

NEW ARRIVAL OF BOOKS

(December 2016)



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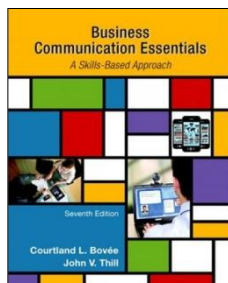
MDI
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Management
Development
Institute

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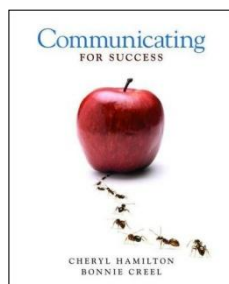
BUSINESS COMMUNICATION

1. **Business communication essentials. - 7th / Bovee, Courtland L. 2016. Boston: Pearson**
Call No - 65.012.46 BOV P6 Acc No - 49938



This book equips students with fundamental skills for a career in the modern, mobile workplace. With comprehensive coverage of writing, listening, and presentation strategies in a contemporary context, this text balances basic business English, communication approaches, and the latest technology in one accessible volume. Over the last two decades, business communication has been in constant flux, with email, web content, social media, and now mobile changing the rules of the game. In this edition, the authors provide abundant exercises, tools, and online resources to prepare students for the new reality of mobile communications and other emerging trends, ensuring a bright start in the business world.

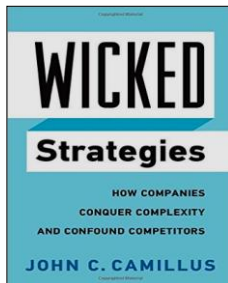
2. **Communicating for success. / Hamilton, Cheryl M. 2011. London: Routledge**
Call No - 65.012.46 HAM P1 Acc No - 49910



This book covers all the expected topics in an introductory course (foundations of communication, interpersonal communication, small group communication, and public speaking - plus a special appendix on interviewing). A concentrated focus on careers in communication, highlighted in a two-page spread near the end of each chapter, brings home the relevance of communication outside the classroom and helps students learn more about how studying communication can help them throughout their lives. Additional emphasis on topics such as ethics, culture, gender, and technology is found throughout the text.

BUSINESS POLICY AND STRATEGIC MANAGEMENT

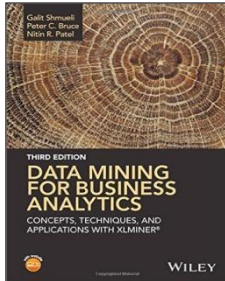
1. **Wicked strategies: how to conquer complexity and confound competitors. / Camillus, John C. 2016. Toronto: Rotman-UTP Publishing**
Call No - 65.011.1 CAM P6 Acc No - 49971



This book offers a framework for identifying, responding to and profiting from wicked problems. The author, drawing on detailed, real-life examples from companies across the globe, has skillfully woven together the analytical techniques, processes and organizational designs that will enable managers to navigate a disruptive marketplace. His feed-forward framework for fashioning wicked strategies empowers firms to presciently transform their business models before they are made obsolete by the competition. This book is a practical and evocative guide that demonstrates how business leaders can profitably capitalize on unknowable futures

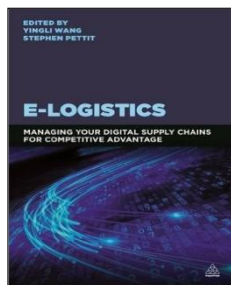
DECISION SCIENCES & OPERATIONS MANAGEMENT

1. **Data mining for business analytics / Shmueli, Galit. 2017. New Jersey: Wiley.**
Call No - 65.011.56WAG SHM P7 Acc No - 49808



The book uses engaging, real-world examples to build a theoretical and practical understanding of key data mining methods, especially predictive models for classification and prediction. Topics include data visualization, dimension reduction techniques, clustering, linear and logistic regression, classification and regression trees, discriminant analysis, naive Bayes, neural networks, uplift modeling, ensemble models, and time series forecasting.

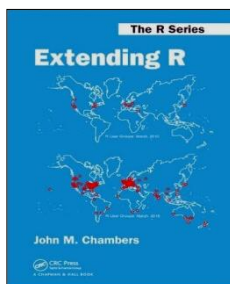
2. **E-Logistics: managing your digital supply chains for competitive advantage / Wang, Yingli. 2016. London: Kogan Page.**
Call No - 658.788 ELO P6 Acc No - 49810



This contributed book focuses on the strategic role of e-logistics in today's dynamic global environment. In E-Logistics international experts from both academia and industry examine how competitiveness and productivity in transport, logistics and supply chain management can be improved using e-logistics systems and technologies. A variety of successful e-logistics business approaches are discussed covering a range of commercial sectors and transport modes. Separate chapters consider e-logistics developments for air freight; rail freight; road freight; sea transport and port systems. Subsequent chapters address in depth support systems for B2C and B2B e-commerce and e-

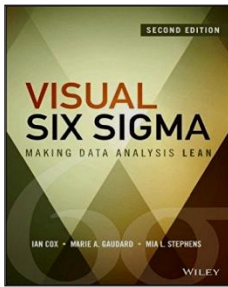
fulfilment, warehouse management, RFID, electronic marketplaces, global supply network visibility, and service chain automation. Industry case studies are used to support the discussion. The book also investigates emerging technologies in e-logistics and considers what the future might hold in this rapidly changing and developing field.

3. **Extending R / Chambers, John M. 2016. Boca Raton: CRC Press**
Call No - 519.2 CHA P6 Acc No - 49767



This book covers key concepts and techniques in R to support analysis and research projects. It presents the core ideas of R, provides programming guidance for projects of all scales, and introduces new, valuable techniques that extend R. The book first describes the fundamental characteristics and background of R, giving readers a foundation for the remainder of the text. It next discusses topics relevant to programming with R, including the apparatus that supports extensions. The book then extends R's data structures through object-oriented programming, which is the key technique for coping with complexity. The book also incorporates a new structure for interfaces applicable to a variety of languages.

4. **Visual six sigma: making data analysis lean. - 2nd. / Cox, Ian .2016. New Jersey: Wiley**
Call No - 658.562 COX P6 **Acc No - 49969**

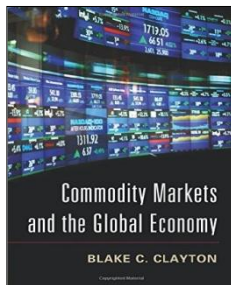


This book provides the statistical techniques that help you get more information from your data. A unique emphasis on the visual allows you to take a more active role in data-driven decision making, so you can leverage your contextual knowledge to pose relevant questions and make more sound decisions. You'll learn dynamic visualization and exploratory data analysis techniques that help you identify occurrences and sources of variation, and the strategies and processes that make Six Sigma work for your organization. The Six Sigma strategy helps you identify and remove causes of defects and errors in manufacturing and business processes; the more pragmatic Visual approach opens the strategy beyond the realms of statisticians to provide value to all

business leaders amid the growing need for more accessible quality management tools. This book is a roadmap to putting this strategy to work for your company

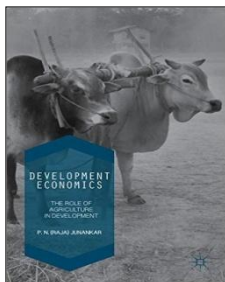
ECONOMICS

1. **Commodity markets and the global economy. / Clayton, Blake C. 2016. Cambridge: Cambridge University Press**
Call No - 332.64 CLA P6 Acc No - 49909



In an era defined by financial upheaval, few parts of the economy have witnessed the kind of volatility seen in commodities markets. In this book, Blake Clayton, a Wall Street analyst and adjunct fellow at the Council on Foreign Relations, draws on the latest thinking from academia and the private sector to deliver a clear-eyed analysis of pressing questions at the intersection of commodity markets, natural resource economics, and public policy. The result is a work that challenges the conventional wisdom about how these markets function and provides a fresh perspective on what public policy can do to improve them.

2. **Development economics: the role of agriculture in development / Junankar, P. N. (Raja). 2016 Hampshire: Palgrave Macmillan.**
Call No - 330.19 JUN P6 Acc No - 49763



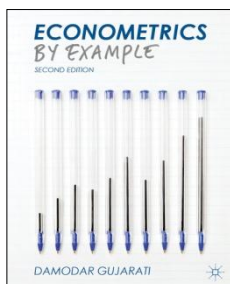
Informal labour markets are prevalent in developing countries and these provide poor conditions of work and living for a large majority of the population. The papers in this book study economic development from the perspective of social justice and economic efficiency; exploring the role of land tenure and productivity in Indian agriculture. The author discusses the efficiency of small farms versus large farms, and the role of share-cropping tenancy. The author provides a critique of neoclassical economics that assumes farmers maximize profits in competitive markets and argues that social and institutional conditions limit the conditions under which farmers operate in developing countries. Development Economics raises issues of poverty, inequality and mobility of agriculturists. The author proposes different taxation principles on agricultural producers that would lead to a more efficient and equitable system; and this collection of essays also highlights the role of microfinance in helping the empowerment of women in poor countries.

3. **Ecology, economy: quest for a socially informed connection / Padel, Felix. 2013. New Delhi: Orient Blackswan**
Call No - 330.191.6 PAD P3 Acc No - 49884



The book is an elaborate argument to establish society as central in policy-making for holistic development. It presents an overview of the paradoxes inherent in development projects, emphasising the drastic drop in the standard of living of rural communities, and the immeasurable damage to India's ecosystems and resource base. It presents cases of the adverse effects of resource utilisation - water, metals, power, land - on adivasi communities in particular. It highlights the tussle between real growth and the rule of law, the informalisation of labour under a neoliberal economy and current threats to Adivasi Economics.

4. **Econometrics by example / Gujarati, Damodar. 2015. London: Palgrave**
Call No - 330.15 GUJ P5 Acc No - 49942



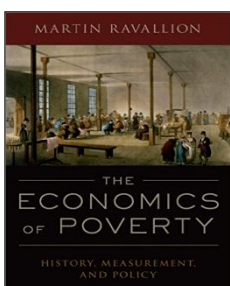
The new edition of this econometrics textbook retains an example-led, learning-by-doing approach without complex theoretical discussions or complicated mathematics, this book explains econometrics from a practical point of view by walking the student through real-life examples, step by step. Two brand new chapters on Quantile Regression Modeling and Multivariate Regression Models, new extended examples accompanied by real-life data, and new student exercises at the end of each chapter.

5. **Economic survey 2015-2016. 2016. New Delhi: Oxford University Press**
Call No - 330.191.5(540) IND P6 Acc No - 49504



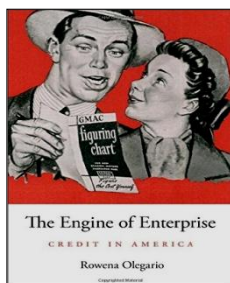
A flagship annual document of the Ministry of Finance, Government of India, the Economic Survey reviews the developments in the Indian economy over the previous twelve months, summarizes the performance on major development programmes, and highlights the policy initiatives of the government and the prospects of the economy in the short to medium term. This document is presented to both houses of Parliament during the Budget Session, tabled a day ahead of the Union Budget. The Survey analyses the trends in all the important macroeconomic parameters such as public finance, inflation, balance of payments, trade, agriculture, growth, infrastructure, fiscal consolidation as well as financial intermediation, human development, and sustainable development.

6. **Economics of poverty: history, measurement, and policy / Ravallion, Martin. 2016. Oxford: Oxford University Press**
Call No - 339.12 RAV P6 Acc No - 49764



The Economics of Poverty strives to support well-informed efforts to put in place effective policies to assure continuing success in reducing poverty in all its dimensions. It reviews past and present debates on poverty, spanning both rich and poor countries. It includes the debates on the central policy issues of economic development everywhere. Economics lives through its relevance to real-world problems, and here the problem of poverty is both the central focus and a vehicle for learning. It provides an accessible new synthesis of current economic thinking on key question: how is poverty measured; how much poverty is there; why does poverty exist, and is it inevitable; what can be done to reduce poverty; and can it even be eliminated.

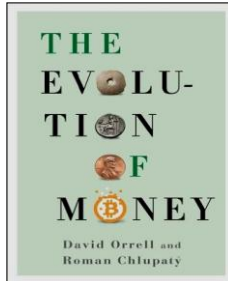
7. **Engine of enterprise: credit in America / Olegario, Rowena. 2016. Cambridge: Harvard University Press**
Call No - 332.7 OLE P6 Acc No - 49918



The book traces the story of credit from colonial times to the present, highlighting its productive role in building national prosperity. It explains how the institutions and legal frameworks of borrowing and lending evolved and how attitudes about credit both reflected and drove changes. It demonstrates the creation of bankruptcy laws, credit-reporting agencies, and insurance regimes to harness the power of credit while minimizing its destabilizing effects. It probes enduring questions: Who should have access to credit? How should

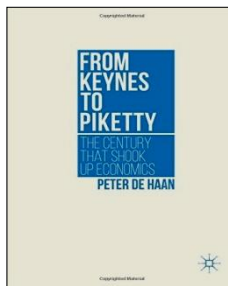
creditors assess borrowers' creditworthiness? How can people accommodate to, rather than just eliminate, the risks of a credit-dependent economy?.

8. **Evolution of money / Orrell, David. 2016. New York: Columbia University Press**
Call No - 332.4 ORR P6 Acc No - 49920



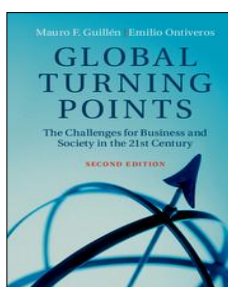
This book illuminates this fascinating reality, focusing on the tension between currency's real and abstract properties and advancing a vital theory of money rooted in this dual exchange. It begins with the debt tablets of Mesopotamia and follows with the development of coin money in ancient Greece and Rome, gold-backed currencies in medieval Europe, and monetary economics in Victorian England. The book ends in the digital era, with the cryptocurrencies and service providers that are making the most of money's virtual side and that suggest a tectonic shift in what we call money. By building this organic time line, this book helps us anticipate money's next, transformative role.

9. **From Keynes to Piketty: the century that shook up economics / de Haan, Peter. 2016. London: Palgrave Macmillan**
Call No - 330 DEH P6 Acc No - 49703



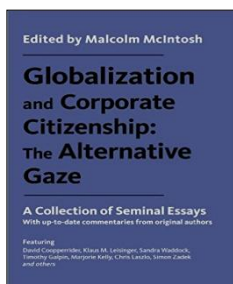
This book provides the reader with an accessible and entertaining insight into the development of economic thought over the past century. Starting with John Maynard Keynes's bestseller, *The Economic Consequences of Peace* (1919), and ending with Thomas Piketty's blockbuster, *Capital in the Twenty First Century* (2014), the author explains which dramatic political and economic events changed the way economists interpreted these events, and how they revolutionized the economic science. The book contains biographies of Keynes, Schumpeter, Galbraith, Hayek, Friedman, Hirschman, North, and Piketty, alongside others, and highlights their extraordinary lives and works, anecdotes about them, and their often sharp differences of opinion. Extensive summaries of their main works provide the interested scholar and student with an accurate presentation of their contents. A must-read for all those who wonder what happened to economics during the past century, and why.

10. **Global turning points: the challenges for business and society in the 21st century. - 2nd ed. / Guillen, Mauro F. 2017. Cambridge: Cambridge University Press**
Call No - 330.191.6 GUI P6 Acc No - 49821



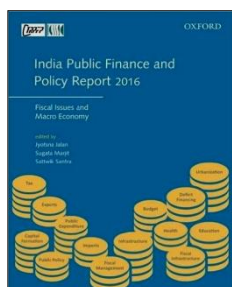
This book offers an accessible yet sophisticated analysis of the game-changing events and trends that are transforming the world beyond recognition. It includes the chapters on the rise of the global middle class, the transformative power of technology, institutions and the entrepreneurial spirit, and the trials and tribulations of the financial system, this book provides a thorough introduction to the challenges facing business and society in the twenty-first century. It explains the multidisciplinary approach covers economic and business topics as well as key political, demographic, social, environmental and geopolitical issues. It provides a framework for thinking about what is likely to come in the future and discusses how to adapt to changing global situations.

11. **Globalization and corporate citizenship: the alternative gaze : a collection of seminal essays / McIntosh, Malcolm. 2016. Sheffield: Greenleaf Publishing**
Call No - 65:3 GLO P6 Acc No - 49705



The theory and practice of corporate citizenship and CSR have many alternative perspectives to the business-as-usual gaze. The essays in this book encapsulate the essence of these alternative ideas and embrace the idea that progressive ways and means of this century do not lie in mainstream capitalist thinking. These pieces ask critical questions about the way we see the relationship between capitalism, business models and society – a subject not often discussed in non-academic literature. This title is a collection of seminal and thought-provoking essays accompanied by new analysis and reflection from the original authors. The text is meant for anyone interested in the radically awakening new global political economy.

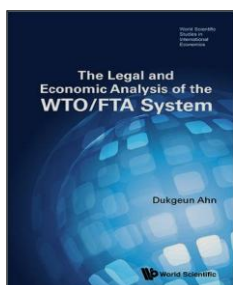
12. **India public finance and policy report 2016: fiscal issues and macro economy /Jalan, Jyotsna. 2016. New Delhi: Oxford University Press**
Call No - 336(540) IND P6 Acc No - 49889



India Public Finance and Policy Report 2016 debates contemporaneous issues in public finance and public policy from a national and a global perspective. This inaugural volume on 'Fiscal Issues and Macro Economy' presents a comprehensive survey of India's fiscal policy, offering new insights on the state of public finance in the country from a contemporary, historical, and futuristic perspective. It includes dynamic interlink between different macroeconomic variables and connections between the demographic patterns

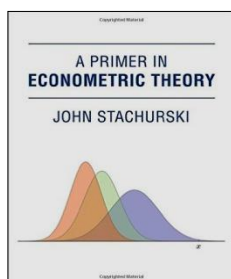
and economic growth.

13. **Legal and economic analysis of the WTO/FTA system. / Ahn, Dukgeun. 2016. Singapore: World Scientific Publishing**
Call No - 337 AHN P6 Acc No - 49773



The Legal and Economic Analysis of the WTO/FTA System presents a collation of interdisciplinary studies covering a wide range of issues from WTO dispute settlement issues to trade remedy systems and FTA negotiations. The author applies legal as well as economic rationales and methods to analyze core issues in the world trading system and in doing so, sheds an interesting light on various trade issues. The interdisciplinary analysis on WTO and FTA issues provides a unique opportunity to reconsider many conventional trade topics. It shows that third country dumping rarely used in the GATT/WTO system may have a new role with economic incentives in the context of FTAs.

14. **Primer in econometric theory. / Stachurski, John. 2016. Cambridge: MIT Press**
Call No - 330.115 STA P6 Acc No - 49959



This book offers a cogent and concise treatment of econometric theory and methods along with the underlying ideas from statistics, probability theory, and linear algebra. It emphasizes foundations and general principles, but also features many solved exercises, worked examples, and code listings. After mastering the material presented, readers will be ready to take on more advanced work in different areas of quantitative economics and to understand

papers from the econometrics literature. One distinctive aspect of the text is its integration of traditional topics from statistics and econometrics with modern ideas from data science and machine learning; readers will encounter ideas that are driving the current development of statistics and increasingly filtering into econometric methodology. The text treats programming not only as a way to work with data but also as a technique for building intuition via simulation.

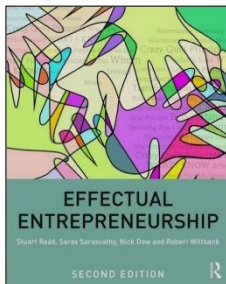
ENTREPRENEURSHIP & INNOVATION

1. **Creating technology-driven entrepreneurship: foundations, processes and environment / Passiante, Giuseppina. 2016. London: Palgrave Macmillan**
Call No - 338.93 CRE P6 Acc No - 49901



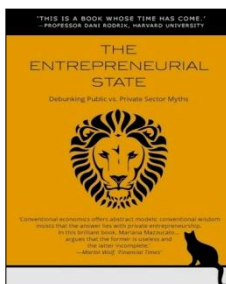
This book proposes a comprehensive analysis of the existing schools of thought on technology-driven entrepreneurship to point out the process-based nature of this phenomenon. It explores whether entrepreneurship can be learned and examines the main processes that help influence entrepreneurial mind-sets. In the current economic landscape, technology-driven entrepreneurship is the driving force behind national economies and entrepreneurial societies. It is the engine of innovation, job creation, productivity and economic growth, bringing benefits both at the level of the individual and of the society and promoting sustainable smart growth and development. It provides a comprehensive view of "how" entrepreneurs and future entrepreneurs learn and develop their business ventures in a wider environment. It discusses issues concerning setting up the suitable entrepreneurial environments, processes, values and policies to encourage and foster individual entrepreneurial aptitudes. It also explores practices for developing technology-driven entrepreneurship in a European context as well as in emerging regions.

2. **Effectual entrepreneurship. - 2nd ed. / Read, Stuart. 2017. London: Routledge**
Call No - 338.93 REA P7 Acc No - 49903



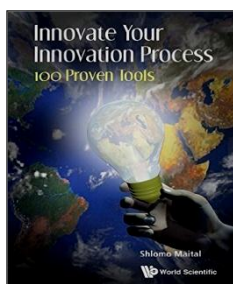
Entrepreneurship is the most powerful tool for economic and social value creation and this book is destined to be recognized as the secret weapon for all entrepreneurship educators. It discovers that there is a science to entrepreneurship - a common logic have observed in expert entrepreneurs across industries, geographies and time. It covers specific principles derived from the methods of expert entrepreneurs. It includes new applications to social entrepreneurship, technology and to large enterprises, and plentiful connections to current and foundational research in the field. This edition includes brand new chapter on 'The Ask' - strategies for initiating the process of co-creating with partners.

3. **Entrepreneurial state: debunking public vs. private sector myths / Mazzucato, Mariana. 2015. New York: PublicAffairs**
Call No - 338.93 MAZ P5 Acc No - 49975



In this book, the author debunks the pervasive myth that the state is a laggard, bureaucratic apparatus at odds with a dynamic private sector. She reveals in detailed case studies, including a riveting chapter on the iPhone, that the opposite is true: the state is, and has been, our boldest and most valuable innovator. Denying this history is leading us down the wrong path. A select few get credit for what is an intensely collective effort, and the US government has started disinvesting from innovation. The repercussions could stunt economic growth and increase inequality. The author teaches us how to reverse this trend before it is too late.

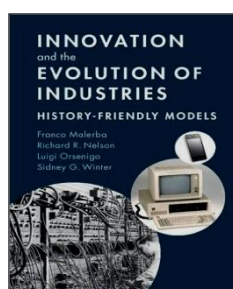
4. **Innovate your innovation process: 100 proven tools./ Maital, Shlomo. 2016. Singapore: World Scientific**
Call No - 6.001.5 MAI P6 Acc No - 49950



Through a series of short stories and brief case studies about great innovators, this book will help managers and entrepreneurs rethink their innovation processes, using the tools outlined in the book. The eight chapters include narratives on: From Ideas to Action; Breaking the Rules; Learning Creativity from our Kids; Innovation as a Team Sport; and Innovating for Those with Less. The basic idea of is that the best way to become a world-class innovator is to learn from other world-class innovators and to study what they did and how

they did it.

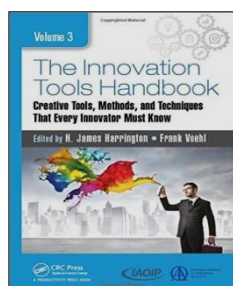
5. **Innovation and the evolution of industries: history-friendly models. / Malerba, Franco . 2016. Cambridge: Cambridge University Press**
Call No - 6.001.5 MAL P6 Acc No - 49951



The book shows a new approach to the analysis of technological process, emphasising the tailoring of formal modelling to historical context. In this book, four leading figures in the field of Schumpeterian and evolutionary economic theory draw on decades of research to offer a new, history-friendly perspective on the process of creative destruction. This history-friendly methodology models the complex dynamics of innovation, competition and industrial evolution in a way that combines analytical rigour with an acknowledgement of the chaotic nature of history. The book presents a comprehensive analysis of the determinants and patterns of industrial evolution, and investigates its complex dynamics within three key industries:

computers, semiconductors, and pharmaceuticals.

6. **Innovation tools handbook / Harrington, H. James. 2016. Boca Raton: CRC Press**
Call No - 6.001.5 INN P6 Acc No - 49976



This book focuses on the creative tools and techniques, decisions, activities, and practices that move ideas to realization generate business value. It has a leaning on learning and mastering the improvement tools for managing the investment in creating new opportunities for generating customer value. It includes the discipline of managing the creative tools, methods and processes involved in innovation. It can be used to develop both product and organizational innovation. This Handbook includes a set of tools that allow managers and engineers to cooperate with a common understanding of goals and processes.

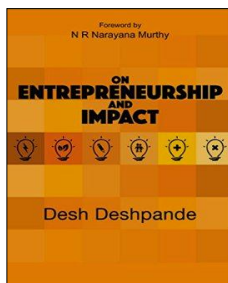
7. **Making innovation last: sustainable strategies for long term growth. / Gatignon, Hubert. 2016. Hampshire: Palgrave Macmillan**
Call No - 6.001.5 GAT P6 Acc No - 49715



This book considers the long term success of a firm. Authored by top international scholars who present pioneering new work on what it takes to

create long term growth, the book examines the internal conditions that are likely to encourage sustainable innovation, as well as what a culture of innovation should look like. This book is focused on sustainable innovation at the firm level and not on one time innovation. This leads to discussion of a range of topics associated with firms innovativeness.

8. **On entrepreneurship and impact / Deshpande, Desh 2016.- New Delhi: Prolibris Publishing**
Call No - 338.93 DES P6 Acc No - 49893



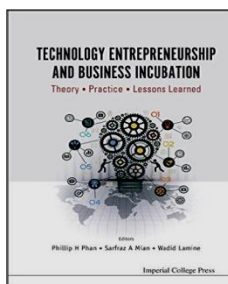
The book is a refreshing take on the theme of entrepreneurship and impact. The article highlights a value, principle, mindset or an approach at the foundational level. It will help to encourage an entrepreneurial mindset at the grassroots level for better accelerate change and create positive local impact that eventually lift communities. It is a clear path to entrepreneurship helps strengthen local ecosystems by providing a hand up to people to fulfill their dreams instead of a handout to continue a basic subsistence.

9. **Open innovation: a multifaceted perspective/Mention, Anne-Laure / Torkkeli, Marko. 2016. Singapore: World Scientific Publishing**
Call No - 6.001.5 OPE P6 Acc No - 49838



This book unveils research on open innovation from multidisciplinary perspectives and with practical insights from leaders and policy-makers. It addresses the links between open innovation and various disciplines (such as strategy, economics), methods (such as design thinking and futures), concepts (sustainable and symbiotic innovation) and policy instruments (living labs). It focuses essentially on open service innovation and on innovation in financial services industries. It explores co-creation processes, customer involvement, crowdsourcing, communities of practices, using different research methods and combining views from academics and practitioners.

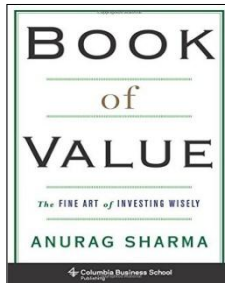
10. **Technology entrepreneurship and business incubation: theory, practice, lessons learned / Phan, Phillip H. 2016. London: Imperial College Press**
Call No - 338.93 TEC P6 Acc No - 49964



This book analyzes business incubators worldwide through a series of empirical and theoretical papers. The authors examine the extent to which business incubators are influential in situations such as nurturing young technology firms, increasing success of new firms, and in developing an ecosystem around these successes. Also examined is the relationship between business incubators and their resource providers, including venture capitalist firms and government agencies. This book provides both a theoretical framework to conceptualise ideas and a practical guide to influence best practices and innovation in business incubators.

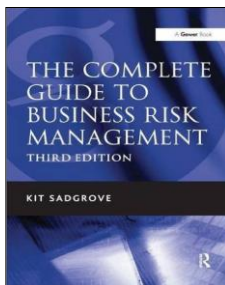
FINANCE & ACCOUNTING

1. **Book of value: the fine art of investing wisely / Sharma, Anurag. 2016. New York: Columbia University Press.**
Call No - 332.67 SHA P6 Acc No - 49905



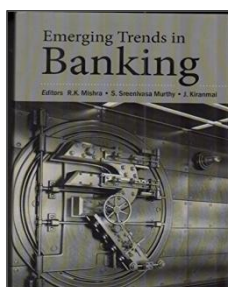
Financial markets are noisy and full of half-baked opinions, innuendo, and misinformation. The Book shows how to apply tools of business analysis to sort through the deceptions and self-deceptions in financial markets. It includes practical know-how to launch an integrated approach to building high-performance stock portfolios. It teaches novices that investing is not a game of luck but a skill - and it teaches the emotional and analytical tools necessary to play it well. Intermediate investors learn how to effectively control emotions when investing and think strategically about their investment program.

2. **Complete guide to business risk management. - 3rd ed. / Sadgrove, Kit. 2015. Farnham: Gower.**
Call No - 658.15 SAD P5 Acc No - 49104



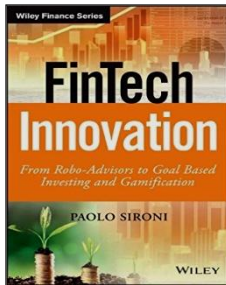
In this comprehensive volume the author shows how you can identify - and control - the relevant threats and ensure that your company will survive. He begins by asking 'What is risk?', 'How do we assess it?' and 'How can it be managed?' He goes on to examine in detail the key danger areas including finance, product quality, health and safety, security and the environment. With case studies, self-assessment exercises and checklists, each chapter looks systematically at what is involved and enables you to draw up action plans that could, for example, provide a defence in law or reduce your insurance premium. The new edition reflects the changes in the global environment, the new risks that have emerged and the effect of macroeconomic factors on business profitability and success. The author has also included a set of case studies to illustrate his ideas in practice.

3. **Emerging trends in banking / Mishra, R. K. 2016. New Delhi: Academic Foundation**
Call No - 332.1 EME P6 Acc No - 49943



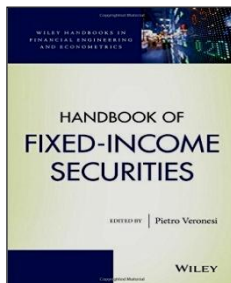
Banking sector plays a dominant role in building the economy of a nation. It is necessary for growth, generation of wealth, creation of jobs, eradication of poverty and increasing the gross domestic product. This book covers a wide spectrum of emerging trends in the banking. The contents of the book have been divided into three parts which deals with economic reforms and trends in financial intermediation; technology, innovation and CRM issues in banking; performance evaluation, rural credit, financial inclusion and other issues.

4. **FinTech innovation: from robo-advisors to goal based investing and gamification / Sironi, Paolo. 2016. Chichester: Wiley**
Call No - 332.67 SIR P6 Acc No - 49921



This book examines the rise of financial technology and its growing impact on the global banking industry. Wealth managers are standing at the epicenter of a tectonic shift, as the balance of power between offering and demand undergoes a dramatic upheaval. Regulators are pushing toward a 'constrained offering' norm while private clients and independent advisors demand a more proactive role; practitioners need examine this banking evolution in detail to understand the mechanisms at work. This book presents analysis of the current shift and offers clear insight into what happens when established economic interests collide with social transformation. Business models are changing in profound ways, and the impact reaches further than many expect; the democratization of banking is revolutionizing the wealth management industry toward more efficient and client-centric advisory processes, and keeping pace with these changes has become a survival skill for financial advisors around the world. Financial Innovation shows you where the bar is being re-set and gives you the insight you need to keep up.

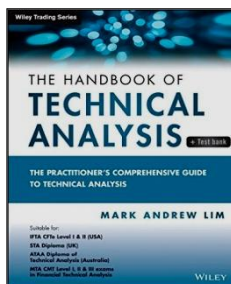
5. **Handbook of fixed-income securities / Veronesi, Pietro. 2016. New Jersey: Wiley.**
Call No - 332.63 HAN P6 Acc No - 49549



The book presents crucial topics of fixed income in an accessible and logical format. Emphasizing empirical research and real-life applications, the book explores a wide range of topics from the risk and return of fixed-income investments, to the impact of monetary policy on interest rates, to the post-crisis new regulatory landscape. A complete reference for practitioners in the fields of finance, business, applied statistics, econometrics, and engineering. The book presents crucial topics of fixed income in an accessible and logical format. Emphasizing empirical research and real-life applications, the book explores a wide range of topics from the risk and return of fixed-income investments, to the impact of monetary policy on interest rates, to the post-

crisis new regulatory landscape

6. **Handbook of technical analysis: the practitioner's comprehensive guide to technical analysis / Lim, Mark. 2016. Andrew - Singapore: Wiley**
Call No - 332.67 LIM P6 Acc No - 49707



This book is the first financial technical analysis examination preparatory book in the market. It is appropriate for students taking IFTA CFTE Level I and II (US), STA Diploma (UK), Dip TA (Aus), and MTA CMT Level I, II, and III exams in financial technical analysis, as well as for students in undergraduate, graduate, or MBA courses. The book is also an excellent resource for serious traders and technical analysts, and includes a chapter dedicated to advanced money management techniques. This handbook is an essential resource for students, instructors, and practitioners in the field. Alongside the handbook, the author will also publish two full exam preparatory workbooks and a bonus online Q&A Test bank built around the most popular professional examinations

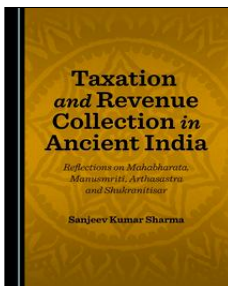
in financial technical analysis.

7. **Responsible finance Indian report 2016: client first: tracking social performance practices / Misra, Alok. 2017. New Delhi: Sage**
Call No - 332(540) MIS P7 Acc No - G15076



Responsible Finance India Report is the sixth annual report that provides an account of developments in responsible finance and social performance in microfinance and financial inclusion in India. The report captures the essence of policy, strategy and practice elements of social/responsible performance of the sector catering to the poor and the excluded. The report analyses the current state of policy and performance of different channels on the globally accepted standards of responsible finance. It assesses the existing practices and products and also documents the new initiatives to present a holistic analysis of the current state of the sector. The report also highlights the role of policy including lenders and investors in shaping the agenda of responsible inclusive finance and the need for their proactive role in institutionalizing responsible finance practices.

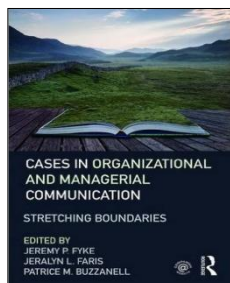
8. **Taxation and revenue collection in Ancient India: reflections on Mahabharata, Manusmriti, Arthashastra and Shukranitisar. / Sharma, Sanjeev Kumar. 2016. Newcastle: Cambridge Scholars Publishing**
Call No - 336.2(540) SHA P6 Acc No - 49962



The book is to study taxation and revenue collection through a detailed analysis of public finance and financial administration in four major Indian texts, namely Mahabharata, Manusmriti, Shukranitisar and Arthashastra, as philosophers trained in the Indian classic tradition and scholars working on ancient Indian wisdom mostly prefer a more abstract approach. India has a long tradition of at least two millennia of active philosophizing in the fields of logic, ethics, epistemology and metaphysics, though many in the West feel hesitant in according it the title "philosophy" in their sense of the word. It re-visits and re-interprets the contexts of these texts with logic and objectivity to bring the pearls of knowledge found within into the present day, showing that Sanskrit is still the lingua franca of intellectual dialogue in India.

HR & OB

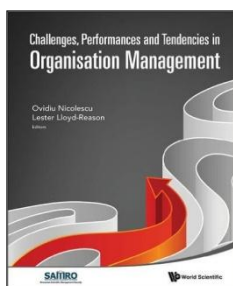
1. **Cases in organizational and managerial communication: stretching boundaries / Fyke, Jeremy P. 2017 New York: Routledge**
Call No - 65.012.46 CAS P7 Acc No - 49908



This book can benefit instructors and students in at least four ways. First, it provides instructors with an application-based teaching tool to help spark discussion. Second, students often find case studies interesting and applicable to their current and future work lives, especially undergraduates who anticipate graduating within the next year or two and entering full-time membership in the labor force. Third, students and instructors note that cases help students grasp course materials that may be otherwise challenging. In their case study learning, students sometimes derive insights, lessons, and strategies that broaden the theoretical and practical implications for which instructors plan. Finally, for graduate students, the book encourages reflection on important

topics for future research and provides a resource for making their lessons come alive in classrooms and in other settings.

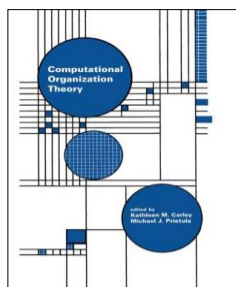
2. **Challenges, performances and tendencies in organisation management / Nicolescu, Ovidiu. 2016 Singapore: World Scientific Publishing**
Call No - 658 CHA P6 Acc No - 49758



This book seeks to deal with the myriad of issues facing management today. It presents the scientific research of the most renowned management specialists from universities, companies, consultancy firms and research organisations from Romania and other parts of the world, who participated in the First International Management Conference organised by the Romanian Scientific Management Society (RSMS) in June 2014. The book covers a variety of management fields, namely international management and cultural diversity; sustainable development and business sustainability; university governance and management; knowledge-based organisation, intellectual capital, information and management; entrepreneurship, social enterprise and SMEs; and leadership

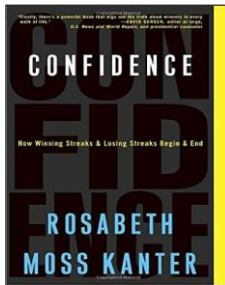
and human resource management. It seeks to synthesise the latest and most innovative developments in management theory and praxis, in the context of the transition to the knowledge-based economy.

3. **Computational organization theory / Carley, Kathleen M. 2016. London: Routledge**
Call No - 65.012.3 COM N4 Acc No - 49911



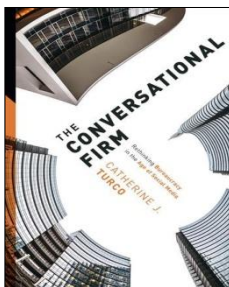
This book demonstrates the value of computational analysis for organizational theory and advance the understanding of the relationship between organizational design and performance. It represents an advance understanding of how to represent and reason about organizational phenomena. New computational techniques make it possible to develop and test more realistic models of organizational behavior. It offers examples of new breed of models, and provides insight into how these advances and techniques can be used to extend our theoretical understanding of organizations. It contains both theoretical and methodological contributions.

4. **Confidence: how winning streaks and losing streaks begin and end. / Kanter, Rosabeth Moss. 2006. New York: Three Rivers Press**
Call No - 65.016.2 KAN O6 Acc No - 49900



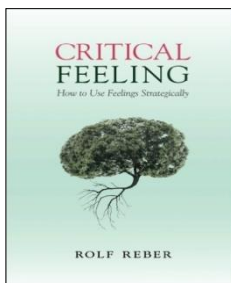
There is a fundamental principle at work 'Confidence' that makes the difference between winning and losing in any competition. The author looks at winning and losing in the business world, arguing that the key to success lies in an organization's character, perseverance, winning tradition, and confidence. Packed with brilliant, practical ideas, it provides fresh thinking about success in all facets of life - from the factors that can make or break corporations and governments to keys for successful relationships in the workplace or at home. It shows why organizations of types may be brimming with talent but not to winners.

5. **Conversational firm: rethinking bureaucracy in the age of social media. / Turco, Catherine J. 2016 New York: Columbia University Press**
Call No - 65.012.3 TUR P6 Acc No - 49912



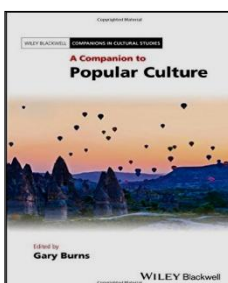
A fast-growing social media marketing company, TechCo encourages all of its employees to speak up. By promoting open dialogue across the corporate hierarchy, the firm has fostered a uniquely engaged workforce and an enviable capacity for change. The book is ethnographic analysis of what worked at the company and what didn't. It offers multiple lessons for anyone curious about the effect of social media on the corporate environment and adds depth to debates over the new generation of employees reared on social media: Millennials who carry their technological habits and expectations into the workplace. This book offers a nuanced analysis of corporate communication, control, and culture in the social media age.

6. **Critical feeling: how to use feelings strategically / Reber, Rolf. 2016. Cambridge: Cambridge University Press**
Call No - 159.942 REB P6 Acc No - 49914



How can we develop the sensitivity necessary for playing music or making crafts? How can teachers make their lessons interesting? In what ways can consumers avoid undue influence? How do we acquire refined tastes, or come to believe what we want to believe? Addressing these issues and providing an account for tackling personal and societal problems, this book combines insights from psychology, philosophy, and education to introduce the concept of 'critical feeling'. It discusses the theoretical and empirical foundations of critical feeling and provides an overview of applications, including well-being, skill learning, personal relationships, business, politics, school, art, morality, and religion.

7. **Companion to popular culture / Burns, Gary. 2016. Chichester: Wiley-Blackwell**
Call No - 39 COM P6 Acc No - 49801

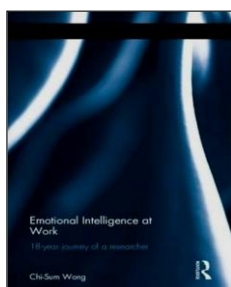


This book is a landmark survey of contemporary research in popular culture studies that offers a comprehensive and engaging introduction to the field. It includes over two dozen essays covering the spectrum of popular culture

studies from food to folklore and from TV to technology. It features contributions from established and up-and-coming scholars from a range of disciplines. It offers a detailed history of the study of popular culture. It also balances new perspectives on the politics of culture with in-depth analysis of topics at the forefront of popular culture studies.

8. **Emotional intelligence at work: 18-year journey of a researcher/ Wong, Chi-Sum. 2016. London: Routledge**
Call No - 65.013 WON P6

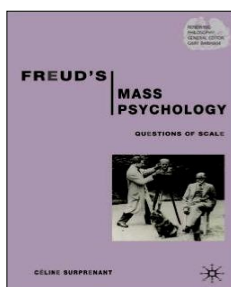
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Emotional intelligence is an intelligence dimension that has significant impact on various life outcomes such as life satisfaction and job performance. They developed testable theoretical framework for emotional intelligence in the workplace, and attempted to show that the trainability of emotional intelligence is larger than traditional intelligence concept. The book looks at, not only the scientific reports, but all the stories behind some of the rigorous scientific studies in the author's 18-year journey. Their choice of research designs and how the designs are suitable to provide scientific evidence to demonstrate the validity of emotional intelligence are also described. Through this book, the process of scientific enquiry and important issues concerning the emotional intelligence concept are revealed in details by vivid stories and rigorous scientific reports.

9. **Freud's mass psychology: questions of scale. / Surprenant, Celine. 2013. New York: Palgrave Macmillan**
Call No - 159.964.2 SUR P3

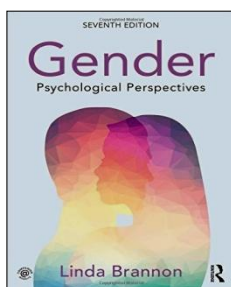
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The book examines one of the key concepts in the theory of the psyche. It treats the concept as an epistemological issue rather than exclusively as a socio-political issue. Focusing on this neglected concept enables the author to raise anew the question of the 'application' of psychoanalysis, beyond a mechanistic understanding of this term and of Freud's writings. This study brings together important topics associated with psychoanalysis, recent French philosophy, and political thought. The original arguments that it develops should interest anyone preoccupied with the relevance of psychoanalytic concepts in philosophy and in related disciplines, notably in the field of literary studies.

10. **Gender: psychological perspective. - 6th ed. Brannon, Linda. 2011. London: Routledge**
Call No - 159.9:396 BRA P1

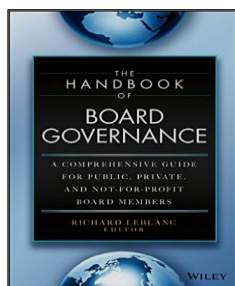
Acc No - 49984



The book focuses on research and scholarship to provide the material for a critical review and an overall picture of gender from a psychological perspective. It presents research about gender and helps students think critically about the differences between research findings and gender stereotypes. It supplements the review of scholarly research with personal, narrative accounts of gender-relevant aspects of people's lives. The personal narrative and diversity highlights help to balance the research-based scholarship with the

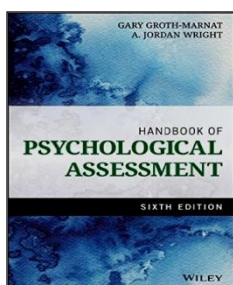
personal experience of gender.

- 11. Handbook of board governance: a comprehensive guide for public, private and not for profit board members/Leblanc, Richard. - New Jersey: Wiley , 2016.**
Call No - 65.012.432 HAN P6 Acc No - 49706



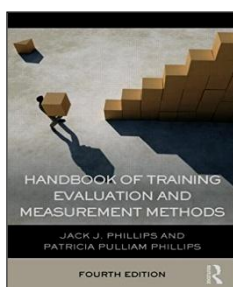
This book provides comprehensive coverage of all aspects of corporate governance for public, nonprofit, and private boards. From diversity, effectiveness, and responsibilities, to compensation, succession planning, and financial literacy, the topics are at once broad-ranging and highly relevant to current and aspiring directors. The coverage applies to governance at public companies, private and small or medium companies, state-owned enterprises, family owned organizations, and more, to ensure complete and clear guidance on a diverse range of issues. A well-functioning board is essential to an organization's achievement. Whether the goal is furthering a mission or dominating a market, the board's composition, strategy, and practices are a determining factor in the organization's ultimate success. This guide provides the information essential to building a board that works. The board is responsible for a vast and varied collection of duties, but the singular mission is to push the organization forward. Poor organization, one-sided composition, inefficient practices, and ineffective oversight detract from that mission, but all can be avoided. This book provides practical guidance and expert insight relevant to board members across the spectrum.

- 12. Handbook of psychological assessment. - 6th. / Groth-Marnat, Gary. 2016. New Jersey: Wiley**
Call No - 159.98 GRO P6 Acc No - 49823



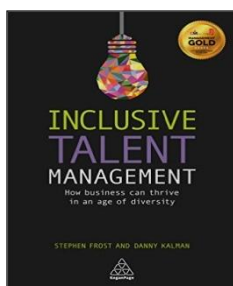
This book covers principles of assessment, evaluation, referral, treatment planning, and report writing. Written in a practical, skills-based manner, the Sixth Edition provides guidance on the most efficient methods for selecting and administering tests, interpreting assessment data, how to integrate test scores and develop treatment plans as well as instruction on ways to write effective, client-oriented psychological reports. This text provides through coverage of the most commonly used assessment instruments including the Wechsler Intelligence Scales, Wechsler Memory Scales, Minnesota Multiphasic Personality Inventory, Personality Assessment Inventory, Millon Clinical Multiaxial Inventory, NEO Personality, Rorschach, Thematic Apperception Test, and brief assessment instruments for treatment planning, monitoring, and outcome assessment.

- 13. Handbook of training evaluation and measurement methods. - 4th. / Phillips, Jack J. 2016. London: Routledge**
Call No - 658.386.012 PHI P6 Acc No - 49708



Today's economic climate means that anyone involved in training and development must be able to measure its effect on business performance. With a focus on costs, benefits, and return on investment, this book provides a comprehensive reference for those who are learning about or implementing an evaluation system. This book is a complete and detailed reference guide suitable for HRD professionals and students in advanced courses in HRD, training evaluation, and program evaluation. This book provides a comprehensive reference for those who are learning about or implementing an evaluation system.

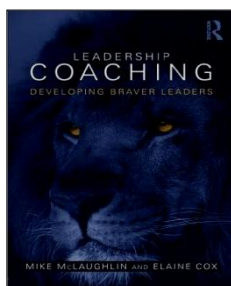
- 14. Inclusive talent management: how business can thrive in an age of diversity. / Frost, Stephen. 2016. London: Kogan Page**
Call No - 658.386 FRO P6 Acc No - 49949



Organizations traditionally have had a clear distinction between their policies on diversity and inclusion and their talent management. The main driving force behind diversity and inclusion has been being seen to be a good employer. The book shows, talent management activities have been driven by a real business need to ensure that the organization has the right people with the right skills in the right place to drive operational success. Inclusive Talent Management aligns talent management and diversity and inclusion, offering a fresh perspective on why the current distinction between them needs to disappear. Featuring case studies from internationally recognised brands such as Goldman Sachs, Unilever, KPMG, Hitachi, Oxfam and the NHS, Inclusive

Talent Management shows that to achieve business objectives and gain the competitive advantage, it is imperative that organizations take an inclusive approach to talent management.

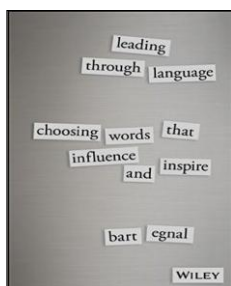
15. **Leadership coaching: developing braver leaders / McLaughlin, Mike. 2016. New York: Routledge**
Call No - 65.012.413 McL P6 Acc No - 49953



The book begins by asking why it is important for leaders to be brave. It provides an overview of existing leadership theories, and their limitations, as well as introducing the brave coaching approach and the elements that comprise the model. The book includes practical case studies that provide insights into the range of applications for the brave leadership coaching framework. Based on academic research, and written in an accessible scholarly style, this book shows how coaching can assist in decision making, leading to a

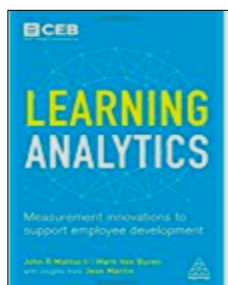
different, braver form of personal and corporate leadership.

16. **Leading through language: choosing words that influence and inspire / Egnal, Bart. 2016. New Delhi: Wiley**
Call No - 65.012.46 EGN P6 Acc No - 49891



Language in the business world is getting in the way of effective leadership. This book examines why language in the workplace is dull, confusing, or simply ineffective. It also considers why these failings undermine those who wish to demonstrate leadership when they speak. The solution is to use the language of leadership, a language that clearly and powerfully brings your ideas to life for your audience. This book teaches how to use words that engage and inspire everyone you speak with or write to. It will explain how to approach all communication as an act of leadership and then to use language that can convey ideas with energy, clarity, and conviction.

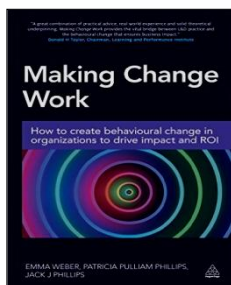
17. **Learning analytics: measurement innovations to support employee development. / Mattox, John R. 2016. London: Kogan Page**
Call No - 658.386 MAT P6 Acc No - 49954



This book provides a framework for understanding how to work with learning analytics at an advanced level. It focuses on the questions that training evaluation is intended to answer: is training effective and how can it be improved. It discusses the field of learning analytics, outlining how and why

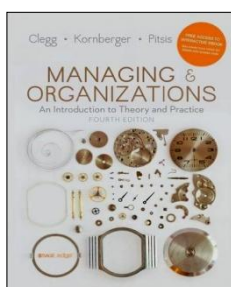
analytics can be useful, and takes the reader through examples of approaches to answering these questions and looks at the valuable role that technology has to play. It emphasizes the role that technology plays to make the evaluation process more efficient for large-scale organizations and more insightful for end-users of the data.

18. **Making change work: how to create behavioural change in organizations to drive impact and ROI. / Weber, Emma. 2016. London: Kogan Page**
Call No - 65.012.3 WEB P6 **Acc No - 49828**



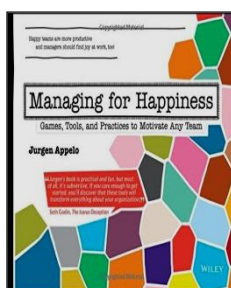
This book is a practical guide offering an end-to-end methodology for ensuring sustained behavioural change and ROI from organizational change projects. It offers a step-by-step process that partners with any business initiative requiring behavioural change, providing the critical link bridging the knowledge and application. At the heart of the methodology is a framework for reflective conversation, ensuring accountability and aligning people to the desired outcomes. It includes real life case studies from organizations such as BMW and the University of NSW Department of Innovation on how organizations are using the framework to create successful outcomes that are not just demonstrated but that are delivered and measurable.

19. **Managing and organizations: an introduction to theory and practice. - 4th ed./ Clegg, Stewart R. 2016. London: Sage**
Call No - 65.012.3 CLE P6 **Acc No - 49829**



This book is a realist's guide to management capturing the complex life of organizations, providing not only an account of theories, but also an introduction to their practice with examples from everyday life and culture discussing the key themes and debates along the way. It delivers the key themes and debates through interactive, instructive learning aids and features. This is a resource that will help navigate this world, encouraging the reader to explore not only the new, exciting and brilliant aspects, but also some dark sides as well. It includes case studies examining key organizational issues like organizational conflict and exploring diverse scenarios.

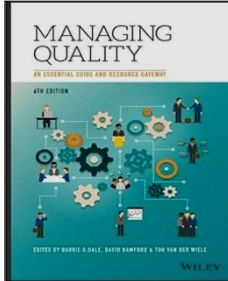
20. **Managing for happiness: games, tools, and practices to motivate any team. / Appelo, Jurgen. 2016. New Jersey: Wiley**
Call No - 658.324 APP P6 **Acc No - 49717**



This book offers a complete set of practices for more effective management that makes work fun. Work and fun are not polar opposites; they're two sides of the same coin, and making the workplace a pleasant place to be keeps employees motivated and keeps customers coming back for more. It's not about gimmicks or 'perks' that disrupt productivity; it's about finding the passion that drives your business, and making it contagious. This book provides tools, games, and practices that put joy into work, with practical, real-world guidance for empowering workers and delighting customers. These aren't break time exploits or downtime amusements—they're real solutions for common management problems. Define roles and responsibilities, create meaningful team metrics, and replace performance appraisals with something more useful. An organization's culture rests on the back of management, and this book shows you how to create change for the better. Modern organizations expect everyone to be servant leaders and systems thinkers, but nobody explains how. To survive in the 21st century, companies need to dig past the obvious and find what works. What

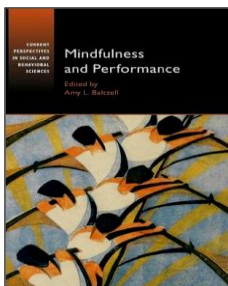
keeps top talent? What inspires customer loyalty? The answer is great management, which inspires great employees, who then provide a great customer experience. This book is a practical handbook for achieving organizational greatness.

21. **Managing quality: an essential guide and resource gateway. - 6th ed. / Dale, Barrie G. 2016. New Jersey: Wiley**
Call No - 658.56 MAN P6 Acc No - 49956



This book on quality management has been fully focused to reflect recent developments in the field. It includes insights on quality, operations management, and strategic process improvement; combines the latest information on quality management system series standards with up-to-date tools, techniques and quality systems. It covers agile development, emerging markets, product research, evidence based decision-making, and quality control. Managing Quality is a comprehensive resource that helps to ensure - and sustain - high quality standards. Its structured framework offers clarity of approach and detailed description at both macro and micro level.

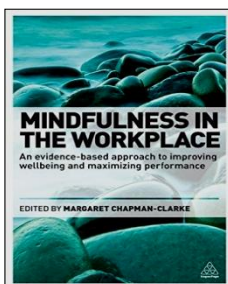
22. **Mindfulness and performance / Baltzell, Amy L. 2016. New York: Cambridge University Press**
Call No - 159.923 MIN P6 Acc No - 49832



Incorporating the theoretical conceptualizations of Jon Kabat-Zinn and Ellen Langer, this book illustrates how performers from a variety of disciplines - including sport, dance and music - can use mindfulness to achieve peak performance and improve personal well-being. Leading scholars in the field present cutting-edge research and outline their unique approach to mindfulness that is supported by both theory and practice. They provide an overview of current mindfulness-based manuals and programs used around the globe in countries such as the United States, China and Australia, exploring their effectiveness across cultures. This book will be a beneficial reference for practitioners, social and sport psychologists, coaches, athletes, teachers and

students.

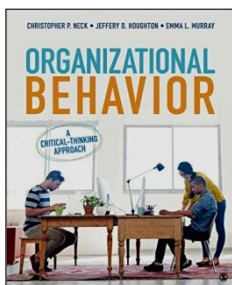
23. **Mindfulness in the workplace: an evidence-based approach to improving wellbeing and maximizing performance / Chapman-Clarke, Margaret A. 2016. London: Kogan Page**
Call No - 65.012.3 MIN P6 Acc No - 49833



This book proposes that HR and OD professionals are best placed to understand the complexity of implementing change in organizational systems and, therefore, the practice of mindfulness need to be brought in-house, even if they bring in external mindfulness coaches to train their leaders. Case studies including Capital One Finance and the NHS Mental Health Trust cover the reasoning behind these initiatives, how they were planned, the barriers they faced, the lessons learned, and their results. This book offers a forum for HR and OD practitioners to hear from other practitioners who have implemented organizational mindfulness-based interventions using change management principles so that they can understand how they might be applied to their own

practice and their own organizations.

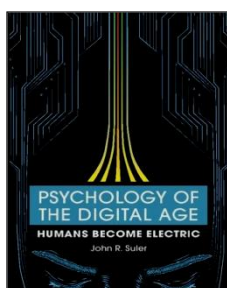
24. **Organizational behavior: a critical-thinking approach. / Neck, Christopher P. 2017. Thousand Oaks: Sage**
Call No - 65.013 NEC P7 Acc No - 49839



This book provides insight into OB concepts and processes through a first-of-its-kind active learning experience. Thinking Critically challenge questions tied to Bloom's taxonomy appear throughout each chapter, challenging students to apply, analyze, and create. Engaging case narratives that span several chapters along with experiential exercises, self-assessments, and interviews with business professionals foster students' abilities to think critically and creatively, highlight real-world applications, and bring OB concepts to life. The authors provide a "big picture" framework that illustrates how individual processes, team processes, influence processes, and organizational processes impact important organization outcomes such as individual performance, job

satisfaction, team performance, and organizational performance. Rich with thought-provoking content and practical applications, students will walk away with critical thinking skills that help them make effective and thoughtful decisions.

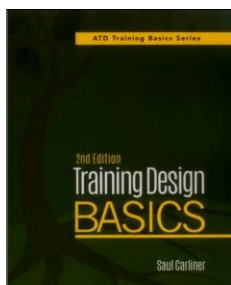
25. **Psychology of the digital age: human become electric. / Suler, John R. 2016. New York: Cambridge University Press**
Call No - 65.011.56:159.9 SUL P6 Acc No - 49869



Drawing on years of online research, this book presents key principles of life and wellbeing in the digital realm. It explains fundamental principles across a wide variety of topics, including online identity management, disinhibition, communication via text and photographs, intimacy and misunderstandings in online relationships, conflicting attitudes toward social media, addiction, deviant behavior, virtual reality, artificial intelligence, and media overload. It provides a new framework, the 'Eight Dimensions of Cyberpsychology Architecture', which researchers, students, and general readers interested in cyberpsychology can apply as a valuable tool for creating and understanding different digital realms. This book focuses on the individual, shedding new

light on conscious as well as subconscious reactions to online experiences and intrinsic human need to self-actualize.

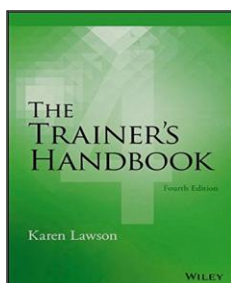
26. **Training design basics. - 2nd ed. / Carliner, Saul. 2017. New Delhi: Viva Books.**
Call No - 658.386 CAR P7 Acc No - 49966



The book serves as a guide for developing self-study training programs, such as online tutorials and workbooks. It is a complete how-to guide to help you create quality, performance-base training, develop fundamental training design skills, and ensure your training program meets learner needs. It provide tactics to successfully launch and run training programs. It is a best practices for designing and developing training programs in the real world. It also serves as a guide for developing self-study training programs, such as online tutorials

and workbooks.

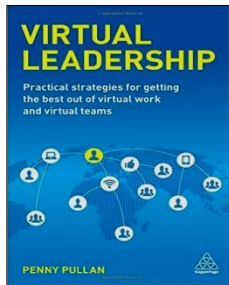
27. **Trainer's handbook. - 4th. / Lawson, Karen. 2016. New Jersey: Wiley**
Call No - 658.386 LAW P6 Acc No - 49744



This book is a comprehensive manual for designing, developing, and delivering effective and engaging training. It has been expanded to provide guidance toward new technologies, leadership training, distance learning, blended learning, and other increasingly common issues, with new case studies for each chapter. This book gives you a one-stop reference and toolkit to help you

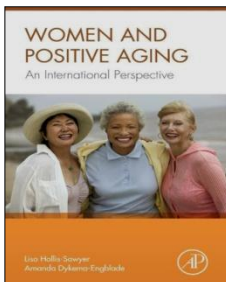
provide more effective training, regardless of class size, structure, subject, or objective. Effective training means delivering useful information in a way that's accessible, approachable, understandable, and memorable. The This book gives you the knowledge and framework you need to provide a high-value experience in any training scenario.

28. **Virtual leadership: practice strategies for getting the best out of virtual work and virtual teams. / Pullan, Penny. 2016. London: Kogan Page**
Call No - 658.387.4 PUL P6 **Acc No - 49967**



This book discusses how leading a virtual team in our fast-paced world requires a new set of skills and a facilitative leadership approach. This book provides practical strategies, tools and solutions for the key issues involved in managing at a distance. How can I provide leadership, motivation and vision through virtual channels? How do I make virtual meetings effective, engaging and productive, and ensure actions are followed through? How do I create engaged and cohesive teams across distance, cultures and languages? How do I stop virtual team members silently checking out, distracted by local challenges and offline issues? With diverse case studies and examples, this is the essential guide to making a difference as a leader of virtual work.

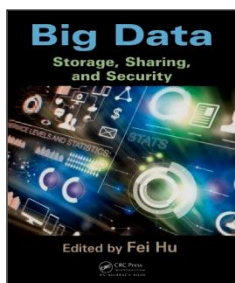
29. **Women and positive aging: an international perspective. / Hollis-Sawyer, Lisa. 2016. London: Academic Press**
Call No - 159.9:396 HOL P6 **Acc No - 49863**



The book presents the noted research in the fields of psychology, gerontology, and gender studies, reflecting the increasingly popular and pervasive positive aging issues of women in today's society from different cohorts, backgrounds, and life situations. It describes a bridge between the theoretical aspects and practical applications of the theory that is consistent with the scientist-practitioner training model in psychology, including case studies and associated intervention strategies with older women. It focuses on topical issues that are relevant to women wanting to optimize their life outcomes as they live, on average, longer than ever before.

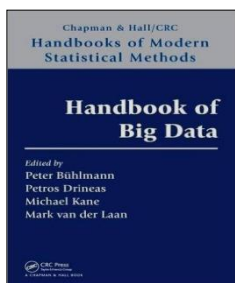
INFORMATION MANAGEMENT

1. **Big data: storage, sharing, and security / Hu, Fei. 2016. Boca Raton: CRC Press**
Call No - 65.011.56WAG BIG P6 Acc No - 49996



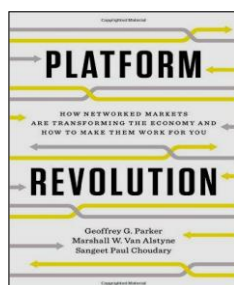
The book covers the 3S designs - storage, sharing, and security - through detailed descriptions of big data concepts and implementations. It presents architecture for achieving reliability, availability, and security for services running on the clouds. It supplies technical descriptions of big data models, algorithms, and implementations, and considers the emerging developments in big data applications. It Explores the management of big data from an R&D perspective. It provides understanding that how to aggregate heterogeneous types of data from numerous sources, and then use efficient database management technology to store the big data.

2. **Handbook of big data / Buhlmann, Peter. 2016. Boca Raton: CRC Press**
Call No - 65.011.56WAG HAN P6 Acc No - 49770



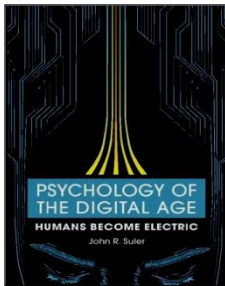
This book provides an overview of the analysis of large-scale datasets. Featuring contributions from well-known experts in statistics and computer science, this handbook presents a carefully curated collection of techniques from both industry and academia. Thus, the text instills a working understanding of key statistical and computing ideas that can be readily applied in research and practice. This book also identifies areas in need of further development, encouraging greater communication and collaboration between researchers in big data sub-specialties such as genomics, computational biology, and finance.

3. **Platform revolution: how networked markets are transforming the economy and how to make them work for you. / Parker, Geoffrey G. 2016. New York: W. W. Norton**
Call No - 658.8:65.011.56WN PAR P6 Acc No - 49977



This book teaches newcomers how to start and run a successful platform business, explaining ways to identify prime markets and monetize networks. Addressing current business leaders, the authors reveal strategies behind some of today's up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including healthcare, education, and energy. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win. An indispensable guide, this book charts out the brilliant future of platforms and reveals how they will irrevocably alter the lives and careers of millions.

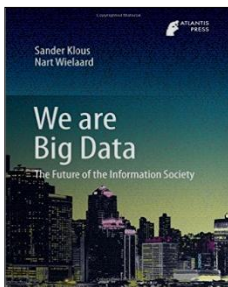
4. **Psychology of the digital age: human become electric. / Suler, John R. 2016. New York: Cambridge University Press**
Call No - 65.011.56:159.9 SUL P6 Acc No - 49869



Drawing on years of online research, this book presents key principles of life and wellbeing in the digital realm. It explains fundamental principles across a wide variety of topics, including online identity management, disinhibition, communication via text and photographs, intimacy and misunderstandings in online relationships, conflicting attitudes toward social media, addiction, deviant behavior, virtual reality, artificial intelligence, and media overload. It provides a new framework, the 'Eight Dimensions of Cyberpsychology Architecture', which researchers, students, and general readers interested in cyberpsychology can apply as a valuable tool for creating and understanding different digital realms. This book focuses on the individual, shedding new

light on conscious as well as subconscious reactions to online experiences and intrinsic human need to self-actualize.

5. **We are big data: the future of the information society. / Klous, Sander. 2016. Amsterdam: Atlantis Press**
Call No - 65.011.56 KLO P6 Acc No - 49748



This book demonstrates the inevitability of a continuously growing role of data in our society and it stresses that this role does not need to be threatening: to the contrary, collection and analysis of data can help us prevent traffic jams, suppress epidemics, or produce tailor made medicine. The authors sketch the contours of a new information society, in which everything will be measured from our heartbeat during our morning run to the music we listen to and our walking patterns through department stores and they discuss the resistances within the society that have to be overcome.

6. **Winning with data: transform your culture, empower your people, and shape the future. / Tunguz, Tomasz. 2016. New Jersey: Wiley**
Call No - 65.011.56WAG TUN P6 Acc No - 49751

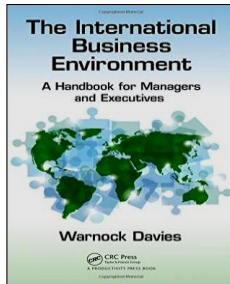


This book explores the cultural changes big data brings to business, and shows you how to adapt your organization to leverage data to maximum effect. Authors Tomasz Tunguz and Frank Bien draw on extensive background in big data, business intelligence, and business strategy to provide a blueprint for companies looking to move head-on into the data wave. Instrumentation is discussed in detail, but the core of the change is in the culture-this book provides sound guidance on building the type of organizational culture that creates and leverages data daily, in every aspect of the business. Big data has taken on buzzword status, but there is little real guidance for companies seeking everyday business data solutions. This book takes a deeper look at big data in

business, and shows you how to shift internal culture ahead of the curve.

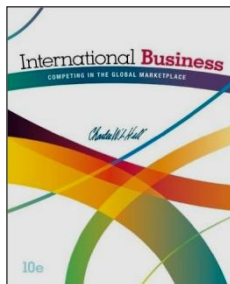
INTERNATIONAL MANAGEMENT

1. **International business environment: a handbook for managers and executives. / Davies, Warnock. 2016. Boca Raton: CRC Press**
Call No - 658.114.9 DAV P6 Acc No - 49952



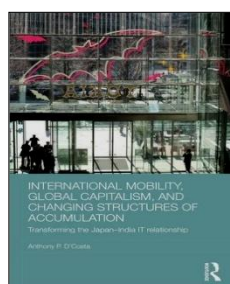
Managers and executives who work in international trade and foreign direct investment are acutely aware of the importance of the governmental, intergovernmental, and systemic factors that regulate, facilitate, and/or complicate the conduct of international business (IB). The book covers all elements of the IB environment - including tariff and non-tariff barriers, anti-dumping duties, subsidies and countervailing duties, entry and post-entry barriers to foreign direct investment, political risk, the General Agreement on Tariffs and Trade and other global instruments, the World Trade Organization and other global mechanisms, regional trade blocs (which include free trade areas and customs unions), bilateral trade and investment agreements, the conflict of laws, dispute settlement mechanisms, and systemic and cultural differences.

2. **International business: competing in the global marketplace. - 10th ed./ Hill, Charles W. L. 2014. New Delhi: McGraw-Hill**
Call No - 658.114.9 HIL P4 Acc No - 49890



International Business is authored with an economic orientation with a strategic-financial focus and provides comprehensive and up-to-date material in an integrated flow between chapters. Since many issues in international business are complex, the text explores the pros and cons of economic theories, government policies, business strategies, and organizational structures. The text is practical in nature, focusing on the managerial implications of each topic on the actual practice of international business. It is comprehensive coverage of Indian aspects includes a write-up on broader conceptions of development and the rise of the Indian Automobile Industry, and Microsoft in India.

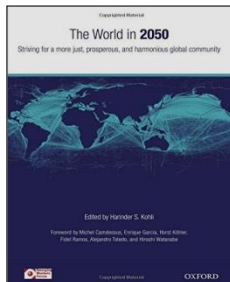
3. **International mobility, global capitalism, and changing structures of accumulation: transforming the Japan-India IT relationship. / D'Costa, Anthony P. 2016. London: Routledge**
Call No - 339.31 DCO P6 Acc No - 49825



This book provides an alternative understanding of how capitalism functions at the global level by specifically analyzing the international movement of technical professionals between India and Japan. There are three factors that inform this study: the services transition away from manufacturing, the movement of technical professionals in the world economy, and the demographic crisis facing Japan. The dynamics of changing capitalism are examined by theorizing the emergence of the services sector in the USA and Japan, analyzing the pronounced social inequality in India that is the basis for the global supply of highly skilled technical professionals, and providing considerable empirical data on the flows of professionals to these two countries

to indicate Japan's institutional inflexibility in accommodating foreign talent. The author anticipates that Japanese industry will shed some of its institutional rigidity due to the pressures of competition and the scarcity of technical professionals.

4. **World in 2050: striving for a more just, prosperous, and harmonious global community / Kohli, Harinder S. 2016. New Delhi: Oxford University Press**
Call No – 330.191.6 WOR P6 **Acc No - 49635**



This book takes a long-term perspective of the economic and social outlook of the world to 2050, focusing on cross-cutting intergenerational issues that often get overshadowed by the short-term crises and political preoccupations of the day. It argues that for a prosperous economic order, convergence of large developing economies led by East Asia and India with the developed world is crucial given the formers share in the global GDP. Addressing the various aspects of emerging markets such as international trade, urbanization, food security, climate change, and governance, the book brings out the role of the global economic community towards increasing living standards. A joint effort of a multidisciplinary, multicultural team of 26 authors who were born in

twelve different countries on five continents, this book is an analytically rigorous exploration of the future of global markets.

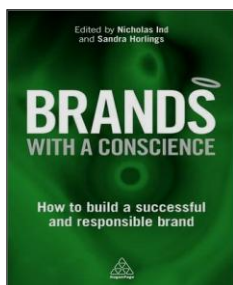
MARKETING

1. **Advertising creative: strategy, copy, design. - 4th ed. / Altstiel, Tom. 2017. Thousand Oaks: Sage**
Call No - 659.1 ALT P7 Acc No - 49796



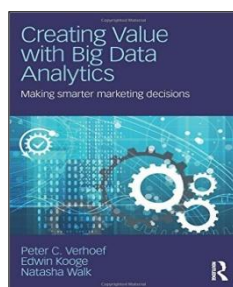
The book is on the 'postdigital' creative strategy and copywriting. It gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience in creative advertising, authors offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. It takes a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker; Understand technology;. Live for ideas.

2. **Brands with a conscience: how to build a successful and responsible brand / Ind, Nicholas. 2016. London: Kogan Page**
Call No - 658.626 HOR P6 Acc No - 49906



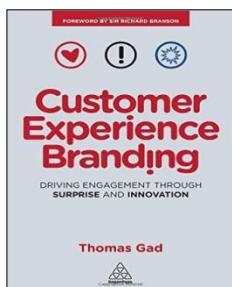
The book shows how brands can behave ethically and achieve impressive business success. dissects the philosophies underpinning sustainable brands to arrive at a set of eight clear guiding attributes which can be used as the foundation of a strategy for responsible growth. It inspires via examples of brands which not only exhibit a genuine desire to operate ethically, but also have seen impressive success in terms of engagement with consumers, reputation, and return on investment. It includes a range of practical tools to bring together the main concepts in an easy-to-adopt framework for building a brand strategy based upon real world experience.

3. **Creating value with big data analytics: making smarter marketing decisions. / Verhoef, Peter C. 2015. London: Routledge**
Call No - 658.89 VER P5 Acc No - 49913



Our newly digital world is generating an almost unimaginable amount of data about all of us. Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value. This book is a refreshingly practical, yet theoretically sound roadmap to leveraging big data and analytics. This book provides a nuanced view of big data development, arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times. Building on the authors' extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data.

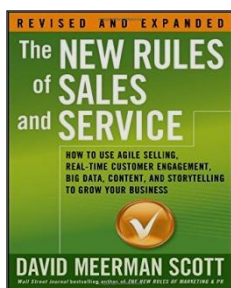
4. **Customer experience branding: driving engagement through surprise and innovation / Gad, Thomas. 2016. London: Kogan Page**
Call No - 658.626 GAD P6 Acc No - 49972



The individual consumer now wields more power than ever before, with increased exposure to global cultures and media. This means that customer perception is now critically important and as such must occupy the heart of any brand. This provides a wealth of opportunities to work with and adapt to customers' motivations, but at the same time presents a series of challenges around retaining their attention and fostering positive relationships with them. The secret of a brand's success often lies in its ability to respond nimbly to the unexpected adoption of its products or services - essentially its ability to surprise its consumers. To all intents and purposes, brands must continue to introduce innovative and intriguing experiences to customers so that they can

remain differentiated from the herd and deliver a human message amongst increasingly automated and unremarkable communications.

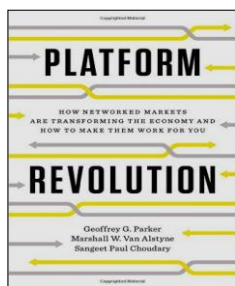
5. **New rules of sales and service: how to use agile selling, real-time customer engagement, big data, content, and storytelling to grow your business. / Scott, David Meerman. 2016. New Jersey: Wiley.**
Call No - 658.8 SCO P6 Acc No - 49680



This book demystifies the new digital commercial landscape and shows you how to stay ahead of the pack. This book takes you inside the new methods and strategies that are critical to success in the modern market. Real-world examples illustrate the new marketplace in action, and demonstrate the brilliant utility of taking a new look at your customer and your business. This book is your essential guide to navigating the new digital marketplace. Salespeople must adapt because the digital economy has turned the old model on its head,

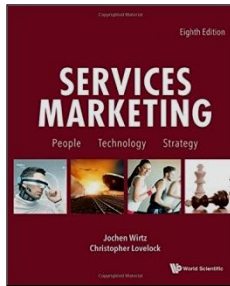
and those who don't keep up will be left behind.

6. **Platform revolution: how networked markets are transforming the economy and how to make them work for you. / Parker, Geoffrey G. 2016. New York: W. W. Norton**
Call No - 658.8:65.011.56WN PAR P6 Acc No - 49977



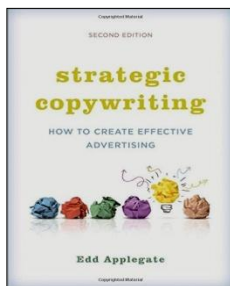
This book teaches newcomers how to start and run a successful platform business, explaining ways to identify prime markets and monetize networks. Addressing current business leaders, the authors reveal strategies behind some of today's up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including healthcare, education, and energy. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win. An indispensable guide, this book charts out the brilliant future of platforms and reveals how they will irrevocably alter the lives and careers of millions.

7. **Services marketing: people, technology, strategy. - 8th. / Wirtz, Jochen. 2016. New Jersey: World Scientific Publishing**
Call No - 658.8 WIR P6 Acc No - 49974



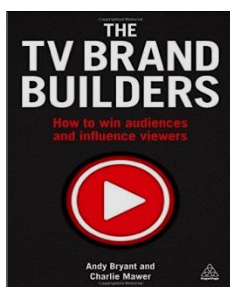
This book features the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, this book is suitable for students who want to gain a wider managerial view of Services Marketing. The textbook will be accompanied by supplementary materials for the educators, which include an instructor's manual for course instruction purposes, a test bank designed for each chapter to assess students' learning and understanding of the concepts learnt, and teaching slides for course presentation during classes.

8. **Strategic copywriting: how to create effective advertising. - 2nd ed. / Applegate, Edd. 2016. Lanham: Rowman & Littlefield.**
Call No - 659.123.08 APP P6 Acc No - 49786



When it comes to attracting consumers through advertising, which words, phrases, and techniques are most effective? Strategic Copywriting, a detailed how-to guide, introduces students to time-tested strategies for writing and designing successful ads. It explains the core principles that have guided advertising for decades, from knowing the audience to crafting a compelling message. It explains the techniques for producing specific kinds of advertising - whether for newspapers, magazines, or other print media, for broadcast radio or television, or for social media and online/mobile platforms - are addressed in step-by-step detail.

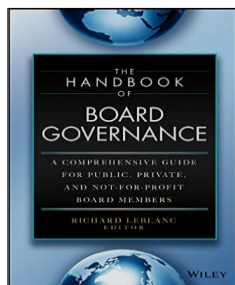
9. **TV brand builders: how to win audiences and influence viewers / Bryant, Andy. 2016. London: Kogan Page**
Call No - 659.148 BRY P6 Acc No - 49746



From advertising to audience retention, this book provides incisive yet practical guidance on the creation and maintenance of brands in television broadcasting. It is the definitive account of how the biggest television networks, channels and programmes are created as brands, with rare privileged access to the marketing strategies and creative thinking behind culturally defining TV promos, digital and social media campaigns and design identities. It is an outstanding and in-depth examination of the craft of the television marketing.

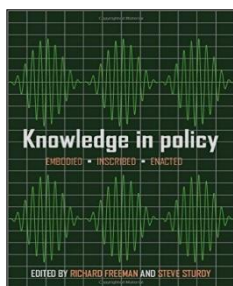
PUBLIC POLICY & GOVERNANCE

1. **Handbook of board governance: a comprehensive guide for public, private and not for profit board members/Leblanc, Richard. - New Jersey: Wiley , 2016.**
Call No - 65.012.432 HAN P6 Acc No - 49706



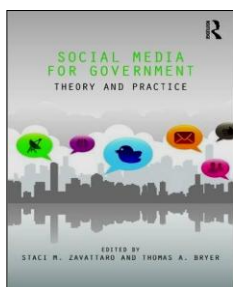
This book provides comprehensive coverage of all aspects of corporate governance for public, nonprofit, and private boards. From diversity, effectiveness, and responsibilities, to compensation, succession planning, and financial literacy, the topics are at once broad-ranging and highly relevant to current and aspiring directors. The coverage applies to governance at public companies, private and small or medium companies, state-owned enterprises, family owned organizations, and more, to ensure complete and clear guidance on a diverse range of issues. A well-functioning board is essential to an organization's achievement. Whether the goal is furthering a mission or dominating a market, the board's composition, strategy, and practices are a determining factor in the organization's ultimate success. This guide provides the information essential to building a board that works. The board is responsible for a vast and varied collection of duties, but the singular mission is to push the organization forward. Poor organization, one-sided composition, inefficient practices, and ineffective oversight detract from that mission, but all can be avoided. This book provides practical guidance and expert insight relevant to board members across the spectrum.

2. **Knowledge in policy: embodied, inscribed, enacted / Freeman, Richard. 2015. Bristol: Policy Press**
Call No - 35.011.1 KNO P5 Acc No - 49867



This theoretical framework offers real benefits for policymakers, academics in public policy, public administration, management studies, sociology, education, public health and social work, and those with a practical interest in education and health and related fields of public policy. The book presents a radical reconception of the place of knowledge in contemporary policymaking. It illustrates the ways in which knowledge is mobilised and resisted, and draw attention to key problems in the processing and transformation of knowledge in policy work. Empirical case studies of health and education policy in different national and international contexts demonstrate the essential interdependence of different forms and phases of knowledge.

3. **Social media for government: theory and practice / Zavattaro, Staci M./Bryer, Thomas A. 2016. New York: Routledge**
Call No - 35 SOC P6 Acc No - 49855

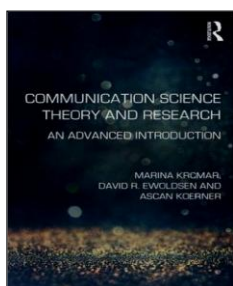


Social media is playing a growing role within public administration, and with it, there is an increasing need to understand the connection between social media research and what actually takes place in government agencies. This book joins theory with practice within the public sector, and explains how the effectiveness of social media can be maximized. For each topic, a collection of practitioner insights regarding the best practices and tools they have discovered are included. This book responds to calls within the overall public administration discipline to enhance the theory-practice connection, giving practitioners space to tell academics what is happening in the field in order to encourage further meaningful research into social media use within

government.

RESEARCH METHODOLOGY

1. **Communication science theory and research: an advanced introduction. / Krcmar, Marina. 2016. New York: Routledge.**
Call No - 65.012.46 KRC P6 Acc No - 49982



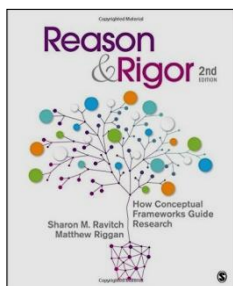
The work defines communication, reviews its history, and provides a broad look at how communication research is conducted. It takes a predominantly 'communication science' approach but also situates this approach in the broader field of communication, and addresses how communication science is related to and different from such approaches as critical and cultural studies and rhetoric. It offers a broad look at topics in communication that promote understanding of the key issues in communication science for students and scholars new to communication research.

2. **Essentials of business research methods. - 3rd./ Hair, Joe F. 2016. New York: Routledge**
Call No - 65.001.5 HAI P6 Acc No - 49919



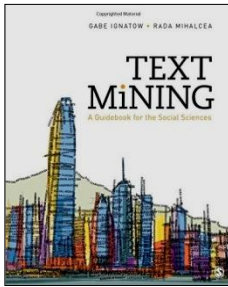
This book includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive, and much easier to understand. The book features a realistic continuing case throughout that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as ethical dilemma mini cases, and exercises. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include critical topics, such as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment.

3. **Reason and rigor: how conceptual frameworks guide research. - 2nd. / Ravitch, Sharon M. 2017 Thousand Oaks: Sage**
Call No - 3.001.5 RAV P7 Acc No - 49845



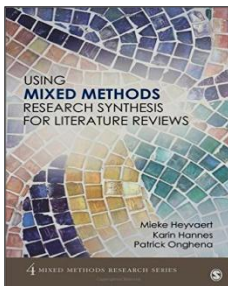
This book presents conceptual frameworks as a mechanism for aligning literature review, research design, and methodology. The book explores the conceptual framework—defined as both a process and a product—that helps to direct and ground researchers as they work through common research challenges. Focusing on published studies on a range of topics and employing both quantitative and qualitative methods, the updated Second Edition features two new chapters and clearly communicates the processes of developing and defining conceptual frameworks.

4. **Text mining: a guidebook for the social sciences. / Ignatow, Gabe. 2017. Thousand Oaks: Sage**
Call No - 3.001.5 IGN P7 Acc No - 49857



Online communities generate massive volumes of natural language data and the social sciences continue to learn how to best make use of this new information and the technology available for analyzing it. This book brings together a broad range of contemporary qualitative and quantitative methods to provide strategic and practical guidance on analyzing large text collections. This accessible book, written by a sociologist and a computer scientist, surveys the fast-changing landscape of data sources, programming languages, software packages, and methods of analysis available today.

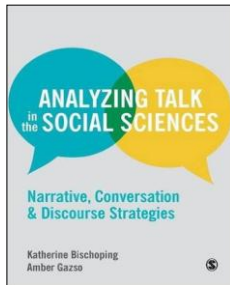
5. **Using mixed methods research synthesis for literature reviews. / Heyvaert, Mieke. 2017. Thousand Oaks: Sage**
Call No - 3.001.5 HEY P7 **Acc No - 49859**



This book provides step-by-step instruction for conducting a mixed methods research synthesis (MMRS) that integrates both qualitative and quantitative evidence. The book progresses through a systematic, comprehensive approach to conducting an MMRS literature review to analyze and summarize the empirical evidence regarding a particular review question. Readers will benefit from discussion of the potential advantages of MMRS and guidance on how to avoid its potential pitfalls.

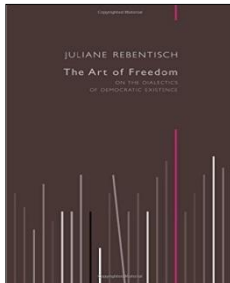
SOCIAL SCIENCES & GENERAL MANAGEMENT

3. **Analyzing talk in the social sciences: narrative, conversation & discourse strategies / Bischooping, Katherine. 2016. London: Sage**
Call No - 3.001.5 BIS P6 Acc No - 49797



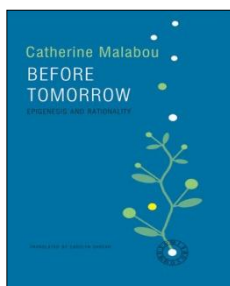
Talk is one of the main resources available to qualitative researchers. It offers rich, meaningful data that can provide real insights and new perspectives. But once you have the data how do you select an appropriate means of analysis? How do you ensure that the approach you adopt is the best for your project and your data? The book will help you choose strategies for qualitative analysis that best suit your research. It walks you through key decisions, provides actionable game plans and highlights the advantages and challenges of the main approaches. It is packed full of real examples designed to showcase the different tools you might use to meet your own objectives.

4. **Art of freedom: on the dialectics of democratic existence / Rebentisch, Juliane. 2016. Cambridge: Polity Press**
Call No - 321.7 REB P6 Acc No - 49684



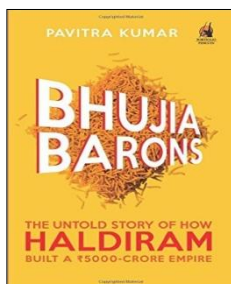
The concept of democratic freedom refers to more than the kind of freedom embodied by political institutions and procedures. Democratic freedom can only be properly understood if it is grasped as the expression of a culture of freedom that encompasses an entire form of life. Author's systematic and historical approach demonstrates that we can learn a great deal about the democratic culture of freedom from its philosophical critics. From Plato to Carl Schmitt, the critique of democratic culture has always been articulated as a critique of its aestheticization. Rebentisch defends various phenomena of aestheticization - from the irony typical of democratic citizens to the theatricality of the political - as constitutive elements of democratic culture and the notion of freedom at the heart of its ethical and political self-conception.

5. **Before tomorrow: epigenesis and rationality / Malabou, Catherine. 2016. Cambridge: Polity Press**
Call No - 1 MAL P6 Acc No - 49685



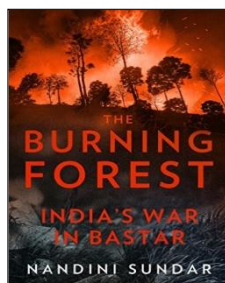
Is contemporary continental philosophy making a break with Kant? The structures of knowledge, taken for granted since Kant's Critique of Pure Reason, are now being called into question: the finitude of the subject, the phenomenal given, a priori synthesis. Relinquish the transcendental: such is the imperative of postcritical thinking in the 21st century. Questions that we no longer thought it possible to ask now reemerge with renewed vigor: can Kant really maintain the difference between a priori and innate? Can he deduce, rather than impose, the categories, or justify the necessity of nature? Recent research into brain development aggravates these suspicions, which measure transcendental idealism against the thesis of a biological origin for cognitive processes. In her important new book Catherine Malabou lays out Kant's response to his posterity. True to its subject, the book evolves as an epigenesis -- the differentiated growth of the embryo -- for, as those who know how to read critical philosophy affirm, this is the very life of the transcendental and contains the promise of its transformation.

6. **Bhujia barons: the untold story of how Haldiram built a Rs. 5000 crore empire / Kumar, Pavitra. 2016. Gurgaon: Penguin**
Call No - 65(09) KUM P6 Acc No - 49882



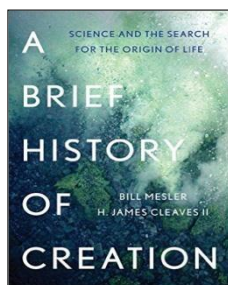
The book tells the riveting story of the Agarwal family in its entirety - a feat never managed before. It begins in dusty, benign Bikaner and traces the rise and rise of this home-grown label, now one of the most-recognized Indian brands in the World. It is not an average business story - it is chock-full of family drama, with court cases, jealousy-fuelled regional expansion, a decades-old trademark battle, and a closely guarded family secret of the famous bhujia. It provides a delicious look into family business dynamics and the Indian way of doing business.

7. **Burning forest: India's war in Bastar. / Sundar, Nandini. 2016. New Delhi: Juggernaut**
Call No - 323.27 SUN P6 Acc No - 49883



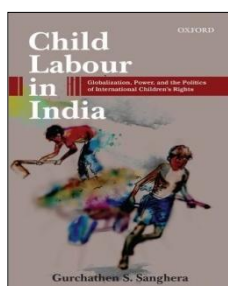
The book chronicles how the armed conflict between the government and the Maoists had devastated the lives of some of India's poorest, most vulnerable citizens, starting from 2005 when a government-sponsored vigilante movement killed hundreds and drove thousands of villagers into camps to the present day when it is the most militarized region in the country. This book is based on extensive field visits, court testimonies, government documents and an active participant role in the events. It vividly tracks the shocking failures of Indian democracy through the responses of political parties, the media, human rights activists and the judiciary to the ongoing crisis.

8. **Brief history of creation: science and the search for the origin of life / Mesler, Bill. 2016. London: W. W. Norton**
Call No - 576.1 MES P6 Acc No - 49474



This book provides an illuminating history of Western science, tracing the trials and triumphs of the scientists who have sought to discover how life came to be. The authors examine historical discoveries in the context of philosophical debates, political change and our evolving understanding of the complexity of biology. This book is a fascinating exploration not only of the origin-of-life question but of the very nature of scientific objectivity and discovery.

9. **Child labour in India: globalization, power, and the politics of international children's rights/ Sanghera, Gurchathen S. 2016. New Delhi: Oxford University Press**
Call No - 331.3(540) SAN P6 Acc No - 49759



India has the largest number of child labourers in the world, and has been the subject of intense media and political campaigns in the North aimed at addressing the abuse of children's rights. This book explores children's rights as a site of power and reveals how the rights discourse has been used by

international actors, national elites, and local NGOs in the child labour debate in India. It provides empirical accounts of how three Indian NGOs - Bonded Labour Liberation Front, Butterflies, and South Asian Coalition on Child Servitude - are using the discourse of children's rights to challenge child labour practices. The book locates the struggle for child rights on two fronts: critiquing neo-liberal globalization and challenging rights violations in India.

- 10. Communication and information technologies annual: new media cultures / Robinson, Laura. 2016. Bingley: Emerald**
Call No - 65.012.46 COM P6 **Acc No - 49800**



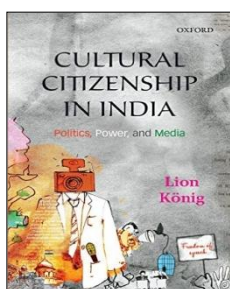
This book which is sponsored by the Communication and Information Technologies section of the American Sociological Association examines wide-ranging aspects of culture, communication, and [new] media broadly defined. Themes include the interplay between [new] media and any of the following: culture, communication, technology, convergence, the arts, cultural production, and cultural change in the digital age. Contributions shed light on emergent phenomena that -sociologists, particularly those studying media or communication, culture scholars will find intriguing.

- 11. Creative citizen unbound: how social media and DIY culture contribute to democracy, communities and the creative economy / Hargreaves, Ian/Hartley, John. 2016. Bristol: Policy Press**
Call No - 316.472.4:33 CRE P6 **Acc No - 49806**



The book introduces the concept of 'creative citizenship' to explore the potential of civic-minded creative individuals in the era of social media and in the context of an expanding creative economy. It drawing on the findings of communities supported by the UK research funding councils, multidisciplinary contributors examine the value and nature of creative citizenship, not only in terms of its contribution to civic life and social capital but also to more contested notions of value, both economic and cultural.

- 12. Cultural studies in India / Nayar, Rana. 2016. New Delhi: Routledge**
Call No - 39(540) CUL P6 **Acc No - 49807**



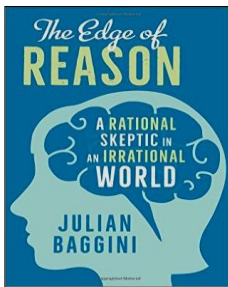
This book discusses the development of cultural studies in India. It shows how inter-disciplinarily and cultural pluralism form the basis of this emerging field. It deals with contemporary debates and interpretations of post-colonial theory, subaltern studies, Marxism and post-Marxism, nationalism and post-nationalism. Drawing upon literature, linguistics, history, political science, media and theatre studies, and cultural anthropology, it explores themes such as caste, indigenous peoples, vernacular languages and folklore and their role in the making of historical consciousness.

- 13. Drivers of competitiveness / Comin, Diego. 2016. Singapore: World Scientific Publishing.**
Call No - 338 COM P6 **Acc No - 49697**



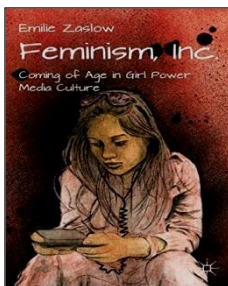
In this day and age, technology has become ever more prominent and omnipresent in our lives. As technological developments emerge and become more ubiquitous, it becomes vital to understand and analyze the impact of technology on society. This book focuses on technology and seeks to analyze its causes and consequences on productivity and competitiveness and to examine the dynamic relationships between the different factors in various contexts. Building on state-of-the-art research, the book illustrates the global, institutional and technological factors that shape the performance of business and countries.

14. **Edge of reason: a rational skeptic in an irrational world / Baggini, Julian, 2016. New Haven: Yale University Press**
Call No - 165.63 BAG P6 Acc No - 49917



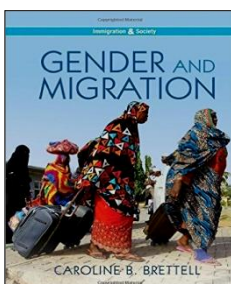
This book argues eloquently that we must recover our reason and reassess its proper place, neither too highly exalted nor completely maligned. Rationality does not require a sterile, scientific worldview, it simply involves the application of critical thinking wherever thinking is needed. Addressing such major areas of debate as religion, science, politics, psychology, and economics, the author calls for commitment to the notion of a “community of reason,” where disagreements are settled by debate and discussion, not brute force or political power. It celebrates the power of reason, our best hope -indeed our only hope - for dealing with the intractable quagmires of our time.

15. **Feminism, Inc: coming of age in girl power media culture / Zaslow, Emilie. 2009. New York: Palgrave Macmillan**
Call No - 396 ZAS O9 Acc No - 49816



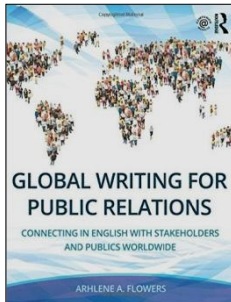
The book drawing on extensive research with a diverse group of teen girls, it offers a critical account of the girl power moment in which feminism and femininity are shrink-wrapped together in one market-friendly package. It explores how girls growing up in girl power media culture understand gender, self, empowerment, and resistance. It explores the negotiative processes of teen girls as they make sense of girl power's new cultural narratives of femininity as well as its failure to offer strategies for real social change. It charts new territory as it offers a rich account of the ways in which teen girls understand style, sexuality, motherhood, and feminism in girl power media culture, and how their desires, social experiences, and imaginings of the future are shaped in their relationship with a neoliberal girl power discourse.

16. **Gender and migration / Brettell, Caroline B. 2016. Cambridge: Polity Press**
Call No - 325.1 BRE P6 Acc No - 49923



This book argues that understanding gender relations is vital to a full and more nuanced explanation of both the causes and the consequences of migration, in the past and at present. Through an exploration of gendered labor markets, laws and policies, and the transnational model of migration, the author tackles a variety of issues such as how gender shapes the roles that men and women play in the construction of immigrant family and community life, debates concerning transnational motherhood, and how gender structures the immigrant experience for men and women more broadly.

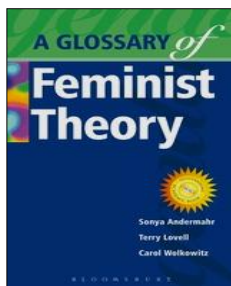
17. **Global writing for public relations: connecting in english with stakeholders and publics worldwide.** Flowers, Arhlene A. 2016. New York: Routledge
Call No - 659.4 FLO P6 Acc No - 49769



The book explores a new approach on writing for public relations by combining intercultural communication, international public relations, and effective public relations writing techniques. It features an understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials. It explores step-by-step guidance on writing public relations materials with easy-to-follow templates to reach traditional and online media, consumers, and businesses. It includes self-evaluation and creative thinking exercises to improve cultural literacy, grammar, punctuation, and editing skills for enhanced clarity. The book includes strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific

audiences.

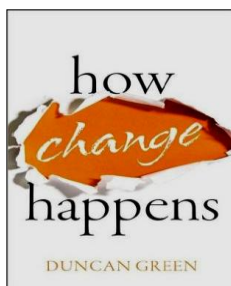
18. **Glossary of feminist theory / Andermahr, Sonya. 2016. London: Bloomsbury Academic**
Call No - 03:396 AND P6 Acc No - 49822



Entries on Black, post-colonial, Italian and French feminisms attest to the variety of contemporary feminist discourse, and the Glossary as a whole reflects the ways in which feminism has critiqued, transformed and appropriated concepts across the disciplinary spectrum: from sociology and history to philosophy, literary and cultural studies. Emphasizing Raymond Williams's notion of 'concepts on the move', and adapting Edward Said's concept of 'travelling theory', the complex journeys of terms within a wide range of fields

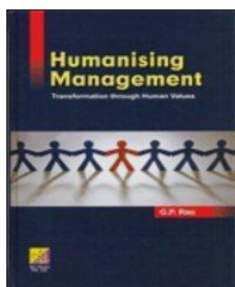
are carefully charted.

19. **How change happens. / Green, Duncan. 2016. Oxford: Oxford University Press**
Call No - 301.15 GRE P6 Acc No - 49888



The book tests ideas on 'How Change Happens' and sets out the latest thinking on how citizens and others can drive progressive change. It bridges the gap between academia and practice, bringing together the best research from a range of academic disciplines and the evolving practical understanding of activists to explore the topic of social and political change. It Draws many first-hand examples from the global experience of Oxfam, one of the world's largest social justice NGOs, as well as the author's insights from studying and working on international development. It covers scholarly discussions of change are fragmented with few conversations crossing disciplinary boundaries, rarely making it onto the radars of those actively seeking change.

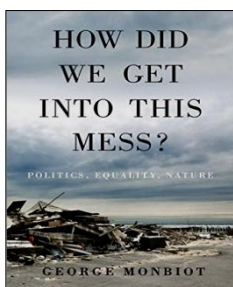
20. **Humanising management: transformation through human values. / Rao, G. P. 2010. New Delhi: Ane Books**
Call No - 65:174 RAO P0 Acc No - 49771



Humane Organization.

The book postulates that faith in the innate divinity, basic goodness and intrinsic altruism has been the driving force for human existence, growth and development. Based upon the faith, it offers an approach for management develop sensitivity to be able to feel the needs of other without being asked. The components of such an approach are maternalistic management, Spandan (heartbeat) and Universal Oneness. To translate the approach into reality, the book offers, 3 D Process of inculcation of Human Values in organizations. The assumption and experience is that such inculcation and integration of values enables the management achieve an optimal balance between Results and Relations - paving the way for evolution of what is called as Functionally

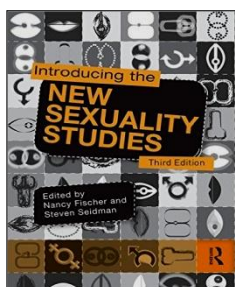
21. **How did we get into this mess: politics, equality, nature./ Monbiot, George. 2016. London: Verso**
Call No - 301 MON P6 Acc No - 49619



politics and economics, the ways we treat each other and the natural world

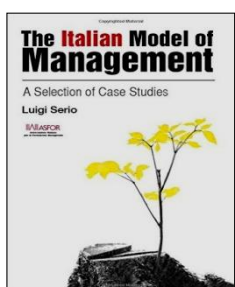
Without countervailing voices, a better world can never materialise. The book collects Monbiot's journalism over the last seven years, he brilliantly anatomises the state we are in: the devastation of our environment, the crisis of inequality, the corporate takeover of Nature, our obsessions with growth and profit and the decline of the political debate over what to do. While it diagnosis of the problems in front of us is clear-sighted and reasonable, it develops solutions to challenge this politics of fear. How do we stand up to the powerful when they seem to have all the weapons? What can we do to prepare our children for an uncertain future? Controversial, clear but always rigorously argued, this title makes a persuasive case for change in our everyday lives, our

22. **Introducing the new sexuality studies. - 3rd / Fischer, Nancy L. 2016. London: Routledge**
Call No - 3-055 INT P6 Acc No - 49826



This book is an innovative, reader-friendly anthology of original essays and interviews that introduces the field of sexuality studies to undergraduate students. Examining the social, cultural, and historical dimensions of sexualities, this anthology is designed to serve as a comprehensive textbook for sexualities and gender-related courses at the undergraduate level. This collection will provide students of sociology, gender, and sexuality with a challenging and broad introduction to the social study of sexuality that they will find accessible and engaging.

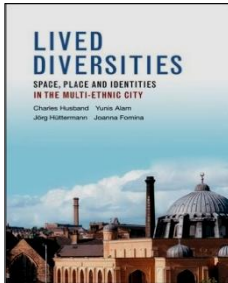
23. **Italian model of management: a selection of case studies. / Serio, Luigi. 2016. Sheffield: Greenleaf Publishing**
Call No - 65(450) SER P6 Acc No - 49713



This book is an essential resource for facilitators seeking to help students develop their knowledge of management practice in Italy. It presents a collection of the best case studies and accompanying teaching notes from the Italian Association for Management Development (ASFOR) competition in 2014. The cases are written by teachers across many of the members of ASFOR in Italy, leading business schools, corporate universities and academia. It provides the opportunity for students to enlarge the Anglo-Saxon model and perspective of management, and to offer cross-cultural learning experiences, based on the distinction of a "Made in Italy" competitive advantage. Each case

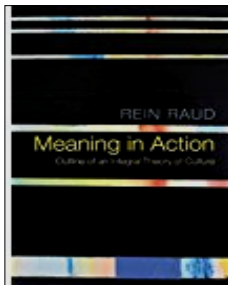
provides an engaging story, plots the strategic development of the organization in question, and is supported by online teaching guidance and teaching notes.

24. **Lived diversities: space, place and identities in the multi-ethnic city. / Husband, Charles. 2016. Bristol: Policy Press**
Call No - 301.18 HUS P6 Acc No - 49827



This book focuses on multi-ethnic interaction in an inner city area. It addressing difficult issues that are often simplistically and negatively portrayed it challenges the stereotypical denigration of inner city life, and Muslim communities in particular. Using well-crafted historical, political and contextual explanations the book provides a nuanced account of contemporary multi-ethnic coexistence. Its engagement with issues of conflict, conviviality and banal civility will reward and challenge researchers working through the implications of diversity for contemporary conceptions of citizenship

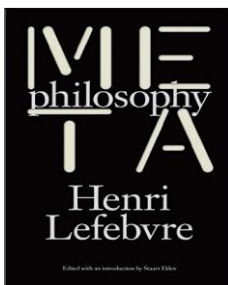
25. **Meaning in action: outline of an integral theory of culture./ Raud, Rein. 2016. Cambridge: Polity Press**
Call No - 39 RAU P6 Acc No - 49721



The book explores an original theory of culture understood as a loose and internally contradictory system of texts and practices that are shared by intermittent groups of people and used by them to make sense of their life-worlds. This theory views culture simultaneously in two ways: as a world of texts, tangible and shareable products of signifying acts, and as a space of practices, repeatable activities that produce, disseminate and interpret these clusters of meaning. Both approaches are developed into corresponding models of culture which, used together, are able to provide a rich understanding of any meaning in action. The theory is illustrated throughout with examples drawn from both high and popular culture, and from Western and Asian traditions,

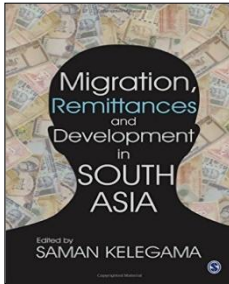
dealing with both contemporary and historical topics. The book concludes with two case studies from very different contexts one dealing with Italian poetry in the 13th century, the other dealing with the art scene in Eastern Europe in the 1990s.

26. **Metaphilosophy. / Lefebvre, Henri. 2016. London: Verso**
Call No - 1 LEF P6 Acc No - 49775



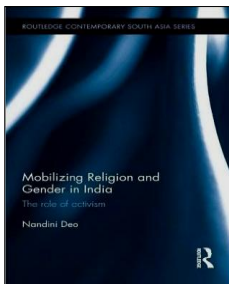
The book works through the implications of Marx's revolutionary thought to consider philosophy's engagement with the world. It is conceived of as a transformation of philosophy, developing it into a programme of radical worldwide change. The book demonstrates threefold debt to Hegel, Marx and Nietzsche, but it also brings a number of other figures into the conversation, including Sartre, Heidegger and Axelos. It is a contemporary thinking about philosophy's relation to the world.

27. **Migration, remittances and development in South Asia / Kelegama, Saman. 2011. New Delhi: Sage**
Call No - 325.1 MIG P1 Acc No - 50006



This book explores the impact of migration on development in South Asian countries, compiling extensive information on the migration flows and trends, migrant remittances and migration policies. It discusses a number of proposals for effective cooperation on protection of migrant rights and promotion of migration and development linkages. The book also examines how migration should be brought into the mainstream of development planning where development must be understood as a dynamic process implying growth, advancement, empowerment and progress, with the goal of enlarging the scope of human choices and creating an environment where citizens can live with dignity and equality

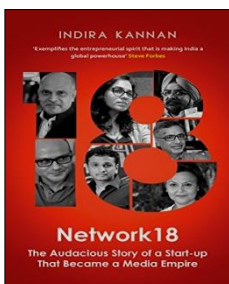
28. **Mobilizing religion and gender in India: the role of activism.** / Deo, Nandini. 2016. London: Routledge
Call No - 301.15 DEO P6 Acc No - 49834



Using a historical comparative approach, the book argues that external events, activist agency in strategizing, and the political economy of transnational networks explain the relative success and failure of Hindu nationalism and the Indian women's movement rather than the ideological claims each movement makes. By focusing on how particular activist strategies lead to increased levels of public support, it shows how it is these strategies rather than the ideologies of Hindutva and feminism that mobilize people. Both of these social movements have had decades of great power and influence, and decades of relative irrelevance, and both challenge postcolonial India's secular settlement – its division of public and private. The book goes on to highlight new insights

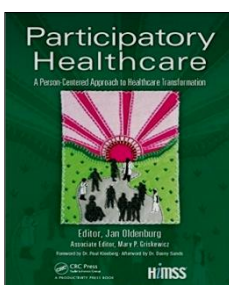
into the inner dynamics of each movement by showing how the same strategies - grassroots education, electoral mobilization, media management, donor cultivation - lead to similarly positive results.

29. **Network18: the audacious story of a start-up that became a media empire.** / Kannan, Indira. 2016. Gurgaon: Penguin
Call No - 65(09) KAN P6 Acc No - 49892



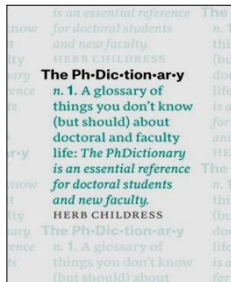
The book tells the story of a start-up that had the advantage of being both a participant and chronicler of India's economic growth story. Starting from a small room in New Delhi's Safdarjung Enclave, Television Eighteen (TV18) grew into Network18, one of India's biggest media conglomerates spanning television, print, films, the Internet, business and general news, drama and entertainment. In less than two decades, filled with excitement, adventure and frequent crises, Network18 launched pioneering properties, television and film careers, and racked up partnerships with blue-chip media brands like CNBC, CNN and Viacom. This is a story of brilliant ideas, severe setbacks, aggression, spectacular victories and fatal flaws.

30. **Participatory healthcare: a person-centered approach to healthcare transformation** / Oldenburg, Jan. 2017. Boca Raton: CRC Press
Call No - 614 PAR P7 Acc No - 49904



The book includes a brief history of collaborative care, shared decision making, patient-centered care, and patient engagement. It is written through the lens of patients, caregivers, healthcare representatives and families, highlighting new models of interaction between providers and patients and what people would like in their healthcare experience. The book highlights the consumerism movement and how consumers are taking the reins to create capabilities and tools that fit their needs. The book emphasizes best practices, and case studies, drawing conclusions about new models of care from the stories and input of patients and their families reinforced with clinical research.

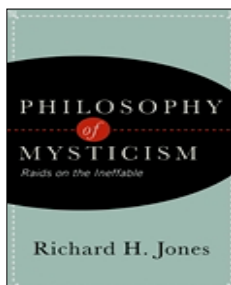
31. **PhDictionary: a glossary of things you don't know (but should) about doctoral and faculty life.** Childress, Herb. 2016. Chicago: University of Chicago Press
Call No - 03:378.1 CHI P6 Acc No - 49576



Navigating academia can seem like a voyage through a foreign land: strange cultural rules dictate everyday interactions, new vocabulary awaits at every turn, and the feeling of being an outsider is unshakable. For students considering doctoral programs and doctoral students considering faculty life, this book is a companion that illuminates the often opaque customs of academic life. With more than two decades as a doctoral student, college teacher, and administrator, Herb Childress has tripped over almost every possible misunderstood term, run up against every arcane practice, and developed strategies to deal with them all. He combines current data and personal stories into memorable definitions of 150 key phrases and concepts

graduate students will need to know (or pretend to know) as they navigate their academic careers. From ABD to white paper—and with buyout, FERPA, gray literature, and soft money in between—each entry contains a helpful definition and plenty of relevant advice.

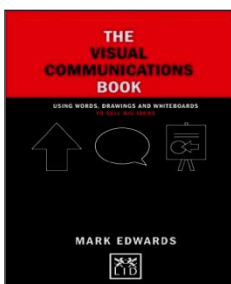
32. **Philosophy of mysticism: raids on the ineffable.** / Jones, Richard H. 2016. Albany: SUNY Press
Call No - 141.33 JON P6 Acc No - 49728



This work is a comprehensive study of the philosophical issues raised by mysticism. Mystics claim to experience reality in a way not available in normal life, a claim which makes this phenomenon interesting from a philosophical perspective. The authors inquiry focuses on the skeleton of beliefs and values of mysticism: knowledge claims made about the nature of reality and of human beings; value claims about what is significant and what is ethical; and mystical goals and ways of life. Jones engages language, epistemology, metaphysics, science, and the philosophy of mind. Methodological issues in the study of mysticism are also addressed. Examples of mystical experience are drawn chiefly from Buddhism and Advaita Vedanta, but also from Christianity,

Judaism, Islam, and Daoism.

33. **Visual communications book: using words, drawings and whiteboards to sell big ideas.** / Edwards, Mark/ 2017. New Delhi: Viva Books
Call No - 65.012.46 EDW P7 Acc No - 49968

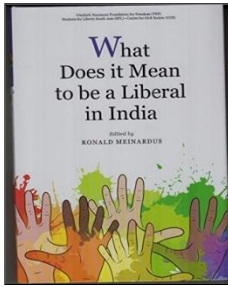


This practical book will help you to understand the power and potency of visual communications - as well as providing you with the tools and strategies to bring your ideas to life. Sometimes it is just so much better to draw and illustrate an idea, rather than to try and explain it with words. By creatively combining the basic building blocks of words, images and shapes, you can make even abstract, complex concepts appear concrete, simple and real. It shows how a good collection of different ideas in visual communications: e.g. using arrows, shapes, relative size, cartoons, distance, graphs, venn diagrams, pie charts, etc to depict concepts.

34. **What does it mean to be a liberal in India** / Meinardus, Ronald. 2016. New Delhi: Academic Foundation

Call No - 320.51 WHA P6

Acc No - 49970



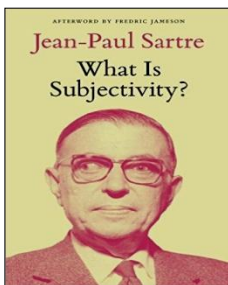
liberal aspirations.

Liberalism in India may be characterised by just three words: “Pseudo, exclusive and misunderstood”, writes one of our authors. This collection of essays wants to unravel the misunderstandings. Young citizens share their views on what it means to be a liberal in India—a nation in the midst of historic transformation affecting all spheres of life and leaving many in search for a suitable political paradigm to guide the way into the future. As an antithesis to dogmatism, liberalism does not provide one-fits-all solutions to the challenges of humanity. Also in this book, you will note the intellectual diversity of India’s vibrant liberal discourse. Bridging the plurality of ideas and positions is the conviction that freedom of the individual stands as the cornerstone of all

35. What is subjectivity? / Sartre, Jean-Paul - London: Verso , 2016

Call No - 1 SAR P6

Acc No - 49749

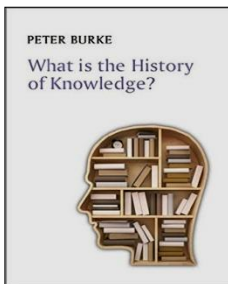


Cesare Luporini, and Galvano Della Volpe, whose contributions to the long and remarkable discussion that followed are collected in this volume, along with the lecture itself. Sartre posed the question 'What is subjectivity?'--a question of renewed importance today to contemporary debates concerning 'the subject' in critical theory. This work includes a preface by Michel Kail and Raoul Kirchmayr and an afterword by Fredric Jameson, who makes a rousing case for the continued importance of Sartre's philosophy.

36. What is the history of knowledge? / Burke, Peter. 2016. Cambridge: Polity Press

Call No - 001(09) BUR P6

Acc No - 49750



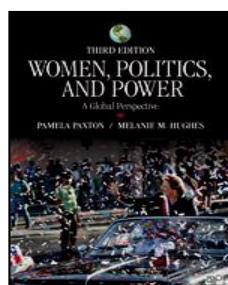
private individuals. A concluding chapter identifies central problems in the history of knowledge, from triumphalism to relativism, together with attempts to solve them.

This introduction explains what is distinctive about the new field of the history of knowledge and how it differs from the history of other fields. The author draws upon examples of this new kind of history from different periods and from the history of India, East Asia and the Islamic world as well as from Europe and the Americas. He discusses some of the main concepts used by scholars working in the field, among them order of knowledge, situated knowledge and knowledge society . This book tells the story of the transformation of relatively raw information into knowledge via processes of classification, verification and so on, the dissemination of this knowledge and finally its employment for different purposes, by governments, corporations or

37. Women, politics, and power: a global perspective. - 3rd. / Paxton, Pamela. 2017. Thousand Oaks: CQ Press

Call No - 396 PAX P7

Acc No - 49864

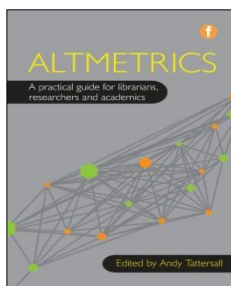


This book provides a detailed introduction to women’s political participation and representation across a wide range of countries and regions. Through broad statistical overviews and detailed case-study accounts, it documents both historical trends and the contemporary state of women’s political strength. Readers see the cultural, structural, political, and international influences on women’s access to political power, and the difference women make once in

political office. The text acknowledges differences among women through attention to intersectionality and women from marginalized groups.

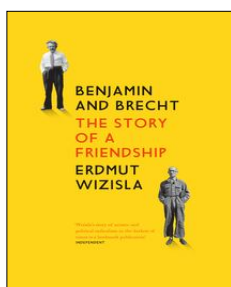
RECREATIONAL & GENERAL READINGS

1. **Altmetrics: a practical guide for librarians, researchers and academics / Tattersall, Andy. 2016. London: Facet Publishing.**
Call No - 02:3.001.5 ALT P6 Acc No - 49682



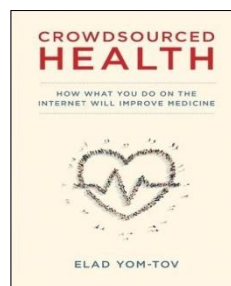
This book gives an overview of altmetrics, its tools and how to implement them successfully to boost and measure research outputs. New methods of scholarly communication and dissemination of information are having a huge impact on how academics and researchers build profiles and share research. This groundbreaking and highly practical guide looks at the role that library and information professionals can play in facilitating these new ways of working and demonstrating impact and influence. This book focuses on research artefact level metrics that are not exclusive to traditional journal papers but also extend to book chapters, posters and data sets, among other items. This book explains the theory behind altmetrics, including how it came about, why it can help academics and where it sits amongst current measurements of impact.

2. **Benjamin and Brecht: the story of a friendship / Wizisla, Erdmut. 2016. London: Verso**
Call No - 943 WIZ P6 Acc No - 49686



This book explores what this relationship meant for them personally and professionally, as well as the effect it had on those around them. From the first meeting between Benjamin and Brecht to their experiences in exile, these eventful lives are illuminated by personal correspondence, journal entries and private miscellany—including previously unpublished materials—detailing the friends' electric discussions of their collaboration. The author delves into the archives of other luminaries in the distinguished constellation of writers and artists in Weimar Germany, which included Margarete Steffin, Theodor Adorno, Ernst Bloch and Hannah Arendt. The author's account of this friendship opens a window on nearly two decades of European intellectual life.

3. **Crowdsourced health: how what you do on the internet will improve medicine / Yom-Tov, Elad. 2016. Cambridge: MIT Press**
Call No - 614:65.011.56 YOM P6 Acc No - 49902

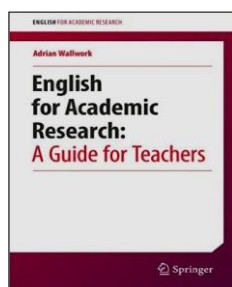


Medical research is undergoing radical transformation, but until now we've just scratched the surface of how massive online data can be harnessed to improve health care. The book explains how data from our health-related Internet searches can lead to discoveries about diseases and symptoms and help patients deal with diagnoses. Most of us have gone online to search for information about health. It argues that Internet data could change the way medical research is done, supplementing traditional tools to provide insights not otherwise available. It shows that the information collected can benefit humanity without sacrificing individual privacy.

4. **English for academic research: a guide for teachers / Wallwork, Adrian. 2016. Switzerland: Springer**

Call No - 8.081 WAL P6

Acc No - 49699



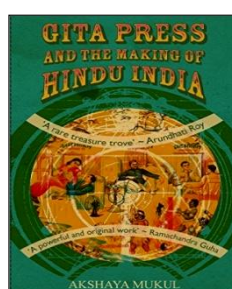
The book sheds light on the world of academia, the writing of research papers, and the role of journal editors and reviewers. The book gives practical suggestions on how to help your students improve their presentation skills. In this book you will learn how to teach academic skills using nonacademic examples. This book is useful for anyone involved in teaching academic English. This guide is part of the English for Academic Research series. Part 1 of the book sheds light on the world of academia, the writing of research papers, and the role of journal editors and reviewers. Part 2 gives practical suggestions on how to help your students improve their presentation skills. In Part 3 you will learn how to teach academic skills using nonacademic examples

5. **Environment and pollution in colonial India: sewerage technologies along the sacred Ganges / Wilhelm, Janine. 2016. London: Routledge**
Call No - 577.4(540) WIL P6 Acc No - 49812



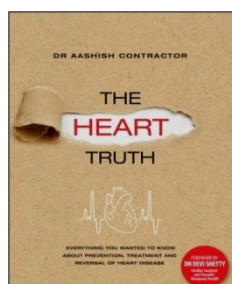
This book shows some important early roots of India's river pollution problem, and in particular the pollution of the Ganges, lie with British colonial policies on wastewater disposal during the late 19th and early 20th centuries. It examines different controversies around the proposed and actual discharge of untreated/treated sewage into the Ganges, which involved officials on different administrative levels as well as the Indian public. The analysis shows that the colonial state essentially ignored the problematic aspects of sewage disposal into rivers, which were clearly evident from European experience. It is a well-researched study on colonial river pollution history, it presents an innovative contribution to South Asian environmental history.

6. **Gita Press and the making of Hindu India / Mukul, Akshaya. 2015. Noida: HarperCollins India**
Call No - 65(09) MUK P5 Acc No - 49886



Gita Press created an empire that spoke in a militant Hindu nationalist voice and imagined a quantifiable, reward-based piety. Almost every notable leader and prominent voice, including Mahatma Gandhi, was roped in to speak for the cause. The ideas articulated by Gita Press and its publications played a critical role in the formation of a Hindu political consciousness, indeed a Hindu public sphere. This history provides new insights into the complicated and contested rise to political pre-eminence of the Hindu Right. Gita Press and the Making of Hindu India is an original, eminently readable and deeply researched account of one of the most influential publishing enterprises in the history of modern India.

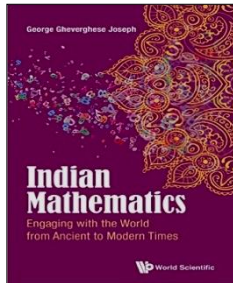
7. **Heart truth: everything you wanted to know about prevention, treatment and reversal of Heart disease. / Contractor, Aashish. 2016. New Delhi: Westland**
Call No - 612.7 CON P6 Acc No - 49887



The book describes how one can treat, rehabilitate and prevent heart ailments. From problems of the heart, to tests that one can do, the risk factors, surgery, recovery, reversal of heart disease, medication, nutrition and exercise - this is an exhaustive guide specifically for the layperson. It is written in a simple, lucid manner with real life examples, the book will empower you with the

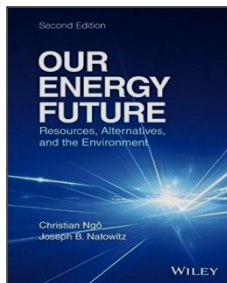
knowledge required to take care of your heart. It is a must reading for anyone who wants to prevent heart disease, or just want to keep your heart fit and healthy.

8. **Indian mathematics: engaging with the World from ancient to modern times / Joseph, George Gheverghese. 2016. New Jersey: World Scientific Publishing**
Call No - 510(540) JOS P6 Acc No - 49772



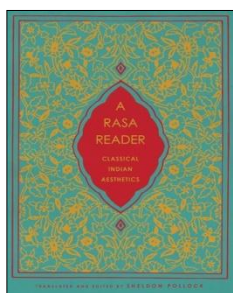
This book gives a unique insight into the history of mathematics within a historical global context. It builds on research into the connection between mathematics and the world-wide advancement of economics and technology. It draws out parallel developments in other cultures and carefully examines the transmission of mathematical ideas across geographical and cultural borders. It is a very useful book to those who have an interest in the global history of mathematical ideas, for the historians, philosophers and sociologists of mathematics.

9. **Our energy future: resources, alternatives, and the environment. - 2nd ed.. / Ngo, Christian. 2016. New Jersey: Wiley**
Call No - 620.9 NGO P6 Acc No - 49726



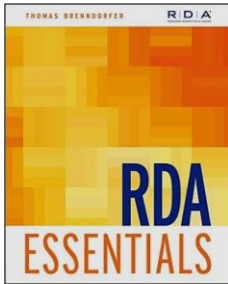
This book covers energy and the energy policy choices which face society. It presents easy-to-grasp information and analysis, and includes statistical data for energy production, consumption and simple formulas. It discusses advantages and drawbacks to help prepare current and future generations to use energy differently. It presents the applications of nanotechnology in the energy domain and the impact on health and the environment. It deals with unconventional fossil fuels, a resource which has become very important from the economical point of view. It provides a global vision of available and potential energy sources.

10. **Rasa reader: classical Indian aesthetics / Pollock, Sheldon. 2016. New York: Columbia University Press**
Call No - 111 RAS P6 Acc No - 49581



This book is the inaugural book in the Historical Sourcebooks in Classical Indian Thought series, edited by Sheldon Pollock. These text-based books guide readers through the most important forms of classical Indian thought, from epistemology, rhetoric, and hermeneutics to astral science, yoga, and medicine. Each volume provides fresh translations of key works, headnotes to contextualize selections, a comprehensive analysis of major lines of development within the discipline, and exegetical and text-critical endnotes, as well as a bibliography. Designed for comparativists and interested general readers, Historical Sourcebooks is also a great resource for advanced scholars seeking authoritative commentary on challenging works.

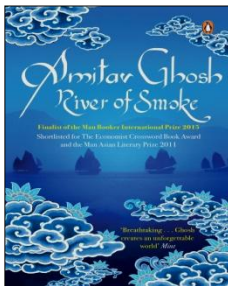
11. **RDA essentials / Brenndorfer, Thomas. 2016. Chicago: American Library Association**
Call No - 025.3 BRE P6 Acc No - 49732



This concise guide to cataloging with RDA: Resource Description and Access specifically hones in on the needs of those seeking a simplified path to creating basic RDA records. First describing foundational RDA concepts and vocabulary, then distills RDA instructions, matching them to cataloging practice in easy-to-follow language. this guide makes an excellent primer while also serving as a bridge to more complex cataloging.

12. **River of smoke. / Ghosh, Amitav. 2011. Gurgaon: Penguin**
Call No - GH0/RIV P1

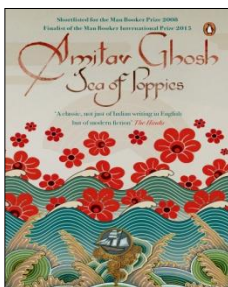
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River of Smoke follows the fortunes of men and women to the crowded harbours of China where they struggle to cope with their losses - and, for a few, unimaginable freedoms - in the alleys and teeming waterways of nineteenth-century Canton. Written on the grand scale of a historical epic, River of Smoke, book two in the Ibis trilogy, will be heralded as a masterpiece of twenty-first-century literature. On the grand scale of an historical epic, River of Smoke follows its storm-tossed characters to the crowded harbors of China. There, despite efforts of the emperor to stop them, ships from Europe and India exchange their cargoes of opium for boxes tea, silk, porcelain and silver. Among them are Bahram Modi, a wealthy Parsi opium merchant out of Bombay, his estranged half-Chinese son Ah Fatt, the orphaned Paulette and a motley collection of others whose pursuit of romance, riches and a legendary rare flower have thrown together. All struggle to cope with their losses – and for some, unimaginable freedoms – in the alleys and crowded waterways of 19th century Canton. As transporting and mesmerizing as an opiate induced dream, River of Smoke will soon be heralded as a masterpiece of twenty-first century literature.

13. **Sea of poppies. / Ghosh, Amitav. 2008 Gurgaon: Penguin**
Call No - GH0/SEA O8

Acc No - 49895



A motley array of sailors and stowaways, coolies and convicts is sailing down the Hooghly aboard the Ibis on its way to Mauritius. As they journey across the Indian Ocean old family ties are washed away, and they begin to view themselves as jahaj-bhais or ship brothers who will build new lives for themselves in the remote islands where they are being taken. A stunningly vibrant and intensely human work, Sea of Poppies, the first book in the Ibis trilogy, confirms Amitav Ghosh's reputation as a master storyteller.