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Hyderabad Campus

SOUTH ASIA EDITION

OXFORD TEXTS IN APPLIED AND ENGINEERING MATHEMATICS

Introduction to Parallel Computing

A Practical Guide with Examples in C

W. P. Petersen and P. Arbenz

Only for
sale in India,
Bangladesh,
Sri Lanka, Nepal,
Bhutan and Myanmar



Acc. No : 38161

Call No : 004.35 PET-W

In the last few years, courses on parallel computation have been developed and offered in many institutions in the UK, Europe and US as a recognition of the growing significance of this topic in mathematics and computer science. There is a clear need for texts that meet the needs of students and lecturers and this book, based on the author's lecture at ETH Zurich, is an ideal practical student guide to scientific computing on parallel computers working up from a hardware instruction level, to shared memory machines, and finally to distributed memory machines. Aimed at advanced undergraduate and graduate students in applied mathematics, computer science, and engineering, subjects covered include...

MULTIMEDIA AND WEB TECHNOLOGY

Vishnu Prasad



Acc. No : 38396

Call No : 006.6 PRA-V

A multimedia is a tool used to design and animate web pages. Multimedia is used in games and in picture animation. It can be implemented in advertising, pictures and its allied areas. Web page designing is a process in which we design the web pages and upload those pages on the server. Designing of web pages can be done with the help of various software and tools. Web pages are compound documents that can hold text and individual objects like pictures, sounds, videos, Java Applets, and Active C controls. An electronic mail message with an attachment such as a graphic is also a compound document. The original purpose of web designing is to provide a single place where users could store all the elements related to a document and access it through the internet. I hope, after going through this...

RICHARD E. NISBETT

The **Geography** *of* **Thought**

How Asians and
Westerners Think
Differently

'The most influential thinker in my life'
MALCOLM GLADWELL

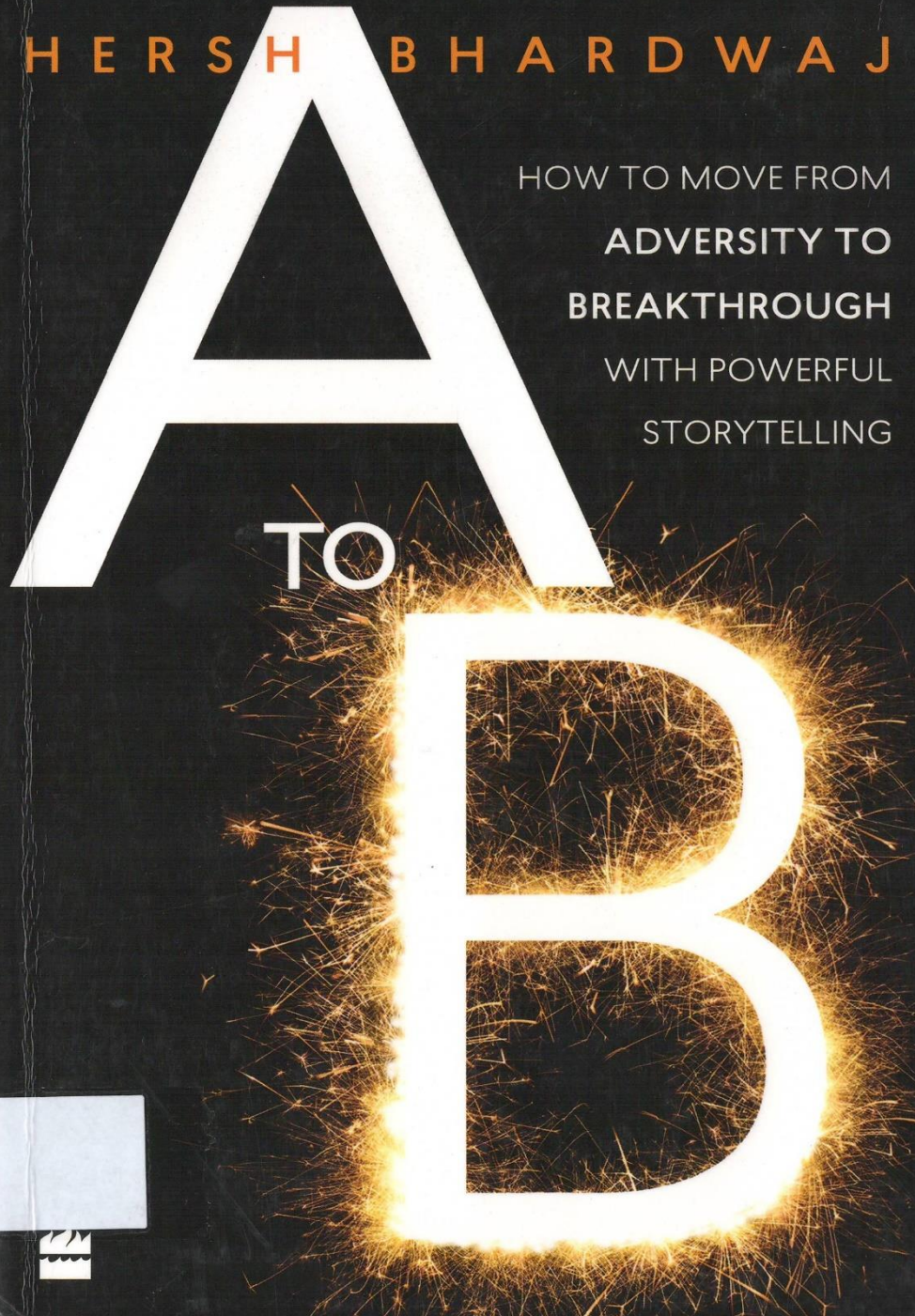


Acc. No : 39988

Call No : 155.8 NIS-R

When Richard Nisbett showed an animated underwater scene to his American students, they zeroed in on a big fish swimming among smaller fish. Japanese subjects, on the other hand, made observations about the background environment...and the different "seeing's" are a clue to profound underlying cognitive differences between Westerners and East Asians. As Professor Nisbett shows in *The Geography of Thought* people actually think and even see the world differently, because of differing ecologies, social structures, philosophies, and educational systems that date back to ancient Greece and China, and that have survived into the modern world. As a result, East Asian thought is "holistic" drawn to the perceptual...

HERSH BHARDWAJ



HOW TO MOVE FROM
ADVERSITY TO
BREAKTHROUGH
WITH POWERFUL
STORYTELLING



Acc. No : 39995

Call No : 158.1 BHA-H

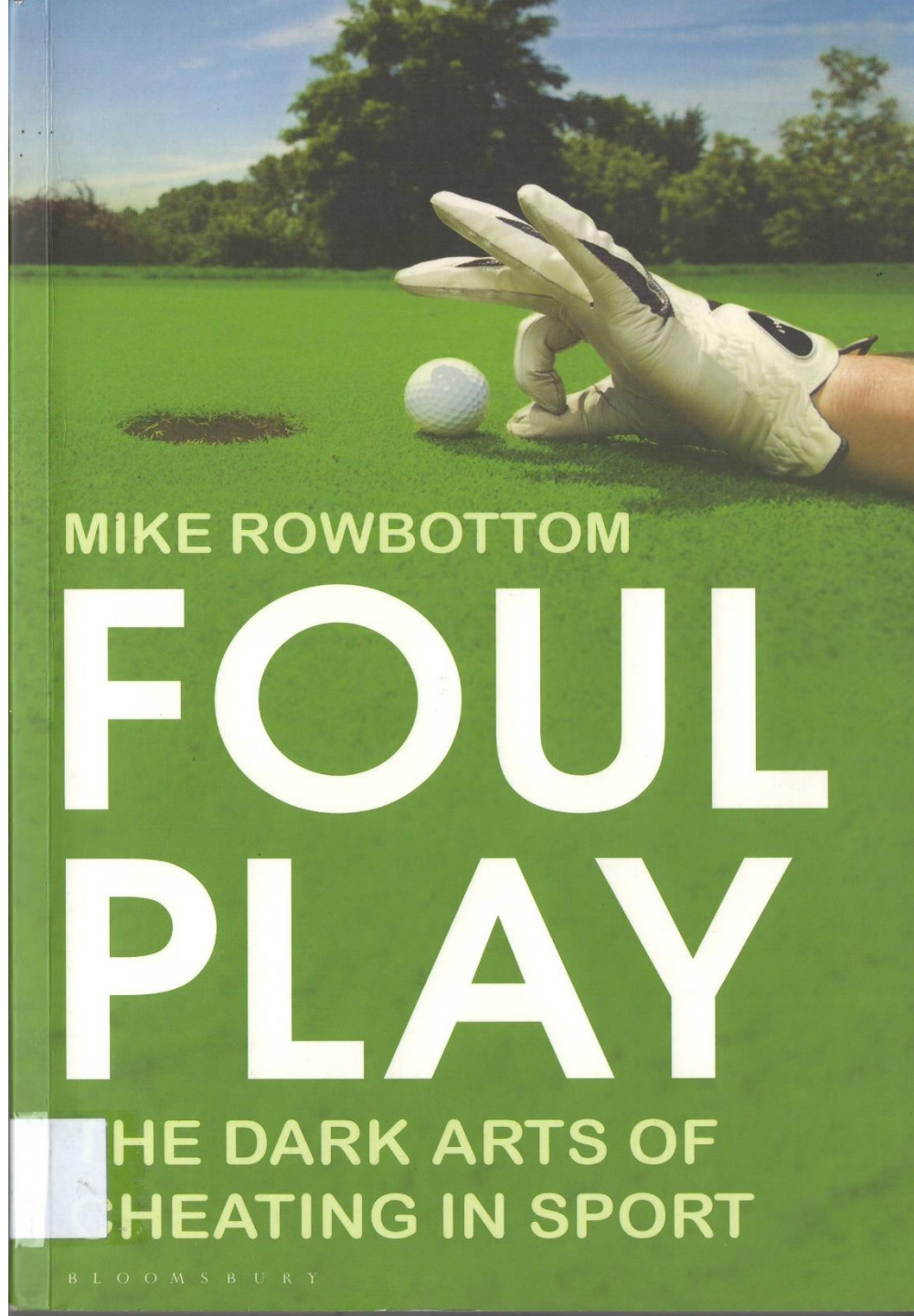
Adversity comes in all shapes and sizes. Why do many people and organizations succumb to adverse situations and only a few rise above them? In A to B, Hersh Bhardwaj uses the power of storytelling to move from adversity to breakthrough. Combining the ancient wisdom of 1001 Arabian nights and popular psychology, the book provides a roadmap to turnaround any situation. How does Scheherazade, the Arabian princess survive for 1001 nights by telling captivating stories to Shahryar, the ruthless king? Knowing fully well that the earlier queens haven't survived a single night, why did she volunteer to spend one night with the King? How did she maintain her calm in the face of adversity? And most importantly, how did she manage...



Acc. No : 39884

Call No : 175 ROW-M

Foul Play dissects the age-old subject of cheating in all its absurdity. From plain old doping to claiming a marathon victory despite having driven the middle section of the race, from match-fixing to diving for a penalty - cheating in sport is as old as sport itself. There are plenty of well-known cases of cheats being found out in sport: Ben Johnson, for example, was stripped of his 100m Olympic medal after a positive drugs test; South African cricketer Hansie Cronje was banned from all cricket for life after admitting involvement in match-rigging; rugby union recently found itself having to deal with the "blood gate" scandal. However, there are myriad other examples of bending the rules more subtly: pressuring the referee, demoralising...

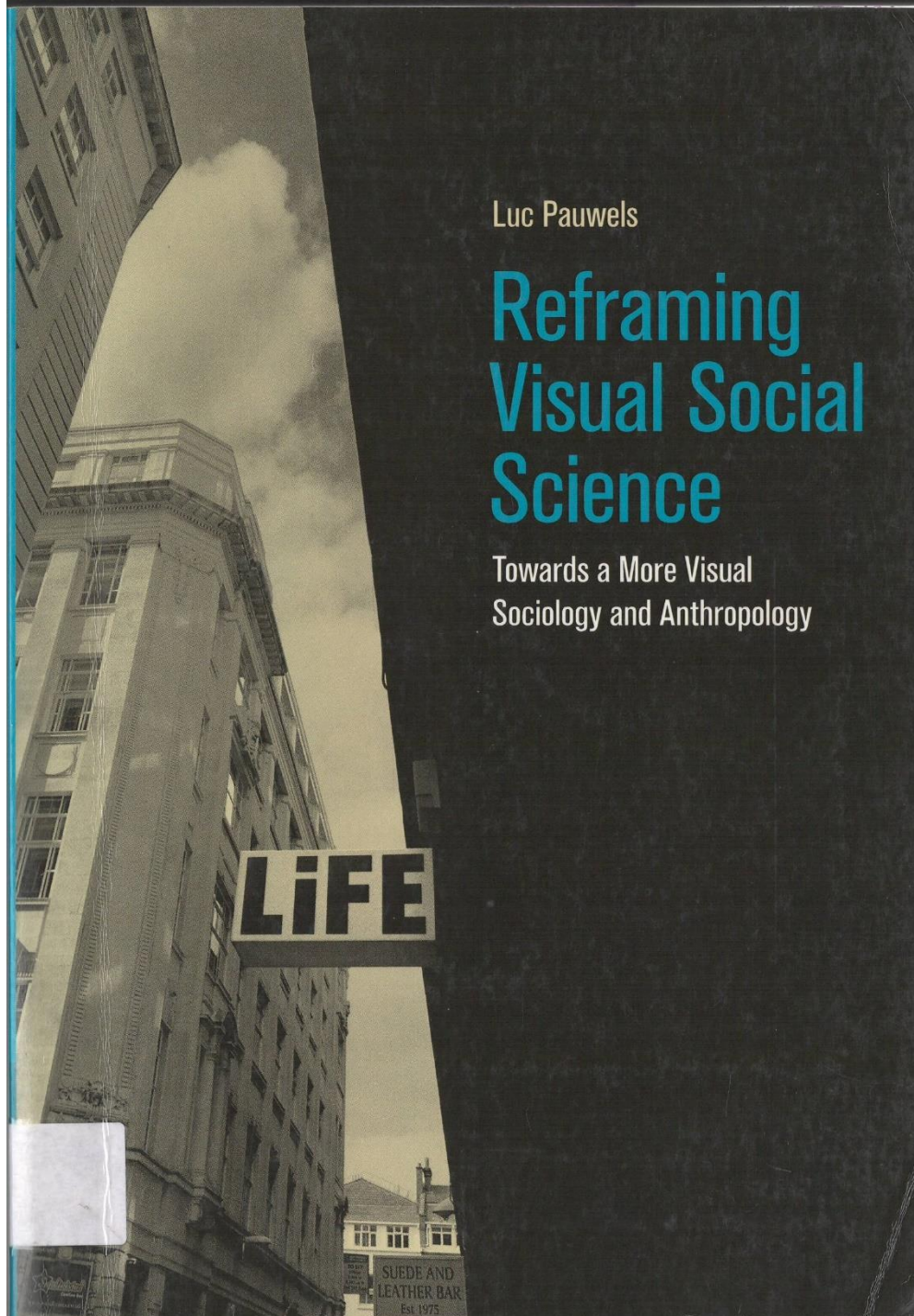




Acc. No : 35849

Call No : 302.23 PAU-L

The burgeoning field of 'visual social science' is rooted in the idea that valid scientific insight into culture and society can be acquired by observing, analyzing and theorizing its visual manifestations: visible behavior of people and material products of culture. Reframing Visual Social Science provides a well-balanced, critical-constructive and systematic overview of existing and emerging modes of visual social and cultural research. The book includes integrated models and conceptual frameworks, analytical approaches to scrutinizing existing imagery and multimodal phenomena, a systematic presentation of more active ways and formats of visual scholarly production and communication, and a number of case...



'Essential ... Transforms our thinking'
Michelle Alexander, author of *The New Jim Crow*

The New Science of Race and Inequality

BIASED

Jennifer Eberhardt

'Groundbreaking'
Bryan Stevenson, author of *Just Mercy*



Acc. No : 39425

Call No : 305.8 EBE-J

Michelle Alexander, author of 'Jennifer eberhardt is one of the great thinkers and one of the great voices of our time.' carol dweck, author of mind-set 'ground-breaking Bryan Stevenson, author of just mercy from one of the world's leading experts on unconscious racial bias comes a landmark examination of one of the central controversies and culturally powerful issues of our time. biased, pioneering social psychologist Professor Jennifer eberhardt explains how. This book is an examination of implicit bias what it is, where it comes from, how it affects us and how we can address it. Implicit bias is not a new way of calling someone a racist. In fact, you don't have to be a racist at all to be influenced...

Robert J. Shiller

Winner
— of —
the Nobel
Prize

narrative economics

How Stories Go
Viral & Drive Major
Economic Events



Acc. No : 40093

Call No : 330.0112 SHI-R

In a world in which internet troll farms attempt to influence foreign elections, can we afford to ignore the power of viral stories to affect economies? In this ground-breaking book, Nobel Prize winning economist and New York Times bestselling author Robert Shiller offers a new way to think about the economy and economic change. Using a rich array of historical examples and data, Shiller argues that studying popular stories that affect individual and collective economic behaviour what he calls "narrative economics" has the potential to vastly improve our ability to predict, prepare for, and lessen the damage of financial crises, recessions, depressions, and other major economic events, Spread through...

"The best available overview of where the solar industry finds itself today, and a road map for how it can reach a brighter future."

—*Financial Times*

TAMING *the* SUN

Innovations to Harness Solar Energy
and Power the Planet

Varun Sivaram



Acc. No : 40012

Call No : 333.7923 SIV-V

How Solar could spark a clean-energy transition through transformative innovation creative financing, Revolutionary technologies and flexible Energy systems. Solar energy, once a Niche application for a limited market, has become the cheapest and fastest-growing power source on earth. What's more, its potential is nearly limitless every hour the sun beams down more energy than the World uses in a year. But in Taming the Sun, Energy expert Varun Sivaram warns that the world is not yet equipped to harness erratic sunshine to meet most of its Energy needs. And if solar's current surge peters out, prospects for replacing fossil fuels and averting catastrophic climate change will dim. Innovation can brighten those...

DENIAL, DESIRE, IMMERSION

EVOLUTION OF INDIAN CONSUMERS

KISHORE CHAKRABORTI



Acc. No : 39697

Call No : 339.47 CHA-K

We all are consumers; yet the consumer within us is an elusive person. It is difficult to pin him down with set behavioural patterns. We are rational, we are impulsive, we are money conscious and we are also brand conscious. The person who heckles the shopkeeper to give a five-rupee discount on a plastic mug enjoys food in a nearby restaurant and tips the waiter a tenner without batting an eyelid. Yet, we never bother to understand why we are like that. Denial, Desire, Immersion attempts to understand Indian consumers from an observed reality. It answers questions like whether there is anything quintessentially Indian about the Indian consumer. If yes, what are the basic traits? How far have the consumers...

REVISITING NUCLEAR INDIA

Strategic Culture and
(In)Security Imaginary

Runa Das



Acc. No : 38584

Call No : 355.02170954 DAS-R

Interrogating the socially constructed nature of a nation's strategic culture to explain its nuclear security policies is not a common practice in the mainstream scholarships of strategic culture studies and International Relations. Revisiting Nuclear India is an effort to reorient strategic culture and international security studies in this direction. It uses India's nuclear policy and security issue as a case study to lay threadbare how these are affected by multiple factors of political, economic, technological, domestic, bureaucratic, institutional, historical and cultural significance. The work tries to connect and locate what constitutes India's strategic culture, its nationalist identity, insecurities and nuclear...

170954

Bikash Kanti Sarkar
Ambuj Kumar

Universities Press

Introduction to Theory of Computation



Acc. No : 39480

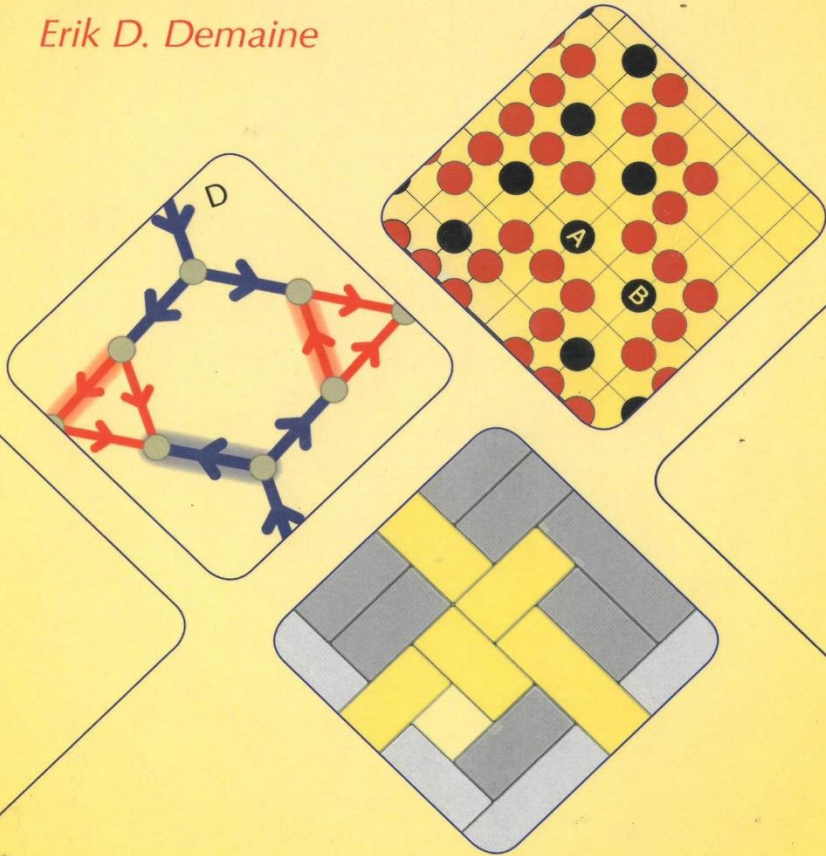
Call No : 511.352 SAR-B

The book introduces readers to Theory of Computation, one of the fundamental pillars of Computer Science, and can be used as a core textbook by undergraduate students of Engineering. It offers a cohesive presentation of all aspects of Theoretical Computer Science, namely, automata, formal languages, computability and complexity. It also covers the mathematical preliminaries necessary for the subject. As Theory of Computation forms an important part of the syllabus of various national and state-level competitive examinations and is also a high-scoring area, several problems from previous competitive examinations have also been included in this book, and shortcut tricks...

Games, Puzzles, & Computation

Robert A. Hearn

Erik D. Demaine



Acc. No : 38405

Call No : 510 HEA-R

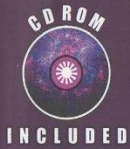
The authors show that there are underlying mathematical reasons for why games and puzzles are challenging (and perhaps why they are so much fun). They also show that games and puzzles can serve as powerful models of computation quite different from the usual models of automata and circuits offering a new way of thinking about computation. This framework is then applied to several real games and puzzles that people play, showing in each case that the game is computationally as difficult as any other game in its category. The appendices provide a substantial survey of all known results in the field of game complexity, serving as a reference guide for readers interested in the computational complexity of...



Acc. No : 37875

Call No : 538.44 ROS-R

In this book, the first on the interdisciplinary subject of Ferro hydrodynamics, Dr Rosensweig develops a framework for understanding the behaviour and dynamics of magnetic fluids. Magnetic fluid, like iron, becomes magnetized in the presence of an external magnetic field, but also exhibits properties characteristic of fluids. The treatment is self-contained and builds stepwise on the concepts of electromagnetism, fluid mechanics and thermodynamics. The author also discusses some unusual associated phenomena such as remote positioning, levitation of dense objects, prevention of flow instabilities and the self-organization of the magnetic fluid into patterns. One of the best classic introductions to the subject, the text covers...



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Economy
Edition

NUCLEAR PHYSICS

Problem-based Approach
Including MATLAB®

Hari M. Agrawal



Acc. No : 38358

Call No : 539.7 AGR-H

The book presents a coherent and in-depth treatment of all the important topics on nuclear physics with up-to-date notions and viewpoints. It starts with the discussion on general properties of nucleus, and then moves on to give insights into nuclear models, radioactivity and its applications, nuclear force and nuclear reactions. Readers are also introduced with the concept of interaction of radiation with matter, and detectors including particle accelerators from a practical rather a theoretical point of view. A separate chapter has been devoted to particle physics along with the latest developments. The book also presents an overview of the applications of nuclear physics to various fields such as nuclear...



THE knife's edge

PROFESSOR
STEPHEN WESTABY

Bestselling author of *Fragile Lives*

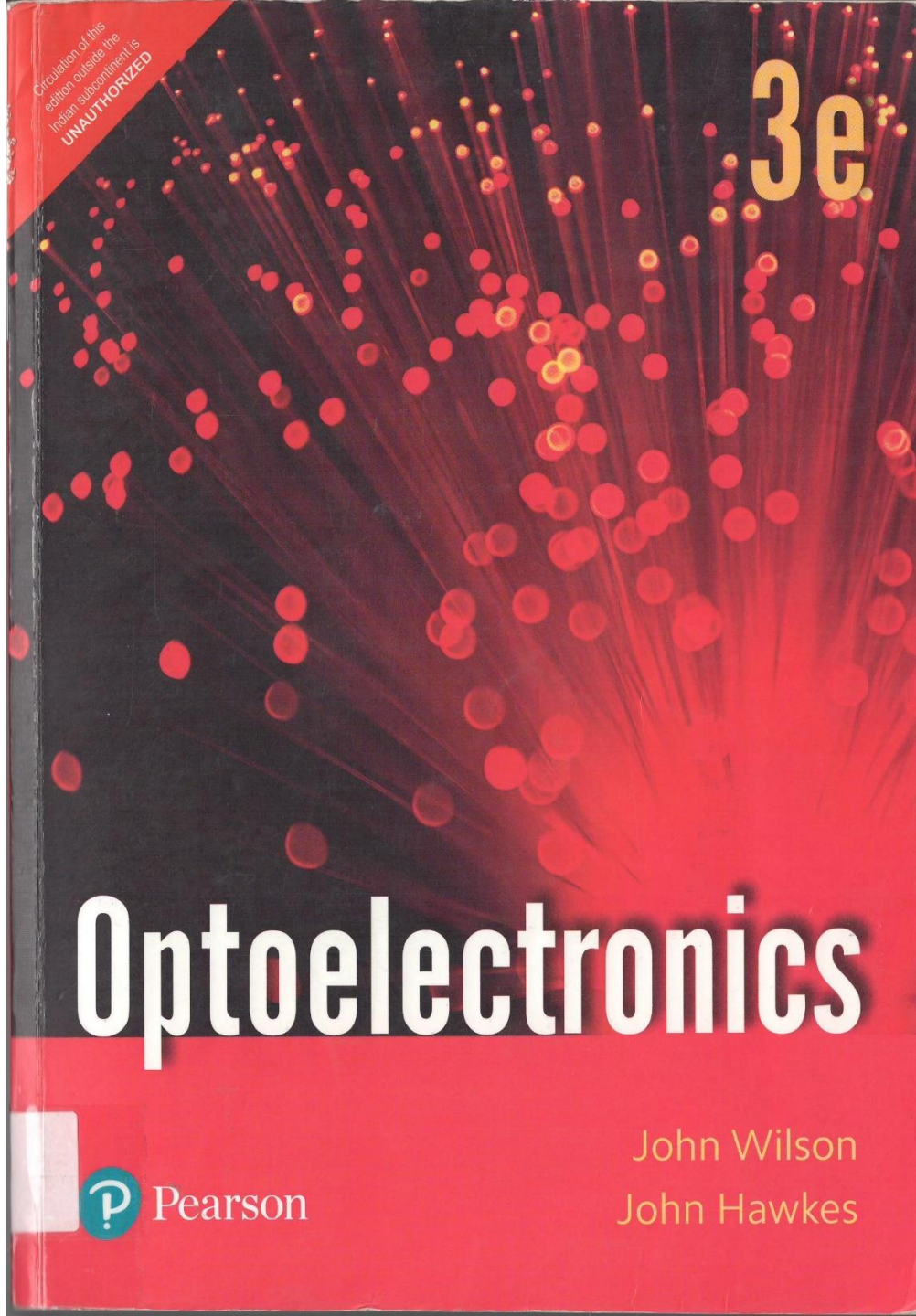
The Heart and Mind
of a Cardiac Surgeon

Available Exclusively in the Indian Subcontinent

Acc. No : 40025

Call No : 617.4120 WES-S

Although Professor Stephen Westaby was born with the necessary coordination and manual dexterity, it was a head trauma sustained during university that gifted him the qualities of an exceptional heart surgeon: qualities that are frequently associated with psychopathy. His 35-year career has been characterised by fearlessness and ruthless ambition, leaving empathy at the hospital door as thousands of patients put their lives in his hands. For heart surgeons, the inevitable cost of failure is death, and in *The Knife's Edge*, Westby reflects on the unique mind-set of those who are drawn to this exhilarating and often tragic profession. We discover the pioneers who grasped opportunities and took chances to drive innovation and...



Acc. No : 38199

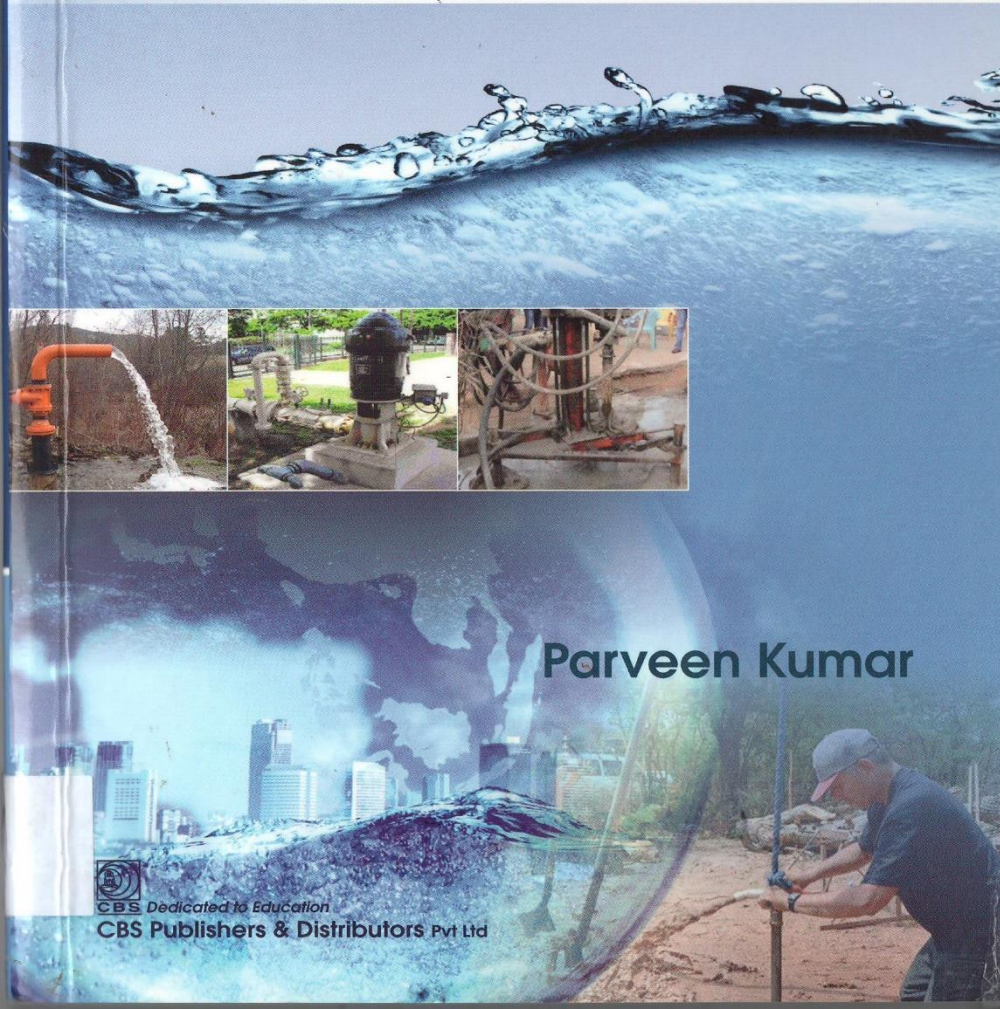
Call No : 621.3810 WIL-J

The third edition of this best-selling textbook continues the successful approach adopted by previous editions - It is an introduction to optoelectronics for all students, undergraduate or postgraduate and practicing engineers requiring a treatment that is not too advanced but gives a good introduction to the quantitative aspects of the subject. The book aims to put special emphasis on the fundamental principles which underlie the operation of devices and systems. Readers will then be able to appreciate the operation of devices not covered in the book and to understand future developments within the subject. All the material in this edition has been fully updated. Features Retains the introductory chapters on optics and...



Ground Water and Well Drilling

A Reference Book on Ground Water and Wells



Parveen Kumar



CBS Dedicated to Education
CBS Publishers & Distributors Pvt Ltd

Acc. No : 39965

Call No : 622.37 KUM-P

The aim of writing is to present the fundamentals of ground- water and tube wells. This book contains useful information and knowledge on Groundwater hydrology, Well hydraulics, Testing of wells, Groundwater investigation, Quality of ground water, Percussion and Rotary drilling, Choice of drilling method and equipment, Water well design, Well screen, Development and completion of wells, Pumps, Fishing tools, Corrosion and incrustation in wells, Maintenance of wells, Groundwater management, Estimating and costing, Water purification and treatment and Record keeping. The book aims to serve as a dependable guide to all engineers, technicians, designers, planners and administrators engaged in the field for...

Eastern
Economy
Edition



FOUNDATION ENGINEERING

Bikash Chandra Chattopadhyay

Joyanta Maity



Acc. No : 39325

Call No : 624.15 CHA-B

The book is primarily intended for undergraduate and postgraduate students of civil engineering. It is also useful for the students of AMIE and a diploma course in civil engineering. The book is planned as a text for the first course in foundation engineering and presents the principles and practices of selection and design of foundation for structures in a simple and concise manner. Codal references have been given to acquaint the students with prevalent methodologies adopted in practise in the country. The book provides topics of wide interest such as machine foundation, foundation on problematic soil and ground improvement techniques. A large number of solved examples and multiple choice questions are included to help readers for...

FUNDRAISING MANAGEMENT

Analysis, planning and practice

ADRIAN SARGEANT AND ELAINE JAY

Third edition

Special Indian Edition

ROUTLEDGE



Acc. No : 38773

Call No : 658.1522 SAR-A

Applying the principles of marketing to nonprofit organizations and the fundraising sector is vital for the modern fundraiser who wants to increase profitability and diversify their fundraising efforts in this challenging industry. This comprehensive how-to guide provides a thorough grounding in the principles underpinning professional practices and critically examines the key issues in fundraising policy, planning and implementation. This new edition of Fundraising Management builds on the successful previous editions by including modern perspectives on organizational behaviour, extended coverage of digital fundraising and donor behaviour, including an examination of group influences on behaviour and...

Simple Excellence

Organizing and Aligning the
Management Team in a
Lean Transformation

Adam Zak and Bill Waddell

 CRC Press
Taylor & Francis Group

A PRODUCTIVITY PRESS BOOK

Special Indian Edition



Acc. No : 38383

Call No : 658.4022 ZAK-A

Detailing the role of senior management in achieving a successful transformation to organizational excellence, **Simple Excellence: Organizing and Aligning the Management Team in a Lean Transformation** charts a course of simplification through the complexity often associated with managing performance improvement initiatives. It spells out the roles of key individuals on the management team including those from sales and marketing, human resources, purchasing supply chain, information technology, finance, and engineering. Maintaining a focus on the big picture, this book explains what value streams are and how to use them to structure your business so that all stakeholders are aligned with what matters...

chasing the Raag dream

A LOOK INTO
THE WORLD OF
HINDUSTANI
MUSIC

ANEESH PRADHAN



Acc. No : 39365

Call No : 780.954 PRA-A

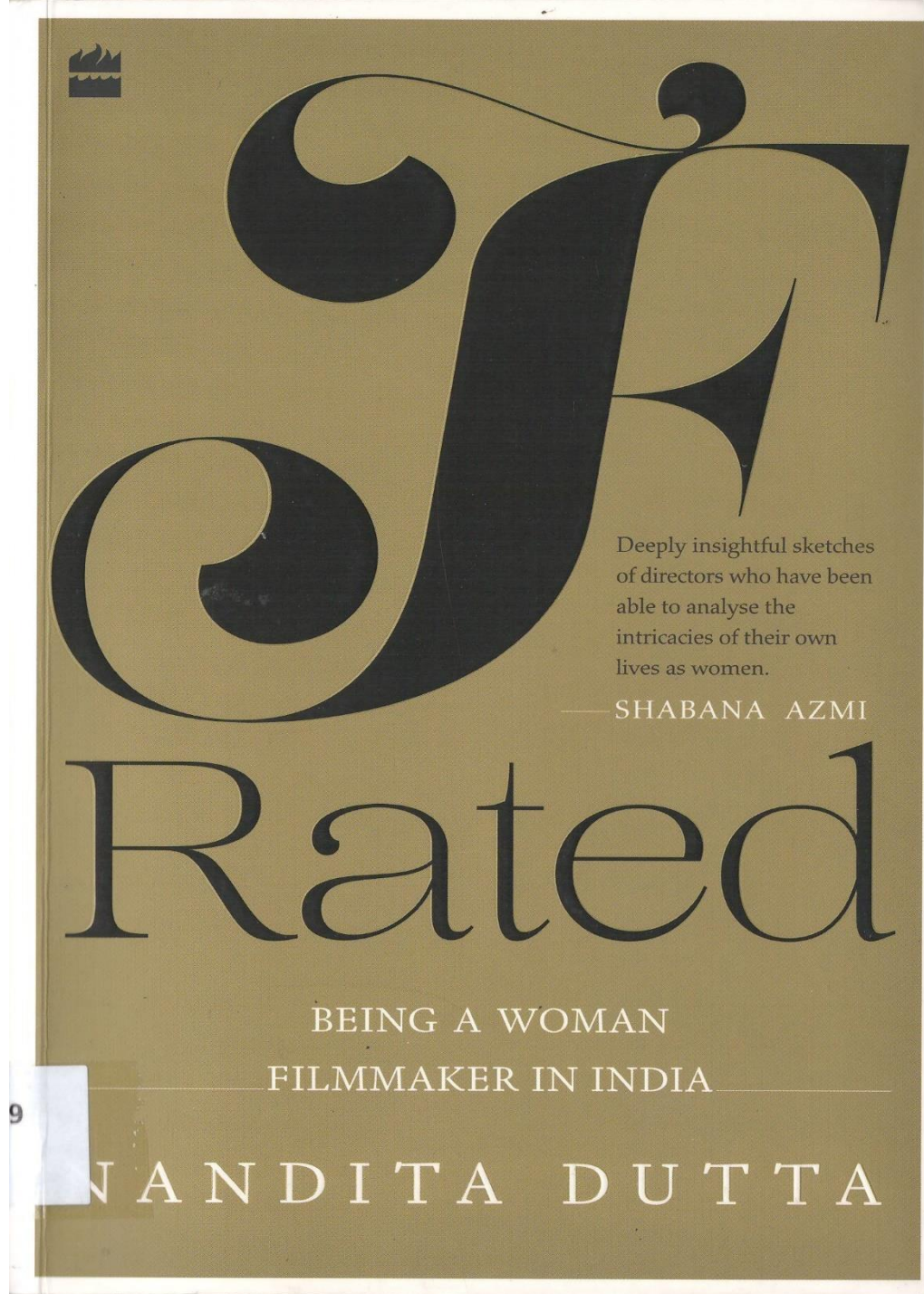
One of the two branches of Indian classical music, the Hindustani (North Indian) music tradition has evolved over thousands of years into the complex ecosystem it is today. Presently, Hindustani music is poised at a critical juncture where tradition is being challenged by changing mind sets, new technology and an economic reality vastly different from that prevalent until the last decade of the twentieth century. From its movement across geographical and class boundaries, its purpose in national identity, its facilitation by governing bodies and representation in broadcast and visual media to its corporate involvement and presence in educational institutions, Chasing the Raag Dream analyses Hindustani music from multiple...



Acc. No : 39822

Call No : 791.4309 DUT-N

What does it mean to be a woman filmmaker in India? One famous director suffered from depression, unable to take on film projects because of her young child. Another was asked in an interview if she drinks and smokes to deal with the stress of filmmaking like men do. Some faced cinematographers who refused to listen to them. Almost all of them struggle to raise money for films with female protagonists. But they are also cool and sassy. One attended film-school with her two-week-old baby. Another stormed the once all-male bastion of the 200-crore club. They can make a hit film about a middle-aged housewife, as much as a bisexual teenager with a disability. F-rated brings together diverse stories of eleven women filmmakers in...





GREATEST SPEECHES OF THE MODERN WORLD



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Greatest Speeches of the Modern World is a rare collection of some of the most passionate and persuasive speeches by some of the most significant personalities in modern history. These extraordinary men and women have represented their country at the highest levels in their roles as presidents, prime ministers, chancellors, Nobel laureates and leaders of opposition chaperoning its present and guiding its future. Learn from the inspirational words of Nelson Mandela, Barack Obama, Bill Clinton, Shinzo Abe, Sheryl Sandberg and Malala Yousafzai and many others who have made their indelible impression on the world. And it in times like these that leaders who held their nerves and fought their fears inspired...



CALCUTTA UNDER FIRE

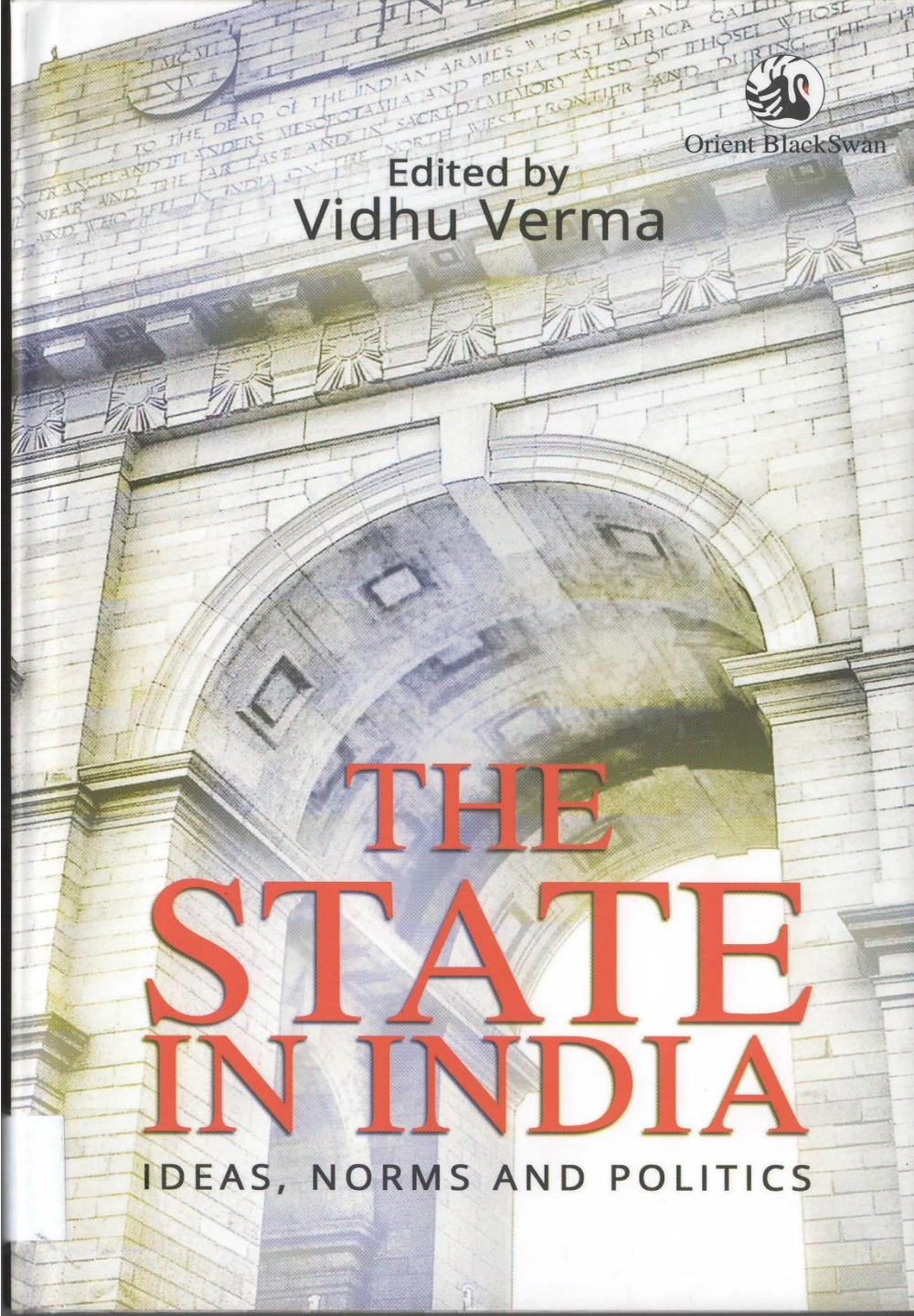
The Second World War Years

David Lockwood

Acc. No : 39758

Call No : 940.5400 LOC-D

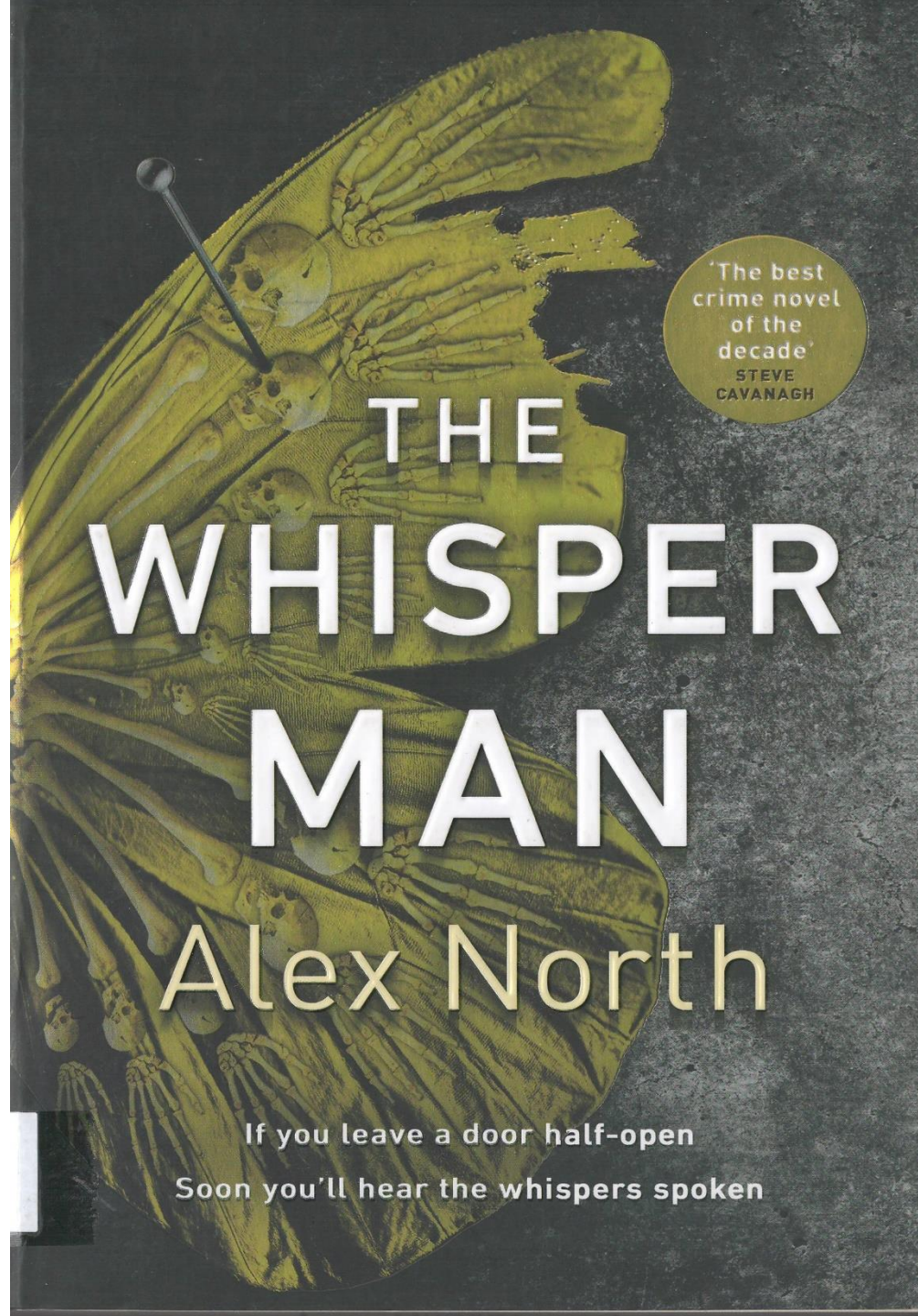
December 1942: Calcutta is bombed by the Japanese air force. In the ensuing panic, one and a half million flee the almost defenceless city. How did the political actors of the time react to the prospect of a Japanese invasion? The Japanese, having stormed through Malaya, Singapore and Burma, appear unstoppable and on their way to India. David Lockwood investigates the reactions and plans of the Congress, the British and the Indian National Army (INA), concluding that the episode revealed a good deal about plans for India after the war, the impossibility of the INA's military solution, and that it was a part of the transition of the Indian State from the British to the Congress. *Calcutta under Fire*, offers a rare insight into a crucial period of...



Acc. No : 39508

Call No : 954.04 VER-V

A a few decades ago, India was viewed primarily as a country beset by poverty and cultural differences. Its political system was in transition from One-Party dominance to coalition politics. However, recent political changes with a majority government have led to the democratic practice being challenged, particularly in light of persistent economic and social inequality. The state's capacity to redistribute wealth and alleviate poverty has been questioned, along with the robustness of its institutions and the negotiation of boundaries between state and Civil society. In this context the state in India offers an insightful overview of the literature on the state and...



Acc. No : 39217

Call No : Fiction NOR-A

If you leave a door Half-Open, soon you'll hear the whispers spoken. Still devastated after the loss of his wife, Tom Kennedy and his young son Jake move to the sleepy village of feather bank, looking for a fresh start. But feather bank has a dark past. Fifteen years ago a twisted serial killer abducted and murdered five young boys. Until he was finally caught, the killer was known as 'the whisper man'. Of course, an old crime need not trouble Tom and Jake as they try to settle in to their new home. Except that now another boy has gone missing. And then Jake begins acting strangely. He says he hears a whispering at his window. "Still devastated after the loss of his wife, Tom Kennedy and his...



The Sunday Times and New York Times Bestseller

RUTH WARE

THE TURN OF THE KEY

Their dream house will become her worst nightmare

Acc. No : 39991

Call No : Fiction WAR-R

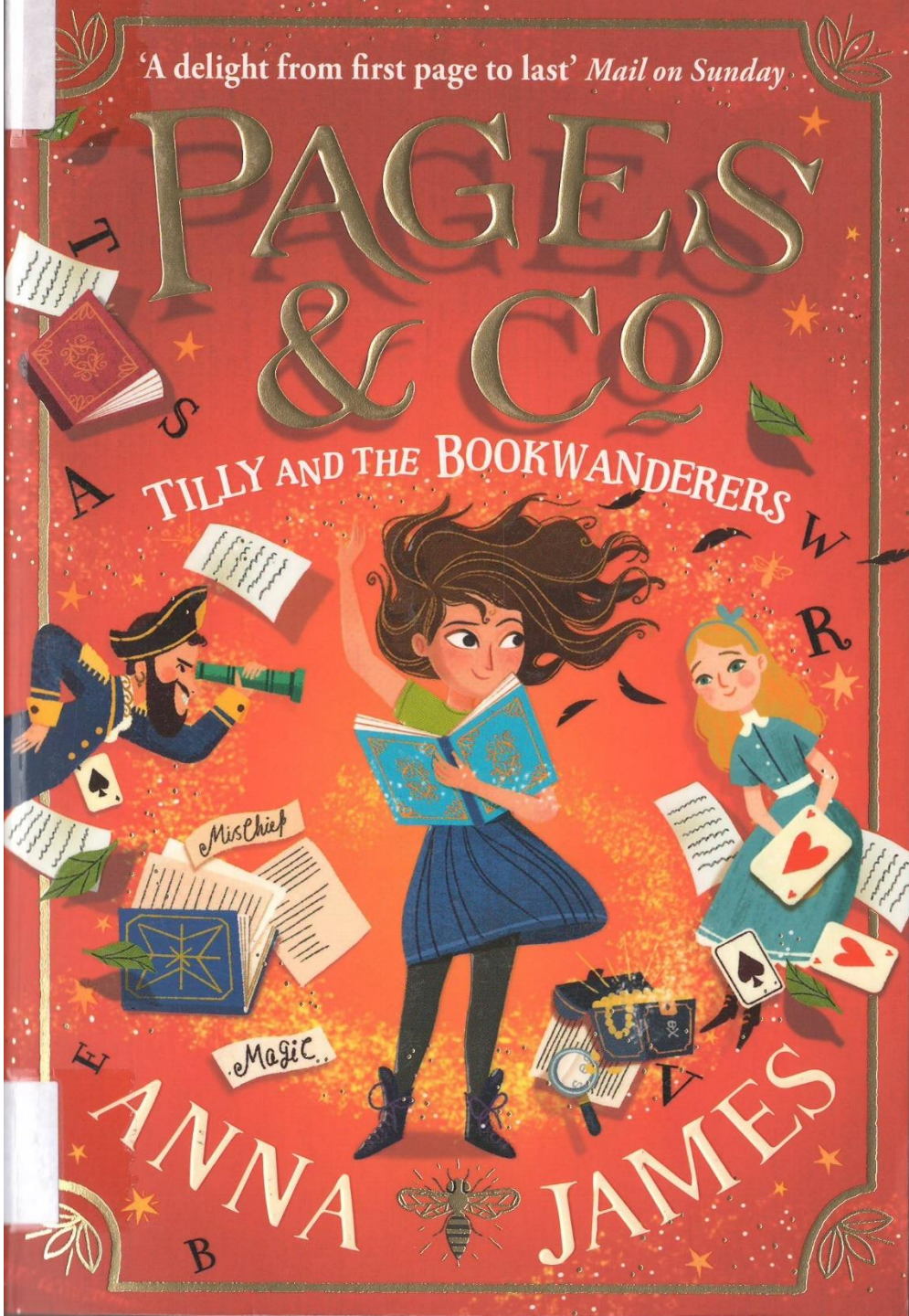
Will hold you captive until the brilliant ending' Shari Lapena, author of the couple next door 'so clever and original. Pure suspense, from the first gripping page to the last shocking twist' Erin Kelly, author of he said/she said i know you don't Know me but you have to help me. I didn't kill anyone. when Rowan stumbles across the advert, it seems like too good an opportunity to miss: A live-in nanny position, with a staggeringly generous salary. And when she arrives at heather brae house, she is smitten by the luxurious 'smart' home fitted out with all modern conveniences, by the beautiful Scottish highlands and by this picture-perfect family. What she doesn't know is that she's stepping into a nightmare one that will...

'A delight from first page to last' *Mail on Sunday*

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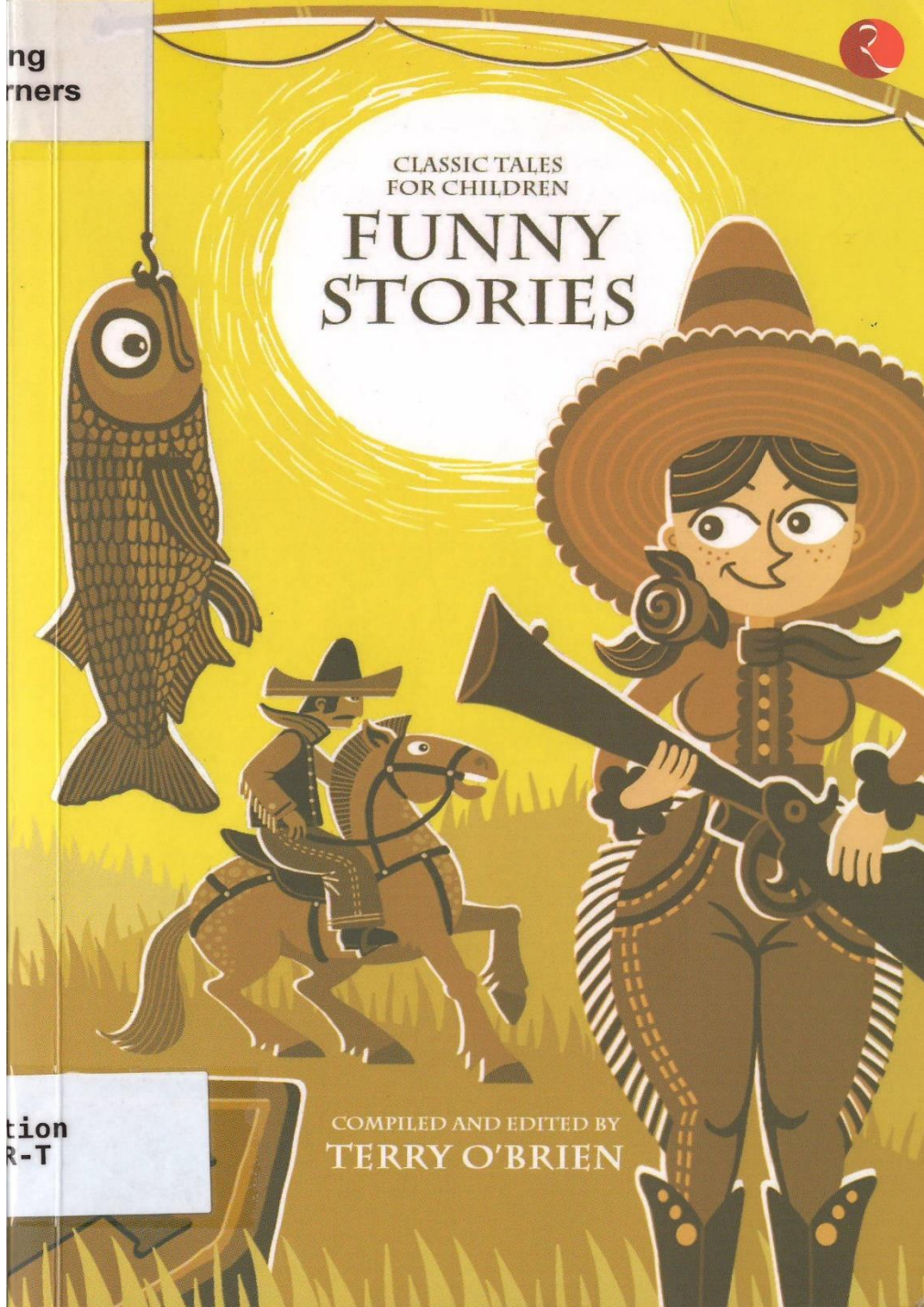
achieve

lead

Acc. No : 40040

Call No : Fiction JAM-A

A magical adventure to delight the imagination. A curl-up-on-the-sofa snuggle of a debut from a uniquely talented author. Eleven year-old Tilly has lived above her grandparents' bookshop ever since her mother disappeared shortly after she was born. Like the rest of her family, Tilly loves nothing more than to escape into the pages of her favourite stories. One day Tilly realises that classic children's characters are appearing in the shop through the magic of 'book wandering' – crossing over from the page into real life. With the help of Anne of Green Gables and Alice in Wonderland. Tilly is determined to solve the mystery of what happened to her mother all those years ago, so she bravely steps into the unknown, unsure of what adventure lies...



Acc. No : 39798

Call No : Fiction O'BR-T

A discontented baron trying to kill himself is haunted by an unexpected visitor. A young man tries to rescue a girl only to discover that she hardly needs any saving. In an old English manor, a colourful ghost tries to scare the family living there to no avail. A man held for embezzlement comes up with a unique caper to repay his debts. Classic Tales for Children: Funny Stories brings together stories by some of the best loved humourists of the English language. Recommended for everyone who enjoys a good laugh! Funny stories is a collection of ten interesting humorous tales from some of the most celebrated authors. From kings and queens, to jailors and thieves, to ghosts and ghostbusters these stories are a treat for young learners. The stories that are sure...



7A

7A
Library
Engineering
Literature
Geography

Thank you