretary-general; Nelson Mandela and South African reconciliation; Yitzhak Rabin seeking Arab-Israeli peace; Mahatma Gandhi as exemplar of anticolonialism and an apostle of nonviolence; Lech Walesa and ending Soviet bloc communism; Gro Harlem Brundtland and fostering global sustainability; and a number of others.

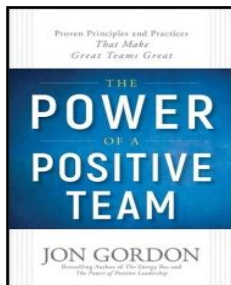
- 43. Performance basics. - 2nd ed. / Willmore, Joe. 2019. New Delhi: Viva Books**  
**Call No - 658.3.018 WIL P9** **Acc No - 52819**



In this book, the author guides through human performance improvement—or HPI—and delves into major changes in performance analysis. See the Performance DNA process you know from ATD's Human Performance Improvement program at work and discover why focusing on performance improvement is so important to organizational success. This book is useful tool to

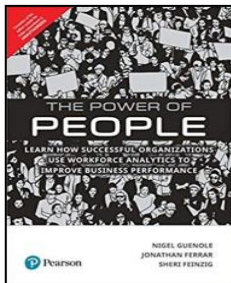
get the results you need to generate organizational improvement and ensure you're ready for your foray into performance consulting.

- 44. Power of a positive team: proven principles and practices that make great teams great. / Gordon, Jon. 2018. New Jersey: Wiley**  
Call No - 658.387.4 GOR P8 Acc No - 52754



In this book, the author shares the proven principles and practices that build great teams - and provides practical tools to help teams overcome negativity and enhance their culture, communication, connection, commitment and performance. He draws upon his unique team building experience as well as conversations with some of the greatest teams in history in order to provide an essential framework, filled with proven practices, to empower teams to work together more effectively and achieve superior results. It also provides a blueprint for addressing common pitfalls that cause teams to fail—including complaining, selfishness, inconsistency, complacency, unaccountability—while offering solutions to enhance a team's creativity, grit, innovation and growth.

- 45. Power of people: learn how successful organizations use workforce analytics to improve business performance. / Guenole, Nigel. 2018. Noida: Pearson**  
Call No - 658.3.012.12 GUE P8 Acc No - 52604



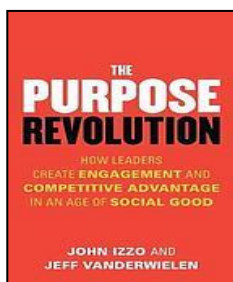
Transforming the immense potential of workforce analytics into reality isn't easy. Pioneering practitioners have learned crucial lessons that can help you succeed. This book shares their journeys—and their indispensable insights. Drawing on incisive case studies and vignettes, three experts help you bring purpose and clarity to any workforce analytics project, with robust research design and analysis to get reliable insights. They reveal where to start, where to find stakeholder support and how to earn "quick wins" to build upon. This book is invaluable to HR executives establishing or leading analytics functions; HR professionals planning analytics projects; and any business executive who wants more value from HR.

- 46. Private government: how employers rule our lives (and why we don't talk about it). / Anderson, Elizabeth. 2017. Princeton: Princeton University Press**  
Call No - 658.31 AND P7 Acc No - 52758



This book offers a better way to talk about the workplace, opening up space for discovering how workers can enjoy real freedom. In this book, the author argues that the failure to see this stems from long-standing confusions. These confusions explain why, despite all evidence to the contrary, we still talk as if free markets make workers free—and why so many employers advocate less government even while they act as dictators in their businesses.

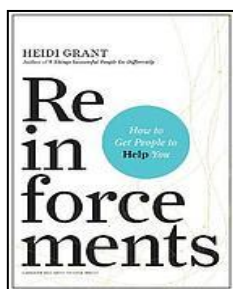
- 47. Purpose revolution: how leaders create engagement and competitive advantage in an age of social good. / Izzo, John. 2018. Oakland: Berrett-Koehler**  
Call No - 65:301.172.6 IZZ P8 Acc No - 52612



In this book, the authors show leaders and companies how to transform their corporate culture so they can succeed in the midst of this Purpose Revolution. Customers, employees, and investors are no longer satisfied with companies providing good products, good prospects, and good profits—they want them to do some social good, too. These 'purpose-driven' companies do better on nearly every traditional metric: greater customer loyalty, higher retention, more innovation, and a healthier bottom line. But a nice mission statement and donations to charity won't make your company stand out. Using scores of real-world examples and practical exercises, the authors help leaders find a truly authentic purpose, one that is a natural fit for them and their organization. They

describe concrete actions leaders can take to ensure that employees own it, customers and recruits connect with it, and every corporate action and activity reflects it.

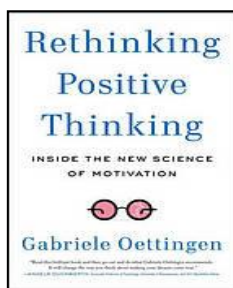
- 48. Reinforcements: how to get people to help you. / Grant, Heidi. 2018. Boston: Harvard Business Review Press**  
**Call No - 159.943 GRA P8**  
**52615**  
**Acc No -**



This book explains how to get it right. With humor, insight, and engaging storytelling, the author describes how to elicit helpful behavior from your friends, family, and colleagues--in a way that leaves them feeling genuinely happy to lend a hand. Whether you're a first-time manager or a seasoned leader, getting people to pitch in is what leadership is. Fortunately, people have a natural instinct to help other human beings; you just need to know how to channel this urge into what it is you specifically need them to do. It's not manipulation. It's just management. Imagine walking up to a stranger on the subway and asking them for their seat. What about asking a random person on the street if you could borrow their phone? If the idea makes you squeamish, you're not alone--social psychologists

have found that doing these very things makes most of us almost unbearably uncomfortable. But here's the funny thing: even though we hate to ask for help, most people are wired to be helpful. And that's a good thing, because every day in the modern, uber-collaborative workplace, we all need to know when and how to call in the cavalry. However, asking people for help isn't intuitive; in fact, a lot of our instincts are wrong. As a result, we do a poor job of calling in the reinforcements we need, leaving confused or even offended colleagues in our wake.

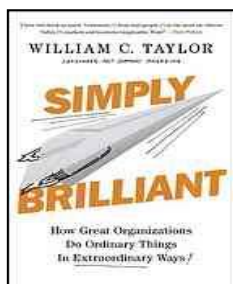
- 49. Rethinking positive thinking: inside the new science of motivation. / Oettingen, Gabriele. 2014. New York: Penguin Random House**  
**Call No - 159.955 OET P4**  
**Acc No - 52617**



In this book, the author draws on more than twenty years of research in the science of human motivation to reveal why the conventional wisdom falls short. The obstacles that we think prevent us from realizing our deepest wishes can actually lead to their fulfillment. Starry-eyed dreaming isn't all it's cracked up to be, and as it turns out, dreamers are not often doers. Based on her groundbreaking research and large-scale scientific studies, the author introduces a new way to visualize the future, called mental contrasting. It combines focusing on our dreams with visualizing the obstacles that stand in our way. By experiencing our dreams in our minds and facing reality we can address our fears, make concrete plans, and gain energy to take action.

- 50. Simply brilliant: how great organizations do ordinary things in extraordinary ways. / Taylor, William C. 2016. New York: Penguin Random House**  
**Call No - 65 TAY P6**  
**Acc No - 52769**

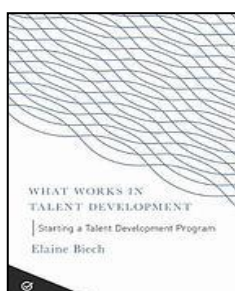




The author offers fascinating case studies and powerful lessons that you can apply to do ordinary things in extraordinary ways, regardless of your industry or profession. As author writes: 'The story of this book, its message for leaders who aim to do something important and build something great, is both simple and subversive: In a time of wrenching disruptions and exhilarating advances, of unrelenting turmoil and unlimited promise, the future is open to everybody. The thrill of breakthrough creativity and breakaway performance . . . can be summoned in all sorts of industries and all walks of life, if leaders can reimagine what's possible in their fields.' Simply Brilliant shows you how.

- 51. Starting a talent development program: what works in talent development. / Biech, Elaine. 2018. Alexandria: ATD Press**  
Call No - 658.386 BIE P8

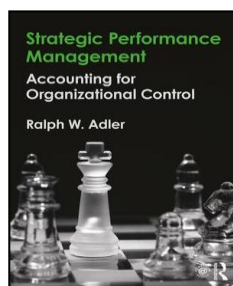
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Foundational guidance you have been looking for the best organizations recognize that no leader or employee can be expert in everything, but that everyone needs to be at their best if organizations are to be productive and successful. If your goal is to develop talent within your organization, this concise yet foundational book has the keys to success. In this book, the author guides you through getting started, designing and implementing your talent development program, demonstrating success, and planning next steps. This book is a must-read for anyone committed to creating or improving individual and organizational capability. This is the most practical guide available for enhancing talent in organizations; it's loaded with tips, tools, and applicable resources.

- 52. Strategic performance management: accounting for organizational control. / Adler, Ralph W. 2018. London: Routledge**  
Call No - 658.3.018 ADL P8

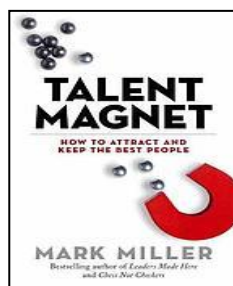
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This book reveals, performance management comprises an interdisciplinary field of study and practice that draws upon a wide set of business disciplines, including strategic management, organizational behaviour, organizational theory, and management accounting. This book provides a contemporary examination of theories, issues, and practices related to performance management. An original performance management framework helps structure the book, and in particular the ordering and layout of the book's chapters. Unlike other performance management frameworks, the one used here is grounded in concrete organizational phenomena, therefore making it more accessible and meaningful to practitioners, scholars, and students.

- 53. Talent magnet: how to attract and keep the best people. / Miller, Mark. 2018. Oakland: Berrett-Koehler**  
Call No - 658.311 MIL P8

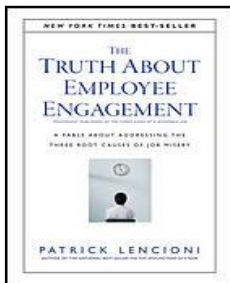
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There is a long-standing truth in the world of organizations: talent wins! But how do you attract the best people? What do they really want? Based on his rigorous and extensive research, the author learned that top performers are looking for very different things than solid contributors. In this book, the author uses a clever and entertaining business fable to share these findings. He tells the parallel stories of Blake Brown, a CEO struggling with winning the war for talent, and Blake's sixteen-year-old son Clint, who is trying to get his first job so he can raise money to buy a well for a village in Africa. Blake reaches out to leaders in other industries and works with his team to solve the puzzle of making his organization a destination for exceptional performers. But he also learns from his son. Listening to Clint and his friends

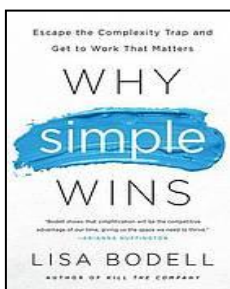
compare notes on the companies they've worked for that summer, ranging from the awful to the inspirational, Blake realizes they want the same three things out of a job as any top performer in a Fortune 500 company. Miller identifies these three critical aspects of a true talent magnet and explores the deeper meaning of each. He pulls back the curtain on what leaders can do to find and retain the very best people-- a strategic need every leader faces.

- 54. Truth about employee engagement: a fable about addressing the three root causes of job misery. / Lencioni, Patrick. 2007. San Francisco: Jossey-Bass**  
**Call No - 658.311 LEN O7** **Acc No - 52639**



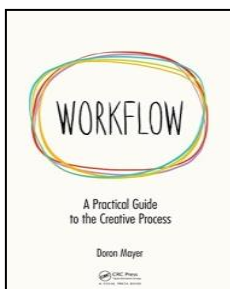
In this book, the author takes on a topic that almost everyone can relate to: job misery. Millions of workers, even those who have carefully chosen careers based on true passions and interests, dread going to work, suffering each day as they trudge to jobs that make them cynical, weary, and frustrated. It is a simple fact of business life that any job, from investment banker to dishwasher, can become miserable. Through the story of a CEO turned pizzeria manager, the author reveals the three elements that make work miserable — irrelevance, immeasurability, and anonymity — and gives managers and their employees the keys to make any job more engaging. It includes a detailed model examining the three root causes of job misery and how they can be remedied. It covers the benefits of managing for job engagement within organizations — increased productivity, greater retention, and competitive advantage — and offers examples of how managers can use the applications in the book to deal with specific jobs and situations.

- 55. Why simple wins: escape the complexity trap and get to work that matters./ Bodell, Lisa. 2017. London: Bibliomotion**  
**Call No - 65:301.172.6 BOD P7** **Acc No - 52785**



Complexity is killing companies' ability to innovate and adapt, and simplicity is fast becoming the competitive advantage of our time. This book helps leaders and their teams move beyond the feelings of frustration and futility that come with so much unproductive work in today's corporate world to create a corporate culture where valuable, essential, meaningful work is the norm. By learning how to eliminate redundancies, communicate with clarity, and make simplification a habit, individuals and companies can begin to recognize which activities are time-sucks and which create lasting value.

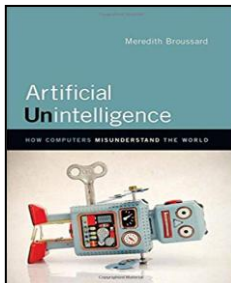
- 56. Workflow: a practical guide to the creative process. / Mayer, Doron. 2018. Boca Raton: CRC Press**  
**Call No - 65.015.13 MAY P8** **Acc No - 52788**



A pro isn't just a person who can do it well. It's a person who can do it well every time, on demand and on deadline; which is why the key to being a professional creative is having a great creative process. Whether it's writing a book, animating a shot, designing a game level or composing a soundtrack—ultimately, we're all facing similar challenges. Since we share challenges, we can also share solutions. This book is a practical guide, featuring a universal creative process that can streamline any serious creative work, on any scale.

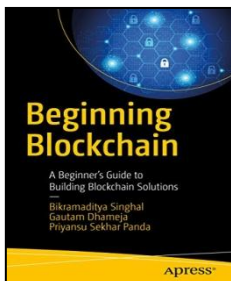
## INFORMATION MANAGEMENT

1. **Artificial unintelligence: how computers misunderstand the world. / Broussard, Meredith. 2018. Cambridge: MIT Press**  
Call No - 65.011.56WAG BRO P8 Acc No - 52504



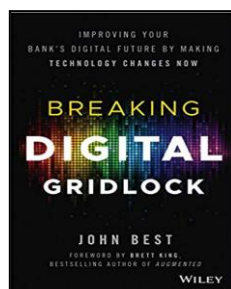
In this book, the author argues that our collective enthusiasm for applying computer technology to every aspect of life has resulted in a tremendous amount of poorly designed systems. We are so eager to do everything digitally—hiring, driving, paying bills, even choosing romantic partners—that we have stopped demanding that our technology actually work. Broussard, a software developer and journalist, reminds us that there are fundamental limits to what we can (and should) do with technology. With this book, she offers a guide to understanding the inner workings and outer limits of technology—and issues a warning that we should never assume that computers always get things right.

2. **Beginning blockchain: a beginner's guide to building Blockchain solutions. / Singhal, Bikramaditya. 2018. New York: Apress**  
Call No - 332.178 SIN P8 Acc No - 52507



This book is a beginner's guide to understanding the core concepts of Blockchain from a technical perspective. By learning the design constructs of different types of Blockchain, reader will get a better understanding of building the best solution for specific use cases. The book covers the technical aspects of Blockchain technologies, cryptography, cryptocurrencies, and distributed consensus mechanisms. You will learn how these systems work and how to engineer them to design next-gen business solutions.

3. **Breaking digital gridlock: improving your bank's digital future by making technology changes now. / Best, John. 2018. New Jersey: Wiley**  
Call No - 332.1:65.011.56 BES P8 Acc No - 52514



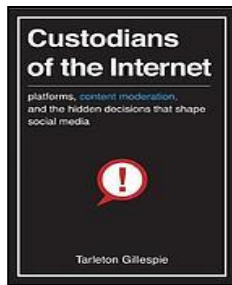
This book empowers credit unions and community banks to make the shift to digital—even without a seven-figure consulting budget. From leadership, to technology, to security, and more, this book provides effective, real-world strategies for taking the leap without tearing your organization apart. With an emphasis on maintaining the culture, services, and features you have carefully crafted for your customers over the years, these strategies allow you to make your organization more resistant to digital disruption by adopting key technologies at

key points in their evolution.

4. **Custodians of the internet: platforms, content moderation, and the hidden decisions that shape social media. / Gillespie, Tarleton. 2018. New Haven: Yale University Press**

Call No - 316.472.4 GIL P8

Acc No - 52526



In this book, the author provides an overview of current social media practices and explains the underlying rationales for how, when, and why these policies are enforced. In doing so, Gillespie highlights that content moderation receives too little public scrutiny even as it shapes social norms and creates consequences for public discourse, cultural production, and the fabric of society. Based on interviews with content moderators, creators, and consumers, this accessible, timely book is a must-read for anyone who's ever clicked "like" or "retweet."

5. **Cybersecurity program development for business: the essential planning guide.** / Moschovitis, Chris . 2018. New Jersey: Wiley  
Call No - 65.011.56WAD MOS P8

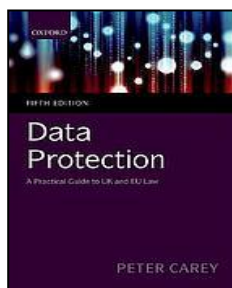
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This is essential guide, with its dozens of examples and case studies, provides every element of the development and management of a cybersecurity program for the executive. From understanding the need, to core risk management principles, to threats, tools, roles and responsibilities, this book walks the reader through each step of developing and implementing a cybersecurity program.

6. **Data protection: a practical guide to UK and EU law. - 5th ed. /Edited by Carey, Peter.** 2018. Oxford: Oxford University Press  
Call No - 34:65.011.56 DAT P8

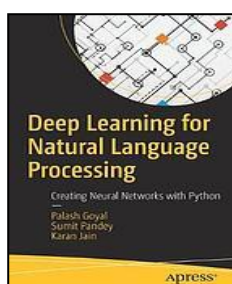
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This book provides a complete guide to the practical application of data protection law. It is fully updated and expanded to include coverage of significant developments in the practice of data protection, and takes account of new legislation as well as guidance published by the Information Commissioner since the last edition. The fifth edition includes coverage of the EU General Data Protection Regulation (GDPR); the implications of Brexit; new guidance from the Information Commissioner's office; coverage of new cases on several aspects of data protection compliance; the latest developments on electronic communications; new chapters on accountability and the role of the Data Protection Officer, and creating a compliance programme.

7. **Deep learning for natural language processing: creating neural networks with Python.** / Goyal, Palash. 2018. New York: Apress  
Call No - 65.011.56WJJC GOY P8

Acc No - 52529

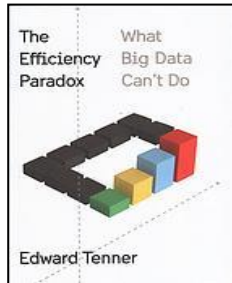


This book presents concepts of deep learning used for natural language processing (NLP), with full-fledged examples of neural network models such as recurrent neural networks, long short-term memory networks, and sequence-2-sequence models. The first three chapters of the book cover the basics of NLP, starting with word-vector representation before moving onto advanced algorithms. The final chapters focus entirely on implementation, and deal with sophisticated architectures such as RNN, LSTM, and Seq2seq, using Python



tools: TensorFlow, and Keras. This book is a good starting point for people who want to get started in deep learning for NLP. All the code presented in the book will be available in the form of IPython notebooks and scripts, which allow you to try out the examples and extend them in interesting ways.

8. **Efficiency paradox: what big data can't do. / Tenner, Edward. 2018. New York: Knopf**  
Call No - 65.011.56WAG TEN P8 Acc No - 52694



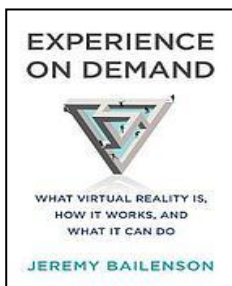
This book questions our ingrained assumptions about efficiency, persuasively showing how relying on the algorithms of digital platforms can in fact lead to wasted efforts, missed opportunities, and above all an inability to break out of established patterns. In this book, the author offers a smarter way of thinking about efficiency, revealing what we and our institutions, when equipped with an astute combination of artificial intelligence and trained intuition, can learn from the random and unexpected.

9. **End of online shopping: the future of new retail in an always connected world. / Jongen, Wijnand . 2018. Singapore: WS Professional**  
Call No - 38:65.011.56 JON P8 Acc No - 52801



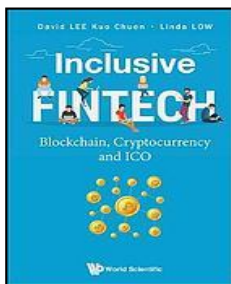
This book describes how the smart, the sharing, the circular, and the platform economy are shaping a new era of always connected retail. Retailers urgently need to innovate if they want to stay relevant in a world dominated by marketplaces and sharing platforms. The book contains inspiring examples from different industries — which include the usual suspects such as Amazon, Alibaba, and Google, but also local startups — and covers all aspects of the customer journey, from orientation and selection to delivery. It provides an excellent overview of shopping trends and developments worldwide, and offers readers indispensable insights into the future of retail.

10. **Experience on demand: what virtual reality is, how it works, and what it can do. / Bailenson, Jeremy. 2018. New York: W W Norton**  
Call No - 65.011.56 BAI P8 Acc No - 52540



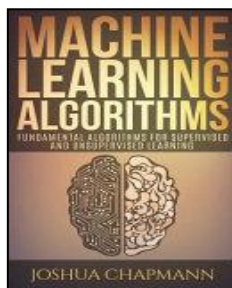
In this book, the author draws upon two decades spent researching the psychological effects of VR to help readers understand its upsides and possible downsides. He offers expert guidelines for interacting with VR, and describes the profound ways this technology can be put to use to hone our performance, help us recover from trauma, improve our learning, and even enhance our empathic and imaginative capacities so that we treat others and ourselves better.

11. **Inclusive fintech: blockchain, cryptocurrency and ICO. / Chuen, David Lee Kuo. 2018. Singapore: World Scientific**  
Call No - 332.45 CHU P8 Acc No - 52722



Cryptocurrency market has been growing fast since its emergence in recent years. Moreover, digital finance has forged the convergence of profit motives with social objectives creating a class of large FinTech companies. In addition, the underlying technology innovation may be applied to a wide range of industries, not limited to financial sector. Hence, it is the task of this book to shed light on the introduction and trends in FinTech, blockchain and token sales. The authors hope to dispel the many misconceptions about blockchain and cryptocurrencies (especially bitcoin, Initial Crypto-Token Offering or ICO), as well as the idea that businesses can be sustainable without a social dimension going forward. With comprehensive coverage given to the FinTech scene in Asia, it is targeted at those who are searching for business opportunities. Most important of all, this book seeks to change the mindset of a whole new generation that is familiar with digital economy and yearns for a more just and equitable world.

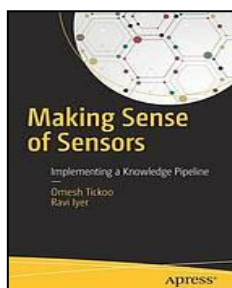
- 12. Machine learning: fundamental algorithms for supervised and unsupervised learning with real-world applications / Chapmann, Joshua . 2017. : Createspace Independent Publishing  
Call No - 65.011.56 CHA P7  
Acc No - 52573**



Machine Learning is a branch of computer science that wants to stop programming computers using a list of detailed instructions and instead use a set of high-level commands which they can apply to many unknown scenarios - these are called algorithms. We can use these algorithms to obtain insights, recognize patterns and make predictions from data, images, sounds or videos we have never seen before (or even knew existed). Unfortunately, the true power and applications of today's Machine Learning Algorithms is misunderstood by most

people.

- 13. Making sense of sensors: implementing a knowledge pipeline. / Tickoo, Omesh. 2017. New York: Apress  
Call No - 65.011.56WN TIC P7  
Acc No - 52575**



This book provides you with the tools to understand how sensor data is converted into actionable knowledge and provides tips for in-depth work in this field. It starts with an overview of the general pipeline to extract meaningful data from sensors. It then dives deeper into some commonly used sensors and algorithms designed for knowledge extraction. Practical examples and pointers to more information are used to outline the key aspects of Multimodal recognition. The book concludes with a discussion on relationship extraction, knowledge representation, and management.

- 14. Mathematics of big data: spreadsheets, databases, matrices, and graphs. / Kepner, Jeremy. 2018. Cambridge: MIT Press**

Call No - 65.011.56WAG KEP P8

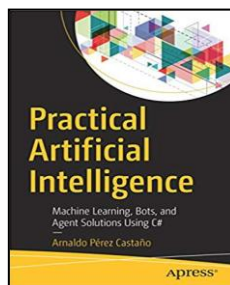
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This book presents the common mathematical foundations of these data sets that apply across many applications and technologies. Associative arrays unify and simplify data, allowing readers to look past the differences among the various tools and leverage their mathematical similarities in order to solve the hardest big data challenges. It introduces the concept of the associative array in practical terms, presents the associative array manipulation system D4M (Dynamic Distributed Dimensional Data Model), and describes the application of associative arrays to graph analysis and machine learning. It provides a mathematically rigorous definition of associative arrays and describes the properties of associative arrays that arise from this definition. Finally, the book shows how concepts of linearity can be extended to encompass associative arrays.

- 15. Practical artificial intelligence: machine learning, bots, and agent solutions using c#. / Castano, Arnaldo Perez. 2018. New York: Apress**  
Call No - 65.011.56WAG CAS P8

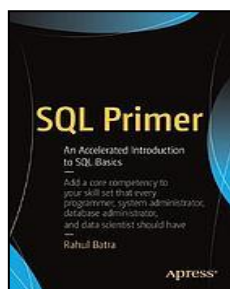
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This book discovers how all levels Artificial Intelligence (AI) can be present in the most unimaginable scenarios of ordinary lives. This book explores subjects such as neural networks, agents, multi agent systems, supervised learning, and unsupervised learning. These and other topics will be addressed with real world examples, so you can learn fundamental concepts with AI solutions and apply them to your own projects. People tend to talk about AI as something mystical and unrelated to their ordinary life. Practical Artificial Intelligence provides simple explanations and hands on instructions. Rather than focusing on theory and overly scientific language, this book will enable practitioners of all levels to not only learn about AI but implement its practical uses.

- 16. SQL Primer: an accelerated introduction to SQL basics. / Batra, Rahul. 2018. New York: Apress**  
Call No - 65.011.56WMB BAT P8

Acc No - 52625

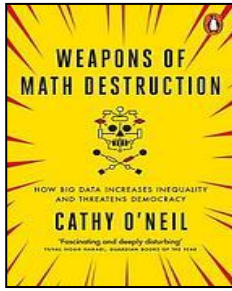


The book gives examples worked in PostgreSQL and SQLite, but the bulk of the examples are platform agnostic and will work on any database platform supporting SQL. Early in the book you learn about table design, the importance of keys as row identifiers, and essential query operations. You then move into more advanced topics such as grouping and summarizing, creating calculated fields, joining data from multiple tables when it makes business sense to do so, and more. Throughout the book, you are exposed to a set-based approach to the language and are provided a good grounding in subtle but important topics such as the effects of null value on query results. With the explosion of data science, SQL has regained its prominence as a top skill to have for technologists and decision

makers worldwide. SQL Primer will guide you from the very basics of SQL through to the mainstream features you need to have a solid, working knowledge of this important, data-oriented language. Build a core level of competency in SQL so you can recognize the parts of queries and write simple SQL statements. SQL knowledge is essential for anyone involved in programming, data science, and data management. This book covers features of SQL that are standardized and common across most database vendors. You will gain a base of knowledge that will prepare you to go deeper into the specifics of any database product you might encounter.

- 17. Weapons of math destruction: how big data increases inequality and threatens democracy. / O'Neil, Cathy. 2017. New York: Broadway Books**  
Call No - 65.011.56WAG ONE P7

Acc No - 52783

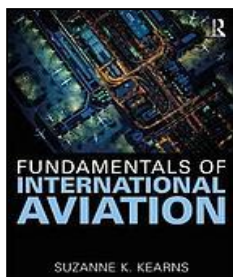


We live in the age of the algorithm. Increasingly, the decisions that affect our lives -- where we go to school, whether we get a car loan, how much we pay for health insurance -- are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. In this book, the author discusses that models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a 'toxic cocktail for democracy.' He exposes the black box models that shape our future, both as individuals and as a society. These 'weapons of math destruction' score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. He calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives.



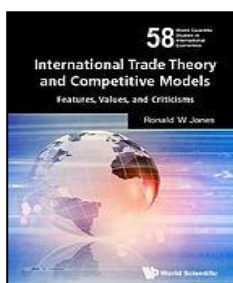
## INTERNATIONAL MANAGEMENT

1. **Fundamentals of international aviation.** / Kearns, Suzanne K. 2018. London: Routledge  
Call No - 656.7 KEA P8 Acc No - 52548



This book is designed for the next generation of aviation professionals, flips the traditional approach to aviation education. Instead of focusing on one career in one country, it has been designed to introduce the aviation industry on a global scale with a broad view of all the interconnected professional groups. This book provides a foundation of aviation industry awareness that will support the next generation as they choose a career path that best aligns with their interests and ambitions. It also offers current professionals an enriched understanding of the practices and challenges between the many interconnected professional groups that make up the rich fabric of international aviation.

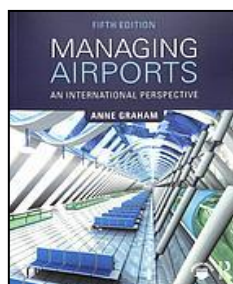
2. **International trade theory and competitive models: features, values, and criticisms.** / Jones, Ronald W. 2018. New Jersey: World Scientific  
Call No - 382 JON P8 Acc No - 52559



World-renowned economist Ronald W. Jones gets to the essence of international trade theory in this collection of articles that span over half a century of his published work. As the global economy has grown, so too has the need for a deeper rooted understanding of trade — and its assorted benefits. With clear, simplifying prose, Jones elucidates the Ricardian, Heckscher–Ohlin, and Specific-Factors models of general equilibrium theory. Jones' pioneering work anticipates, among other changes in our time, the creation of far-flung supply chains brought about by the falling costs of service links. The theoretical, technical, and historical insights in the text are peppered with personal notes that capture modern intellectual development in the field, providing a bedrock foundation in

international trade for students and practitioners alike.

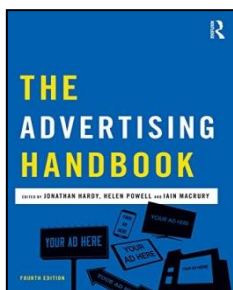
3. **Managing airports: an international perspective.** - 5th ed. / Graham, Anne. 2018. London: Routledge  
Call No - 656.71 GRA P8 Acc No - 52733



This book presents a comprehensive and cutting-edge insight into today's international airport industry. Approaching management topics from a strategic and commercial perspective, rather than from an operational and technical viewpoint, the book provides an innovative insight into the processes behind running a successful airport. This fifth edition has been fully revised and updated to reflect the many important developments in the management of airports.

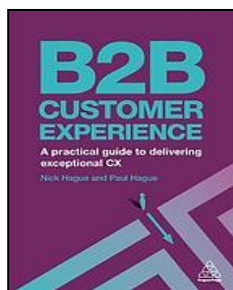
## MARKETING

1. **Advertising Handbook. - 4th ed. /Edited by Hardy, Jonathan. 2018. London: Routledge**  
Call No - 659.1 ADV P8 Acc No - 52499



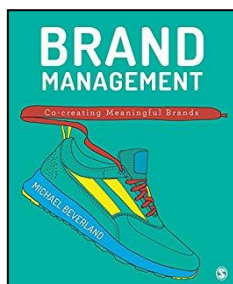
This book provides a critical introduction to advertising and marketing practices today. Contributions from leading international scholars and practitioners offer extended coverage of the contemporary shifts and pressures reshaping the marketing communications (or advertising and marketing) industries and their relationship to the consumer. Profiles and case studies illustrate innovation and diversification among advertising, marketing and public relations companies. Discussion questions aid learning and encourage debate about the activities and influence of advertising today.

2. **B2B customer experience: a practical guide to delivering exceptional CX. / Hague, Nick. 2018. London: Kogan Page**  
Call No - 658.818 HAG P8 Acc No - 52660



This book shows readers how to deliver the very best customer experience (often referred to as CX), within the business-to-business realm. Marketers have long known that emotions are important in driving our experiences, and the subject is now high on the agenda of B2B companies who want to deliver a 'wow' to their customers. Achieving this 'wow' factor helps organizations distinguish themselves from their competition, while simultaneously winning new business and retaining existing clients. This book is the essential handbook that guides the reader through the process of creating an exceptional customer experience.

3. **Brand management: co-creating meaningful brands. / Beverland, Michael. 2018. London: Sage**  
Call No - 658.626 BEV P8 Acc No - 52512



This book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed. The line between the producer and the consumer has become blurred; consumers are no longer the recipients of brand identity, but the co-creators, playing a significant role in shaping new products and systems. To help better understand the basics of brand management, and the co-creation theory, the book includes a collection of geographically diverse case studies, including: Burger King, Lego, Lynx, Maserati, HSBC and Vegemite.

4. **Building brand experiences: a practical guide to retaining brand relevance. / Coleman, Darren. 2018. London: Kogan Page**  
Call No - 658.626 COL P8 Acc No - 52796



templates and informed research.

Retaining brand relevance is fundamental to organizational success, and an increasing challenge that high-level marketing professionals now face. In the past, many have responded with product or price-based competition, yet this can only propel a brand so far when it comes to retaining long-term relevance. Research shows that consumers are in fact driven by emotion and positive brand experiences have the power to drive engagement, while simultaneously offering countless options for competitive differentiation. This book enables managers and executives to realize this and create tailored, relevant experiences that will appeal to consumers and drive brand performance. It provides a step-by-step guide to the process of building effective brand experiences based on tried-and-tested tools,

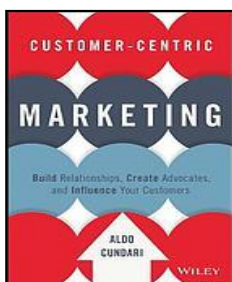
5. **Consumer psychology: a life span developmental approach. / Young, Brian M. 2018. Cham: Palgrave**  
Call No - 658.89 YOU P8 Acc No - 52655



identities and their consumption tastes.

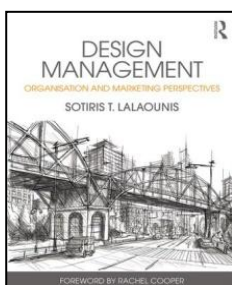
This book approaches consumer psychology from a unique perspective - it covers the entire lifespan, from birth to old age. The author discusses how people's natural lifespan influences their relationship to the things they own, how preferences are developed from childhood and how motivations for purchases change throughout their lives from childhood to old age. This book brings together the most recent findings and theories on child and youth consumption, including children's understanding of advertising and marketing, teen and youth

6. **Customer-centric marketing: build relationships, create advocates, and influence your customers. / Cundari, Aldo. 2015. New Jersey: Wiley**  
Call No - 658.818 CUN P5 Acc No - 52686



This book is a comprehensive game plan on succeeding in the new marketing landscape by focusing on the customer. Written by one of Canada's top communications pioneers, this book examines the complex forces influencing the rise of empowered and demanding customers and outlines a framework that helps marketers exploit these forces to engage them. It provides actionable advice to help you pull together these seemingly independent elements to create a customer-centric business model that is ideally positioned to take on the dynamic requirements of today's marketing environment, and learn the strategic rules that CMOs can use to model their organizations to win.

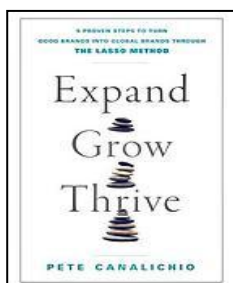
7. **Design management: organisation and marketing perspectives. / Lalaounis, Sotiris T. 2018. London: Routledge**  
Call No - 658.512.2 LAL P8 Acc No - 52689



This book breaks a new ground on the intersection of these two disciplines with design management. With the latest marketing thinking assigning greater emphasis on organisations co-creating value with consumers and other stakeholders by placing them at the heart of the product/service development process, it has never been more important to integrate marketing and organisational perspectives into design management. This text explores the importance of managing design strategies, design processes, and design implementation in a way that it puts the human and the society at the centre,

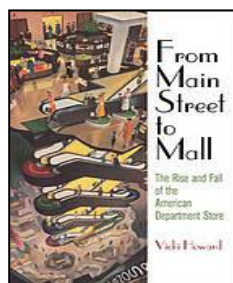
contributing to organisational success, customer gratification, and social welfare. Drawing from a variety of scholarly research and personal commercial insights, this book integrates key concepts of marketing, innovation, and design, to provide an in-depth discussion of the subject of design management.

8. **Expand, grow, thrive: 5 proven steps to turn good brands into global brands through the LASSO method.** / Canalicchio, Pete. 2018. Bingley: Emerald  
Call No - 658.626 CAN P8 Acc No - 52539



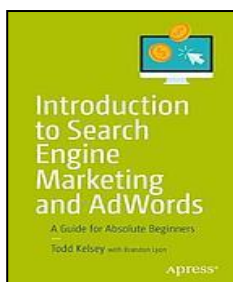
Using powerful storytelling and unique access to the personal perspectives of top-flight marketers who have developed truly world-class business growth programs, the author shows us how successful marketers have extended and expanded their brands, and the challenges they have had to overcome along the way. The LASSO model (Lateral; Addictive; Storied; Scalable; Own-able) offers a simple, accessible and effective way for marketers to get their heads around the desired attributes of highly successful growth programs. With insightful advice, anecdotes and tips from leading brand licensing professionals, household names like Coca-Cola and Disney, senior marketers and inspiring individuals, author has created a measured and proven 'Think Big, Get Big' framework to truly help your brand first expand, grow successfully, and ultimately thrive.

9. **From main street to mall: the rise and fall of the American department store.** / Howard, Vicki. 2015. Philadelphia: University of Pennsylvania Press  
Call No - 658.871 HOW P5 Acc No - 52707



The first national study of the department store industry, this book traces the changing economic and political contexts that transformed the American shopping experience in the twentieth century. With careful attention to small-town stores as well as glamorous landmarks such as Marshall Field's in Chicago and Wanamaker's in Philadelphia, author offers a comprehensive account of the uneven trajectory that brought about the loss of locally identified department store firms and the rise of national chains like Macy's and J. C. Penney. She draws on a wealth of primary source evidence to demonstrate how the decisions of consumers, government policy makers, and department store industry leaders culminated in today's Wal-Mart world. Richly illustrated with archival photographs of the nation's beloved downtown business centers, From Main Street to Mall shows that department stores were more than just places to shop.

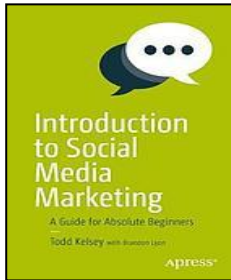
10. **Introduction to search engine marketing and Adwords: a guide for absolute beginners.** / Kelsey, Todd. 2017. New York: Apress  
Call No - 658.8:65.011.56 KEL P7 Acc No - 52560



This book is an easy-to-understand introduction to the most important tools and skills in search engine marketing. Use Google's AdWords to create your ads. Each chapter goes beyond the tool itself, discussing helpful resources and important issues to keep in mind. If you are completely new to search engine marketing and AdWords and you want to learn the basics, this guide will introduce you to the content quickly.

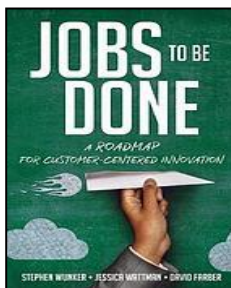


- 11. Introduction to social media marketing: a guide to absolute beginners. / Kelsey, Todd. 2017. New York: Apress  
Call No - 658.8:65.011.56WN KEL P7  
Acc No - 52561**



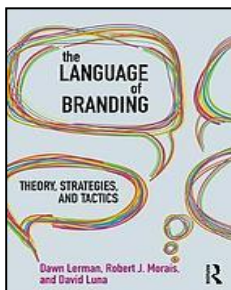
This book focuses on ROI (return on investment), to help you think critically about the value social media could bring a business or organization. Easily understand the most important tools and skills in social media marketing. You'll be exposed to Facebook pages and ads, work with Twitter and LinkedIn, save time with Hootsuite, and learn social media monitoring. If you are completely new to social media marketing and you want to learn the basics, this guide will introduce you to the content quickly.

- 12. Jobs to be done: a roadmap for customer-centered innovation. / Wunker, Stephen. 2017. New York: Amacom  
Call No - 658.5.012.2 WUN P7  
Acc No - 52727**



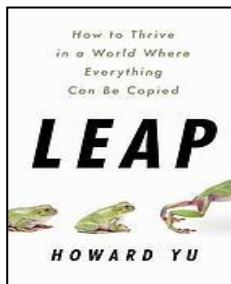
This book provides a framework for thinking about your business, outlines a road map for discovering new markets, new products, and new services, and helps you generate creative opportunities to innovate your way to success. Shifting through purchasing data for clues about what might sell and haphazardly brainstorming ideas are typical strategies. But this book offers a far more precise and effective approach to determining the drivers of customer behavior - those functional and emotional goals that people want to achieve.

- 13. Language of branding: theories, strategies, and tactics. / Lerman, Dawn. 2018. New York: Routledge  
Call No - 658.626 LER P8  
Acc No - 52729**



This book presents how to use language successfully to improve brand value and influence consumer behavior. They show how understanding the power of language can impact the essence – and sales – of a brand. The book covers the fundamentals of brand language and applications for an array of marketing initiatives. Students will learn why brand language matters, how language is used in marketing, and how to build a brand strategy that capitalizes on the richness and complexity of language.

- 14. Leap: how to thrive in a world where everything can be copied. / Yu, Howard. 2018. New York: Public Affairs  
Call No - 65.011.1 YU P8  
Acc No - 52731**



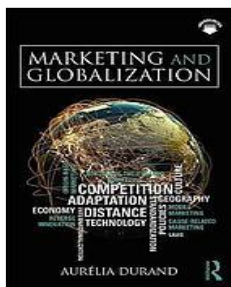
In this book, the author shows that succeeding in today's marketplace is no longer just a matter of mastering copycat tactics, companies also need to leap across knowledge disciplines, and to reimagine how a product is made or a service is delivered. This proven tactic can protect a company from being overtaken by new (and often foreign) copycat competitors. Using riveting case studies of successful leaps and tragic falls, author illustrates five principles to success that span a wide range of industries, countries, and eras. Learn about how P&G in the 19th century made the leap from handcrafted soaps and candles to mass production of its signature brand Ivory, leaped into the new fields of consumer psychology and advertising, then leaped again, at the risk of cannibalizing its core product, into synthetic detergents and won with Tide in 1946.

- 15. Market design: auctions and matching. / Haeringer, Guillaume. 2017. Cambridge: MIT Press**  
**Call No - 380.13 HAE P7** **Acc No - 52578**



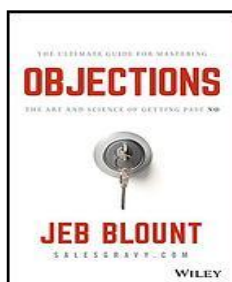
This book offers an introduction to market design, providing students with a broad overview of issues related to the design and analysis of market mechanisms. It defines a market as a demand and a supply, without specifying a price system or mechanism. This allows the text to analyze a broad set of situations—including such unconventional markets as college admissions and organ donation—and forces readers to pay attention to details that might otherwise be overlooked.

- 16. Marketing and globalization. / Durand, Aurelia. 2019. New York: Routledge**  
**Call No - 658.8 DUR P9** **Acc No - 52736**



This book focuses squarely on the issues facing marketers in an increasingly global world. It identifies several trends, linking them together, and positioning them as marketing practices that companies implement as a way of responding to the major consequences of globalization. The book also includes case studies to illustrate new practices and allow students to discuss issues of market selection, entry modes, segmentation, targeting, and positioning, as well as product, price, distribution, promotion, and corporate communication policies in a globalized world. The author's approach moves beyond marketing management and strategy issues and provides students with the broader context to understand the marketing practices they'll use in the real world. This book will prove to be an essential resource for any student of marketing and international business working to stay ahead in an increasingly competitive and global industry.

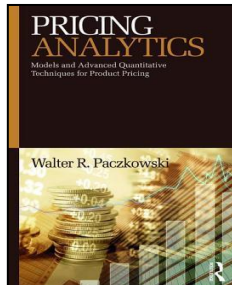
- 17. Objections: the ultimate guide to mastering the art and science of getting past no. / Blount, Jeb. 2018. New Jersey: Wiley**  
**Call No - 658.8.013 BLO P8** **Acc No - 52746**



This book is a comprehensive and contemporary guide that engages your heart and mind. In his signature right-to-the-point style, the author pulls no punches and slaps you in the face with the cold, hard truth about what's really holding you back from closing sales and reaching your income goals. Then he pulls you in with examples, stories, and lessons that teach powerful human-influence frameworks for getting past NO - even with the most challenging objections. This book provides several insights around the ethos and attitude of great salespeople who

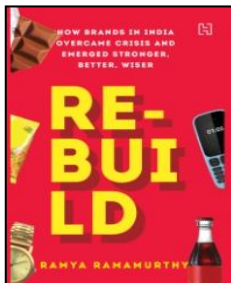
masterfully handle objections and get the deal closed (while serving the customers best interest).

- 18. Pricing analytics: models and advanced quantitative techniques for product pricing. / Paczkowski, Walter. R. 2019. London: Routledge**  
Call No - 658.8.03 PAC P9 Acc No - 52757



The theme of this book is simple, The price, the number someone puts on a product to help consumers decide to buy that product – comes from data. This book gives the reader the statistical modeling tools needed to get the number to put on a product. But statistical modeling is not done in a vacuum. Economic and statistical principles and theory conjointly provide the background and framework for the models. Therefore, this book emphasizes two interlocking components of modeling: economic theory and statistical principles.

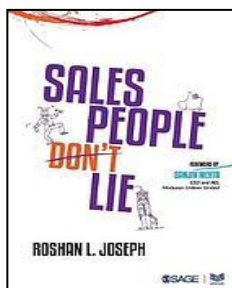
- 19. Rebuild: how brands in India overcame crisis and emerged stronger, better, wiser. / Ramamurthy, Ramya. 2018. Gurugram: Hachette**  
Call No - 658.626 RAM P8 Acc No - 52614



This book closely examines the circumstances that cause brands to falter – faulty products, leadership changes, disastrous sales cycles and competition activity, among others – and provides invaluable insights that may serve as cautionary tales for organizations, both small and large. It also features interviews with top management executives as well as expert brand-watchers. Digging deep into the crisis management strategies adopted by companies such as Coca-Cola, Unilever, Kingfisher, Tata Sons, Indian Premier League, Facebook, Uber, Nokia, Nestlé Maggi Noodles and several more, it analyses the steps that different organizations have taken to minimize damage to their brand, and describes how (if at all) they recovered. Over the years, prominent brands in India across product categories,

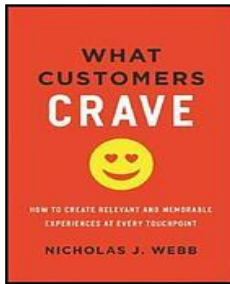
both home-grown and multinational, have tackled crises – some unexpected and some self-inflicted, but each a defining factor in shaping a company's future. In a first-of-its-kind narrative, Rebuild brings together the stories behind some of India's biggest businesses that dealt with potential disaster and emerged on the other side – either victorious or wiser.

- 20. Sales people don't lie. / Joseph, Roshan L. 2018. New Delhi: Sage**  
Call No - 658.85 JOS P8 Acc No - 52620



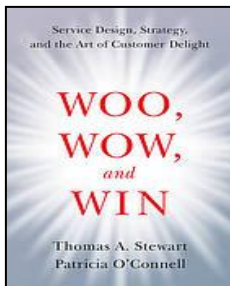
Sales malpractice accounts for huge losses in businesses worldwide. The way to bring attention to this malaise is to ensure that salespeople worldwide understand the damage this malpractice causes. This book is a mission to spread the word on how sales can be a profession that does good for customers and adds value to their lives. A salesperson can be someone who does good for the society and to every individual who needs help in making the right decision about a product they wish to purchase. The book advocates using a professional sales system that facilitates sales successes in an easy and legitimate way. A robust sales system not only helps in achieving sales targets but has an overall impact on the motivation of the sales team, thereby curtailing attrition.

- 21. What customers crave: how to create relevant and memorable experiences at every touchpoint. / Webb, Nicholas J. 2017. New York: Amacom**  
Call No - 658.818 WEB P7 Acc No - 52784



This book examines how the hyper-connected economy is radically changing consumer expectations, and reveals what companies need to do to stay on top. The solution rests on two simple questions: What do your customers love? What do they hate? This book answers and helps you reinvent how you engage with customers (both digitally and non-digitally) and gain invaluable insights into who they are and what they care about. When you learn to provide your customers with exactly what they want, they not only buy—they come back again and again...and bring their friends.

- 22. Woo, wow, and win: service design, strategy, and the art of customer delight. / Stewart, Thomas A. 2016. New York: Harper Business**  
**Call No - 658.818 STE P6** **Acc No - 52787**

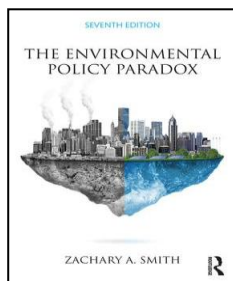


This book reveals the importance of designing your company around service, and offers clear, practical strategies based on the idea that the design of services is markedly different than manufacturing. The authors contend that most companies, both digital and brick-and-mortar, B2B or B2C; are not designed for service—to provide an experience that matches a customer's expectations with every interaction and serves the company's needs. When customers have more choices than ever before, study after study reveals that it's the experience that makes the difference. To provide great experiences that keep customers coming back, businesses must design their services with as much care as their products.



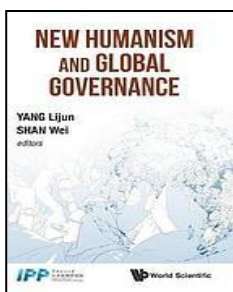
## PUBLIC POLICY & GOVERNANCE

1. **Environmental policy paradox. - 7th ed. / Smith, Zachary A. 2018. New York: Routledge**  
Call No - 577.4 SMI P8 Acc No - 52696



This book provides an introduction to the policy-making process in the United States with regard to air, water, land use, agriculture, energy, and waste disposal, while introducing readers to both global and international environmental issues and institutions. The text explains why some environmental ideas shape policy while others do not, and illustrates that even when the best short- and long-term solutions to environmental problems are identified, the task of implementing these solutions is often left undone or is completed too late. Readers are presented with a comprehensive history of the environmental movement paired with the most up-to-date account of environmental policy available today.

2. **New humanism and global governance / Edited by Lijun, Yang. 2019. Singapore: World Scientific**  
Call No - 658.114.9 NEW P9 Acc No - 52744



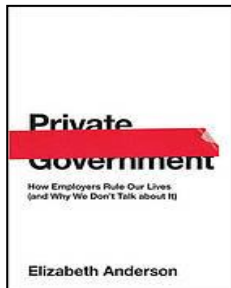
This book is the first in this subject to study how a variety of factors related to globalization will shape the future of the human community. It discusses the major challenges to today's world order and governance, as well as international experience in responding to these challenges. It covers a wide range of issues including unequal distribution of wealth, the widening income inequality gap, contradiction between economic development and environmental protection, the middle-income trap, de-globalization, democratic crisis, anti-immigration sentiments, nationalism, and radical extremism. It addresses these issues by emphasizing policy implications for governance.

3. **Politics of wellbeing: theory, policy and practice / Edited by Bache, Ian. 2018. Cham: Palgrave Macmillan.**  
Call No - 159.92 POL P8 Acc No - 52652



This volume is the first collection in the field of wellbeing studies that places politics centre stage. Through a combination of intellectual inquiry, empirically-grounded research, and investigation across different settings, this book aims to provide fresh insights and develop new lenses through which to understand the rise and significance of the wellbeing agenda. Divided into three parts, it considers how to define wellbeing for public policy; the prospects for wellbeing as a force for political change; and the link between policy agendas and the everyday lives of people. The book explores the key political issues of power, democracy, and the legitimacy of wellbeing evidence in a range of settings – international, national and subnational/ substate. The volume will appeal to wellbeing and politics scholars, as well as students and general readers with an interest in these new political agendas.

4. **Private government: how employers rule our lives (and why we don't talk about it). / Anderson, Elizabeth. 2017. Princeton: Princeton University Press**  
Call No - 658.31 AND P7 Acc No - 52758



This book offers a better way to talk about the workplace, opening up space for discovering how workers can enjoy real freedom. In this book, the author argues that the failure to see this stems from long-standing confusions. These confusions explain why, despite all evidence to the contrary, we still talk as if free markets make workers free—and why so many employers advocate less government even while they act as dictators in their businesses.

5. **Public policy in the Asian century: concepts, cases and futures / Edited by Bice, Sara. 2018. London: Palgrave**  
Call No - 35.011.1 PUB P8 **Acc No - 52609**



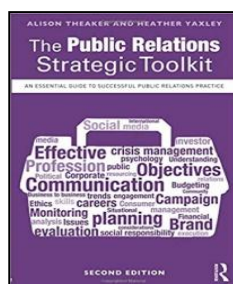
This volume explores the defining features, critical approaches, challenges and opportunities for public policy in the 'Asian Century'. This is the first book to systematically analyse the key institutions and practices that comprise public policy, administration and governance to investigate how they are changing in the context of increasing Asian influence. The authors argue that the Asian Century holds the potential to generate a paradigm shift equivalent to the impacts of neo-liberalism and the New Public Management of the late 20th century.

6. **Public-private partnership for infrastructure: principles of policy and finance. - 2nd ed. / Yescombe, E. R. 2018. Oxford: Butterworth-Heinemann**  
Call No - 338.246.025 YES P8 **Acc No - 52610**



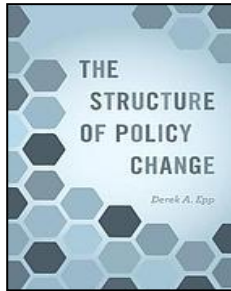
This book explains how public private partnerships are prepared, procured, financed, and managed from both the public- and private-sector perspectives. As the use of public private partnerships continues to develop world-wide, both in the area of public policy and private financing and contracting, this book Captures and explains the latest approaches, providing a comprehensive all-round guide for those on both the public- and private-sector sides of the table, emphasises a step-by-step approach within a comprehensive, cross-referenced format, includes clear explanations of PPP evaluation, structuring and financing concepts for the benefit of those new to the topic and relevant issues on the topic.

7. **Public relations strategic toolkit: an essential guide to successful public relations practice. - 2nd ed. / Theaker, Alison. 2018. London: Routledge**  
Call No - 659.4 THE P8 **Acc No - 52611**



This book presents guidance to instruct and educate students and professionals of public relations and corporate communications. The authors cover every aspect of critical practice, including definitions of public relations, key theoretical concepts and both original and established methodological approaches. Case studies and interviews are featured to provide real-world context and advice for professional development. The new edition is fully revised with brand new case studies and updated content which reflect significant developments in theory and contemporary practice. It puts particular emphasis on the use of technology (including automation) and social media in current public relations planning, corporate communications and stakeholder engagement.

8. **Structure of policy change. / Epp, Derek A. 2018. Chicago: University of Chicago Press**  
Call No - 35(73) EPP P8  
Acc No - 52775



The author argues that some agencies can indeed do that and that instability is at least partially a function of poor institutional design. While it is inherently more challenging to maintain stability around complex problems like immigration or climate change, the deliberative process itself can affect the degree of stability around an issue. The author looks at whether agencies follow a deliberative model for decision making, in which policies are developed by means of debate among a small group of policymakers, or a collective model, in which the opinions of many people are aggregated, as with the stock market. He argues that, in many instances, the collective model produces more informed and stable policy outcomes that can be adapted more readily to new information and changing public priorities. When the Soviet Union launched Sputnik, the Red Scare seized the American public. While President Eisenhower cautioned restraint, his hand was forced, and NASA's budget had increased five thousand percent over its pre-Sputnik levels by the time President Kennedy proposed landing a man on the moon. Spending on the space race is in no way unique; Almost every policy area has its own Sputnik-type story, where waves of popular support for an idea (or disillusionment with a previous one) created new political priorities, resulting in dramatic changes to the budget or compelling agencies to respond quickly with little knowledge or preparation. Is this instability an inherent feature of the policy process, or is it possible for an agency to deal with problems in a way that insulates it from swings in public opinion and thus imposes some stability on the decision making process?.

## RESEARCH METHODOLOGY

1. **Case study research and applications: design and methods. - 6th ed. / Yin, Robert K. 2018. Thousand Oaks: Sage**  
Call No - 3.001.5 YIN P8 Acc No - 52677



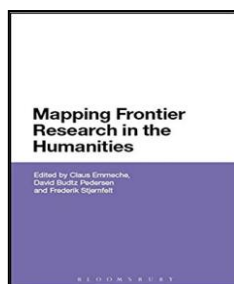
This book is recognized as one of the most cited methodology books in the social sciences, this edition of author's bestselling text provides a complete portal to the world of case study research. With the integration of 11 applications in this edition, the book gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields. Ultimately, Case Study Research and Applications will guide students in the successful use and application of the case study research method.

2. **Designing quality survey questions. / Robinson, Shiela B. 2019. Thousand Oaks: Sage**  
Call No - 3.001.5 ROB P9 Acc No - 52690



This book shows readers how to craft high quality, precisely-worded survey questions that will elicit rich, nuanced, and ultimately useful data to help answer their research or evaluation questions. The authors address challenges such as language preferences for standard demographic questions (e.g. How to ask about gender), creative question design to keep respondents engaged and avoid survey fatigue, web-based survey formats, culturally-responsive survey design, and factors that influence survey responses (memory, social desirability, etc.). Numerous examples of questions illustrate each identified principle of question construction. Surveys are a cornerstone of social and behavioral research, and with the use of web-based tools, surveys have become an easy and inexpensive means of gathering data. But how researchers ask a question can dramatically influence the answers they receive.

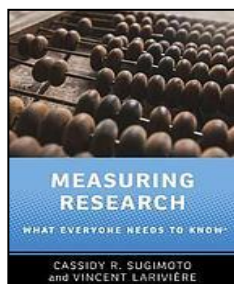
3. **Mapping frontier research in the humanities / Edited by Emmeche, Claus. 2018. London: Bloomsbury**  
Call No - 3.001.5 MAP P8 Acc No - 52495



In this book, the authors explore this transformative process. What are the implications, both for the modes of research and for the organisation of the humanities and higher education? The volume explores the intra- and extra-academic engagement of humanities researchers, their styles of research, and exemplifies their interdisciplinary character. The humanities are shaping debates about culture and identity, but how? Has neuroscience changed the humanities? What do they tell us about 'hypes' and economic 'bubbles'? What is their international agenda? Drawing on a number of case studies from the humanities, the perceived divide between classical and 'post-academic' modes of research can be captured by a republican theory of the humanities. Avoiding simple mechanical metrics, the contributors suggest a heuristic appreciation of different types of impact and styles of research.

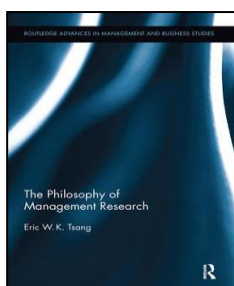


4. **Measuring research: what everyone needs to know.** / Sugimoto, Cassidy R. 2018. New York: Oxford University Press  
Call No - 3.001.5 SUG P8  
Acc No - 52738



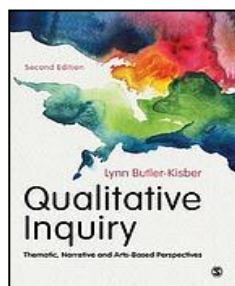
Policy makers, academic administrators, scholars, and members of the public are clamoring for indicators of the value and reach of research. The question of how to quantify the impact and importance of research and scholarly output, from the publication of books and journal articles to the indexing of citations and tweets, is a critical one in predicting innovation, and in deciding what sorts of research is supported and whom is hired to carry it out. This book provides an accessible account of the methods used to gather and analyze data on research output and impact. Following a brief history of scholarly communication and its measurement — from traditional peer review to crowdsourced review on the social web — the book will look at the classification of knowledge and academic disciplines, the differences between citations and references, the role of peer review, national research evaluation exercises, the tools used to measure research, the many different types of measurement indicators, and how to measure interdisciplinary. The book also addresses emerging issues within scholarly communication, including whether or not measurement promotes a 'publish or perish' culture, fraud in research, or 'citation cartels'.

5. **Philosophy of management research.** / Tsang, Eric W. K. 2017. 2017. London: Routledge  
Call No - 65.001.5 TSA P7  
Acc No -



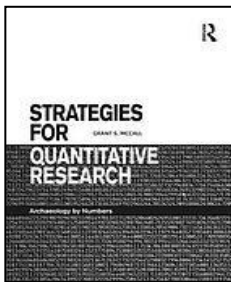
The field of management research is commonly regarded as or aspires to be a science discipline. As such, management researchers face similar methodological problems as their counterparts in other science disciplines. There are at least two ways that philosophy is connected with management research: ontological and epistemological. Despite an increasing number of scattered philosophy-based discussions of research methodology, there has not been a book that provides a systematic and more comprehensive treatment of the subject. This book addresses this gap in the market and provides new ideas and arguments for guiding management researchers.

6. **Qualitative inquiry: thematic, narrative and arts-based perspectives.** - 2nd ed. / Butler-Kisber, Lynn. 2018. London: Sage  
Call No - 3.001.5 BUT P8  
Acc No - 52761



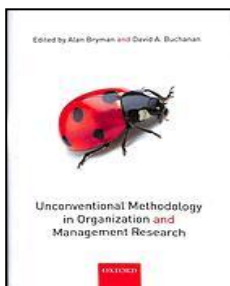
This book is not merely a research method or a series of analytic steps, but a holistic process that challenges the age-old qualitative/quantitative dichotomy. This book provides students and researchers with an approachable guide to a range of interpretive perspectives, including thematic, narrative, and arts-based types of inquiry. This book features: a brand new introduction firmly placing qualitative inquiry in context; new further reading sections to guide you deeper into the relevant literature; expanded sections on auto-ethnography and technology; a range of examples to demonstrate the application of research techniques. Presenting a clear overview of the theory, method and interpretation involved in qualitative inquiry, this book is the ideal starting point for those engaging in arts-based qualitative research.

7. **Strategies for quantitative research: archaeology by numbers.** / McCall, Grant S. 2018. London: Routledge  
Call No - 3.001.5 MCC P8  
Acc No - 52773



It is little secret that most archaeologists are uneasy with statistics. Thankfully, in the modern world, quantitative analysis has been made immensely easier by statistical software packages. Software now does virtually all our statistical calculations, removing a great burden for researchers. This concise handbook provides appropriate forms of analysis and explains the assumptions that underlie them. It deals with fundamental issues, such as what kinds of data are common in the field of archaeology and what are the goals of various forms of analysis.

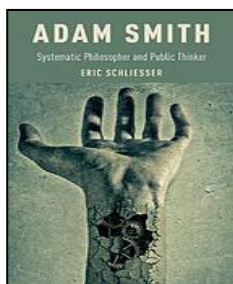
8. **Unconventional methodology in organization and management research / Edited by Bryman, Alan. 2018. Oxford: Oxford University Press**  
Call No - 3.001.5 UNC P8 Acc No - 52782



This book describes twelve unconventional methodologies in organization and management research. These include unconventional research settings and data sources, unconventional research designs and data collection methods, unconventional analytic approaches, and designs and methods that exploit new technology developments. The aim is to encourage dialogue and experimentation with regard to the development of innovative, unconventional approaches to organization and management research.

## SOCIAL SCIENCES & GENERAL MANAGEMENT

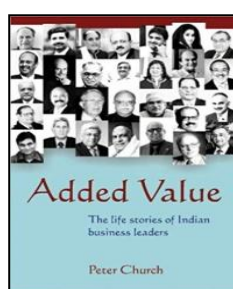
1. **Adam smith: systematic philosopher and public thinker.** / Schliesser, Eric. 2017. New York: Oxford University Press  
Call No - 1(S) SCH P7 Acc No - 52657



This book is the product of two decades' reflection by the author on the great Scottish Enlightenment. This book treats him as a systematic philosopher. Smith was a giant of the Scottish Enlightenment with polymath interests; the author thus explores Smith's economics and ethics in light of his other commitments on the nature of knowledge, the theory of emotions, the theory of mind, his account of language, the nature of causation, and his views on methodology. He places Smith's ideas in the context of a host of other philosophers, especially Hume, Rousseau, and Newton; and he draws on the reception of Smith's ideas by Sophie de Grouchy, Mary Wollstonecraft, and other philosophers and economists to sketch the elements of, and the detailed connections within, Smith's system.

Adam Smith traces the outlines of Smith's intellectual system and situates it in the context of his highly developed views on the norms that govern responsible speech. In particular, the book articulates Smith's concerns about the impact of his public policy recommendations, especially on the least powerful in society. In so doing, the author offers new interpretations of Smith's views on the invisible hand, the Wealth of Nations, his treatment of virtue, the nature of freedom, the individual's relationship to society, his account of the passions, the moral roles of religion, and his treatment of the role of mathematics in economics. While the book does offer a single argument, it is organized in a modular fashion and includes a helpful index; readers with a more focused interest in Smith's achievements can skip to their section of interest.

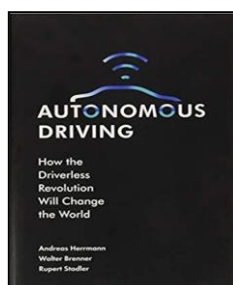
2. **Added value: the life stories of Indian business leaders.** / Church, Peter. 2010. New Delhi: Roli Books  
Call No - 92 CHU P0 Acc No - 52792



This inspirational book combines invaluable advice with remarkable and candid inside stories of thirty Indian business leaders. Uncompromising vision, a willingness to take risks and exceptional business acumen enabled these leaders to add value to the business fabric of India. Through a series of interviews, the author details the paths they travelled, the obstacles they overcame and the important lessons they learnt along the way. Not only do these stories provide guidance to young entrepreneurs trying to decide whether and how to embark upon a business career, but they also provide valuable insights to those looking for tie-ups and investment in India. Enlightening and fascinating, this book celebrates larger-than-life ambition, inspired leadership, hard work and the twists

and turns of fate.

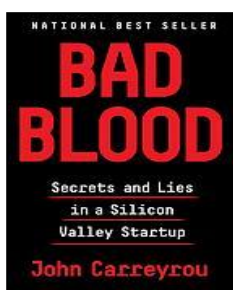
3. **Autonomous driving: how the driverless revolution will change the world.** / Herrmann, Andreas. 2018. Bingley: Emerald  
Call No - 629.113-83 HER P8 Acc No - 52505



This book looks at the latest advances in autonomous driving, demonstrating that a future once considered science fiction is now close at hand. In this book the authors consider the shift in attitudes required for social acceptance and a move towards considering cars one aspect of a wider mobility solution. In addition, a clear demand is arising from gridlocked megacities across the globe. Autonomous

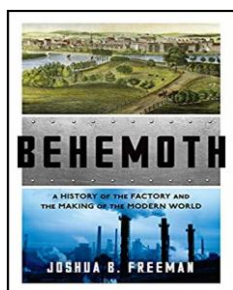
driving offers a solution for the high pollution levels and management of the transport infrastructure where current methods are proving insufficient in places of high population density.

4. **Bad blood: secrets and lies in a Silicon Valley startup.** / Carreyrou, John. 2018. New York: Knopf  
Call No - 65(09) CAR P8 Acc No - 52661



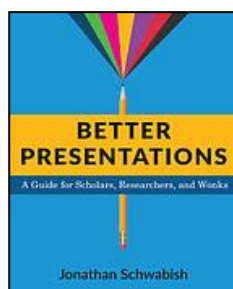
This book provides inside story of the breathtaking rise and shocking collapse of a multibillion-dollar startup, by the prize-winning journalist who first broke the story and pursued it to the end in the face of pressure and threats from the CEO and her lawyers. In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the female Steve Jobs: a brilliant Stanford dropout whose startup 'unicorn' promised to revolutionize the medical industry with a machine that would make blood tests significantly faster and easier. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at \$9 billion, putting Holmes's worth at an estimated \$4.7 billion. There was just one problem: The technology didn't work.

5. **Behemoth: a history of the factory and the making of the modern world.** / Freeman, Joshua B. 2018. New York: W W Norton  
Call No - 658(09) FRE P8 Acc No - 52508



In this book, the author tells the story of the factory and examines how it has reflected both our dreams and our nightmares of industrialization and social change. He whisks readers from the textile mills in England that powered the Industrial Revolution and the factory towns of New England to the colossal steel and car plants of twentieth-century America, Eastern Europe, and the Soviet Union and on to today's behemoths making sneakers, toys, and cellphones in China and Vietnam. The giant factory, author shows, led a revolution that transformed human life and the environment. He traces arguments about factories and social progress through such critics and champions as Marx and Engels, Charles Dickens, Alexander Hamilton, Henry Ford, and Joseph Stalin. He chronicles protests against standard industry practices from unions and workers' rights groups that led to shortened workdays, child labor laws, protection for organized labor, and much more. In this book, author also explores how factories became objects of great wonder that both inspired and horrified artists and writers in their time. He examines representations of factories in the work of Charles Sheeler, Margaret Bourke-White, Charlie Chaplin, Diego Rivera, and Edward Burtynsky. Behemoth tells the grand story of global industry from the Industrial Revolution to the present.

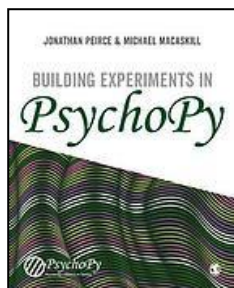
6. **Better presentations: a guide for scholars, researchers, and wonks.** / Schwabish, Jonathan. 2017. New York: Columbia University Press  
Call No - 8.085 SCH P7 Acc No - 52665



This book details essential strategies for developing clear, sophisticated, and visually captivating presentations. Following three core principles—visualize, unify, and focus—Better Presentations describes how to visualize data effectively, find and use images appropriately, choose sensible fonts and colors, edit text for powerful delivery, and restructure a written argument for maximum engagement and persuasion. With a range of clear examples for what to do (and what not to do), the practical package offered in Better Presentations shares the best techniques to display work and the best tactics for winning over audiences. It pushes presenters past the frustration and intimidation of the process to more effective, memorable, and persuasive presentations.

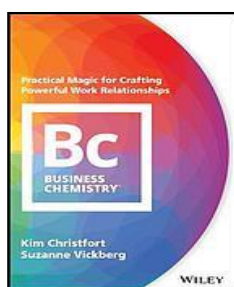


7. **Building experiments in psychopy. / Peirce, Jonathan. 2018. London: Sage**  
Call No - 159.9.07 PEI P8 Acc No - 52670



Psycho Py is an open-source (free) software package for creating rich, dynamic experiments in psychology, neuroscience and linguistics. It provides an intuitive graphical interface (the “Builder”) as well as the option to insert Python code. This combination makes it easy enough for teaching, but also flexible enough for all manner of behavioural experiments. As a result, Psycho Py has become the software package of choice in psychology departments at universities all over the world.

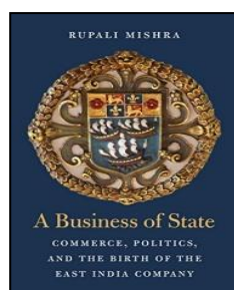
8. **Business chemistry: practical magic for crafting powerful work relationships. / Christfort, Kim. 2018. New Jersey: Wiley**  
Call No - 658.3.054.8 CHR P8 Acc No - 52671



Based on extensive research and analytics, plus years of proven success in the field, this book provides a simple yet powerful way to identify meaningful differences between people’s working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection? It will help you grasp where others are coming from, appreciate the value they bring, and

determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader.

9. **Business of state: commerce, politics, and the birth of the East India Company. / Mishra, Rupali. 2018. Cambridge: Harvard Univeristy Press**  
Call No - 954 MIS P8 Acc No - 52674



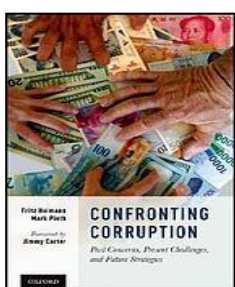
This book illuminates how the East India Company quickly came to inhabit such a unique role in England’s commercial and political ambitions. From its birth in 1600, the East India Company lay at the heart of English political and economic life. The Company’s fortunes were determined by the leading figures of the Stuart era, from the monarch and his privy counselors to an extended cast of eminent courtiers and powerful merchants. Drawing on a host of overlooked and underutilized sources, author reconstructs the inner life of the Company, laying bare the era’s fierce struggles to define the difference between public and private interests and the use and abuse of power. Unlike traditional accounts, which portray the Company as a private entity that came to assume the powers of a state, author’s history makes clear that, from its inception, the East India Company was embedded within—and inseparable from—the state. It also offers critical insights into the rise of the early modern English state and the expansion and development of its nascent empire.

10. **Can business save the earth?: innovating our way to sustainability. / Lenox, Michael . 2018. Stanford: Stanford University Press**  
Call No - 65.011 LEN P8 Acc No - 52518



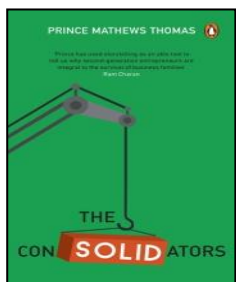
In this book, the authors explain just how the private sector can help. Many believe that markets will inevitably demand sustainable practices and force them to emerge. Based on more than a decade of research and work with companies, they argue that a bright green future is only possible with dramatic innovation across multiple sectors at the same time. The book outlines how and the extent to which each group can serve as a driver of green growth. The authors identify where economic incentives currently exist, or could exist with institutional change, and ultimately address the larger question of how far well-coordinated efforts can take us in addressing the current environmental crisis.

- 11. Confronting corruption: past concerns, present challenges, and future strategies. / Heimann, Fritz . 2018. New York: Oxford University Press**  
**Call No - 343.352 HEI P8** **Acc No - 52682**



This book chronicles the global anticorruption steps taken since the movement advanced after the end of the Cold War. It provides a realistic assessment of the present state of affairs by critically evaluating what existing anticorruption programs and treaties have accomplished and documenting their shortcomings, while developing an action agenda for the next decade. The authors argue that reformative action is imperative, and the forces of globalization and digital communication will level the playing field and erode the secrecy corruption requires. They define corruption, document its effects, discuss the initiatives that changed public perception, analyze the lessons learned, and then evaluate how to move forward with existing initiatives charting a new path with new, differentiated strategies.

- 12. Consolidators. / Thomas, Prince Mathews. 2017. Gurgaon: Penguin Random House**  
**Call No - 658.114 THO P752** **Acc No - 52524**



When we talk about great business empires, we often talk about the first generation entrepreneurs who found businesses or the third generation, which is commonly associated with the disintegration of family businesses. The consolidators are second-generation entrepreneurs who tend to be the most interesting and the ones who make or break a business. In this highly original book, Prince takes us through the stories of seven super successful second-generation entrepreneurs who showed imagination, gumption and foresight in turning around the companies they inherited from their fathers. Inspiring and revealing, these stories will propel you to dream big and show you how you can take your business to the next level.

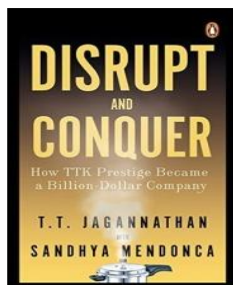
- 13. Design management: the essential handbook. / Hands, David. 2018. London: Kogan Page**  
**Call No - 658.512.2 HAN P8** **Acc No - 52461**



This is the essential handbook to all things design. As a discipline, design management is continually in motion; changing, responding and adapting to the dynamics of social and business transformation. As a business function, it combines project management, design, strategy and supply chain techniques to enable the creation of more effectively designed products, services, communications and brands. As such, it is relevant to a very broad range of industries and sectors, and Design Management recognizes this by structuring content around four key universal perspectives: values, horizons, visions, and futures. These perspectives give an overview of the development, key issues and future direction of design management. This book goes beyond individual project-level implementation to explore design strategy at both organizational and macro levels. By

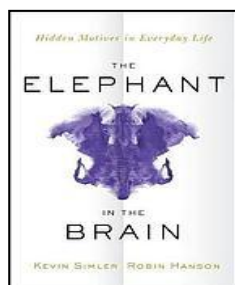
showcasing its impact all the way up to industrial and national application, students will gain a deep understanding of the nuances, scope and scalability of design. Filled with vibrant case studies and guest perspectives from a spectrum of industry leaders and policy makers, this book is an invaluable real-world commentary on design's role as a key asset in organizational activity. The book's engaging and accessible style provides students and practitioners with everything needed to foster a climate of creative engagement

- 14. Disrupt and conquer: how TTK Prestige became a billion-dollar company. / Jagannathan, T.T. 2018. Gurgaon: Penguin Random House**  
Call No - 65(09) JAG P8 Acc No - 52532



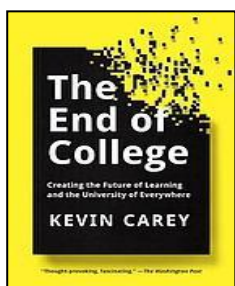
In this book, the authors, takes us through the journey of this extraordinary company which fought off bankruptcy and rose like a phoenix to become a highly profitable, successful entity. What makes this story all the more startling is that T.T. Jagannathan is an accidental and reluctant businessman. He came into the profession very unexpectedly, and without any preparation, with neither an MBA nor having ever worked in the family business before having its very survival entrusted to him. This is the story of a journey that began with early success and experienced catastrophic disasters, and set about turning its fortunes around in stunning comebacks, time and again.

- 15. Elephant in the brain: hidden motives in everyday life. / Simler, Kevin. 2018. New York: Oxford University Press**  
Call No - 159.94 SIM P8 Acc No - 52533



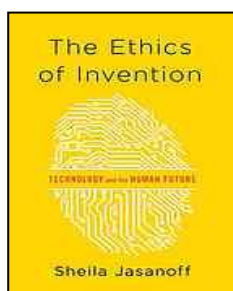
Human beings are primates, and primates are political animals. Our brains, therefore, are designed not just to hunt and gather, but also to help us get ahead socially, often via deception and self-deception. But while we may be self-interested schemers, we benefit by pretending otherwise. The less we know about our own ugly motives, the better - and thus we don't like to talk or even think about the extent of our selfishness. This is 'the elephant in the brain.' Such an introspective taboo makes it hard for us to think clearly about our nature and the explanations for our behavior. The aim of this book, then, is to confront our hidden motives directly - to track down the darker, unexamined corners of our psyches and blast them with floodlights.

- 16. End of college: creating the future of learning and the university of everywhere. / Carey, Kevin. 2015. New York: Riverhead Books**  
Call No - 374.4 CAR P5 Acc No - 52534



In this book, the author presents a fascinating examination of the rapidly shifting world of college that every parent, student and educator needs to understand. In 2011-2012, some of the world's most famous universities and technology entrepreneurs began a revolution in higher education. College courses that had been kept from all but an elite few were released to students around the world — for free. The author draws on new research to paint an exciting portrait of the near future of education. He explains how the college experience is being radically altered now and how it will emancipate millions of people around the world.

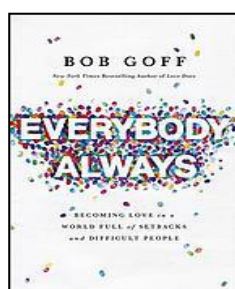
- 17. Ethics of invention: technology and the human future. / Jasanoff, Shiela. 2016. New York: W W Norton**  
Call No - 174:6 JAS P6 Acc No - 52699



In this book, the author dissects the ways in which we delegate power to technological systems and asks how we might regain control. Our embrace of novel technological pathways, author shows, leads to a complex interplay among technology, ethics, and human rights. Inventions like pesticides or GMOs can reduce hunger but can also cause unexpected harm to people and the environment. Often, as in the case of CFCs creating a hole in the ozone layer, it takes decades before we even realize that any damage has been done. Advances in biotechnology, from GMOs to gene editing, have given us tools to tinker with life itself, leading some to worry that human dignity and even human nature are under threat. This book makes a bold argument for a future in which societies work

together—in open, democratic dialogue—to debate not only the perils but even more the promises of technology.

- 18. Everybody always: becoming love in a world full of setbacks and difficult people. / Goff, Bob. 2018. Nashville: Nelson Books**  
**Call No - 177 GOF P8** **Acc No - 52537**



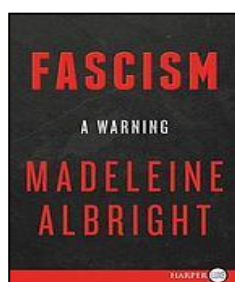
In this book, the author takes readers on a journey into the secret of living without fear, constraint, or worry. The path toward the liberated existence we all long for is found in a truth as simple to say as it is hard to do: love people, even the difficult ones, without distinction and without limits. It reveals the lessons Bob learned—often the hard way—about what it means to love without inhibition, insecurity, or restriction. From finding the right friends to discovering the upside of failure, this book points the way to embodying love by doing the unexpected, the intimidating, the seemingly impossible.

- 19. Everything store: Jeff Bezos and the age of Amazon. / Stone, Brad. 2014. London: Corgi Books**  
**Call No - 65(09) STO P4** **Acc No - 52538**



This book is the definitive story of Amazon.com, one of the most successful companies in the world, and of its driven, brilliant founder, Jeff Bezos. Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. This book is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

- 20. Fascism: a warning. / Albright, Madeleine. 2018. London: HarperCollins**  
**Call No - 321.64 ALB P8** **Acc No - 52541**

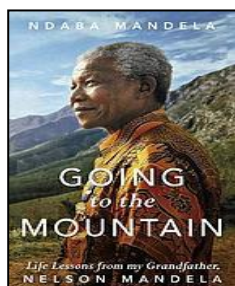


In this book, the author draws on her experiences as a child in war-torn Europe and her distinguished career as a diplomat to question that assumption. Fascism, as she shows, not only endured through the twentieth century but now presents a more virulent threat to peace and justice than at any time since the end of World War II. The momentum toward democracy that swept the world when the Berlin Wall fell has gone into reverse. The United States, which historically championed the free world, is led by a president who exacerbates division and heaps scorn on democratic institutions. In many countries, economic, technological, and cultural factors are weakening the political center and empowering the extremes of right



and left. Contemporary leaders such as Vladimir Putin and Kim Jong-un are employing many of the tactics used by Fascists in the 1920s and 30s.

- 21. Going to the mountain: life lessons from my grandfather, Nelson Mandela. / Mandela, Ndaba. 2018. London: Hutchinson**  
**Call No - 92(MAN) MAN P8** **Acc No - 52551**



In this book, Ndaba, grandson of Nelson Mandela tells how he came to live with Mandela shortly after he turned eleven—having met each other only once, years before, when Mandela was imprisoned at Victor Verster Prison—and how the two of them slowly, cautiously built a relationship that would affect both their lives in extraordinary ways. It wasn't an easy transition. Mandela had high expectations for those around him, especially his family, and Ndaba chafed at the strict rules and exacting guidelines in his grandfather's home. But at the same time—through overheard calls from foreign dignitaries as well as the Xhosa folk wisdom that his grandfather shared with him at every opportunity—Ndaba was learning how to be a man. On a scale both personal and epic, Ndaba's extraordinary journey mirrors that of South Africa's coming of age—from the segregated Soweto ghettos into which he was born to the privileged life in which he grew up and the turbulent yet exciting times in which he carries on his grandfather's legacy.

- 22. Google: how Google works. / Schmidt, Eric. 2017. London: John Murray**  
**Call No - 65(09) SCH P7** **Acc No - 52554**



This book is an entertaining, page-turning primer containing lessons that Eric and Jonathan learned as they helped build the company Google. The authors explain how technology has shifted the balance of power from companies to consumers, and that the only way to succeed in this ever-changing landscape is to create superior products and attract a new breed of multifaceted employees whom Eric and Jonathan dub 'smart creatives.'

- 23. Hermeneutics of suspicion: cross-cultural encounters with India. / Figueira, Dorothy M. 2018. London: Bloomsbury**  
**Call No - 8.091(540) FIG P8** **Acc No - 52468**

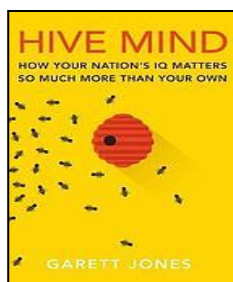


This book poses an original investigation into our understanding of alterity in Indian literature and history, and significantly contributes to an emerging discourse on East-West literary relations. This volume follows the path proposed by Ricoeur and, alongside Certeau and Levinas, provides an examination of varying representations of the Indian Other in classical Greek and Sanskrit sources, the writings of Church Fathers, apocryphal literature, the Romance tradition, Portuguese and Italian travel narratives and Jesuit mission letters. In the various texts examined, the problems of translation are highlighted together with the sense that understanding can be found somewhere between the different approaches of hermeneutical consciousness and critical consciousness. This book not only looks at the European reception of the Indian other, but also looks at the ancient Indian view of its others and the cross-pollination of Indian concepts of otherness with the West.

- 24. Hive mind: how your nation's IQ matters so much more than your own. / Jones, Garrett. 2016. Stanford: Stanford University Press**

Call No - 159.98 JON P6

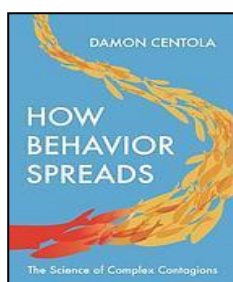
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Over the last few decades, economists and psychologists have quietly documented the many ways in which a person's IQ matters. But, research suggests that a nation's IQ matters so much more. In this book, the author argues that modest differences in national IQ can explain most cross-country inequalities. Whereas IQ scores do a moderately good job of predicting individual wages, information processing power, and brain size, a country's average score is a much stronger bellwether of its overall prosperity.

- 25. How behavior spreads: the science of complex contagions. / Centola, Damon. 2018. Princeton: Princeton University Press**  
Call No - 316.472.4 CEN P8

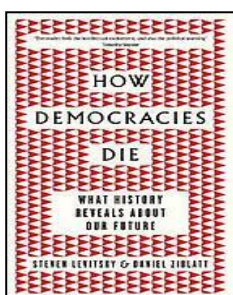
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In this book, the author presents over a decade of original research examining how changes in societal behavior—in voting, health, technology, and finance—occur and the ways social networks can be used to influence how they propagate. Author's startling findings show that the same conditions accelerating the viral expansion of an epidemic unexpectedly inhibit the spread of behaviors. While it is commonly believed that 'weak ties'—long-distance connections linking acquaintances—lead to the quicker spread of behaviors, in fact the exact opposite holds true. Author demonstrates how the most well-known, intuitive ideas about social networks have caused past diffusion efforts to fail, and how such efforts might succeed in the future.

- 26. How democracies die: what history reveals about our future. / Levitsky, Steven. 2018. New York: Viking**  
Call No - 321.7 LEV P8

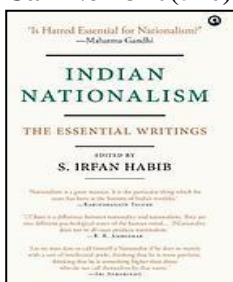
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Donald Trump's presidency has raised a question that many of us never thought we'd be asking: Is our democracy in danger? Harvard professors Steven Levitsky and Daniel Ziblatt have spent more than twenty years studying the breakdown of democracies in Europe and Latin America, and they believe the answer is yes. Democracy no longer ends with a bang—in a revolution or military coup—but with a whimper: the slow, steady weakening of critical institutions, such as the judiciary and the press, and the gradual erosion of long-standing political norms. The good news is that there are several exit ramps on the road to authoritarianism. The bad news is that, by electing Trump, we have already passed the first one. Drawing on decades of research and a wide range of historical and global examples, from 1930s Europe to contemporary Hungary, Turkey, and Venezuela, to the American South during Jim Crow, the authors show how democracies die—and how ours can be saved.

- 27. Indian nationalism: the essential writings / Edited by Habib, S. Irfan. 2017. New Delhi: Aleph**  
Call No - 320(540) IND P7

Acc No - 52555

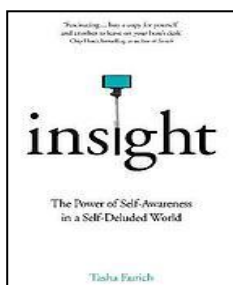


In this anthology, the author, a historian traces the growth and development of nationalism in India from the late nineteenth century through its various stages: liberal, religion-centric, revolutionary, cosmopolitan, syncretic, eclectic, right liberal. The views of our most important thinkers and leaders—Mahatma Gandhi, Jawaharlal Nehru, C. Rajagopalachari, Bhagat Singh, Bal Gangadhar Tilak, Sarojini Naidu, B. R. Ambedkar, Rabindranath Tagore, M. N. Roy, Maulana Azad, Jayaprakash Narayan and others—remind us what nationalism should mean

and the kind of inclusive, free and humanistic nation that we should continue to build.

- 28. Insight: the power of self-awareness in a self-deluded World. / Eurich, Tasha. 2017. London: Macmillan  
Call No - 159.923 EUR P7**

**Acc No - 52557**

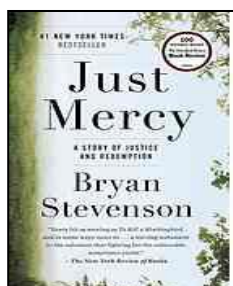


In this book, the author reveals that self-awareness is a surprisingly developable skill. Integrating hundreds of studies with her own research and work in the Fortune 500 world, she shows us what it really takes to better understand ourselves on the inside—and how to get others to tell us the honest truth about how we come across. Through stories of people who have made dramatic gains in self-awareness, she offers surprising secrets, techniques and strategies to help you do the same—and how to use this insight to be more fulfilled, confident, and

successful in life and in work.

- 29. Just mercy: a story of justice and redemption. / Stevenson, Bryan. 2014. New York: Spiegel & Grau  
Call No - 340.114 STE P4**

**Acc No - 52563**

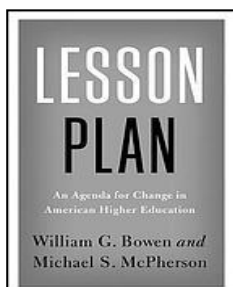


This book is an unforgettable account of an idealistic, gifted young lawyer's coming of age, a moving window into the lives of those he has defended, and an inspiring argument for compassion in the pursuit of true justice. Bryan Stevenson was a young lawyer when he founded the Equal Justice Initiative, a legal practice dedicated to defending those most desperate and in need: the poor, the wrongly condemned, and women and children trapped in the farthest reaches of our criminal justice system. One of his first cases was that of Walter McMillian, a young man who was sentenced to die for a notorious murder he insisted he didn't commit. The case drew Bryan into a tangle of conspiracy, political machination, and legal brinkmanship—and transformed his understanding of mercy and

justice forever.

- 30. Lesson plan: an agenda for change in American higher education. / Bowen, William G. 2016. Princeton: Princeton University Press  
Call No - 378(73) BOW P6**

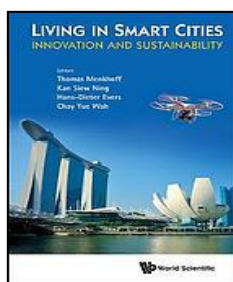
**Acc No - 52570**



In this book, the authors provide a frank assessment of the biggest challenges confronting higher education and propose a bold agenda for reengineering essential elements of the system to meet them. The result promises to help shape the debate about higher education for years to come. It won't be easy for faculty, administrators, trustees, and legislators to make the necessary changes, but only by doing so will they make it possible for our colleges and universities to meet the nation's demands tomorrow and into the future. American higher education faces some serious problems—but they are not the ones most people think.

- 31. Living in smart cities: innovation and sustainability / Edited by Menkhoff, Thomas. 2018. Singapore: World Scientific.  
Call No - 711.4 LIV P8**

**Acc No - 52732**



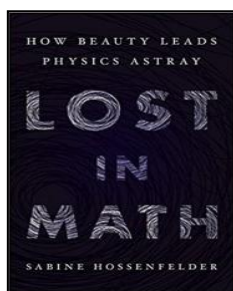
Cities around the world are becoming increasingly popular as economic powerhouses and magnets for migrants from rural and suburban areas. All big cities in First and Third World countries as well as emerging markets such as New York, London, Tokyo, Paris, Shanghai, Hong Kong, Singapore, New Delhi, Jakarta etc. have to cope with high population density and serious challenges such as air pollution or traffic congestion. How do we pack more people into big cities and yet continue to realise a high quality of life? How do we plan, create and manage 'good cities' which are safe, spacious, green, connected, fair and resilient? How can cities create economic wealth while still fulfilling the vision of sustaining our 'Green Planet'? What are best practice designs and innovative

technical smart city solutions which could be leveraged to tackle these challenges and how can they be successfully commercialised? These are some of the questions the reader addresses from a multi-disciplinary perspective with special reference to Singapore whose development from regional entrepot to First World Metropolis continues to impress business and societal leaders around the world.

**32. Lost in math: how beauty leads physics astray. / Hossenfelder, Sabine. 2018. New York: Basic Books**

Call No - 523.1 HOS P8

Acc No - 52572



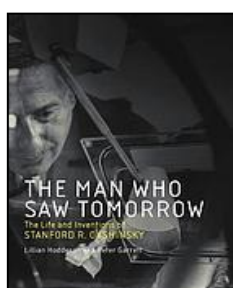
Whether pondering black holes or predicting discoveries at CERN, physicists believe the best theories are beautiful, natural, and elegant, and this standard separates popular theories from disposable ones. This is why, in this book the author argues, we have not seen a major breakthrough in the foundations of physics for more than four decades. The belief in beauty has become so dogmatic that it now conflicts with scientific objectivity: observation has been unable to confirm mindboggling theories, like supersymmetry or grand unification, invented by physicists based on aesthetic criteria. Worse, these 'too good to not be true' theories are actually untestable and they have left the field in a cul-de-sac. To escape, physicists must rethink their methods. Only by embracing reality as it

is can science discover the truth.

**33. Man who saw tomorrow: the life and inventions of Stanford R. Ovshinsky. / Hoddson, Lillian. 2018. Cambridge: MIT Press**

Call No - 92(OVS) HOD P8

Acc No - 52576



In this book, the authors tell the story of an unconventional genius with no formal education beyond high school who invented, among other things, the rechargeable nickel metal hydride batteries that have powered everything from portable electronics to hybrid cars, a system for mass-producing affordable thin-film solar panels, and rewritable CDs and DVDs. His most important discovery, the Ovshinsky effect, led to a paradigm shift in condensed matter physics and yielded phase-change memory, which is now enabling new advances in microelectronics. A son of the working class who began as a machinist and toolmaker, Ovshinsky focused his work on finding solutions to urgent social problems, and to pursue those goals, he founded Energy Conversion Devices, a

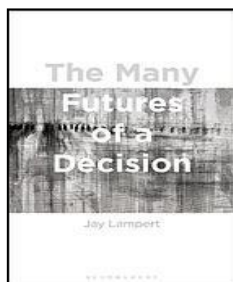
unique research and development lab. At the end of his life, battered by personal and professional losses, Ovshinsky nevertheless kept working to combat global warming by making solar energy "cheaper than coal"—another of his many visions of a better tomorrow.

**34. Many futures of a decision. / Lampert, Jay. 2018. London: Bloomsbury**

Call No - 1 LAM P8

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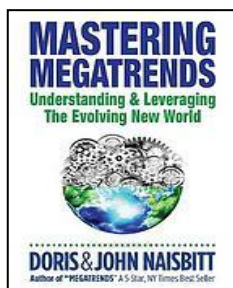




of multiple futures.

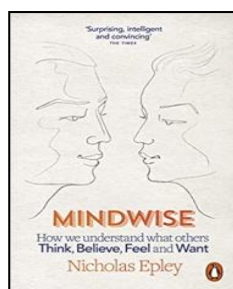
This book explores what we learn about the structure of the future specifically from decision-making. Most theories of decision concentrate on the rationality: the evidence and value assessments that build up grounds for a rational decision. Instead, this book innovatively engages with the nature of the future as a multi-layered decisions project. Through interpretations of the theories of decision in philosophers like Husserl and Heidegger, Schmitt and Habermas, Derrida and Deleuze, along with other decision theories, Lampert develops an original theory

- 35. Mastering megatrends: understanding and leveraging the evolving new world. / Naisbitt, Doris. 2018. Singapore: World Scientific**  
**Call No - 301.15 NAI P8** **Acc No - 52737**



This book is divided into several sections discussing various countries and how new spheres of influence are evolving amid megatrends like globalisation and digitalisation. The authors explain why the next century will belong to China, with the current leader's policy, with the cooperation with Africa, south America, and the decreasing importance of US dominance due to Trump's quitting TTP. China is catching up in many ways to take over the world leadership, which EU couldn't due to it's differences between members.

- 36. Mindwise: how we understand what others think, believe, feel and want. / Epley, Nicholas. 2014. London: Penguin Books**  
**Call No - 159.942 EPL P4** **Acc No - 52587**



In this book, the author introduces us to what scientists have learned about our ability to understand the most complicated puzzle on the planet—other people—and the surprising mistakes we so routinely make. Why are we sometimes blind to the minds of others, treating them like objects or animals? Why do we sometimes talk to our cars, or the stars, as if there is a mind that can hear us? Why do we so routinely believe that others think, feel, and want what we do when, in fact, they do not? And why do we believe we understand our spouses, family, and friends so much better than we actually do? This book will not turn other people into open books, but it will give you the wisdom to revolutionize how you think about them—and yourself.

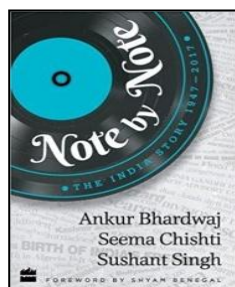
- 37. Myth of the nice girl: achieving a career you love without becoming a person you hate. / Hauser, Fran. 2018. Boston: Houghton Mifflin Harcourt**  
**Call No - 396.5 HAU P8** **Acc No - 52588**



In this book, the author deconstructs the negative perception of 'niceness' that many women struggle with in the business world. If women are nice, they are seen as weak and ineffective, but if they are tough, they are labeled a bitch. She proves that women don't have to sacrifice their values or hide their authentic personalities to be successful. Sharing a wealth of personal anecdotes and time-tested strategies, she shows women how to reclaim "nice" and sidestep regressive stereotypes about what a strong leader looks like. Her accessible advice and hard-won wisdom detail how to balance being empathetic with being decisive, how to

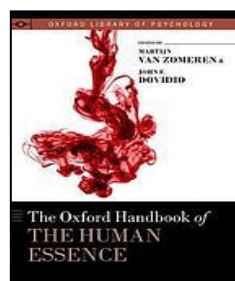
rise above the double standards that can box you in, how to cultivate authentic confidence that projects throughout a room, and much more.

- 38. Note by note: the India story, 1947-2017. / Bhardwaj, Ankur. 2018. Noida: HarperCollins  
Call No - 954 BHA P8 Acc No - 52591**



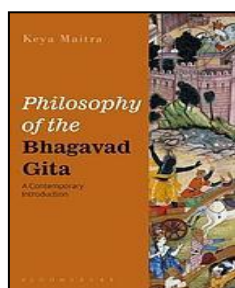
The story of India, over the past seven decades, has been one of development and social and political change, which has often been forgotten, pushed to the recesses of our memories. The authors refresh those memories in this book, linking the events of each year to a significant film song. For in a country that has a song for every season, every emotion, nothing qualifies as much as the film song to be a metaphor for the nation. The Hindi film song has uncannily encapsulated the sentiment of its era, reflecting, as well as forming, the consciousness of the country's identity and mood. A tribute to India and the exceptional republic that it has been, It captures the rhythm of modern Indian history - to the beat of popular film music.

- 39. Oxford handbook of the human essence / Edited by van Zomeren, Martijn. 2018. New York: Oxford University Press  
Call No - 301.151 OXF P8 Acc No - 52751**



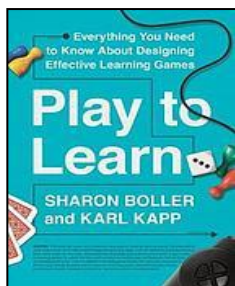
In this volume, talented scholars come together to present a fascinating array of insight into such topics ranging from evolutionary approaches to social constructivist accounts that essentially deny the existence of a human essence altogether. As such, this volume showcases the various shades of human essence that social psychology has discovered. Through these novel chapters, the contributors expertly articulates both what social psychology can tell us about the human essence, and the astonishing range of perspectives reflected within this field. Consequently, this volume also raises important questions about the future of social psychology and the role of the notion of the human essence.

- 40. Philosophy of the Bhagavad Gita: a Contemporary Introduction. / Maitra, Keya. 2018. London: Bloomsbury Academic  
Call No - 294.2 MAI P8 Acc No - 52600**



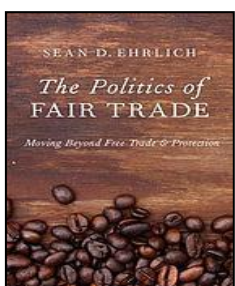
This book presents a complete philosophical guide and new translation of the most celebrated text of Hinduism. While usually treated as mystical and religious poetry, this new translation focuses on the philosophy underpinning the story of a battle between two sets of cousins of the Aryan clan. Written with clarity and without presupposing any prior knowledge of Hinduism, this text reveals the importance and value of reading the Gita philosophically.

- 41. Play to learn: everything you need to know about designing effective learning games. / Boller, Sharon. 2017. Alexandria: ATD Press  
Call No - 371.677 BOL P7 Acc No - 52601**



This book bridges the gap between instructional design and game design; it's written to grow your game literacy and strengthen crucial game design skills. The authors share real examples of in-person and online games, and offer an online game for you to try as you read.

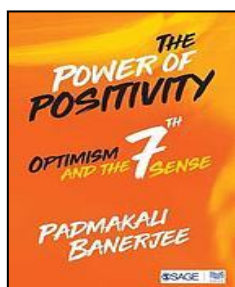
- 42. Politics of fair trade: moving beyond free trade and protection. / Ehrlich, Sean D. 2018. New York: Oxford University Press**  
Call No - 337 EHR P8 Acc No - 52603



traders.

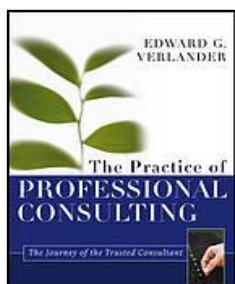
This book argues that fair trade is more than just labels on specialty coffee products. Nor is fair trade just protectionism in disguise. Rather, fair trade is opposition to unrestricted trade based on sincere concerns about environmental and labor conditions abroad. Fair traders are not trying to protect jobs or the economy at home, but do not want to see workers exploited and the environment degraded in their trading partners. his book introduces a multidimensional theory of trade policy preferences, arguing that people can oppose trade for different and unrelated reasons. It demonstrates why fair trade poses a threat to free trade and argues that free traders should include stronger and enforceable labor and environmental standards in trade agreements in order to win the support of fair

- 43. Power of positivity: optimism and the seventh sense. / Banerjee, Padmakali. 2018. New Delhi: Sage**  
Call No - 159.923 BAN P8 Acc No - 52755



This book introduces the concept of optimism as the 'seventh sense'. Highlighting the milestone achievements of world leaders in various domains, represented as harbingers of optimism, it acts as a beacon of hope and inspiration for readers to move forward with relentless fervor and spirit. The myriad facets of human life such as emotions, relationships and accomplishments are artfully expressed through anecdotal narrations. This book virtually acts as a handbook and a toolkit enabling readers to practice optimism in real life. It includes an assessment tool that helps individuals know their 'optimism quotient' providing them with valuable insights for achieving success. It provides the reader with a complete model for cultivating the spirit of optimism.

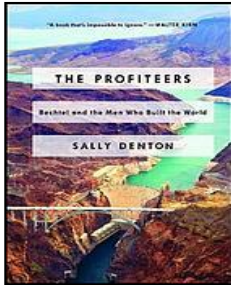
- 44. Practice of professional consulting. / Verlander, Edward G. 2012. New Jersey: Wiley**  
Call No - 658.235 VER P2 Acc No - 52605



This is a comprehensive examination of what has been called 'the world's newest profession.' In this book, the author offers an overview of the industry and includes the most useful processes, tools, and skills used by successful consultants to produce solutions for their clients. The book also reveals why consulting is a growing and attractive career option. The best practices used by leading consulting firms are included in the book as well as the capabilities skillful consultant use in each stage of engagement. The author also recommends ways to ensure a consultant can solve a client's problems in a systematic, professional way. At the very heart of the book is the emphasis he puts on what is

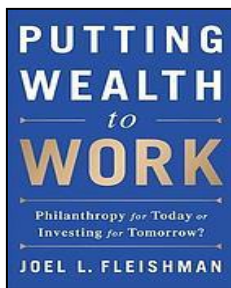
needed to become a truly trusted consultant.

- 45. Profiteers: Bechtel and the men who built the world. / Denton, Sally. 2016. New York: Simon & Schuster  
Call No - 65(09) DEN P6 Acc No - 52759**



This book provides an inside story of the Bechtel family and the empire they've controlled since the construction of the Hoover Dam. The tale of the Bechtel family dynasty is a classic American business story. It begins with Warren A. "Dad" Bechtel, who led a consortium that constructed the Hoover Dam. They would go on to "build the world," from the construction of airports in Hong Kong and Doha, to pipelines and tunnels in Alaska and Europe, to mining and energy operations around the globe. In their century-long quest, five generations of Bechtel men have harnessed and distributed much of the planet's natural resources, including solar geothermal power. Bechtel is now one of the largest privately held corporations in the world.

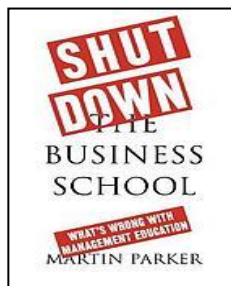
- 46. Putting wealth to work: philanthropy for today or investing for tomorrow?. / Fleishman, Joel L. 2017. New York: Public Affairs  
Call No - 177.7 FLE P7 Acc No - 52613**



In this book, the author provides expert analysis of contemporary philanthropy, offering invaluable insight for those engaging with and affected by charitable foundations. This is the fascinating and definitive account of philanthropy today, and an indispensable guide to understanding its inner workings, impact, and

expansive potential.

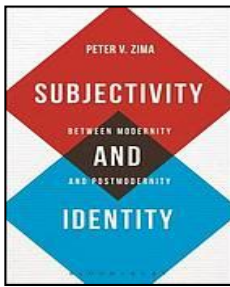
- 47. Shut down the business school: what's wrong with management education. / Parker, Martin. 2018. London: Pluto Press.  
Call No - 658.386 PAR P8 Acc No - 52767**



In this book, the author writes his polemic from the inside, drawing on his experience as a professor of management, and showing us that business schools are little more than loudspeakers for neoliberal capitalism, designed to produce unreflective managers whose primary focus is on their own personal rewards. If we believe that universities have responsibilities to society, He argues, then we must challenge the very foundation of the business school and its emphasis on the market above all else.

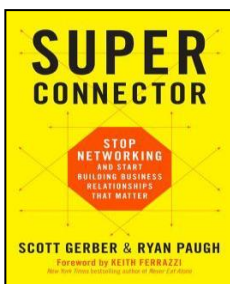
- 48. Subjectivity and identity: between modernity and postmodernity. / Zima, Peter. 2018. London: Bloomsbury Academic  
Call No - 1 ZIM P8 Acc No - 52488**





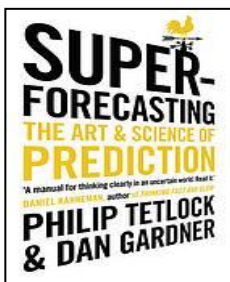
This book is a philosophical and interdisciplinary study that critically evaluates critically the most important philosophical, sociological, psychological and literary debates on subjectivity and the subject. Starting from a history of the concept of the subject from modernity to postmodernity - from Descartes and Kant to Adorno and Lyotard - the author distinguishes between individual, collective, mythical and other subjects.

- 49. Superconnector: stop networking and start building business relationships that matter. / Gerber, Scott. 2018. New York: Da Capo Press**  
Call No - 65.012.65 GER P8 Acc No - 52629



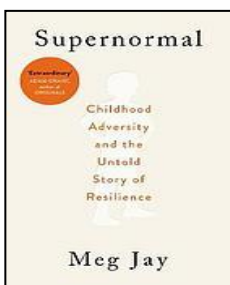
In this book, the authors reveal a new category of professionals born out of the social media era: highly valuable community-builders who make things happen through their keen understanding and utilization of social capital. Superconnectors understand the power of relationship-building, problem-solve by connecting the dots at high levels, and purposefully cause different worlds and communities to interact with the intention of creating mutual value. They also explore winning strategies such as The Art of Selectivity, a well-honed ability to define which relationships matter most for you and decide how you will maintain them over time.

- 50. Superforecasting: the art and science of prediction. / Tetlock, Philip. 2016. London: Random House**  
Call No - 65.012.23 TET P6 Acc No - 52630



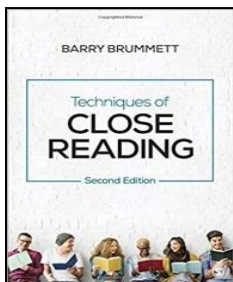
In this book, the authors offer a masterwork on prediction, drawing on decades of research and the results of a massive, government-funded forecasting tournament. The Good Judgment Project involves tens of thousands of ordinary people—including a Brooklyn filmmaker, a retired pipe installer, and a former ballroom dancer—who set out to forecast global events. Some of the volunteers have turned out to be astonishingly good. It offers the first demonstrably effective way to improve our ability to predict the future—whether in business, finance, politics, international affairs, or daily life—and is destined to become a modern classic.

- 51. Supernormal: childhood adversity and the untold story of resilience. / Jay, Meg. 2017. New York: Canongate**  
Call No - 159.923 JAY P7 Acc No - 52631



Drawing on nearly two decades of work with clients and students, the author tells the tale of ordinary people made extraordinary by facing adverse situations like, bullying, drug abuse in home, mental illness in family, physical or sexual abuse, etc. experiences, everyday superheroes who have made a life out of dodging bullets and leaping over obstacles, even as they hide in plain sight as doctors, artists, entrepreneurs, lawyers, parents, activists, teachers, students and readers. She gives a voice to the supernormals among us as they reveal not only 'How do they do it?' but also 'How does it feel?'.

- 52. Techniques of close reading. - 2nd ed. / Brummett, Barry. 2019. Thousand Oaks: Sage  
Call No - 8.08 BRU P9 Acc No - 52830**



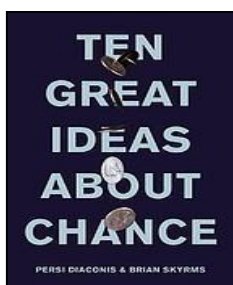
This book provides a deeper understanding of what texts may be saying, whether they are written, oral, visual, or mediated. The author explains and explores the various ways to 'read' messages (such as speeches, cartoons, or magazine ads), teaching you how to see deeper levels of meaning and to share those insights with others. You will learn techniques for discovering form, rhetorical tropes, argument, and ideologies within texts.

- 53. Technology and the insurance industry: re-configuring the competitive landscape. / Capiello, Antonella. 2018. Cham: Palgrave  
Call No - 368.011.56 CAP P8 Acc No - 52634**



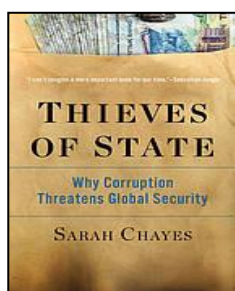
This book analyzes the role of technology in the redefinition of the competitiveness of insurance markets. With a focus on the competitive challenges of InsurTech startup to the incumbent insurers, the book discusses the strategic role of technology both in the development and in the distribution of insurance services and explore the customer relationship evolution following the digitalization of services offered. The book presents original theoretical and empirical contributions addressing how digitalization impacts the insurance environment and regulation, and how InsurTech development represents a threat for traditional companies, from Big Data analysis to digital devices, from personal interactivity to home automation systems development.

- 54. Ten great ideas about chance. / Diaconis, Persi. 2018. Princeton: Princeton University Press  
Call No - 519.2 DIA P8 Acc No - 52635**



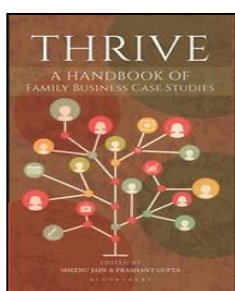
This book tells the story of ten great ideas about chance and the thinkers who developed them, tracing the philosophical implications of these ideas as well as their mathematical impact. The authors begin with Gerolamo Cardano, a sixteenth-century physician, mathematician, and professional gambler who helped develop the idea that chance actually can be measured. They describe how later thinkers showed how the judgment of chance also can be measured, how frequency is related to chance, and how chance, judgment, and frequency could be unified. They explain how Thomas Bayes laid the foundation of modern statistics, and they explore David Hume's problem of induction, Andrey Kolmogorov's general mathematical framework for probability, the application of computability to chance, and why chance is essential to modern physics. A final idea—that we are psychologically predisposed to error when judging chance—is taken up through the work of Daniel Kahneman and Amos Tversky.

- 55. Thieves of state: why corruption threatens global security. / Chayes, Sarah. 2015. New York: W W Norton  
Call No - 343.352 CHA P5 Acc No - 52636**



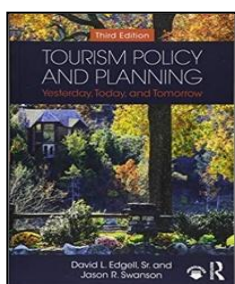
In a riveting account that weaves history with fast-moving reportage and insider accounts from the Afghanistan war, the author identifies the unexpected link: corruption. Since the late 1990s, corruption has reached such an extent that some governments resemble glorified criminal gangs, bent solely on their own enrichment. These kleptocrats drive indignant populations to extremes—ranging from revolution to militant puritanical religion. Author plunges readers into some of the most venal environments on earth and examines what emerges: Afghans returning to the Taliban, Egyptians overthrowing the Mubarak government (but also redesigning Al-Qaeda), and Nigerians embracing both radical evangelical Christianity and the Islamist terror group Boko Haram.

- 56. Thrive: a handbook of family business case studies / Edited by Jain, Sheenu. 2018. New Delhi: Bloomsbury  
Call No - 658.114 THR P8  
Acc No – 52637**



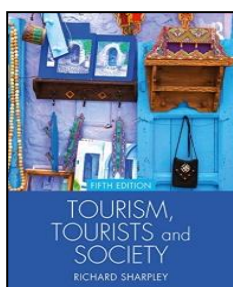
The book presents stories of success in diverse sectors – Café, Rice Mills, Agricultural Implements, Sweet Shop, Warehouse, Logistics Services, Food Chain, Travel Agency, and Elephant Paper, etc., through 12 stimulating family business stories. The book substantially documents the rich experience of the family businesses and it will prove to be an indispensable kit for entrepreneurship students, management scholars, young entrepreneurs as well as general readers.

- 57. Tourism policy and planning: yesterday, today and tomorrow. - 3rd ed. /Edgell, David L. 2019. London: Routledge  
Call No - 380.8 EDG P9  
Acc No - 52778**



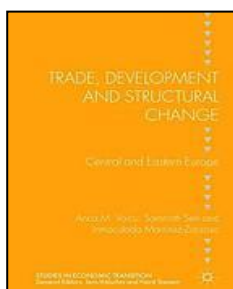
This book offers an introduction to the tourism policy process and how policies link to the strategic tourism planning function as well as influence planning at the local, national, and international level. This third edition has been fully revised and updated to reflect the many important developments in the travel and tourism industry and subsequent new policies and present planning process issues.

- 58. Tourism, tourists and society. - 5th ed. / Sharpley, Richard. 2018. London: Routledge  
Call No - 380.8 SHA P8  
Acc No - 52779**



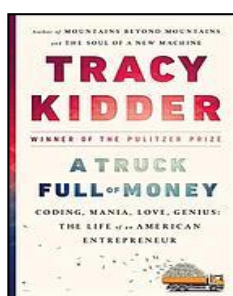
This book provides a broad introduction to the inter-relationship between tourism and society, making complex sociological concepts and themes accessible to readers from a non-sociological academic background. It provides a thorough exploration of how society influences or shapes the behaviours, motivations, attitudes and consumption of tourists, as well as the tourism impacts on destination societies. The fifth edition has been fully revised and updated to reflect recent data, concepts and academic debates. It includes mobilities paradigm and the emotional dimension of tourist experiences and tourism and the digital Revolution, looking at the ways in which the Internet and mobile technology transform both tourist behaviour and the tourist experience.

- 59. Trade, development and structural change: Central and Eastern Europe. / Voicu, Anca M. 2018. London: Palgrave  
Call No - 381.1 VOI P8  
Acc No - 52656**



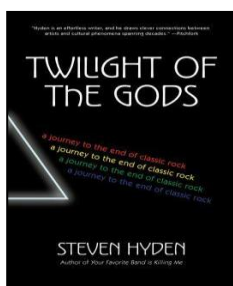
This book examines the evolution of trade and trade patterns in Central and Eastern European countries (CEEC) and assesses the implications of these patterns on structural change and economic development within transition economies. Taking the fall of the Iron Curtain in 1989 as a starting point, the authors discuss the transition of former communist CEE countries from centrally planned to market-driven economies, arguing that trade was the primary engine for the economic growth and transition process they experienced. The chapters in this book incorporate the results of previous studies – some of which are based on original research conducted by the authors – dedicated to the integration process of international and European trade.

- 60. Truck full of money. / Kidder, Tracy. 2016. New York: Random House  
Call No - 92 KID P7  
Acc No - 52780**



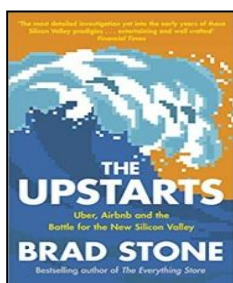
In this book, the author tells the story of Paul English, a kinetic and unconventional inventor and entrepreneur, who as a boy rebelled against authority. Growing up in working-class Boston, English discovers a medium for his talents the first time he sees a computer. As a young man, despite suffering from what would eventually be diagnosed as bipolar disorder, he begins his pilgrim's journey through the ups and downs in the brave new world of computers. Relating to the Internet as if it's an extension of his own mind, he discovers that he has a talent for conceiving innovative enterprises and building teams that can develop them, becoming "a Pied Piper" of geeks. This book is a mesmerizing portrait of an irresistibly endearing man who is indefatigable, original, and as unpredictable as America itself.

- 61. Twilight of the gods: a journey to the end of classic rock. / Hyden, Steven. 2018. New York: HarperCollins  
Call No - 785.6 HYD P8  
Acc No - 52640**



In this book, the author offers an eye-opening exploration of the state of classic rock, its past and future, the impact it has had, and what its loss would mean to an industry, a culture, and a way of life. Since the late 1960s, a legendary cadre of artists—including the Rolling Stones, Bob Dylan, Neil Young, Bruce Springsteen, Fleetwood Mac, the Eagles, Black Sabbath, and the Who—has revolutionized popular culture and the sounds of our lives. While their songs still get airtime and some of these bands continue to tour, its idols are leaving the stage permanently. In this mix of personal memoir, criticism, and journalism, the author stands witness as classic rock reaches the precipice.

- 62. Upstarts: Uber, Airbnb, and the battle for the new Silicon Valley. / Stone, Brad. 2017. London: Penguin Random House.  
Call No - 65(09) STO P7  
Acc No - 52641**

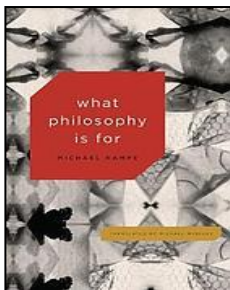


This book presents the history of Airbnb and Uber and the technological enabled business model. Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous—yet today it is as common as ordering a book online. Companies like Uber and Airbnb have redefined the way we live. And while they have become pervasive in our day-to-day lives, they are not universally celebrated. They are the result of a generation



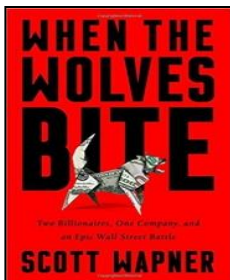
of Silicon Valley entrepreneurs who used technology to upend convention and disrupt entire industries. Led by Travis Kalanick of Uber and Brian Chesky of Airbnb, these are the upstarts, founders with an overabundance of self-confidence and a limitless drive that pushed them to rewrite the rules, better and sometimes for worse.

- 63. What philosophy is for. / Hampe, Michael . 2018. Chicago: University of Chicago Press  
Call No - 1 HAM P8  
Acc No - 52643**



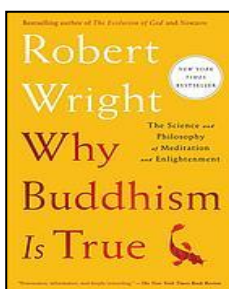
With this book, the author answers these questions by exploring the relationships among philosophy, education, science, and narrative, developing a Socratic critique of philosophical doctrines. Philosophers generally develop systematic theories that lay out the basic structures of human experience, in order to teach the rest of humanity how to rightly understand our place in the world. This “scientific” approach to philosophy, the author argues, is too one-sided. In this magnum opus of an essay, the author aims to rescue philosophy from its current narrow claims of doctrine and to remind us what it is really for—to productively disillusion us into clearer thinking. The author takes us through twenty-five hundred years of intellectual history, starting with Socrates. That archetype of the philosophical teacher did not develop strict doctrines and rules, but rather criticized and refuted doctrines. With the Socratic method, we see the power of narration at work. Narrative and analytical disillusionment, the author argues, are the most helpful long-term enterprises of thought, the ones most worth preserving and developing again. This book is an introduction, a critique, and a call to action. The author shows how and why philosophy became what it is today, and, crucially, shows what it could be once more, if it would only turn its back on its pretensions to dogma: a privileged space for reflecting on the human condition.

- 64. When the wolves bite: two billionaires, one company, and an epic Wall Street battle. / Wapner, Scott. 2018. New York: Public Affairs  
Call No - 65.016.2 WAP P8  
Acc No - 52645**



This book tells the story of the clash of these two titans over Herbalife, a nutritional supplement company whose business model Ackman questioned. Icahn decided to vouch for them, and the dispute became a years-long feud, complete with secret backroom deals, public accusations, billions of dollars in stock trades, and one dramatic insult war on live television. Wapner, who hosted that memorable TV show, has gained unprecedented access to all the players and unravels this remarkable war of egos, showing the extreme measures the participants were willing to take.

- 65. Why Buddhism is true: the science and philosophy of meditation and enlightenment. / Wright, Robert. 2017. New York: Simon & Schuster  
Call No - 294.3 WRI P7  
Acc No - 52646**



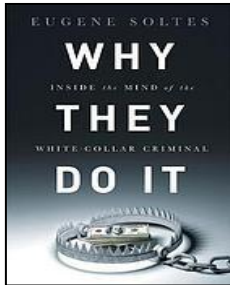
In this book, the author shows how taking this promise seriously can change your life -- how it can loosen the grip of anxiety, regret, and hatred, and how it can deepen your appreciation of beauty and of other people. He also shows why this transformation works. Drawing on the latest in neuroscience and psychology, and armed with an acute understanding of human evolution, Wright explains why the path toward truth and the path toward happiness are one and the same. At the heart of Buddhism is a simple claim: The reason we suffer--and the reason we make other people suffer--is that we don't see the world clearly. At the heart of

Buddhist meditative practice is a radical promise: we can learn to see the world, including ourselves, more clearly, and so gain a deep and morally valid happiness.

**66. Why they do it: inside the mind of the white-collar criminal. / Soltes, Eugene. 2016. New York: Public Affairs**

Call No - 343.352 SOL P6

Acc No - 52786



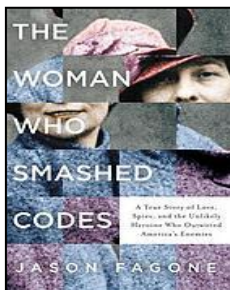
impact.

In this book, the author draws from extensive personal interaction and correspondence with nearly fifty former executives as well as the latest research in psychology, criminology, and economics to investigate how once-celebrated executives become white-collar criminals. White-collar criminals are not merely driven by excessive greed or hubris, nor do they usually carefully calculate costs and benefits before breaking the law. Instead, the author shows that most of the executives who committed crimes made decisions the way we all do—on the basis of their intuitions and gut feelings. The trouble is that these gut feelings are often poorly suited for the modern business world where leaders are increasingly distanced from the consequences of their decisions and the individuals they

**67. Woman who smashed codes: a true story of love, spies, and the unlikely heroine who outwitted America's enemies. / Fagone, Jason. 2017. New York: HarperCollins**

Call No - 92(SMI) FAG P8

Acc No - 52647

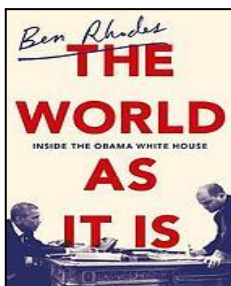


In this book, the author chronicles the life of this extraordinary woman, who played an integral role in our nation's history for forty years. After World War I, Smith used her talents to catch gangsters and smugglers during Prohibition, then accepted a covert mission to discover and expose Nazi spy rings that were spreading like wildfire across South America, advancing ever closer to the United States. As World War II raged, Elizebeth fought a highly classified battle of wits against Hitler's Reich, cracking multiple versions of the Enigma machine used by German spies. Meanwhile, inside an Army vault in Washington, William worked furiously to break Purple, the Japanese version of Enigma—and eventually succeeded, at a terrible cost to his personal life.

**68. World as it is: inside the Obama White House. / Rhodes, Ben. 2018. London: Bodley Head**

Call No - 8-94 RHO P8

Acc No - 52649



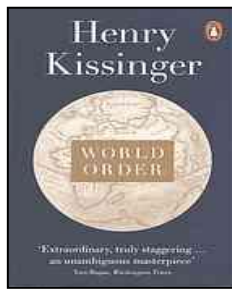
collaborator. Now he tells the full story of his partnership—and, ultimately, friendship—with a man who also happened to be a historic president of the United States.

In this book, the author shows what it was like to be there—from the early days of the Obama campaign to the final hours of the presidency. It is a story populated by such characters as Susan Rice, Samantha Power, Hillary Clinton, Bob Gates, and—above all—Barack Obama, who comes to life on the page in moments of great urgency and disarming intimacy. This is the most vivid portrayal yet of Obama's worldview and presidency, a chronicle of a political education by a writer of enormous talent, and an essential record of the forces that shaped the last decade. For nearly ten years, Ben Rhodes saw almost everything that happened at the center of the Obama administration—first as a speechwriter, then as deputy national security advisor, and finally as a multipurpose aide and close

**69. World order: reflections on the character of nations and the course of history. / Kissinger, Henry. 2014. London: Penguin Random House**

Call No - 327 KIS P4

Acc No - 52650

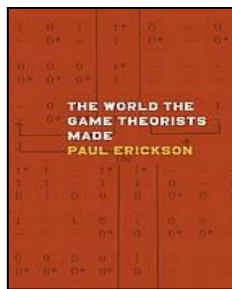


In this book, the author offers a deep meditation on the roots of international harmony and global disorder. Drawing on his experience as one of the foremost statesmen of the modern era—advising presidents, traveling the world, observing and shaping the central foreign policy events of recent decades, the author now reveals his analysis of the ultimate challenge for the twenty-first century: how to build a shared international order in a world of divergent historical perspectives, violent conflict, proliferating technology, and ideological extremism.

**70. World the game theorists made. / Erickson, Paul. 2015. Chicago: University of Chicago Press**

**Call No - 518.9 ERI P5**

**Acc No - 52789**

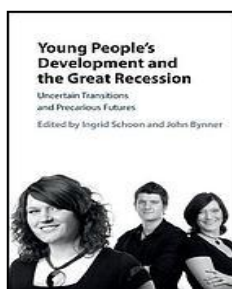


This book seeks to explain the ascendancy of game theory, focusing on the poorly understood period between the publication of John von Neumann and Oscar Morgenstern's seminal *Theory of Games and Economic Behavior* in 1944 and the theory's revival in economics in the 1980s. Drawing on a diverse collection of institutional archives, personal correspondence and papers, and interviews, Paul Erickson shows how game theory offered social scientists, biologists, military strategists, and others a common, flexible language that could facilitate wide-ranging thought and debate on some of the most critical issues of the day.

**71. Young people's development and the great recession: uncertain transitions and precarious futures / Edited by Schoon, Ingrid. 2017. Cambridge: Cambridge University Press**

**Call No - 301-53.7 YOU P7**

**Acc No - 52790**



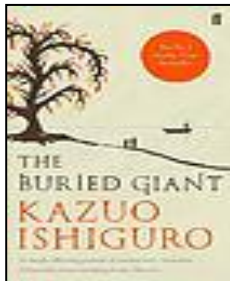
expectations of the future.

This book examines the impact of the Great Recession on the developmental stage of young adulthood, a critical phase of the life course that has great significance in the foundations of adult identity. Using evidence from longitudinal data sets spanning three major OECD countries, these essays examine the recession's effects on education and employment outcomes and consider the wider psychosocial consequences, including living arrangements, family relations, political engagement, and health and well-being. While the recession intensified the impact of pre-existing trends towards a prolonged dependence on parents and, for many, the precarisation of life chances, the findings also point to manifestations of resilience, where young people countered adversity by forging positive

## RECREATIONAL & GENERAL READINGS

1. **Buried giant. / Ishiguro, Kazuo. 2016. London: Faber And Faber**  
Call No - ISH/BUR P5

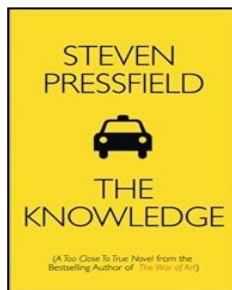
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The Romans have long since departed, and Britain is steadily declining into ruin. But at least the wars that once ravaged the country have ceased. This book begins as a couple, Axl and Beatrice, set off across a troubled land of mist and rain in the hope of finding a son they have not seen for years. They expect to face many hazards - some strange and other-worldly - but they cannot yet foresee how their journey will reveal to them dark and forgotten corners of their love for one another. Sometimes savage, often intensely moving, Kazuo Ishiguro's first novel in a decade is about lost memories, love, revenge and war.

2. **Knowledge: a too close to true novel. / Pressfield, Steven. 2016. New York: Black Irish**  
Call No - PRE/KNO P6

Acc No - 52728

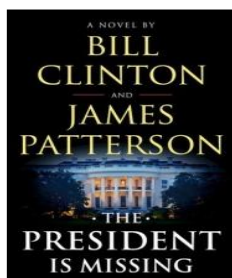


In this novel, the author riotously reveals, origin story lies somewhere between fact and fiction. In the high-crime 1970s in New York, Pressfield was driving a cab and tending bar, incapable of achieving anything literary beyond the completion of his third-in-a-row unpublishable novel. Until fate, in the form of a job tailing his boss's straying wife, propels him into a Big Lebowski-esque underworld saga that ends with him coming to a life-altering crisis involving not just the criminals he has become deeply and emotionally involved with, but with

his own inner demons of the blank page.

3. **President is missing: a novel. / Clinton, Bill. 2018. London: Century**  
Call No - PRE/CLI P8

Acc No – 52606

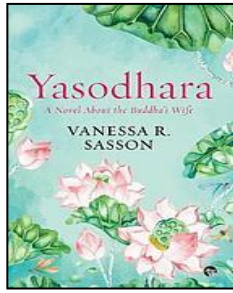


This novel is one of the most dramatic thrillers in decades. And it could all really happen. As the novel opens, a threat looms. Enemies are planning an attack of unprecedented scale on America. Uncertainty and fear grip Washington. There are whispers of cyberterror and espionage and a traitor in the cabinet. The President himself becomes a suspect, and then goes missing.

4. **Yasodhara: a novel about the Buddha's wife. / Sasson, Vanessa R. 2018. New Delhi: Speaking Tiger Publishing**  
Call No - SAS/YAS P8

Acc No – 52831





life.

A long time ago, in a far-off kingdom, a boy and a girl, born on the same day, were destined to be together—and then painfully wrenched apart. The boy was Siddhattha, heir to the Sakya kingdom and the future Buddha; the girl was the beautiful and precocious Yasodhara, his friend who became his loving wife. In this exquisitely crafted narrative, we encounter Yasodhara as a fiercely independent, passionate and resilient individual. We witness her joys and sorrows, her expectations and frustrations, her fairy-tale wedding, and her overwhelming devastation at the departure of her beloved. The author combines the spirit of fiction and the fabulism of Indian mythology with impeccable scholarship, to tell the evocative and deeply moving story of an extraordinary