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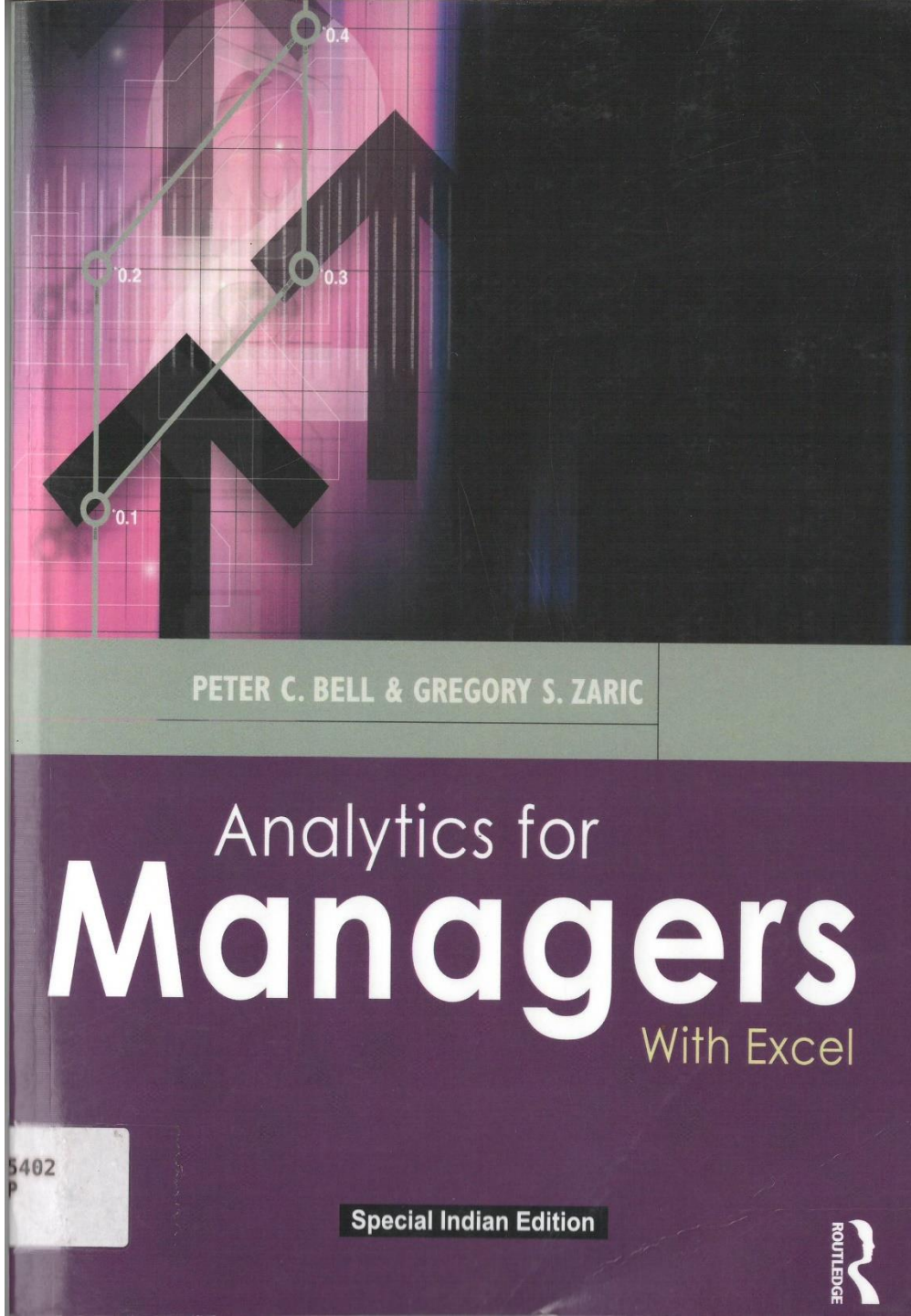
**BITS Pilani**  
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Acc. No : 38775

Call No : 003.5402 BEL-P

Analytics is one of a number of terms which are used to describe a data-driven more scientific approach to management. Ability in analytics is an essential management skill: knowledge of data and analytics helps the manager to analyze decision situations, prevent problem situations from arising, identify new opportunities, and often enables many millions of dollars to be added to the bottom line for the organization. The objective of this book is to introduce analytics from the perspective of the general manager of a corporation. Rather than examine the details or attempt an encyclopaedic review of the field, this text emphasizes the strategic role that...





**Saroj Kaushik | Sunita Tiwari**

# **SOFT COMPUTING**

Fundamentals,  
Techniques and  
Applications

Mc  
Graw  
Hill  
Education



**Acc. No : 38022**

**Call No : 006.3 KAU-S**

This is a comprehensive textbook on fundamentals of methodologies and practices in soft computing domain for students of undergraduate and postgraduate engineering and allied courses who have opted for this course. Experts on the subject have deftly explained the concepts with help of example sand pseudo algorithms for various methods. Since computational intelligence and machine intelligence are backbone and foundation for smart systems, soft computing provides basis for building such systems. This book will equip readers to provide soft computing techniques with low cost and reasonably good solutions to hard problems. Includes use of MATLAB to make readers understand real...



  
**Cambridge  
Elements**

Psychology and Culture

# The Continuing Growth of Cross-Cultural Psychology

Walter J. Lonner

155.82  
LON-W

ISSN 2515-3986 (online)  
ISSN 2515-3943 (print)



Acc. No : 37770

Call No : 155.82 LON-W

This Element describes noteworthy developments in cross-cultural psychology of the past half century. It stresses the author's involvement with the Journal of Cross-Cultural Psychology and the International Association for Cross-Cultural Psychology. It presents events in a decade-by-decade format, allowing brief discussion of high points in each decade, such as significant conferences and books, and commentaries on selected scholars. Topics include summaries of IACCP conferences, Online Readings in Psychology and Culture, IACCP Archives, and assessment of introductory psychology texts and their cultural content. Key aspects of culture-centered methodology in psychology and the teaching of culture-oriented...

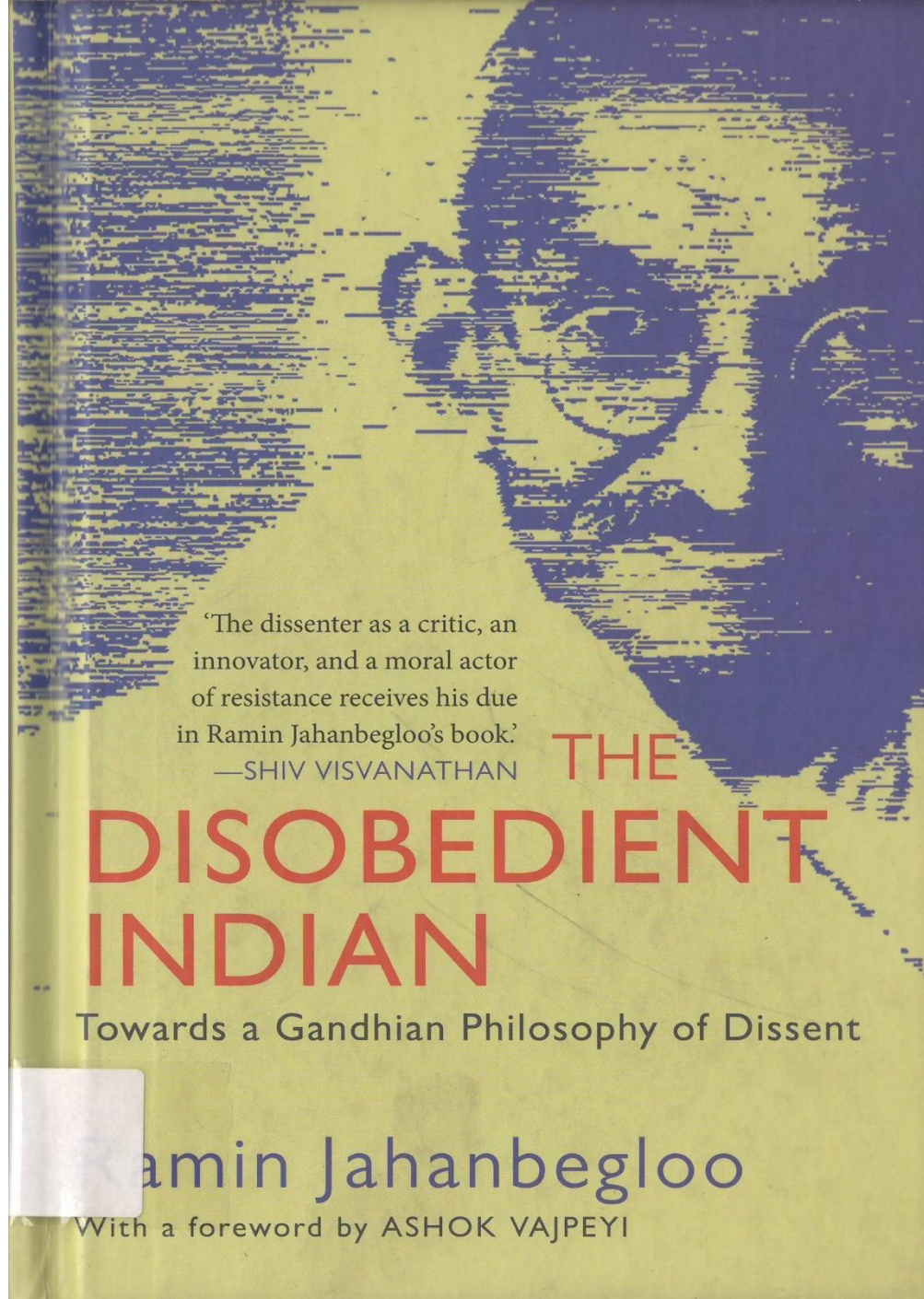




Acc. No : 37244

Call No : 181.4 JAH-R

In this original and timely book, Ramin Jahanbegloo, one of the world's leading political philosophers, engages with the most pressing question facing all of us today: is it not our duty, as free and autonomous citizens of democracy, to question and speak out against all authority? Should we not take back the power from self-interested political actors in the true spirit of Gandhi, for whom Swaraj was more than mere freedom from oppression? The core idea of Gandhi's philosophy of resistance, Jahanbegloo argues, is his unshakeable conviction that it is no longer possible to organize political action without disobedience. Democracy, to be worthy of obedience, he says, must be structured so that every citizen can question...





# THE MAVERICKS OF MUSSOORIE

*Life in the Corridors of Power*



M. RAMACHANDRAN



Acc. No : 36086

Call No : 302.35 RAM-M

The Mavericks of Mussoorie is an inspiring look at how an Indian Administrative Service (IAS) officer, in his individual capacity, can work to influence and execute policies that make a positive contribution to the country. It is surprisingly honest in its acknowledgement of some of the pitfalls of the system and sets out clearly what needs to be done to bring out the full potential of the Civil Service. In this candid memoir M. Ramachandran opens up on how and why, despite a distinguished career, the post of Cabinet Secretary eluded him. This book unfolds what transpired and reveals what happens behind the scenes in Indian bureaucracy. For the general reader this book is a...





# LABOUR STATE AND SOCIETY IN RURAL INDIA

A CLASS-RELATIONAL APPROACH

Jonathan Pattenden

SOUTH ASIA EDITION



Acc. No : 36653

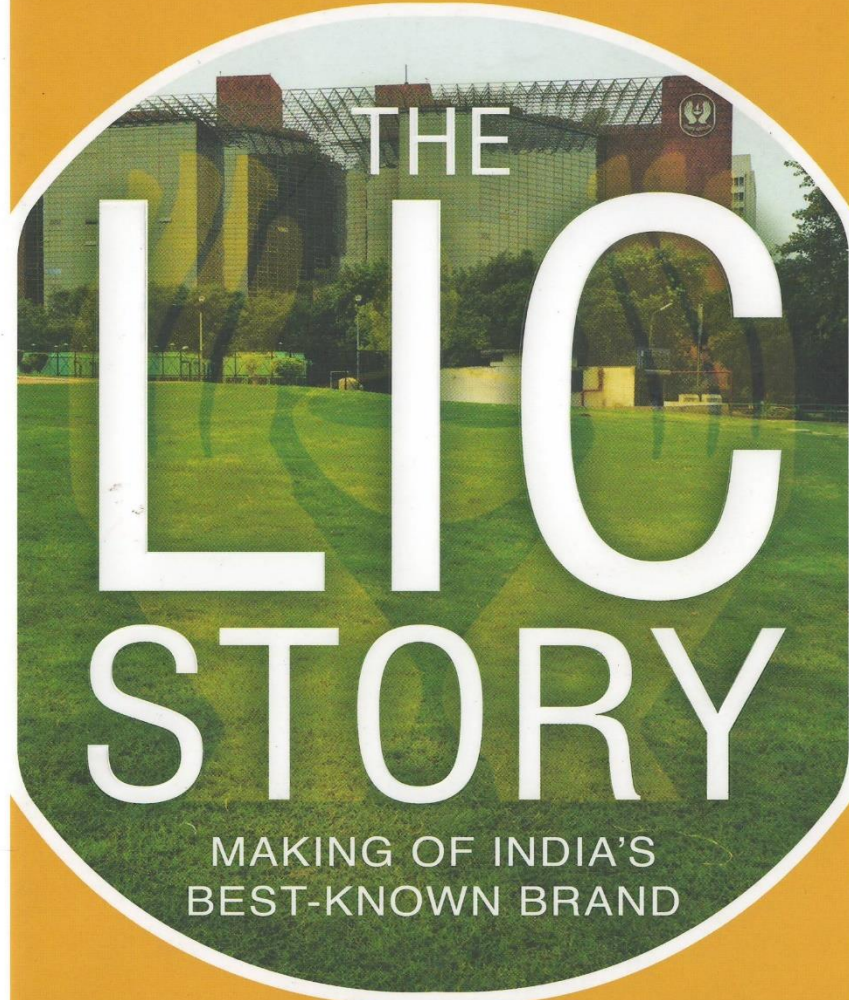
Call No : 307.7609 PAT-J

Behind India's recent economic growth lies a story of societal conflict that is scarcely talked about. Across its villages and production sites, state institutions and civil society organisations, the better and less well-off sections of society are engaged in antagonistic relations that determine the material conditions of one quarter of the world's 'poor'. Increasingly mobile and often with several jobs in multiple locations, India's 'classes of labour' are highly segmented but far from passive in the face of ongoing exploitation and domination. Drawing on long-term field work in the South Indian state of Karnataka this book analyses class relations between and among the dominant and...





KAMALJI SAHAY



'Sahay has eloquently brought out how . . . the LIC has retained its dominant presence in India for decades'

H. K. DUA

Acc. No : 38328

Call No : 368.3200954 SAH-K

What does LIC stand for? Is it a security provider or a common man's savings mobilizer? A mere money lender or a nation builder? Is it like any other PSU an employment generator or has it grown into the way of life of almost every Indian? LIC is all of these rolled into one. From being called the 'Jewel in the Crown' of India to being synonymous with the insurance industry, the Life Insurance Corporation, has made a place in every household of India. In more than 60 years LIC has not only gained the trust of the public but in its many ways, LIC is ahead of several global leaders in the insurance industry. The book, *The LIC Story: Making of India's Best-known Brand*, is an account of this extra ordinary organization through...



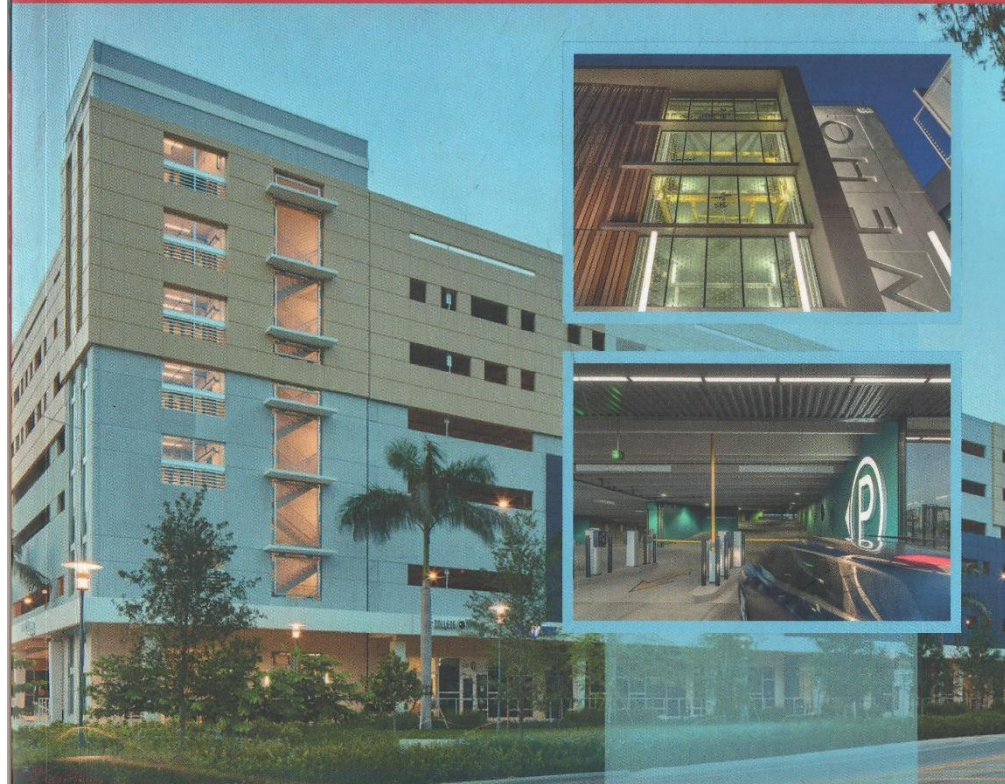


# A GUIDE TO PARKING

Acc. No : 37574

Call No : 388.474 FER-K

If you own a car, use public transportation, go to work or school, use health care, shop or dine out, or are part of a metropolitan community, parking affects you, probably in more ways than you've thought about. Because parking has such a huge effect on what happens in cities and towns and how the greater transportation system functions, decision-makers are beginning to realize that it's critical to employ parking expertise at the beginning of the planning process. Designing and implementing an effective, professionally managed parking strategy can mean the difference between frustrating and costly traffic congestion and efficient, time-saving traffic flow. A Guide to Parking provides information on the current state of parking, providing professionals...



INTERNATIONAL PARKING INSTITUTE

474  
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PARKING  
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ROUTLEDGE



# AN INTRODUCTION TO **GRAMMAR** FOR LANGUAGE LEARNERS

**DON RINGE**



Acc. No : 37684

Call No : 495.919 RIN-D

Learning a foreign language is much easier when it is approached with a knowledge of language structure ('grammar'), but many students find grammar mystifying. This text explains points of grammar straightforwardly using examples from several widely-studied languages, including English, so that students can see how the same principles work across different languages, and how the structures of different languages correspond both formally and functionally. The use of concrete examples makes grammar less abstract and easier to grasp, allowing students to relate what they are learning to knowledge that they already possess unconsciously; it simultaneously brings that knowledge up to a conscious...



American Mathematical Society

Colloquium Publications

Volume 61

# The Endoscopic Classification of Representations

## Orthogonal and Symplectic Groups

James Arthur



Acc. No : 36616

Call No : 512.4 ART-J

Within the Langland's programme, endoscopy is a fundamental process for relating automorphic representations of one group with those of another. In this book, Arthur establishes an endoscopic classification of automorphic representations of orthogonal and symplectic groups  $G$ . The representations are shown to occur in families (known as global L-packets and A-packets), which are parametrised by certain self-dual automorphic representations of an associated general linear group  $GL(N)$ . The central result is a simple and explicit formula for the multiplicity in the automorphic discrete spectrum of  $G$  for any representation in a family. The results of the volume have...

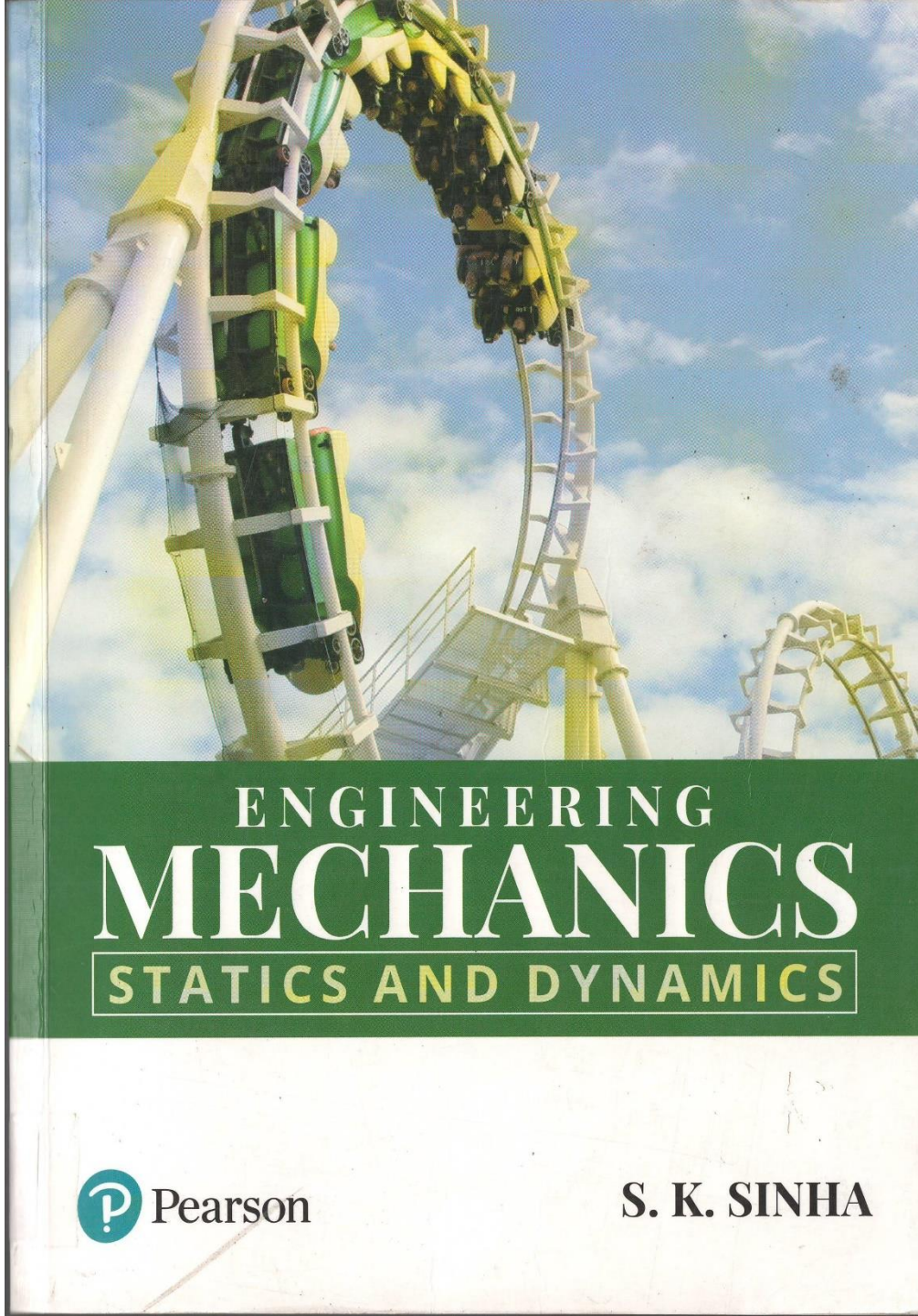




Acc. No : 38225

Call No : 531.12 SIN-S

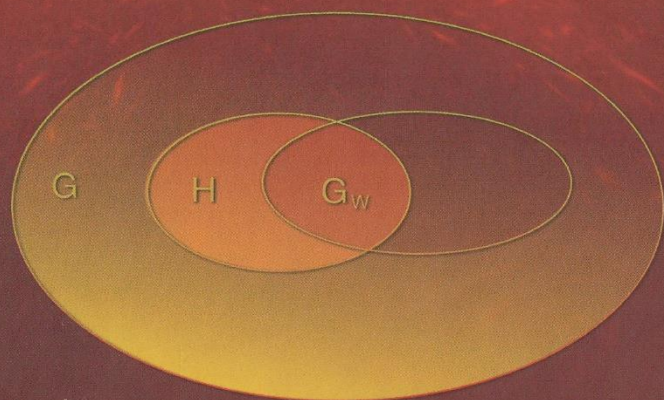
Pearson brings to you Engineering Mechanics - an ideal offering for the complete course on engineering mechanics. Written in a simple and lucid style, the book covers the basic principles of mechanics and its application to the solution of engineering problems. This book is apt for self-study by the students and lays down a strong foundation for problem- solving abilities in mechanics. A wide coverage of topics, coupled with the inclusion of a large number of solved examples, has resulted in increase in the page-count beyond the acceptable limits. We have, therefore, been forced to provide the last three chapters of the book as web pages in ...





# INTRODUCTION TO QUANTUM FIELD THEORY

Roberto Casalbuoni



Second Edition

 World Scientific



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Call No : 530.143 CAS-R

This book deals with quantum field theory, the language of modern elementary particles physics. Based on university lectures given by the author, this volume provides a detailed technical treatment of quantum field theory that is particularly useful for students; it begins with the quantization of the most important free fields, the scalar, the spin-1/2 and the photon fields, and is then followed by a detailed account of symmetry properties, including a discussion on global and local symmetries and the spontaneous breaking of symmetries. Perturbation theory, one-loop effects for quantum electrodynamics, and renormalization properties are also covered. In this second edition new chapters have been introduced with...



Constantin Meis

# LIGHT AND VACUUM

The Wave-Particle Nature of the Light  
and the Quantum Vacuum through the  
Coupling of Electromagnetic Theory  
and Quantum Electrodynamics

 World Scientific



Acc. No : 38957

Call No : 535.15 MEI-C

Light and Vacuum presents a synthesis of selected fundamental topics of electromagnetic wave theory and quantum electrodynamics (QED) and analyzes the main theoretical difficulties encountered to ensure a coherent mathematical description of the simultaneous waveparticle nature of light, put in evidence by the experiments. The notion and the role of the quantum vacuum, strongly related to light, are extensively investigated. Classical electrodynamics issued from Maxwell's equations revealed the necessity of introducing the notion of volume for an electromagnetic wave to stand entailing precise values of cut-off wavelengths to account for the shape and dimensions of the surrounding...



# Hydrology and Water Resource Systems Analysis

MARIA A. MIMIKOU  
EVANGELOS A. BALTAS  
VASSILIOS A. TSIHRINTZIS

 CRC Press  
Taylor & Francis Group



Acc. No : 38821

Call No : 551.48 MIM-M

Hydrology and water resources analysis can be looked at together, but this is the only book which presents the relevant material and which bridges the gap between scientific processes and applications in one text. New methods and programs for solving hydrological problems are outlined in a concise and readily accessible form. Hydrology and Water Resource Systems Analysis includes a number of illustrations and tables, with fully solved example problems integrated within the text. It describes a systematic treatment of various surface water estimation techniques; and provides detailed treatment of theory and applications of groundwater flow for both steady-state and...





# Processes in Microbial Ecology

SECOND EDITION

David L. Kirchman

OXFORD

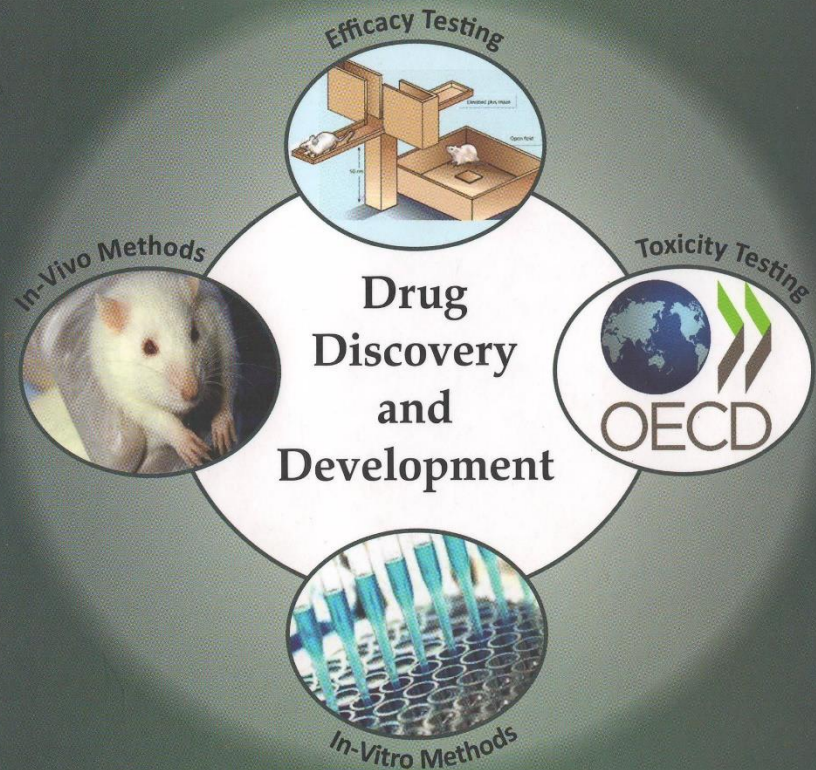
Acc. No : 38148

Call No : 579.17 KIR-D

Microbial ecology is the study of interactions among microbes in natural environments and their roles in biogeochemical cycles, food web dynamics, and the evolution of life. Microbes are the most numerous organisms in the biosphere and mediate many critical reactions in elemental cycles and biogeochemical reactions. Because they are essential players in the carbon cycle and related processes, microbial ecology is a vital science for understanding the role of the biosphere in global warming and the response of natural ecosystems to climate change. This second edition has been fully revised, restructured, and updated while remaining concise and accessible. It discusses the major processes carried out by...



# Advances in Biomedical Experimental Techniques in Pharmacological Assays



## EDITORS

Prof. Archana R. Juvekar and Prof. S.R. Naik



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**BHALANI**  
Publishers



Acc. No : 37460

Call No : 610.28 JUV-A

A View to facilitate the understanding of the fundamental aspects of the screening methodologies used in drug discovery. Screening of potential molecules in animal models is one of the most crucial phases in drug discovery and development which helps to identify potential leads which can be taken up for further studies. This provides a lucid understanding of the subject with the help of illustrations. The topic included in the book have been selected carefully considering the syllabus of medicine, pharmaceutical sciences. Life sciences and biomedical sciences. This text book attempts to bring forth the pressing need of the hour to emphasize the importance of new generation and the state of...



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EDITION



Acc. No : 38256

Call No : 620.1054 HIB-R

# Engineering Mechanics DYNAMICS

Fourteenth Edition in SI Units

R. C. Hibbeler

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THIRD EDITION

# ANALYSIS AND PERFORMANCE OF FIBER COMPOSITES

Bhagwan D. Agarwal  
Lawrence J. Broutman  
K. Chandrashekhara

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PAKISTAN, SRI LANKA  
& BHUTAN

**WILEY**

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Fiber reinforced composite materials are an important class of engineering materials. They offer outstanding mechanical properties, unique flexibility in design capabilities, and ease of fabrication. Additional advantages include light weight, corrosion resistance, impact resistance and excellent fatigue strength. Fiber composites are routinely used in such diverse applications as automobiles, aircraft, space vehicles, off-shore structures, containers and piping, sporting goods, electronics and appliances. This book provides a complete treatment of the subject, covering mechanics, materials, analysis, fabrication, characterization, performance and...



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& **MATLAB®**

# ELECTRICAL MACHINE DESIGN

 **Pearson**

**V. RAJINI**  
**V. S. NAGARAJAN**



**Acc. No : 38213**

**Call No : 621.3104 RAJ-V**

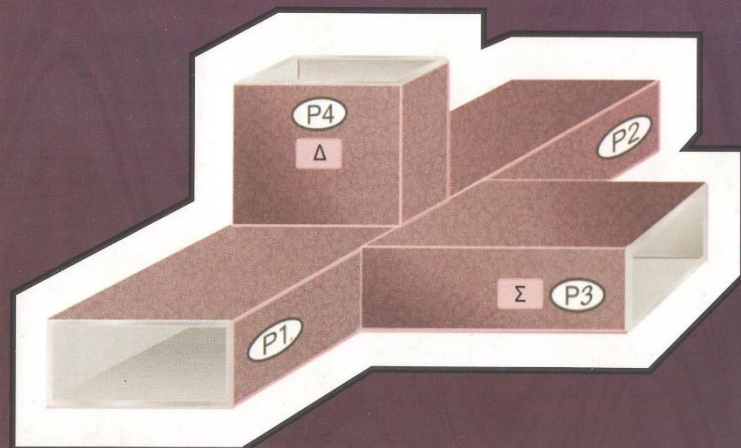
Electrical Machine Design caters to the requirements of undergraduate and postgraduate students of electrical engineering and industry novices. The authors have adopted a flow chart based approach to explain the subject. This enables an in-depth understanding of the design of different types of electrical machines with an appropriate introduction to basic design considerations and the magnetic circuits involved. The book aids students to prepare for various competitive exams through objective questions, worked-out examples and review questions in increasing order of difficulty. MATLAB and C programs and Finite Element simulations using Motor Solve, featured in the text offers a profound new perspective in understanding...



Second Edition

Eastern  
Economy  
Edition

# Microwave Engineering



R.S. Rao



Acc. No : 38374

Call No : 621.3813 RAO-R

This thoroughly revised and updated edition, while retaining the major contents of the previous edition, presents the latest information on the various aspects of microwave engineering. With improved organisation and enriched contents, the book explores the basic principles, characteristics and applications of commonly used devices in the design of various microwave systems. The book begins with a discussion of microwave basics, EM wave theory, transmission line theory, hollow pipe waveguides, microwave junctions, and then goes on to provide in-depth coverage of waveguide components, klystrons, magnetrons and TWTs. It also focuses on...

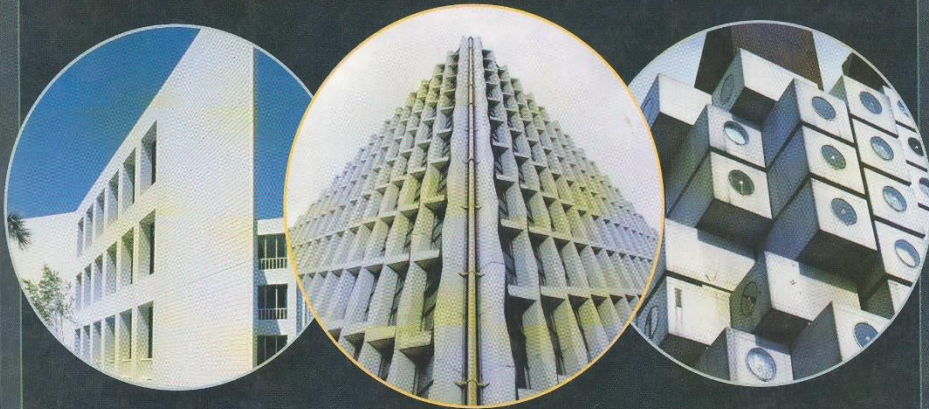


# REINFORCED

## CONCRETE STRUCTURES

### ANALYSIS AND DESIGN

INDIAN EDITION



Mc  
Graw  
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Education

DAVID A. FANELLA  
Ph.D., S.E., P.E., F. ASCE



Acc. No : 37459

Call No : 624.18341 FAN-D

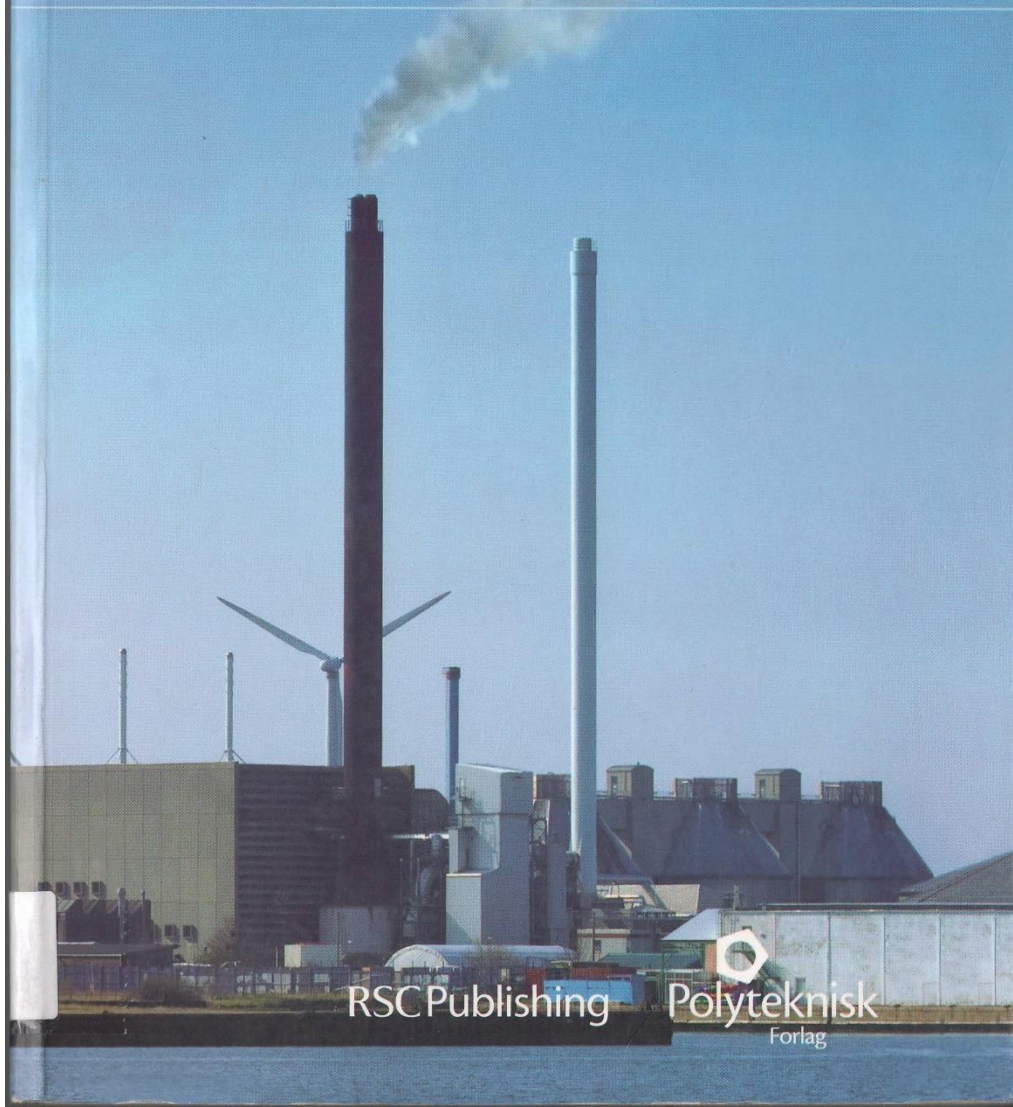
Reinforced Concrete structure explains the underlying principles of reinforced concrete design and covers the analysis, design, and detailing requirements in the 2008 American Concrete Institute (ACI) Building Code Requirements for Structural Concrete Commentary and the 2009 International Code Council (ICC) International Building Code (IBC). This authoritative resource discusses reinforced concrete members and provide techniques for sizing the cross section, calculating the required amount of reinforcement, and detailing the reinforcement. Design procedures and flowcharts guide you through code requirements, and worked out examples demonstrate the proper application of the design...



# AIR POLLUTION

FROM A LOCAL TO A GLOBAL PERSPECTIVE

Edited by Jes Fenger & Jens Christian Tjell



RSC Publishing

Polyteknisk  
Forlag



**Acc. No : 38548**

**Call No : 628.53 FEN-J**

Air pollution is a phenomenon that has increased both in geographical and temporal measure since the start of civilisation. It is therefore a complex problem that covers many subjects. In this book they are treated by a series of experts, whose contributions are edited to form a comprehensive presentation. The individual chapters have their own literature list and can be read separately. The book is first of all intended as a general presentation for university students at graduate level, but civil servants and employees in consulting companies can also use it. The interested layman can benefit from reading the more general...



# Analytics

## The Agile Way



**Phil Simon**

Award-winning author of *Message Not Received* and *The Age of the Platform*

**WILEY**



Acc. No : 38883

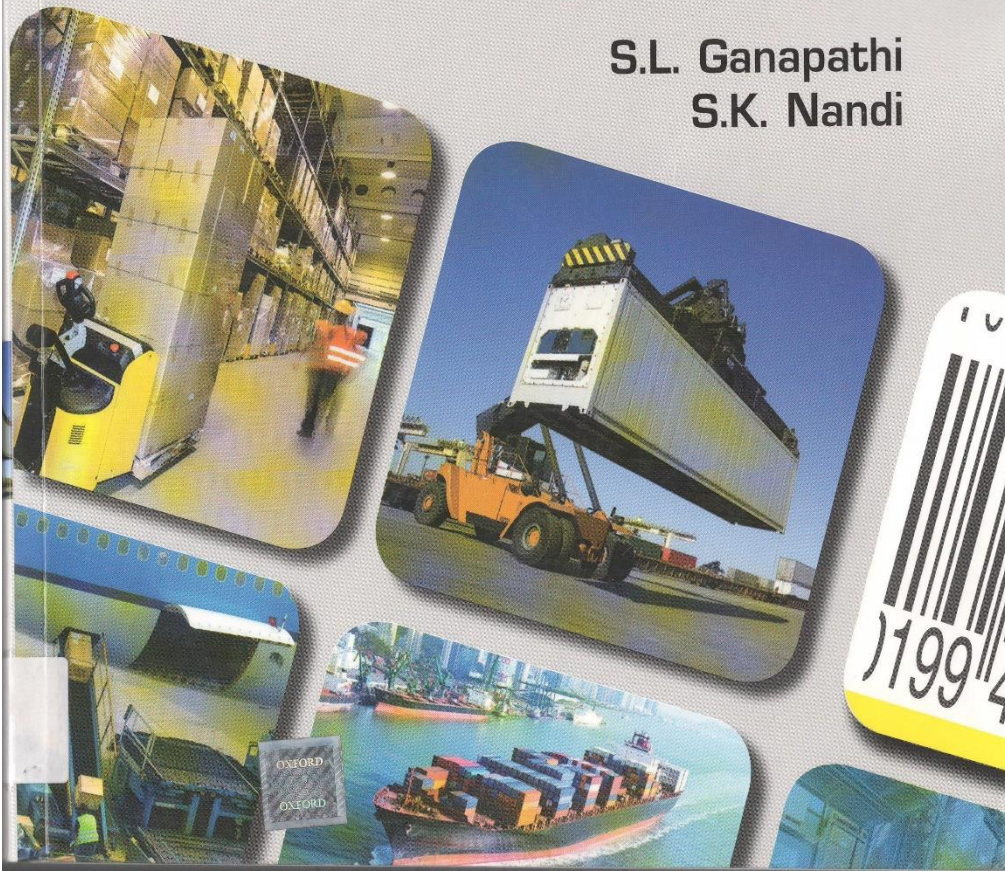
Call No : 658.4033 SIM-P

There is often a poor understanding of what analytics means within the organization and how (and even if) analytic projects should be managed and integrated into a development lifecycle. This book will provide both project managers and analytic practitioners with a comprehensive overview of the principles, processes and practices behind analytic lifecycle management. Readers will learn techniques for initiating, planning and executing on analytic development projects with a focus on agile methodologies (primarily scrum) and gain an understanding of how agile methods fit into traditional project delivery...



# LOGISTICS Management

S.L. Ganapathi  
S.K. Nandi



Acc. No : 38106

Call No : 658.5 GAN-S

Logistics Management is a comprehensive textbook designed to meet the requirements of postgraduate management students specializing in Operations or International Business. Written in a student-friendly style, it describes the theory extensively and provides numerous figures and exhibits showcasing managerial aspects of Logistics Management. The book is divided into 4 parts. Part I, Introduction to Logistics and Integration, introduces the basic concepts of Logistics, its relevance and relation with supply chain management in both, national and international scenarios. Part II, Logistics Delivery and Fulfilment, covers unitization, palletization and containerization along with various forms of...



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ANALYTICS  
SERIES

# Visual Data Storytelling *with* **TABLEAU**

LINDY RYAN



Acc. No : 38277

Call No : 808.036 RYA-L

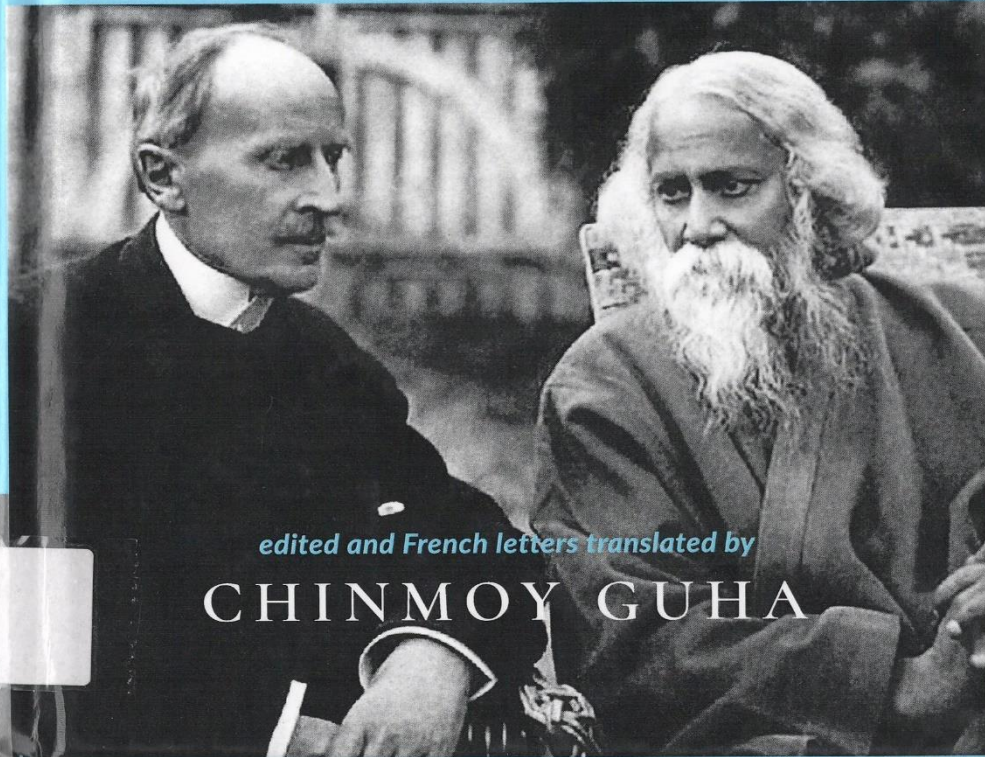
The modules in this book will go beyond the dashboard to communicate business-relevant implications of data analyses using the analytic, visualization and storytelling capabilities of Tableau, the most popular visualization software in use by businesses world today. Each chapter will split focus between discussing key components of design practice and data visualization and introducing a format for representing information with step-by-step guides for using Tableau. By the end of this book, readers will not only understand how data stories differ from traditional storytelling and how to purposefully craft a compelling data story, but also how to employ the horsepower of Tableau to structure data analysis projects so that they can effectively...



OXFORD

# BRIDGING EAST & WEST

Rabindranath Tagore and  
Romain Rolland  
Correspondence (1919-1940)



*edited and French letters translated by*

CHINMOY GUHA

innovate

achieve

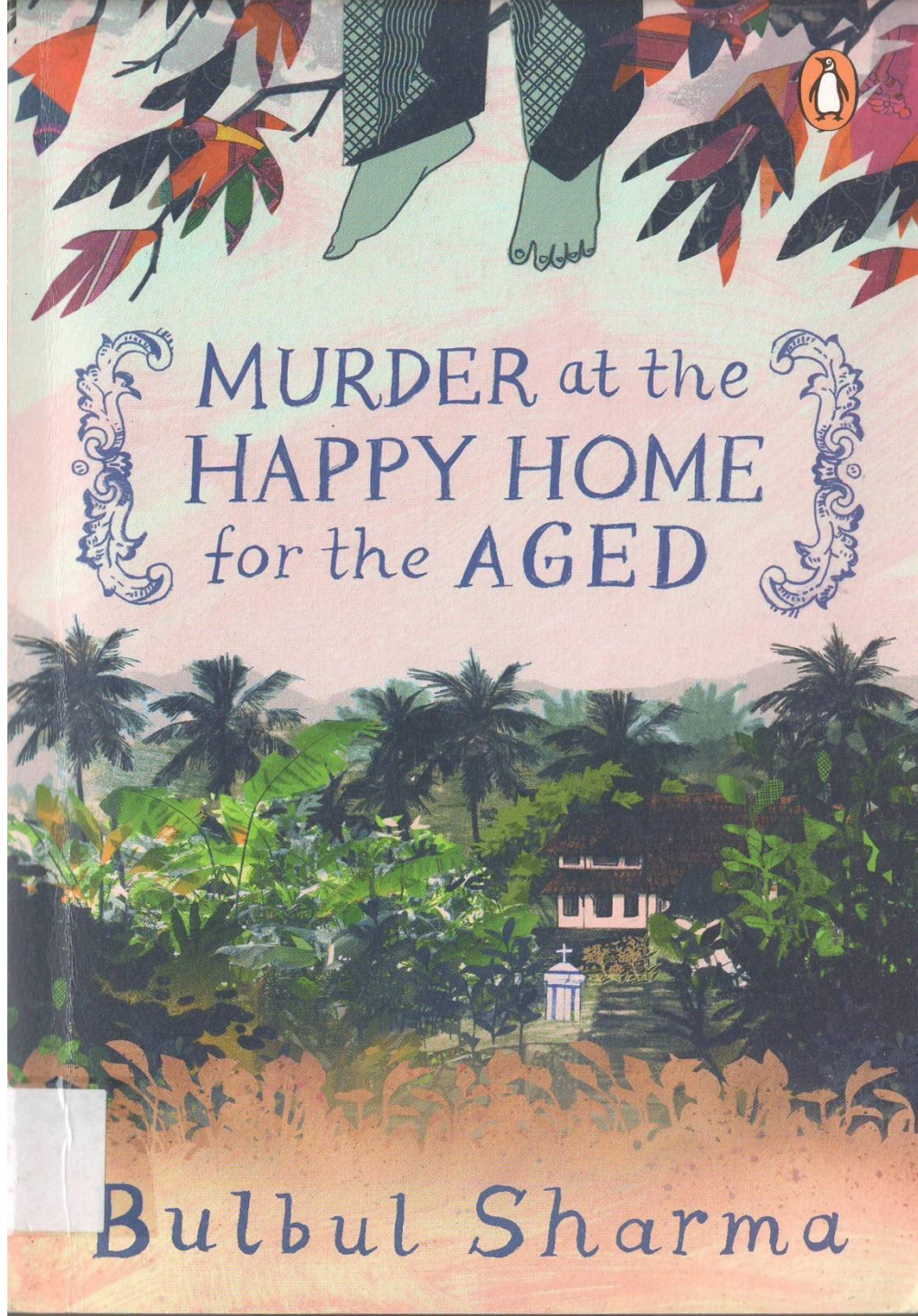
lead

Acc. No : 38141

Call No : 891.445 GUH-C

Dating from 1919 to 1940, these letters and telegrams are being published for the first time in English in their entirety. They manage to capture the essence of Tagore and Rolland's friendship in their struggle with the conflict between nationalism and human conscience. This volume also presents three important conversations the two engaged in at various points in time, as well as letters by Rathindranath Tagore and others, and lays out the journey of these two writers towards the imaging of a different world outside jingoistic politics. This correspondence presents the finest exchange of thought between the East and the West, and scripts the intellectual history of early...



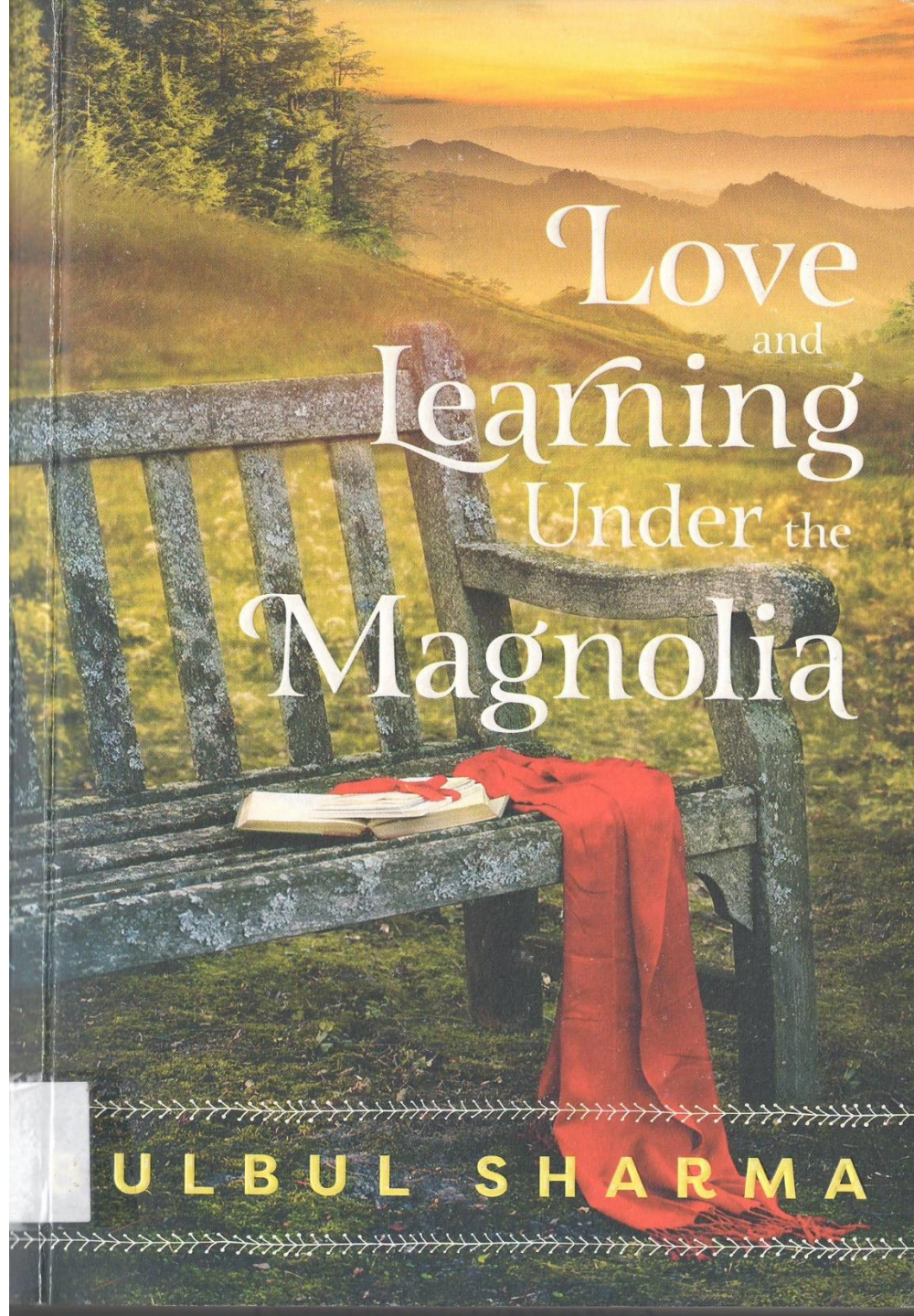


Acc. No : 37047

Call No : Fiction SHA-B

The tranquillity at the Happy Home for the Aged is shattered when a body is found hanging in the garden. The inhabitants of the home are first perplexed, then decide to come together to solve the murder that has suddenly brought the violence of the world into their Goan arcadia. Each of them - reflective Rosie, sharp-tongued Prema, analytical Devan, action-man Cyrilo and artistic Yuri - bring different skills to the task of unravelling the crime. Their investigation is watched over by gentle, pretty Maria, the owner of the home, and Leela, their observant housekeeper. Set in the lush landscape of Goa, where tourists flock from all over the world, where the rich...





Acc. No : 36905

Call No : Fiction SHA-B

The family's hunting lodge in the beautiful village of Shaya is all the refuge that shy, introverted Rose, the Maharani of Manon, has ever needed. The craggy mountains, the deep forests, the clear streams – all give her a sense of peace. But when her husband passes away, leaving her the lodge and no money to maintain it, she must gather the will to sell it. Rose moves into the house of her neighbour Leela, an affectionate, whimsical woman, and finds the lodge a buyer: self-made billionaire Sandy Mehta. Tall and charming, with a dimpled smile, Sandy turns out to be just the wrong sort of man for the place. His family is loud and inclined to party. And he's building a helipad in her beloved Shaya. For Rose, it is hate at...



INVESTIGATIONS

# SHIPS

*The story of water transportation and travel – the vessels, the people, the technology*

■ Amazing information about every type of vessel, from canoes and fishing trawlers to ferries, warships and submarines

■ The thrills and spectacle of voyages by water, captured in over 250 photographs and illustrations

■ Fun step-by-step projects and experiments reveal how ships and boats work

CHRIS OXLADE

Consultant: Trevor Blakeley



Acc. No : 32000

Call No : 623.82 OXL-C

Surveys the development of ships, describes how various kinds of ships work, and suggests a variety of related activities and projects. People have used rafts, boats and ships to travel across water for many thousands of years. At its simplest, a ship is any craft that travels on water, but ships have developed from simple log rafts to vast oil tankers. This development has affected life on land, in shipbuilding yards and at ports where hundreds of people work loading and unloading cargo. The difference between a ship and a boat is not very clear. Generally, ships are larger and travel across seas and oceans. Boats are smaller and usually travel on rivers, lakes and coastal waters. Ships and boats come in a huge variety of shapes and...



Daring  
Dan

innovate

achieve

lead

Acc. No : 31640

Call No : Fiction WIL-B

Miss Twigg's class are doing Modes of Transport. A trip on a horse-drawn canal barge soon has the children galloping straight towards disaster - until Dan leaps to the rescue. Bob Wilson has a unique talent for writing funny stories in words and pictures that are ideal for encouraging young readers who are beginning to develop confidence. The hilarious escapades at Pump Street Primary provide superb stepping-stones towards fluent, independent reading, and both adults and children will enjoy them. Bob Wilson wrote this story and drew the pictures. When he was young he wanted to be a pop star, and he started to write songs. He became an art teacher and...

Bob  
Wilson





7A

7A  
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Engineering  
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Geography

Thank you