

# NEW ARRIVAL OF BOOKS

(May 2015)



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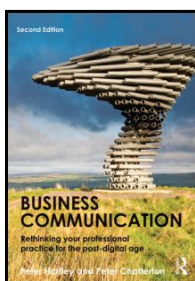
**MDI**  
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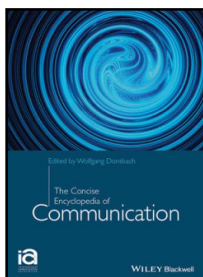
## BUSINESS COMMUNICATION

- 1 Business communication: rethinking your professional practice for the post-digital age - 2<sup>nd</sup> ed. / Hartley, Peter and Chatterton, Peter. 2015. London: Routledge.**  
Call No - 65.012.46 HAR P5 Acc No - 48528



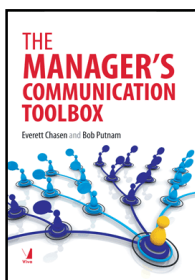
Effective communication in business and commercial organizations is critical, as organizations have to become more competitive and effective to sustain commercial success. This edition distils the principles of effective communication and applies them to organizations operating in the digital world. Techniques and processes detailed in the book include planning and preparing written communication, effective structures in documents, diverse writing styles, managing face-to-face interactions, using visual aids, delivering presentations, and organising effective meetings. In every case the authors consider the potential of new technology to improve and support communication. With helpful pedagogical features designed to aid international students, this new edition of a popular text will continue to aid business and management students for years to come.

- 2 Concise encyclopedia of communication / Donsbach, Wolfgang (ed). - Chichester: Wiley Blackwell,**  
Call No - 65.012.46 CON P5 Acc No - 48532 (Ref.)



This concise volume presents key concepts and entries from the twelve-volume ICA International Encyclopedia of Communication (2008), condensing leading scholarship into a practical and valuable single volume. Based on the definitive twelve-volume IEC, this new concise edition presents key concepts and the most relevant headwords of communication science in an A-Z format in an up-to-date manner. It represents the best and most up-to-date international research in this dynamic and interdisciplinary field and contributions come from hundreds of authors who represent excellence in their respective fields.

- 3 Manager's communication toolbox / Chasen, Everett and Putnam, Bob. 2015. New Delhi: Viva.**  
Call No - 65.012.46 CHA P5 Acc No - 48639



This title focuses on management development by improving communication for new managers as well as more experienced professionals. Like a star baseball player, every good manager should aim to be a five-tool expert. Reading, writing, speaking, listening, and thinking are basic skills for any employee, but the manager who stands out is the manager who commands these skills. To improve your standing with your employees and superiors, it's essential to understand each of these areas of communication. In The Manager's Communication Toolbox, the authors offer tips, checklists, and examples, along with other expert testimony for best practices. Over the years, the practice of these skills has changed as a result of technology. Everyone emails these days, but in this book, the authors dig deeper into what to say, when to say it, and how to say it in a business setting. Rethink your

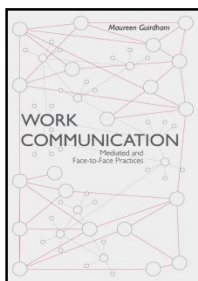
thinking skills-find more time in your day by being more aware of your tendencies. And for everyone who worries about giving speeches and making presentations, find out how to improve, and the steps you can take to show off your managerial communication skills.

- 4      Mass communication: living in a media world - 5<sup>th</sup> ed. / Hanson, Ralph E. 2016.**  
**Los Angeles: Sage.**  
**Call No - 659.3 HAN P6** **Acc No - 48568**



This edition provides comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis and fun, conversational writing. In every chapter, students will explore the latest developments and current events that are changing the face of media today. The newly revised four-color fifth edition introduces a new “Media Transformations” box feature that highlights dynamic changes to how we produce and consume media. Each “Media Transformations” box includes a new infographic that helps illustrate key issues and promotes data and media literacy. It is an interactive learning experience where you’ll explore the latest developments that are changing today’s media world.

- 5      Work communication: mediated and face-to-face practices / Guirdham, Maureen.**  
**2015. London: Palgrave Macmillan.**  
**Call No - 65.012.46 GUI P5** **Acc No - 48517**

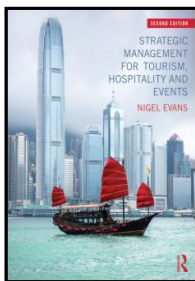


Explores all aspects of interpersonal communication at work, from face-to-face meetings to new forms of computer mediated communication such as social media. Will help the reader achieve skilled interpersonal communication at work through the understanding of relevant theory and latest research, made clear in non-technical language with examples.



## BUSINESS POLICY AND STRATEGIC MANAGEMENT

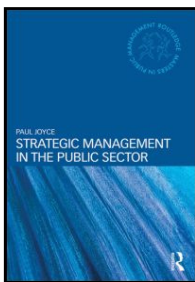
- 1 Strategic management for tourism, hospitality and events - 2<sup>nd</sup> ed. / Evans, Nigel. 2015. London: Routledge.  
Call No - 65.011.1 EVA P5 Acc No - 48588**



innovation, employment, culture and sustainability.

This title introduces students to fundamental strategic management principles in a Tourism, Hospitality and Events context and brings theory to life by integrating a host of industry-based case studies and examples throughout. Among the new features and topics included in this edition are: i) Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy; ii) New international Tourism, Hospitality and Events case studies from both SME's and large-scale businesses are integrated throughout to show applications of strategic management theory, such as objectives, products and markets and strategic implementation. Longer combined sector case studies are also included at the end of the book for seminar work. iii) New content on emerging strategic issues affecting the tourism ,hospitality and events industries, such as

- 2 Strategic management in the public sector / Joyce, Paul. 2015. London: Routledge.  
Call No - 65.011.1 JOY P5 Acc No - 48589**

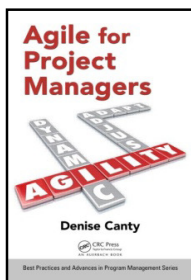


helping the reader to build on their understanding of theories and concepts presented earlier in the book.

Strategic management is widely seen as essential to the public services, leading to better performance and better outcomes for the public. In fact, the private sector idea of strategic management has become so powerful in the public sector that politicians and policy makers have begun to talk about the importance of the modern state being strategic - and we may be witnessing the emergence of the Strategic State. Strategic Management for the Public Sector draws on experience and research from a range of countries and provides a theoretical understanding of strategic management that is grounded in the public sector. Drawing on the latest theory and research this text provides a fresh look at foresight, analysis, strategic choice, implementation and evaluation. This book also offers original and detailed case studies based on up to date evidence from different public sector settings,

## DECISION SCIENCES & OPERATIONS MANAGEMENT

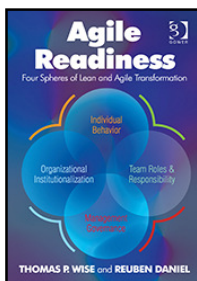
- 1 **Agile for project managers / Canty, Denise. 2015. Boca Raton: CRC Press.**  
Call No - 65.012.12 CAN P5 Acc No - 48521



Agile project management is a proven approach for designing and delivering software with improved value to customers. Agility is all about self-directed teams, feedback, light documentation, and working software with shorter development cycles. The role of the project manager with agile differs significantly from traditional project management in that there is minimal up-front planning. Agile for Project Managers will help project managers from any industry transition to agile project management. The book examines the project management component of agility, concentrating on industry standards, certifications, and being agile. It also compares agile methods to traditional project management methods throughout to provide readers with a clear understanding of the differences between the two. The book's focus is in alignment with the Project Management Institute (PMI®) Agile Certified Practitioner (PMI-ACP®) credential—making it an ideal resource for anyone

preparing for the PMI-ACP® exam.

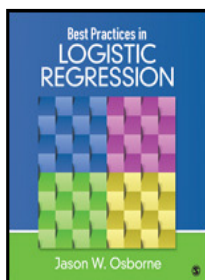
- 2 **Agile readiness: four spheres of lean and agile transformation / Wise, Thomas P. and Daniel, Reuben. 2015. Farnham: Gower.**  
Call No - 658.624 WIS P5 Acc No - 48469



Agile Readiness is designed to provide guidance to the manager or business leader in establishing a successful environment to enable fast moving agile and lean project methods focused on business systems transformation. Agile and lean offer huge potential as methods for reducing risk and costs, delivering early benefits and ensuring IT projects genuinely deliver the business transformation benefits that they promise at the outset. The conundrum for many organizations is that without a change of organizational culture, agile and lean methods are very unlikely to be adopted successfully in traditional organizations. Thus, the struggle that many (if not most) managers and executives face is not in how agile or lean development works, but in how to make agile and lean methods successful when working beyond software development. Thomas P. Wise and Reuben Daniel provide a clear view of the struggles and remedies. Their text uses simple ground floor experiences to

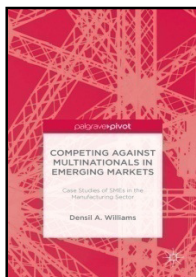
illustrate the practices and behaviors necessary to create highly successful and effective agile and lean business systems transformation teams. In this book the reader will discover organizational strategies that build strong teams, an environment of trust, and project selection and planning strategies to create an environment of enablement in which agile and lean teams thrive.

- 3 **Best practices in logistic regression / Osborne, Jason W. 2015. Los Angeles: Sage.**  
Call No - 519.2 OSB P5 Acc No - 48524



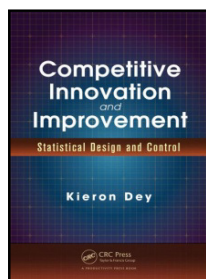
This title provides students with an accessible, applied approach that communicates logistic regression in clear and concise terms. The book effectively leverages readers' basic intuitive understanding of simple and multiple regression to guide them into a sophisticated mastery of logistic regression. Osborne's applied approach offers students and instructors a clear perspective, elucidated through practical and engaging tools that encourage student comprehension. Best Practices in Logistic Regression explains logistic regression in a concise and simple manner that gives students the clarity they need without the extra weight of longer, high-level texts.

- 4 Competing against multinationals in emerging markets: case studies of SMEs in the manufacturing sector / Williams, Densil A. 2015. London: Palgrave Macmillian.**  
**Call No - 658.5 WIL P5** **Acc No - 48480**



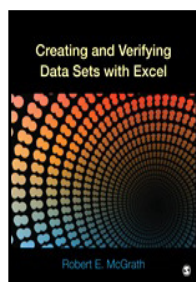
This title draws on efficiency theory, portfolio theory and market structure theory as the lens through which to explain business survival/ failure. By using those theoretical insights along with case studies the book provides a comprehensive set of lessons which successful small firms have adopted in order to survive and prosper in an increasingly hostile competitive manufacturing sector where large firms are mostly dominant. Drawing lessons about competing in a highly competitive sector, the book uses the narrative in social research to inform conclusions about factors which lead to survival and prosperity.

- 5 Competitive innovation and improvement: statistical design and control / Dey, Kieron. 2015. Boca Raton: CRC Press.**  
**Call No - 519.23 DEY P5** **Acc No - 48531**



This title explains how to combine two widely known statistical methods—statistical design and statistical control—in a manner that can solve any business, government, or research problem quickly with sustained results. Because the problem-solving strategy employed is pure scientific method, it makes integration into any existing problem-solving or research method quite simple. The material in the book is presented in a manner that anyone can read and immediately put to use, including executives, managers, statisticians, scientists, engineers, researchers, and all of their supervisors and employees. Organizations can apply the concepts discussed with existing staff to release latent energy rather than adding to their workload. Optional footnotes provide the opportunity for more advanced technical insight. The book suggests the real world, rather than mathematics alone, to reveal how things work and how to make them work better. Innovation and improvement by design is explained, which will help readers open up left-brain analytics to more right-brain creativity.

- 6 Creating and verifying data sets with Excel / McGrath, Robert E. 2015. Los Angeles: Sage.**  
**Call No - 65.011.56WJB MCG P5** **Acc No - 48481**



This title is a focused, easy-to-read guide that gives readers the wherewithal to make use of a remarkable set of data tools tucked within Excel—tools most researchers are entirely unaware of. Robert E. McGrath's book is to focus exclusively on Excel as a data entry system. It incorporates a number of learning tools such as screenshots, text boxes that summarize key points, examples from across the social sciences, tips for creating professional-looking tables, and questions at the end of each chapter. Providing practical strategies to improve and ease the processes of data entry, creation and analysis, this step-by-step guide is a brief, but invaluable resource for both students and researchers.

- 7 Design attitude / Michlewski, Kamil. 2015. Farnham: Gower.**

**Call No - 65.012.41 MIC P5**

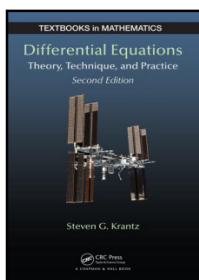
**Acc No - 48483**



This title is for those who want to scratch beneath the surface and explore the impact design and designers have in organisations. It offers an alternative view on the sources of success and competitive advantage of companies such as Apple, where design plays a leading role. It sheds light on the cultural dynamics within organisations, where professional designers have a significant presence and influence. At its heart, the book asks a question: what is the nature of designers' contribution that is truly unique to them as professionals? To answer this deceptively simple question the author combines a multitude of hours of ethnographic study inside the design community; in-depth interviews with executives and designers from Apple, IDEO, Wolff Olins, Philips Design, and Nissan Design; and a follow-up quantitative study. Design Attitude makes the compelling argument that looking at the type of the culture designers produce, rather than the type of

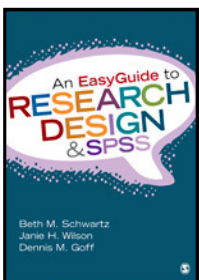
processes or products they create, is potentially a more fruitful way of profiling the impact of design in organisations.

- 8 Differential equations: theory, technique and practice - 2<sup>nd</sup> ed. / Krantz, Steven G. 2015. Boca Raton: CRC Press.  
Call No - 519.2 KRA P5 Acc No - 48538**



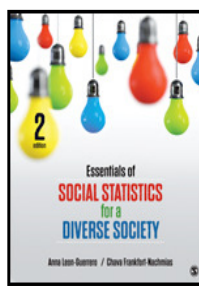
This title educates a new generation of mathematical scientists and engineers on differential equations. This edition emphasizes on examples and mathematical modeling as well as promote analytical thinking to help students in future studies. In each chapter, lively historical notes and mathematical nuggets enhance students' reading experience by offering perspectives on the lives of significant contributors to the discipline. "Anatomy of an Application" sections highlight rich applications from engineering, physics, and applied science. Problems for review and discovery also give students some open-ended material for exploration and further learning.

- 9 Easyguide to research design and SPSS / Schwartz, Beth M.; Wilson, Janie H. and Goff, Dennis M. 2015. Los Angeles: Sage.  
Call No - 519.23 SCH P5 Acc No - 48486**



This title provides clear and concise guidance for selecting the most appropriate design and statistical analysis to test a research hypothesis. By connecting experimental design with an appropriate statistical test for data analysis, the EasyGuide details the exact steps for inputting and analyzing data in SPSS, offers a "how-to" for interpreting the output from SPSS analyses, and provides guidance in formatting SPSS output into APA style.

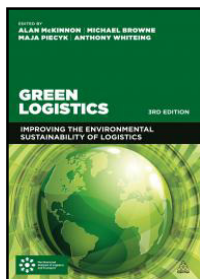
- 10 Essentials of social statistics for a diverse society - 2<sup>nd</sup> ed. / Leon-Guerrero, Anna and Frankfort-Nachmias, Chava. 2015. Los Angeles: Sage.  
Call No - 519.2 LEO P5 Acc No - 48488**



This edition provides students with a briefer, less expensive version of the successful Social Statistics for a Diverse Society, now in its Seventh edition. As in the parent text, this

concise statistics text puts a strong emphasis on the theme of diversity, which is illustrated through the use of real data in examples from contemporary social issues. The book's informational and inviting writing style, coupled with the use of real-world examples and data applications, makes the book a more accessible and engaging resource for students.

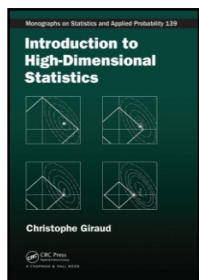
- 11 Green logistics: improving the environmental sustainability of logistics. - 3rd ed. / McKinnon, Alan et.al. (ed). 2015. London: Kogan Page.  
Call No - 658.788 GRE P5 Acc No - 48553**



The transport, storage and handling of goods impose a heavy burden on the environment. As concern for the environment rises, companies must take more account of the external costs of logistics associated mainly with climate change, air pollution, noise, vibration and accidents. Leading the way in current thinking on environmental logistics, Green Logistics provides a unique insight on the environmental impacts of logistics and the actions that companies and governments can take to deal with them. It is written by a group of leading researchers in the field and provides a comprehensive view of the subject for students, managers and policy-makers. This edition takes a more global perspective than previous editions. It introduces new contributors and international case studies that illustrate the impact of green logistics in practice. There is a new chapter on the links between green logistics and corporate social responsibility (CSR) and a series of postscripts examining the

likely effects of new developments, such as 3D printing and distribution by drone, on the environmental footprint of logistics.

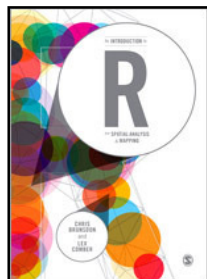
- 12 Introduction to high-dimensional statistics / Giraud, Christophe. 2015. Boca Raton: CRC Press.  
Call No - 519.2 GIR P5 Acc No - 48621**



Ever-greater computing technologies have given rise to an exponentially growing volume of data. Today massive data sets (with potentially thousands of variables) play an important role in almost every branch of modern human activity, including networks, finance, and genetics. However, analyzing such data has presented a challenge for statisticians and data analysts and has required the development of new statistical methods capable of separating the signal from the noise. Introduction to High-Dimensional Statistics. Offering a succinct presentation of the mathematical foundations of high-dimensional statistics, this highly accessible text: i) Describes the challenges related to the analysis of high-dimensional data; ii) Covers cutting-edge statistical methods including model selection, sparsity and the lasso, aggregation, and learning theory; iii) Provides detailed exercises at the end of every chapter

with collaborative solutions on a wikisite.

- 13 Introduction to R for spatial analysis and mapping / Brunsdon, Chris and Comber, Lex. 2015. London: Sage.  
Call No - 519.2 BRU P5 Acc No - 48622**

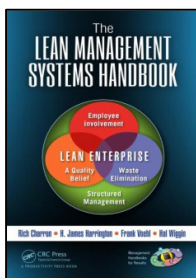


R is a powerful open source computing tool that supports geographical analysis and mapping for the many geography and 'non-geography' students and researchers interested in spatial analysis and mapping. This title provides an introduction to the use of R for spatial statistical analysis, geocomputation and the analysis of geographical information for researchers collecting and using data with location attached, largely through increased GPS functionality. Brunsdon and Comber take readers from 'zero to hero' in spatial analysis and mapping through functions they have developed and compiled into R packages. This enables practical R applications in GIS, spatial analyses, spatial statistics, mapping, and

web-scraping.

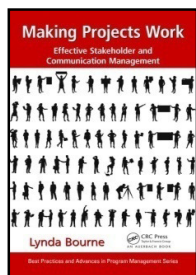


- 14 Lean management systems handbook / Charron, Rich et.al. 2015. Boca Raton: CRC Press.  
Call No - 658.5 CHA P5 Acc No - 48498**



This title, the primary focus of a Lean organization, occurs through continuous improvement programs that focus on education, belief systems development, and effective change management. Presenting a first-of-its-kind approach, it details the critical components required for sustainable Lean management. Positioning Lean as a management operational philosophy far beyond the traditional set of improvement tools, the book explains how managers at all levels of the organization can integrate Lean into their daily management activities. It defines the Lean philosophy as well as the beliefs and behaviors required to develop a thriving Lean company culture. The book captures the essence of Lean learning and Lean doing and illustrates practical applications of Lean management. It begins by covering the basics that encompass Lean management and leadership in two critical areas: maintenance/control and improvement.

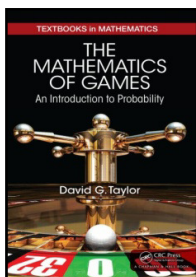
- 15 Making projects work: effective stakeholder and communication management / Bourne, Lynda. 2015. Boca Raton: CRC Press.  
Call No - 65.012.12 BOU P5 Acc No - 48566**



Projects are performed by people for people, with the key determinants of success being the relationships between project teams and project stakeholders. This web of relationships will either enable or obstruct the flow of information between people and, as a consequence, will largely determine project success or failure. The title provides a framework for understanding and managing the factors required for achieving successful project and program outcomes. It presents guidelines to help readers develop an understanding of governance and its connection to strategy as the starting point for deciding what work needs to be done. The book describes how to craft appropriate communication strategies for developing and maintaining successful relationships with stakeholders. It highlights the strengths and weaknesses of existing project controls and outlines effective communication

techniques for managing expectations and acquiring the support required to deliver successful projects on time and under budget.

- 16 Mathematics of games: an introduction to probability / Taylor, David G. 2015. Boca Raton: CRC Press.  
Call No - 519.21 TAY P5 Acc No - 48569**

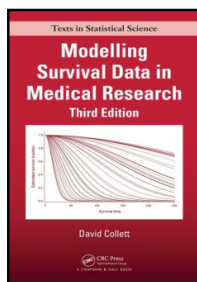


This title takes an inquiry-based approach to teaching the standard material for an introductory probability course. It also discusses different games and ideas that relate to the law of large numbers, as well as some more mathematical topics not typically found in similar books. Written in an accessible, student-friendly style, the book uses questions about various games (not just casino games) to motivate the mathematics. The author explains the examples in detail and offers ample exercises for students to practice their skills. Both "mini-excursions" appearing at the end of each chapter and the appendices delve further into interesting topics, including the St. Petersburg paradox, binomial and normal distributions, Fibonacci numbers, and the traveling salesman problem. By exploring games of chance, this text gives students a greater understanding of probability. It helps them develop the intuition necessary to make better, more informed decisions in strategic situations involving risk. It also prepares them to study the world of statistics.

- 17 Modelling survival data in medical research - 3<sup>rd</sup> ed. / Collett, David. 2015. Boca Raton: CRC Press.**

**Call No - 519.2 COL P5**

**Acc No - 48645**

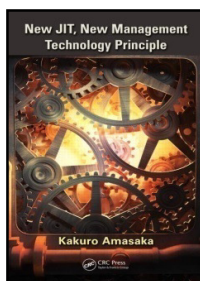


This title describes the modelling approach to the analysis of survival data using a wide range of examples from biomedical research. Well known for its nontechnical style, this third edition contains new chapters on frailty models and their applications, competing risks, non-proportional hazards, and dependent censoring. It also describes techniques for modelling the occurrence of multiple events and event history analysis. Earlier chapters are now expanded to include new material on a number of topics, including measures of predictive ability and flexible parametric models. Many new data sets and examples are included to illustrate how these techniques are used in modelling survival data.

**18 New JIT, new management technology principle / Amasaka, Kakuro. 2015. Boca Raton: CRC Press.**

**Call No - 658.5 AMA P5**

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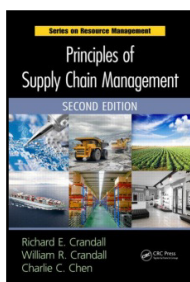
This title contains the previously published, updated, and new works of renowned scientist, scholar, and consultant Kakuro Amasaka. This book details the Just-in-Time (JIT) quality management strategy, exploring the cutting edge of a new management technology principle that surpasses what traditional JIT has accomplished. The new JIT principle contains hardware and software systems, and next-generation technical principles for transforming management technology into management strategy. This comprehensive work covers traditional JIT, innovation and evolution, the full new JIT and its applications, along with case studies. It is clearly impossible to lead the next generation by merely maintaining the two Toyota management technology principles, Toyota Production System and Total Quality Management. To overcome this issue, it is essential to renovate not only TPS,

which is the core principle of the production process, but also establish core principles for marketing, design and development, production, and other departments. This book reassesses the way management technology was carried out in the manufacturing industry and establishes new JIT. This next-generation management technology model is the JIT system for not only manufacturing, but also for customer relations, sales and marketing, product planning, research and development (R&D), product design, production engineering, logistics, procurement, and administration and management for enhancing business process innovation and introduction of new concepts and procedures.

**19 Principles of supply chain management - 2<sup>nd</sup> ed. / Crandall, Richard E.; Crandall, William R. and Chen, Charlie C. 2015. Boca Raton: CRC Press.**

**Call No - 658.788 CRA P5**

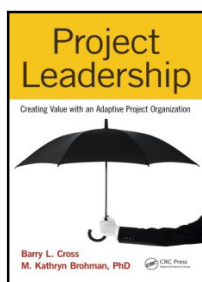
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This edition presents a balanced overview of the principles of supply chain management. Going beyond the usual supply chain text, this title details the individual components of the supply chain, but also illustrates how the pieces must come together. To show the logic behind why supply chain management is essential, the text examines how supply chains are evolving, looks ahead to new developments, and provides a balanced look at supply chains with a focus on both the customer side and the supplier side of supply chains. From the point of distribution to the final customer, all the way back to the point of origin at the mine or farm, the text provides examples and case histories that illustrate a proven approach for achieving effective supply chain integration. This self-contained resource provides readers with a realistic appraisal of the state of the art in supply chain management and the

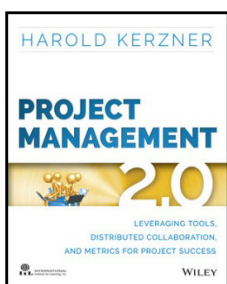
understanding needed to build and manage effective supply chains in a wide range of industries. Most importantly, it emphasizes the need for building and maintaining collaboration among all members of the supply chain.

- 20 Project leadership: creating value with an adaptive project organization / Cross, Barry L. and Brohman, M. Kathryn. 2015. Boca Raton: CRC Press.  
Call No - 65.012.12 CRO P5 Acc No - 48650**



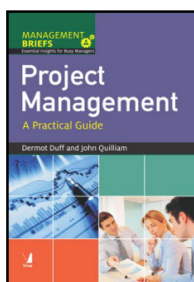
This title highlights the importance of these questions - underlining the importance not only of the project team but on the culture of executive leadership to the success of projects. It offers straight-forward takeaways and solutions to provide executives with the tools to implement an effective project environment. The book begins with a discussion of the project environment and what it means for a project to succeed or fail in today's world. It introduces the Adaptive Project Management Model followed by a review of the systems and tools that give firms increasing ability to maintain priority on strategic projects and manage their associated uncertainty. Working through the book, you can progressively apply tactics from each chapter to increase your project leadership capability and improve your process so that your projects adapt as required depending on the nature of the portfolio itself.

- 21 Project management 2.0 / Kerzner, Harold R. 2015. New Jersey: Wiley.  
Call No - 65.012.12 KER P5 Acc No - 48651**



This title tackles the new emerging approach and toolset for practicing project management in a virtual world. Author Harold Kerzner is recognized as the thought leader in project management, and in this book, he shows how PM 2.0 offers better outcomes with a focus on new tools, better governance, improved collaboration, and more meaningful reporting using KPIs, metrics, and dashboards. This full color guide explores the impact PM 2.0 changes are having on organizations around the world, and provides a detailed comparison with PM 1.0 to help practitioners adopt new techniques and tools to use within their existing project management approach. At its core, PM 2.0 recognizes that a new generation of workers grew up in a Web 2.0 world of web-based project management tools that allow virtual or distributed teams to work together much more closely than in the past. Advances in technology and information flow have shown that traditional project management techniques are ineffective for many of today's projects. This book offers an alternative with PM 2.0, an updated approach that aligns more closely with the modern workflow.

- 22 Project management: a practical guide / Duff, Dermot and Quilliam, John. 2015. New Delhi: Viva.  
Call No - 65.012.12 DUF P5 Acc No - 48575**



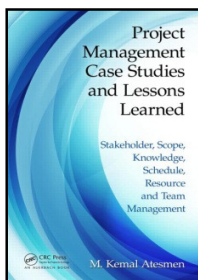
This title combines a straightforward outline of basic principles with a practical approach to application and implementation that provides a no nonsense guide to project management in the real world.

- 23 Project management case studies and lessons learned: stakeholder, scope, knowledge, schedule, resource and team management / Atesmen, M. Kemal. 2015. Boca Raton: CRC Press.**



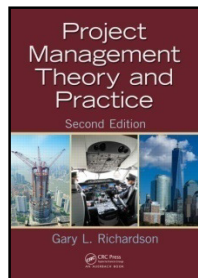
Call No - 65.012.12 ATE P5

Acc No - 48576



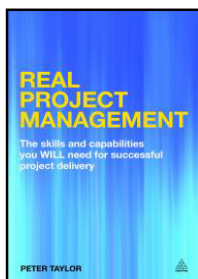
Project managers who lead globally dispersed teams face unique challenges in managing project stakeholders, scope, knowledge sharing, schedules, resources, and above all team execution in a global business environment. Finding timely solutions to challenging events becomes more difficult in a global project environment. This book presents more than 80 case studies designed to help project managers craft solutions to the typical problems that can occur in global projects. The author describes surprising, unexpected, and catastrophic cases that he encountered during his 35 years of project management experience in the global arena. The author details the background of each challenging case and then explains how he remedied the issue at hand. Some cases involve a logical step-by-step approach toward a solution, while others require unorthodox steps to get the project on the right track. The book includes lessons learned after every case.

- 24 Project management theory and practice - 2<sup>nd</sup> ed. / Richardson, Gary L. 2015. Boca Raton: CRC Press.**  
Call No - 65.012.12 RIC P5 Acc No - 48577



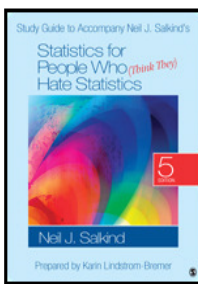
This title integrates the organizational environment that surrounds a project to supply the well-rounded knowledge of theories, organizational issues, and human behavior needed to manage real-world projects effectively. This edition includes a new chapter on Stakeholder Management, which is a new knowledge area covered in the new PMBOK® Guide. It also provides updated references and a new streamlined organization of chapters. There are several project-related model frameworks sponsored by PMI®, and many of these are covered in this text. Specifically, the book details: i) Work breakdown structures (WBS); ii) Earned value management (EVM); iii) Enterprise project management (EPMO); iv) Portfolio management (PPM); v) Professional responsibility and ethics.

- 25 Real project management: the skills and capabilities you will need for successful project delivery / Taylor, Peter. 2015. London: Kogan Page.**  
Call No - 65.012.12 TAY P5 Acc No - 48580



This title takes an in-depth look at the challenges one face in running projects in today's complex and global environment. In this work, leading specialist Peter Taylor examines issues such as the complexity of projects, the virtual nature of projects, executive sponsoring, benefits management and international dilemmas integral to completing a project or programme on time and within budget. Supported by the experiences of project managers around the world and relevant insights from a series of surveys commissioned by the author, with examples and case studies covering the strategies they are using to future-proof their projects, and tips to help you achieve and maintain success, Real Project Management will provide you with the tools you need to boost your skills portfolio and tackle head-on the challenges that projects and programmes present. These include: making effective use of new communication tools; managing projects with virtual teams; time management and how to do more with less; finding and connecting with effective project sponsors; connecting projects with business strategy; managing a multi-generational project team, and staying in control.

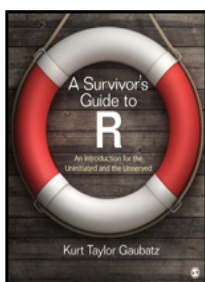
- 26 Study guide to accompany Neil J. Salkind's statistics for people who (think they) hate statistics - 5<sup>th</sup> ed. / Salkind, Neil J. 2015. Los Angeles: Sage.**  
Call No - 519.2 SAL P5 Acc No - 48510



This edition helps students develop an understanding of an often intimidating and difficult subject with an approach that is informative, personable, and clear, taking students through

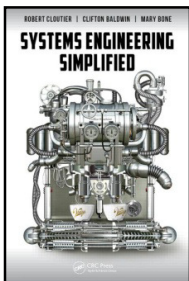
various statistical procedures, beginning with descriptive statistics, correlation, and graphical representation of data, through inferential techniques, analysis of variance, and more. This edition offers more examples and exercises than ever before, so students can apply their knowledge in a hands-on way. The study guide includes chapter outlines and summaries, learning objectives, key terms, true/false, short answer and essay questions, and answers to all questions.

- 27 Survivor's Guide to R: an introduction for the uninitiated and the unnerved / Gaubatz, Kurt Taylor. 2015. Los Angeles: Sage.  
Call No - 519.2 GAU P5 Acc No - 48512**



Focusing on developing practical R skills rather than teaching pure statistics, Dr. Kurt Taylor Gaubatz's title provides a gentle yet thorough introduction to R. The book is structured around critical R tasks, and focuses on applied knowledge, rather than abstract concepts. Gaubatz's easy-to-read approach helps students with little or no background in statistics or programming to develop real-world R skills through straightforward coverage of R objects and functions. Focusing on real-world data, the challenges of dataset construction, and the use of R's powerful graphing tools, the guide is written in an accessible, sympathetic, even humorous style that ensures students acquire functional R skills they can use in their own projects and carry into their work beyond the classroom.

- 28 Systems engineering simplified / Cloutier, Robert; Baldwin, Clifton and Bone, Mary Alice. 2015. Boca Raton: CRC Press.  
Call No - 65.012.123 CLO P5 Acc No - 48591**



This title presents a gentle introduction to the subject and its importance in any profession. The book shows one how to look at any system as a whole and use this knowledge to gain a better understanding of where a system might break down, how to troubleshoot the issues, and then quickly resolve them. And does it all in a way that does not require sophisticated technical training or complicated mathematics. The book takes a holistic approach to thinking about the complex systems, providing a deeper understanding of the underlying nature of the system and the vocabulary of systems engineering. The authors give you working knowledge of the processes used to design, build, test, operate, and maintain the systems that we depend on every day. They break down the systems engineering life cycle, describing in the simplest terms what should be done along the development process.

Although there are many facets of systems engineering, it can be explained as focusing on addressing why a system is needed, what the system must do, and then how the system will accomplish the task over the entire life of the system—in that order. This fundamental review covers the processes from beginning to end, in plain language, giving you an overview of systems engineering that you can translate into your work in any field.

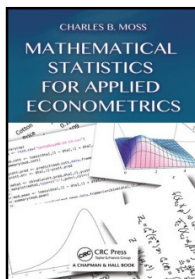
## ECONOMICS

- 1 India development report 2015 / Dev, S. Mahendra (ed). 2015. New Delhi: Oxford University Press.  
Call No - 31:33(540) IND P5 Acc No - 48556 (Ref.)**



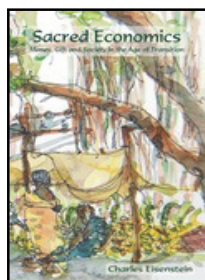
According to recent estimates, India is the third largest economy in the world after USA and China in terms of purchasing power parity. More significantly, the country witnessed a major shift in political leadership when a clear mandate was provided to the BJP-led NDA coalition in the national elections in May 2014. This has empowered the new government to take bold economic decisions to meet the short- and longer-term challenges of this country. Accelerating growth is the immediate challenge for the new government as it is expected to deliver on the economic front as well as on the social front. It has to bolster businesses as well as the common people. India, aspiring to be a global power, must promote harmonious and inclusive socio-economic development. Keeping this in mind, many crucial questions are raised: How has the economy been performing? What should be done to revive GDP growth? What is the relationship between investment and growth? How to address India's vulnerability to external crises? How to control inflation? How to achieve social and environmental goals? Providing answers to these and other such questions, this volume, the eighth in India Development Report series, examines: i) macroeconomic developments and economic growth, inflation, and external shocks; ii) investment and growth nexus; iii) dynamics of a firm's competitive behaviour; iv) small enterprises and the corporate debt market; v) oil and gas price reforms and agriculture, changing face of rural areas, food inflation, and food security; vi) health and health care, and health insurance; vii) corporate social responsibility, climate change, urban sustainability, transport, and sustainable development.

- 2 Mathematical statistics for applied econometrics / Moss, Charles B. 2015. Boca Raton: CRC Press.  
Call No - 330.115 MOS P5 Acc No - 48640**



This title covers the basics of statistical inference in support of a subsequent course on classical econometrics. The book shows students how mathematical statistics concepts form the basis of econometric formulations. It also helps them think about statistics as more than a toolbox of techniques. The text explores the unifying themes involved in quantifying sample information to make inferences. After developing the necessary probability theory, it presents the concepts of estimation, such as convergence, point estimators, confidence intervals, and hypothesis tests. The text then shifts from a general development of mathematical statistics to focus on applications particularly popular in economics. It delves into matrix analysis, linear models, and nonlinear econometric.

- 3 Sacred economics: money, gift, and society in the age of transition / Eisenstein, Charles. 2015. Indore: Banyan Tree.  
Call No - 332.4 EIS P5 Acc No - 48584**

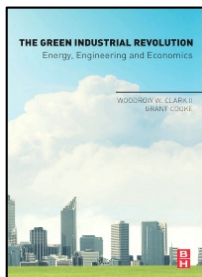


This title traces the history of money from ancient gift economies to modern capitalism, revealing how the money system has contributed to alienation, competition, and scarcity, destroyed community, and necessitated endless growth. Today, these trends have reached their extreme - but in the wake of their collapse, we may find great opportunity to

transition to a more connected, ecological, and sustainable way of being. This book is about how the money system will have to change - and is already changing - to embody this transition. A broadly integrated synthesis of theory, policy, and practice, *Sacred Economics* explores avant-garde concepts of the New Economics, including negative-interest currencies, local currencies, resource-based economics, gift economies, and the restoration of the commons. Author Charles Eisenstein also considers the personal dimensions of this transition, speaking to those concerned with "right livelihood" and how to live according to their ideals in a world seemingly ruled by money. Tapping into a rich lineage of conventional and unconventional economic thought, *Sacred Economics* presents a vision that is original yet commonsense, radical yet gentle, and increasingly relevant as the crises of our civilization deepen.

## ENERGY MANAGEMENT

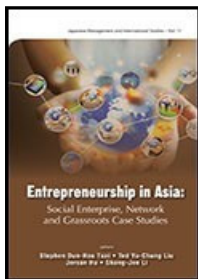
- 1 Green industrial revolution: energy, engineering and economics / Clark,  
Woodrow W. and Cooke, Grant. 2015. Waltham: Butterworth-Heinemann.  
Call No - 620.9 CLA P5 Acc No - 48494



The new green industrial revolution is driven by a variety of global environmental concerns. In some regions, it is spurred by the scarcity of cheap affordable renewable energy that will also lead to a reduced reliance on fossil fuel in the production of power. In others, it is driven by a need to reduce greenhouse gas (GHG) emissions from power generation. This book provides a comprehensive review of the most popular green “disruptive” technologies in energy production as well as their economic impact. In addition, the book includes a multitude of international case studies where these technologies are currently deployed and their economic impact on the region.

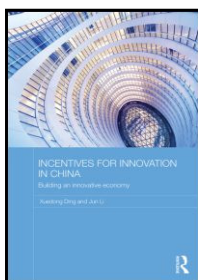
## ENTREPRENEURSHIP & INNOVATION

- 1 Entrepreneurship in Asia: social enterprise, network and grassroots case studies / Tsai, Stephen Dun-Hou et.al. (ed). 2015. New Jersey: World Scientific.  
Call No - 338.93(5) ENT P5 Acc No - 48543**



This book focuses on the importance of entrepreneurship in sustaining the prosperity of society and uses the case studies from Taiwan, Japan as well as China, to provide an insight into Societal Entrepreneurship in Asia, and the construction of an entrepreneurial society. In order to provide a comprehensive and complete picture on entrepreneurship, the authors have also included both case studies of commercial endeavors as well as non-profit making business endeavours. These collective experiences would be invaluable to readers who are seeking to understand the role of entrepreneurship in Asian society.

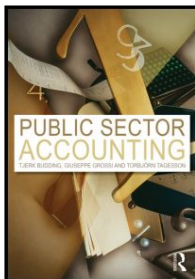
- 2 Incentives for innovation in China: building an innovative economy / Ding, Xuedong and Li, Jun. 2015. London: Routledge.  
Call No - 338 DIN P5 Acc No - 48669**



This title gives a comprehensive and insightful account of Chinese theory, experiments and practices of building an innovative country and is an important piece of work that will help the outside world understand the independent innovation policies in China. By improving the innovative capabilities of the whole society, China aims to adjust economic structure, transform development pattern, and build an innovation-based nation. In so doing, China's exploration, practices and experiences have facilitated opening up and cooperation, and hopefully our endeavor can contribute to the sustainable development of the world.

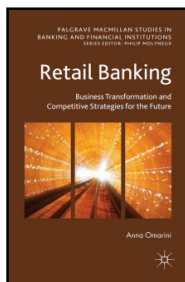
## FINANCE & ACCOUNTING

- 1 **Public sector accounting / Budding, Tjerk; Grossi, Giuseppe and Tagesson, Torbjorn. 2015. London: Routledge.**  
Call No - 657 PUB P5 Acc No - 48579



As change sweeps across the public sector, a huge range of accounting and financial management challenges are created. This textbook analyses the reforms that are being introduced to deal with these challenges and their global impact on the public sector. Readers are provided with an international overview of government accounting, reporting, management control, cost accounting, budgeting and auditing. In explaining how innovative financial management tools are utilized in the public sector, the authors address a number of emerging issues: i) Harmonization trends in public financial management and International Public Sector Accounting Standards (IPSASs); ii) Financial reporting and consolidated financial statements in the public sector; iii) Public sector management accounting and control methods; iv) Financial and performance auditing in the public sector.

- 2 **Retail banking: business transformation and competitive strategies for the future / Omarini, Anna. 2015. Hampshire: Palgrave Macmillan.**  
Call No - 332.12 OMA P5 Acc No - 48503



The world of retail banking is changing. While previously a purely money-making entity, the industry has brought social responsibility onto its agenda, and the ground rules for success have altered. Traditional convictions, rules and values that have influenced all banking business in the past are brought into question by this shift, and banks are adopting bold strategies in order to win out over competitors. Taking both multidisciplinary and holistic approaches, Retail Banking is a comprehensive analysis of how traditional retail banks can meet the challenges of the emerging competitive landscape. It outlines the importance of considering the traditional fundamentals of banking and fitting them into the modern times, where technology is pervasive and developments in the macro and micro scenarios have changed the landscape of the industry. It highlights that modern retail banking is a conscious step away from the past, and suggests that for banks to succeed in this field, they must step away from ad-hoc initiatives and instead encourage loyalty and a life-long confidence in each of their customers. This book will be of interest to those with an interest in retail banking, bank management, business models and strategies and financial services.



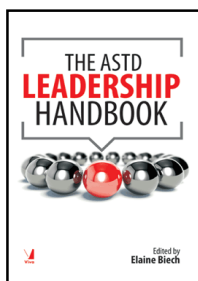
## HR & OB

- 1 **Abnormal psychology - 16<sup>th</sup> ed. / Butcher, James N.; Hooley, Jill M. and Mineka, Susan. 2015. Boston: Pearson.**  
Call No - 159.9 BUT P5 Acc No - 48600



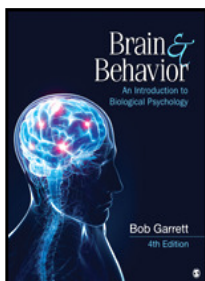
In this title, authors offer students the most thoroughly researched, engaging, and up-to-date explanation of psychopathology, creating a learning experience that provokes thought and increases awareness. By adopting a comprehensive bio-psycho-social perspective, this text takes students to levels of understanding that other books do not offer. This edition reflects the revision of the Diagnostic and Statistical Manual (DSM-5). Hundreds of new references have been added to reflect the ever-changing field of abnormal psychology. This program will provide a better teaching and learning experience - for you and your students. *Abnormal Psychology*: i) Explores Research - The authors present their diverse research interests in an exciting way that provokes thought and increase awareness; ii) Improves Critical Thinking - Review questions at the end of major sections within the chapters provide opportunities for self-assessment and reinforce learning; iii) Engages Students - Most chapters begin with a Case Study to engage students' attention right from the outset; iv) Supports Instructors - A full set of supplements, including the available MyPsychLab, provides instructors with all the resources and support they need.

- 2 **ASTD leadership handbook / Biech, Elaine. - New Delhi: Viva, 2015.**  
Call No - 65:301.172.6 AST P5 Acc No - 48602



A looming leadership gap faces most organizations over the next 10 years. Has your organization prepared for the imminent lack-of-leadership crisis? Do you have a pipeline of developed leaders for the future? Leadership is the most important competency for both individual and organizational success and advancement. As Cynthia D. McCauley of the Center for Creative Leadership notes in her overview, leadership is also “a tool designed to help with a particular human dilemma: how to get individuals to work together effectively to produce collective outcomes.” When you need to learn more about how to drive success in your organization, where do you turn? To the experts. And *The ASTD Leadership Handbook* provides 48 thought leaders-the names you know and have come to trust-to enable you to learn about every facet of leadership. Here you'll find a substantial and practical collection of wisdom, philosophies, and tools from the most respected authorities on the subject.

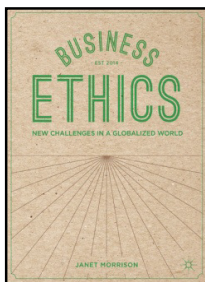
- 3 **Brain and behavior: an introduction to biological psychology - 4<sup>th</sup> ed. / Garrett, Bob. 2015. Los Angeles: Sage.**  
Call No - 159.92 GAR P5 Acc No - 48603



This title showcases our rapidly increasing understanding of the biological foundations of behavior, engaging students immediately with easily accessible content. Bob Garrett uses colorful illustrations and thought-provoking facts while maintaining a “big-picture” approach that students will appreciate. Don't be surprised when they reach their “eureka” moment and exclaim, “Now I understand what was going on with Uncle Edgar!”



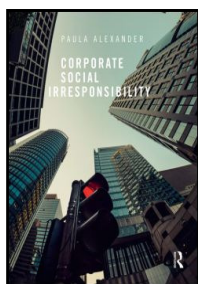
- 4 Business ethics: new challenges in a globalised world / Morrison, Janet. 2015. London: Palgrave Macmillan, 2015. Call No - 174 MOR P5 Acc No - 48471**



The importance of business ethics as an academic subject and business priority has increased significantly, as companies have increasingly been placed in the moral spotlight by shareholders, consumers, employees and governments. The growing complexities of the global economy demand a broader and a deeper view of business ethics than that offered by current management approaches that focus on reforming corporate behaviour. This book places business ethics in a richer contextual setting, focusing on the challenges that business must now confront, such as inequality, financial risk, migrant labour, climate change and human rights, and exploring how these challenges can be met by a rethinking of

business models, goals and strategies.

- 5 Corporate social irresponsibility / Alexander, Paula. 2015. New York: Routledge. Call No - 65:3 ALE P5 Acc No - 48533**



This title focuses on ethical failures in order to relate corporate responsibility to business ethics, corporate governance, and organization effectiveness. The book advocates a strategic approach to CSR - ethical management cannot, and should not, be divorced from effective management. Corporate social responsibility has transitioned from oxymoron into a defining challenge of the twenty first century. Taking the recent financial crisis as a starting point, Alexander examines the underlying ethical and legal crises these events expose in the business world. The problems that have come to light go beyond issues of firm financial performance into the integrity of the manufacturing and marketing processes, and relations with consumers. As such, the book presents a model that resolves the apparent conflict between maximizing shareholder value, and meeting the interests of other firm stakeholders.

Alexander presents a balanced view, contrasting her model with alternative approaches. The book also covers the impact of globalization on management, the ethics of outsourcing, the limits of regulation, as well as poverty alleviation and social entrepreneurship.

- 6 Corporate social responsibility / Pedersen, Esben Rahbek Gjerdrum (ed). 2015. London: Sage. Call No - 65:3 COR P5 Acc No - 48534**



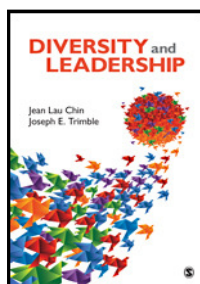
Why has CSR become part of the mainstream business and academic agenda in the 21st century? How can CSR be fully integrated in business strategy and day-to-day operations? Do companies become more vulnerable to criticism from stakeholders if they make public their commitment to CSR? These are just some of the questions and challenges explored in this exciting new textbook. Readers will not only gain comprehensive knowledge and understanding of the history of CSR, the key CSR drivers, the main theoretical CSR perspectives and the dominant CSR practices found in the business community, they will

also, more crucially, learn how to implement CSR in practice.

- 7 Diversity and leadership / Chin, Jean Lau and Trimble, Joseph E. 2015. Los Angeles: Sage.**

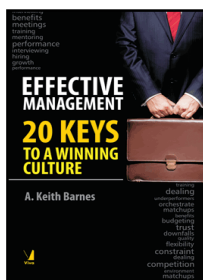
Call No - 65:301.172.6 CHI P5

Acc No - 48539



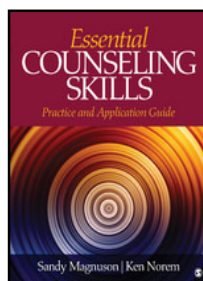
Although leadership theories have evolved to reflect changing social contexts, they remain silent on issues of equity, diversity, and social justice. This title offers a new paradigm for examining leadership by bringing together two domains—research on leadership and research on diversity—to challenge existing notions of leadership and move toward a diverse and global view of society and its institutions. This book delivers an approach to leadership that is inclusive, promotes access for diverse leaders, and addresses barriers that narrowly confine our perceptions and expectations of leaders. Redefining leadership as global and diverse, the authors impart new understanding of who our leaders are, the process of communication, exchange between leaders and their members, criteria for selecting, training, and evaluating leaders in the 21st century, and the organizational and societal contexts in which leadership is exercised.

- 8 Effective management: 20 keys to a winning culture / Barnes, A. Keith. 2015. New Delhi: Viva.**  
Call No - 658.3 BAR P5 Acc No - 48610



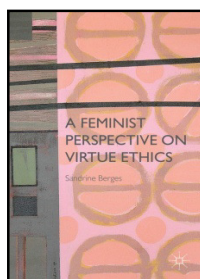
In any organization, there are key players—individuals who set the tone and the culture. Effective Management offers tips for them to become the instruments of change. The keys in this book will help managers support teams of people who rise to the occasion, solve problems proactively, and take advantage of positive opportunities. Culture is at the root of organizational health. But culture comes from leaders. So winning culture only arises when an organization has effective management. There are many long books about how to become a better leader, but Effective Management gets right to the point: To engage with your employees, you need to practice the 20 keys. With practical stories of a fictional leadership team supplementing each chapter, A. Keith Barnes illustrates the concepts presented in the book. It is easy to see what goes right and wrong, rather than only finding out about leadership theory. Some of the 20 keys to a winning culture include meeting dos and don'ts, who gets the credit, dealing with underperformers, and how to feature the benefits.

- 9 Essential counseling skills: practice and application guide / Magnuson, Sandy and Norem, Ken. 2015. Los Angeles: Sage.**  
Call No - 159.97 MAG P5 Acc No - 48487



This title offers practical, step-by-step guidance for developing and applying the skills necessary for careers in counseling. Using the metaphor of a professional journey, this guide provides commentary and background information throughout, as readers are directed in their development of such key counseling skills as empathy, building relationships, case conceptualization, and facilitating change. Deep reflection is further encouraged at every key stage through the integration of theory with a wealth of applied exercises and examples.

- 10 Feminist perspective on virtue ethics / Berges, Sandrine. 2015. Hampshire: Palgrave Macmillan.**  
Call No - 174 BER P5 Acc No - 48490

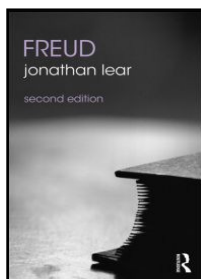


The writings of women philosophers have often been neglected in the discipline of virtue ethics. In this historical survey of feminist virtue ethics, Sandrine Berges redresses the

balance by focusing on key writings of important women philosophers, including Pericione, Heloise, Christine de Pizan, Mary Wollstonecraft and Sophie de Grouchy. A Feminist Perspective on Virtue Ethics applies the findings of its historical survey to questions on the ethics of care, gender and the public life, and global justice. In what follows, it is argued that the ethical theorizing of women in the past can and should be brought to bear on current philosophical debates.

- 11 Freud - 2<sup>nd</sup> ed. / Lear, Jonathan. 2015. London: Routledge.  
Call No - 159.9 LEA P5**

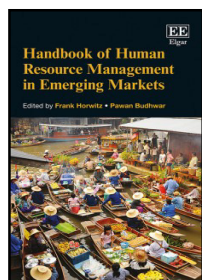
**Acc No - 48549**



In this edition, Jonathan Lear clearly introduces and assesses all of Freud's thought, focusing on those areas of philosophy on which Freud is acknowledged to have had a lasting impact. These include the philosophy of mind, free will and determinism, rationality, the nature of the self and subjectivity, and ethics and religion. He also considers some of the deeper issues and problems Freud engaged with, brilliantly illustrating their philosophical significance: human sexuality, the unconscious, dreams, and the theory of transference. Lear's approach emphasizes the philosophical significance of Freud's fundamental rule - to say whatever comes to mind without censorship or inhibition. This binds psychoanalysis to the philosophical exploration of self-consciousness and truthfulness, as well as opening new paths of inquiry for moral psychology and ethics.

- 12 Handbook of human resource management in emerging markets / Frank Horwitz / Budhwar, Pawan. 2015. Cheltenham: Edward Elgar.  
Call No - 658.3 HAN P5**

**Acc No - 48616**

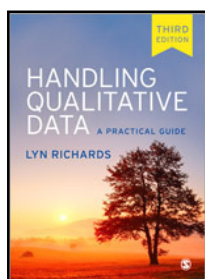


The economic growth of emerging markets has been unparalleled in recent history, accounting for 50 per cent of global economic output. Despite this reality, this much-needed Handbook is the first contemporary book on human resource management (HRM) research and practice in emerging markets. World-leading emerging markets scholars, Frank Horwitz and Pawan Budhwar, bring together a diverse set of key HRM themes, including talent management, global careers and employee engagement, in contributions from 40 leading experts from across the world. Wide-ranging and path-breaking, this Handbook addresses thematic issues of rapid growth, diversity, complexity and volatility in emerging market environments at a global level. Based on leading-edge research and practice in more than 20 emerging markets, this book explores the remarkable intricacy of emerging markets, their differing socio-economic and political trajectories as well as the exciting and

challenging critical policy and human resource practice choices that these create. The editors' strategic aim is to identify future HRM challenges and how these are addressed, particularly by rapidly growing multinational companies (MNCs) from emerging markets as well as by MNCs investing directly in these markets.

- 13 Handling qualitative data: a practical guide - 3<sup>rd</sup> ed. / Richards, Lyn. - London: Sage, 2015.  
Call No - 3.001.5 RIC P5**

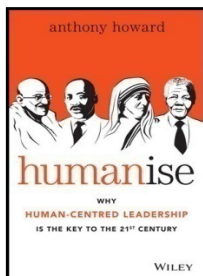
**Acc No - 48554**



This edition of Lyn Richards' is introduction to qualitative research for students and practitioners. Recognizing that for many new researchers dealing with data is the main point of departure, this book helps them to acquire an understanding of the skills and methodological issues that are central to qualitative research. Lyn Richards provides practical guidance on how to handle, reflect on and make sense of rich data, while at the same time showing how a consideration of methods and their philosophical underpinnings informs how we should best handle our data. Detailed sections cover: the processes of making, meeting, sorting, coding, documenting and exploring qualitative data; how to see a study as a whole and write it, and making and justifying claims. Each chapter smoothly integrates software use with discussion of the main challenges that software users are likely

to encounter. Novice researchers who use this book will be able to achieve valid and useful outcomes from qualitative analysis, and ensure they do justice to their data.

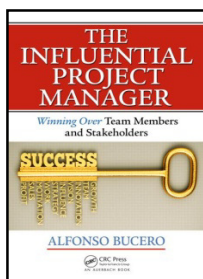
- 14 Humanise: why human-centred leadership is the key to the 21st century / Howard, Anthony. 2015. Melbourne: Wiley.**  
**Call No - 65:301.172.6 HOW P5** **Acc No - 48496**



This title is a comprehensive look at human-centred leadership, providing insight and guidance for those who want to change the world. A deep examination of the concept of moral leadership, this book examines what it is, how it's acquired, and how it can be applied in business, government, and society. Readers will gain insight into predominant leadership styles exemplified in governments and organizations around the world, and discover the missing pieces that come together to more effectively guide people through challenges and transitions. With a focus on building a solid foundation, a strong moral compass, and deep empathy for others, this book shows you how to be a leader wherever you are, build your leadership capability, and make a positive impact on the world. We are facing a crisis of leadership. Where are the new Mandelas? What type of person is that?

What are their qualities and attributes? Who will lead us into the future? Humanise is a book for people who want to be the very best version of themselves, the best leader they can be, and impact the world for good.

- 15 Influential project manager: winning over team members and stakeholders / Bucero, Alfonso. 2015. Boca Raton: CRC Press.**  
**Call No - 658.387.4 BUC P5** **Acc No - 48497**



If one want to be a successful project manager, one need to become a person of influence. Without influence, there can be no success as a project manager. And, although all key success criteria point to the importance of developing soft skills as a project manager, few books exist about how to develop the power of influence for achieving better project and business results. This title supplies detailed guidance on how to improve one's influence skills to achieve better business results. It explains how to set and meet ambitious goals for you, your team, and your stakeholders. The book describes how to listen actively to influence others and details how you can build partnerships that can pay dividends for a lifetime. Each chapter highlights real-world scenarios about a particular subject linked to the influencing skill being covered. Each chapter also includes practical forms, templates, helpful tips, and best practices to help you develop and refine your skills of influence. It

details the ten keys to influencing others to support you and your ideas and outlines techniques for improving your listening skills. It includes a trust assessment for determining your level of influence and if others see you as trustworthy. Demonstrates how to build a network of informal alliances to achieve success. Supplying you with the vision of influence from an experienced project manager's perspective, this book will help you procure the informal power required to become a successful influencer. After reading the text and performing the trust assessment, you will gain the understanding required to lead project members down the path to project success.

- 16 Invitation to Psychology - 6<sup>th</sup> ed. / Wade, Carole and Tavris, Carol. 2015. Boston. - Pearson.**  
**Call No - 159.9 WAD P5** **Acc No - 48623**

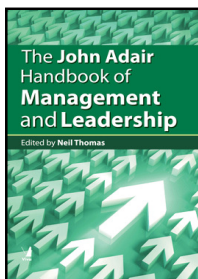


This edition shows students why scientific and critical thinking is so important in the decisions they make. In clear, lively, warm prose, this edition continues the title's



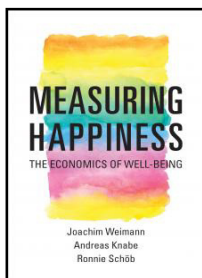
integration of gender, culture, and ethnicity. By the end, readers will learn how to interpret research and to address and resolve controversies.

- 17 John Adair handbook of management and leadership / Thomas, Neil. 2015. New Delhi: Viva.  
Call No - 65:301.172.6 JOH P3 Acc No - 48562**



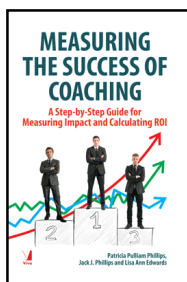
This title is a model of conciseness and clarity in dealing with the essential skills needed by managers and leaders. The Adair Handbook is a master class in the management of yourself and others. It covers: Time management; Setting and achieving goals and objectives; Decision-making and problem-solving; Creativity and innovation; Leadership and teambuilding; Motivation and people management; Communication and presentation.

- 18 Measuring happiness: the economics of well-being / Weimann, Joachim; Knabe, Andreas and Schob, Ronnie. 2015. Cambridge: MIT Press.  
Call No - 159.942 WEI P5 Acc No - 48570**



Can money buy happiness? Is income a reliable measure for life satisfaction? In the West after World War II, happiness seemed inextricably connected to prosperity. Beginning in the 1960s, however, other values began to gain ground: peace, political participation, civil rights, environmentalism. "Happiness economics" - a somewhat incongruous-sounding branch of what has been called "the dismal science" - has taken up the puzzle of what makes people happy, conducting elaborate surveys in which people are asked to quantify their satisfaction with "life in general." In this book, three economists explore the happiness-prosperity connection, investigating how economists measure life satisfaction and well-being. The authors examine the evolution of happiness research, considering the famous "Easterlin Paradox," which found that people's average life satisfaction didn't seem to depend on their income. But they question whether happiness research can measure what needs to be measured. They argue that we should not assess people's well-being on a "happiness scale," because that necessarily obscures true social progress. Instead, rising income should be understood as increasing opportunities and alleviating scarcity. Economic growth helps societies to sustain freedom and to finance social welfare programs. In this respect, high income may not buy happiness with life in general, but it gives individuals the opportunity to be healthier, better educated, better clothed, and better fed, to live longer, and to live well.

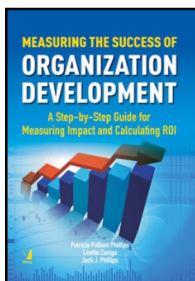
- 19 Measuring the success of coaching: a step-by-step guide for measuring impact and calculating ROI / Phillips, Patricia Pulliam; Phillips, Jack J. and Edwards, Lisa Ann. 2015. New Delhi: Viva.  
Call No - 65.012.413 PHI P5 Acc No - 48641**



How can you develop an effective means for measuring return on investment (ROI) in coaching? With its two dedicated sections, Measuring the Success of Coaching discusses both the principles behind measuring ROI in coaching (including specific protocols for objectively measuring ROI in coaching programs), as well as delivering a broad array of pragmatic, applicable case studies from a range of organizations. Some of the specific topics covered in Measuring the Success of Coaching include: i) a general introduction to the concepts behind return on investment, and how to calculate it; ii) a discussion of the ROI Methodology™

and the ROI process model; iii) suggestions for effectively planning your ROI evaluation program, data collection, data analysis, and reporting procedures; iv) input and examples of how to improve the coaching process itself; v) an extensive selection of highly detailed, thoroughly researched case studies of organizations that have developed and implemented programs for measuring ROI in coaching, from a wide variety of industries, and including international companies.

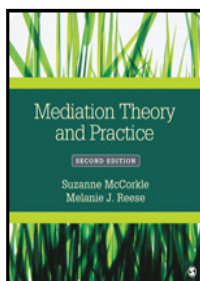
- 20 Measuring the success of organization development: a step-by-step guide for measuring impact and calculating ROI / Phillips, Patricia Pulliam; Zuniga, Lizette and Phillips, Jack J. 2015. New Delhi: Viva.**  
Call No - 65.012.3 PHI P5 **Acc No - 48642**



This title examines the strategic role of organizational development (OD), explains the reasons for measuring OD efforts, and proposes a framework for measuring effectiveness. Ultimately, OD practitioners will be able to determine how particular OD interventions correlate with business results; determine areas for investments, modifications, and cessation; justify budget allocations; and be more accountable for how money is spent within their organizations. One'll learn how to: i) Make the business case for OD; ii) Take the steps to accurately measure the impact of your OD programs; iii) Develop, implement, and maintain successful OD programs. Part I of the book explains the concept of ROI and outlines the steps to ensure accurate measurement of the effects of OD programs. Part II consists of case studies that show "evaluation in action," providing a conceptual framework and workable suggestions for developing, implementing, and maintaining programs for

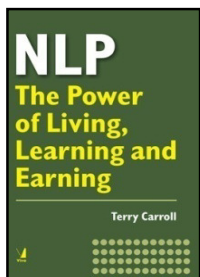
measuring success in OD programs.

- 21 Mediation theory and practice - 2<sup>nd</sup> ed. / McCorkle, Suzanne and Reese, Melanie J. 2015. Los Angeles: Sage.**  
Call No - 658.389 MCC P5 **Acc No - 48571**



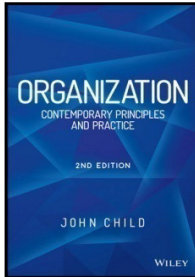
This edition provides a thorough introduction to today's ever expanding world of mediation, including updated research and new cases for analysis. Innovative yet practical, research-based yet readable, the book provides an overview of the basic principles of mediation in a variety of contexts to help readers understand mediation and its role in today's society. Throughout the book, the authors help students develop foundational mediation skills, including issue identification, setting the agenda for negotiation, problem solving, settlement, and closure. Case studies and examples in every chapter, plus an appendix of role-playing scenarios, make this book ideal for both college courses and certification training programs.

- 22 NLP: the power of living, learning and earning / Carroll, Terry. 2015. New Delhi: Viva.**  
Call No - 159.955 CAR P5 **Acc No - 48647**



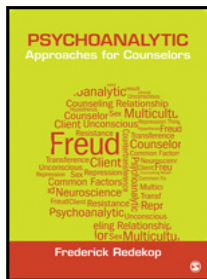
This title is a branch of modern psychology concerned with the study of human communication and development. It is based on the idea that by changing how you think, you can transform what you think and what others think of you. The techniques can be employed to deal with everyday frustrations such as time pressures, worry, mistakes, relationships, work and prosperity. In turn, this will help facilitate an easier rapport with others, methods of understanding and using body language, ways to influence others, developing the ability to sell yourself, and how to think about and achieve the results one want.

- 23 Organization: contemporary principles and practice - 2<sup>nd</sup> ed. / Child, John. 2015. Chichester: Wiley.  
Call No - 65.013 CHI P5 Acc No - 48648**



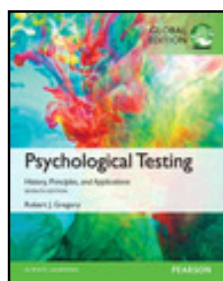
This edition explores the conditions facilitating the development of new organizational forms and provides up-to-date coverage of the key developments driving new organization structure and practice. This revised edition includes a new introductory section on Organization Theory as well as a complete Instructor Manual updated with new material on the basic principles of organizational design. With detailed case studies and examples from throughout the UK, Europe, Asia and North America, Organization provides a truly international overview for advanced students and business executives who want to be at the forefront of the evolution in Organization Theory. 21st Century organizations will be faced with entirely new challenges and opportunities than those faced by previous generations, and emerging business leaders must understand the new "macro" realities in order to succeed.

- 24 Psychoanalytic approaches for counselors / Redekop, Frederick. 2015. Los Angeles: Sage.  
Call No - 159.97 RED P5 Acc No - 48501**



This title explores Freud's historical contributions to the theories within this school of thought and demonstrates their practical application in clinical practice today. Using the compelling framework of the common factors approach, the text helps readers consider how both the client's perspective and the interpersonal forces within a helping relationship can shape positive therapeutic outcomes. The text's clinical vignettes, case examples, and discussion of significant updates within the field further highlight the relevance of the psychoanalytic approach to counseling.

- 25 Psychological testing: history, principles, and applications - 7<sup>th</sup> ed. / Gregory, Robert J. 2015. Harlow: Pearson.  
Call No - 159.98 GRE P5 Acc No - 48653**



Psychological testing impacts virtually every corner of modern life, from education to vocation to remediation. This title covers all variations of testing and explores social issues testing raises. This program provides readers extensive knowledge about the characteristics, objectives, and wide-ranging effects of psychological testing.

- 26 Psychology - 4<sup>th</sup> ed. / Ciccarelli, Saundra K. and White, J. Noland. 2015. Harlow: Pearson.  
Call No - 159.9 CIC P5 Acc No - 48654**

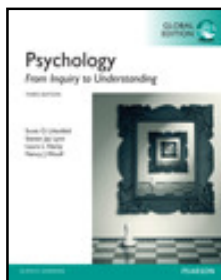


engagement and improved learning. Revel for Ciccarelli/White, Psychology, 4e will be available for Fall 2014 classes.

With its engaging writing style and comprehensive coverage of key research, Psychology, 4/e, awakens students' curiosity and energizes their desire to learn more. This title draws learners into an interactive experience of psychology. The authors establish clear learning objectives tied to the most recent APA-recommended undergraduate learning guidelines. MyPsychLab is a valuable component to the Ciccarelli/White program. Engaging activities plus assessments provide a teaching and learning system that helps students master psychological concepts more readily. With MyPsychLab, students can develop critical thinking skills through writing, simulate classic experiments and surveys, watch videos on research and applications, and explore the Visual Brain in 3-D. Revel redesigns familiar and respected course content and enriches it for today's students with new dynamic, rich-media interactives and assessments. The result is improved student

- 27 Psychology: from inquiry to understanding - 3<sup>rd</sup> ed./ Lilienfeld, Scott O. et.al. 2015. - Harlow: Pearson.  
Call No - 159.9 LIL P5**

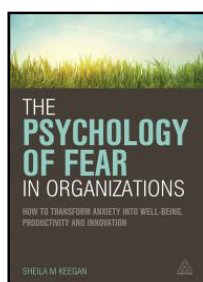
**Acc No - 48655**



This title teaches students how to test their assumptions, and motivates them to use scientific thinking skills to better understand the field of psychology in their everyday lives. By applying scientific thinking, students can more intelligently evaluate claims about both laboratory research and daily life. In the end, students will emerge with the "psychological smarts," or open-minded skepticism, needed to distinguish psychological misinformation from credible, useful psychological information.

- 28 Psychology of fear in organizations: how to transform anxiety into well-being, productivity and innovation / Keegan, Sheila. 2015. London: Kogan Page.  
Call No - 159.955 KEE P5**

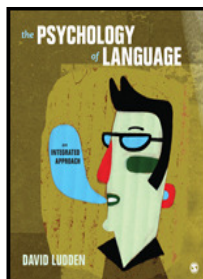
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In the context of global economic recession, fear has become institutionalized in many organizations, both in the private and public sectors. Board directors are under pressure from shareholders, senior executives are attempting to maintain sales in a nervous market and many people are concerned about job security and maintaining their living standards. This book shows how fear manifests itself in large organizations, how it impacts on the workforce and how by reducing our willingness to take risks and to innovate, it can inhibit economic growth and innovation, at both an individual and corporate level. The Psychology of Fear in Organizations examines the psychological barriers to innovation and presents initiatives to loosen the paralysis caused by the economic downturn.

- 29 Psychology of language: an integrated approach / Ludden, David. 2016. Los Angeles: Sage.  
Call No - 401 LUD P6**

**Acc No - 48578**

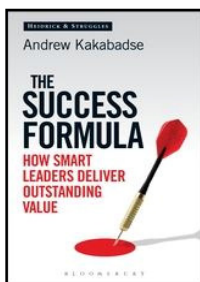


This title takes an integrated, cross-cultural approach that weaves the latest developmental and neuroscience research into every chapter. Separate chapters on bilingualism and sign language and integrated coverage of the social aspects of language acquisition and language



use provide a breadth of coverage not found in other texts. In addition, rich pedagogy in every chapter and an engaging conversational writing style help students understand the connections between core psycholinguistic material and findings from across the psychological sciences.

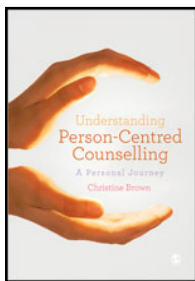
- 30 Success formula: how smart leaders deliver outstanding value / Kakabadse, Andrew. 2015. London: Bloomsbury.**  
**Call No - 65:301.172.6 KAK P5** **Acc No - 48511**



What do successful organizations and smart leaders have in common? They deliver outstanding value to their stakeholders. Interviews with over 80 leading organizations in private, public and third sectors from all over the world have led Andrew Kakabadse to a fascinating insight: organizations where stakeholder engagement was highest were not those led by charismatic and visionary leaders, but by a culture of delivering outstanding value. Through his research, he found two different approaches at work. In strategy-led organizations, senior management has a clear notion of how value can be created and enacts a strategy to achieve it with the support of key managers and board members. Value-delivery-led organizations approach value creation differently. In these organizations, the leadership gathers evidence from internal and external stakeholders to determine the value the organization is delivering today and can deliver in the future. A strategy is then

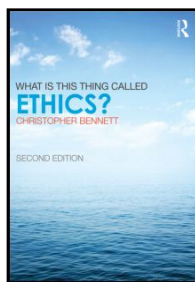
put in place to support those findings - and is deliberately exposed to challenges from stakeholders to create engagement. The Success Formula demonstrates how value-delivery-led organizations are outperforming their strategy-led counterparts and how the world's best organizations deliver value to their stakeholders, with examples drawn from Anglo American, Deutsche Bank, Citibank, Jaguar/Landrover, Microsoft, BMW and Alfa Bank. This authoritative guide shows leaders how to improve the way they gather meaningful evidence to create a value-delivery culture that maximizes the benefits for their organizations and stakeholders.

- 31 Understanding person-centred counselling: a personal journey / Brown, Christine. 2015. London: Sage.**  
**Call No - 159.96 BRO P5** **Acc No - 48515**



This book provides a key introduction to the theory, concepts and practice of the person-centred approach, through the lens of the practitioner's experience and personal development. Writing as someone who has been through real life challenges and has developed and learned as a result, the author's strikingly personal style not only helps to contextualise complex and nuanced theory, but makes this a truly unique book about *real* person-centred practice and experience. From Roger's early philosophy through to the current developments and controversies in the field, the author uses personal testimonies, exercises and reflection points to make challenging concepts and practice issues accessible for the novice reader. What results is an informative and fascinating read for all those training and interested in the person-centred approach.

- 32 What is this thing called ethics? - 2<sup>nd</sup> ed. / Bennett, Christopher. 2015. London: Routledge.**  
**Call No - 171 BEN P5** **Acc No - 48597**

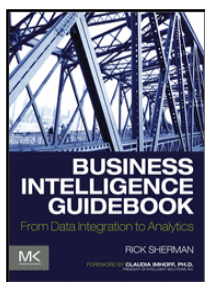


What is morality? How do we define what is right and wrong? How does moral theory help us deal with ethical issues in the world around us? This second edition provides an engaging and stimulating introduction to philosophical thinking about morality. Christopher Bennett provides the reader with accessible examples of contemporary and relevant ethical problems, before looking at the main theoretical approaches and key philosophers

associated with them. Topics covered include: i) life and death issues such as abortion and global poverty; ii) the meaning of life; whether life is sacred and which lives matter; iii) major moral theories such as utilitarianism, Kantian ethics and virtue ethics; iv) critiques of morality from Marx and Nietzsche.

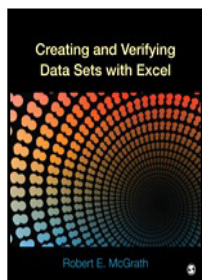
## INFORMATION MANAGEMENT

- 1 **Business intelligence guidebook: from data integration to analytics / Sherman, Rick. 2015. Waltham: Morgan Kaufmann.**  
Call No - 65.011.56WAG SHE P5 Acc No - 48472



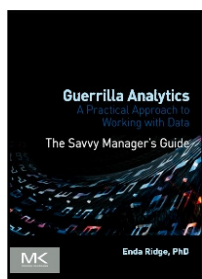
Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled - projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming one with the knowledge one need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, one will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget - turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success.

- 2 **Creating and verifying data sets with Excel / McGrath, Robert E. 2015. Los Angeles: Sage.**  
Call No - 65.011.56WJB MCG P5 Acc No - 48481



This title is a focused, easy-to-read guide that gives readers the wherewithal to make use of a remarkable set of data tools tucked within Excel—tools most researchers are entirely unaware of. Robert E. McGrath's book is to focus exclusively on Excel as a data entry system. It incorporates a number of learning tools such as screenshots, text boxes that summarize key points, examples from across the social sciences, tips for creating professional-looking tables, and questions at the end of each chapter. Providing practical strategies to improve and ease the processes of data entry, creation and analysis, this step-by-step guide is a brief, but invaluable resource for both students and researchers.

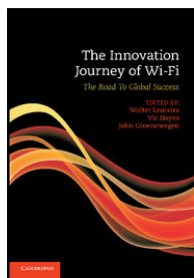
- 3 **Guerrilla analytics: a practical approach to working with data / Ridge, Enda. 2015. Waltham: Morgan Kaufman.**  
Call No - 65.011.156WN RID P5 Acc No - 48495



Doing data science is difficult. Projects are typically very dynamic with requirements that change as data understanding grows. The data itself arrives piecemeal, is added to, replaced, contains undiscovered flaws and comes from a variety of sources. Teams also have mixed skill sets and tooling is often limited. Despite these disruptions, a data science team must get off the ground fast and begin demonstrating value with traceable, tested work products. This is when one needs Guerrilla Analytics. In this book, one will learn about: The Guerrilla Analytics Principles: simple rules of thumb for maintaining data provenance across the entire analytics life cycle from data extraction, through analysis to reporting. Reproducible, traceable analytics: how to design and implement work products that are reproducible, testable and stand up to external scrutiny. Preparing for battle: how to set up

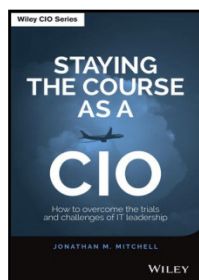
your team's analytics environment in terms of tooling, skill sets, workflows and conventions. Data gymnastics: over a dozen analytics patterns that your team will encounter again and again in projects.

- 4 Innovation journey of Wi-Fi: the road to global success / Lemstra, Wolter; Hayes, Vic and Groenewegen, John. 2011. Cambridge: Cambridge University Press.  
Call No - 65.011.56WN INN P1 Acc No - 48468**



Wi-Fi has become the preferred means for connecting to the internet - at home, in the office, in hotels and at airports. Increasingly, Wi-Fi also provides internet access for remote communities where it is deployed by volunteers in community-based networks, by operators in 'hotspots' and by municipalities in 'hotzones'. This book traces the global success of Wi-Fi to the landmark change in radio spectrum policy by the US FCC in 1985, the initiative by NCR Corporation to start development of Wireless-LANs and the drive for an open standard IEEE 802.11, released in 1997. It also singles out and explains the significance of the initiative by Steve Jobs at Apple to include Wireless-LAN in the iBook, which moved the product from the early adopters to the mass market. The book explains these developments through first-hand accounts by industry practitioners and concludes with reflections and implications for government policy and firm strategy.

- 5 Staying the Course as a CIO: how to overcome the trials and challenges of IT leadership / Mitchell, Jonathan M. 2015. Chichester: Wiley.  
Call No - 65.012.4 MIT P5 Acc No - 48509**



The shelf-life of a Chief Information Officer can be shockingly short. Few survive in post for more than a few years. More often each falls prey to insurmountable problems and their careers come to a sharp and ignominious end. In this book, a global CIO with over thirty years of experience in major corporations examines the main reasons why this happens. Readers will understand which types of issue can cause problems for an IT Leader and more importantly, they will learn strategies of how these problems can be minimized or even avoided. IT is often seen a technical backwater, but it is a discipline which has the capability to add massive value to an organisation whether it is in the private or the public sector - provided of course it has the right leadership doing the right things. Aspiring IT Leaders will need to deal with a common set of recurring trials and challenges. These include: i) Overcoming the challenge of managing diverse and conflicting stakeholders; ii) How to deal with large and complex projects; iii) Making sense of software and how to handle the rapidly changing technology landscape; iv) Knowing when to outsource and how to get the best out of an outsourcing partner; v) Harnessing the intellectual power of consultants to help you meet your goals; vi) And last but not least, how to develop a set of strategies that are aligned with your corporate goals and then make sure your resources are properly targetted so that the IT function generates maximum positive impact for the enterprise.

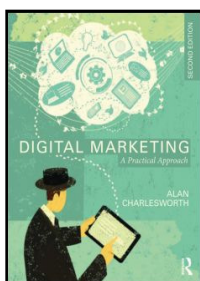
## MARKETING

- 1 **Advertising and promotion - 3<sup>rd</sup> ed. / Hackley, Chris and Hackley, Rungpaka Amy. 2015. London: Sage.**  
Call No - 659.1 HAC P5 Acc No - 48520



This textbook introduces the key concepts, methods and issues within advertising and promotion for students taking courses on the subject at universities and colleges. It offers first-hand examples gathered from leading international advertising agencies and brand campaigns, and it is told from the perspective of the agency to give a fun and creative insider view which helps the reader to think beyond the client position and understand what it might be like working within an ad agency. The authors draw not only from management and marketing research but also from other disciplines such as cultural/media studies and sociology to offer a rounded and critical perspective on the subject for those looking to achieve high grades and understand advertising as social phenomenon in addition to its business function and purpose.

- 2 **Digital marketing: a practical approach - 2<sup>nd</sup> ed. / Charlesworth, Alan. 2014. Abingdon: Routledge.**  
Call No - 658.8:65.011.56 CHA P4 Acc No - 48466



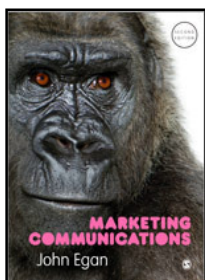
This edition is a step-by-step guide to marketing using the Internet. Concentrating on the operational and functional aspects of this dynamic subject, the book is packed with tactical advice and real-life examples from those leading the field to help you succeed. It covers all the key topics including search engine optimization and social media marketing. With real-world case studies to illustrate digital marketing in practice and exercises to help you analyse, plan and execute effective strategies within the workplace, this practical resource will prepare you to undertake digital marketing across a variety of organizations. This edition builds on the first edition's success by addressing the key recent developments in digital marketing including an expanded section on social media marketing and an appreciation of the impact of mobile devices. Moreover, it's been thoroughly updated throughout, with brand new cases and examples with an international range, all of which encourage the reader to quickly learn the practical applicability of the theory and practice of emarketing.

- 3 **Legends in consumer behavior / Holbrook, Morris B. and Sheth, Jagdish N. (ed). V 15. 2015. New Delhi: Sage.**  
Call No - 658.89 LEG P5 Acc No - 48624 - 38 (Ref)



This volume captures the essence of the most important contributions made in the field of consumer behavior in the past several decades. It reproduces the seminal works of the legends in the field, which are supplemented by interviews of these legends as well as by the opinions of other scholars about their work. The series comprises various sets, each focusing on the multiple ways in which a legend has contributed to the field. This second set in the series, consisting of 15 volumes, is a tribute to Morris B. Holbrook.

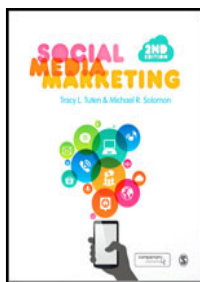
- 4      Marketing communications - 2<sup>nd</sup> ed. / Egan, John. 2015. Los Angeles: Sage.  
Call No - 659 EGA P5      Acc No - 48567**



How many marketing messages do you think you see a day? Why do some stick with us more than others? Why do we all remember the Cadbury's gorilla drummer or the Budweiser Frogs? What do they say about the brand? How will you communicate your own marketing messages just as successfully? In this textbook, John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications. It covers all the essential topics that are relevant to your marketing communications course in a relatable and easy-to-read style. 'Insight' boxes provide insight into some of the latest industry practices, and with engaging examples ranging from HSBC to James Bond, to the Arab Spring and One Direction, this textbook will not only provide you with a solid foundation for working in 'marcoms'; it will make

your study fun along the way.

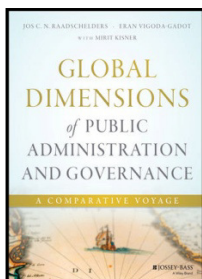
- 5      Social media marketing - 2<sup>nd</sup> ed. / Tuten, Tracy L. and Solomon, Michael R. 2015.  
Los Angeles: Sage.  
Call No - 658.8:65.011.56 TUT P5      Acc No - 48663**



This title melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the 'Four Zones' of social media that marketers can use to achieve their strategic objectives. These include: i) Community (e.g. Instagram); ii) Publishing (e.g. Tumblr); iii) Entertainment (e.g. Candy Crush Saga); iv) Commerce (e.g. Groupon). This edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate.

## PUBLIC POLICY & GOVERNANCE

- 1 Global dimensions of public administration and governance: a comparative  
voyage / Raadschelders, Jos C. N. and Vigoda-Gadot, Eran. 2015. New Jersey:  
Jossey-Bass.  
Call No - 35 RAA P5 Acc No - 48614



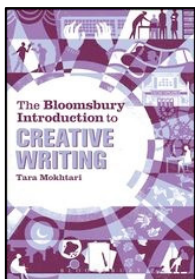
This title is a comprehensive, comparative text on the structure and function of governments around the world. Written by two of the field's leading public administration scholars, this book provides an interdisciplinary perspective and a global, historical, and theoretical examination of the management and governance of the modern state. Readers learn how territory, bureaucracy, and political systems influence policy and reform in over thirty countries, and how these mechanisms affect the everyday lives of citizens. This comparative approach features rich examples of how policy is shaped by culture, and how modern policy principles are filtered to fit a country's needs and expectations. Chapters conclude with comparative analyses that help readers better-understand the role and position of government in the contemporary world, both in democratic societies and less-than-democratic environments. Governance doesn't happen in a vacuum. Those

responsible for policy, regulation, and reform take cues from history, current events, and visions for the future to inform thinking on matters that can potentially affect a large number of everyday lives. This book illustrates the thought process, providing the necessary insight these important decisions require.



## RESEARCH METHODOLOGY

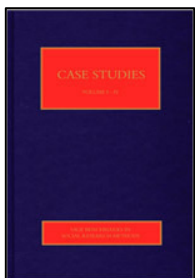
- 1 **Bloomsbury introduction to creative writing / Mokhtari, Tara. 2015. London: Bloomsbury.**  
Call No - 8.08 MOK P5 Acc No - 48526



Covering a wide range of forms and genres, The Bloomsbury Introduction to Creative Writing is a complete introductory manual for students of creative writing. Through a structured series of practical writing exercises - perfect for the classroom, the writer's workshop or as a starting point for a portfolio of work - the book builds the student writer from the first explorations of their own voice, through to mastery of a wide range of genres and forms. The Bloomsbury Introduction to Creative Writing covers such genres as: i) Autobiographical writing; ii) Short fiction; iii) Poetry; iv) Screenwriting; v) Writing for performance; vi) Writing for digital media. With practical guidance on writing scholarly critiques of your own work and a glossary of terms for ease of reference, this book is an essential manual for any introductory creative writing course and a practical companion for

more advanced writers.

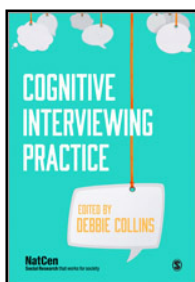
- 2 **Case studies / Tight, Malcolm (ed). 4 V. 2015. London: Sage.**  
Call No - 65(094.8) CAS P5 Acc No - 48474 - 77 (Ref.)



This collection takes a dutifully contemporary approach to the exploration of the uses and interpretations of the case study across a multitude of disciplines and through various cultural perspectives. Exploring the case study from both methodological and theoretical perspectives, the texts included in the volumes illustrate how case study techniques are currently employed, and suggest how they might develop in the foreseeable future. Relevant to varied levels and scales of case study use, the aim of this collection is to provide readers with a comprehensive overview of where we are now with case study research, so that they may better judge their own applications of the case study. From definitions to interdisciplinary methods, this set will address the practical case study by offering a structured selection of some of the best modern and classic writing on the case study in article form, together with a synoptic editorial introduction and overview of the field of

research.

- 3 **Cognitive interviewing practice / Collins, Debbie. 2015. Los Angeles: Sage, 2015.**  
Call No - 3.001.5 COG P5 Acc No - 48530

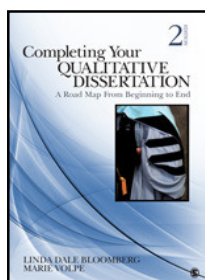


The use of the cognitive interviewing method for survey question testing has proliferated and evolved over the past 30 years. In more recent years the method has been applied to the evaluation of information letters and leaflets and to research consent forms. This book provides a practical handbook for implementing cognitive interviewing methods in the context of applied social policy research, based on the approach used by the authors at the NatCen Social Research (NatCen) where cognitive interviewing methods have been used for well over a decade. It provides a justification for the importance of question testing and evaluation and discusses the position of cognitive interviewing in relation to other questionnaire development and evaluation techniques. Throughout the book, the focus is on providing practical and hands-on guidance around elements such as sampling and recruitment, designing probes, interviewing skills, data management and analysis and how to



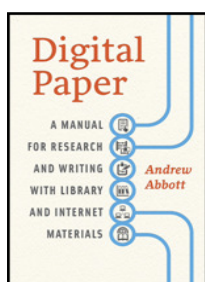
interpret the findings and use them to improve survey questions and other documents. The book also covers cognitive interviewing in different survey modes, in cross national, cross cultural and multilingual settings and discusses some other potential uses of the method.

- 4      Completing your qualitative dissertation: a road map from beginning to end - 2<sup>nd</sup> ed./ Bloomberg, Linda Dale and Volpe, Marie. 2012. London: Sage.  
Call No - 8.08 BLO P2      Acc No - 48598**



This book fills a gap in the qualitative research literature by addressing one of the key challenges facing doctoral students: writing a dissertation. Authors Linda Dale Bloomberg and Marie Volpe distill years of experience into a first-of-its-kind, highly practical resource for graduate students. Blending the conceptual, theoretical, and practical, the book becomes a dissertation in action—a logical and cohesive explanation and illustration of content and process. This Second Edition offers doctoral students comprehensive guidance and accessible, practical tools for navigating each step of the qualitative dissertation journey. While key features that distinguish the book's unique approach are maintained, this edition responds to recent developments in the field.

- 5      Digital paper: a manual for research and writing with library and internet materials/ Abbott, Andrew. 2014. Chicago: University of Chicago Press.  
Call No - 8.08 ABB P4      Acc No - 48484**



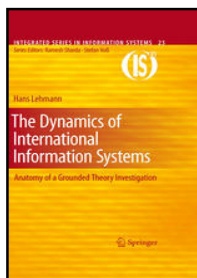
Today's researchers have access to more information than ever before. Yet the new material is both overwhelming in quantity and variable in quality. How can scholars survive these twin problems and produce groundbreaking research using the physical and electronic resources available in the modern university research library? In this title, Andrew Abbott provides some much-needed answers to that question. Abbott tells what every senior researcher knows: that research is not a mechanical, linear process, but a thoughtful and adventurous journey through a nonlinear world. He breaks library research down into seven basic and simultaneous tasks: design, search, scanning/browsing, reading, analyzing, filing, and writing. He moves the reader through the phases of research, from confusion to organization, from vague idea to polished result. He teaches how to evaluate data and prior research; how to follow a trail to elusive treasures; how to organize a project; when to start over; when to ask for help. He shows how an understanding of scholarly values, a commitment to hard work, and the flexibility to change direction combine to enable the researcher to turn a daunting mass of found material into an effective paper or thesis.

- 6      Doing your business research project / Beech, John. 2015. London: Sage.  
Call No - 3.001.5 BEE P5      Acc No - 48541**



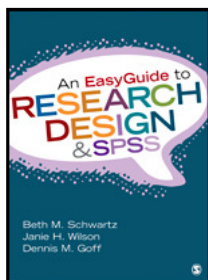
Taking the fear out of writing your business project, this book helps one to understand and carry out each step of the research process. With detailed, friendly and engaging support it takes you from the very beginning to the very end. Chapters are structured around FAQs such as 'How to choose a research question?', 'How do I go about a literature review?' guiding you towards a full understanding of the research process. Workbook tasks help you shape your thoughts on each topic, enabling you to decide your own research question and how you will research it. The importance of various ideas is clearly signposted, helping you prioritise your time according to your needs and goals.

- 7 Dynamics of international information systems: anatomy of a grounded theory investigation/ Lehmann, Hans. 2010. Heidelberg: Springer.**  
Call No - 65.001.5 LEH P0 Acc No - 48467



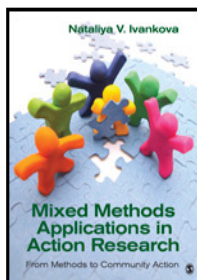
With this new monograph, Hans Lehmann demonstrates the efficacy of using the Grounded Theory method to study the factors that lead to success - or failure - in the creation and ongoing management of the international information systems (IIS) within global enterprises. He presents three cases of large transnational companies he worked with in this study and describes in detail the steps in the analysis of findings and the incremental conceptualization that finally result in a substantive theory of IIS. There is also a companion website that contains a full set of analysis notes to add a further level of detail. Grounded Theory was developed in the social sciences as a means of recording, analyzing, understanding and then fully explaining what was happening within a given social situation - so that theories could be developed that were firmly grounded in those circumstantial facts. The method is very well-suited to solving information systems problems in any enterprise setting, let alone in those situations peculiar to multi-national enterprises.

- 8 Easyguide to research design and SPSS / Schwartz, Beth M.; Wilson, Janie H. and Goff, Dennis M. 2015. Los Angeles: Sage.**  
Call No - 519.23 SCH P5 Acc No - 48486



This title provides clear and concise guidance for selecting the most appropriate design and statistical analysis to test a research hypothesis. By connecting experimental design with an appropriate statistical test for data analysis, the EasyGuide details the exact steps for inputting and analyzing data in SPSS, offers a "how-to" for interpreting the output from SPSS analyses, and provides guidance in formatting SPSS output into APA style.

- 9 Mixed methods applications in action research: from methods to community action/ Ivankova, Nataliya V. 2015. Los Angeles: Sage.**  
Call No - 3.001.5 IVA P5 Acc No - 48499



This title provides readers with the information they need to design and conduct a mixed methods action research (MMAR) study in a practical and pragmatic manner. Using a multidisciplinary focus, the author provides a scholarly and applied orientation to meet the varied epistemological and professional needs of scholar practitioners. The book is applicable to broad audiences with different levels of research skills, including students learning how to conduct research in practical settings, practitioners faced with the need to address pertinent issues in their professional practices, community leaders seeking to inform policy changes, and college faculty who teach research methods and conduct funded research in collaboration with practitioner-researchers and community stakeholders. A wide variety of pedagogical features make it appropriate for use as an instructional text aimed at developing skills in designing, conducting, implementing, and reporting an action research study that integrates mixed methods.

- 10 Mixed methods in health sciences research: a practical primer / Curry, Leslie and Nunez-Smith, Marcella. 2015. Los Angeles: Sage.**

**Call No - 3.001.5 CUR P5**

**Acc No - 48500**



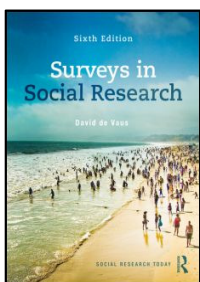
This must-have mixed methods resource for any health science researcher presents key theories, concepts, and approaches in an accessible way. Packed with illustrations from the health sciences literature, this ready-to-use guidebook shows readers how to design, conduct, review, and use mixed methods research findings. Helpful checklists, figures, tables, templates, and much more give readers examples that will elevate the quality of their research, facilitate communication about their methods, and improve efficiency over the course of their projects. Real-world examples and insights from mixed methods researchers provide unique perspectives on every aspect of mixed methods research. This book successfully pulls together foundational mixed methods principles, synthesizes the knowledge base in the field, and translates it for a health science researcher audience.

- 11 Qualitative online interviews: strategies, design, and skills - 2<sup>nd</sup> ed. / Salmons, Janet. 2015. Los Angeles: Sage.**  
**Call No - 3.001.5 SAL P5** **Acc No - 48502**



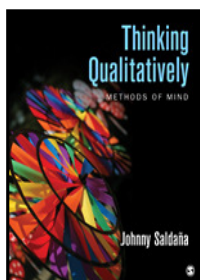
This edition provides researchers the guidance they need to extend the reach of their studies beyond physical boundaries. Focusing on designing, conducting, and assessing data drawn from online interviews as well as from observations, materials, and artifacts collected online, the book emphasizes the use of in-depth interviews in qualitative research or mixed-methods designs. Written in an easy-to-read manner, the thorough second edition offers the practical information and scholarly foundations needed to make thoughtful decisions in technology-infused research.

- 12 Surveys in social research - 6<sup>th</sup> ed. / Vaus, David de. 2014. London: Routledge.**  
**Call No - 3.001.5 VAU P4** **Acc No - 48465**



This title provides clear advice on how to plan, conduct and analyse social surveys. It emphasises the links between theory and research, the logic and interpretation of statistics and the practices of social research. This sixth edition has been completely revised and updated, and contains new examples, data and extensive lists of web resources. As well as explaining how to conduct good surveys, de Vaus shows how to become a critical consumer of research. He argues that the logic of surveys and statistics is simply an extension of the logic we use in everyday life; analysis, however, requires creativity and imagination rather than the application of sterile mechanical procedures. The prime goal of research should be to gain accurate understanding and, as a researcher, use methods and techniques which enhance understanding. De Vaus advocates researchers use the method, rather than letting the method use you.

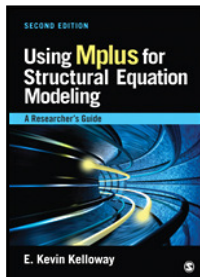
- 13 Thinking qualitatively: methods of mind / Saldana, Johnny. 2015. Los Angeles: Sage.**  
**Call No - 3.001.5 SAL P5** **Acc No - 48513**



This title pursues the challenge of teaching students not just how to collect and analyze data, but how to actively *think* about them. Each chapter presents one “method of mind” (thinking analytically, realistically, symbolically, ethically, multidisciplinary, artistically, summarily, interpretively, and narratively), together with applications, a vignette or story related to the thinking modality, points to remember, and exercises. Designed to help researchers “rise above the data,” the book explores how qualitative research designs, data

collection, data analyses, and write-ups can be enriched through over 60 different lenses, filters, and angles on social life. Venturing into more evocative and multidimensional ways to examine the complex patterns of daily living, the book reveals how the researcher's mind thinks heuristically to transcend the descriptive and develop "highdeep" insights about the human condition.

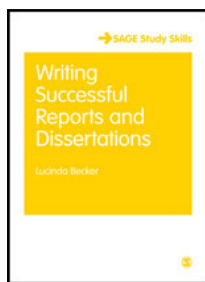
- 14 Using Mplus for structural equation modeling - 2<sup>nd</sup> ed. / Kelloway, E. Kevin. 2015. Los Angeles: Sage. Call No - 3.001.5 KEL P5 Acc No - 48593**



for each type of analysis.

This title provides a reader-friendly introduction to the major types of structural equation models implemented in the Mplus framework. This practical book, which updates author E. Kevin Kelloway's 1998 book Using LISREL for Structural Equation Modeling, retains the successful five-step process employed in the earlier book, with a thorough update for use in the Mplus environment. Kelloway provides an overview of structural equation modeling techniques in Mplus, including the estimation of confirmatory factor analysis and observed variable path analysis. He also covers multilevel modeling for hypothesis testing in real life settings and offers an introduction to the extended capabilities of Mplus, such as exploratory structural equation modeling and estimation and testing of mediated relationships. A sample application with the source code, printout, and results is presented

- 15 Writing successful reports and dissertations / Becker, Lucinda. 2015. London: Sage. Call No - 8.08 BEC P5 Acc No - 48519**



Are you unsure what your report should look like or how you'll ever finish it in time? Are you freaking out about starting on an extended piece of writing? Help is here! In this title, one will find expert guidance to enable to produce a successful report or dissertation. With a focus on developing an effective writing style and argument, this book shows you, step-by-step, how to plan and deliver a perfect piece of writing to gain top marks. Open up to find advice on: i) What makes dissertations and reports distinctive; ii) Organising your time and materials; iii) Finding the right planning method for you; iv) How to structure your writing successfully; v) Writing good sentences, paragraphs, sections and chapters.

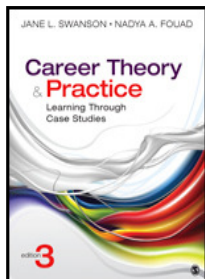
## SOCIAL SCIENCES & GENERAL MANAGEMENT

- 1 **American philosophy: from wounded knee to the present / McKenna, Erin and Pratt, Scott L. 2015. London: Bloomsbury.**  
Call No - 1(73) MCK P5 Acc No - 48523



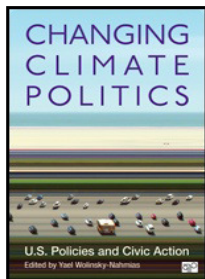
This title offers the first historically framed introduction to the tradition of American philosophy and its contemporary engagement with the world. Born out of the social and political turmoil of the Civil War, American philosophy was a means of dealing with conflict and change. In the turbulence of the 21st century, this remains as relevant as ever. Placing the work of present-day American philosophers in the context of a history of resistance, through a philosophical tradition marked by a commitment to pluralism, fallibilism and liberation, this book tells the story of a philosophy shaped by major events that call for reflection and illustrates the ways in which philosophy is relevant to lived experience. This book presents a survey of the historical development of American philosophy, as well as coverage of key contemporary issues in America including race theory, feminism, indigenous peoples, and environmentalism and is the ideal introduction to the work of the major American thinkers, past and present, and the sheer breadth of their ideas and influence.

- 2 **Career theory and practice: learning through case studies - 3<sup>rd</sup> ed. / Swanson, Jane L. and Fouad, Nadya A. 2015. Los Angeles: Sage.**  
Call No - 371.048 SWA P5 Acc No - 48473



Designed to help readers apply career development theories to their work with career counseling clients, this title links major career development and choice theories to a fictional case client. Authors Jane L. Swanson and Nadya A. Fouad use this case study approach throughout the book to provide an integrative thread that illustrates similarities and differences between the featured theories. This edition has been updated and substantially expanded to be a primary text for a graduate course in Career Development and Counseling.

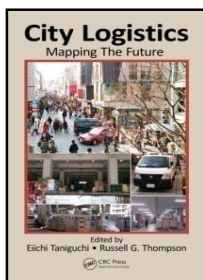
- 3 **Changing climate politics: U.S. policies and civic action / Wolinsky-Nahmias, Yael. 2015. Los Angeles: Sage.**  
Call No - 577.4 CHA P5 Acc No - 48478



This title provides a comprehensive account of the current state of government action and political participation in the United States on the issue of climate change. The book evaluates the role of the federal government, the courts, states, and cities in tackling the problems created by climate change, offering an inclusive and balanced assessment of progress and challenges. The book further explores the growing role of civic society in climate action plans, analyzing public opinion, the U.S. climate movement, policy making through ballot measures, consumer action, and the prospect of a social transformation toward a more sustainable society. This timely volume examines new approaches to policies and civic action on climate change addressing critical questions about the responsibilities and obligations of governments and citizens.

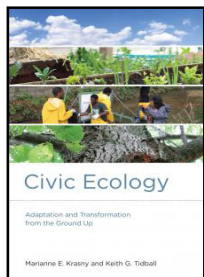


- 4 City logistics: mapping the future / Taniguchi, Eiichi and Thompson, Russell G. 2015. Boca Raton: CRC Press.  
Call No - 656.1 CIT P5 Acc No - 48529**



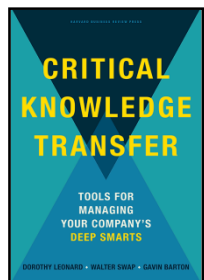
This title examines the key concepts of city logistics along with the associated implementation issues, methodologies, and policy measures. Chronicling the growth of city logistics as a discipline and how planning and policy have improved practice over the last ten years, it details the technologies, policies, and plans that can reduce traffic congestion, environmental impact, and the cost of logistics activities in urban freight transportation systems. The book provides a comprehensive study of the modelling, planning, and evaluation of urban freight transport. It includes case studies from the US, UK, Netherlands, Japan, South Africa, and Australia that illustrate the experiences of cities that have already implemented city logistics, including the methods used to solve the complex issues relating to urban freight transport. Expert contributors from major cities around the world discuss regional developments, share success stories and personal experiences, and highlight emerging trends in urban logistics. Coverage includes mathematical modeling, public policy planning and implementation, logistics in urban planning designs, and urban distribution centers.

- 5 Civic ecology: adaptation and transformation from the ground up / Krasny, Marianne E. and Tidball, Keith G. 2015. Cambridge: MIT Press.  
Call No - 711.4 KRA P5 Acc No - 48479**



In communities across the country and around the world, people are coming together to rebuild and restore local environments that have been affected by crisis or disaster. In New Orleans after Katrina, in New York after Sandy, in Soweto after apartheid, and in any number of postindustrial, depopulated cities, people work together to restore nature, renew communities, and heal themselves. In Civic Ecology, Marianne Krasny and Keith Tidball offer stories of this emerging grassroots environmental stewardship, along with an interdisciplinary framework for understanding and studying it as a growing international phenomenon. Krasny and Tidball draw on research in social capital and collective efficacy, ecosystem services, social learning, governance, social-ecological systems, and other findings in the social and ecological sciences to investigate how people, practices, and communities interact. Along the way, they chronicle local environmental stewards who have undertaken such tasks as beautifying blocks in the Bronx, clearing trash from the Iranian countryside, and working with traumatized veterans to conserve nature and recreate community. Krasny and Tidball argue that humans' innate love of nature and attachment to place compels them to restore nature and places that are threatened, destroyed, or lost. At the same time, they report, nature and community exert a healing and restorative power on their stewards.

- 6 Critical knowledge transfer: tools for managing your company's deep smarts / Leonard, Dorothy; Swap, Walter and Barton, Gavin. 2015. Boston: Harvard Business Review Press.  
Call No - 65.012.3 LEO P5 Acc No - 48482**



How to transfer your organization's most important knowledge--before it walks out the door. When highly skilled subject matter experts, engineers, and managers leave their organizations, they take with them years of hard-earned, experience-based knowledge--much of it undocumented and irreplaceable. Organizations can thereby lose a good part of their competitive advantage. The tsunami of "boomer" retirements has created the most visible, urgent need to transfer such knowledge to the next generation. But there is also an ongoing torrent of acquisitions, layoffs, and successions--not to mention commonplace promotions and transfers--all of which involve the loss of essential expertise. Dorothy Leonard and Walter Swap first addressed this acute loss of knowledge in this book. Since then, managers have repeatedly asked them for practical, proven techniques that will help transfer those deep smarts--the organization's critical, experience-based knowledge--before



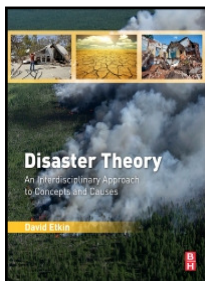
it's too late. Now, with coauthor Gavin Barton, the authors share a comprehensive approach to doing just that. Based on original research, numerous interviews with top managers, and a wide range of corporate examples, "Critical Knowledge Transfer" provides a variety of practical options for identifying your firm's deep smarts and transferring that intelligence from experts to successors. "Critical Knowledge Transfer" will enable managers to: Determine the seriousness of their knowledge loss; Identify the deep smarts essential to their business; Utilize proven techniques for transferring knowledge when its loss is imminent; Identify and implement long-term transfer program apprenticeships; Set up individual learning plans for successors; Assess the success of their knowledge transfer initiatives.

- 7 Culture crash: the killing of the creative class / Timberg, Scott. 2015. New Haven: Yale University Press.**  
**Call No - 304 TIM P5** **Acc No - 48535**



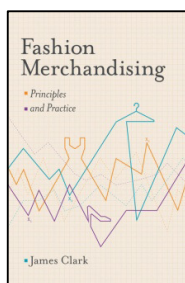
Change is no stranger to us in the twenty-first century. We must constantly adjust to an evolving world, to transformation and innovation. But for many thousands of creative artists, a torrent of recent changes has made it all but impossible to earn a living. A persistent economic recession, social shifts, and technological change have combined to put our artists-from graphic designers to indie-rock musicians, from architects to booksellers-out of work. This title looks deeply and broadly into the roots of the crisis of the creative class in America and tells us why it matters. Scott Timberg considers the human cost as well as the unintended consequences of shuttered record stores, decimated newspapers, music piracy, and a general attitude of indifference. He identifies social tensions and contradictions-most concerning the artist's place in society-that have plunged the creative class into a fight for survival. Timberg shows how America's now-collapsing middlebrow culture-a culture once derided by intellectuals like Dwight Macdonald-appears, from today's vantage point, to have been at least a Silver Age. Timberg's reporting is essential reading for anyone who works in the world of culture, knows someone who does, or cares about the work creative artists produce.

- 8 Disaster theory: an interdisciplinary approach to concepts and causes / Etkin, David. 2016. Waltham: Butterworth-Heinemann.**  
**Call No - 577.4 ETK P6** **Acc No - 48485**



This title offers the theoretical background needed to understand what disasters are and why they occur. Drawing on related disciplines, including sociology, risk theory, and seminal research on disasters and emergency management, it clearly lays out the conceptual framework of the emerging field of disaster studies. Tailored to the needs of advanced undergraduates and graduate students, this unique text also provides an ideal capstone for students who have already been introduced to the fundamentals of emergency management. Disaster Theory emphasizes the application of critical thinking in understanding disasters and their causes by synthesizing a wide range of information on theory and practice, including input from leading scholars in the field.

- 9 Fashion merchandising: theory and practice / Clark, James. 2015. London: Palgrave.**  
**Call No - 657 CLA P5** **Acc No - 48489**



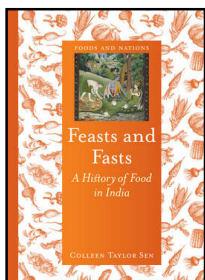
This title provides a detailed overview of the role of the fashion merchandiser and outlines the activities and responsibilities of the merchandiser as part of the fashion value chain. This overview is situated within the broader context of the fashion industry, highlighting the relevance of the merchandiser role and comparing it to the role of the fashion buyer. This book also considers the contemporary challenges facing the wider industry, such as corporate social responsibility, sustainability, globalisation and multi-channel distribution, and the impact these have on the role of the merchandiser. Offering valuable insight into the

merchandise role and emphasising how it can add value to a fashion business, this is an ideal textbook for aspiring merchandisers.

**10 Feasts and fasts: a history of food in India / Sen, Colleen Taylor. 2015. London: Reaktion,.**

**Call No - 641(540) SEN P5**

**Acc No - 48547**

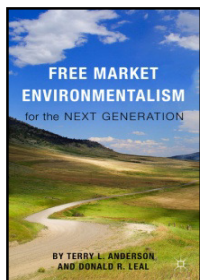


The second most populous country in the world after China and the seventh largest in area, India is unique among nations in its diversity of climates, languages, religions, tribes, customs and cuisines. Today, Indian food in its many incarnations has become a world cuisine. This reflects an increased awareness of the virtues of a traditional Indian diet, especially the centrality of fruits, vegetables and grains and the extensive use of spices, the benefits of which have been confirmed by modern science. India has always been part of the global economy. For thousands of years, the subcontinent was the centre of a vast network of land and sea trade routes – conduits for plants, ingredients, dishes and cooking techniques to and from the rest of the world. Foreign visitors have long marvelled at India's agricultural bounty, including its ancient indigenous plants, such as lentils, mangoes, turmeric and pepper, all of which have been central to the Indian diet for thousands of years. Yet what is it that makes Indian food so recognizably Indian, and how did it get that way? *Feasts and Fasts: A History of Food in India* is an exploration of Indian cuisine in the context of the country's religious, moral, social and philosophical development. It addresses topics such as dietary prescriptions and proscriptions, the origins of vegetarianism, culinary borrowings and innovations, the use of spices and the inseparable links between diet, health and medicine. It also looks at special foods for festivals, street foods and the splendour of Mughal feasts. This lavishly illustrated book gives a mouth-watering tour of India's regional cuisines, containing numerous recipes to interest and excite readers.

**11 Free market environmentalism for the next generation / Anderson, Terry L. and Leal, Donald R. 2015. New York: Palgrave Macmillan.**

**Call No - 577.4 AND P5**

**Acc No - 48491**

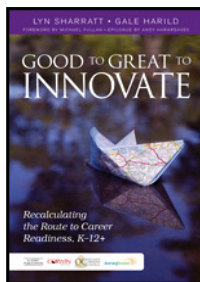


In 1991, Terry Anderson and Donald Leal set forth a new path for environmentalism - one which stressed how property rights and markets could help overcome policy and legal shortcomings, providing real-world solutions for impending environmental concerns. In this follow-up volume, the authors are joined with emerging environmentalists to outline further means for free markets to promote environmental solutions for problems ranging from alternative energy sources, rehabilitating fisheries, improving clean water efforts, and setting forth new horizons for "enviropreneurs." Anderson and Leal expand upon their novel approaches to environmentalism, providing brand-new content for a new generation of thought - and most importantly - for a new period of environmental action.

**12 Good to great to innovate: recalculating the route to career readiness, K-12+ / Sharratt, Lyn and Harild, Gale. 2015. Los Angeles: Corwin.**

**Call No - 371.13 SHA P5**

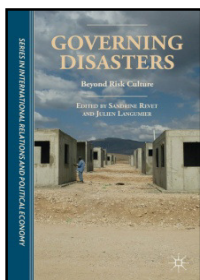
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How can schools best prepare students for the highly competitive job market and global economy? This title presents a transformative approach to college and career readiness within the public education system, based on data and best practices contributed by outstanding schools on five continents. Written for education leaders at all levels, this resource shows how to i) Design an innovative Pathways approach to career readiness that empowers students as informed decision-makers; ii) Integrate career training into curriculum through a network of local community partners; iii) Develop an approach to life-skill preparation, K-12+, that is inclusive of all. Learn how educators—and entire

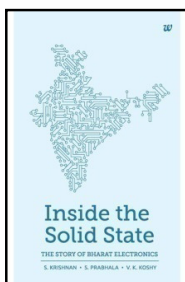
school systems—can consistently support career development, helping students find rewarding paths forward.

- 13 Governing disasters: beyond risk culture / Revet, Sandrine and Langumier, Julien (ed). 2015. New York: Palgrave Macmillan, 2015.**  
**Call No - 658 GOV P5** **Acc No - 48493**



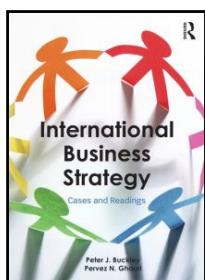
Irreversible and exceptional events, disasters are nevertheless governed, usually in the context of specific, dedicated interventions by state authorities or NGOs, who aim to lead the affected population from a place of emergency to a new, post-disaster - but still undefined - position. How do the victims of disaster interact with the dispositifs of government and disaster? Based on extensive research - both ethnographic and historical - conducted over a long period of time in field locations as various as Hong-Kong, Kazakhstan, Sri Lanka, France, Argentina, and Italy, this volume offers an acute analysis of how actors at local, national, and international levels govern disasters. Chapter contributions show that the victims of disaster do not remain passive; rather, they react to and critique what this volume calls the 'government of disaster' and one of its central paradigms, the culture of risk, which leaves unaddressed key political issues.

- 14 Inside the solid state: the story of Bharat Electronics / Krishnan, S.; Prabhala, S. and Koshy, V. K. 2014. Chennai: Westland.**  
**Call No - 621.38 KRI P4** **Acc No - G15025 - 27**



Founded in 1954, Bharat Electronics was among the early public sector enterprises set up by the Government of India. The original mandate for the company was to produce electronics equipment, primarily for India's defence, with the overall objective being eventual self-reliance in electronics. The company's journey, through many vicissitudes over the years, to becoming one of the top technology companies in India today is the story of this book. Bharat Electronics is not generally known to the public, its role being primarily a supplier of the "eyes and ears" of the defence forces. It had also played a key role in spreading radio and television across all corners of the country. And, its million plus tamper-proof Electronic Voting Machines keep the wheels of the world's largest democracy spinning. Despite all the changes in policies that India has witnessed, public sector enterprises continue to play an important role in the economy of India, contributing 22% of the gross domestic product today. To many who believe that the government has no business to be in business, a successful public sector enterprise like Bharat Electronics is a conundrum. "Inside the Solid State" is proof enough that state ownership and good performance are not contradictory.

- 15 International business strategy: theory and practice / Buckley, Peter J. / Ghauri, Pervaz N. 2015. London: Routledge.**  
**Call No - 658.114.9 INT P5** **Acc No - 48618**



With stagnated demand in many home economies, the need to internationalize and exploit foreign market opportunities has never been more paramount for businesses to succeed at a global level. However, this process raises a number of questions, such as: can firms use their knowledge of one market in the next? Can firms pursue internationalization on several fronts at the same time? How should firms handle cultural and institutional differences between markets? This textbook provides students with the core research in international business and strategy, including organization, efficiency, external relationships and the challenges found in an increasingly multicultural world. Each part begins with a presentation of the issues and controversies faced in that particular area, followed by a synthesis of the research which provides avenues for future research. To facilitate and encourage further debate and learning, each part also includes at least one original case study. Compiled by two of the World's leading scholars of international business, and supplemented with critical commentaries and a range of

integrative case studies, this comprehensive textbook provides advanced students of international business and strategy with a resource that will be invaluable in their studies and beyond.

**16 Interrogating women's leadership and empowerment / Goyal, Omita . - New Delhi: Sage, 2015.**

**Call No - 396 INT P5**

**Acc No - 48619**

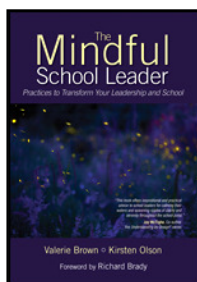


Looking at gender through multiple lenses, this volume seeks to understand what empowerment really means to women today. It examines the situation of women in, and their contribution to, politics, business, education, social and economic development, the women's movement, health, law, insurgency and the arts. The volume analyses certain key issues of contemporary discourse including: i) ownership of one's body and freedom of choice; ii) redefinition of empowerment and leadership and how far we have achieved it; iii) importance of equal access to education, employment and health; iv) political participation and decision making; v) dichotomy between marginalisation of women on grounds of caste, class and religion in a society with changing laws on women's rights.

**17 Mindful school leader: practices to transform your leadership and school / Brown, Valerie and Olson, Kirsten. 2015. Los Angeles: Sage.**

**Call No - 371.13 BRO P5**

**Acc No - 48670**

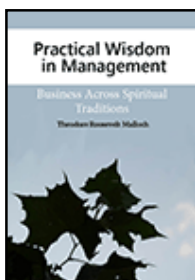


If you think you don't have time for mindfulness, think again. This handbook, named a Best Courageous Book of 2014 by The Center for Courage and Renewal, was written with school leaders in mind—your responsibilities, your stress, and your schedule. When one add mindfulness into his/her day, bit by bit, s/he will become a more effective leader and a more positive force for your staff and students. With the help of this guide, one'll start fitting pieces of practice into your busy home and work life, whether you are sitting in your office or walking down the hall. Features include; i) Real-life profiles of mindful school leaders; ii) Practice exercises to try right away; iii) Guidance so you know if you are "doing it right"; iv) Hard-to-find resources, including mindfulness apps. Mindful school leaders are better at managing meetings, responding creatively to complex situations, and achieving resilience at work and at home. Take the first steps to transform your life—and your school.

**18 Practical wisdom in management: business across spiritual traditions / Malloch, Theodore Roosevelt. 2015. Sheffield: Greenleaf.**

**Call No - 65.01 MAL P5**

**Acc No - 48691**



This title is the first in-depth case study book to explore how practical wisdom from spiritual and philosophical traditions inspires corporate culture and leadership. The outcome of the Practical Wisdom Initiative, between The Academy of Business in Society (ABIS) and Yale University Center for Faith and Culture, it seeks to construct a bridge between the worlds of management and the spiritual and philosophical traditions. Covering 10 major worldwide religions, Theodore Malloch provides an overview of the practical wisdom of the major faith traditions for management. It includes case studies of over 20 multinational corporations focusing on their values, spiritual inspiration and business strategy. It features case studies on corporations including: Ascension Health; Michelin; DANONE Group, WalMart; TOMS; Marriott; HSBC; Four Seasons; Guangzhou Eversunny Trading and Toyota.

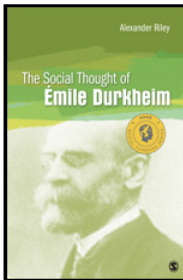


- 19 Social policy and social change: toward the creation of social and economic justice - 2nd ed./ Jimenez, Jillian et.al. 2015. Los Angeles: Sage.  
Call No - 304 JIM P5 Acc No - 48504**



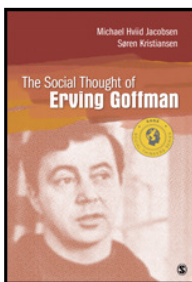
This title is an examination of the field, unique in its inclusion of both a historical analysis of problems and policy and an exploration of how capitalism and the market economy have contributed to them. This edition examines issues of discrimination, health care, housing, income, and child welfare and considers the policies that strive to improve them. With a focus on how domestic social policies can be transformed to promote social justice for all groups, Jimenez et al. consider the impact of globalization in the United States while addressing developing concerns now emerging in the global village.

- 20 Social thought of Emile Durkheim/ Riley, Alexander. 2015. Los Angeles: Sage.  
Call No - 301 RIL P5 Acc No - 48505**



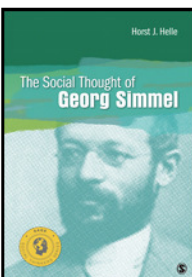
This volume provides a concise introduction to the work, life, and influences of Emile Durkheim, one of the informal "holy trinity" of sociology's founding thinkers, along with Weber and Marx. The author shows that Durkheim's perspective is arguably the most properly sociological of the three. He thought through the nature of society, culture, and the complex relationship of the individual to the collective in a manner more concentrated and thorough than any of his contemporaries during the period when sociology was emerging as a discipline.

- 21 Social thought of Erving Goffman / Jacobsen, Michael Hviid and Kristiansen, Soren. 2015. Los Angeles: Sage.  
Call No - 301 JAC P5 Acc No - 48506**



This title serves as a concise and inviting introduction to the life and works of Erving Goffman, one of the most prominent social theorists in postwar sociology. Goffman's ideas continue to influence scholars in various fields and have also attracted many readers outside conventional academia. Goffman's overall research agenda was the exploration of what he termed the interaction order—that is, the micro social order that regulates the co-mingling of people in each other's immediate presence. He coined several new concepts (face-work, impression management, role distance, civil inattention, etc.) with which to grasp and understand the complexities and basic social restructuring of everyday life, many of which are now part of sociology's standard vocabulary.

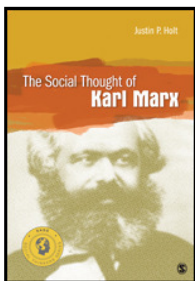
- 22 Social thought of Georg Simmel/ Helle, Horst J. 2015. Los Angeles: Sage.  
Call No - 301 HEL P5 Acc No - 48507**



This title provides a concise introduction to the work, life, and influences of Georg Simmel. It closely examines the writings and ideas of Simmel that introduced a new way of looking at culture and society and helped establish sociology's place among the academic fields. The book focuses on the key intellectual concerns of Simmel, including the process of

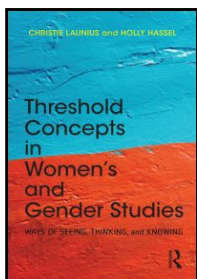
individualization, religion, private and family life, cities, and modernization. It is ideal for use as a self-contained volume or in conjunction with other sociological theory textbooks.

- 23 Social thought of Karl Marx/ Holt, Justin P. 2015. Los Angeles: Sage.**  
**Call No - 335.5 HOL P5** **Acc No - 48508**



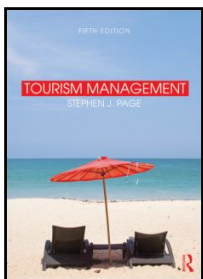
This title provides a concise introduction to the work, life, and influences of Karl Marx, one of the most revered, reviled, and misunderstood figures in modern history. The book serves as an excellent introduction to the full range of Marx's major themes - alienation, economics, social class, capitalism, communism, materialism, environmental sustainability - and considers the extent to which they are relevant today. It is ideal for use as a self-contained volume or in conjunction with other sociological theory textbooks.

- 24 Threshold concepts in women's and gender studies: ways of seeing, thinking, and knowing/ Launius, Christie and Hassel, Holly. 2015. New York: Routledge.**  
**Call No - 396 LAU P5** **Acc No - 48592**



This title is a textbook designed primarily for introduction to Women's and Gender Studies courses with the intent of providing both a skills- and concept-based foundation in the field. The text is driven by a single key question: "What are the ways of thinking, seeing, and knowing that characterize women's and gender studies and are valued by its practitioners?" Rather than taking a topical approach, Threshold Concepts in Women's and Gender Studies develops the key concepts and ways of thinking that students need in order to develop a deep understanding and to approach material like feminist scholars do, across disciplines. This book illustrates four of the most critical concepts in women's and gender studies: the social construction of gender; privilege and oppression; intersectionality; and feminist praxis, and grounds these concepts in multiple illustrations.

- 25 Tourism management - 5<sup>th</sup> ed./ Page, Stephen J. 2015. London: Routledge.**  
**Call No - 380.8 PAG P5** **Acc No - 48514**

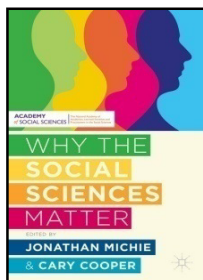


One of the leading texts in the field, Tourism Management is an introduction to the fundamentals of tourism as you study for a degree, diploma or single module in the subject. It is written in an engaging style that assumes no prior knowledge of tourism and builds up your understanding as you progress through this wide ranging global review of the principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast growing sector of the world economy. This book is highly illustrated with diagrams and colour images, and contains short case studies of contemporary themes of interest, as well as new data and statistics.

This fifth edition has been revised and updated to include: i) new content on: sports, festivals and event tourism, social media impacts on tourism and the effects of the global economic downturn on tourism, as well as emerging themes in tourism such as slow travel, dark tourism, volunteer tourism and medical tourism; ii) updated case studies on BRIC markets and new case studies from the Middle East and Asia; iii) enhanced tourism and sustainable development coverage, which runs throughout the book as a major theme, highlighting the challenge of climate change and future tourism growth; iv) transport section with more international perspectives from China and South America; v) an updated companion website with: additional case studies, quizzes, PPTs, further reading, web reading and video links, and longer reflective case study per chapter to aid both teaching and learning.



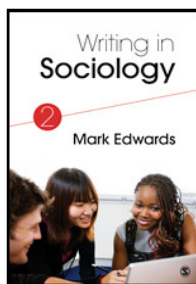
- 26 Why the social sciences matter / Michie, Jonathan / Cooper, Cary. - Hampshire: Palgrave Macmillan, Call No - 300 WHY P5 Acc No - 48516**



Today's society is on the brink of new possibilities, yet it is also beset with challenges and problems. Banks are in trouble. Climate change threatens. The population is increasingly elderly. New health technologies pose new ethical questions. Globalization has changed the way we live. Public issues and private troubles are as interlaced as ever. And, big or small, problems need solutions based on accurate and suitable information, and on a proper understanding of the issues involved. This volume, consisting of specially-commissioned essays on topics of prime concern by leading social scientists at the cutting-edge of their respective research fields, takes a considered look at a range of problems facing society today, and considers possible solutions. It illuminates why a social scientific understanding gives us a grasp on a topic that would not be provided by those working in the fields of science, humanities or the arts; in other words, this book makes plain what is distinctive

and thus invaluable about a social science perspective.

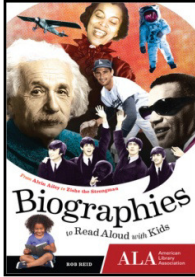
- 27 Writing in Sociology - 2<sup>nd</sup> ed. / Edwards, Mark. 2015. Los Angeles: Sage. Call No - 8.08 EDW P5 Acc No - 48518**



With humor and empathy, Mark Edwards's handbook provides undergraduate and early-career graduate students guidance in sociological writing of all kinds. This title offers unusual approaches to developing ideas into research questions, utilizing research literature, constructing research papers, and completing different kinds of course writing (including case studies, theory papers, and applied social science projects). New chapters in the Second Edition offer insights into giving and receiving effective peer review and presenting qualitative research results. By focusing on how to think about the goals and strategies implicit in each section of a writing project this book provides accessible advice to novice sociological writers.

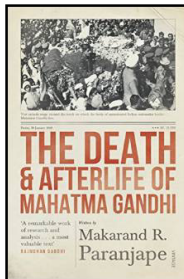
## RECREATIONAL & GENERAL READINGS

- 1 **Biographies to read aloud with kids: from Alvin Ailey to Zishe the strongman / Reid, Rob. 2014. Chicagao: Huron Street.**  
Call No - 92 REI P4 Acc No - 48470



The right biography can be as enthralling as any work of fiction, blending facts with gripping storytelling-this is a must-have guide to the best ones for adults to read out loud to kids. Rob Reid offers a choice selection of exemplary biographies that will entertain and educate children about a variety of fascinating people and their places in history. Organized by topic, including sports, politics and leaders, the arts, science, and medicine, each annotation features a "10-Minute Selection" that showcases a particularly captivating episode of the book that can be read in one brief sitting. Parents, teachers, librarians, and other adults will find compelling and inspirational biographies for kids with the help of this useful resource.

- 2 **Death and afterlife of Mahatma Gandhi / Paranjape, Makarand R. 2015. Gurgaon: Random House.**  
Call No - PAR/DEA P5 Acc No - 48536



This title is an explosive and original analysis of the assassination of the 'Father of the Nation'. Who is responsible for the Mahatma's death? Just one determined zealot, the larger ideology that supported him, the Congress-led Government that failed to protect him, or a vast majority of Indians and their descendants who considered Gandhi irrelevant, and endorsed violence instead? Paranjape's meticulous study culminates in his reading of Gandhi's last six months in Delhi where, from the very edge of the grave, he wrought what was perhaps his greatest miracle – the saving of Delhi and thus of India itself from the internecine bloodshed of Partition. Paranjape, taking a cue from the Mahatma himself, also shows us a way to expiate our guilt and to heal the wounds of an ancient civilization torn into two. This is a brilliant, far-reaching and profound exploration of the meaning of the Mahatma's death.