

# *NEW ARRIVAL OF BOOKS*

(November 2016)



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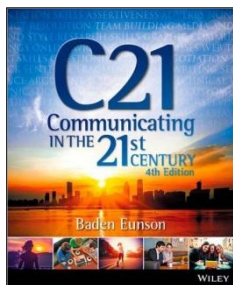
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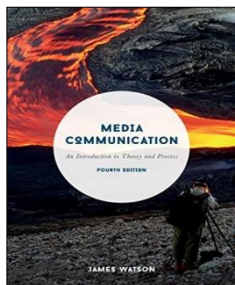
## BUSINESS COMMUNICATION

- Communicating in the 21st Century. - 4th. / Eunson, Baden. 2016. Milton: Wiley**  
**Call No - 65.012.46 EUN P6** **Acc No - 49690**



This book contains comprehensive coverage of communication theory continuing to be balanced with extensive practical skill activities. The resource is written in a user-friendly, accessible style and is enhanced by informative illustrations. Each chapter is a tightly structured learning unit based on specific objectives, and includes self-assessment tasks, ethical dilemma case studies, review questions and applied exercises. This is a resource to keep for professional and personal development.

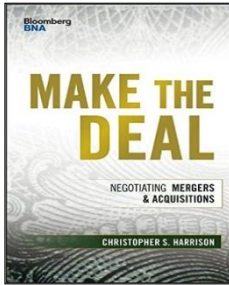
- Media communication: an introduction to theory and process. - 4th./ Watson, James. 2016. London: Palgrave.**  
**Call No - 659.3 WAT P6** **Acc No - 49830**



This book provides an overview of mass media in society today. With examples and enhanced international coverage, the author covers the core areas for media and communication degrees, as well as discussing latest topics such as the possibilities brought about by digital technology for citizen involvement in the media. This essential text provides a complete and well-rounded introduction to the study of media and communication in the modern world. It explores the evolution of media and communication and surveys a full range of media theories, using these perspectives to explain social issues and navigate the constantly shifting media landscape in the 21st century.

## BUSINESS POLICY AND STRATEGIC MANAGEMENT

1. **Make the deal: negotiating mergers & acquisitions. / Harrison, Christopher S. 2016. New Jersey: Bloomberg Press**  
**Call No - 65.016.4 HAR P6** **Acc No - 49714**

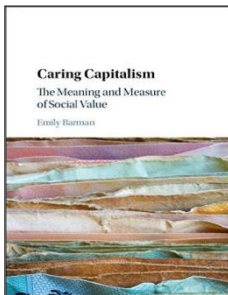


This book is a direct and accessible guide to striking a powerful mergers and acquisitions deal. Merging business, finance, and law, this insightful examination of strategy is designed to help you understand mergers and acquisitions negotiations and the ways in which the final outcome affects your financial future. A general overview of an acquisition agreement framework segues into a more detailed discussion of different deal structures, including stock sales, mergers, asset sales, and complex structures, giving you the information you need to know when each one applies best in practice. You'll gain insight into real-world negotiations and the delicate balancing act that occurs as each party attempts to maximize value and minimize risk, and learn the potential pitfalls that can occur. Negotiation statistics and samples from actual contracts back the war stories throughout, and reinforce the idea that there's no single perfect solution.

## ECONOMICS

1. **Caring capitalism: the meaning and measure of social value / Barman, Emily. 2016. Cambridge: Cambridge University Press.  
Call No - 330.148 BAR P6**

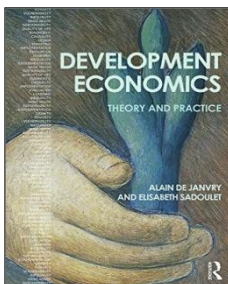
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In this book the author answers important questions, showing how the meaning of social value in an era of caring capitalism gets mediated by the work of 'value entrepreneurs' and the tools they create to gauge companies' social impact. By shedding light on these pivotal actors and the cultural and material contexts in which they operate, this book accounts for the unexpected consequences of this new vision of the market for the pursuit of social value.

2. **Development economics: theory and practice / de Janvry, Alain. 2016. London: Routledge  
Call No - 330.19 DEJ P6**

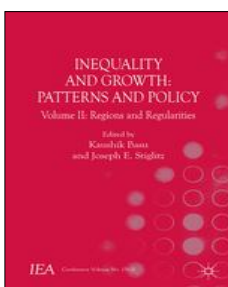
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The authors identify seven key dimensions of development; growth, poverty, vulnerability, inequality, basic needs, sustainability, and quality of life, and use them to structure the contents of the text. This book gives a historical perspective on the evolution of thought in development. It uses theory and empirical analysis to present readers with a full picture of how development works, how its successes and failures can be assessed, and how alternatives can be introduced. The authors demonstrate how diagnostics, design of programs and policies, and impact evaluation can be used to seek new solutions to the suffering and violence caused by development failures.

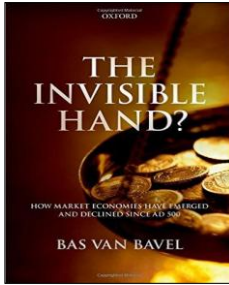
3. **Inequality and growth: patterns and policy / Basu, Kaushik. 2016. Hampshire: Palgrave Macmillan.  
Call No - 339.2 INE P6**

Acc No - 49642



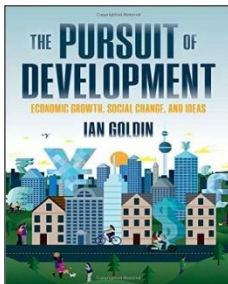
The book explains the conceptual and theoretical issues on inequality and its measurements. The aim of the book is to analyze the current state of global and regional inequality, dissect the increase in inequality that occurs in recent times, and better understand the conflict that we see around the world is, arguably, connected to the economic deprivation of large segments of society and the perception of marginalization. It provides a thorough and comprehensive insight into the links between economic development and inequality.

4. **Invisible hand: how market economies have emerged and declined since AD 500 / van Bavel, Bas. 2016 Oxford: Oxford University Press**  
Call No - 330.148 VAN P6 **Acc No - 49655**



The book offers a radical departure from the conventional wisdom of economists and economic historians, by showing that 'factor markets' and the economies dominated by them - the market economies - are not modern, but have existed at various times in the past. This work analyses three major, pre-industrial examples of successful market economies in western Eurasia: Iraq in the early Middle Ages, Italy in the high Middle Ages, and the Low Countries in the late Middle Ages and the early modern period. The market economies create flexibility and high mobility in the exchange of land, labour, and capital, and initially they generate economic growth, although they also build on existing social structures as well as existing exchange and allocation systems

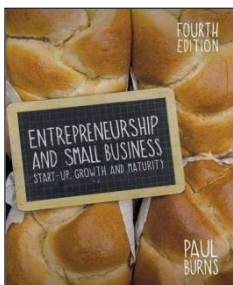
5. **Pursuit of development: economic growth, social change, and ideas. / Goldin, Ian. 2016. Oxford: Oxford University Press.**  
Call No. - 330.191.5 GOL P6 **Acc No - 49781**



The book explains the evolution of economic and social development that goes beyond a focus on economic growth to a broader understanding of well-being. It explores the role of finance, education, health, gender, natural resources, infrastructure, migration, the environment, and other dimensions of development. It describes the meaning of development and how can citizens, governments, businesses, and the international community foster development. The book explores how nations and people escape poverty and develop. It considers the success stories of development and analyses why some nations are still struggling to develop.

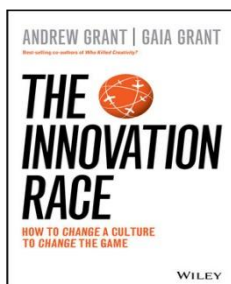
## ENTREPRENEURSHIP & INNOVATION

1. **Entrepreneurship and small business: start-up, growth and maturity. - 4th ed. / Burns, Paul. 2016 London: Palgrave.**  
Call No - 338.93 BUR P6 Acc No - 49525



Entrepreneurship & Small Business, takes a life-cycle view of a business, arming students with a comprehensive understanding of the many stages and forms of entrepreneurship. The book expertly synthesizes research foundations and academic studies with real-life practical knowledge and examples. Richly resourced with insights from a wide range of international entrepreneurs and industries, while remaining grounded in academic theory, the text fosters entrepreneurial talent, thinking and skills. It is a holistic approach to the issues facing small businesses from start-up to growth and maturity. It explores the growing importance of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship.

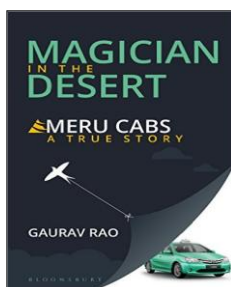
2. **Innovation race: how to change a culture to change the game / Grant, Andrew. 2016. Melbourne: Wiley**  
Call No - 65.012.3 GRA P6 Acc No - 49712



This book provides concrete strategies to support purpose-driven sustainable innovation through deep cultural transformation. A profiling tool reveals current organisation positioning along with potential opportunities and challenges. A practical culture change model then provides clear direction for proactive change. With economists estimating that up to 80 per cent of growth comes from new ideas and innovations, this thought-provoking book provides the strategies and tools to learn how to create an innovation culture for long

term success.

3. **Magician in the desert: Meru Cab a true story./ Rao, Gaurav. 2016. New Delhi: Bloomsbury India.**  
Call No - 65(09) RAO P6 Acc No - 49660



The book deciphers Neeraj Gupta's thoughts, actions and philosophies in a manner that can be understood and practiced by every entrepreneur venturing into any business with limited resources to achieve quantum success. It explains what must be done when one has limited financial resources at one's disposal. It explores how did he face the bullying and challenges he encountered in daily life and how must one think through complex situations.

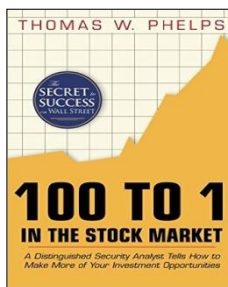


## FINANCE & ACCOUNTING

1. **100 to 1 in the stock market: a distinguished security analyst tells how to make more of your investment opportunities/ Phelps, Thomas W. 2015. Vermont: Echo Point Books & Media.**

Call No - 332.63 PHE P4

Acc No - 49899

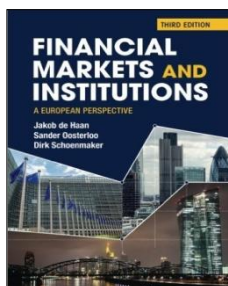


The book discloses the secrets and strategies to increasing wealth one hundredfold through buy-and-hold investing. The radical approach focuses on identifying compounding machines in public markets, buying their stocks, and holding these investments long term for at least ten years. In this indispensable guide, Phelps analyzes what made the big companies of his day so profitable for the diligent, long-term investor. With this classic, yet highly relevant approach, will helps to pick companies wisely and watch the investments soar.

2. **Financial markets and institutions : a European perspective / de Haan, Jakob. 2015. Cambridge: Cambridge University Press**

Call No - 332 DEH P5

Acc No - 49817



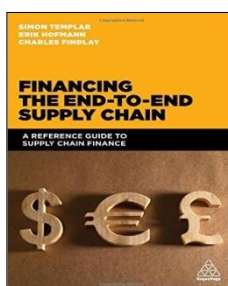
European Union.

This book provides a fresh analysis of the European financial system. Combining theory, data and policy, this successful textbook examines and explains financial markets, financial infrastructures, financial institutions and the challenges of financial supervision and competition policy. This edition features greater discussion of the financial and euro crises, including extensive analysis of their causes and impact, as well as their remedies. It covers unconventional monetary policies, the Banking Union, the Basel 3 capital adequacy framework for banking supervision, macroprudential policies and state aid control applied to banks. This edition also features wider international coverage, with greater emphasis on comparisons with countries outside the

3. **Financing the end-to-end supply chain: a reference guide to supply chain finance. / Templar, Simon. 2016. London: Kogan Page**

Call No - 658.15:658.788 TEM P6

Acc No - 49885

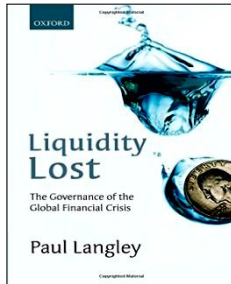


individual organization's circumstances.

The book provides readers with a real insight into the increasingly important area of supply chain finance. It demonstrates the importance of the strategic relationship between the physical supply of goods and services and the associated financial flows. The book provides a clear introduction, demonstrating the importance of the strategic relationship between supply chain and financial communities within an organization. It will help senior supply chain and procurement practitioners to build collaboration, improve relationships and enhance trust between supply chain partners. With its combination of theory and practice it tackles vital issues including physical, information and financial flows, and tailoring supply chain finance to



4. **Liquidity lost: the governance of the global financial crisis / Langley, Paul. 2016. Oxford: Oxford University Press**  
Call No - 332.15 LAN P5 Acc No - 49656



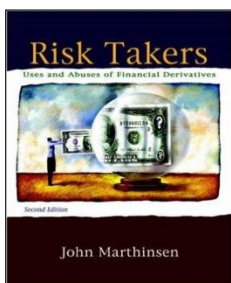
Contributing to interdisciplinary debates in cultural economy and the social studies of finance, and grounded in extensive empirical research, this book offers an innovative analysis of how the contemporary global financial crisis was governed. Through an exploration of the interventions made by central banks, treasuries, and regulatory authorities in the Anglo-American heartland of the crisis between 2007 and 2011, experimental and strategic apparatuses of crisis governance are shown to have emerged. Crisis governance assembled discourses and devices of economy in relation with sovereign monetary, fiscal, and regulatory techniques, and elicited an affective atmosphere of confidence. It also sought to secure the financialized way of life which turns on the opportunities ostensibly afforded by uncertain financial circulations, and gave rise to post-crisis technical fixes designed to advance the resilience of banking and the macro-prudential regulation of financial stability.

5. **Quantitative investment analysis. - 3rd ed. / DeFusco, Richard A. 2015. New Jersey: Wiley**  
Call No. - 332.67 DEF P5 Acc No - 49536



The book provides a key component of effective learning - practice. This workbook aligns with the text chapter-by-chapter to give the focused, targeted exercises that helps to fully understand each topic. Each chapter explicitly lays out the learning objectives so reader understands the 'why' of each problem, and brief chapter summaries help refresh the memory on key points before begin working. The practice problems themselves reinforce the practitioner-oriented text, and are designed to mirror the real-world problems encountered every day in the field. Solutions are provided to all of the problems for self-study. This workbook is answer, with practice problems covering the complete range of quantitative methods. This workbook provides investment-oriented practice based on actual changes taking place in the global investment community

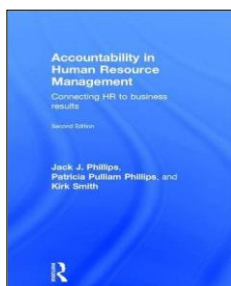
6. **Risk takers: uses and abuses of financial derivatives. - 2nd. / Marthinsen, John. 2009. Boston: Pearson**  
Call No. - 332.64.2 MAR O9 Acc No - 49880



This book brings eight modern financial derivatives situations to life, fully exploring the context of each event and evaluating the outcomes. Recognizing that the analysis of derivatives and risk-management techniques is often challenging for students, these selected examples bridge the gap between theory and application to help readers develop intuition into the complex decisions made by companies and municipalities. This book is the ideal accompaniment for any derivatives, options and futures, or risk management text.

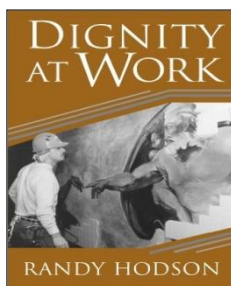
## HR & OB

1. **Accountability in human resource management: connecting HR to business results. - 2nd. /Phillips, Jack J. 2016. London: Routledge**  
Call No - 658.3 PHI P6 Acc No - 49878



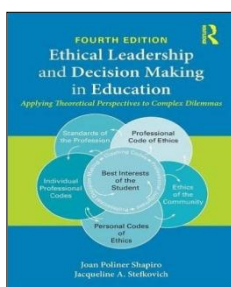
This book reflects the rise of talent management and the increased role of technology in HR measurement, and is supported with international examples throughout. New chapters have been added to address business alignment, HR scorecards, analytics maturity, and international applications of the methodology. Case studies, tool templates and lecture slides are provided as online supplements for HR practitioners and students.

2. **Dignity at work / Hodson, Randy. 2001. Cambridge: Cambridge University Press**  
Call No - 65.013 HOD O1 Acc No - 49877



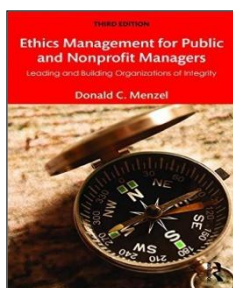
In this book Randy Hodson, a sociologist of work and organizational behavior, applies ethnographic and statistical approaches to this topic, offering both a richly detailed, inside look at real examples of dignity in action, and a broader analysis of the pivotal role of dignity at work. How do people attain and maintain dignity in the face of assaults on dignity at work? How can management within organizations help to preserve dignity and thus enhance workers' social relations, organizational integrity, and productivity? This book sheds valuable light on the mechanisms by which workers become satisfied and committed employees.

3. **Ethical leadership and decision making in education: applying theoretical perspectives to complex dilemmas. - 4th. / Shapiro, Joan Poliner. 2016. New York: Routledge.**  
Call No - 371.11 SHA P6 Acc No - 49813



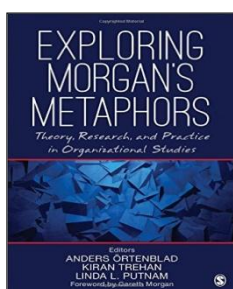
This book continues to address the increasing interest in ethics and assists educational leaders with the complex dilemmas in today's challenging and diverse society. Through discussion and analysis of real-life moral dilemmas that educational leaders face in their schools and communities, authors Shapiro and Stefkovich demonstrate the application of the four ethical paradigms—the ethics of justice, care, critique, and profession. After an illustration of how the Multiple Ethical Paradigm approach may be applied to real dilemmas, the authors present a series of cases written by students and academics in the field representing the dilemmas faced by practicing educational leaders in urban, suburban, and rural settings in an era full of complications and contradictions.

4. **Ethics management for public and nonprofit managers: leading and building organizations of integrity/ Menzel, Donald C. 2017. New York: Routledge.**  
Call No - 172 MEN P7 Acc No - 49815



This book is dedicated to building ethical organizations. It has been written for college students preparing for careers in public service as well as for elected and appointed officials, administrators, and career public servants in the United States and elsewhere. It is a comprehensive book that takes a managerial ethics approach to building and leading ethical public organizations. This edition includes a new chapter on 'achieving ethical competence,' exploring a wide range of ethical issues that confront public and nonprofit managers in their efforts to lead and build organizations of integrity.

5. **Exploring Morgan's metaphors: theory, research, and practice in organizational studies / Ortenblad, Anders. 2017. London: Sage**  
Call No - 65.012.3 EXP P7 Acc No - 49881



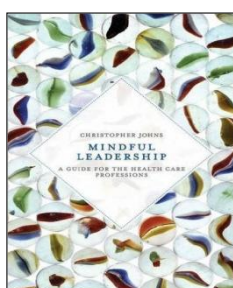
This book illustrates how Morgan's eight metaphors inform research, practice, and organizational intervention in a variety of contexts. Including contributions from well-known experts in their fields, specifically, Joep Cornelisen, Cliff Oswick, David Grant, Hari Tsoukas, and Gareth Morgan, this new text offers fresh perspectives and sets forth new metaphors for conceptualizing organizations in today's workforce. Readers will gain insights and guidelines into the different ways that Morgan's metaphors and metaphorical thinking can be used to better understand organizational life, as well as how to study and develop organizations.

6. **Global human resource development: regional and country perspectives / Garavan, Thomas N. 2016. New York: Routledge.**  
Call No - 658.3 GLO P6 Acc No - 49820



This book analyzes HRD from institutional and cross-cultural perspectives, making it possible, for the first time, to analyze trends across countries and regions and to draw conclusions about the value of institutional and cross-cultural perspectives in the HRD context. This book conceptualizes the discipline of global HRD. This book is a definitive book on HRD across the globe of particular interest to researchers and reflective practitioners. Also examines the role of the state in HRD, the relationship between HRD and the level of economic development in the country or region, the influence of foreign direct investment within the country or region, and firm-level HRD practices within countries or regions.

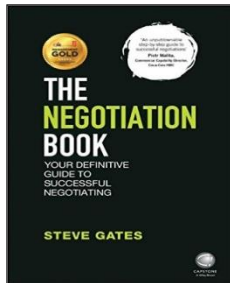
7. **Mindful leadership: a guide for the health care professions. / Johns, Christopher. 2016. London: Palgrave Macmillan.**  
Call No - 614 JOH P6 Acc No - 49831



The development of leadership within healthcare organisations is vital. Never has it been so important that aspiring leaders are equipped with the theoretical and practical-know-how to drive forward health reform and ensure quality, particularly in an industry where leadership is so often misunderstood. In this timely and exciting new book, Christopher Johns addresses the most vital aspects of health care development and education, and reveals the tensions of becoming a leader within health care organizations. Being able to understand and work towards resolving this tension is essential in becoming an effective leader. Developed from the narratives of over 80 aspiring-leaders, Mindful

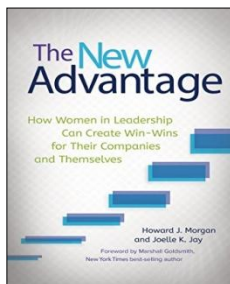
Leadership draws upon a rich source of data and insights to support the re-direction of leadership within NHS organizations across various disciplines. Leadership is liberating. Everyone should aim to be a leader at every level of the organization. To be an effective leader, however, requires an awareness and acceptance of circumstances that is best termed 'mindfulness'.

8. **Negotiation book: your definitive guide to successful negotiating. - 2nd ed / Gates, Steve. 2016. New Jersey: Capstone.**  
Call No - 658.311.63 GAT P6 Acc No - 49777



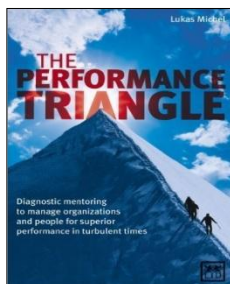
The Book is about one of the most important skills, negotiation in business. Everyone have to negotiate at some point; whether in the office or at home and good negotiation skills can have a profound effect on lives - both financially and personally. It explains the importance of planning, dynamics and strategies. It helps to understand the psychology, tactics and behaviours of negotiation. The Book is aimed at professionals who have to negotiate deals in their company and want to develop their skills in this area. Every negotiation should result in an increased advantage and this book shows how to achieve this whilst also ensuring the other party also comes away feeling good about the deal.

9. **New advantage: how women in leadership can create win-wins for their companies and themselves / Morgan, Howard. 2016. Santa Barbara: Praeger.**  
Call No - 65:301.172.6 MOR P6 Acc No - 49724



This book identifies the various barriers that block women from reaching positions of corporate leadership and offers readers specific strategies and approaches that they can utilize to advance themselves into the positions they want—and apply their talents and abilities at the very top. The book address very specific challenges for women in the business world, such as strengthening and leveraging their closest connections, including those with their mentors and their sponsors; understanding how 'performance' means more than doing their jobs well; garnering positive attention and recognition for their efforts and results; and getting honest, practical feedback that will serve to advance their careers.

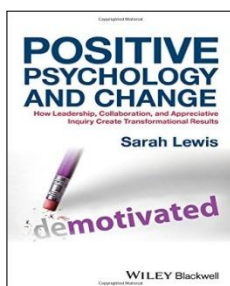
10. **Performance triangle: diagnostic mentoring to manage organizations and people for superior performance in turbulent times / Michel, Lukas. 2017. New Delhi: Viva Books.**  
Call No - 65:301.172.6 MIC P7 Acc No - 49779



This book explains, to win in an increasingly dynamic, ambiguous, and volatile environment, leadership teams in most industries must be agile - able to react flexibly to early signs and act on them quickly. Leadership teams needs to build organizations that can cope with the challenges rather than embarking on disruptive change processes. To do this, leaders face the dilemma of empowering people without losing control. This book forces to reexamine the many assumptions underlying the leadership style and practice and will analyze how the organization can develop agility through a people-centric approach.

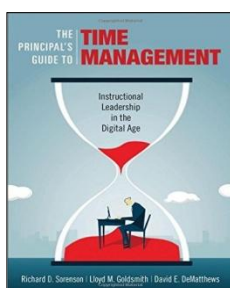
11. **Positive psychology and change: how leadership, collaboration, and appreciative inquiry create transformation results. / Lewis, Sarah. 2016 Chichester: Wiley-Blackwell.**  
Call No. - 65.012.3 LEW P6 Acc No - 49841





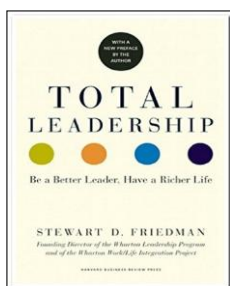
This book offers a new perspective on the everyday challenges of organizational change and the role of leadership in dynamic, adaptive work community. It shows how collaborative group approaches to transformational change including Open Space, World Cafe and Simu-Real can be combined with a positive mindset to maintain optimism and motivation in an unpredictable environment. It focuses on to develop work organizations in which people thrive and find positive meaning in life rather than being, impoverished and exhausted by organizational change. It explores how the insights, methodologies, and techniques of positive psychology and the related business development method Appreciative Inquiry can together be applied to the challenge of providing effective leadership in conditions of uncertainty.

12. **Principal's guide to time management: instructional leadership in the digital age / Sorenson, Richard D. 2016. Thousand Oaks: Corwin**  
Call No. - 65.012.5 SOR P6 **Acc No - 49872**



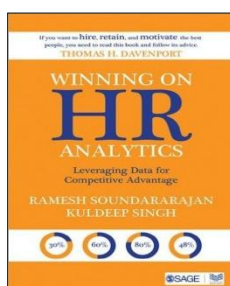
This book is written for leaders who want to gain relevant skills, specialised knowledge, and time management skills in an era of digital technology. The authors take a fresh look at time management issues while maintaining a focus on principles of effective leadership and applications of emerging technology. This comprehensive guide features the time management, self-assessments and strategies for battling the 'silent time thief'. It explains how educational technology helps to maximize the efficiency and improvement where it counts - in teaching, student achievement, morale, and resource management.

13. **Total leadership: be a better leader, have a richer life. / Friedman, Stewart D. 2014. Boston: Harvard Business Review Press**  
Call No. - 65:301.172.6 FRI P4 **Acc No - 49896**



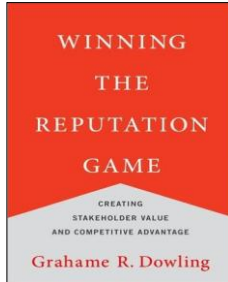
Leadership development programs are meant to help people become better leaders at work. This book challenges the way one think about leadership development and themselves as leaders. This book helps to identify the core values - what's fundamentally important - and make them come alive in everyday actions at work, at home, in community, and within yourself. By improving these areas of life simultaneously, one will get more done with less stress. The book provides step-by-step instruction, engaging examples, and more than thirty hands-on tools to help create sustainable change and achieve higher levels of performance in all parts of the life.

14. **Winning on HR analytics: leveraging data for competitive advantage / Soundararajan, Ramesh. 2017. New Delhi: Sage**  
Call No. - 658.3 SOU P7 **Acc No - 49898**



This book provided HR Analytics techniques and very practical set of action oriented recommendations to leverage human talent. It is an invaluable guide to the Human Resources, the fastest-growing areas for analytics. It provides broad insights to the emerging field and practical guidance and advice for HR practitioner. It explains, how the HR analytics is pivotal in identifying, measuring and articulating the objectives and outcomes of different programs. It describes the role of HR is central in tapping the vast potential of human capital, and interestingly, blending it with automation and digitization in unique ways.

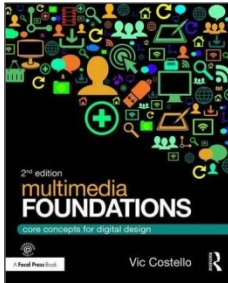
15. **Winning the reputation game: creating stakeholder value and competitive advantage / Dowling, Grahame R. 2016. Cambridge: MIT Press**  
**Call No. - 659.4 DOW P6** **Acc No - 49590**



The book is a comprehensive, forward-looking treatise of corporate reputation from a stakeholder perspective. Companies' reputations do not derive from consultant-recommended campaigns to showcase efforts at corporate transparency, environmental sustainability, or social responsibility. Companies are admired and respected because they are 'simply better' than their competitors. It explains, companies that focus on providing outstanding goods and services are rewarded with a strong reputation that helps them gain competitive advantage. It covers such topics as the commercial value of a strong reputations - including good employees, repeat customers, and strong share price; how corporate reputations are formed.

## INFORMATION MANAGEMENT

1. **Multimedia foundations: core concepts for digital design. - 2nd ed. / Costello, Vic. 2017. New York: Routledge.**  
**Call No - 65.011.56WN COS P7** **Acc No - 49776**

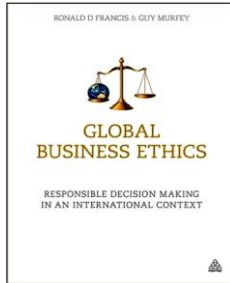


The Book explains the core concepts and skills of multimedia production and digital storytelling using text, graphics, photographs, sound, motion, and video. It is a comprehensive guide to the essential foundational elements of digital multimedia. The book presents in a clear and concise format of the complicated convergence and digital media concepts and skills. This edition features video production and user-centered design, digital cinema standards and DSLR.



## INTERNATIONAL MANAGEMENT

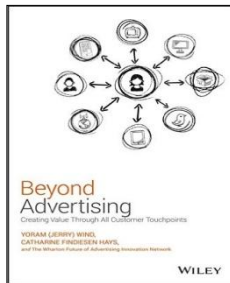
1. **Global business ethics: responsible decision making in an international context / Francis, Ronald D. 2016. London: Kogan Page.**  
**Call No - 65:174 FRA P6** **Acc No - 49819**



Corporate social responsibility, sustainability and acting ethically are all accepted business aims, but their meaning and implementation in a global context is far less clear-cut. This book cuts through the confusion to provide a coherent basis for ethical decision-making within the complications of the international business landscape. This book will guide the reader beyond theory to real-world business decisions. Practical tools such as decision trees and suggested principles to apply in dilemma situations give readers the skills and confidence to tackle the ethical challenges they face. This book offers a working code of ethics provided as a model with guidance to readers for adaptation and implementation

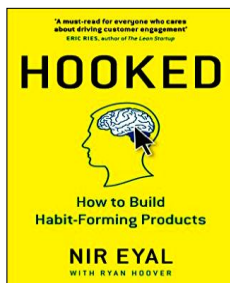
## MARKETING

1. **Beyond advertising: creating value through all customer touchpoints / Wind, Yoram (Jerry). 2016. New Jersey: Wiley.**  
Call No - 659.1 WIN P6 Acc No - 49876



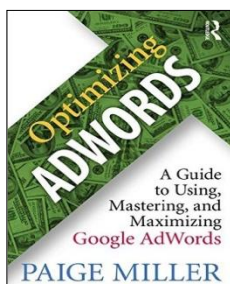
The fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Are you and your organization prepared to deal with today's unprecedented speed and scope of technological change? This book provides a business transformation road map for an aspirational future, based on the insights of more than 200 of the world's most forward-thinking executives, innovators and academics all grappling with today's challenges and opportunities.

2. **Hooked: how to build habit-forming products / Eyal, Nir. 2014. New Delhi: Portfolio.**  
Call No - 658.624 EYA P4 Acc No - 49897



This book provides Hook Model - a four-step process that, when embedded into products, subtly encourages customer behaviour. It helps a start-up founder, how to build better products. It is written for product managers, designers, marketers, start-up founders, who seek to understand how products influence consumer behavior. It provides practical insights to create user habits that stick; actionable steps for building products people love; and riveting examples from the iPhone to Twitter, Pinterest and the Bible App. It provides answers to the questions; why do some products capture our attention while other flop; what makes us engage with certain things out of sheer habit.

3. **Optimizing adWords : a guide to using, mastering, and maximizing google adWords. / Miller, Paige. 2016. New York: Routledge.**  
Call No - 658.8:65.011.56 MIL P6 Acc No - 49778



Optimizing AdWords provides the information marketers and future marketers need to harness the power of the Google's AdWords search engine marketing applications. It provides a big picture overview of the AdWords system, helping businesses and individuals decide how to advertise products or their clients' products. It provides information for professional marketers and other business professionals, how to utilize Google AdWords and optimize it for existing marketing strategies, or create whole new campaigns based around the system. Today, given the level of competition for ad positions on Google search pages, success hinges on understanding Google AdWords well enough to outperform competition.

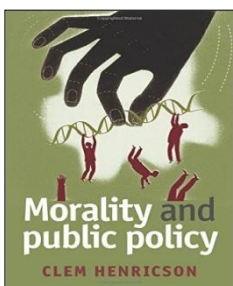
## PUBLIC POLICY & GOVERNANCE

1. **Ethics in governance in India. / Chakrabarty, Bidyut. 2016. London: Routledge**  
Call No - 172 CHA P6 Acc No - 49814



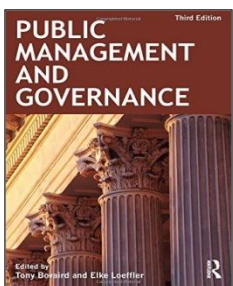
This book situates ethics in governance in India in the national frame and incorporates the context of globalization, allowing for the increasing importance of non-state global actors in national decision making. The author argues that a lack of ethics quickly turns into corruption and leads to governmental efforts to deal with it. He proposes that ethics are a set of standards that a society places on itself to articulate its responses to societal needs, and discusses the efforts of the Indian government at eradicating corruption and its failure.

2. **Morality and public policy / Henricson, Clem. 2016. Bristol: Policy Press**  
Call No - 35.011.1 HEN P6 Acc No - 49835



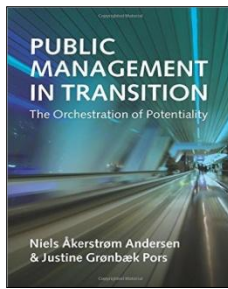
Morality and public policy have long had a complicated, tense relationship—the product, at least in part, of growing secularism and unclear lines between the state and questions of morality. This book looks at that tension and explores ways that both scholars and practitioners can enhance the capability of public policy to understand moral questions, respond flexibly and quickly to changes in social mores, and take account of different cultural contexts that could lead to unexpected responses to particular policies. It is the best look we've had yet at the moral core of public policy—what it is and what it could be.

3. **Public management and governance. - 3rd ed. / Bovaird, Tony. 2016. London: Routledge**  
Call No. - 35 PUB P6 Acc No - 49780



The book examines the factors which make government critically important and the barriers which often stop it being effective. It questions what it means to have effective policies, efficient management and good quality public services, and it explores how the process of governing could be improved. It provide in-depth coverage of key new aspects of public management and governance. It also features a wide selection of international case studies and illuminating examples of how public policy, management and governance can be improved. It explains the changing role of the public sector in a 'mixed economy' of provision and governance issues such as ethics, equalities, transparency and citizen engagement.

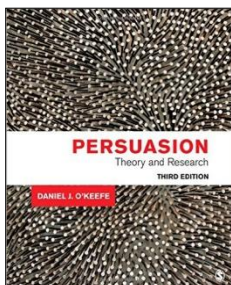
4. **Public management in transition: the orchestration of potentiality / Andersen, Niels Akerstrom. 2016. Bristol: Policy Press.**  
Call No. - 35 AND P6 Acc No - 49870



The book examines how new trends such as “Radical Innovation”, “Co-Creation” and “Potentialization” challenge fundamental values in the public sector. The authors bridge traditional public management approaches that tend to exclude social and societal problems, with broader social theories apt to capture new dilemmas and challenges. Introduction to governance that brings together the concepts of innovation, organizational change and inter/intra-organizational collaboration, while considering the role of citizens within the delivery of public sector. It is ideal for public policy and public management area with an interest in managing and leading public administration units and welfare institutions.

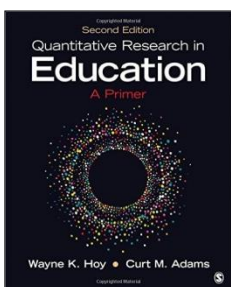
## RESEARCH METHODOLOGY

1. **Persuasion: theory and research. - 3rd ed. / O'Keefe, Daniel J. 2016. Thousand Oaks: Sage**  
Call No. - 159.943 OKE P6 Acc No - 49840



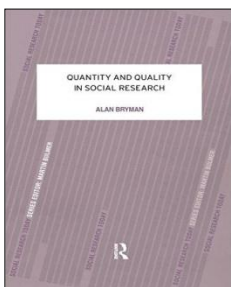
The book is a comprehensive overview of social-scientific theory and research on persuasion. It provides overview of different theoretical frameworks provides a well-rounded understanding and working knowledge of a variety of theories. It integrates cutting-edge research throughout the text to ensure the most current information in the field of persuasion. It provides the special attention to the importance of adapting (tailoring) persuasive messaging to enhance effectiveness. Detailed discussions of important theoretical and methodological questions encourage critical thinking and promote further research.

2. **Quantitative research in education: a primer. - 2nd ed. / Hoy, Wayne K . 2016. Thousand Oaks: Sage**  
Call No. - 37.001.5 HOY P6 Acc No - 49843



Quantitative Research in Education emphasizes conceptual understanding and the practical utility of quantitative methods while teaching strategies and techniques for developing original research hypotheses. It is a brief and practical text designed to allay anxiety about quantitative research. The book provides a reference point for beginning educational researchers to grasp the most pertinent elements of designing and conducting research. It first introduce readers to the nature of research and science, and then present the meaning of concepts and research problems as they dispel notions that quantitative research is too difficult, too theoretical, and not practical. This accessible Primer is perfect for students and researchers who want a quick understanding of the process of scientific inquiry and who want to learn how to effectively create and test ideas.

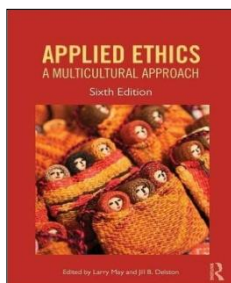
3. **Quantity and quality in social research / Bryman, Alan. 2016. New Delhi: Routledge**  
Call No. - 3.001.5 BRY P6 Acc No - 49873



The book provides a comprehensive and concise account of social science research methodologies - both qualitative and quantitative. It shows how methodological and epistemological issues are interwoven, and presents a succinct overview of relevant philosophical issues. It emphasizes on methods of data collection and interpretation and explains the key terms and topics. The book focuses on ground realities faced by researchers and uses numerous examples.

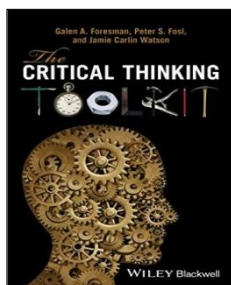
## SOCIAL SCIENCES & GENERAL MANAGEMENT

1. **Applied ethics: a multicultural approach. - 6th / edited by May, Larry. 2016. New York: Routledge.**  
Call No - 174 APP P6 Acc No - 49799



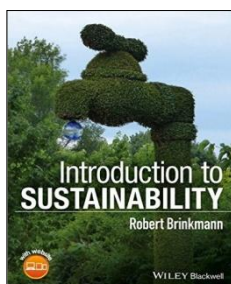
This new edition of the book enhances gender coverage, as nearly half of the pieces are now authored by women. The new edition also increases the percentage of pieces written by those who come from a non-Western background. It offers twelve up-to-date articles (not found in previous editions) on human rights, environmental ethics, poverty, war and violence, gender, race, euthanasia, and abortion; all of these topics are addressed from Western and non-Western perspectives.

2. **Critical thinking toolkit. / Foresman, Galen A. 2017. Chichester: Wiley-Blackwell.**  
Call No - 159.955 FOR P7 Acc No - 49694



The critical thinking toolkit is a comprehensive compendium that equips readers with the essential knowledge and methods for clear, analytical, logical thinking and critique in a range of scholarly contexts and everyday situations. This interdisciplinary guide takes a holistic approach to critical thinking by collecting related concepts from disparate fields in one indispensable volume. It allows readers to apply new critical thinking and reasoning skills with exercises and real life examples at the end of each chapter. It takes an expansive approach to critical thinking by exploring concepts from other disciplines, including evidence and justification from philosophy, cognitive biases and errors from psychology, race and gender from sociology and political science, and tropes and symbols from rhetoric.

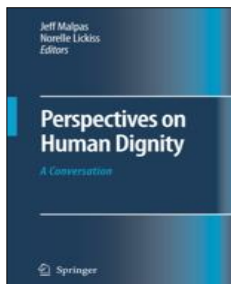
3. **Introduction to sustainability / Brinkmann, Robert. 2016. Chichester: Wiley-Blackwell**  
Call No - 330.191.6 BRI P6 Acc No - 49624



This book is the first major textbook to review major themes in the cutting-edge field of sustainability. The book is suitable for introductory interdisciplinary courses on sustainability, as well as those in the fields of geography, geology, sociology, planning, political science, and anthropology. This book allows students to see the world in new ways while also encouraging them to become part of the change needed to ensure the long-term sustainability of the planet.

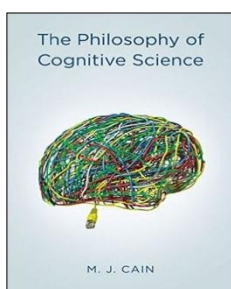
4. **Perspectives on human dignity / Malpas, Jeff. 2010. New York: Springer**  
Call No - 171 PER P0 Acc No - 49879





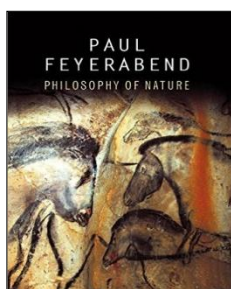
The idea of human dignity is central to any reflection on the nature of human worth, and has become a key concept in international and national law, in medical ethics, and in much philosophical and political theory. However, the idea is a complex one that also takes on many different forms. This collection explores the idea of human dignity as it arises within these many different domains, opening up the possibility of a multidisciplinary conversation that illuminates the concept itself, as well as the idea of the human to which it stands in an essential relation. The book is exploration of human dignity from a range of perspectives, but also provides an important resource for those who wish to take the exploration further.

5. **Philosophy of cognitive science / Cain, M. J. 2016. Cambridge: Polity Press**  
**Call No. - 159.964 CAI P6** **Acc No - 49727**



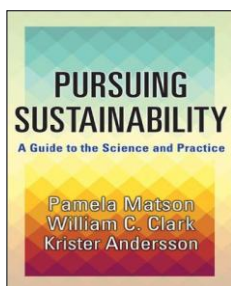
This dynamic book explores the philosophical significance of cognitive science and examines the central debates that have enlivened its history. In a wide-ranging and comprehensive account of the topic, it discusses the historical origins of cognitive science and its philosophical underpinnings; the nature and role of representations in cognition; the architecture of the mind and the modularity thesis; the nature of concepts; knowledge of language and its acquisition; perception; and the relationship between the brain and cognition. It draws upon an extensive knowledge of empirical developments and their philosophical interpretation.

6. **Philosophy of nature / Feyerabend, Paul. 2016. Cambridge: Polity Press**  
**Call No. - 113 FEY P6** **Acc No - 49729**



The book explores the significance of myths for the early period of natural philosophy, as well as the transition from Homer's "aggregate universe" to Parmenides' uniform ontology. It focuses on the rise of rationalism in Greek antiquity, which he considers a disastrous development, and the associated separation of man from nature. It explores the prehistory of science in his familiar polemical and extraordinarily learned manner. It sheds light on critical rationalist to epistemological anarchist

7. **Pursuing sustainability: a guide to the science and practice / Matson, Pamela. 2016. Princeton: Princeton University Press**  
**Call No. - 330.191.6 MAT P6** **Acc No - 49731**

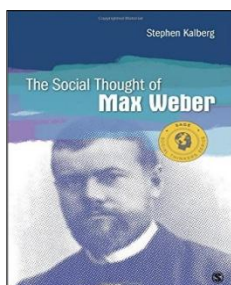


Sustainability is a global imperative and a scientific challenge like no other. This concise book provides learners and practitioners with a strategic framework for linking knowledge with action in the pursuit of sustainable development, and serves as an invaluable companion to more narrowly focused courses dealing with sustainability in particular sectors such as energy, food, water, and housing, or in particular regions of the world. This book shows how more inclusive and interdisciplinary approaches and systems perspectives can help you achieve your sustainability objectives. It stresses the need for understanding how capital assets are linked to sustainability goals through the complex adaptive dynamics of social-environmental systems, how committed



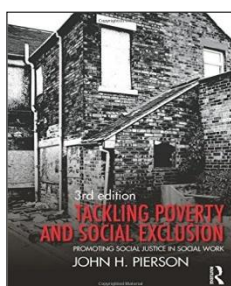
people can use governance processes to alter those dynamics, and how successful interventions can be shaped through collaborations among researchers and practitioners on the ground.

8. **Social thought of Max Weber / Kalberg, Stephen. 2017. Thousand Oaks: Sage.**  
Call No. - 301 KAL P7 Acc No - 49785



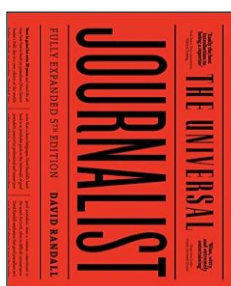
The book provides a clear and concise introduction and includes coverage of Weber's insights on the promise and peril of Western industrial society, and of his The Protestant Ethic and the Spirit of Capitalism and Economy and Society. This Volume offers a new reading of Weber that focuses upon his overarching themes - the uniqueness of the West, the multiple reasons behind the historical trajectory, and a comparative-historical methodology that identifies and weighs the causal factors at the source of the economic and political development of China, India, and the West.

9. **Tackling poverty and social exclusion: promoting social justice in social work. - 3rd ed./ Pierson, John H. 2016. London: Routledge.**  
Call No. - 362 PIE P6 Acc No - 49856



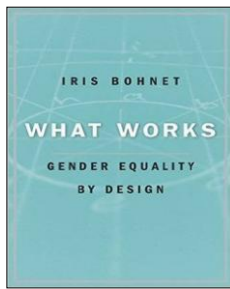
The book is an excellent guide to social work practice and analysis; for students, educators and practitioners. It explains the development of the concept of social exclusion as a framework for understanding the impact of poverty and other deprivations on users' lives and outlines five building blocks for combating exclusion in practice. It shows, how social work that addresses inequality and engages cooperatively with service users, can contribute to fairer shares of social and material resources. It seeks to capture the complexity and diversity of practice relating to social exclusion as social workers adapt to this challenging environment.

10. **Universal journalist. - 5th ed. / Randall, David. 2016. London: Pluto Press**  
Call No. - 07 RAN P6 Acc No - 49789



The Universal Journalist is a solid introduction to the skills needed to be an effective journalist. With lots of handy tips and anecdotes that aptly illustrate the points being made, it is a must-read for all budding student journalists. It explains the skills needed to do the job and also willing to tackle the bigger issues every journalist must grapple with from time to time. It is an invaluable guide to the 'universals' of good journalistic practice for professional and trainee journalists worldwide. The edition ensures its relevance to contemporary readers by addressing issues such as problems of 'de-skilling' in the media and new tools for digital research.

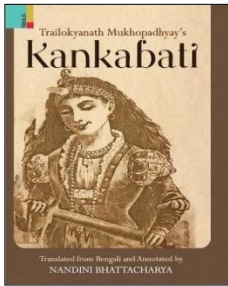
11. **What works: gender equality by design. / Bohnet, Iris. 2016. London: Harvard University Press**  
Call No. - 396 BOH P6 Acc No - 49589



The book demonstrates with real-life examples how the seemingly intractable problem of gender inequality can be not only addressed but solved. It lays out the science behind what really drives and prevents gender inequality, and translates it into clear, easy-to-implement steps for achieving equality. It is built on new insights into the human mind. It draws on data collection by companies, universities, and government, often in randomized controlled trials. It points out dozens of evidence-based interventions that could be adopted right now and demonstrates how research is addressing gender bias, improving lives and performance. It shows what more can be done - often at shockingly low cost and surprisingly high speed.

## RECREATIONAL & GENERAL READINGS

1. **Trailokyanath Mukhopadhyay's kankabati / Bhattacharya, Nandini. 2016. New Delhi: Primus Books**  
**Call No. - BHA/TRA P6** **Acc No - 49788**



This translated annotated edition of Kankabati is about a little girl in the village of Kusumghati in nineteenth-century Bengal. Kankabati has a strange dream where she embarks upon a series of adventures in bizarre places and situations. She visits the underwater kingdom of fishes; delves into dense forests and mysterious caves where ghouls like Nakeshwari reside; and ventures out into the skies astride a Khokkosh carrier, to the domain of a sick moon and his quarrelsome family. It is as a graphic description of village life in Bengal - replete with its meaningless quarrels, endless plotting against each other, its serio-comic villains and its unexpected wellsprings of generosity.