

NEW ARRIVAL OF BOOKS

(January 2016)



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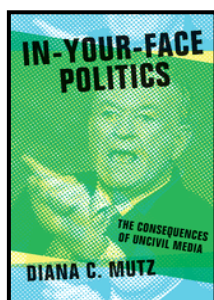
MDI
GURGAON

Management
Development
Institute

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BUSINESS COMMUNICATION

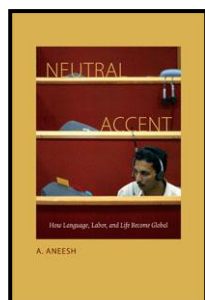
- 1 **In-your-face politics: the consequences of uncivil media / Mutz, Diana C. 2015.**
Princeton: Princeton University Press.
Call No - 324 MUT P5 Acc No - 49030



Americans are disgusted with watching politicians screaming and yelling at one another on television. But does all the noise really make a difference? Drawing on numerous studies, Diana Mutz provides the first comprehensive look at the consequences of in-your-face politics. Her book contradicts the conventional wisdom by documenting both the benefits and the drawbacks of in-your-face media. In-your-face" politics refers to both the level of incivility and the up-close and personal way that we experience political conflict on television. Just as actual physical closeness intensifies people's emotional reactions to others, the appearance of closeness on a video screen has similar effects. We tend to keep our distance from those with whom we disagree. Modern media, however, puts those we dislike in our faces in a way that intensifies our negative reactions. Mutz finds that incivility is particularly detrimental to facilitating respect for oppositional political viewpoints and to

citizens' levels of trust in politicians and the political process. On the positive side, incivility and close-up camera perspectives contribute to making politics more physiologically arousing and entertaining to viewers. This encourages more attention to political programs, stimulates recall of the content, and encourages people to relay content to others.

- 2 **Neutral accent: how language, labor, and life become global / Aneesh, A. 2015.**
Durham: Duke University Press.
Call No - 381.1 ANE P5 Acc No - 49002

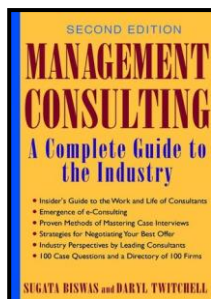


In this title, A. Aneesh employs India's call centers as useful sites for studying global change. The horizon of global economic shift, the consequences of global integration, and the ways in which call center work "neutralizes" racial, ethnic, and national identities become visible from the confines of their cubicles. In his interviews with call service workers and in his own work in a call center in the high tech metropolis of Gurgaon, India, Aneesh observed the difficulties these workers face in bridging cultures, laws, and economies: having to speak in an accent that does not betray their ethnicity, location, or social background; learning foreign social norms; and working graveyard shifts to accommodate international customers. Call center work is cast as independent of place, space, and time, and its neutrality - which Aneesh defines as indifference to difference - has become normal business practice in a global economy. The work of call center employees in the globally integrated marketplace

comes at a cost, however, as they become disconnected from the local interactions and personal relationships that make their lives anything but neutral.

BUSINESS POLICY AND STRATEGIC MANAGEMENT

- 1 **Management consulting: a complete guide to the industry / Biswas, Sugata and Twitchell, Daryl. 2001. New Jersey: John Wiley.**
Call No - 659.235 BIS P5 Acc No - 49053

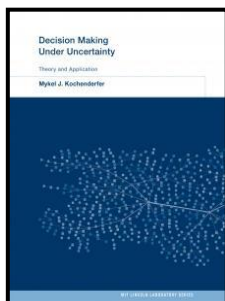


This A-to-Z resource provides a complete game plan for novice management consultants trying to break into the business along with expert guidelines for veterans looking to expand their services. Sugata Biswas and Daryl Twitchell cover all the bases, from the origins and history of the field to how to zero in on becoming established in one of the many unique specialties within the industry. They also provide a detailed directory of the top fifty consulting firms in the nation. This Second Edition features new and/or added information on such critical topics as the rapidly emerging field of e-consulting; consulting start-ups, incubators, and other New Economy enterprises; and an exploration of how

increased competition for graduating MBAs is changing the consultant recruiting and hiring process.

DECISION SCIENCES & OPERATIONS MANAGEMENT

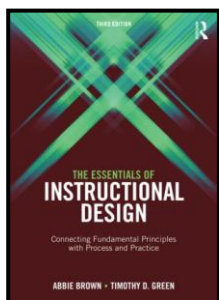
- 1 **Decision making under uncertainty: theory and application / Kochenderfer, Mykel J. 2015. Cambridge: MIT Press.**
Call No - 65.012.122.2 KOC P5 Acc No - 48926



Focusing on two methods for designing decision agents, planning and reinforcement learning, the book covers probabilistic models, introducing Bayesian networks as a graphical model that captures probabilistic relationships between variables; utility theory as a framework for understanding optimal decision making under uncertainty; Markov decision processes as a method for modeling sequential problems; model uncertainty; state uncertainty; and cooperative decision making involving multiple interacting agents. A series of applications shows how the theoretical concepts can be applied to systems for attribute-based person search, speech applications, collision avoidance, and unmanned aircraft persistent surveillance. The title unifies research from different communities using consistent notation, and is accessible to students and researchers across engineering disciplines who have some prior exposure to probability theory and calculus. It can be

used as a text for advanced undergraduate and graduate students in fields including computer science, aerospace and electrical engineering, and management science. It will also be a valuable professional reference for researchers in a variety of disciplines.

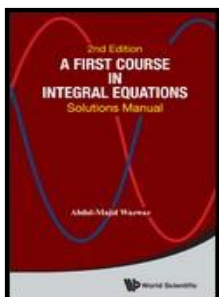
- 2 **Essentials of instructional design: connecting fundamental principles with process and practice - 3rd ed. / Brown, Abbie H. 2016. New York: Routledge.**
Call No - 371.3 BRO P6 Acc No - 49026



This edition introduces the essential elements of instructional design (ID) to students who are new to ID. The key procedures within the ID process - learner analysis, task analysis, needs analysis, developing goals and objectives, organizing instruction, developing instructional activities, assessing learner achievement and evaluating the success of the instructional design - are covered in complete chapters that describe and provide examples of how the procedure is accomplished using the best known instructional design models. Unlike most other ID books, it provides an overview of the principles and practice of ID without placing emphasis on any one ID model. Offering the voices of instructional designers from a number of professional settings and providing real-life examples from across sectors, students learn how professional organizations put the various ID processes into practice. This introductory textbook provides students with the information they need

to make informed decisions as they design and develop instruction, offering them a variety of possible approaches for each step in the ID process and clearly explaining the strengths and challenges associated with each approach.

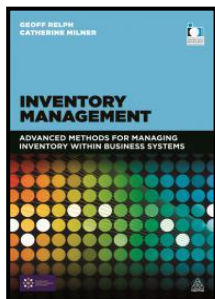
- 3 **First course in integral equations: solutions manual - 2nd ed. / Wazwaz, Abdul-Majid. 2015. New Jersey: World Scientific.**
Call No - 517.3 WAZ P5 Acc No - 49028



This edition integrates the newly developed methods with classical techniques to give modern and robust approaches for solving integral equations. The manual accompanying this edition contains solutions to all exercises with complete step-by-step details. To interested readers trying to master the concepts and powerful techniques, this manual is highly useful, focusing on the readers' needs and expectations. It contains the same notations used in the textbook, and the solutions are self-explanatory. It is intended for

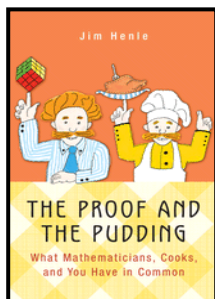
scholars and researchers, and can be used for advanced undergraduate and graduate students in applied mathematics, science and engineering.

- 4 Inventory management: advanced methods for managing inventory within business systems / Relph, Geoff Milner, Catherine. 2015. London: Kogan Page.
Call No - 658.7 REL P5 Acc No - 48998**



Effective inventory management can increase revenue, reduce costs, and improve cash flows. Endorsed by Institute of Operations Management and CILT, Inventory Management shows managers how to take control of their inventory system and ensure operations run smoothly. Looking beyond the complexity and theory of inventory management, Geoff Relph and Catherine Milner focus on the most important decisions managers need to make when managing inventory. They examine how inventory management should work, how to control it, and how to balance it, through their use of revolutionary k-curve methodology. They include case studies from various industries, looking at inventory management in diverse areas such as supermarkets and aerospace. The book also includes numerous figures and diagrams as well as valuable online material.

- 5 Proof and the pudding: what mathematicians, cooks, and you have in common / Henle, Jim. 2015. Princeton: Princeton University Press.
Call No - 510 HEN P5 Acc No - 49041**

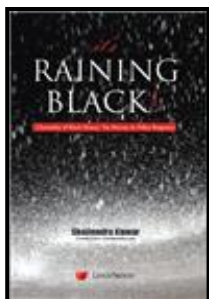


Tie on your apron and step into Jim Henle's kitchen as he demonstrates how two equally savory pursuits - cooking and mathematics - have more in common than you realize. A tasty dish for gourmets of popular math, The Proof and the Pudding offers a witty and flavorful blend of mathematical treats and gastronomic delights that reveal how life in the mathematical world is tantalizingly similar to life in the kitchen. Take a tricky Sudoku puzzle and a cake that fell. Henle shows you that the best way to deal with cooking disasters is also the best way to solve math problems. Or take an L-shaped billiard table and a sudden desire for Italian potstickers. He explains how preferring geometry over algebra (or algebra over geometry) is just like preferring a California roll to chicken tikka masala. Do you want to know why playfulness is rampant in math and cooking? Or how to turn stinky cheese into an awesome ice cream treat? It's all here: original math and original recipes plus

the mathematical equivalents of vegetarianism, Asian fusion, and celebrity chefs.

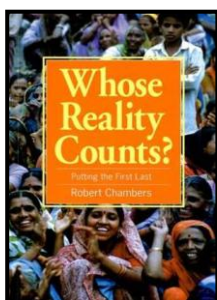
ECONOMICS

- 1 **It's raining black!: chronicles of black money, tax havens & policy response / Kumar, Shailendra. 2015. Gurgaon: LexisNexis.**
Call No - 381.829 KUM P5 Acc No - G15041



It's Raining Black! is a combination of legal and policy level developments. The book is spread over eight chapters dividing the analysis into two broad aspects, first, the domestic perspective and secondly, the international arena. The underlying theme of the book is that unless domestic generation of black money is curbed, our gallant efforts to retrieve wealth from tax havens would not meet with much success. The book attempts to provide an effective approach for the Government to combat the multiple aspects of black money in a comprehensive manner. This work is more than a legal treatise as it not only deals with the legal complexities of DTAA's and domestic legislation, but also makes an objective assessment of facts and events which have influenced the campaign against black money in the past few years. The book reveals how the relationship between corruption and black money has been institutionalized by vested interests of key stake-holders and beneficiaries. The book also highlights the need for judicial intervention in combating the issue of black money. In the backdrop of several ground realities, the book presents the much talked about The Black Money (Undisclosed Foreign Income and Assets) and Imposition of Tax Bill, 2015 in a different dimension and raises pertinent questions for serious contemplation by the Government.

- 2 **Whose reality counts?: putting the first last / Chambers, Robert. 1997. London: Practical Action.**
Call No - 338.63 CHA N7 Acc No - 49063



In this sequel to "Rural Development: Putting the last first" Robert Chambers argues that central issues in development have been overlooked, and that many past errors have flowed from domination by those with power. Development professionals now need new approaches and methods for interacting, learning and knowing. Through analyzing experience - of past mistakes and myths, and of the continuing methodological revolution of PRA (participatory rural appraisal) - the author points towards solutions. In many countries, urban and rural people alike have shown an astonishing ability to express and analyze their local, complex and diverse realities which are often at odds with the top-down realities imposed by professionals. The author argues that personal, professional and institutional change is essential if the realities of the poor are to receive greater recognition.

Self-critical awareness and changes in concepts, values, methods and behaviour must be developed to explore the new high ground of participation and empowerment.

- 3 **World social protection report 2014/2015: building economic recovery, inclusive development and social justice. 2015. Geneva: International Labour Office.**
Call No - 362 INT P5 Acc No - 49013 (Ref.)

The report follows a life-cycle approach, starting with social protection for children, followed by schemes for women and men in working age, and closing with pensions and other support for older persons. It also assesses progress towards universal coverage in health. The report further analyses trends and recent policies, such as the

negative impacts of fiscal consolidation and adjustment measures, and urgently calls to expand social protection for crisis recovery, inclusive development and social justice.

- 4 Doing business in India. 2014. United Kingdom: Ernst & Young.
Call No - 330.191.5(540) DOI P4 Acc No - G15037**

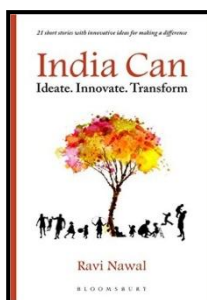
ENTREPRENEURSHIP & INNOVATION

- 1 **Creating the social venture / Coleman, Susan. 2016. London: Routledge.**
Call No - 338.93 COL P6 Acc No - 49019



In this title, Coleman and Kariv draw on the latest theory and research to provide boundaries to the definition of social entrepreneurship, discussing both what it is, and what it is not. The book answers several key questions: i) Who are social entrepreneurs?; ii) What is the process for identifying and solving a social need?; iii) What are the differences between for-profit and not-for-profit social ventures?; iv) What is the role of innovation?; v) How do we develop high performing firms?; vi) How do we measure success? The focus on context allows students to appreciate how social entrepreneurship develops and operates in different countries and cultures, lending a global perspective to the book. Combined with rich pedagogy and a companion website, it provides students with all the learning tools they need to grasp this important subject.

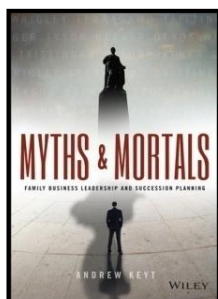
- 2 **India can: ideate, innovate, transform / Nawal, Ravi. 2015. New Delhi: Bloomsbury.**
Call No - 6.001.5 NAW P5 Acc No - G15044



This title is a collection of 21 easy to read short stories. Each short story contains an idea that can create a favourable impact on the socio-economic growth of the country. The 21 fictionalized stories have narratives with relatable characters solving a key challenge using the idea. The subjects discussed are varied and touch every aspect and strata of life in our society. This is a book of ideas, albeit the story format is used to ensure that you have an enjoyable time working your way through each idea in this book. Several or all of the ideas in this book may have occurred to you at some point in time or you may have read, heard or seen them some-where. Facts and data that could have accompanied the ideas have deliberately been avoided to keep the book from becoming pedantic or too text-bookish. The artwork that accompanies each story is aimed at reinforcing the central idea of the story in a form that is easy for a visual reader to absorb and imbibe. You will observe that most of

the stories, through their central characters, attempt to find ingenious solutions either to India's unemployment challenge or key issues involving the Indian economy. The employment challenge faced by India is a behemoth, given the country's huge population of employable age. The complexity of finding meaningful work for our young men and women is an onerous task. Our employable population lacks uniformity of skills, training and education. There is a marked difference in propensities and of resources available to young men and women on the basis of their socio-economic class and the regions that they come from.

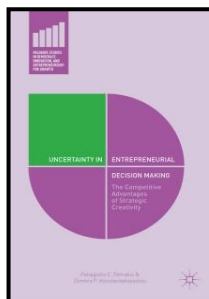
- 3 **Myths and mortals: family business leadership and succession planning / Keyt, Andrew. 2015. New Jersey: Wiley.**
Call No - 658.114 KEY P5 Acc No - 49001



This title provides insights and strategies for successors of family businesses. Successors often find themselves in the shadow of their parents making it difficult to establish credibility in the family business and tap into their own strengths. The stress of emulating a parent begins to clash with who they are and who they want to be as a leader. Andrew Keyt, guides shows you how to establish credibility, take your place at the head of the table, and run your business your way. In groundbreaking research, Keyt interviewed more than 25 successors of family business legends including Massimo Ferragamo, Bill Wrigley Jr., Christie Hefner, and John Tyson to find out how they overcame the challenges

successors commonly face. The analysis from that study formed the basis for the strategies presented here—to help you win the loyalty of those stuck in the old way of doing business, and still focused on their former leader's vision. One will learn how to take charge without sacrificing your own leadership style, and how to get everyone on board with your vision for the business.

**4 Uncertainty in entrepreneurial decision making: the competitive advantages of strategic creativity / Petrakis, Panagiotis E. 2015. New York: Palgrave Macmillan.
Call No - 65.011.1 PET P5 Acc No - 49011**

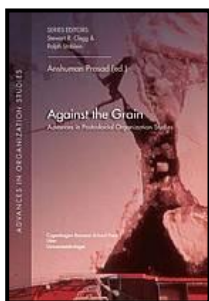


This title fills an existing gap in understanding three key concepts of business management: entrepreneurship, uncertainty, and strategy. By extending the impact of uncertainty on entrepreneurship and the role of strategy in reducing uncertainty, Petrakis and Konstantakopoulou emphasize that uncertainty can be converted into creative advantage. Given that the business environment is changing both very quickly and very often, any wrong decisions taken can lead to devastation. This volume explains the reasons why we cannot see the complete the future and our position in it. This uncertainty affects

entrepreneurship and how it can be turned into a competitive advantage for businesses sustainability.

HR & OB

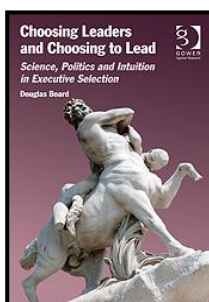
- 1 **Against the grain: advances in postcolonial organization studies /Prasad, Anshuman (ed). 2012. Copenhagen: Copenhagen Business School Press.
Call No - 65.013 AGA P2 Acc No - 49054**



The sudden collapse of the Western imperium during the middle of the 20th century marked a major shift in world history. Coming in the wake of that collapse, postcolonial theory offers a uniquely inventive scholarly framework for critiquing modern Western colonialism and neo-colonialism. It represents one of the most serious challenges to Eurocentric habits of thought that continue to bedevil current practices of scholarship. Emerging initially in scholarly domains, like comparative literature and literary theory, postcolonialism has now become an influential presence in a large number of disciplines in the humanities and the social sciences. In this volume, author Anshuman Prasad and his colleagues trace some of the trajectories being taken by current postcolonial theoretic research in the scholarly field of management and organization studies. Representing an international group of organizational scholars, the contributors to this collection focus

upon a wide range of important issues, such as: i) management of workplace diversity and multiculturalism; ii) cross-cultural management; iii) cultural and other aspects of contemporary globalization; iv) the issues of representation; v) the complexities of indigenous governance involving the Aborigines in Australia and the Maori in New Zealand; vi) the limitations of international management textbooks produced in the Westvii) the implications of non-modernist 'Third World' organizations for the modernist discourse of development.

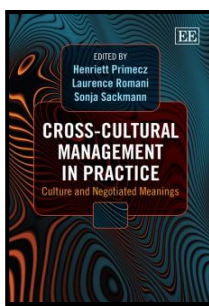
- 2 **Choosing leaders and choosing to lead: science, politics and intuition in executive selection / Board, Douglas. 2012. Farnham: Ashgate.
Call No - 658.311 BOA P2 Acc No - 49055**



Dr Board draws on his extensive experience in executive search and in leadership, coupled with his own academic research embracing the sociology and psychology of scholars such as Pierre Bourdieu and Karl Weick to offer ground-breaking insight into the value and limitations of established selection practice. This book illuminates ways in which senior roles differ from other positions and will help those charged with selecting individuals for senior positions, as well as potential candidates, those concerned with regulating selection policy, and researchers. Examining the classic mix of competency frameworks and selection tools such as psychological and skills assessments, simulations, reference-checking and interviews, the author concludes that senior selection choices are holding back organisations and individual careers, with implications for diversity, effectiveness, and social justice. He contends that while complacent, self-regarding elites will always need

vigilant challenge, the scientific approach to selection has weaknesses as well as strengths. Those weaknesses become more pronounced at senior levels, posing particular questions about, amongst other things, the role of intuition and politics.

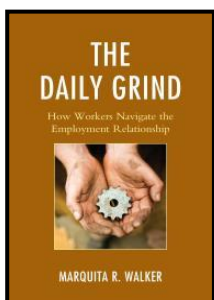
- 3 **Cross-cultural management in practice: culture and negotiated meanings / Primecz, Henriett; Romani, Laurence and Sackmann, Sonja (ed). 2011. Cheltenham: Edward Elgar.
Call No - 658 CRO P1 Acc No - 49056**



Based on the view that culture is dynamic and negotiated between actors, this title contains a collection of ten cases on cross-cultural management in practice. The cases draw on field

research revealing challenges and insights from working across nations and cultures. Each case provides recommendations for practitioners that are developed into a framework for effective intercultural interactions as well as offering illustrations and insights on how to handle actual cross-cultural issues. This enriching book covers various topics including international collaborations across and within multinational companies, organizational culture in international joint ventures and knowledge transfer.

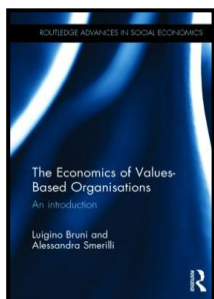
- 4 **Daily grind: how workers navigate the employment relationship / Walker, Marquita R. 2015. Lanham: Lexington.**
Call No - 658.31 WAL P5 Acc No - 49020



This title introduces students to the tensions between labor and management within the U.S. employment relationship and explores how workers, operating in a socially and culturally structured system of capitalism, are influenced and manipulated by economic institutions and polity which exploit, devalue, and dehumanize workers in the name of corporate profit. The text covers how the American work ethic of the early nineteenth century helped shape the current perspective on the labor-management relationship, and how, over time, the Protestant and patriarchal influences of that period have countered the collective actions of workers in profound ways. The text further explores the effect of societal, cultural, and economic structures, both global and local, which limit workers' ability to achieve the "American Dream" and result in depressed economic conditions and discouraged workers. The text's focus on the current economic inequality and lack of social

mobility challenges the current neoliberal ideology that capitalism is the best economic system.

- 5 **Economics of values-based organisations: an introduction / Bruni, Luigino and Smerilli, Alessandra. 2015. London: Routledge.**
Call No - 658 BRU P5 Acc No - 49024



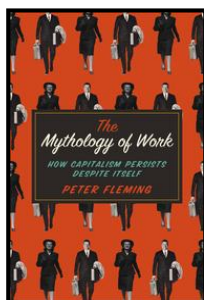
This title looks at the governance of values-based organizations (VBOs), which are organizations with a mission and identity based on ideals. Examples of VBOs include non-profit organizations, charities, NGOs, environmental, educational or cultural organizations, and social enterprises. The main objective of any VBO is to evolve and grow without losing its identity, which its survival is linked to in the medium and long terms. The focus of this book is the study of the relational and motivational dynamics during identity crisis, using critical mass models and Hirschman's "exit and voice" framework. This book analyses the dynamics that arise in VBOs when the quality of the ideal deteriorates. On the basis of Hirschman's "exit and voice" model, it analyses the factors that lead the best members – the intrinsically motivated ones who care most about the mission and ideals of the organization – to leave if their voice is ignored. We show that the possible cumulative effects caused by

the "exit" of intrinsically motivated members can lead the organization to a process of deterioration.

- 6 **Global wage report 2014/15: wages and income inequality. 2015. Geneva: International Labour Office.**
Call No - 658.32 INT P5 Acc No - 48996 (Ref.)

The report follows a life-cycle approach, starting with social protection for children, followed by schemes for women and men in working age, and closing with pensions and other support for older persons. It also assesses progress towards universal coverage in health. The report further analyses trends and recent policies, such as the negative impacts of fiscal consolidation and adjustment measures, and urgently calls to expand social protection for crisis recovery, inclusive development and social justice.

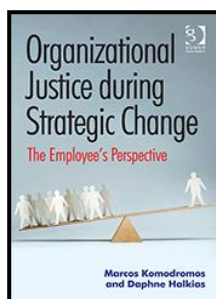
- 7 **Mythology of work: how capitalism persists despite itself / Fleming, Peter. 2015. London: Pluto Press.**
Call No - 658.387.2 FLE P5 Acc No - 49000



There was once a time when 'work' was inextricably linked to survival and self-preservation; where the farmer ploughed the land so their family could eat. But the sun has long since set on this idyllic tableau, and what was once an integral part of life has slowly morphed into a painful and meaningless ritual, colonising almost every part of our lives - endless and inescapable. In this title, Peter Fleming examines how neoliberal society uses the ritual of work (and the threat of its denial) to maintain the late capitalist class order. As our society is transformed into a factory that never sleeps, work becomes a universal reference point for everything else, devoid of any moral or political worth. Blending critical theory with recent accounts of job related suicides, office-induced paranoia, fear of relaxation, managerial sadism and cynical corporate social responsibility campaigns, Fleming paints a bleak picture of neoliberal capitalism in which the economic and emotional dysfunctions of a society of

wage slaves greatly outweigh its professed benefits.

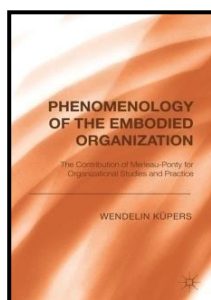
- 8 **Organizational justice during strategic change: the employee's perspective / Komodromos, Marcos. 2015. Farnham: Gower.**
Call No - 65.012.3 KOM P5 Acc No - 49037



This title provides a means to explain and better understand employees' perceptions of trust, fairness, and the management of change during strategic change. Qualitative studies have yet to be conducted on how an organizational justice framework would address the need of organizational justice for novel, conceptually derived accounts of non-managerial employee perspectives. The purpose of this title is to be both an academic and practical book. After presenting the theoretical elements of the topic, half the book is devoted to a detailed case study of employee interviews conducted in a large, privately-owned media organization addressing the issues of the book topic. The authors' research findings from the case study indicated employees who experience trust and positive feelings regarding their treatment within the organization are willing to become involved in the change process and adopt positive working relationships with their colleagues and managers. This

study is important for organizational management to gain knowledge and understanding on how employees' perceptions of distrust and unfairness can lead to resistance and negative behaviors toward organizations and management during strategic change.

- 9 **Phenomenology of the embodied organization: the contribution of merleau-ponty for organizational studies and practice / Kupers, Wendelin M. 2015. Houndmills: Palgrave Macmillan.**
Call No - 65.012.3 KUP P5 Acc No - 49039



Drawing on contemporary debates and processing a lacuna in organization and management studies and practice, Phenomenology of the Embodied Organization explores the multidimensional phenomena and inter-relational processes of the body and embodiment in organizational life-worlds. By offering phenomenological and critical perspectives, the book contributes to the turn towards the body and practice in organization and management/leadership studies. This book is organized in two parts. While the first part introduces phenomenology in general and Merleau-Ponty's philosophy of embodied senses, perception, intentions and responsive inter-corporeality and 'flesh' in particular, the second part focuses on the constitutive role of the body, embodiment and embodied practices in organizations. Based on Merleau-Ponty's post-dualistic ontology, the 'proto-integral' process of 'in between', and senses in organizations are interpreted as

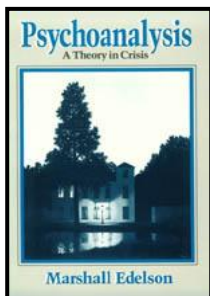
affective and pathic events. Furthermore, the role of embodied intentionalities responsiveness, and corporeality of social bodies in various forms of organizing are discussed. Specifically, embodied acting, actors, agencies and 'bodies at work', as well as embodied performances and the new concept of 'inter-practices' in organizations are

outlined. Following a processual turn and pragmatic orientation, a 'pheno-pragma-practice' of situated creative action is presented and discussed in relation to habits and improvisation. The final part reveals creative forms of embodied chiasmic organizing, connected to dilemma and paradoxes and offers practical, political, methodological and theoretical implications.

10 Psychoanalysis: a theory in crisis / Edelson,, Marshall. 1988. Chicago: University of Chicago Press.

Call No - 159.964.2 EDE M8

Acc No - 49059



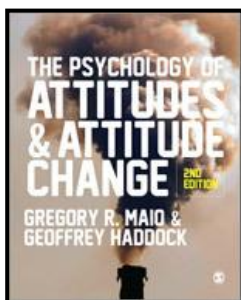
Marshall Edelson identifies the core theory of psychoanalysis and shows how free association and the case study method can provide rational grounds for believing its clinical inferences about the causal role of unconscious sexual fantasies. "Dr. Edelson has committed himself with gusto, persistence and intelligence [to] a spirited defense of psychoanalysis as science - not necessarily as it is, but as it can be in the best of hands as it should be... It is a defense that I hope can resonate strongly in psychoanalytic ranks. It is also a message that I hope would receive a warm reception in that wider intellectual world

where ideas matter and where enlightened social policy and cultural cachet are fostered.

11 Psychology of attitudes and attitude change - 2nd ed. / Maio, Gregory R. 2015. London: Sage.

Call No - 159.923 MAI P5

Acc No - 49042

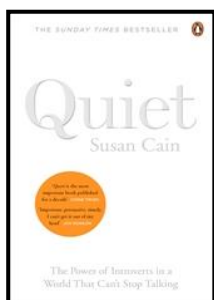


What are your attitudes on climate change? Do you have opinions on how political parties should be funded? Or indeed, celebrity misadventure? Written by two world-leading academics in the field of attitudes research, this textbook gets to the very heart of this fascinating and far-reaching field. In this edition, Greg Maio and Geoffrey Haddock expand on how scientific methods have been used to better understand attitudes and how they change, with updates to reflect the most recent findings. With the aid of a few helpful metaphors, the text provides readers with a grasp of the fundamental concepts for understanding attitudes and an appreciation of the scientific challenges that lay ahead. With plenty of learning aids to help with revision and a new companion website, this textbook is a valuable resource for anyone interested in learning or teaching about attitudes.

12 Quiet: the power of introverts in a world that can't stop talking / Cain, Susan. 2012. New Delhi: Penguin.

Call No - 159.923.3 CAI P2

Acc No - 49051



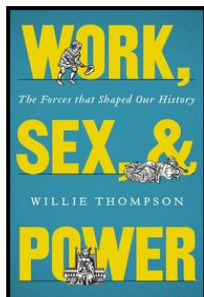
Our lives are driven by a fact that most of us can't name and don't understand. It defines who our friends and lovers are, which careers we choose, and whether we blush when we're embarrassed. That fact is whether we're an introvert or an extrovert. The introvert/extrovert divide is the most fundamental dimension of personality. And at least a third of us are on the introverted side. Some of the world's most talented people are introverts. Without them we wouldn't have the Apple computer, the theory of relativity and Van Gogh's sunflowers. Yet extroverts have taken over. Shyness, sensitivity and seriousness are often seen as being negative. Introverts feel reproached for being the way they are. In this title, Susan Cain shows how the brain chemistry of introverts and extroverts differs, and how society misunderstands and undervalues introverts. She gives introverts the tools to better understand themselves and take full advantage of their strengths. Passionately

argued, superbly researched, and filled with real stories, *Quiet* will permanently change how we see introverts - and how you see yourself.

**13 *Work, sex and power: the forces that shaped our history* / Thompson, Willie.
2015. London: Pluto Press.**

Call No - 658.387.2 THO P5

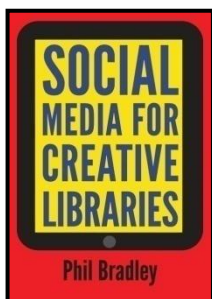
Acc No - 49014



Determining the forces that have shaped our history is always a contentious matter. Seen through the work of authors from Jared Diamond to Eric Hobsbawm, people's fascination with what drives the actions of the human race is inexhaustible. In *Work, Sex and Power*, Willie Thompson deploys decades of experience as a historian in order to re-establish a materialist narrative of the entire span of human history, drawing on a vast range of contemporary research. This book seeks to reach a much wider audience than his previous, more academic books. Purged of any jargon, this volume will be accessible to an audience who are relatively new to Marxism. It attempts to discuss and explain the foundations of social structures and themes that have recurred throughout the phases of global history in the interaction between humans and their environment. From communities of Palaeolithic hunter-gatherers to the machine-civilisation of recent centuries, Thompson takes us on a journey through the latest thinking in regard to long-term historical development.

INFORMATION MANAGEMENT

- 1 **Social media for creative libraries: second edition of how to use web 2.0 in your library - 2nd ed. / Bradley, Phil. 2015. London: Facet.**
Call No - 02:316.472.4 BRA P5 Acc No - 49046



This title explains how librarians and information professionals can use online tools to communicate more effectively, teach people different skills and to market and promote their service faster, cheaper and more effectively. Based on his acclaimed work *How to Use Web 2.0 in Your Library*, Phil Bradley has restructured and comprehensively updated this new book to focus on the activities that information professionals carry out on a daily basis, before then analysing and explaining how online tools can assist them in those activities. Including: i) a discussion of authority checking and why information professionals are needed more than ever in a social media world; ii) a guide to creating great presentations online; iii) how online tools can make teaching and training sessions easier and more enjoyable for information professionals; iv) useful tips for implementing new strategies in libraries and a discussion of the practicalities of library marketing and promotion; v) how to

create a good social media policy and why; vi) a look at a few social media disasters and how they could have been avoided.

- 2 **Tacit and explicit knowledge / Collins, Harry. 2010. Chicago: University of Chicago Press.**
Call No - 65.011.56COL O0 Acc No - 49061

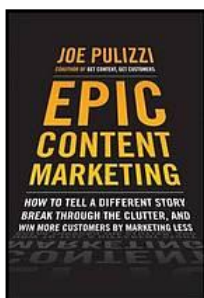


In this title, Collins develops a common conceptual language to bridge the concept's disparate domains by explaining explicit knowledge and classifying tacit knowledge. Collins then teases apart the three very different meanings, which, until now, all fell under the umbrella of Polanyi's term: relational tacit knowledge (things we could describe in principle if someone put effort into describing them), somatic tacit knowledge (things our bodies can do but we cannot describe how, like balancing on a bike), and collective tacit knowledge (knowledge we draw that is the property of society, such as the rules for language). Thus, bicycle riding consists of some somatic tacit knowledge and some collective tacit knowledge, such as the knowledge that allows us to navigate in traffic. The intermixing of the three kinds of tacit knowledge has led to confusion in the past; Collins's book will at last unravel the complexities of the idea. Tacit knowledge drives everything from language,

science, education, and management to sport, bicycle riding, art, and our interaction with technology. In Collins's able hands, it also functions at last as a framework for understanding human behavior in a range of disciplines.

MARKETING

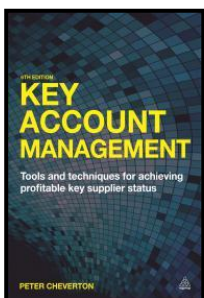
- 1 **Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less / Pulizzi, Joe. 2014. New York: McGraw-Hill Professional , 2014.**
Call No - 658.8 PUL P4 Acc No - 49057



In this title, Joe Pulizzi explains how to draw prospects and customers in by creating information and content they actually want to engage with. No longer can we interrupt our customers with mediocre content (and sales messages) our customers don't care about. The title takes one step by step through the process of developing stories that inform and entertain and compel customers to act--without actually telling them to. Epic content, distributed to the right person at the right time, is how to truly capture the hearts and minds of customers. It's how to position your business as a trusted expert in its industry. It's what

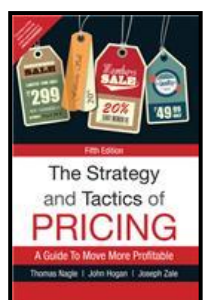
customers share and talk about.

- 2 **Key account management: tools and techniques for achieving profitable key supplier status - 6th ed. / Cheverton, Peter. 2015. London: Kogan Page.**
Call No - 658.8 CHE P5 Acc No - 49033



An organization's key accounts are its lifeblood. Key account management focuses on the long-term investment of resources in customers that can offer an exceptional return on resources. But which are the key accounts? Are they the ones growing the fastest? The ones that are most financially secure? Or are they the ones that shout the loudest? It puts forward a straightforward and effective planning methodology. This fully updated edition takes a long-term, team-selling strategic view of the whole process, from defining the customer, to managing the relationship and achieving key supplier status. With coverage of latest best practice including IT's role in account management, plus new case studies, online supporting resources and a new section comparing how different industries/markets approach key account management, it stands alone as the premier book on managing key customers.

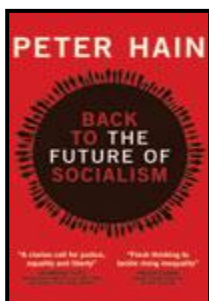
- 3 **Strategy and tactics of pricing: guide to growing more profitably - 5th ed. / Nagle, Thomas T.; Hogan, John E. and Zale, Joseph. 2015. New Delhi: Pearson.**
Call No - 658.8.03 NAG P5 Acc No - 49052



This title is a comprehensive and practical, step-by-step guide to pricing analysis and strategy development. It readers how to manage markets strategically - rather than simply calculate pricing based on product and profit - in order to improve their competitiveness and the profitability of their offers. The fifth edition contains a new chapter on price implementation and several updated examples on pricing challenges in today's markets.

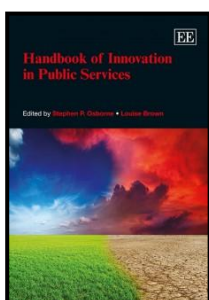
PUBLIC POLICY & GOVERNANCE

- 1 **Back to the future of socialism / Hain, Peter. 2015. Bristol: Policy Press.**
Call No - 335 HAI P5 Acc No - 49016



What's gone wrong with capitalism and how should governments respond? What does the future hold for the Left in the UK in the face of the austerity straitjacket around our politics and media? Anthony Crosland's *The Future of Socialism* (1956) provided a creed for governments of the centre left until the global banking crisis. Now Peter Hain presents an evidence-based case for a radical alternative to the neo-liberal economic agenda. A substantial new Afterword outlines what the Labour Party needs to do following the 2015 UK General Election to win again by returning to its core values of decency, social justice, equality and prosperity for all. A rousing alternative to the neoliberal, right-wing orthodoxy of our era, Hain's book is now even more essential reading for everyone interested in the future of the left.

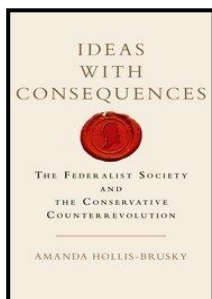
- 2 **Handbook of innovation in public services / Osborne, Stephen P. and Brown, Louise (ed). 2013. Cheltenham: Edward Elgar.**
Call No - 351 HAN P3 Acc No - 49058



Innovation is a core issue for public services and is a key element of public services reform – particularly in this age of austerity where policymakers urge the need to 'innovate to do more with less'. This comprehensive and accessible Handbook explores the potential for creating efficient and effective public services. Leading researchers from across the globe review the state of the art in research on innovation in public services, providing an overview of key issues from a multi-disciplinary perspective. Topics explored include: context for innovation in public services and public service reform; managerial change challenges; ICT and e-government; and collaboration and networks. The theory is underpinned by seven wide-ranging case studies of innovation in practice. Taking the field forward and providing a baseline for future research, this highly unique and original Handbook will prove essential reading for academics, researchers, students, policymakers

and practitioners across the fields of innovation, public policy, social policy and public management.

- 3 **Ideas with consequences: the federalist society and the conservative counterrevolution / Hollis-Brusky, Amanda. 2015. Oxford: Oxford University Press.**
Call No - 348(73) HOL P5 Acc No - 49029



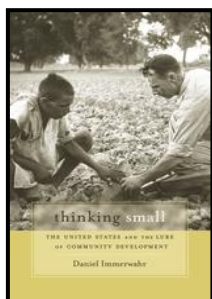
The Federalist Society's influence on American politics is well-known. But how, exactly, does it exert that influence? In this title, Amanda Hollis-Brusky brilliantly traces how the Federalist Society does this. Drawing on a database of over 2,000 original and primary documents, including personal interviews with Federalist Society members, archival data, and a complete database of transcripts from Federalist Society National Conferences, Hollis-Brusky constructs the most complete and social scientific narrative of Federalist Society influence to date. In doing so, she shows how the Federalist Society serves as the hub of a complex circulatory system and how the ideas it generates have become the lifeblood of the conservative movement. In the areas of gun rights, campaign finance, federalism, and state sovereignty, Hollis-Brusky demonstrates how the Federalist Society's investment in ideas, professional education, and networking has resulted in some of the most revolutionary Supreme Court decisions of the past three decades. Hollis-Brusky also illustrates the ways in

which the Federalist Society network worked to help bring these constitutional revolutions about in the first place- by identifying, credentialing, and getting the right kinds of judges and Justices on the bench, and by reducing the stigma associated with once-radical constitutional theories. Not only a rich story of the conservative legal movement, *Ideas with Consequences* also develops a powerful social scientific framework for analyzing the ways in which interest groups and networks influence legal and judicial policy in America.

- 4 Voluntary organizations and innovation in public services / Osborne, Stephen P. 1998. London: Routledge.
Call No - 351 OSB N8 Acc No - 49062**

The innovative capacity of voluntary organizations has become a touchstone for their role in providing public services. Across the world there are increasing pressures on voluntary organizations to improve the quality and effectiveness of public services through innovation and change. This volume uses original research to assess the innovative capacity of voluntary organizations. It provides: i) a conceptual framework for understanding the innovative capacity of voluntary organizations; ii) empirical evidence detailing the nature and extent of innovation; iii) an analysis of successful innovators in personal social services; iv) the applicability of the for-profit model of innovation to non-profit organizations; v) an account of the contingent nature of voluntary organizations' relationship to their external environment and particularly their main funders.

- 5 Thinking small: the United States and the lure of community development / Immerwahr, Daniel. 2015. Cambridge: Harvard University Press.
Call No - 711.4(73) IMM P5 Acc No - 49047**

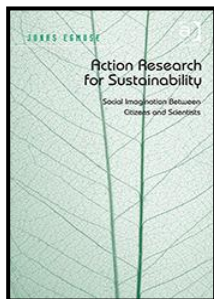


This title tells the story of how the United States sought to rescue the world from poverty through small-scale, community-based approaches. And it also sounds a warning: such strategies, now again in vogue, have been tried before, with often disastrous consequences. It is common for historians to interpret the United States' postwar development campaigns as ill-advised attempts to impose modernity upon poorer nations. The small-scale projects that are popular today mark a retreat from that top-down, heavy-handed approach. But Daniel Immerwahr shows that community-based development is nothing new: it has been present since the origins of international development practice, existing alongside - and sometimes at the heart of - grander schemes to modernize the global South. His transnational study follows a set of strange bedfellows - the Peace Corps and the CIA, Mohandas Gandhi and Ferdinand Marcos, antipoverty activists and Cold Warriors - united

by their conviction that development should not be about engineers building dams but about communities shaping their own fates. The programs they designed covered hundreds of millions of people in some sixty countries, eventually making their way back to the United States itself during the War on Poverty.

SOCIAL SCIENCES & GENERAL MANAGEMENT

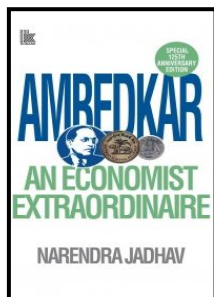
- 1 **Action research for sustainability: social imagination between citizens and scientists / Egmoose, Jonas. 2015. Farnham: Ashgate.**
Call No - 333.7 EGM P5 Acc No - 49015



This title addresses the need to move towards sustainability at societal level as a democratic challenge questioning the way we live on planet earth. By conceptualising sustain-ability as an immanent and emergent ability of ecological and social life, continuously to renew itself without eroding its own foundation of existence, it argues that since sustainability cannot be invented but only supported (or eroded) by science, we need to reframe science in the role of sustaining sustain-ability. Through analyses of a three year action research programme, aiming to provide local citizens with a greater say in the future of urban sustainability research, this book shows how action research can make important methodological contributions to processes of social learning between citizens and scientists by enabling free spaces in peoples everyday life and within academia, where aspects of un-sustainability can

be addressed and new imaginations of more sustainable futures emerge.

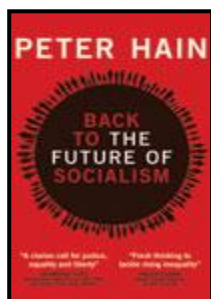
- 2 **Ambedkar: an economist extraordinaire / Jadhav, Narendra. 2015. New Delhi: Konark.**
Call No - 330(540) JAD P5 Acc No - 48987



Ambedkar's Ph.D. dissertation at Columbia University, USA (1917), 'The Evolution of Provincial Finance in British India' is a seminal contribution to the field of Public Finance, analysing evolution of the Centre-State financial relations in British India. His D.Sc. dissertation at London School of Economics (1923), 'The Problem of the Rupee: Its Origin and Its Solution,' his magnum opus, is a major contribution to the field of Monetary Economics. In 1942, when Ambedkar was appointed as a Member (Minister) in the Viceroy's Executive Council, he emerged as an Economic Administrator par excellence and made remarkable contributions in respect of labour welfare, employment and skill development, power, water management, mineral resource management and public works. The Indian society has done a great injustice to itself by ignoring the economic thoughts of Ambedkar. After all, his economic thoughts were not parochial. What Ambedkar always

had in mind was in the best interest of the nation as a whole. To brand him only as a leader of the downtrodden in India is an insult to this great patriot. What is equally disheartening is depriving the Indian society of the benefit of his economic thoughts, an act which is self-defeating for India as a nation. It is, therefore, imperative to bring out the contributions of Ambedkar, both in the field of economics in general and in addressing India's economic problems.

- 3 **Back to the future of socialism / Hain, Peter. 2015. Bristol: Policy Press.**
Call No - 335 HAI P5 Acc No - 49016



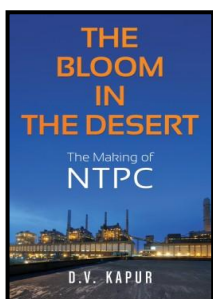
What's gone wrong with capitalism and how should governments respond? What does the future hold for the Left in the UK in the face of the austerity straitjacket around our politics and media? Anthony Crosland's 'The Future of Socialism' (1956) provided a creed for governments of the centre left until the global banking crisis. Now Peter Hain presents an evidence-based case for a radical alternative to the neo-liberal economic agenda. A substantial new Afterword outlines what the Labour Party needs to do following the 2015

UK General Election to win again by returning to its core values of decency, social justice, equality and prosperity for all. A rousing alternative to the neoliberal, right-wing orthodoxy of our era, Hain's book is now even more essential reading for everyone interested in the future of the left.

4 Bloom in the desert: the making of NTPC. 2015. Noida: Collins Business.

Call No - 621.311 KAP P5

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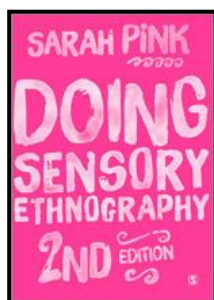
Set up in 1975 to jump-start India's power sector, the National Thermal Power Corporation (NTPC) soon became the largest company in the field. With thirty-two plants currently operating across the country and twenty-two projects under construction, it meets close to a quarter of India's demand and is among the top five power utilities in the world. This phenomenal success story is seen in large part as a result of the processes and work culture put in place during the early years by 'Team NTPC', led by its founding chairman and managing director, D.V. Kapur, who was described as a 'model manager' by the board of executive directors of the World Bank. In *The Bloom in the Desert*, Kapur offers first-hand insights into a uniquely Indian style of management of large corporations that holds lessons for management students and professionals across the board. During his time at NTPC, he

demonstrated visionary leadership qualities by devising an ingenious work-flow. 'The systems culture' that he introduced helped run the organization smoothly, without missing deadlines or incurring extra costs, while increasing its output and meeting global standards of excellence. If these achievements were rare for Indian public sector enterprises in the 1970s and '80s, they continue to remain relevant, especially today, when the emphasis is on self sufficiency and 'Make in India'. Kapur also demonstrated his sharp managerial instincts in his later stints-with the various departments of the government of India as well as other public and private sector enterprises. *The Bloom in the Desert* distills the experiences of his long and distinguished career to not only celebrate the foundation of a towering institution but also inspire the present generation of managers to transform and reinvent their styles of functioning.

5 Doing sensory ethnography - 2nd ed. / Sarah Pink. 2015. Los Angeles: Sage.

Call No - 301.18PIN P5

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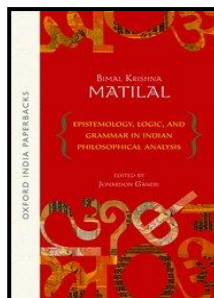


Drawing on an explosion of new, cutting edge research Sarah Pink uses real world examples to bring this innovative area of study to life. She encourages to challenge, revise and rethink core components of ethnography including interviews, participant observation and doing research in a digital world. The book provides an important framework for thinking about sensory ethnography stressing the numerous ways that smell, taste, touch and vision can be interconnected and interrelated within research. Bursting with practical advice on how to effectively conduct and share sensory ethnography this is an important, original book, relevant to all branches of social sciences and humanities.

6 Epistemology, logic, and grammar in Indian philosophical analysis / Ganeri, Jonardon. 2005. New Delhi: Oxford University Press.

Call No - 1(540) GAN O5

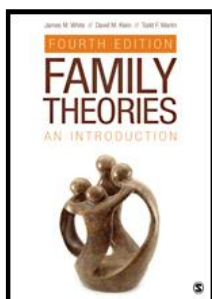
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This title marks the beginning of a new approach to Indian philosophy. While older approaches were born from the assumption that critical thinking was unknown to the East and all philosophical endeavor was assumed to be a manifestation of religious doctrine or a form of mysticism, Matilal brilliantly succeeds in dispelling these assumptions and so opens up the rich traditions of Indian philosophical analysis to the modern reader. Is reality actually knowable and therefore expressible in language? Matilal locates his analysis in this central debate and brings in Indian philosophical texts as pivotal, canonical

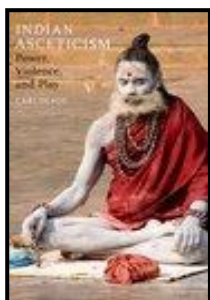
statements of epistemological and methodological relevance. This edition incorporates additions and changes made by Matilal in his personal copy. Edited and with a preface by Jonardon Ganeri, the volume is a lucid introduction to the varied legacy of Indian philosophical analysis.

- 7 **Family theories: an introduction - 4th ed. / White, James M.; Klein, David M. and Martin, Todd F. 2015. - London: Sage.**
Call No - 392 WHI P5 Acc No - 49027



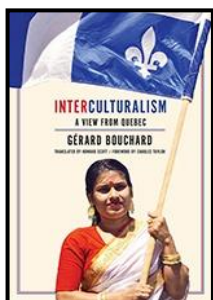
This edition offers a thorough and accessible approach to the most current perspectives in family theory. Rich in detail yet exceptionally concise, the text's analytical structure draws from such major theoretical frameworks as social exchange and choice, symbolic-interaction, family life course development, systems, conflict, feminism, and ecology to explain variation in families. Thoroughly updated, this new edition helps readers connect theory to everyday life.

- 8 **Indian asceticism: power, violence, and play / Olson, Carl. 2015. New York: Oxford University Press.**
Call No - 294 OLS P5 Acc No - 49031



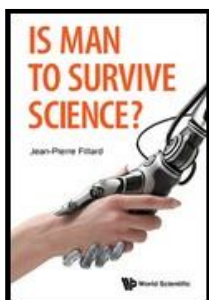
Throughout the history of Indian religions, the ascetic figure is most closely identified with power. Power is a by-product of the ascetic path, and is displayed in the ability to fly, walk on water or through dense objects, read minds, discern the former lives of others, see into the future, harm others, or simply levitate one's body. Using religio-philosophical discourses and narratives from epic, puranic, and hagiographical literature, this title focuses on the powers exhibited by ascetics of India from ancient to modern time. The discourses and narratives show ascetics performing violent acts and using language to curse and harm opponents. They also give rise to questions about how power and violence are related to the phenomenon of play. Olson discusses the erotic, the demonic, the comic, and the miraculous forms of play and their connections to power and violence. His focus is on Hinduism, from early Indian religious history to more modern times, but evidence is also presented from both Buddhism and Jainism, which provides evidence that the subject matter of this book pervades India's major indigenous religious traditions.

- 9 **Interculturalism: a view from Quebec / Bouchard, Gerard. 2015. Toronto: University of Toronto Press.**
Call No - 301.18(71) BOU P5 Acc No - 49032



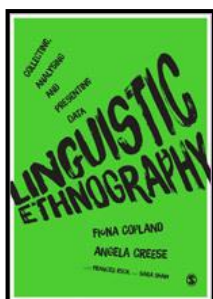
In this title, sociologist and historian Gerard Bouchard presents his vision of interculturalism as a model for the management of diversity. A pluralist approach which recognizes the existence of a cultural majority whose rights must also be acknowledged, interculturalism constitutes an important alternative to multiculturalism both in Canada and internationally. Written by one of Quebec's leading public intellectuals and the co-chair of the Bouchard-Taylor Commission on reasonable accommodation, Interculturalism is the first clear and comprehensive statement in English of an approach being discussed around the world. A translation of Bouchard's award-winning French-language work, *L'Interculturalisme: Un point de vue Québécois*, this book features a new foreword by philosopher Charles Taylor and an afterword by the author written specifically for the English-language edition.

- 10 **Is man to survive science? / Fillard, Jean-Pierre. 2015. New Jersey: World Scientific.**
Call No - 500 FIL P5 Acc No - 48999



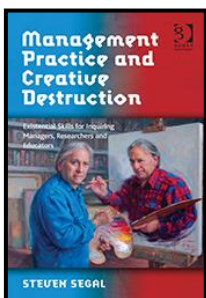
In the early 21st century, the advances of science, followed by technology, have been very impressive and opened up hither to unthought-of prospects in every domain. Scientific "Previsionists" believe it will lay the foundation for deep changes in the human being. This is in no way a matter of science fiction but rather rational and foreseeable extrapolations of many recent results in various scientific fields. Will Man become a mutating GMO, a humanoid robot, a hybrid of both? Will his life be extended much longer or even indefinitely? Will he reproduce in vitro in the near future? These are questions we should begin to ask now, for our children will likely experience these changes, but our grandchildren will live in a quite different world.

- 11 **Linguistic ethnography: collecting, analysing and presenting data / Copland, Fiona and Creese, Angela. 2015. Los Angeles: Sage.**
Call No - 410 COP P5 Acc No - 49034



This title provides a philosophical overview of the field alongside practical support for designing and developing your own ethnographic research. It demonstrates how to build and develop arguments and engages with practical issues such as ethics, transcription and impact. There are chapter-long case studies based on real research that will explain key themes and help you create and analyse your own linguistic data. Drawing on the authors' experience they outline the practical, epistemological and theoretical decisions that researchers must take when planning and carrying out their studies.

- 12 **Management practice and creative destruction: existential skills for inquiring managers, researchers and educators / Segal, Steven. 2015. Farnham: Gower.**
Call No - 658 SEG P5 Acc No - 49035

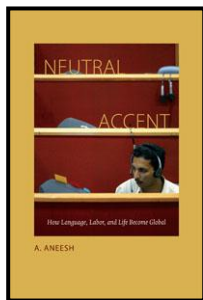


This title demonstrates that creating in a world of existential uncertainty requires a new understanding of the relationship between management inquiry and the lived experience of organizing. Using existential philosophy he demonstrates how moods of concern serve as a framework to integrate management theory and practice, thereby providing a framework for managers, management educators, and consultants to share a common framework. In a globalized free market characterized by unexpected disruptions management inquiry is not a science conducted from an objective distance. The book advocates an existentially reflexive and participant observer perspective to management inquiry. By participating in managing, a felt sense of being a manager develops. Through existential observation new ways of organizing are made possible. It is inquiry from within rather than from an objective distance. Such inquiry opens new doors and opportunities. Existential hermeneutic phenomenology and the free market phenomenon of creative destruction are linked to each other. The former provides a framework to work through the breakdown in conventions of organizing that occur in creative destruction.

- 13 **Neutral accent: how language, labor, and life become global / Aneesh, A. 2015. Durham: Duke University Press.**

Call No - 381.1 ANE P5

Acc No - 49002



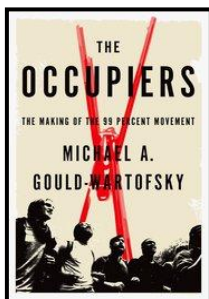
In this title, A. Aneesh employs India's call centers as useful sites for studying global change. The horizon of global economic shift, the consequences of global integration, and the ways in which call center work "neutralizes" racial, ethnic, and national identities become visible from the confines of their cubicles. In his interviews with call service workers and in his own work in a call center in the high tech metropolis of Gurgoan, India, Aneesh observed the difficulties these workers face in bridging cultures, laws, and economies: having to speak in an accent that does not betray their ethnicity, location, or social background; learning foreign social norms; and working graveyard shifts to accommodate international customers. Call center work is cast as independent of place, space, and time, and its neutrality - which Aneesh defines as indifference to difference - has become normal business practice in a

global economy. The work of call center employees in the globally integrated marketplace comes at a cost, however, as they become disconnected from the local interactions and personal relationships that make their lives anything but neutral.

14 Occupiers: the making of the 99 percent movement / Gould-Wartofsky, Michael A. 2015. Oxford: Oxford University Press.

Call No - 301.15 GOU P5

Acc No - 49036



In this title, Michael Gould-Wartofsky - one of the first social scientists on the ground in Zuccotti Park - offers a front-seat view of the action in the streets of New York City and beyond. Painting a vivid picture of everyday life in the square through the use of material gathered in the course of a year of participant observation, Gould-Wartofsky traces the occupation of Zuccotti Park - and some of its counterparts across the United States and around the world - from inception to eviction. He takes up the challenges the occupiers faced, the paradoxes of direct democracy, and the dynamics of direct action and police action and explores the ways in which occupied squares became focal points for an emerging opposition to the politics of austerity, restricted democracy, and the power of corporate America. Much of the discourse on the Occupy phenomenon has treated it as if it lived and died in Zuccotti Park, but Gould-Wartofsky follows the evicted occupiers into

exile and charts the evolving strategies of the movement as it seeks to resist, regroup, and reoccupy. Removed from public spaces and news headlines, Occupy has spread out from the financial centers and across an America still struggling to recover in the aftermath of the crisis. Even if the movement fails to achieve radical reform, Gould-Wartofsky maintains, it may well accelerate the pace of change in the United States in the years to come.

15 Organizing enlightenment: information overload and the invention of the modern research university / Wellmon, Chad. 2015. Baltimore: Johns Hopkins University Press.

Call No - 378(430) WEL P5

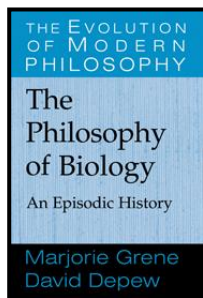
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Since its inception, the research university has been the central institution of knowledge in the West. Today its intellectual authority is being challenged on many fronts, above all by radical technological change. Organizing Enlightenment tells the story of how the university emerged in the early nineteenth century at a similarly fraught moment of cultural anxiety about revolutionary technologies and their disruptive effects on established institutions of knowledge. Drawing on the histories of science, the university, and print, as well as media theory and philosophy, Chad Wellmon explains how the research university and the ethic of disciplinarity it created emerged as the final and most lasting technology of the Enlightenment. Organizing Enlightenment reveals higher education's story as one not

only of the production of knowledge but also of the formation of a particular type of person: the disciplinary self. In order to survive, the university would have to institutionalize a new order of knowledge, one that was self-organizing, internally coherent, and embodied in the very character of the modern, critical scholar.

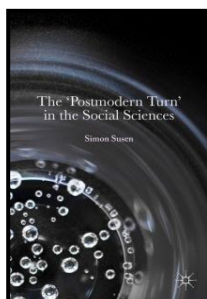
- 16 Philosophy of biology: an episodic history / Grene, Marjorie. 2004. Cambridge: Cambridge University Press.
Call No - 1:574 GRE O4 Acc No - 49060**



Is life different from the non-living? If so, how? And how, in that case, does biology as the study of living things differ from other sciences? These questions are traced through an exploration of episodes in the history of biology and philosophy. The book begins with Aristotle, then moves on to Descartes, comparing his position with that of Harvey. In the eighteenth century the authors consider Buffon and Kant. In the nineteenth century the authors examine the Cuvier-Geoffroy debate, pre-Darwinian geology and natural theology, Darwin and the transition from Darwin to the revival of Mendelism. Two chapters deal with the evolutionary synthesis and such questions as the species problem, the reducibility or otherwise of biology to physics and chemistry, and the problem of biological explanation in terms of function and teleology. The final chapters reflect on the implications of the

philosophy of biology for philosophy of science in general.

- 17 'Postmodern turn' in the social sciences / Susen, Simon. 2015. London: Palgrave Macmillan.
Call No - 300 SUS P5 Acc No - 49040**



The main purpose of this book is to examine the impact of the 'postmodern turn' on the contemporary social sciences. Here, the 'postmodern turn' is conceived of as a paradigmatic shift from the Enlightenment belief in the relative determinacy of both the natural world and the social world to the – increasingly widespread – post-Enlightenment belief in the radical indeterminacy of all material and symbolic forms of existence. As illustrated in this enquiry, the far-reaching importance of this paradigmatic transformation is reflected in five influential presuppositional 'turns', which have arguably been taking place in the social sciences over the past few decades and which are inextricably linked to the rise of postmodern thought: (i) the 'relativist turn' in epistemology; (ii) the 'interpretive turn' in social research methodology; (iii) the 'cultural turn' in sociology; (iv) the 'contingent turn' in historiography; and (v) the 'autonomous turn' in politics. On the basis of this five-

dimensional approach, the study provides a systematic, comprehensive, and critical account of the legacy of the 'postmodern turn', notably in terms of its continuing relevance in the twenty-first century.

- 18 Transforming Indian higher education / Chaturvedi, H. 2015. New Delhi: Bloomsbury, 2015.
Call No - 378(540) TRA P5 Acc No - G15042**

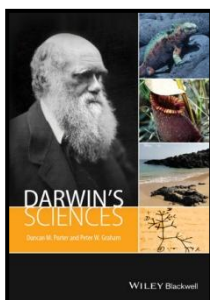
This title is a collection of writings on Indian higher education by some of the leading educationists, policy makers, academic leaders and edu-entrepreneurs in the country. The contributors to this volume have not only critically examined the evolution of the Indian higher education, but also endeavour to provide a future perspective for coming decades. It presents an insight into the growth, transition and other emerging issues and concerns that Indian Universities and institutions of higher learning have experienced during the last few decades. These articles provide an invaluable insight into the various issues that have profoundly shaped India's higher education system. The book covers a wide spectrum of current challenges before the Indian higher education system viz. university rankings, faculty quality and development, application of technology, research eco-system, doctoral education, the role of private sector and envisioning the future of Indian higher education.

RECREATIONAL & GENERAL READINGS

- 1 **Darwin's sciences: how Charles Darwin voyaged from rocks to worms in his search for facts to explain how the earth, its geological features, and its inhabitants evolved / Porter, Duncan M. and Graham, Peter W. 2016. Chichester: Wiley Blackwell.**

Call No - 92(DAR) POR P6

Acc No - 49021

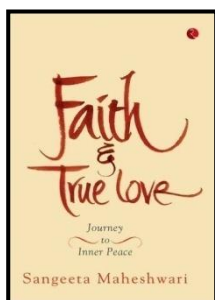


It is a complete scientific biography of Darwin that takes into account the latest research findings, both published and unpublished, on the life of this remarkable man. It emphasizes Darwin's research in various fields of endeavor, what he did, why he did it, and its implications for his time and ours. Rather than following a strictly chronological approach - a narrative choice that characteristically offers an ascent to *On the Origin of Species* (1859) with a rapid decline in interest following its publication and reception - this book stresses the diversity and full extent of Darwin's career by providing a series of chapters centering on various intellectual topics and scientific specializations that interested Darwin throughout his life.

- 2 **Faith and true love: journey to inner peace / Maheshwari, Sangeeta. 2015. New Delhi: Rupa.**

Call No - MAH/FAI P5

Acc No - G15038

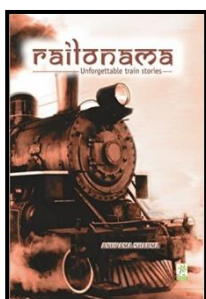


Distraught over her child's illness, Savitri Sharma found answers in Shyam Baba. Shyam Baba, the deity known for his grace and generosity, channeled through her to alleviate the suffering of his devotees and she committed herself to help all who knocked on her door. Today, she is fondly remembered as 'Maa' by her devotees. She started the Shri Shyam Darbar and a dharamshaala and passed on the legacy to her grandson, Sunny Sharma, before passing away. Sangeeta Maheshwari met Maa when she was five years old and became an ardent devotee. As a tribute to Maa, her spiritual mother, she narrates the story of her own life and Maa's life and how Maa guided her through the loss of her children to setting up a foundation to help underprivileged children. She hopes that the wisdom Maa shared with her will help those who need to take a pause from 'running on the treadmill', enabling them to introspect on how to balance the two worlds - the inner and the outer world - and integrate both to lead a harmonious life.

- 3 **Railonama: unforgettable train stories / Sharma, Anupama. 2014. New Delhi: Good Times Books.**

Call No - SHA/RAI P4

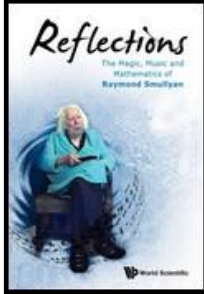
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This title is an anthology of short stories and poems about unforgettable experiences people had while traveling by the Indian Railways. In the book one will find stories that are heartwarming, enriching, funny and even shocking. The anthology includes content

authored by Indians, as well as foreigners from world over, who have traveled in India by trains.

4 **Reflections: the magic, music and mathematics of Raymond Smullyan /**
Smullyan, Raymond. 2015. Singapore: World Scientific.
Call No - SMU/REF P5 **Acc No - 49045**



This is an exciting if not rambling account of events of Raymond Smullyan's four lives - as a mathematical logician, musician, magician, and author - together with thoughts that come to his mind as he recalls them. This book includes topics from some of Smullyan's twenty-six books, as well as many of his favorite anecdotes and jokes. It also presents some generalizations of theorems of the great logicians Gödel and Tarski, and discusses logic in general, and how he won his wife with a logic trick! Smullyan also relates some of his teaching experiences, and expresses his views on mathematical education, and how our present textbooks are primarily responsible for its decline! About his life as a pianist, Smullyan relates a good deal about his experiences with the Piano Society - a wonderful organization to which he is a staunch contributor, and how he has had such delightful relations with many of its members. Last but not least, Smullyan recounts how he has

known some lovely ladies over the years.