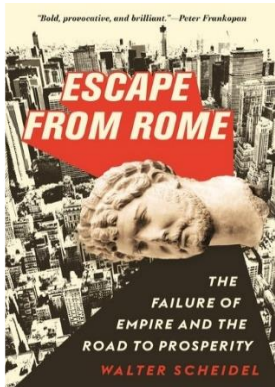


New Arrival List of Books (February - 2022)



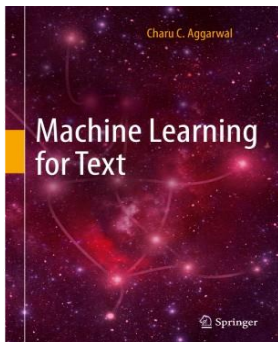
Sr. No. 01

Title: Escape from Rome: the failure of empire and the road to prosperity
by Scheidel, Walter

New Jersey Princeton University Press 2019
Acc. No. 001689 **Call No.** 937.09 SCH

Summary: The fall of the Roman Empire has long been considered one of the greatest disasters in history. But in this ground-breaking book, Walter Scheidel argues that Rome's dramatic collapse was actually the best thing that ever happened, clearing the path for Europe's economic rise and the creation of the modern age. Ranging across the entire premodern world, Escape from Rome offers new answers to some of the biggest questions in history:

[Click for more details](#)



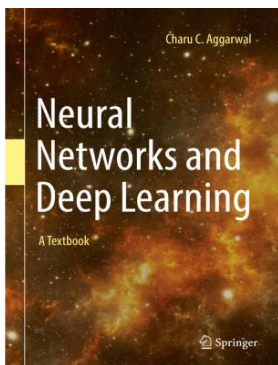
Sr. No. 2

Title: Machine learning for text by Aggarwal, Charu C.

Switzerland Springer 2018
Acc. No. 001690 **Call No.** 006.31 AGG

Summary: The first textbook to cover machine learning of text in a holistic way, which includes aspects of mining, language modelling, and deep learning. Includes many examples to simplify exposition and facilitate in learning. Semantically understandable illustrations are provided, so that they can be used in classroom teaching Provides comprehensive coverage of this field. The depth and breadth of coverage is unique to this textbook.

[Click for more details](#)



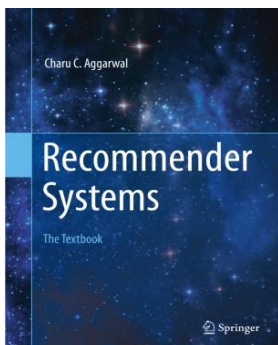
Sr. No. 3

Title: Neural networks and deep learning: a textbook by Aggarwal, Charu C.

Switzerland Springer 2018
Acc. No. 001691 **Call No.** 006.32 AGG

Summary: This book covers the theory and algorithms of deep learning, and it provides detailed discussions of the relationships of neural networks with traditional machine learning algorithms. The mathematical aspects are concretely presented without losing accessibility. The book is written in a textbook style, and it includes exercises, a solution manual, and instructor slides. The depth and breadth of coverage are unique to the book.

[Click for more details](#)



Sr. No. 4

Title: Recommender systems: the textbook by Aggarwal, Charu C.

Switzerland Springer 2016
Acc. No. 001692 **Call No.** 005.56 AGG

Summary: This book comprehensively covers the topic of recommender systems, which provide personalized recommendations of products or services to users based on their previous searches or purchases. Recommender system methods have been adapted to diverse applications including query log mining, social networking, news recommendations, and computational advertising.

[Click for more details](#)



Sr. No. 5

Title: Analysis of investments and management of portfolios by Reilly, Frank K.

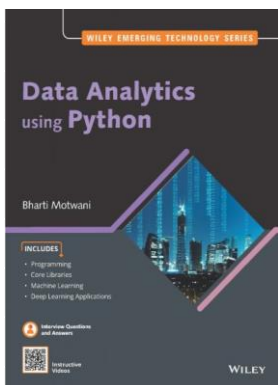
New Delhi Cengage Learning India Pvt Ltd. 2016

Acc. No. 001693

Call No. 332.6 REI

Summary: This text takes a rigorous, empirical approach to teaching students about topics such as investment instruments, capital markets, behavioural finance, hedge funds, and international investing. It also emphasizes how investment practice and theory are influenced by globalization. In addition, this tenth edition includes new coverage of relevant topics such as the impact of the 2008 financial market crisis, changes in rating agencies and government agencies such as Fannie Mae and Freddie Mac, global assets risk-adjusted performance and intercorrelations, and more.

[Click for more details](#)



Sr. No. 6

Title: Data analytics using python by Motwani, Bharti

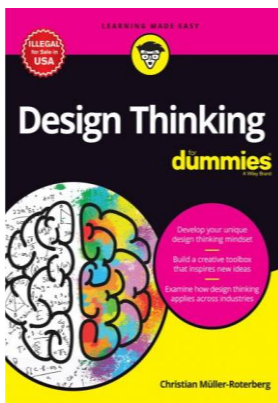
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001694

Call No. 005.133 MOT

Summary: The book starts from basics of Python and gradually increases its level to machine learning. Significant focus has also been laid on deep learning and applications – neural network models like MLP, RNN and CNN; trained models for text and image data and development of chatbots.

[Click for more details](#)



Sr. No. 7

Title: Design thinking for dummies by Muller-Roterberg, Christian

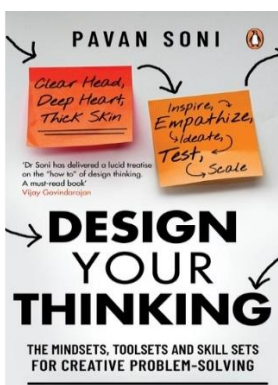
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001695

Call No. 658.4063 MUL

Summary: Design thinking is not just the property of graphic designers. This approach to creating solutions by thinking from the customer perspective can lead to new and innovative ideas that old methods could not approach. Design Thinking for Dummies provides a jump-start to get you and your organization on the path to new creativity. Written by a design thinking thought leader, this book helps you through the design thinking cycle and shows how it can help any industry.

[Click for more details](#)



Sr. No. 8

Title: Design your thinking: the mindsets, toolsets and skill sets for creative problem-solving by Soni, Pavan

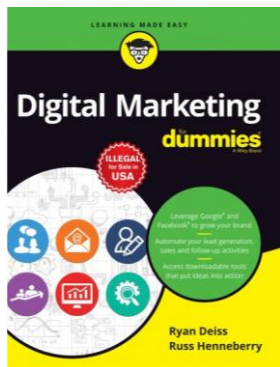
Haryana Penguin Random House India Pvt. Ltd. 2020

Acc. No. 001696

Call No. 153.35 SON

Summary: This book attempts to offer a practitioner's perspective on how the tenets, methods and discipline of design thinking can be applied across a range of domains, including to everyday problems, and help us become expert problem-solvers through the use of the appropriate toolsets, skill sets and mindsets.

[Click for more details](#)



Sr. No. 9

Title: Digital marketing for dummies by Deiss, Ryan

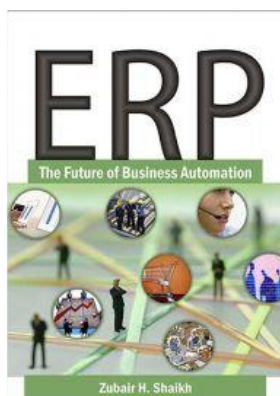
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001697

Call No. 659.144 DEI

Summary: Discover how to expand the reach of your brand, acquire and monetize customers, and increase audience engagement with the proven digital marketing strategy and tactics found in this comprehensive guide. Learn how to determine the best product and market fit for your business, measure what your traffic is worth from any source, and offer an effective lead magnet to convert visitors.

[Click for more details](#)



Sr. No. 10

Title: ERP: the future of business automation by Shaikh, Zubair H.

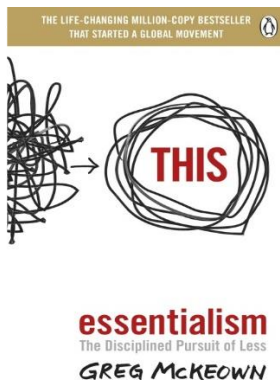
New Delhi Atlantic Publishers & Distributors Pvt. Ltd. 2013

Acc. No. 001698

Call No. 658.4038011 SHA

Summary: The book ERP: The Future of Business Automation explains the technicalities and functionalities of ERP solutions and illustrates different business scenarios to explain how ERP can be used as a tool for business automation. It also discusses in detail the reported problems and myths about ERP solutions. The book attempts to epitomize the ERP market in general and ERP software solutions in particular. It will be useful to companies planning for ERP solutions and prove equally beneficial to the students in management studies.

[Click for more details](#)



Sr. No. 11

Title: Essentialism: the disciplined pursuit of less by McKeown, Greg

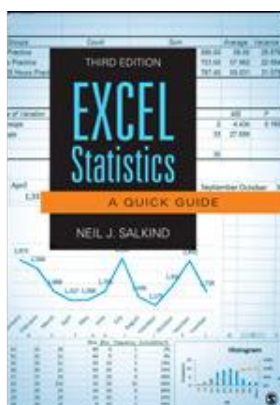
New Delhi Penguin Random House India Pvt. Ltd. 2021

Acc. No. 001699

Call No. 153.83 MCK

Summary: In Essentialism, Greg McKeown, CEO of a Leadership and Strategy agency in Silicon Valley who has run courses at Apple, Google and Facebook, shows you how to achieve what he calls the disciplined pursuit of less. Being an Essentialist is about a disciplined way of thinking. It means challenging the core assumption of 'We can have it all' and 'I have to do everything' and replacing it with the pursuit of 'the right thing, in the right way, at the right time'.

[Click for more details](#)



Sr. No. 12

Title: Excel statistics: a quick guide by Salkind, Neil J.

Los Angeles Sage Publications, Inc. 2016

Acc. No. 001700

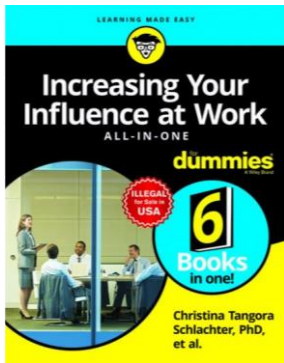
Call No. 005.54 SAL

Summary: **Excel Statistics: A Quick Guide** shows readers how to utilize Microsoft® Excel's functions and Analysis ToolPak to answer simple and complex questions about data. Part I explores 35 Excel functions, while Part II contains 20 Analysis ToolPak tools. To make it easy to see what each function or tool looks like when applied, at-a-glance two-page spreads describe each function and its use with corresponding screenshots. In addition, actual data files used in the examples are readily available online at an open-access Student Study Site.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 13

Title: Increasing your influence at work: all-in-one for dummies by Tangora, Christina

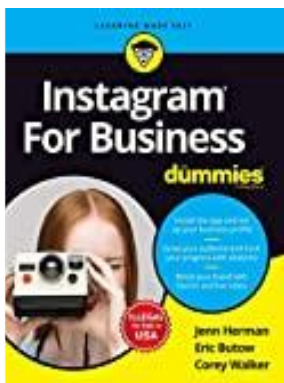
New Delhi Wiley India Pvt. Ltd. 2018

Acc. No. 001701

Call No. 153.852 TAN

Summary: Increasing Your Influence at Work All-in-One For Dummies shows you how to contribute more fully to important decisions, resolve conflicts more easily, lead and manage more effectively, and much more. Plus, you'll discover how to develop the most important attributes necessary for influence—trustworthiness, reliability, and assertiveness—and find out how to move beyond.

[Click for more details](#)



Sr. No. 14

Title: Instagram for business for dummies by Herman, Jenn

New Delhi Wiley India Pvt. Ltd. 2018

Acc. No. 00702

Call No. 659.144 HER

Summary: Instagram For Business For Dummies shows you how to use the app to connect with your audience in a meaningful way as you showcase your products and offer a unique insider's view of your brand. Perfect for Instagram newbies or those who want to spruce up an existing account, this book helps you set up a powerful business profile, compose successful posts, and tell your story to the world.

[Click for more details](#)



Sr. No. 15

Title: International project management by Koster, Kathrin

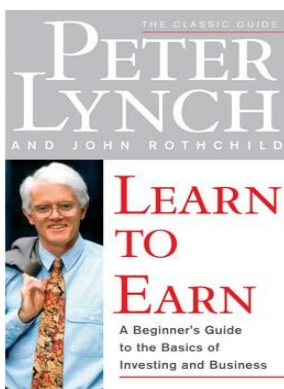
New Delhi Sage Publications India Pvt. Ltd. 2010

Acc. No. 001703

Call No. 658.404 KOS

Summary: International Project Management does just that, systematically linking the key elements of cross-cultural management and the particularities of an international context, with the tools and techniques of project management. With full pedagogical support including A wide variety of examples and illustrations, including an in-depth, end-of-chapter case study with case questions.

[Click for more details](#)



Sr. No. 16

Title: Learn to earn: a beginner's guide to the basics of investing and business by Lynch, Peter

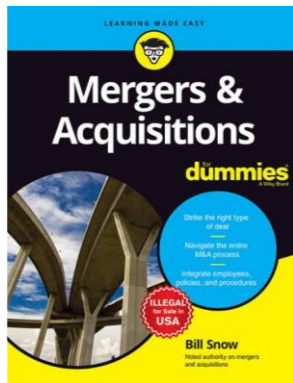
New York Simon & Schuster 1995

Acc. No. 001704

Call No. 658.152 LYN

Summary: In Learn to Earn, Lynch and Rothchild explain in a style accessible to anyone who is high school age or older how to read a stock table in the daily newspaper, how to understand a company annual report, and why everyone should pay attention to the stock market. They explain not only how to invest, but also how to think like an investor.

[Click for more details](#)



Sr. No. 17

Title: Mergers and acquisitions for dummies by Snow, Bill

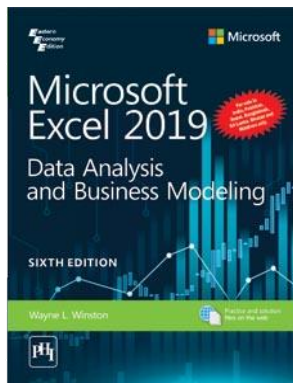
New Delhi Wiley India Pvt. Ltd. 2018

Acc. No. 001705

Call No. 658.16 SNO

Summary: Are you a business owner, investor, venture capitalist, or member of a private equity firm looking to grow your business by getting involved in a merger with, or acquisition of, another company? Are you looking for a plain-English guide to how mergers and acquisitions can affect your investments? Look no further. Mergers & Acquisitions For Dummies explains the entire process step by step—from the different types of transactions and structures to raising funds and partnering.

[Click for more details](#)



Sr. No. 18

Title: Microsoft excel 2019: data analysis and business model by Wayne, L. Winston

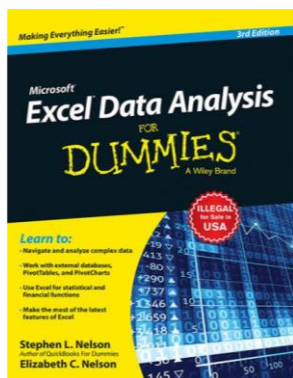
New Delhi PHI Learning Pvt. Ltd. 2021

Acc. No. 001706

Call No. 005.54 WAY

Summary: Master business modeling and analysis techniques with Microsoft Excel 2019 and Office 365 and transform data into bottom-line results. Written by award-winning educator Wayne Winston, this hands-on, scenario-focused guide helps you use Excel to ask the right questions and get accurate, actionable answers. New coverage ranges from Power Query/Get & Transform to Office 365 Geography and Stock data types. Practice with more than 800 problems, many based on actual challenges faced by working analysts.

[Click for more details](#)



Sr. No. 19

Title: Microsoft excel data analysis for dummies by Nelson, Stephen L.

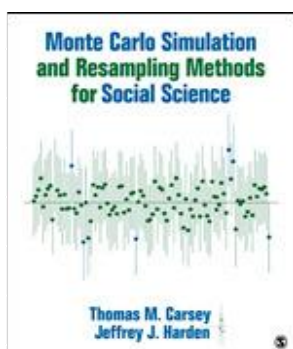
New Delhi Wiley India Pvt. Ltd. 2018

Acc. No. 001707

Call No. 005.54 NEL

Summary: Data collection, management and analysis is the key to making effective business decisions, and if you are like most people, you probably don't take full advantage of Excel's data analysis tools. With Excel Data Analysis For Dummies, 3rd Edition, you'll learn how to leverage Microsoft Excel to take your data analysis to new heights by uncovering what is behind all of those mind-numbing numbers. The beauty of Excel lies in its functionality as a powerful data analysis tool.

[Click for more details](#)



Sr. No. 20

Title: Monte Carlo simulation and resampling methods for social science by Carsey, Thomas M.

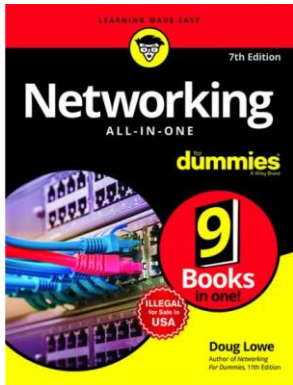
Los Angeles Sage Publications, Inc. 2014

Acc. No. 001708

Call No. 300.1518282 CAR

Summary: This book examines abstract principles, such as bias, efficiency, and measures of uncertainty in an intuitive, visual way. Instead of thinking in the abstract about what would happen to a particular estimator "in repeated samples," the book uses simulation to actually create those repeated samples and summarize the results. The book includes basic examples appropriate for readers learning the material for the first time, as well as more advanced examples that a researcher might use to evaluate an estimator, he or she was using in an actual research project.

[Click for more details](#)



Sr. No. 21

Title: *Networking all-in-one for dummies* by Lowe, Doug

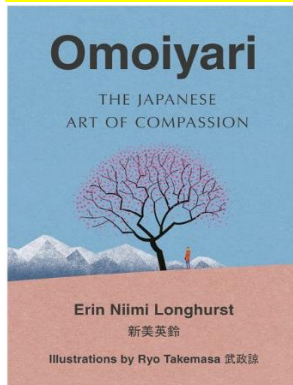
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001709

Call No. 004.6 LOW

Summary: Networking All-in-One for Dummies, 7th Edition, serves as the perfect beginner's guide as well as the professional's ideal reference book. Whether you're in charge of a small network or a large network, Networking All-in-One contains every bit of information that is necessary to set up a network and keep it functioning. Minibooks cover essential, up to date information for networking in systems such as Windows 10 and Linux, as well as best practices for security, mobile networking, and much more.

[Click for more details](#)



Sr. No. 22

Title: *Omoiyari: the Japanese art of compassion* by Longhurst, Erin Niimi

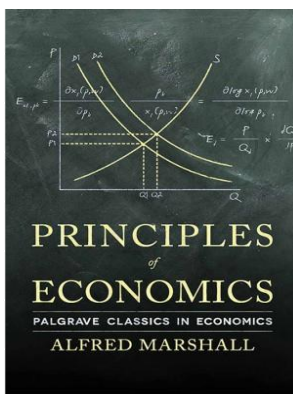
London HarperCollins Publishers 2020

Acc. No. 001710

Call No. 177.7 LON

Summary: This book will help you embrace omoiyari and bring joy and happiness into your own life and the lives of others. Care, consideration and empathy underpin all aspects of daily life in Japan and are essential to the social spirit. From *Omotenashi* (Japanese hospitality), *Kirei* (cleanliness and organisation) and *Mottainai* (reducing waste) to *Zakka* (finding beauty in the mundane) and *Senbazuru* (the origami art of folding one thousand paper cranes), there are so many different ways that the Japanese emphasise the importance of community and helping others.

[Click for more details](#)



Sr. No. 23

Title: *Principles of economics* by Marshall, Alfred

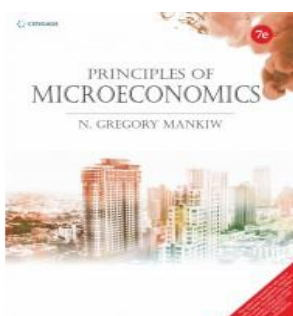
New York Palgrave Macmillan 2013

Acc. No. 001711

Call No. 330 MAR

Summary: Alfred Marshall, Principles of Economics (1890) – Founder of Modern (Neo-classical) Economics. His book Principles of Economics was the dominant textbook in economics for a long time and it is considered to be his seminal work.

[Click for more details](#)



Sr. No. 24

Title: *Principles of microeconomics* by Mankiw, N. Gregory

New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 001712

Call No. 338.5 MAN

Summary: Principles of Microeconomics, Seventh Edition, continues to be the most popular and widely used text in the economics classroom. A text by a superb writer and economist that stresses the most important concepts without overwhelming students with an excess of detail. A thorough update has been made to keep all chapters fresh and relevant with current Economic coverage.

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Sr. No. 25

Title: Research design: qualitative, quantitative, and mixed methods approaches by Creswell, J. W.

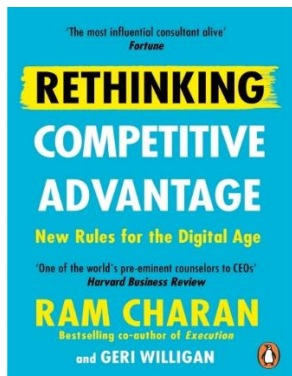
New Delhi Sage Publications India Pvt. Ltd. 2014

Acc. No. 001713

Call No. 300.721 CRE

Summary: The fourth edition of this well-accepted textbook provides a unique comparison of the three approaches to research inquiry in the human and social sciences: qualitative, quantitative, and mixed methods. It begins with preliminary consideration of philosophical assumptions for all three approaches—a review of the literature, an assessment of the use of theory in research approaches, and reflections about the importance of writing and ethics in scholarly inquiry.

[Click for more details](#)



Sr. No. 26

Title: Rethinking competitive advantage: new rules for the digital age by Charan, Ram

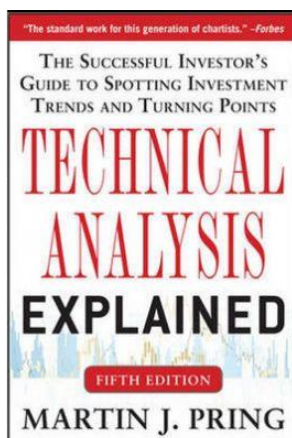
London Penguin Books Ltd. 2021

Acc. No. 001714

Call No. 658.4062 CHA

Summary: How do companies build a competitive advantage in the digital age? In this lively, accessible guide, Ram Charan - million-copy-bestselling author and advisor to some of the world's top CEOs - reveals that the tech giants have radically rewritten the rules of business. If you want to win, you need to learn to play a new game.

[Click for more details](#)



Sr. No. 27

Title: Technical analysis explained: the successful investor's guide to spotting investment trends and turning points by Pring, Martin J.

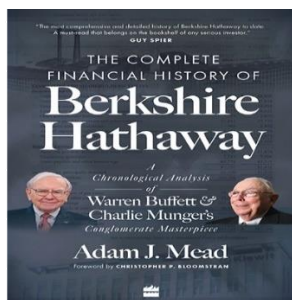
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 001715

Call No. 332.6322 PRI

Summary: This book to grow their wealth by understanding, interpreting, and forecasting significant moves in both individual stocks and entire markets. This new edition streamlines its time-honored, profit-driven approach, while updating every chapter with new examples, tables, charts, and comments that reflect the real-world situations you encounter in everyday trading. Required reading among many professionals, this authoritative resource now features: Brand-new chapters that analyze and explain secular trends with unique technical indicators that measure investor confidence, as well as an introduction to Pring's new Special K indicator

[Click for more details](#)



Sr. No. 28

Title: The complete financial history of Berkshire Hathaway: a chronological analysis of Warren Buffett and Charlie Munger's conglomerate masterpiece by Mead, Adam J.

Noida HarperCollins Publishers 2021

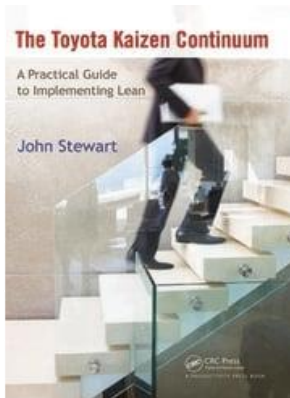
Acc. No. 001716

Call No. 338.860973 MEA

Summary: This comprehensive analysis distills over 10,000 pages of research material, including Buffett's Chairman's letters, Berkshire Hathaway Annual Reports and SEC filings, annual meeting transcripts, subsidiary financials, and more. The analysis of each year is supplemented with Buffett's own commentary where relevant, and examines all important acquisitions, investments, and other capital allocation decisions.

[Click for more details](#)

New Arrival of Books – February 2022



Sr. No. 29

Title: The Toyota Kaizen continuum: a practical guide to implementing lean by Stewart, John

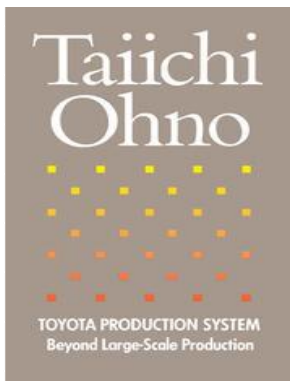
Boco Raton CRC Press 2017

Acc. No. 001718

Call No. 658.4013 STE

Summary: This book supplies a first-hand account of the realities behind implementing the Toyota Production System (TPS). The Toyota Kaizen Continuum: A Practical Guide to Implementing Lean presents authoritative insight on how to use the TPS to drive operational value and improvement across all segments of an organization. Highlighting valuable lessons learned directly from the TPS masters at the Toyota factories in Japan, John Stewart provides a time-tested approach for implementing a process of continuous improvement.

[Click for more details](#)



Sr. No. 30

Title: Toyota production system: beyond large-scale production by Ohno, Taiichi

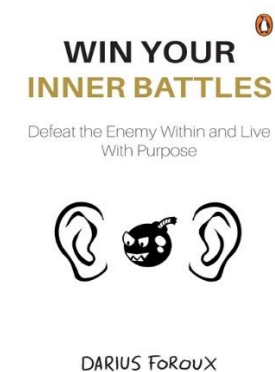
Boca Raton CRC Press 2019

Acc. No. 001719

Call No. 629.2340685 OHN

Summary: In this classic text, Taiichi Ohno--inventor of the Toyota Production System and Lean manufacturing--shares the genius that sets him apart as one of the most disciplined and creative thinkers of our time. Combining his candid insights with a rigorous analysis of Toyota's attempts at Lean production, Ohno's book explains how Lean principles can improve any production endeavor. A historical and philosophical description of just-in-time and Lean manufacturing, this work is a must read for all students of human progress.

[Click for more details](#)



Sr. No. 31

Title: Win your inner battles by Foroux, Darius

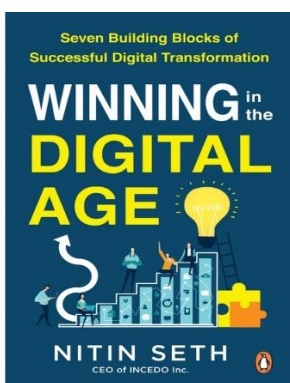
Haryana Penguin Random House India Pvt. Ltd. 2016

Acc. No. 001720

Call No. 153.35 FOR

Summary: Do you want to change your career? Start a business? Stop losing sleep over a deadline? End your relationship? Or maybe, just live a fulfilling life? Everyone has goals and ambitions in life. But we often don't pursue our inner desires because of one thing: Fear and a lack of self-confidence. In Win Your Inner Battles, I will show you how to destroy fear and live your life with a sense of purpose. You'll learn how to: Conquer fear Improve self-confidence Stop worrying and live life on YOUR terms I wrote this book based on my own experiences. No matter how bad your situation is, there is always a way out.

[Click for more details](#)



Sr. No. 32

Title: Winning in the digital age: seven building blocks of successful digital transformation by Seth, Nitin

Haryana Penguin Random House India Pvt. Ltd. 2020

Acc. No. 001721

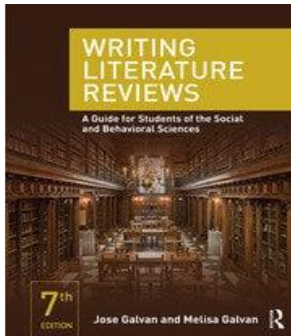
Call No. 658.406 SET

Summary: The book is a practitioner's guide for people across all age groups – students, young professionals, experienced professionals, senior executives on how they can realize the amazing opportunities the digital age offers them and achieve their true potential at work and in personal life.

[Click for more details](#)



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Sr. No. 33

Title: Writing literature reviews: a guide for students of the social and behavioral sciences by Galvan, Jose L.

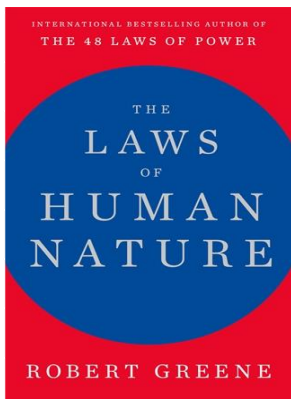
New York Routledge 2017

Acc. No. 001722

Call No. 808.0663 GAL

Summary: This useful guide educates students in the preparation of literature reviews for term projects, theses, and dissertations. The authors provide numerous examples from published reviews that illustrate the guidelines discussed throughout the book.

[Click for more details](#)



Sr. No. 34

Title: The laws of human nature by Greene, Robert

London Profile Books Ltd. 2018

Acc. No. 001723

Call No. 158 GRE

Summary: We are social animals. Our very lives depend on our relationships with people. Knowing why people do what they do is the most important tool we can possess, without which our other talents can only take us so far. Drawing from the ideas and examples of Pericles, Queen Elizabeth I, Martin Luther King Jr, and many others, Greene teaches us how to detach ourselves from our own emotions and master self-control, how to develop the empathy that leads to insight, how to look behind people's masks, and how to resist conformity to develop your singular sense of purpose. Whether at work, in relationships, or in shaping the world around you.

[Click for more details](#)



Sr. No. 35

Title: Thinking better: the art of the shortcut by Sautoy, Marcus Du.

London HarperCollins Publishers 2021

Acc. No. 001724

Call No. 510 SAU

Summary: How do you remember more and forget less? How can you earn more and become more creative just by moving house? And how do you pack a car boot most efficiently? This is your shortcut to the art of the shortcut. Mathematics is full of better ways of thinking, and with over 2,000 years of knowledge to draw on, Oxford mathematician Marcus du Sautoy interrogates his passion for shortcuts in this fresh and fascinating guide. After all, shortcuts have enabled so much of human progress, whether in constructing the first cities around the Euphrates 5,000 years ago, using calculus to determine the scale of the universe or in writing today's algorithms that help us find a new life partner.



Sr. No. 36

Title: Unmind: a graphic guide to self-realization by Tripathi, Siddharth

New Delhi Fingerprint Classics 2021

Acc. No. 001725

Call No. 294.5 TRI

Summary: All human pursuit is born out of a longing for happiness. Yet, this feeling is universally elusive and when attained, it is ephemeral. Why is it so hard to find happiness? Is there a way to make it last? If Sri Ramana Maharshi was asked this question, he would say, "Yes, there is a way. But to get there you must first find out who you really are." Ramana Maharshi (1879-1950) and Ramesh Balsekar (1917-2009) are two of the greatest mystics of modern India. They taught non-duality (or advaita) as a way to Self-realization..

[Click for more details](#)



Sr. No. 37

Title: What it takes to be free by Foroux, Darius

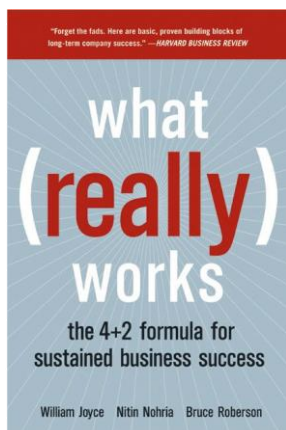
Haryana Penguin Random House India Pvt. Ltd. 2019

Acc. No. 001726

Call No. 158.1 FOR

Summary: This book is for people who also believe personal freedom is the most important thing in life. In our free world, we can do what want, spend time with people we like, and have a career that gives us joy. And yet, we don't use our freedom. Why is that? The problem is that we're held captive by ourselves. On a deeper level, we all strive for the same thing: To be free. It's in our nature. Every human has the desire and the need to be free. What It Takes To Be Free will lead you on the path to personal freedom. It's a highly practical guide that's based on timeless wisdom and personal experience.

[Click for more details](#)



Sr. No. 38

Title: What really works: the 4+2 formula for sustained business success by Joyce, William F.

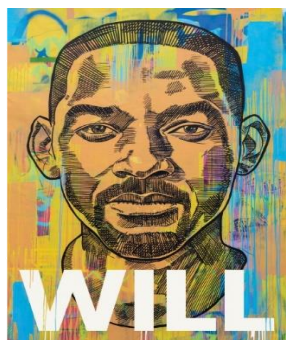
New York Harvard Business Review Press 2003

Acc. No. 001727

Call No. 658.409 JOY

Summary: Based on a groundbreaking study, analysing data on 200 management practices gathered over a 10-year period. Reveals the effectiveness of the 4+2 practices (4 primary and 2 of 4 possible secondary) practices that really matter — the ones that, if followed rigorously, ensure sustained business success. With a new introduction by the authors. With hundreds of well-known management practices and prescriptions promoted by consultants and available to business, which are really effective and contribute to the growth and continued success of a company?

[Click for more details](#)



Sr. No. 39

Title: Will by Smith, Will

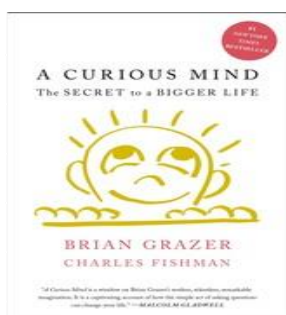
London Penguin Books Ltd. 2021

Acc. No. 001728

Call No. 791.43028092 SMI

Summary: Will is the story of how one exceptional man mastered his own emotions, written in a way that can help everyone else do the same. Few of us will know the pressure of performing on the world's biggest stages for the highest of stakes, but we can all understand that the fuel that works for one stage of our journey might have to be changed if we want to make it all the way home.

[Click for more details](#)



Sr. No. 40

Title: A curious mind: the secret to a bigger life by Grazer, Brian

New York Simon & Schuster 2015

Acc. No. 00729

Call No. 153.8 GRA

Summary: A Curious Mind is not only a fascinating page-turner—it also offers a blueprint for how we can awaken our own curiosity and use it as a superpower in our lives. Whether you're looking to strengthen your management style at work, uncover a new source of creativity, or become a better romantic partner, this book—and its lessons on the power of curiosity—can change your life.

[Click for more details](#)

Sr. No. 41



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Title: Give and take: why helping others drives our success by Grant, Adam

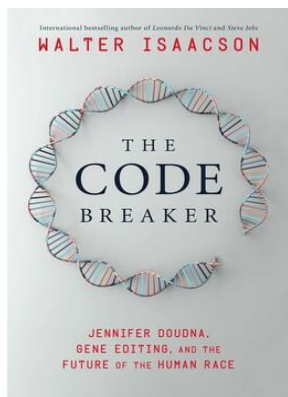
London Orion Books Ltd. 2013

Acc. No. 001730

Call No. 158.2 GRA

Summary: Give and Take changes our fundamental understanding of why we succeed, offering a new model for our relationships with colleagues, clients and competitors. Using his own cutting-edge research as a professor at Wharton Business School, as well as success stories from Hollywood to history, Grant shows that nice guys need not finish last. He demonstrates how smart givers avoid becoming doormats, and why this kind of success has the power to transform not just individuals and groups, but entire organisations and communities.

[Click for more details](#)



Sr. No. 42

Title: The code breaker: Jennifer Doudna, gene editing, and the future of the human race by Isaacson, Walter

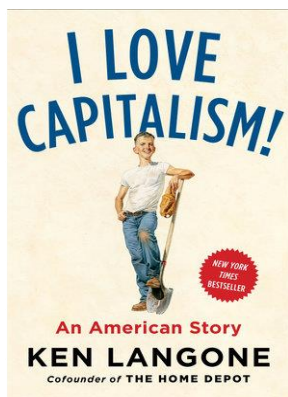
London Simon & Schuster 2021

Acc. No. 001731

Call No. 576.5 ISA

Summary: The bestselling author of Leonardo da Vinci and Steve Jobs returns with a “compelling” (The Washington Post) account of how Nobel Prize winner Jennifer Doudna and her colleagues launched a revolution that will allow us to cure diseases, fend off viruses, and have healthier babies.

[Click for more details](#)



Sr. No. 43

Title: I love capitalism! an American story by Langone, Ken

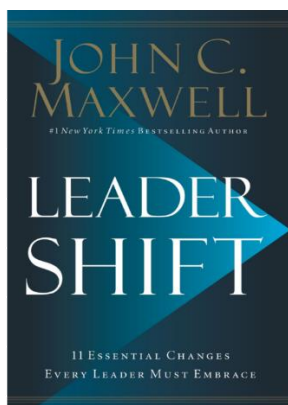
New York Penguin Random House 2018

Acc. No. 001732

Call No. 381.45683092 LAN

Summary: Ken Langone has seen it all on his way to a net worth beyond his wildest dreams. A pillar of corporate America for decades, he’s a co-founder of Home Depot, a former director of the New York Stock Exchange, and a world-class philanthropist (including \$200 million for NYU’s Langone Health). In this memoir he finally tells the story of his unlikely rise and controversial career. It’s also a passionate defense of the American Dream — of preserving a country in which any hungry kid can reach the maximum potential of his or her talents and work ethic.

[Click for more details](#)



Sr. No. 44

Title: Leadershift: the 11 essential changes every leader must embrace by Maxwell, John C.

Nashville HarperCollins Publishers 2019

Acc. No. 001733

Call No. 658.4092 MAX

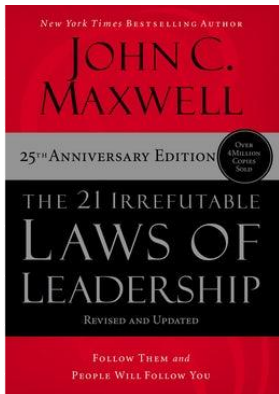
Summary: Leadershift gives specific guidance to readers about how to make these shifts in their own lives. Each one requires them to change the way they think, act, and ultimately lead so they can be successful in a world that never remains the same.

To go forward, we need to move faster. And as leaders, we need to stay ahead, we need to see more than others, and we need to see before others.

[Click for more details](#)



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Sr. No. 45

Title: *The 21 irrefutable laws of leadership by Maxwell, John C.*

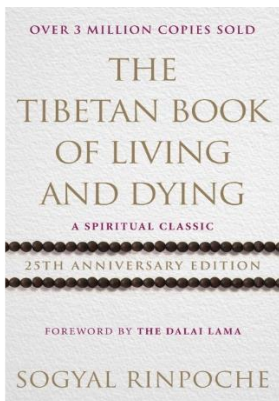
New Delhi Maanu Graphics 2022

Acc. No. 001734

Call No. 658.4 MAX

Summary: Maxwell has gone through every word of this book and updated it for the next generation of leaders. He has added new insights to these timeless laws and included lessons learned since he originally wrote the book. He removed dated stories and replaced them with fresh ones that apply to today's world of business. What Maxwell didn't change are the powerful leadership truths that have been helping people become better leaders for the last quarter century.

[Click for more details](#)



Sr. No. 46

Title: *The Tibetan book of living and dying by Rinpoche, Sogyal*

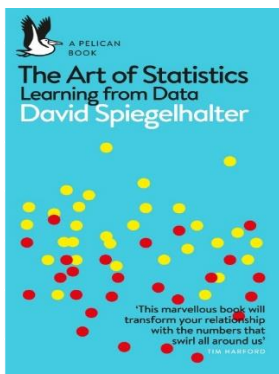
London Rider Books 2017

Acc. No. 001735

Call No. 294.3422 RIN

Summary: This highly acclaimed book clarifies the majestic vision of life and death that underlies the Tibetan Buddhist tradition. It includes not only a lucid, inspiring and complete introduction to the practice of meditation, but also advice on how to care for the dying with love and compassion, and how to bring them help of a spiritual kind. But there is much more besides in this classic work, which was written to inspire all who read it to begin the journey to enlightenment and so become 'servants of peace'.

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Sr. No. 47

Title: *The art of statistics: learning from data by Spiegelhalter, David*

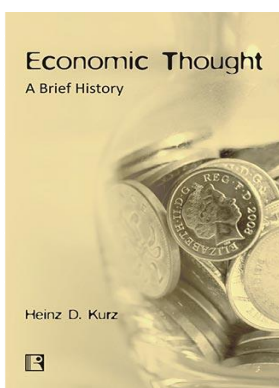
London Pelican Books 2019

Acc. No. 001736

Call No. 519.5 SPI

Summary: In the Art of Statistics, David Spiegelhalter guides the reader through the essential principles we need in order to derive knowledge from data. Drawing on real world problems to introduce conceptual issues, he shows us how statistics can help us determine the luckiest passenger on the Titanic, whether serial killer Harold Shipman could have been caught earlier, and if screening for ovarian cancer is beneficial.

[Click for more details](#)



Sr. No. 48

Title: *Economic thought: a brief history by Kurz, Heinz D.*

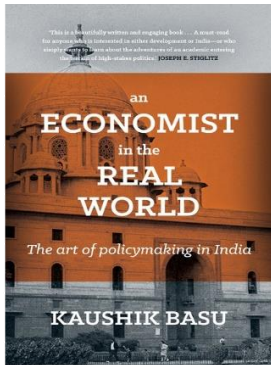
New Delhi Rawat Publications 2018

Acc. No. 001737

Call No. 330.15 KUR

Summary: In this concise yet comprehensive history, Heinz D. Kurz traces the long arc of economic thought from its emergence in ancient Greece to its systematic presentation among classical thinkers of the late eighteenth and early nineteenth centuries to the influential work of more recent scholars such as Paul Samuelson and Kenneth J. Arrow. With a keen eye for how economic insights are acquired, lost, and reborn, Kurz shows how dynamic individuals give old ideas new life and how historical events provoke different approaches and theories.

[Click for more details](#)



Sr. No. 49

Title: An economist in the real world: the art of policymaking in India by Basu, Kaushik

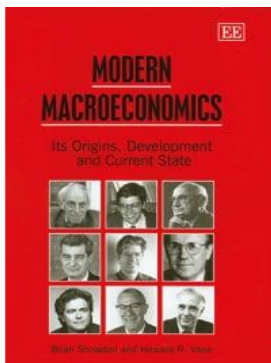
Haryana Penguin Random House India Pvt. Ltd. 2016

Acc. No. 001738

Call No. 330.954 BAS

Summary: In this book, he describes the art of economic policymaking, viewed through the lens of his two and a half years as CEA.

[Click for more details](#)



Sr. No. 50

Title: Modern macroeconomics: its origins, development and current state by Snowdon, Brian

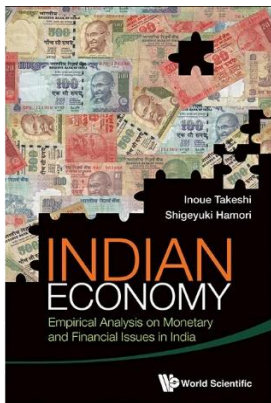
Cheltenham Edward Elgar Publishing Ltd. 2014

Acc. No. 001738

Call No. 339 SNO

Summary: This book is both a stimulating introduction and excellent guide to the controversies and diversity of modern macroeconomic debates. It will prove invaluable for students on undergraduate and postgraduate courses who want to understand as well as simply learn about macroeconomics.

[Click for more details](#)



Sr. No. 51

Title: Indian economy: empirical analysis on monetary and financial issues in India by Inoue, Takeshi

New Jersey World Scientific Publishing Company Pvt. Ltd. 2015

Acc. No. 001740

Call No. 330.954 INO

Summary: India's financial sector has undergone significant changes following the start of the economic liberalization in the early 1990s. In addition to providing important information on monetary and financial issues in India, this book also provides examples to analyze a developing economy by using macro-financial data. The book also focuses on three main topics, that is, monetary policy, financial markets and finance-poverty nexus, and provides new insights into these issues by applying some recently developed quantitative techniques.

[Click for more details](#)



Sr. No. 52

Title: An introduction to economics: concepts for students of agriculture and the rural sector by Hill, Berkeley

Wallingford CABI Publishing 2021

Acc. No. 001741

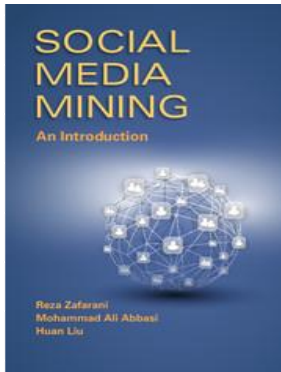
Call No. 330.024631 HIL

Summary: This Book incorporates recent developments in the environment in which agriculture operates. Issues that have gained prominence since the previous edition (2014) include climate change and agriculture's mitigating role, concern with animal welfare, the social contributions that agriculture makes, risks associated with globalization, and rising concern over sustainability. Important for UK and EU readers are the adjustments needed now that the UK is no longer a member of the European Union and the nature of the national policies developed to replace the EU's Common Agricultural Policy.

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Sr. No. 53

Title: Social media mining: an introduction by Zafarani, Reza

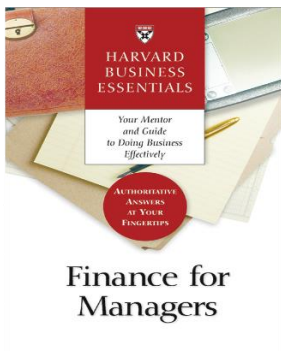
New Delhi Cambridge University Press 2020

Acc. No. 001742

Call No.

Summary: The growth of social media over the last decade has revolutionized the way individuals interact and industries conduct business. Individuals produce data at an unprecedented rate by interacting, sharing, and consuming content through social media. Understanding and processing this new type of data to glean actionable patterns presents challenges and opportunities for interdisciplinary research, novel algorithms and tool development.

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Sr. No. 54

Title: Finance for managers by Harvard Business Essentials

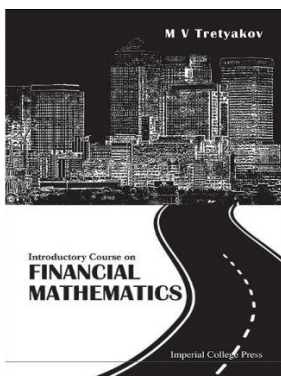
Boston Harvard Business School Press 2002

Acc. No. 001743

Call No. 658.15 HBR

Summary: Harvard Business Essentials are comprehensive, solution-oriented paperbacks for business readers of all levels of experience. Calculating and assessing the overall financial health of the business is an important part of any managerial position. From reading and deciphering financial statements, to understanding net present value, to calculating return on investment, Finance for Managers provides the fundamentals of financial literacy.

[Click for more details](#)



Sr. No. 55

Title: Introductory course on financial mathematics by Tretyakov, M. V.

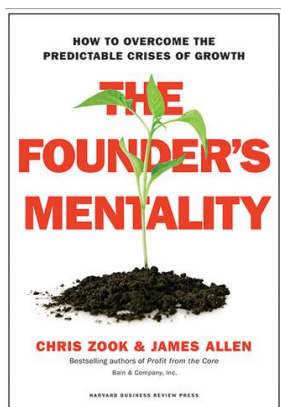
London Imperial College Press 2013

Acc. No. 001744

Call No. 332.0151 TRE

Summary: This book is an elementary introduction to the basic concepts of financial mathematics with a central focus on discrete models and an aim to demonstrate simple, but widely used, financial derivatives for managing market risks. Only a basic knowledge of probability, real analysis, ordinary differential equations, linear algebra and some common sense are required to understand the concepts considered in this book.

[Click for more details](#)



Sr. No. 56

Title: The founder's mentality: how to overcome the predictable crises of growth by Zook, Chris

Boston Harvard Business Review Press 2016

Acc. No. 001745

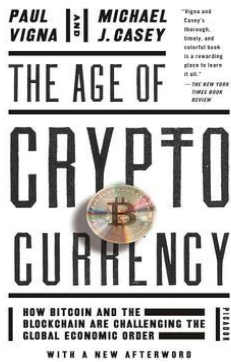
Call No. 658.406 ZOO

Summary: "The Founder's Mentality" demonstrates the strong relationship between these three traits in companies of all kinds--not just start-ups--and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader--not only a founder--can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

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Sr. No. 57

Title: The age of cryptocurrency: how bitcoin and digital money are challenging the global economic order by Vigna, Paul

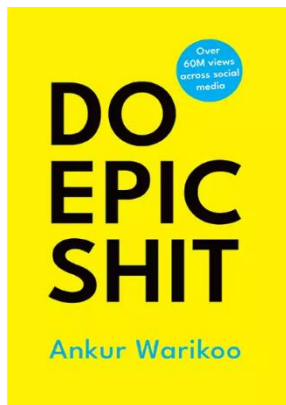
New York Picador 2016

Acc. No. 001746

Call No. 332.42 VIG

Summary: In the Age of Cryptocurrency, Wall Street journalists Paul Vigna and Michael J. Casey deliver the definitive answer to this question. Cyber money is poised to launch a revolution, one that could reinvent traditional financial and social structures while bringing the world's billions of "unbanked" individuals into a new global economy. Cryptocurrency holds the promise of a financial system without a middleman, one owned by the people who use it and one safeguarded from the devastation of a 2008-type crash.

[Click for more details](#)



Sr. No. 58

Title: Do epic shit by Warikoo, Ankur

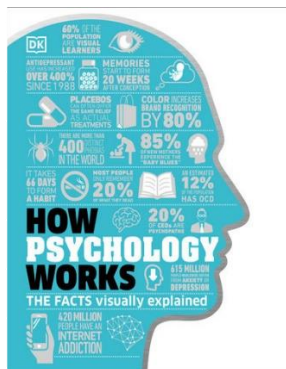
Noida Juggernaut 2021

Acc. No. 001747

Call No. 658 WAR

Summary: In his first book, Ankur puts together the key ideas that have fuelled his journey – one that began with him wanting to be a space engineer and ended with him creating content that has been seen and read by millions. His thoughts range from the importance of creating habits for long-term success to the foundations of money management, from embracing and accepting failure to the real truth about learning empathy. This is a book to be read, and reread, a book whose lines you will underline and think about again and again, a book you will give your family and friends and strangers. Ankur hopes for this book to become the most gifted book ever!

[Click for more details](#)



Sr. No. 59

Title: How psychology works: applied psychology visually explained by Hemmings, Jo.

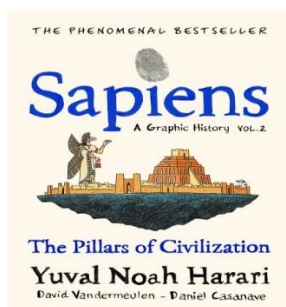
London Penguin Random House 2018

Acc. No. 001748

Call No. 150 HEM

Summary: How Psychology Works has a unique graphic approach and uses direct, jargon-free language. It explores various approaches that psychologists use to study how people think and behave, such as behaviorism, cognitive psychology, and humanism. This indispensable guide describes a wide range of mental health conditions, including bipolar disorder and obsessive-compulsive disorder.

[Click for more details](#)



Sr. No. 60

Title: Sapiens: a graphic history by Harari, Yuval Noah

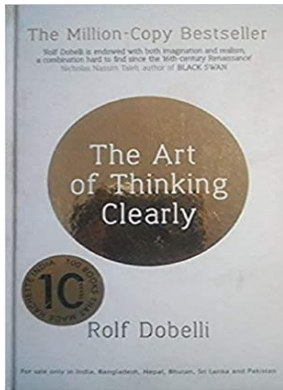
London Penguin Random House 2021

Acc. No. 001749

Call No. 599.89 HAR

Summary: In the Pillars of Civilization, Yuval Noah Harari and his companions including Prof. Saraswati and Dr. Fiction travel the length and breadth of human history to investigate how the Agricultural Revolution changed society forever. Discover how wheat took over the world, how war, famine, disease and inequality became a part of the human condition, and why we might only have ourselves to blame.

[Click for more details](#)



Sr. No. 61

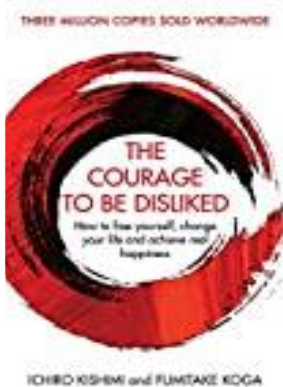
Title: The art of thinking clearly by Dobelli, Rolf

London Sceptre 2013

Acc. No. 001750

Call No. 153.42 DOB

Summary: The Art of Thinking Clearly is an entertaining presentation of these known systematic thinking errors--offering guidance and insight into everything why you shouldn't accept a free drink to why you SHOULD walk out of a movie you don't like it to why it's so hard to predict the future to why shouldn't watch the news.



Sr. No. 62

Title: The courage to be disliked: the Japanese phenomenon that shows you how to change your life and achieve real happiness by Kishimi, Ichiro

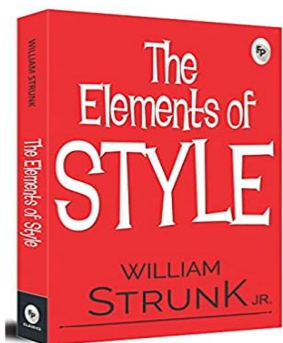
London Allen and Unwin 2018

Acc. No. 001751

Call No. 158 KIS

Summary: The Courage to be Disliked demonstrates how to unlock the power within yourself to be the person you truly want to be. Using the theories of Alfred Adler, one of the three giants of 19th century psychology alongside Freud and Jung, it follows an illuminating conversation between a philosopher and a young man. The philosopher explains to his pupil how each of us is able to determine our own lives, free of the shackles of past experiences, doubts and the expectations of others.

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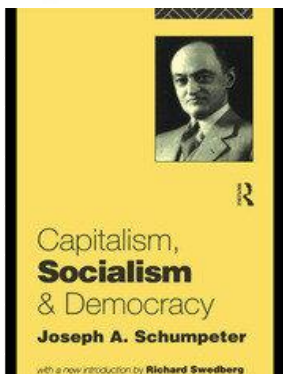
Sr. No. 63

Title: The elements of style by Strunk, William

New Delhi Fingerprint Publishing 2020

Acc. No. 001752

Call No. 808.042 STR



Sr. No. 64

Title: Capitalism, socialism and democracy by Schumpeter, Joseph A.

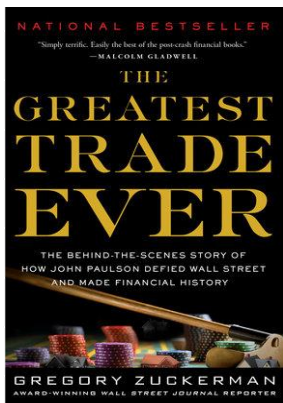
New Delhi Aakar Books Classics 2022

Acc. No. 00001753

Call No. 335 SCH

Summary: Capitalism, Socialism and Democracy remains one of the greatest works of social theory written this century. When it first appeared the New English Weekly predicted that 'for the next five to ten years it will certainly remain a work with which no one who professes any degree of information on sociology or economics can afford to be unacquainted.' Fifty years on, this prediction seems a little understated.

[Click for more details](#)



Sr. No. 65

Title: The greatest trade ever: the behind-the-scenes story of how John Paulson defied Wall Street and made financial history by Zuckerman, Gregory

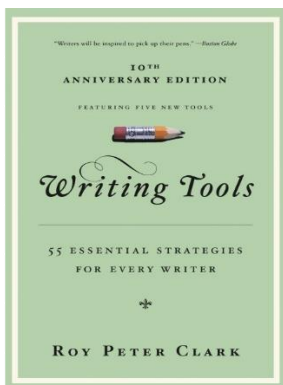
New York Crown Business 2010

Acc. No. 001754

Call No. 332.645092 ZUC

Summary: In 2006, hedge fund manager John Paulson realized something few others suspected—that the housing market and the value of subprime mortgages were grossly inflated and headed for a major fall. Paulson’s background was in mergers and acquisitions, however, and he knew little about real estate or how to wager against housing. He had spent a career as an also-ran on Wall Street. But Paulson was convinced this was his chance to make his mark.

[Click for more details](#)



Sr. No. 66

Title: Writing tools: 55 essential strategies for every writer by Clark, Roy Peter

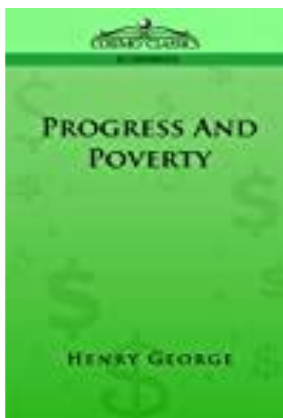
New York Little, Brown Spark 2016

Acc. No. 001755

Call No. 808.042 CLA

Summary: Ten years ago, Roy Peter Clark, America’s most influential writing teacher, whittled down almost thirty years of experience in journalism, writing, and teaching into a series of fifty short essays on different aspects of writing. In the past decade, Writing Tools has become a classic guidebook for novices and experts alike and remains one of the best loved books on writing available.

[Click for more details](#)



Sr. No. 67

Title: Progress and poverty by George, Henry

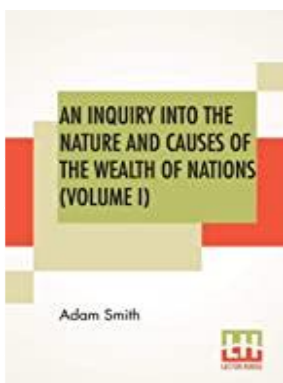
New York Cosimo Classics 2005

Acc. No. 001756

Call No. 330.1 GEO

Summary: Progress and Poverty is an honest and fascinating look at the financial order and the increasingly distorted distribution of income and wealth of life in America. George lays out simply and elegantly what the underlying problem is and how we might solve it. **AUTHOR BIO:** HENRY GEORGE (1839-1897) was a noted American economist and founder of the single-tax movement. He first outlined the doctrine in the pamphlet Our Land and Land Policy in 1871 and later wrote the more elaborate treatise Progress and Poverty (1879), which sold millions of copies all over the world.

[Click for more details](#)



Sr. No. 68

Title: An inquiry into the nature and causes of the wealth of nations: vol 1 by Smith, Adam

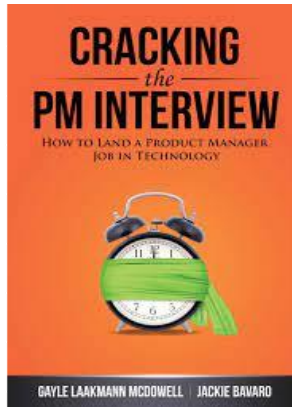
India Lector House LLP 2018

Acc. No. 001757

Call No. 330.153 SMI



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Sr. No. 69

Title: Cracking the PM interview: how to land a product manager job in technology
by McDowell, Gayle Laakmann

Palo Alto CareerCup, LLC 2013

Acc. No. 001758

Call No. 338.476023 MCD

Summary: Cracking the PM Interview is so popular that we always receive at least one question about it during our live events. So, to tackle the big questions, here's our very own take on Gayle Lackman's Cracking the PM Interview. One big disclaimer before we begin our review: Please be aware that all of the views shared here are the Product Gym staff's personal opinions and don't necessarily reflect everyone's views.

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Sr. No. 70

Title: Mathematics for finance: an introduction to financial engineering
by Capinski, Marek

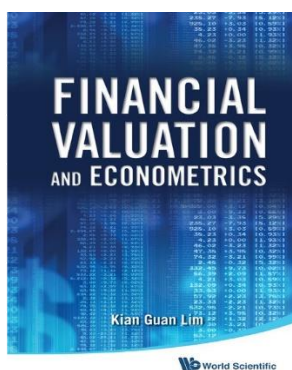
London Springer 2011

Acc. No. 001759

Call No. 332.60151 CAP

Summary: In this book the material has been thoroughly revised and rearranged. New features include: A case study to begin each chapter – a real-life situation motivating the development of theoretical tools; A detailed discussion of the case study at the end of each chapter; A new chapter on time-continuous models with intuitive outlines of the mathematical arguments and constructions.

[Click for more details](#)



Sr. No. 71

Title: Financial valuation and econometrics by Lim, Kian Guan

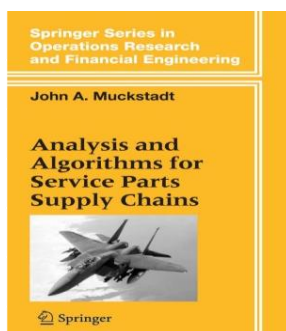
New Jersey World Scientific Publishing Company Pvt. Ltd. 2020

Acc. No. 001760

Call No. 332.015195 LIM

Summary: This book brings together domains in financial asset pricing and valuation, financial investment theory, econometrics modeling, and the empirical analyses of financial data by applying appropriate econometric techniques. These domains are highly intertwined and should be properly understood in order to correctly and effectively harness the power of data and methods for investment and financial decision-making.

[Click for more details](#)



Sr. No. 72

Title: Analysis and algorithms for service parts supply chains by Muckstadt, John A.

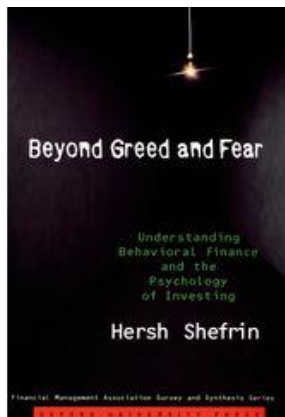
New York Springer 2005

Acc. No. 001761

Call No. 658.787 MUC

Summary: This unique book, with its breadth of topics and mathematical treatment, begins by first demonstrating the optimality of an order-up-to policy [or (s-1,s)] in certain environments. This policy is used in the real world and studied throughout the text. The fundamental mathematical building blocks for modeling and solving applications of stochastic process and optimization techniques to service parts management problems are summarized extensively. A wide range of exact and approximate mathematical models of multi-echelon systems is developed and used in practice to estimate future inventory investment and part repair requirements.

[Click for more details](#)



Sr. No. 73

Title: Beyond greed and fear: understanding behavioral finance and the psychology of investing by Shefrin, Hersh

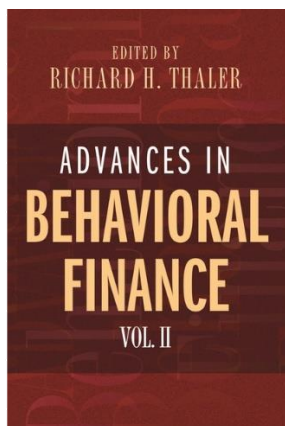
New York Oxford University Press 2016

Acc. No. 001762

Call No. 332.6019 SHE

Summary: This book represents the first general, comprehensive treatment of the subject. The book explains how psychological phenomena impact the entire field of finance. Readers will learn to recognize the influence of psychology on themselves, on others, and on the financial environment at large. Psychology is the basis for human desires, goals, and motivations. Psychology is also the basis for a wide variety of human errors that stem from perceptual illusions, overconfidence, over-reliance on rules of thumb, and emotions.

[Click for more details](#)



Sr. No. 74

Title: Advances in behavioral finance: vol II by Thaler, Richard H.

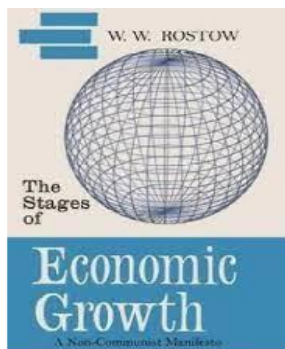
New Jersey Russell Sage Foundation 2005

Acc. No. 001763

Call No. 332.6019 THA

Summary: This book offers a definitive and wide-ranging overview of developments in behavioral finance over the past ten years. In 1993, the first volume provided the standard reference to this new approach in finance — an approach that, as editor Richard Thaler put it, “entertains the possibility that some of the agents in the economy behave less than fully rationally some of the time.” Much has changed since then. Not least, the bursting of the Internet bubble and the subsequent market decline further demonstrated that financial markets often fail to behave as they would if trading were truly dominated by the fully rational investors who populate financial theories.

[Click for more details](#)



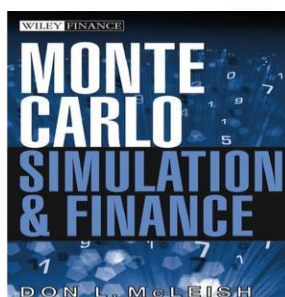
Sr. No. 75

Title: The stages of economic growth: a non-communist manifesto by Rostow, W.W.

Eastford Martino Fine Books 2017

Acc. No. 001764

Call No. 338.9 ROS



Sr. No. 76

Title: Monte Carlo simulation and finance by McLeish, Don L.

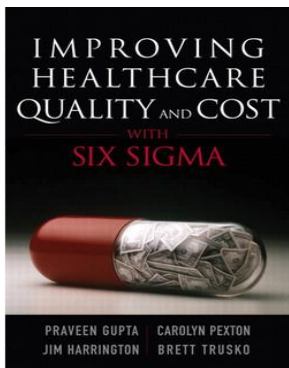
New Jersey John Wiley & Sons, Inc. 2005

Acc. No. 001765

Call No. 332.6450151828 MCL

Summary: Monte Carlo methods have been used for decades in physics, engineering, statistics, and other fields. Monte Carlo Simulation and Finance explains the nuts and bolts of this essential technique used to value derivatives and other securities. Author and educator Don McLeish examines this fundamental process, and discusses important issues, including specialized problems in finance that Monte Carlo and Quasi-Monte Carlo methods can help solve and the different ways Monte Carlo methods can be improved upon.

[Click for more details](#)



Sr. No. 77

Title: Improving healthcare quality and cost with six sigma by Trusko, Brett E.

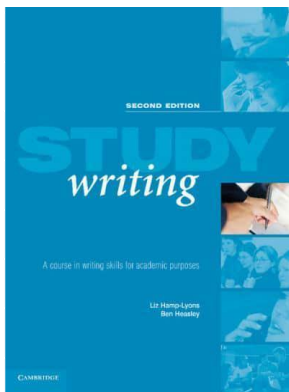
New Delhi Dorling kindersley India Pvt. Ltd. 2007

Acc. No. 001766

Call No. 362.10681 TRU

Summary: Rising costs are making healthcare unaffordable for millions, and 100,000 people die every year due to medical error. Healthcare must change—dramatically. Many leading healthcare institutions are discovering a powerful toolset for addressing both quality and cost: Six Sigma. In this hands-on, start-to-finish guidebook, four leading experts introduce Six Sigma from the unique standpoint of the healthcare professional, showing exactly how to implement it in real-world environments.

[Click for more details](#)



Sr. No. 78

Title: Study writing: a course in written English for academic purposes by Hamp-Lyons, Liz

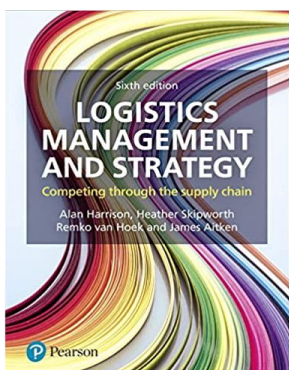
Cambridge Cambridge University Press 2006

Acc. No. 001767

Call No. 420.7114 HAM

Summary: The book helps students at intermediate level develop their academic writing skills and strategies by: * introducing key concepts in academic writing, such as the role of generalizations and definitions, and their application. * exploring the use of information structures, including those used to develop and present an argument. * familiarizing learners with the characteristics of academic genre and analysing the grammar and vocabulary associated with them.

[Click for more details](#)



Sr. No. 79

Title: Logistics management and strategy by Harrinson, Alan

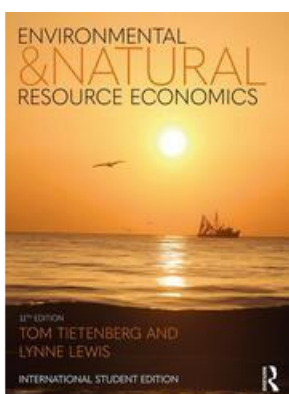
New York Pearson Education 2019

Acc. No. 001768

Call No. 658.5 HAR

Summary: Logistics and supply chain management continue to transform the competitive landscape and have become one of today's key business issues. This fifth edition of Logistics Management and Strategy continues to take a practical, integrated and international approach to logistics, and includes the very latest research to reflect the innovative and exciting developments in this subject area.

[Click for more details](#)



Sr. No. 80

Title: Environmental and natural resources economics by Tietenberg, Tom

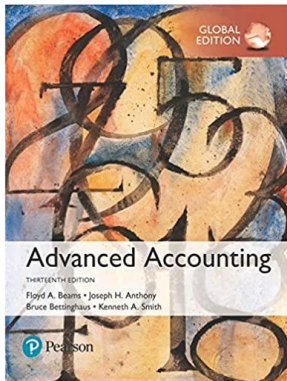
New York Routledge 2018

Acc. No. 001769

Call No. 333.7 TIE

Summary: Environmental and Natural Resource Economics is the best-selling text for natural resource economics and environmental economics courses, offering a policy-oriented approach and introducing economic theory and empirical work from the field. Students will leave the course with a global perspective of both environmental and natural resource economics and how they interact. Complemented by a number of case studies showing how underlying economic principles provided the foundation for specific environmental and resource policies, this key text highlights what can be learned from the actual experience.

[Click for more details](#)



Sr. No. 81

Title: [Advanced accounting by Beams, Floyd A.](#)

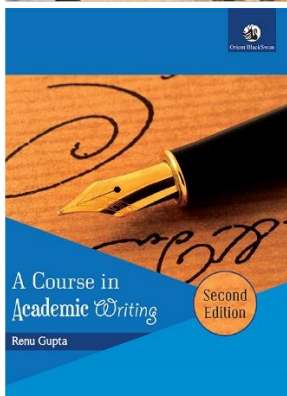
Harlow Pearson Education Ltd. 2018

Acc. No. 001770

Call No. 657.046 BEA

Summary: Advanced Accounting is an in-depth guide to accounting that reflects the most up-to-date business developments. This comprehensive textbook teaches you practical financial reporting problems while reflecting recent business developments and changes in accounting standards. The 13th Edition gives you a better learning experience by providing real-world context. You will learn how to apply key accounting concepts through studying real-world examples, such as reports from popular companies, and up-to-date coverage of businesses.

[Click for more details](#)



Sr. No. 82

Title: [A course in academic writing by Gupta, Renu](#)

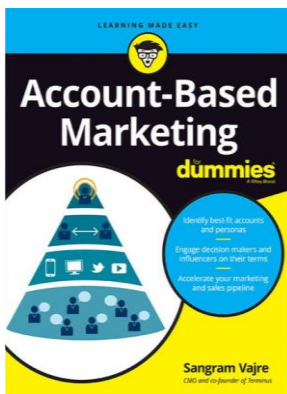
New Delhi Orient Blackswan Pvt. Ltd. 2020

Acc. No. 001771

Call No. 425 GUP

Summary: A Course in Academic Writing (Second Edition) tries to teach the basics of academic writing. This book is designed for people who want a single book that teaches advanced writing skills.

[Click for more details](#)



Sr. No. 83

Title: [Account-based marketing for dummies by Vajre, Sangram](#)

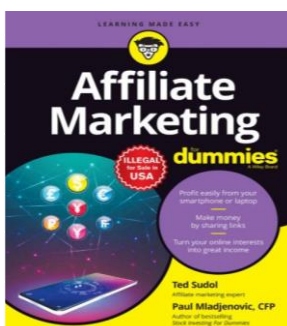
New Delhi Wiley India Pvt. Ltd. 2016

Acc. No. 001772

Call No. 658.804 VAJ

Summary: Account Based Marketing for Dummies will help marketers and sales teams build a coordinated effort to reach specific accounts. Readers will understand how to align the marketing and sales teams to make ABM most effective. They will learn how to analyze current data to identify the accounts with the biggest ROI opportunities, and then the techniques to most effectively reach each account, rather than the individual listed in their CRM for that account. Using online advertising and other messaging in the places the accounts are already engaging online, account based marketers can engage with current and potential customers on their terms.

[Click for more details](#)



Sr. No. 84

Title: [Affiliate marketing for dummies by Sudol, Ted](#)

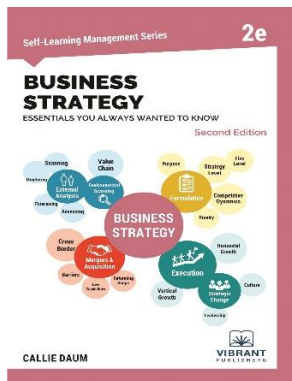
New Delhi Wiley India Pvt. Ltd. 2020

Acc. No. 001773

Call No. 658.872 SUD

Summary: Affiliate marketing is your route to earning some serious bucks. Thousands of companies both large and small always room for more because the opportunity keeps growing as more and more companies offer affiliate programs. Affiliate Marketing for Dummies shows you how to get a slice of the pie!

[Click for more details](#)



Sr. No. 85

Title: Business strategy essentials you always wanted to know by Daum, Callie

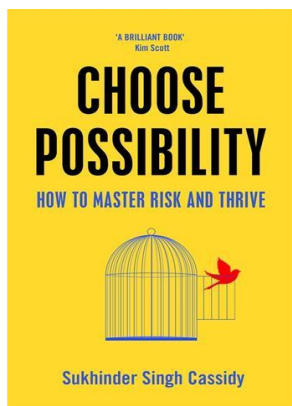
USA Vibrant Publishers 2020

Acc. No. 001774

Call No. 658.012 DAU

Summary: Business Strategy Essentials You Always Wanted To Know prepares new managers and leaders with building blocks of strategy. You will learn how to define strategy and how strategy differs at different levels of an organization. Identifying your company's current strategy and then being able to execute possible appropriate strategies is a key thing you will learn reading this book. You are given tools to assist you with some of the more challenging aspects of strategy such as environmental scanning, SWOT analysis, and strategy analysis.

[Click for more details](#)



Sr. No. 86

Title: Choose possibility: how to master risk and thrive by Cassidy, Sukhinder Singh

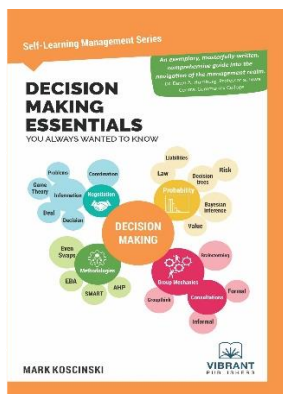
London Macmillan Press Ltd. 2021

Acc. No. 001775

Call No. 158.1 CAS

Summary: Sukhinder's unique style of authenticity, optimism and hustle is what has made her one of Google and Silicon Valley's most successful and well-respected leaders. In Choose Possibility, she brings that same energy, passion and candor to helping everyone unlock their own career potential.'

[Click for more details](#)



Sr. No. 87

Title: Decision making essentials: you always wanted to know by Koscinski, Mark

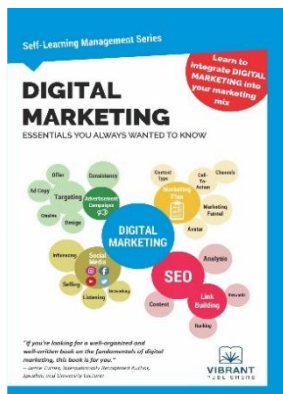
USA Vibrant Publishers 2021

Acc. No. 001776

Call No. 658.008 KOS

Summary: Decision Making Essentials You Always Wanted to Know is part of the Self-Learning Management Series that helps working professionals moving into management roles. This Self Learning Management Series intends to give a jump start to work professionals, whose job roles demand to have the knowledge imparted in a B-school but haven't got a chance to visit one. This series is designed to address every aspect of the business from HR to Finance to Marketing to Operations, be it any industry

[Click for more details](#)



Sr. No. 88

Title: Digital marketing essentials you always wanted to know

USA Vibrant Publishers 2020

Acc. No. 001777

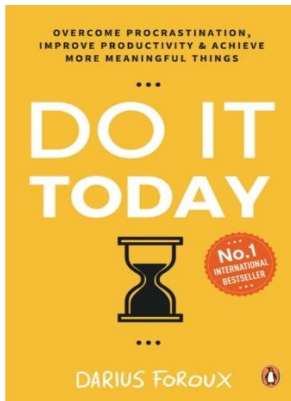
Call No. 658.872 VIB

Summary: Digital Marketing Essentials You Always Wanted to Know includes easy-to-understand concepts, tips, and insights to understand how to gain and retain happy customers through the use of digital technologies. This book will help you understand the principles that boost marketing productivity, including the tools required to create and implement a winning digital marketing strategy. It shows how to integrate your digital activities across channels to improve your marketing performance.

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Sr. No. 89

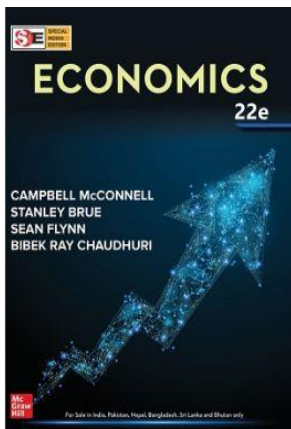
Title: Do it today: overcome procrastination, improve productivity and achieve more meaningful things by Foroux, Darius

Haryana Penguin Random House India Pvt. Ltd. 2020

Acc. No. 001778

Call No. 158.1 FOR

[Click for more details](#)



Sr. No. 90

Title: Economics by McConnell, Campbell

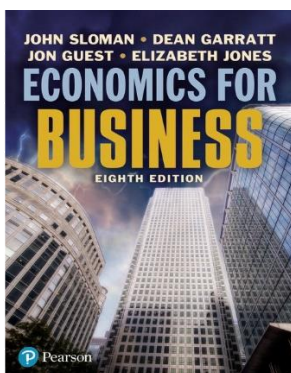
New Delhi McGraw Hill Education Pvt. Ltd. 2021

Acc. No. 001779

Call No. 330 MCC

Summary: Economics is seen as one of the most innovative and popular books in the subject area across the globe. This revised edition of the book offers comprehensive discussion on all major areas of both micro and macro aspects of economics, with inclusion of insightful new content around latest trends. From real-life examples to cutting-edge learning resources, Economics offers a student-centered learning environment that presents content in new, engaging ways. With its modern approach and inclusion of new data, examples, and cases from global as well as Indian context, the book makes learning and applying economics easier for instructors and students alike.

[Click for more details](#)



Sr. No. 91

Title: Economics for business by Sloman, John

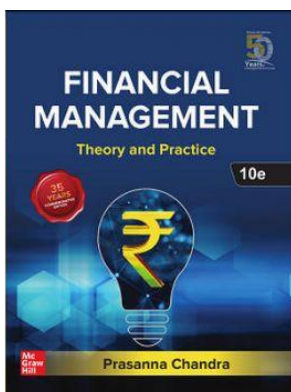
New Delhi Pearson Education Ltd. 2016

Acc. No. 001780

Call No. 330 SLO

Summary: This book will help you understand such choices and how to make them successfully when you take up a job or perhaps run your own business. Businesses need to make choices of what and how much to produce, what techniques to use, who to employ, what investment to make, where to locate, what markets to develop and how best to compete with rivals. Economics helps them make the right decisions.

[Click for more details](#)



Sr. No. 92

Title: Financial management: theory and practice by Chandra, Prasanna

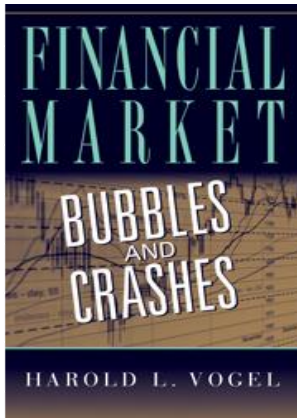
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 001781

Call No. 658.15 CHA

Summary: Financial Management is a comprehensive and up-to-date text that presents the central themes and concerns of corporate financial management. It presents an analytical approach to corporate finance decision-making. It is the most contemporary Indian book available. It helps readers develop a thorough understanding of the theories and concepts in a systematic way. This new edition is specially designed to keep pace with the dramatic transformation of India's business and financial scenario.

[Click for more details](#)



Sr. No. 93

Title: Financial market: bubbles and crashes by Vogel, Harold L.

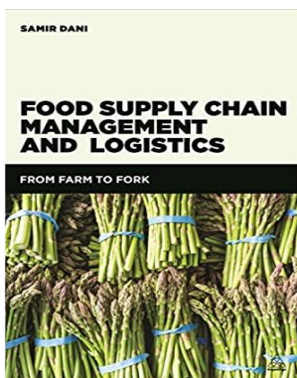
New Delhi Cambridge University Press 2010

Acc. No. 001782

Call No. 338.542 VOG

Summary: This book presents a plausible and accessible descriptive theory and empirical approach to the analysis of such financial market conditions. It advances such a framework through application of standard econometric methods to its central idea, which is that financial bubbles reflect urgent short side rationed demand. From this basic idea, an elasticity of variance concept is developed. It is further shown that a behavioural risk premium can probably be measured and related to the standard equity risk premium models in a way that is consistent with conventional theory.

[Click for more details](#)



Sr. No. 94

Title: Food supply chain management and logistics: from farm to fork by Dani, Samir

London Kogan Page 2015

Acc. No. 001783

Call No. 338.47664 DAN

Summary: Food Supply Chain Management and Logistics is the guide to all aspects of food supply chains. This book examines food production, operational challenges and the future challenges of the industry and sustainability. The emergence of new technologies, which are key in increasing the efficiency of processes, such as food apps, big data and blockchain, are discussed. As are wider trends including veganism and local sourcing.

[Click for more details](#)



Sr. No. 95

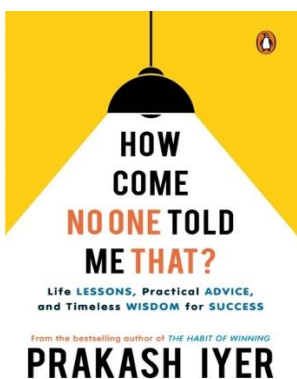
Title: Health economics by Battacharya, Jay

London Palgrave Macmillan 2014

Acc. No. 001784

Call No. 338.473621 BAT

Summary: The book emphasizes the link between economic theory and health policy and covers both the established models of health insurance and the dilemmas that policy makers currently face. Features include Broad scope, featuring comparative health policy and empirical examples from around the world Topical issues such as the obesity epidemic, economic epidemiology, socioeconomic health disparities, and behavioral economics. The latest research including the Oregon Medicaid Experiment and the potential impacts of US health reform.



Sr. No. 96

Title: How come no one told me that? life lessons, practical advice and timeless wisdom for success by Iyer, Prakash

Haryana Penguin Random House India Pvt. Ltd. 2021

Acc. No. 001785

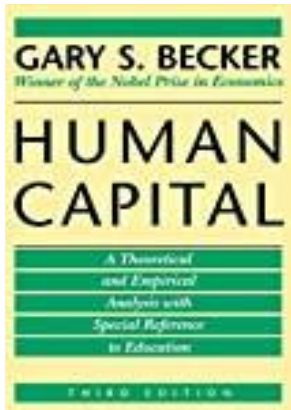
Call No. 302 IYE

Summary: The book is divided into ten sections, exploring life lessons, ways of improving oneself, leadership, and the importance of doing small things right, among other subjects. Through powerful anecdotes and charming essays, followed by practical, actionable advice, this book will help you make those minor adjustments to your professional and personal lives that can truly make you unstoppable.

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Sr. No. 97

Title: Human capital: a theoretical and empirical analysis, with special reference to education by Becker, Gary S.

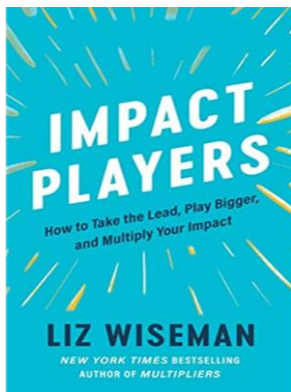
London University of Chicago Press 1993

Acc. No. 001786

Call No. 331.11423 BEC

Summary: Human Capital is Becker's classic study of how investment in an individual's education and training is similar to business investments in equipment. Recipient of the 1992 Nobel Prize in Economic Science, Gary S. Becker is a pioneer of applying economic analysis to human behavior in such areas as discrimination, marriage, family relations, and education. Becker's research on human capital was considered by the Nobel committee to be his most noteworthy contribution to economics.

[Click for more details](#)



Sr. No. 98

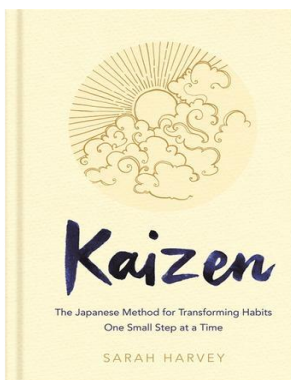
Title: Impact players: how to take the lead, play bigger, and multiply your impact by Wiseman, Liz.

New York Harvard Business School Press 2021

Acc. No. 001787

Call No. 658.314 WIS

Summary: In Impact Players, New York Times bestselling author and researcher Liz Wiseman reveals the secrets of these stellar professionals who play the game at a higher level. Drawing on insights from leaders at top companies, Wiseman explains what the most influential players are doing differently, how small and seemingly insignificant differences in how we think and act can make an enormous impact, and why—with a little coaching—this mindset is available to everyone who wants to contribute at their highest level.



Sr. No. 99

Title: Kaizen: the Japanese method for transforming habits, one small step at a time by Harvey, Sarah

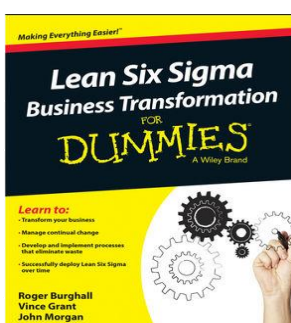
London Pan Macmillan India 2019

Acc. No. 001788

Call No. 152.33 HAR

Summary: This beautifully colour illustrated, and photographed book offers a way to build good habits and remove bad ones, without being too hard on yourself along the way. The focus is on having patience, shaping solutions for yourself rather than following others and not giving up when things aren't working. Rather than being critical of your faults, the emphasis is on mindful, positive change..

[Click for more details](#)



Sr. No. 100

Title: Lean six sigma business transformation for dummies by Burghall, Roger

New Delhi Wiley India Pvt. Ltd. 2014

Acc. No. 001789

Call No. 658.4013 BUR

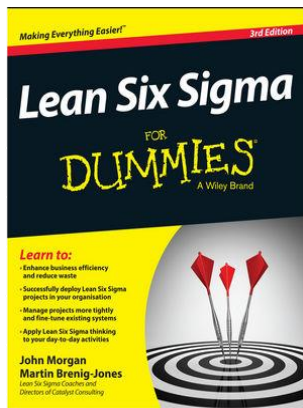
Summary: In this new book, the team that brought you Lean Six Sigma For Dummies shows you how to take Lean Six Sigma to the next level and manage continual change in your organization. You'll learn to design a roadmap for transformation that's tailored to your business objectives; develop and implement processes that eliminate waste and variation across the company; synchronize your supply chain; and successfully deploy Lean Six Sigma over time.

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New Arrival of Books – February 2022



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Sr. No. 101

Title: Lean six sigma for dummies by Morgan, John

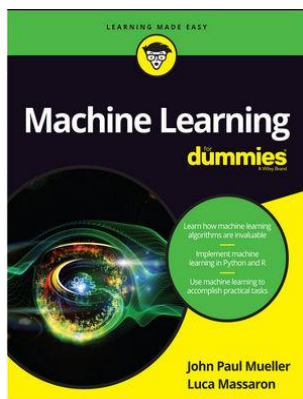
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001790

Call No. 658.4013 MOR

Summary: Lean Six Sigma For Dummies outlines the key concepts of this strategy and explains how you can use it to get the very best out of your team and your business. The jargon-crowded language and theory of Lean Six Sigma can be intimidating for both beginners and experienced users. Written in plain English and packed with lots of helpful examples, this easy-to-follow guide arms you with tools and techniques for implementing Lean Six Sigma and offers guidance on everything from policy deployment to managing change in your organisation—and everything in between.

[Click for more details](#)



Sr. No. 102

Title: Machine learning (in Python and R) for dummies by Mueller, John Paul

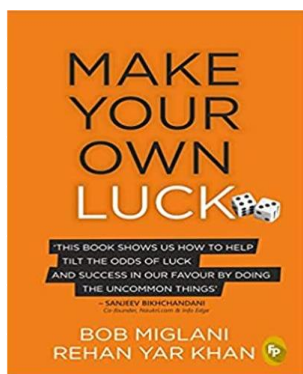
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001791

Call No. 005.133 MUE

Summary: Machine learning can be a mind-boggling concept for the masses, but those who are in the trenches of computer programming know just how invaluable it is. Without machine learning, fraud detection, web search results, real-time ads on web pages, credit scoring, automation, and email spam filtering wouldn't be possible, and this is only showcasing just a few of its capabilities. Written by two data science experts, Machine Learning For Dummies offers a much-needed entry point for anyone looking to use machine learning to accomplish practical tasks.

[Click for more details](#)



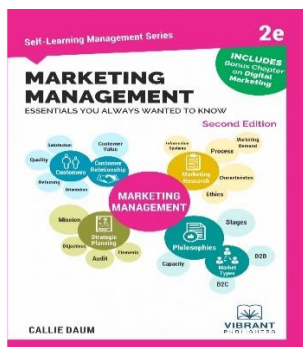
Sr. No. 103

Title: Make your own luck: how to increase your odds of success in sales, startups, corporate career and life by Miglani, Bob

New Delhi Fingerprint Publishing 2021

Acc. No. 001792

Call No. 658.11 MIG



Sr. No. 104

Title: Marketing management: essentials you always wanted to know by Daum, Callie

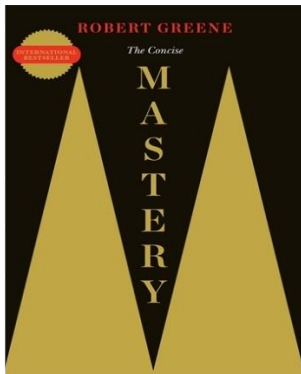
USA Vibrant Publishers 2020

Acc. No. 001793

Call No. 658.8 DAU

Summary: This Self-Learning Management Series intends to give a jump start to work professionals, whose job roles demand to have the knowledge imparted in a B-school but haven't got a chance to visit one. This series is designed to address every aspect of business from HR to Finance Marketing to Operations, be it any industry. Each book includes fundamentals, important concepts, standard and well-known principles as well as practical ways of application of the subject matter.

[Click for more details](#)



Sr. No. 105

Title: *Mastery by Greene, Robert*

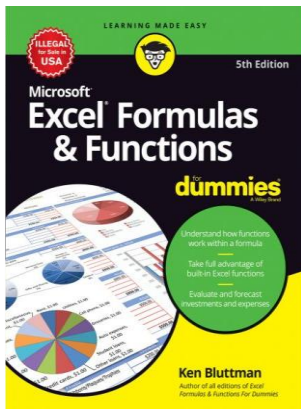
London Profile Books 2012

Acc. No. 001794

Call No. 158 GRE

Summary: This concise version of the business classic *Mastery* provides a shortcut to Greene's powerful new tools for achieving greatness. Around the globe, people are facing the same problem - that we are born as individuals but are forced to conform to the rules of society if we want to succeed. To see our uniqueness expressed in our achievements, we must first learn the rules - and then change them completely.

[Click for more details](#)



Sr. No. 106

Title: *Microsoft excel formulas and functions for dummies by Bluttman, Ken*

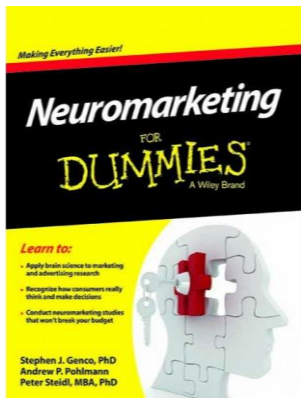
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001795

Call No. 005.54 BLU

Summary: *Excel Formulas and Functions For Dummies*, 5th Edition is a thorough but easy-to-read coverage of powerful Excel functions. This book gives detailed step-by-step instruction on Excel's 150 most useful functions. The use of each function will be illustrated by helpful, real-world examples showing how a function is used within a formula. Another 85 specialized functions will be described in abbreviated form.

[Click for more details](#)



Sr. No. 107

Title: *Neuromarketing for dummies by Genco, Stephen J.*

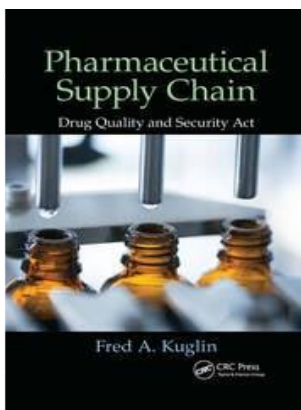
New Delhi Wiley India Pvt. Ltd. 2014

Acc. No. 001796

Call No. 005.54 GEN

Summary: *Neuromarketing* is an up-and-coming field where researchers study consumers' cognitive responses to advertising and media. Through this study researchers are able to learn the answer to the age-old question: what makes consumers buy? However, not every business has the resources or time to undertake this crucial research into the buying ideology of their consumers. *Neuromarketing For Dummies* covers the latest insights into this fascinating and budding field and will show business owners and marketers how they can use neuromarketing research to their advantage.

[Click for more details](#)



Sr. No. 108

Title: *Pharmaceutical supply chains: drug quality and security act by Kuglin, Fred A.*

Boca Raton CRC Press 2021

Acc. No. 001797

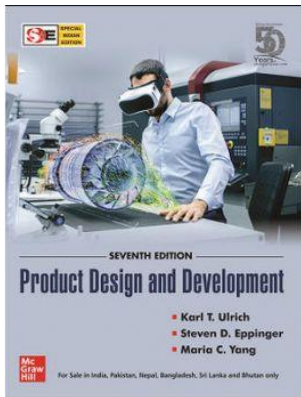
Call No. 338.4761510973 KUG

Summary: The book focuses on the delicate balance between protecting the public through legislation against negligent compounding pharmacies and protecting patients by assuring a supply of needed compounded drugs by not over-regulating the industry. The author discusses lessons learned from the earlier e-pedigree initiatives, the technology advances that enable supply chain security, and how the industry will need to respond to the myriad of threats facing the pharmaceutical drug supply chain and comply with this act.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 109

Title: Product design and development by Ulrich, Karl T.

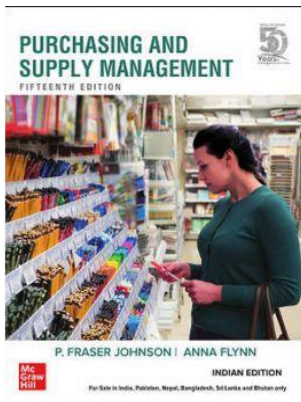
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001798

Call No. 658.5752 ULR

Summary: Product Design and Development, Seventh Edition, blends the perspectives of marketing, design, engineering, and manufacturing into a single, research-backed approach to product development. As a result, the book provides students of all kinds with an appreciation for the realities of industrial practice and for the complex and essential roles played by the various members of product development teams. For industrial practitioners, in particular, the book provides a set of product development methods that can be put into immediate practice on development projects.

[Click for more details](#)



Sr. No. 110

Title: Purchasing and supply management by Johnson, P. Fraser

New Delhi McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 001799

Call No. 658.7 JOH

Summary: Purchasing and Supply Management provides a comprehensive introduction to the purchasing and supply chain management field, supported by over 45 case studies. Cases cover purchasing and supply chain issues in a variety of settings, from process industries to high tech manufacturing and services as well as public institutions. The text focuses on decision making throughout the supply chain. Based on the conviction that supply managers, in concert with suppliers and distributors, have to contribute to organizational goals and strategies

[Click for more details](#)



Sr. No. 111

Title: Python all-in-one for dummies by Shovic, John

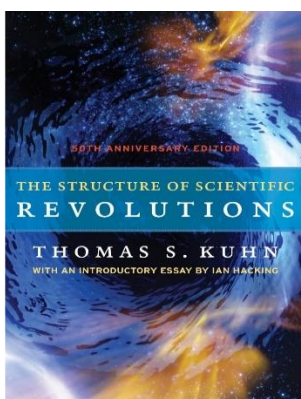
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001800

Call No. 005.133 SHO

Summary: Python has grown to become one of the most popular programming languages in the world. Developers use Python in app development, web development, data science, machine learning, and even in coding education classes. There's almost no type of project that Python can't make better. From creating apps to building complex websites to sorting big data, Python provides a way to get the work done.

[Click for more details](#)



Sr. No. 112

Title: The structure of scientific revolutions by Kuhn, Thomas S.

London University of Chicago Press 2012

Acc. No. 001801

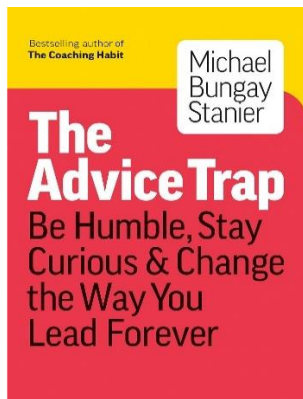
Call No. 501 KUH

Summary: This new Book of Kuhn's essential work in the history of science includes an insightful introduction by Ian Hacking, which clarifies terms popularized by Kuhn, including paradigm and incommensurability, and applies Kuhn's ideas to the science of today. Usefully keyed to the separate sections of the book, Hacking's introduction provides important background information as well as a contemporary context.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 113

Title: The advice trap: be humble, stay curious and change the way you lead forever
by Stanier, Michael Bungay

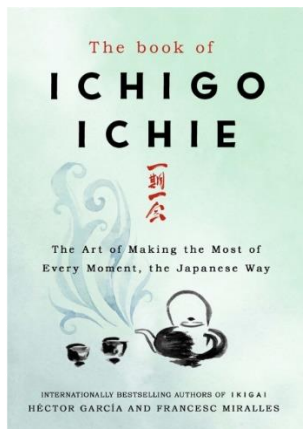
Canada Box of Crayons Press 2020

Acc. No. 001802

Call No. 658.3124 STA

Summary: The Advice Trap is about coming to grips with how to actually change your behavior so you stay curious a little bit longer. It sounds like it should be easy, but it's not. You have to tame your Advice Monster, that part of you who jumps in to offer up ideas, opinions, suggestions, and advice. And it's taming your Advice Monster that's at the heart of this book. But there are also some specific coaching strategies, particularly on how to focus on what matters most.

[Click for more details](#)



Sr. No. 114

Title: The book of ichigo ichie: the art of making the most of every moment, the
japanese way by Garcia, Hector

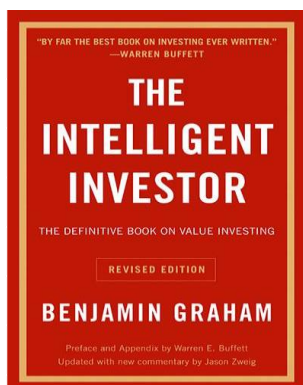
London Quercus Editions Ltd. 2019

Acc. No. 001803

Call No. 158.1 GAR

Summary: Every moment in our life happens only once, and if we let it slip away, we lose it forever—an idea captured by the Japanese phrase ichigo ichie. Often used to convey that the encounter is unique and special, it is a tenet of Zen Buddhism and is attributed to a sixteenth-century master of the Japanese tea ceremony, or 'ceremony of attention', whose intricate rituals compel us to focus on the present moment. From this age-old concept comes a new kind of mindfulness

[Click for more details](#)



Sr. No. 115

Title: The intelligent investor: definitive book on value investing by Graham,
Benjamin

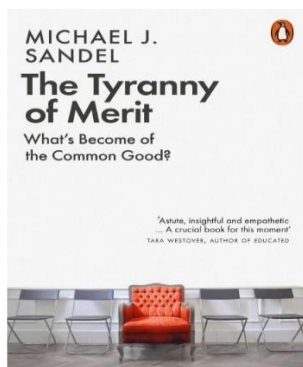
New York HarperCollins Publishers 2003

Acc. No. 001804

Call No. 332.678 GRA

Summary: The best book on investing ever written, this deluxe hardcover re-issue of the 1949 classic work offers Graham's sound and safe principles for investing – principles that have worked for more than the half century since it was first published. Beautifully packaged, this essential work will be a must-have for fans and novices alike. It also features a new Foreword by mutual fund legend, John Bogle.

[Click for more details](#)



Sr. No. 116

Title: The tyranny of merit: what's become of the common good? by Sandel, Michael
J.

UK Allen Lane 2020

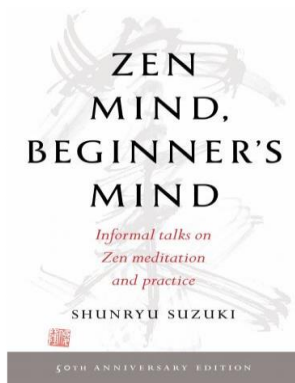
Acc. No. 001805

Call No. 306.0973 SAN

Summary: Michael J. Sandel argues that to overcome the polarized politics of our time, we must rethink the attitudes toward success and failure that have accompanied globalisation and rising inequality. Sandel highlights the hubris a meritocracy generates among the winners and the harsh judgement it imposes on those left behind.

[Click for more details](#)

New Arrival of Books – February 2022



Sr. No. 117

Title: Zen mind, beginner's mind: informal talk on Zen meditation and practice
by Suzuki, Shunryu

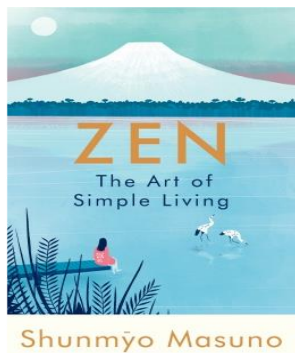
Colorado Shambhala South Asia Editions 2020

Acc. No. 001806

Call No. 294.3443 SUZ

Summary: Zen Mind, Beginner's Mind has become one of the great modern spiritual classics, much beloved, much reread, and much recommended as the best first book to read on Zen. Suzuki Roshi presents the basics—from the details of posture and breathing in zazen to the perception of nonduality—in a way that is not only remarkably clear, but that also resonates with the joy of insight from the first to the last page.

[Click for more details](#)



Sr. No. 118

Title: Zen: the art of simple living by Masuno, Shunmyo

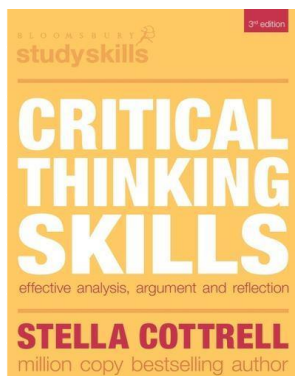
UK Penguin Random House UK 2019

Acc. No. 001807

Call No. 294.3443 MAS

Summary: In Zen: The Art of Simple Living, you will learn to find happiness not by seeking out extraordinary experiences but by making small changes - to what you do, how you think, how you interact with others and how you appreciate the present moment. With each task, you will open yourself up to a renewed sense of peace and inner calm.

[Click for more details](#)



Sr. No. 119

Title: Critical thinking skills: effective analysis, argument, and reflection by Cottrell, Stella

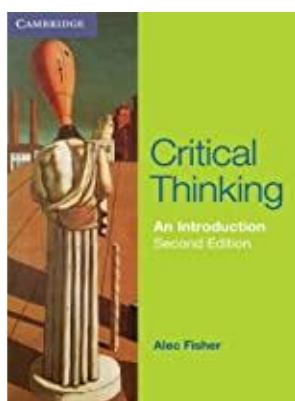
London Red Globe Press 2017

Acc. No. 001808

Call No. 153.42 COT

Summary: This book helps students to develop their analytical reasoning skills and apply them to a range of tasks including reading, note-making and writing. This text will turn even the most hesitant student into a proficient critical thinker. This is an ideal companion for students of study skills, humanities, social sciences, business and arts programmes, where assessment includes essay and report writing. It is suitable for students of all levels.

[Click for more details](#)



Sr. No. 120

Title: Critical thinking: an introduction by Fisher, Alec

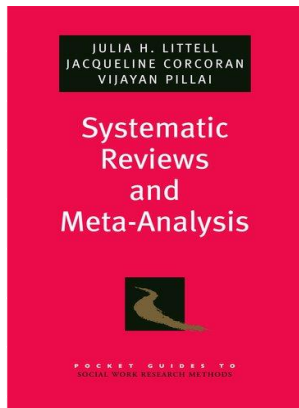
New York Cambridge University Press 2011

Acc. No. 001809

Call No. 160 FIS

Summary: Studying critical thinking involves trying to change the ways in which most of us think. In this second edition of the popular 'Critical Thinking: An Introduction', Alec Fisher concentrates on developing critical thinking skills explicitly and directly. His aim is to teach the ability to interpret, analyse and evaluate ideas and arguments and to show how these skills can be transferred to other studies and everyday life. A new chapter covers getting reliable information from the internet and examples and passages have been replaced by completely new material.

[Click for more details](#)



Sr. No. 121

Title: Systematic reviews and meta-analysis by Littell, Julia H.

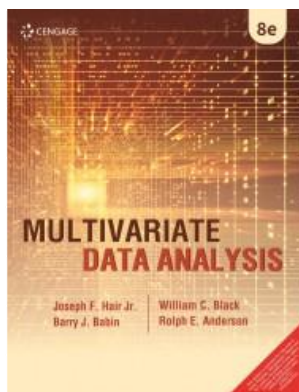
New York Oxford University Press 2008

Acc. No. 001810

Call No. 001.42 LIT

Summary: This pocket guide to Systematic Reviews and Meta-Analysis illuminates precisely that practical groundwork. In clear, step-by-step terms, the authors explain how to format topics, locate and screen studies, extract and assess data, pool effect sizes, determine bias, and interpret the results, showing readers how to combine reviewing and meta-analysis correctly and effectively. Each chapter contains vivid social work examples and concludes with a concise summary and notes on further reading, while the book's glossary and handy checklists and sample search and data extraction forms maximize the book's usefulness.

[Click for more details](#)



Sr. No. 122

Title: Multivariate data analysis by Hair, Joseph F.

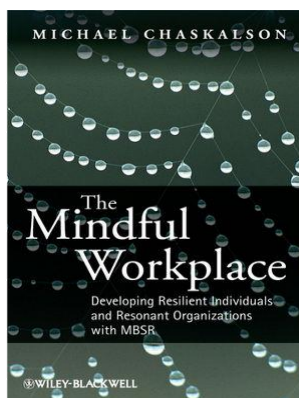
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001811-12

Call No. 519.535 HAI

Summary: Multivariate Data Analysis provides an updated perspective on the analysis of all types of data as well as introducing some new perspectives and techniques that are foundational in today's world of analytics. Multivariate Data Analysis serves as the perfect companion for graduate and postgraduate students undertaking statistical analysis for business degrees, providing an application-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.

[Click for more details](#)



Sr. No. 123

Title: The Mindful workplace: developing resilient individuals and resonant organizations with MBSR by Chaskalson, Michael

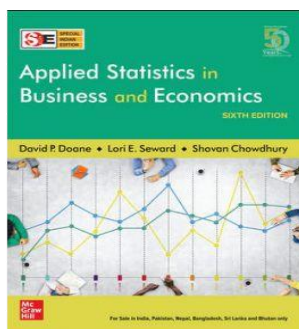
West Sussex John Wiley & Sons, Inc. 2011

Acc. No. 001813

Call No. 615.852 CHA

Summary: This book offers a practical and theoretical guide to the benefits of Mindfulness-Based Stress Reduction (MBSR) in the workplace, describing the latest neuroscience research into the effects of mindfulness training and detailing an eight-week mindfulness training course. Provides techniques which allow people in organizations to listen more attentively, communicate more clearly, manage stress and foster strong relationships.

[Click for more details](#)



Sr. No. 124

Title: Applied statistics in business and economics by Doane, David P.

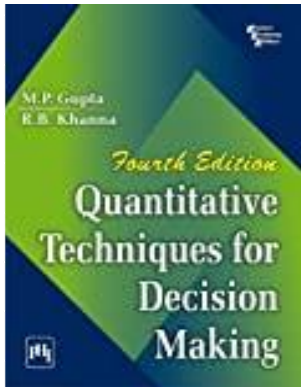
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001814

Call No. 519.5 DOA

Summary: This text explains the meaning of variation in the context of business, with the help of real data and real business applications. It focuses not only on an in-depth explanation of the concepts but also demonstrates easily mastered software techniques using the common software available. The book is in line with the Current Statistical Practices and offers practical advice on when to use or not to use them.

[Click for more details](#)



Sr. No. 125

Title: Quantitative techniques for decision making by Gupta, M.P.

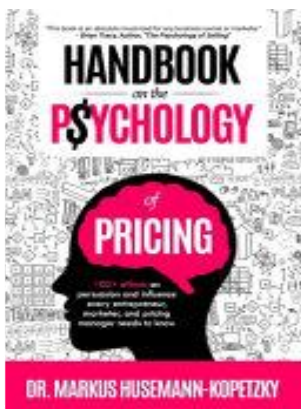
New Delhi PHI Learning Pvt. Ltd. 2014

Acc. No. 001815

Call No. 658.4033 GUP

Summary: The book provides a clear understanding of the practical utility of mathematical modelling and techniques, such as linear programming, integer programming, goal programming, dynamic programming, inventory models, decision theory, game theory, network analysis, queuing, simulation and Markov analysis, for solving real-life problems. The book lays emphasis on the practical applications of the techniques rather than their rigorous mathematical treatment.

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Sr. No. 126

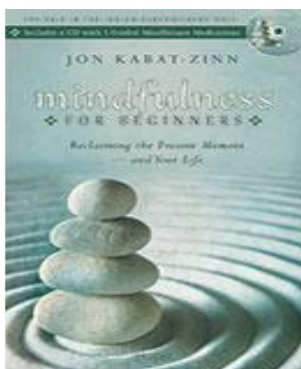
Title: Handbook on the psychology of pricing: 100+ effects on persuasion and influence every entrepreneur, marketer and pricing manager needs to know by Husemann-Kopetzky, Markus

USA Pricing School Press 2018

Acc. No. 001816

Call No. 658.8 HUS

Summary: The Handbook on the Psychology of Pricing dives deep on a customer-centric approach. This book presents the most comprehensive collection of psychological pricing strategies and tactics currently available in the market and introduces you to intriguing, hard-to-believe insights into consumer psychology, subconscious persuasion and people's perception of prices. Readers will discover the profound art of psychological pricing and influencing customers' buying behavior.



Sr. No. 127

Title: Mindfulness for beginners with CD by Kabat-Zinn, Jon

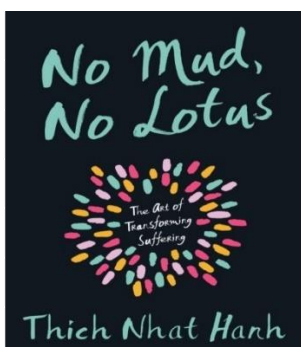
Ahmedabad Jaico Publishing House 2016

Acc. No. 001817

Call No. 158.12 KAB

Summary: This book can be used in three unique ways to implement the benefits of mindfulness in your day-to-day life: As a collection of reflections and practices to be opened and explored at random, as an illuminating and engaging start-to-finish read, or As an unfolding 'lesson-a-day' primer on mindfulness practice. Anyone who reads this brilliant book will discover in these pages a valuable distillation of the key attitudes and essential practices. Remember, any change that comes about in your life is primarily because of your own efforts.

[Click for more details](#)



Sr. No. 128

Title: No mud, no lotus: the art of transforming suffering by Hanh, Thich Nhat

California Parallax Press 2014

Acc. No. 001818

Call No. 294.34442 HAN

Summary: The secret to happiness is to acknowledge and transform suffering, not to run away from it. In No Mud, No Lotus, Thich Nhat Hanh offers practices and inspiration transforming suffering and finding true joy. Thich Nhat Hanh acknowledges that because suffering can feel so bad, we try to run away from it or cover it up by consuming. We find something to eat or turn on the television. But unless we're able to face our suffering, we can't be present and available to life, and happiness will continue to elude us.

[Click for more details](#)



Sr. No. 129

Title: Conflict management: a practical guide to developing negotiation strategies
by Corvette, Barbara A. Budjac

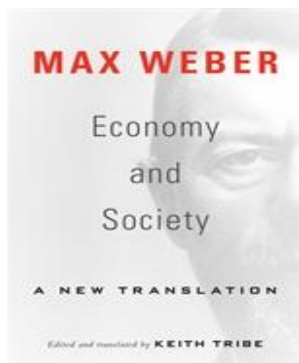
New Delhi Pearson India Education Services Pvt. Ltd. 2015

Acc. No. 001819

Call No. 658.4053 COR

Summary: Conflict Management explores how to develop this universal skill, using a very individual, personalized approach. Grounded in theory and research, it examines the psychological and sociological factors inherent in the negotiation process. It explores the complexities of negotiations, by looking at how conflict is related and how temperaments and personality traits impact the process.

[Click for more details](#)



Sr. No. 130

Title: Economy and society by Weber, Max

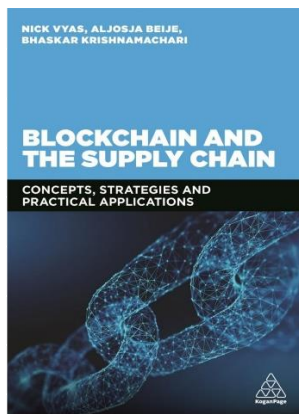
London Harvard University Press 2019

Acc. No. 001820

Call No. 306.3 WEB

Summary: Economy and Society is the foundational text for the social sciences of the twentieth and twenty-first centuries, presenting a framework for understanding the relations among individual action, social action, economic action, and economic institutions. It also provides a classification of political forms based upon “systems of rule” and “rulership” that has shaped debate about the nature and role of charisma, tradition, legal authority, and bureaucracy.

[Click for more details](#)



Sr. No. 131

Title: Blockchain and the supply chain: concepts, strategies and practical applications
by Vyas, Nick

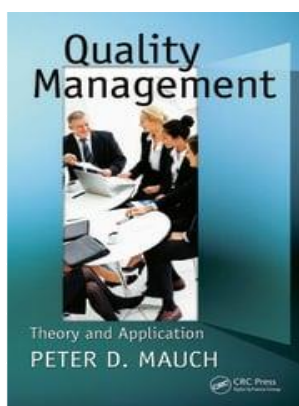
London Kogan Page Limited 2019

Acc. No. 001821

Call No. 658.70285 VYA

Summary: Blockchain can transform companies when successfully integrated into existing supply chain ecosystems and practices. The key benefits include dispute resolution, foolproof track and trace, event management, operational as well as financial transparency, speed to market, visibility, elimination of heavy reliance on intermediary, integration of IoT technology, machine learning, and artificial intelligence. Blockchain and the Supply Chain highlights how to use blockchain as an enabler and key driver for solutions in the end-to-end supply chain.

[Click for more details](#)



Sr. No. 132

Title: Quality management: theory and application by Mauch, Peter D.

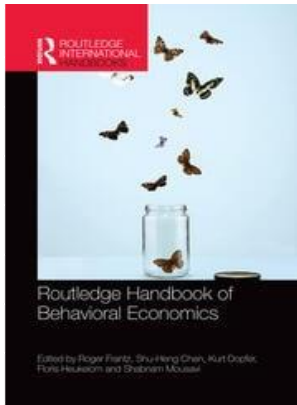
Boca Raton CRC Press 2017

Acc. No. 001822

Call No. 658.4013 MAU

Summary: In Quality Management: Theory and Application, highly respected quality management specialist Peter Mauch shows you how to set up a Quality Management System (QMS) that will stay aligned with your business goals. Using examples from actual situations that can be readily applied in any industrial situation, these pages will show you how to: Plan for quality by setting objectives and metrics, and creating effective flexible blueprints, and procedures, Get staff involved by understanding how to motivate and train.

[Click for more details](#)



Sr. No. 133

Title: Routledge handbook of behavioral economics by Frantz, Roger S.

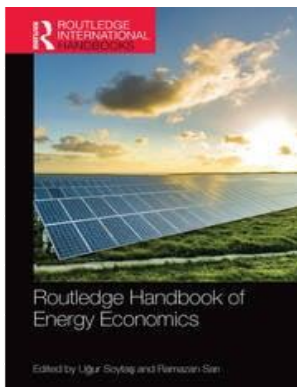
New York Routledge 2019

Acc. No. 001823

Call No. 330.019 FRA

Summary: This book looks at the origins and development of behavioral economics and compares and contrasts the work of these scholars who have been so influential in making this area so prominent. Part Two presents applications of behavioural economics including nudging; heuristics; emotions and morality; behavioural political economy, education, and economic innovation. The Routledge Handbook of Behavioral Economics is ideal for advanced economics students and faculty who are looking for a complete state-of-the-art overview of this dynamic field.

[Click for more details](#)



Sr. No. 134

Title: Routledge handbook of energy economics by Soytas, Ugur

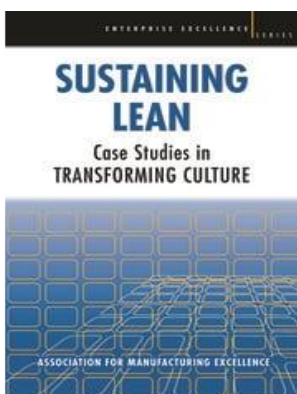
New York Routledge 2021

Acc. No. 001824

Call No. 333.79 SOY

Summary: This handbook includes sections devoted to each of the four pillars. Moreover, as the financialization of commodity markets has made risk analysis more complicated and intriguing, the sections also cover energy commodity markets and their links to other financial and non-financial markets. In addition, econometric modeling and the forecasting of energy needs, as well as energy prices and volatilities, are also explored. Each part emphasizes the multidisciplinary nature of the energy economics field and from this perspective, chapters offer a review of models and methods used in the literature.

[Click for more details](#)



Sr. No. 135

Title: Sustaining lean: case studies in transforming culture by Association for Manufacturing Excellence

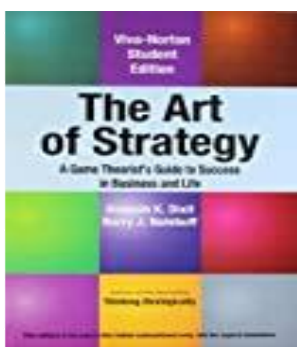
Boco Raton CRC Press 2009

Acc. No. 001825

Call No. 658.4012 ASS

Summary: Sustaining Lean: *Case Studies in Transforming Culture*, the third compilation of articles originally published in AME's well-regarded Target Magazine, provides accounts of challenges encountered and methods applied by organizations in pursuit of lean. While a few of the articles broadly discuss issues involved in long-term transformation, the vast majority provide illuminating and often inspirational case studies.

[Click for more details](#)



Sr. No. 136

Title: The art of strategy: a game theorist's guide to success in business & life by Dixit, Avinash K.

New Delhi W.W. Norton & Company 2018

Acc. No. 001826

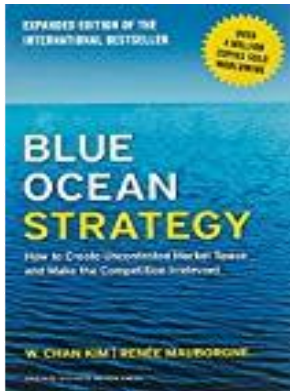
Call No. 658.4012 DIX

Summary: Game theory means rigorous strategic thinking. It's the art of anticipating your opponent's next moves, knowing full well that your rival is trying to do the same thing to you. Though parts of game theory involve simple common sense, much is counterintuitive, and it can only be mastered by developing a new way of seeing the world. Using a diverse array of rich case studies—from pop culture, TV, movies, sports, politics, and history.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 137

Title: Blue Ocean strategy: how to create uncontested market space and make the competition irrelevant by Kim, W. Chan

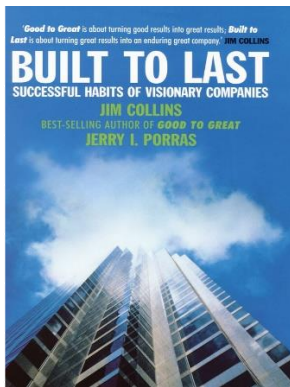
Boston Harvard Business School Press 2015

Acc. No. 001827

Call No. 658.802 KIM

Summary: "Blue Ocean Strategy" argues that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves (spanning more than 100 years across 30 industries), the authors argue that lasting success comes not from battling competitors but from creating "blue oceans"--untapped new market spaces ripe for growth.

[Click for more details](#)



Sr. No. 138

Title: Built to last: successful habits of visionary companies by Collins, James

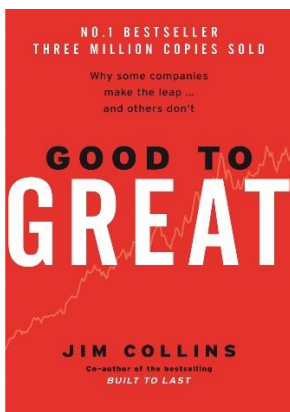
London Random House Business Books 2005

Acc. No. 001828

Call No. 658 COL

Summary: This is a book about something far more important, enduring, and substantial. This is a book about visionary companies.' Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day - as start-ups, as midsize companies and as large corporations.

[Click for more details](#)



Sr. No. 139

Title: Good to great: why some companies make the leap...and others don't by Collins, Jim

London Random House Business Books 2001

Acc. No. 001829

Call No. 658 COL

Summary: In this book, he uncovers the underlying variables that enable any type of organisation to make the leap from good to great while other organisations remain only good. Rigorously supported by evidence, his findings are surprising - at times even shocking - to the modern mind. Good to Great achieves a rare distinction: a management book full of vital ideas that reads as well as a fast-paced novel. It is widely regarded as one of the most important business books ever written.

[Click for more details](#)



Sr. No. 140

Title: HBR's 10 must read on strategy for healthcare by Harvard Business Review Press

Boston Harvard Business Review Press 2018

Acc. No. 001830

Call No. 658 HBR

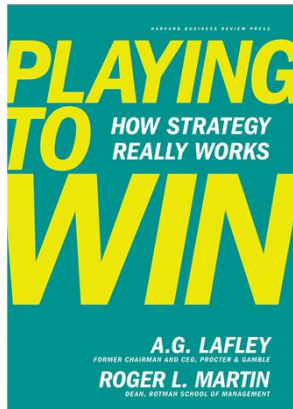
Summary: Is your healthcare organization spending too much time on strategy--with too little to show for it? If you read nothing else on strategy, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones for healthcare professionals to help you catalyze your organization's strategy development and execution. Leading strategy experts, such as Michael E. Porter, Jim Collins, W. Chan Kim, and Renee Mauborgne, provide the insights and advice you need to:

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New Arrival of Books – February 2022



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 141

Title: *Playing to win: how strategy really works* by Lafley, A. G.

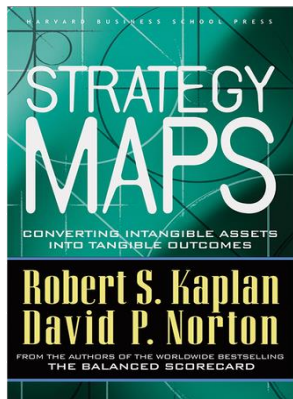
Boston Harvard Business Review Press 2013

Acc. No. 001831

Call No. 658.4012 LAF

Summary: "Playing to Win," a noted "Wall Street Journal" and "Washington Post" bestseller, outlines the strategic approach Lafley, in close partnership with strategic adviser Roger Martin, used to double P&G's sales, quadruple its profits, and increase its market value by more than \$100 billion when Lafley was first CEO (he led the company from 2000 to 2009). The book shows leaders in any type of organization how to guide everyday actions with larger strategic goals built around the clear, essential elements that determine business success--where to play and how to win.

[Click for more details](#)



Sr. No. 142

Title: *Strategy maps: converting intangible assets into tangible outcomes* by Kaplan, Robert S.

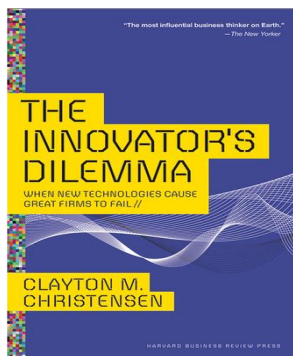
Boston Harvard Business Review Press 2004

Acc. No. 001832

Call No. 658.4012 KAP

Summary: "strategy map"--that enables companies to describe the links between intangible assets and value creation with a clarity and precision never before possible. Kaplan and Norton argue that the most critical aspect of strategy--implementing it in a way that ensures sustained value creation--depends on managing four key internal processes: operations, customer relationships, innovation, and regulatory and social processes.

[Click for more details](#)



Sr. No. 143

Title: *The innovator's dilemma: when new technologies cause great firms to fail* by Christensen, Clayton M.

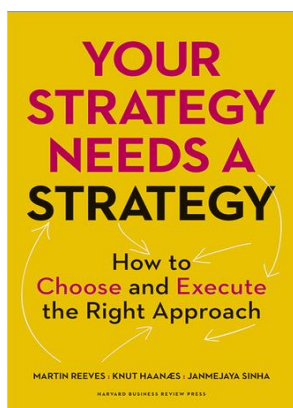
Boston Harvard Business Review Press 2013

Acc. No. 001833

Call No. 658.4 CHR

Summary: "The Innovator's Dilemma" gives you a set of rules for capitalizing on the phenomenon of disruptive innovation. Sharp, cogent, and provocative--and consistently noted as one of the most valuable business ideas of all time--"The Innovator's Dilemma" is the book no manager, leader, or entrepreneur should be without.

[Click for more details](#)



Sr. No. 144

Title: *Your strategy needs a strategy* by Reeves, Martin

Boston Harvard Business Review Press 2015

Acc. No. 001834

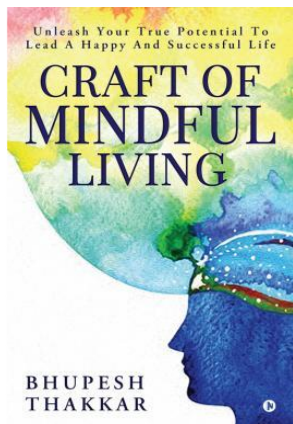
Call No. 658.4012 REE

Summary: In this book, The Boston Consulting Group's Martin Reeves, Knut Haanaes, and Janmejaya Sinha offer a proven method to determine the strategy approach that is best for your company. They start by helping you assess your business environment--how unpredictable it is, how much power you have to change it, and how harsh it is--a critical component of getting strategy right. They show how existing strategy approaches sort into five categories--Be Big, Be Fast, Be First, Be the Orchestrator, or simply Be Viable--depending on the extent of predictability, malleability, and harshness.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 145

Title: Craft of mindful living: unleash your true potential to lead a happy and successful life by Thakkar, Bhupesh

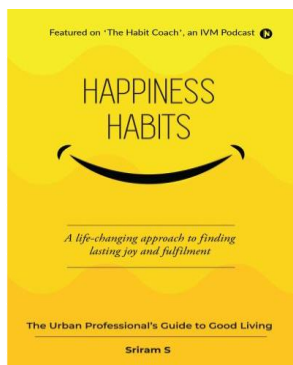
Chennai Notion Press 2021

Acc. No. 001835

Call No. 193 THA

Summary: Life is too precious and short to be wasted upon unwanted differences, struggles and trivial fights. It is a beautiful journey. A journey between two destinations. A journey within. What you need to do is to take charge of your life and decide how you should be living it. It is purely your choice. Make life simple, easy and memorable so that when you get down at your final destination, people that you left behind, will remember you by your deed, actions and the joyful moments that you shared with them.

[Click for more details](#)



Sr. No. 146

Title: Happiness habits: the urban professional's guide to good living by S, Sriram

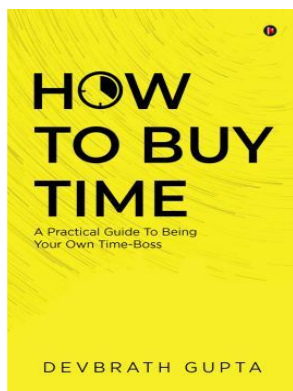
Chennai Notion press 2021

Acc. No. 001836

Call No. 158.1 S

Summary: Happiness Habits is a guidebook to true happiness that's entwined with your daily life-even as you navigate life and everything that comes with it.

[Click for more details](#)



Sr. No. 147

Title: How to buy time: a practical guide to being your own time-boss by Gupta, Devbrath

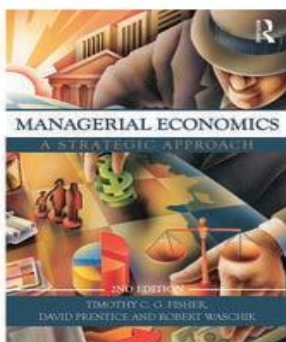
Chennai Notion press 2021

Acc. No. 001837

Call No. 650.1 GUP

Summary: "How to buy Time" breaks the myth that freedom is impossible. Not only will you learn theoretical concepts about time, money, and investments, but also some time-tested methods on how to really own your time. The thought process imparted in this book can be acquired by anyone, at any time to gain financial wisdom and create a self-controlled vibrant life, born of freedom.

[Click for more details](#)



Sr. No. 148

Title: Managerial economics: a strategic approach by Fisher, Timothy C. G.

London Routledge 2010

Acc. No. 001838

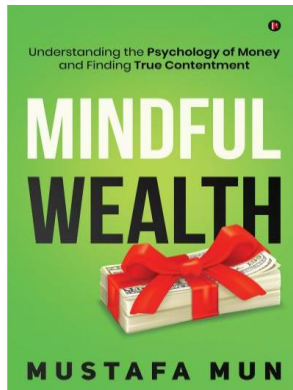
Call No. 338.5024658 FIS

Summary: This book will be suitable for any student with a background of introductory economics. The authors include a variety of international examples and case studies from the business world to expand and illustrate key concepts, and provide end-of-chapter exercises to test students' grasp of the material. An online supplement comprising of problems and solutions as well as PowerPoint slides is available for lecturers.

[Click for more details](#)



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 149

Title: Mindful wealth: understanding the psychology of money and finding true contentment by Mun, Mustafa

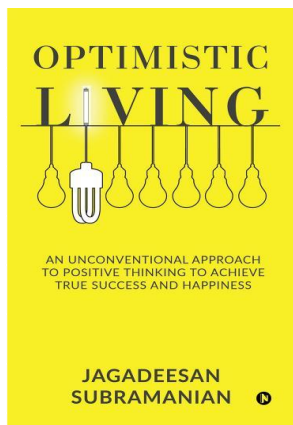
Chennai Notion Press 2020

Acc. No. 001839

Call No. 650 MUN

Summary: Mindful Wealth aims for a shift in our thinking. It talks about the subject of how we should perceive money, how we need to talk about it to attract more of it in our lives and how to live with gratitude so we are blessed with more than what we already have.

[Click for more details](#)



Sr. No. 150

Title: Optimistic living: an unconventional approach to positive thinking to achieve true success and happiness by Subramanian, Jagadeesan

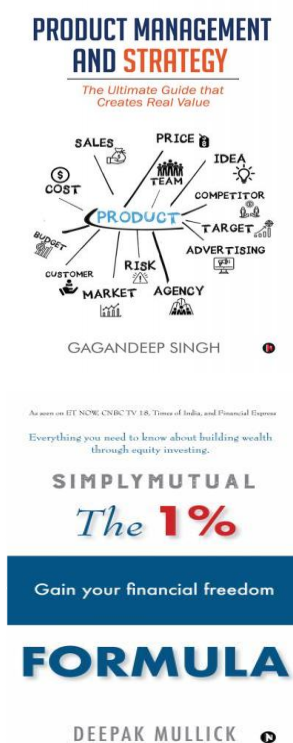
Chennai Notion press 2021

Acc. No. 001840

Call No. 158.1 SUB

Summary: This book contains simplified methods to enhance the potential of people at all levels. It is in a story format and suitable for persons above 15 years of age. This book gives vision, clarity, and makes one understand both personal and professional life. An Unconventional Approach to Positive Thinking to Achieve True Success and Happiness will help you understand that while success might happen easier said than done, focussing on a few positive thinking techniques will dramatically increase the probability of success in your life and help you have fun while doing it.

[Click for more details](#)



Sr. No. 151

Title: Product management and strategy: the ultimate guide that creates real value by Singh, Gagandeep

Chennai Notion Press 2021

Acc. No. 001841

Call No. 658.56 SIN

Summary: Are you planning to move from projects to products? Do you relish listening to your customers? Does the curiosity urge the creativity in you to solve real-world problems? Are you a number lover? If your reaction is yes, then it is a must-read for you. Get involve, delight, and excite about the entire journey of envisaging, creating, and managing a successful customer-oriented and value propositional product.

[Click for more details](#)

Sr. No. 152

Title: Simply mutual the 1% formula: gain your financial freedom by Mullick, Deepak

Chennai Notion Press 2021

Acc. No. 001842

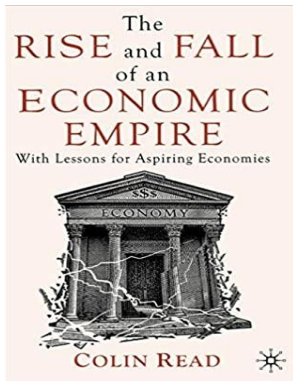
Call No. 332.024 MUL

Summary: In this book, investment veteran Deepak Mullick reveals his simple-yet-effective formula to make your money work for you! Want to escape the rat race, travel the world, or retire in your 40s with comfortable assets under your belt? SimplyMutual is your key to unlocking the 1% formula and gain your financial freedom. With SimplyMutual you can learn how to: Retire in your 40s with a sizable corpus that provides you with a salary-pension that supports your lifestyle.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 153

Title: Rise and fall of and economic empire: with lessons for aspiring economies
by Read, Colin

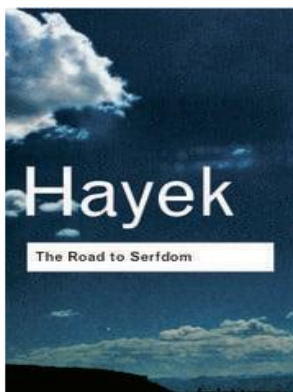
New York Palgrave Macmillan 2010

Acc. No. 001843

Call No. 330.9 REA

Summary: We have seen many empires come and go. From the Roman Empire to the British Empire, we are now witnessing the decline of the US as a superpower. How do economic innovations foster global economic dominance, and how does the natural evolution of an economic empire eventually bring about its demise and replacement by other economic superpowers?

[Click for more details](#)



Sr. No. 154

Title: The road to serfdom by Hayek, F. A.

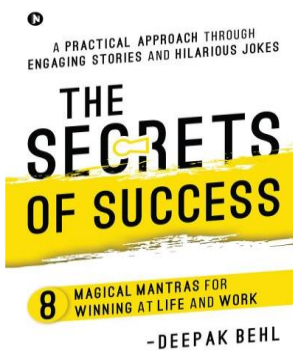
London Routledge Classics 2001

Acc. No. 001844

Call No. 338.91 HAY

Summary: *The Road to Serfdom* remains one of the all-time classics of twentieth-century intellectual thought. For over half a century, it has inspired politicians and thinkers around the world, and has had a crucial impact on our political and cultural history. With trademark brilliance, Hayek argues convincingly that, while socialist ideals may be tempting, they cannot be accomplished except by means that few would approve of. Addressing economics, fascism, history, socialism and the Holocaust, Hayek unwraps the trappings of socialist ideology.

[Click for more details](#)



Sr. No. 155

Title: The secrets of success: 8 magical mantras for winning at life and work by Behl, Deepak

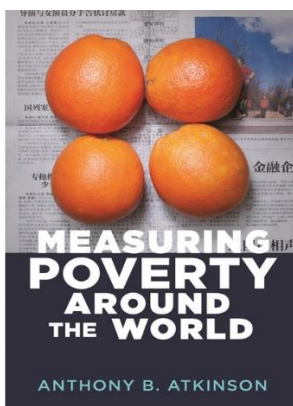
Chennai Notion Press 2021

Acc. No. 001845

Call No. 158.1 BEH

Summary: This book is for whom: This self-help book is for anyone who wants to know 'The Secrets of Success' in life, however, this book will be very effective for the managers, willing to climb the ladder of hierarchy and students, willing to make their careers into the corporate world.

[Click for more details](#)



Sr. No. 156

Title: Measuring poverty around the world by Atkinson, Anthony B.

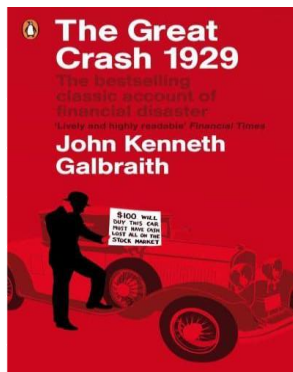
New Jersey Princeton University Press 2019

Acc. No. 001846

Call No. 339.46 ATK

Summary: In this, his final book, economist Anthony Atkinson, one of the world's great social scientists and a pioneer in the study of poverty and inequality, offers an inspiring analysis of a central question: What is poverty and how much of it is there around the globe? The persistence of poverty—in rich and poor countries alike—is one of the most serious problems facing humanity. Better measurement of poverty is essential for raising awareness, motivating action, designing good policy, gauging progress, and holding political leaders accountable for meeting targets.

[Click for more details](#)



Sr. No. 157

Title: The great crash of 1929 by Galbraith, John Kenneth

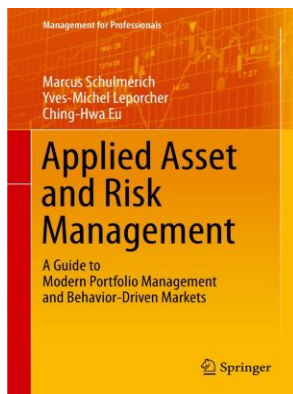
London Penguin Books Ltd. 2009

Acc. No. 001847

Call No. 338.540973 GAL

Summary: The Great Crash 1929 examines the causes, effects, aftermath and long-term consequences of America's infamous financial meltdown, showing how rampant speculation and blind optimism sustained a market mania, and led to its terrible downward spiral. Galbraith also describes the people and the corporations at the heart of the financial community, and how they were affected by the disaster.

[Click for more details](#)



Sr. No. 158

Title: Applied asset and risk management: a guide to modern portfolio management and behavior-driven markets by Schulmerich, Marcus

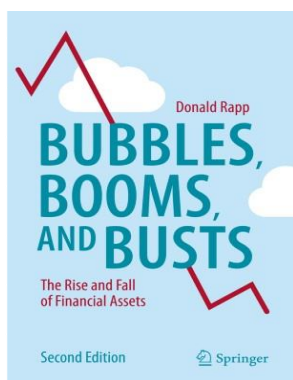
Germany Springer 2015

Acc. No. 001848

Call No. 658.155 SCH

Summary: This book is a guide to asset and risk management from a practical point of view. It is centered around two questions triggered by the global events on the stock markets since the middle of the last decade: Why do crashes happen when in theory they should not? How do investors deal with such crises in terms of their risk measurement and management and, as a consequence, what are the implications for the chosen investment strategies?

[Click for more details](#)



Sr. No. 159

Title: Bubbles, booms, and busts: the rise and fall of financial assets by Rapp, Donald

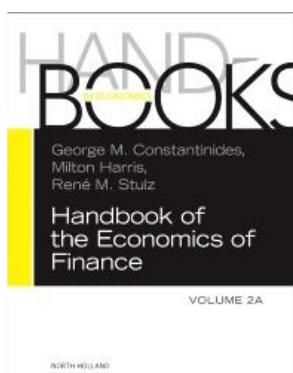
New York Springer 2015

Acc. No. 001849

Call No. 338.542 RAP

Summary: This book deals at some length with the question: Since there are many more poor than rich, why don't the poor just tax the rich heavily and reduce the inequality? In the 19th century and the first half of the 20th century, the topic of inequality was discussed widely. Ending or reducing inequality was a prime motivating factor in the emergence of communism and socialism. The book discusses why later in the 20th century, inequality has faded out as an issue.

[Click for more details](#)



Sr. No. 160

Title: Handbook of the economics of finance: vol 2A by Constantinides, George M.

Amsterdam North-Holland 2013

Acc. No. 001850

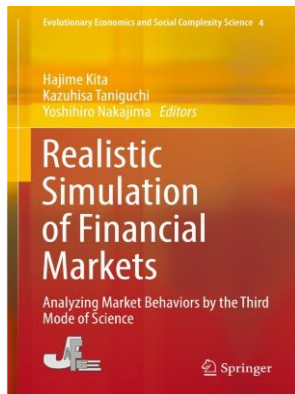
Call No. 332 CON

Summary: In the 11 articles in this first of two parts, top scholars summarize and analyze recent scholarship in corporate finance. Covering subjects from corporate taxes to behavioral corporate finance and econometric issues, their articles reveal how specializations resonate with each other and indicate likely directions for future research. By including both established and emerging topics, Volume 2 will have the same long shelf life and high citations that characterize Volume 1 (2003).

[Click for more details](#)

Sr. No. 161

New Arrival of Books – February 2022



Title: Realistic simulation of financial markets: analyzing market behaviors by the third mode of science by Kita, Hajime

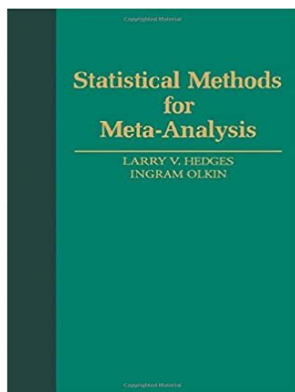
Japan Springer 2016

Acc. No. 001851

Call No. 332.60285 KIT

Summary: This book takes up unique agent-based approaches to solving problems related to stock and their derivative markets. Toward this end, the authors have worked for more than 15 years on the development of an artificial market simulator called U-Mart for use as a research and educational tool. A noteworthy feature of the U-Mart simulator compared to other artificial market simulators is that U-Mart is an ultra-realistic artificial stock and their derivative market simulator.

[Click for more details](#)



Sr. No. 162

Title: Statistical methods for meta-analysis by Hedges, Larry V.

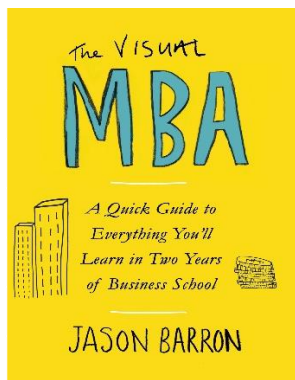
San Diego Academic Press 1985

Acc. No. 001852

Call No. 300.72 HED

Summary: This book is to address the statistical issues for integrating independent studies. There exist a number of papers and books that discuss the mechanics of collecting, coding, and preparing data for a meta-analysis, and we do not deal with these. Because this book concerns methodology, the content necessarily is statistical, and at times mathematical. In order to make the material accessible to a wider audience, we have not provided proofs in the text. Where proofs are given, they are placed as commentary at the end of a chapter.

[Click for more details](#)



Sr. No. 163

Title: The visual MBA: a quick guide to everything you'll learn in two years of business school by Barron, Jason

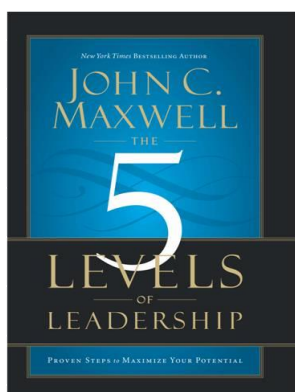
London Penguin Random House UK 2019

Acc. No. 001853

Call No. 650.0711 BAR

Summary: In the Visual MBA, Jason Barron offers a radical solution. When he started his master's in business administration, Barron decided to draw all his notes so that other people could benefit from them. These doodles or 'sketchnotes' are shown to improve our learning by combining two key learning functions, audio and visuals. Research indicates that more than 65% of us are visual learners and that visuals are processed 60,000 faster than text.

[Click for more details](#)



Sr. No. 164

Title: The 5 levels of leadership: proven steps to maximize your potential

By: Maxwell, John C.

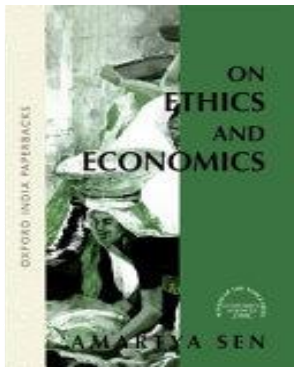
Gurgaon Hachette Book Publishing India Pvt. Ltd. 2013

Acc. No. 001854

Call No. 658.4092 MAX

Summary: True leadership isn't a matter of having a certain job or title. In fact, being chosen for a position is only the first of the five levels every effective leader achieves. To become more than 'the boss' people follow only because they are required to, you have to master the ability to invest in people and inspire them. To grow further in your role, you must achieve results and build a team that produces. You need to help people to develop their skills to become leaders in their own right.

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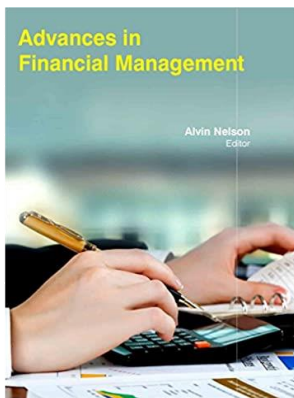
Sr. No. 165

Title: On ethics and economics by Sen, Amartya

New Delhi Oxford University Press 2021

Acc. No. 001855

Call No. 174 SEN



Sr. No. 166

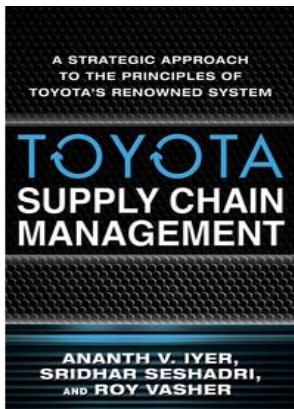
Title: Advances in financial management

by Nelson, Alvin

London Koros Press Limited 2015

Acc. No. 001856

Call No. 658.15 NEL



Sr. No. 167

Title: Toyota's supply chain management: a strategic approach to Toyota's renowned system by Iyer, Ananth V.

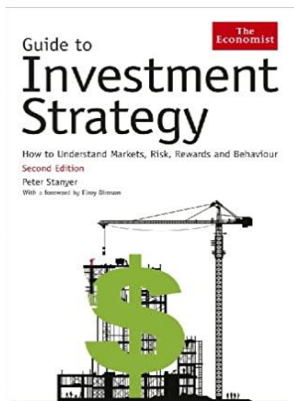
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2009

Acc. No. 001857

Call No. 338.762920973 IYE

Summary: The Toyota Production System is the benchmark used throughout the world for “lean” thinking. Now you can model your own processes after those of the company that “wrote the book on supply chain management.” Written by two experts on the subject, along with a former Toyota senior executive, this book details the most celebrated supply chain operation in the world to help you form an integrated, synchronized system that will be the envy of your industry.

[Click for more details](#)



Sr. No. 168

Title: Guide to investment strategy: how to understand markets, risk, rewards and behaviour by Stanyer, Peter

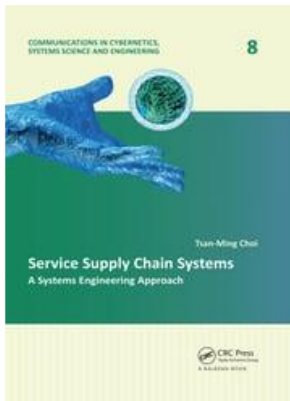
London Profile Books Ltd 2010

Acc. No. 001858

Call No. 332.6 PET

Summary: The Economist Guide to Investment Strategy outlines how to construct investment strategies appropriate for individual investors. It looks at risk and comes with wealth-warnings for those who wish to explore more sophisticated and fashionable investment approaches, and it emphasises the importance of taking into account insights from behavioural analysis as well as the principles of traditional finance. It highlights how habitual patterns of decision-making can lead any of us into costly mistakes, and it stresses how markets are most dangerous when they appear to be most rewarding.

[Click for more details](#)



Sr. No. 169

Title: Service supply chain systems: a systems engineering approach by Choi, Tsan - Ming

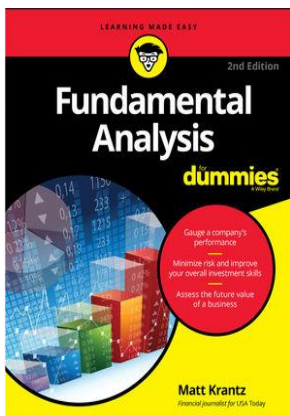
Boco Raton CRC Press 2018

Acc. No. 001859

Call No. 658.7 CHO

Summary: This book is a pioneering text on service supply chain systems. It features papers which adopt the systems engineering approach in conducting service supply chain analysis. It includes both theoretical results (from different perspectives) and application cases/studies on service supply chain systems. It will be a good reference book for industrialists and academics who are interested in the service industry, service operations, service management, and service sciences.

[Click for more details](#)



Sr. No. 170

Title: Fundamental analysis for dummies by Krantz, Matt

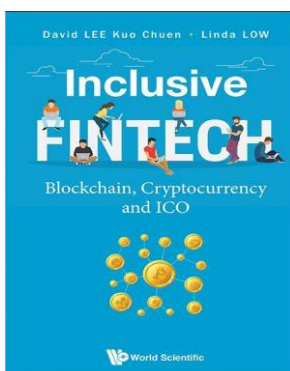
New Jersey John Wiley & Sons, Inc. 2016

Acc. No. 001860

Call No. 332.632042 KRA

Summary: Fundamental Analysis For Dummies shows you how. Whether you're a seasoned investor or just want to learn how to make more intelligent and prudent investment decisions, this plain-English guide gives you practical tips, tricks, and trade secrets for using fundamental analysis to manage your portfolio and enhance your understanding of shrewdly selecting stocks!

[Click for more details](#)



Sr. No. 171

Title: Inclusive fintech: blockchain, cryptocurrency and ICO by Lee, David

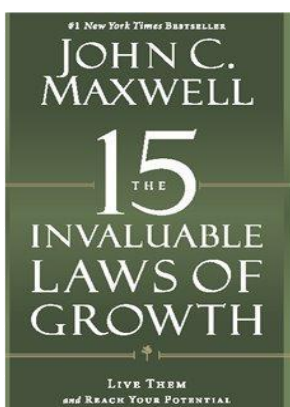
Hackensack World Scientific Publishing Company Pvt. Ltd. 2018

Acc. No. 001861

Call No. 332.178 LEE

Summary: Richly illustrated with original lecture slides taught by the authors, Inclusive FinTech: Blockchain, Cryptocurrency and ICO hopes to dispel the many misconceptions about blockchain and cryptocurrencies (especially bitcoin, Initial Crypto-Token Offering or ICO), as well as the idea that businesses can be sustainable without a social dimension going forward. With comprehensive coverage given to the FinTech scene in Asia, it is targeted at those who are searching for business opportunities.

[Click for more details](#)



Sr. No. 172

Title: The 15 invaluable laws of growth: live them and reach your potential by Maxwell, John C.

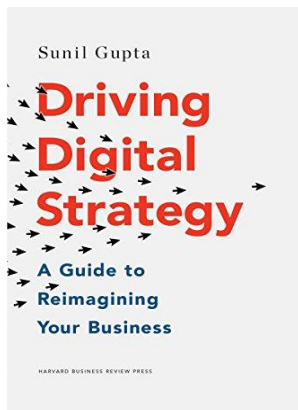
Gurgaon Hachette Book Publishing India Pvt. Ltd. 2012

Acc. No. 001862

Call No. 158 MAX

Summary: This third book in John Maxwell's bestselling Laws series (following the two-million seller The 21 Irrefutable Laws of Leadership and the million seller The 17 Indisputable Laws of Teamwork) will help you become a lifelong learner whose potential keeps increasing and never gets 'used up.' And will teach you: The Law of the Mirror: You Must See Value in Yourself to Add Value to Yourself, The Law of Awareness: You Must Know Yourself to Grow Yourself, The Law of Modeling: It's Hard to Improve When You Have No One but Yourself to Follow.

[Click for more details](#)



Sr. No. 173

Title: Driving digital strategy: a guide to reimagining your business by Gupta, Sunil

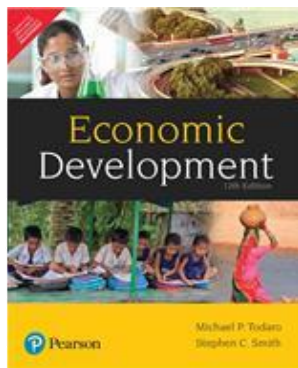
Boston Harvard Business Review Press 2018

Acc. No. 001863

Call No. 658.4012 GUP

Summary: In "Driving Digital Strategy," Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at "Fortune" 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture.

[Click for more details](#)



Sr. No. 174

Title: Economic development by Todaro, Michael P.

New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 001864

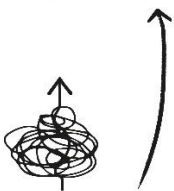
Call No. 338.90091724 TOD

Summary: Economic Development, - the leading textbook in this field - provides students with a complete and balanced introduction to the requisite theory, driving policy issues, and latest research. Todaro and Smith take a policy-oriented approach, presenting economic theory in the context of critical policy debates and country-specific case studies, to see how theory relates to the problems and prospects of developing countries

[Click for more details](#)

From the author of *Essentialism*, the million-copy bestseller that started a global movement

effortless



Make It Easier to Do What Matters Most

GREG MCKEOWN

Sr. No. 175

Title: Effortless: make it easier to do what matters most by McKeown, Greg

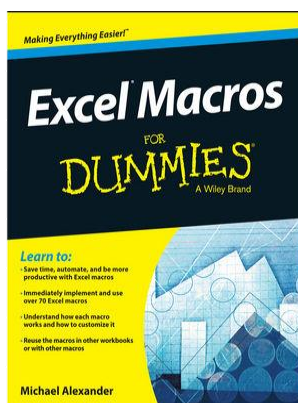
London Penguin Random House UK 2021

Acc. No. 001865

Call No. 158.7 MCK

Summary: The intricacy of modern life has created a false dichotomy between things that are 'hard and important,' and those that are 'easy and trivial.' Everything has become so much harder than it ought to be. But, Greg McKeown, bestselling author of *Essentialism*, says, there is a third alternative. In *Effortless*, he offers practical strategies for making the most vital tasks the easiest ones. Honed over the better part of a decade, these strategies include: Asking 'What Step Can I Remove?' (accomplish more, in fewer steps)- Having the Courage to Be Rubbish (prioritize progress over perfection)

[Click for more details](#)



Sr. No. 176

Title: Excel macros for dummies by Alexander, Michael

New Jersey John Wiley & Sons, Inc. 2017

Acc. No. 001866

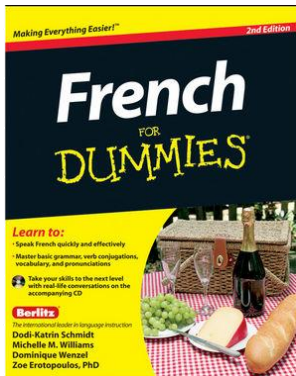
Call No. 005.54 ALE

Summary: Excel Macros For Dummies helps you save time, automate, and be more productive, even with no programming experience at all. Each chapter offers practical macros that you can implement right away, with practical exercises that extend your knowledge and help you understand the mechanics at work. You'll find the most effective Excel macros for solving common problems, and explanations of why and where to use each one, plus invaluable guidance and step-by-step instruction for applying them effectively.

[Click for more details](#)



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Sr. No. 177

Title: French for dummies by Schmidt, Dodi-Katrin

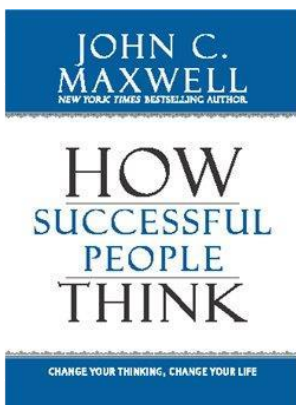
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001867

Call No. 448.2421 SCH

Summary: French is a beautiful language but quite difficult to learn. Whether you need to learn the language for a French class, or you travel overseas for business or leisure, this enhanced edition of French for Dummies can help. Written in an easy-to-follow format, with integrated audio clips, it gives you just what you need for basic communication in French. The enhanced edition includes: Expanded coverage of necessary grammar, vocabulary, and pronunciations Useful exercises, practice questions, and a mini-dictionary

[Click for more details](#)



Sr. No. 178

Title: How successful people think: change your thinking, change your life by Maxwell, John C.

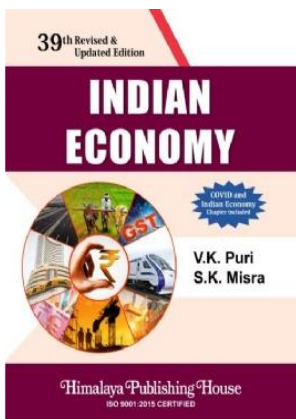
Gurgaon Hachette Book Publishing India Pvt. Ltd. 2009

Acc. No. 001868

Call No. 158.1 MAX

Summary: How Successful People Think? is the perfect, compact read for today's fast-paced world. America's leadership expert John C. Maxwell will teach you how to be more creative and when to question popular thinking. You'll learn how to capture the big picture while focusing your thinking. You'll find out how to tap into your creative potential, develop shared ideas, and derive lessons from the past to better understand the future. With these eleven keys to more effective thinking, you'll clearly see the path to personal success.

[Click for more details](#)



Sr. No. 179

Title: Indian economy: its development experience by Puri, V. K.

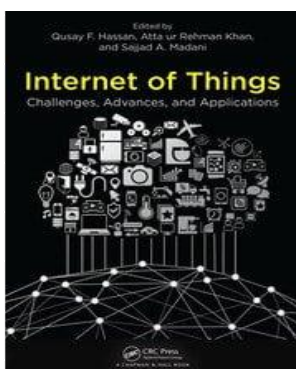
Mumbai Himalaya Publishing House Pvt. Ltd. 2021

Acc. No. 001869

Call No. 330.954 PUR

Summary: In this edition, we critically analyse the performance of the Indian economy over the years, discuss the problems confronting the different sectors, and carry out a threadbase evaluation of the different programmes being undertaken by the government in considerable detail. We also examine the opportunities and challenges facing the Indian economy in the new emerging global environment. This edition also carries out some innovations. For instance, on persistent demand from our esteemed readers, we have introduced a new section explaining the concepts and terms used in the book (see 'Definition of Terms Used in the Book' after Preface and Contents).

[Click for more details](#)



Sr. No. 180

Title: Internet of things: challenges, advances and applications by Hassan, Quasay F.

Boco Raton CRC Press 2019

Acc. No. 001870

Call No. 384.3 HAS

Summary: Internet of Things: Challenges, Advances, and Applications provides a comprehensive introduction to IoT, related technologies, and common issues in the adoption of IoT on a large scale. It surveys recent technological advances and novel solutions for challenges in the IoT environment. Moreover, it provides detailed discussion of the utilization of IoT and its underlying technologies in critical application areas, such as smart grids, healthcare, insurance, and the automotive industry.

[Click for more details](#)



Sr. No. 181

Title: Introduction to material management by Chapman, Stephen N.

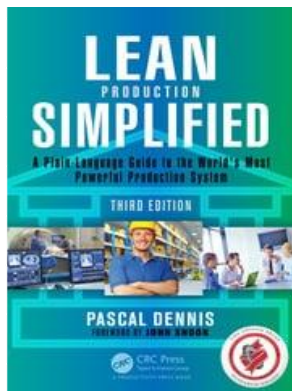
New Delhi Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 001871

Call No. 658.7 CHA

Summary: Introduction to Materials Management is an introductory text written for students in community colleges and universities. It is used in technical programs, such as industrial engineering and manufacturing engineering in business, operations and supply chain management programs and by those already in industry, whether or not they are working in materials management. The text covers all the basics of supply chain management, manufacturing planning and control systems, purchasing, physical distribution, process, quality and its management using Lean, Six Sigma and Total Quality Management.

[Click for more details](#)



Sr. No. 182

Title: Lean production simplified: a plain language guide to the world's most powerful production system by Dennis, Pascal

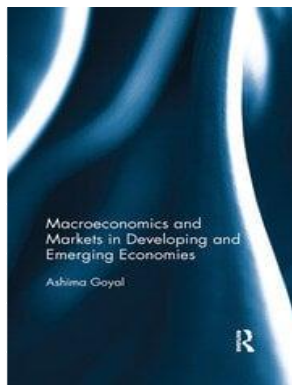
Boco Raton CRC Press 2020

Acc. No. 001872

Call No. 658.5 DEN

Summary: Lean Production Simplified, Third Edition gives a clear overview of the structure and tools of the Lean production system. Written for the practitioner by a practitioner, it delivers a comprehensive insider's view of Lean management. The author helps readers grasp the system as a whole, as well as the factors that animate it, by organizing the book around an image of a house of Lean production. Illustrating the eight kinds of waste, this updated edition of a bestseller:

[Click for more details](#)



Sr. No. 183

Title: Macroeconomics and markets in developing and emerging economies by Goyal, Ashima

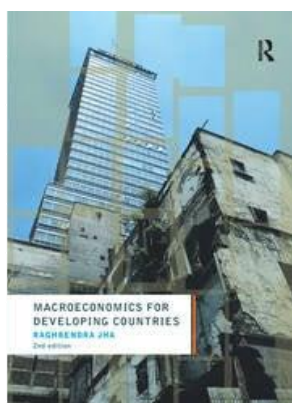
New York Routledge 2017

Acc. No. 001873

Call No. 332.042 GOY

Summary: The book presents and further develops basic principles and concepts in international finance and open economy macroeconomics to make them more relevant for emerging and developing economies (EDEs). The volume emphasises the necessity of greater knowledge of context as populous Asian economies integrate with world markets, as well as the rapidly changing nature of the area due to rethinking after the global financial crisis.

[Click for more details](#)



Sr. No. 184

Title: Macroeconomics for developing countries by Jha, Raghendra

Oxon Routledge 2008

Acc. No. 001874

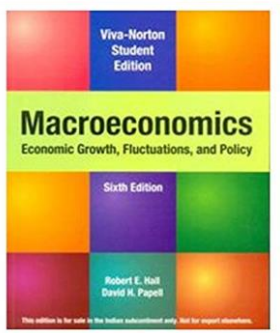
Call No. 330.91724 JHA

Summary: This comprehensively revised and updated edition develops the themes contained in the first edition. Students and teachers who are familiar with the book will notice that half of the chapters are entirely new, with the other half having changed significantly to take into account the changes that have occurred in the global economy since the turn of the millennium. With questions for discussion and excellent use of case studies, the book covers such themes as: standard closed and open macroeconomic models

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Sr. No. 185

Title: **Macroeconomics: economic growth, fluctuations, and policy** by Hall, Robert E.

New Delhi Viva Books Private Ltd. 2010

Acc. No. 001875

Call No. 339 HAL



Sr. No. 186

Title: **Managerial economics: economic tools for today's decision makers** by Keat, Paul G.

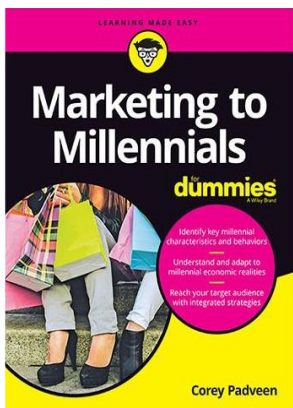
New Delhi Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 001876

Call No. 338.5024658 KEA

Summary: This text is designed for upper-level undergraduate and first-year MBA courses in managerial economics and applied economics. In addition to discussing the applications of economic theory to the firm, this text includes chapters on various tools of analysis that are helpful to business decision makers but that are not part of the core of traditional microeconomic theory. These are demand, production, and cost estimation using regression analysis, forecasting, capital budgeting, and risk analysis.

[Click for more details](#)



Sr. No. 187

Title: **Marketing to millennials for dummies** by Padveen, Corey

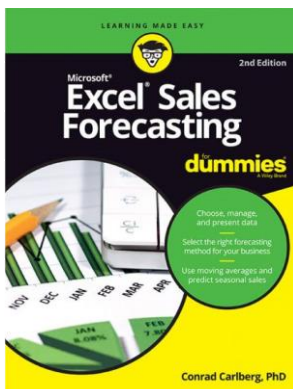
New Delhi Wiley India Pvt. Ltd. 2017

Acc. No. 001877

Call No. 658.800842 PAD

Summary: Millennials make up the largest and most valuable market of consumers in the United States—but until you understand how to successfully market to them, you may as well kiss their colossal spending power away! Packed with powerful data, research, and case studies across a variety of industries, Marketing to Millennials For Dummies gives you a fail-proof road map for winning over this coveted crowd. Millennials are projected to have \$200 billion buying power by 2017, and \$10 trillion over their lifetimes—and yet industries across the board are struggling to garner their attention.

[Click for more details](#)



Sr. No. 188

Title: **Microsoft excel sales forecasting for dummies** by Carlberg, Conrad

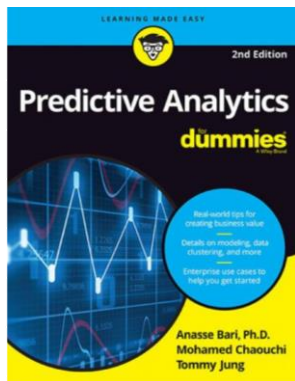
New Delhi Wiley India Pvt. Ltd. 2016

Acc. No. 001878

Call No. 005.54 CAR

Summary: One of the biggest challenges sales and marketing professionals face is forecasting future sales as accurately as possible. The few books published on the subject are full of arcane business school terms and complex algebraic equations. With Microsoft Excel, Conrad Carlberg manages to cut through the jargon and complex math and shows you how to produce forecasts you can rely on.

[Click for more details](#)



Sr. No. 189

Title: Predictive analytics for dummies by Bari, Anasse

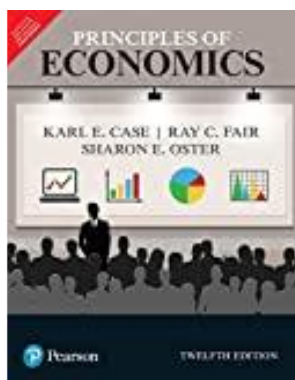
New Delhi Wiley India Pvt. Ltd. 2020

Acc. No. 001879

Call No. 658.056312 BAR

Summary: Predictive Analytics for Dummies, 2e will help the you understand the core of predictive analytics and get started putting it to use with readily available tools to collect and analyze data. You will learn how to incorporate algorithms through discovering data models, identifying similarities and relationships in your data, and how to predict the future through data classification. You will develop a roadmap by preparing your data, creating goals, processing your data, and building a predictive model that will get stakeholder buy-in.

[Click for more details](#)



Sr. No. 190

Title: Principal of economics by Caser, Karl E.

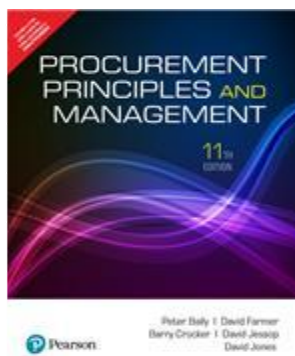
New Delhi Pearson India Education Services Pvt. Ltd. 2019

Acc. No. 001880

Call No. 330 CAS

Summary: Principles of Economics, Twelfth Edition, Global Edition, come away with a basic understanding of how market economies function, an appreciation for the things they do well, and a sense of things they do poorly. With the latest research and added exercises, students begin to learn the art and science of economic thinking and start to look at some policy and even personal decisions in a different way.

[Click for more details](#)



Sr. No. 191

Title: Procurement principles and management by Baily, Peter

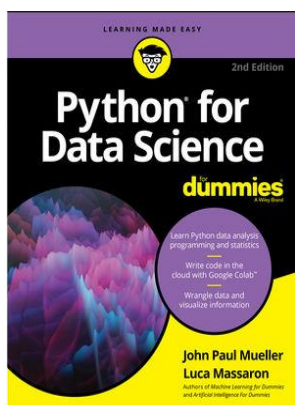
New Delhi Pearson India Education Services Pvt. Ltd. 2018

Acc. No. 001881

Call No. 658.72 BAI

Summary: Procurement Principles and Management has been essential reading for practitioners and students of purchasing and procurement for nearly 50 years. This new edition will provide the reader with a reflection of mainstream practice alongside insight into developing ideas and approaches. This book has been updated to cover the continuous change and development in the field of purchasing, and carefully balances emerging philosophies with proven and established thinking and practice in the profession."

[Click for more details](#)



Sr. No. 192

Title: Python for data science for dummies by Mueller, John Paul

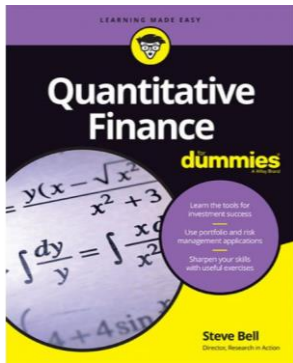
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001882

Call No. 005.133 MUE

Summary: Python for Data Science for Dummies is written for people who are new to data analysis, and discusses the basics of Python data analysis programming and statistics. The book also discusses Google Colab, which makes it possible to write Python code in the cloud. Get started with data science and Python, visualize information, Wrangle data, Learn from data. The book provides the statistical background needed to get started in data science programming, including probability, random distributions, hypothesis testing, confidence intervals, and building regression models for prediction.

[Click for more details](#)



Sr. No. 193

Title: Quantitative finance for dummies by Bell, Steve

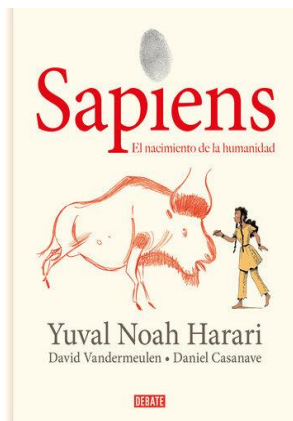
New Delhi Wiley India Pvt. Ltd. 2017

Acc. No. 001883

Call No. 332.015118 BEL

Summary: Quantitative finance is the application of mathematics to investing decisions. Aimed at investors and finance students alike, Quantitative Finance for Dummies is an accessible yet thorough introduction to this complex world. It provides you with a solid understanding of futures, options and risk, and explains the most popular equations, methods, formulas and models (such as the Black-Scholes model) that are applied in quantitative finance.

[Click for more details](#)



Sr. No. 194

Title: Sapiens: a graphic history by Harari, Yuval Noah

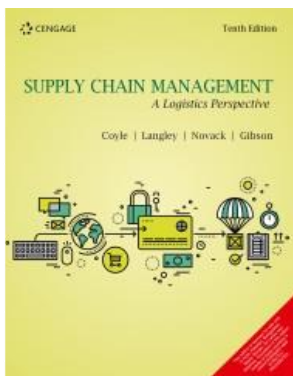
London Penguin Random House UK 2020

Acc. No. 001884

Call No. 599.89 HAR

Summary: In this first volume of the full color illustrated adaptation of his ground-breaking book, renowned historian Yuval Harari tells the story of humankind's creation and evolution, exploring the ways in which biology and history have defined us and enhanced our understanding of what it means to be "human." From examining the role evolving humans have played in the global ecosystem to charting the rise of empires, *Sapiens* challenges us to reconsider accepted beliefs, connect past developments with contemporary concerns, and view specific events within the context of larger ideas.

[Click for more details](#)



Sr. No. 195

Title: Supply chain management: a logistics perspective by Coyle, John J.

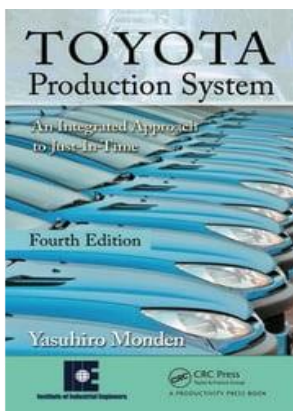
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 001885

Call No. 658.5 COY

Summary: Supply Chain Management: A Logistics Perspective refined its focus on the supply chain approach by blending logistics theory with practical applications and includes updated material on the latest technology, transportation regulations, pricing, and other issues. Each chapter opens with "Supply Chain Profiles" vignettes introducing students to real-world companies, people, and events. New and updated "On the Line" boxed features are applied examples providing students with hands-on managerial experience of the chapter's topics.

[Click for more details](#)



Sr. No. 196

Title: Toyota production system: an integrated approach to just-in-time by Monden, Yasuhiro

Boca Raton CRC Press 2020

Acc. No. 001886

Call No. 658.5 MON

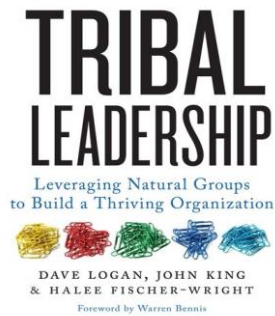
Summary: Toyota Production System: An Integrated Approach to Just-In-Time supplies in-depth coverage of Toyota's production practices, including theoretical underpinnings and methods for implementation. Exploring the latest developments in the Toyota Production System (TPS) framework at Toyota, this new edition updates the classic with new material on e-kanban, mini-profit centers, computer-based information systems, and innovative solutions to common obstacles in TPS implementation.

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NEW YORK TIMES BESTSELLER



Sr. No. 197

Title: Tribal leadership: leveraging natural groups to build a thriving organization by Logan, Dave

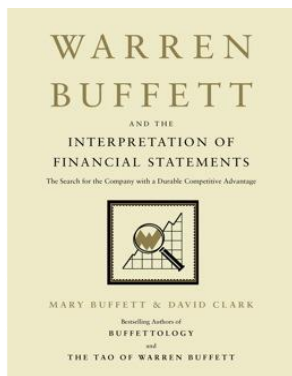
New York Harper Business 2008

Acc. No. 001887

Call No. 658.4092 LOG

Summary: In Tribal Leadership, Dave Logan, John King, and Hallee Fischer-Wright demonstrate how these tribes develop—and show you how to assess them and lead them to maximize productivity and growth. A business management book like no other, Tribal Leadership is an essential tool to help managers and business leaders take better control of their organizations by utilizing the unique characteristics of the tribes that exist within.

[Click for more details](#)



Sr. No. 198

Title: Warren Buffett and the interpretation of financial statements: the search for the company with a durable competitive advantage by Buffett, Mary

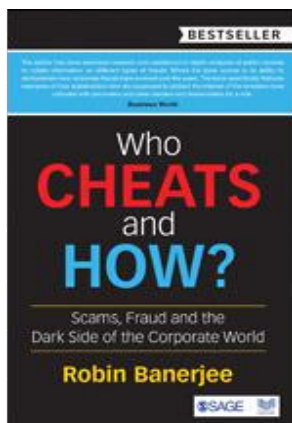
London Simon & Schuster 2011

Acc. No. 001888

Call No. 332.632042 BUF

Summary: Buffett and Clark clearly outline Warren Buffett's strategies in a way that will appeal to newcomers and seasoned Buffettologists alike. Inspired by the seminal work of Buffett's mentor, Benjamin Graham (The Interpretation of Financial Statements, 1937), this book presents Buffett's interpretation of financial statements with anecdotes and quotes from the master investor himself.

[Click for more details](#)



Sr. No. 199

Title: Who cheats and how? scams, fraud and the dark side of the corporate world by Banerjee, Robin

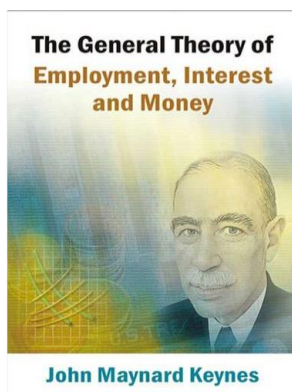
New Delhi Sage Publications India Pvt. Ltd. 2015

Acc. No. 001889

Call No. 364.163 BAN

Summary: This book is a definitive account of Frauds and scams popping up in the Corporate World. A result of over six years of rigorous research, the work presents a deeper and comprehensive perspective on corporate scams and frauds. One would be surprised to know about companies that are trusted world over have agreed for multi-billion dollar settlements with the Department of Justice, as most of them have either been found guilty of misconduct or have themselves paid the settlement amounts to close further investigations.

[Click for more details](#)



Sr. No. 200

Title: The general theory of employment interest, and money by Keynes, John Maynard

New Delhi Atlantic Publishers & Distributors Pvt. Ltd. 2022

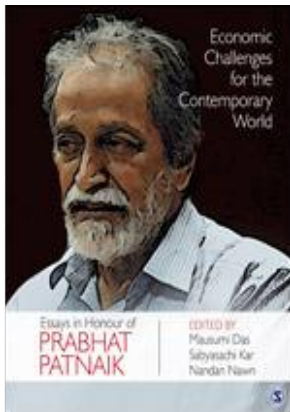
Acc. No. 001890

Call No. 330.156 KEY

Summary: This book is an essential reading for all those who desire a basic education in economics. The key to understanding Keynes is the notion that at particular times in the business cycle, an economy can become over-productive (or under-consumptive) and thus, a vicious spiral is begun that results in massive layoffs and cuts in production as businesses attempt to equilibrate aggregate supply and demand. Thus, full employment is only one of many or multiple macro equilibria. If an economy reaches an underemployment equilibrium, something is necessary to boost or stimulate demand to produce full employment.

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New Arrival of Books – February 2022



Sr. No. 201

Title: Economic challenges for the contemporary world: essays in honor of Prabhat Patnaik by Das, Mausumi

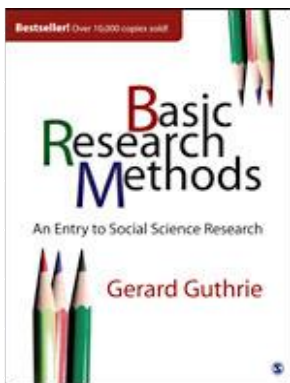
New Delhi Sage Publications India Pvt. Ltd. 2016

Acc. No. 001891

Call No. 330 DAS

Summary: This book brings together diverse scholarship on various aspects of economic development that underscore the importance of tackling dominant and contemporary issues concerning the national and global economy. Divided into five distinct themes—economic growth, engaging with globalisation, poverty and inequality, macroeconomic issues, political economy and developmental aspects—the essays outline significantly contrasting methodologies that are used to deal with issues of vital importance.

[Click for more details](#)



Sr. No. 202

Title: Basic research methods: a entry to social science research by Guthrie, Gerard

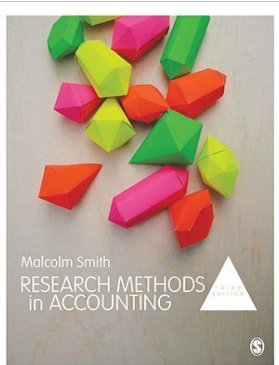
New Delhi Sage Publications India Pvt. Ltd. 2010

Acc. No. 001892

Call No. 300.72 GUT

Summary: This book offers a comprehensive and well-rounded view of research as a tool for problem-solving in the wide range of the social sciences. It is built on the foundation of philosophical pragmatism, postulating that the value of knowledge and research methodologies lie in their usefulness in engaging with the real world. The book synthesizes both positivist and non-positivist methodologies. It is meant for students who are undertaking their first research course or project.

[Click for more details](#)



Sr. No. 203

Title: Research methods in accounting by Smith, Malcolm

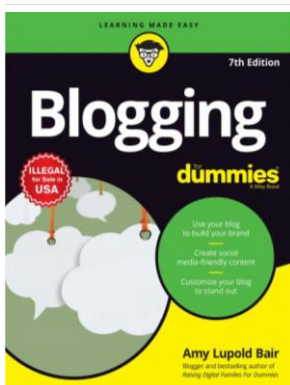
London Sage Publications Ltd. 2015

Acc. No. 001893

Call No. 657.072 SMI

Summary: Designed solely for accounting students and scholars, this easy-to-follow and engaging text will ensure that you can successfully apply the most relevant research methods to your accounting research studies. New to this updated edition: Expanded coverage on how to successfully identify your research proposal question. Additional qualitative data chapter enabling you to have a stronger understanding of qualitative methods.

[Click for more details](#)



Sr. No. 204

Title: Blogging for dummies by Bair, Amy Lupold

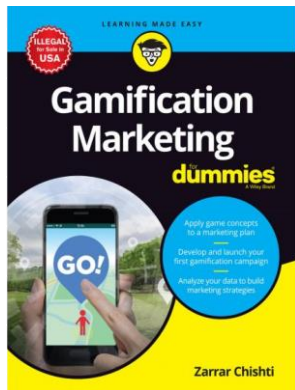
New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 001894

Call No. 006.752 BAI

Summary: Blogging For Dummies will provide you with information on blogging basics, the anatomy of a good blog, and the tools required to get started. You'll get advice on a blog topic, choosing a domain name and host, writing your first post, planning an editorial calendar, and using your blog as an important part of your personal brand.

[Click for more details](#)



Sr. No. 205

Title: Gamification marketing for dummies by Chishti, Zarrar

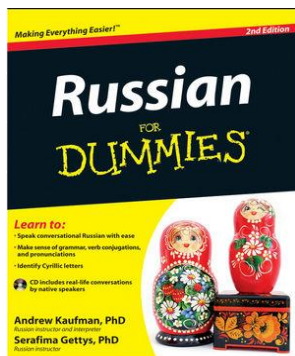
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001895

Call No. 658.872 CHI

Summary: Nothing drives interest from customers more than giving them the chance to win. From old school sweepstakes and stamp collecting games to modern mobile loyalty programs or branded game apps, gamification helps connect you to your customers in a way they invite into their lives. This book helps you add the effective but challenging aspects of gamification to your marketing strategy. No matter what your digital proficiency, Intelligent Marketing with Gamification For Dummies will guide both veteran and inexperienced marketers through the maze of planning and executing a gamification strategy.

[Click for more details](#)



Sr. No. 206

Title: Russian for dummies by Kaufman, Andrew

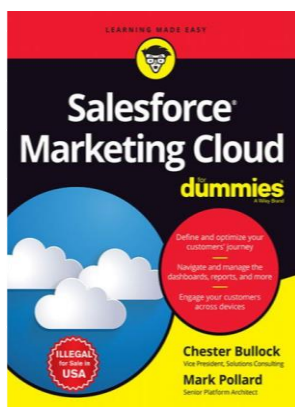
New Delhi Wiley India Pvt. Ltd. 2015

Acc. No. 001896

Call No. 491.782421 KAU

Summary: Russian For Dummies is an excellent resource for students, tourists, and businesspeople looking for an introduction to this popular and complex language. This updated edition offers new and improved content, more useful exercises and practice opportunities, all new content devoted to the Cyrillic alphabet, and much more. A revamped, user-friendly organization, A fully updated and expanded audio CD with real-life conversations by native speakers.

[Click for more details](#)



Sr. No. 207

Title: Salesforce marketing cloud for dummies by Bullock, Chester

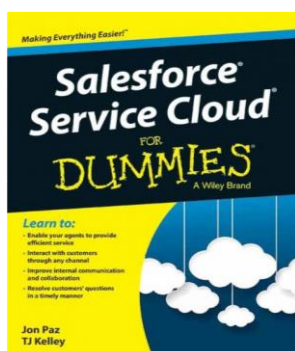
New Delhi Wiley India Pvt. Ltd. 2018

Acc. No. 001897

Call No. 658.872 BUL

Summary: Salesforce Marketing Cloud For Dummies will help you make the most of your investment in this exciting digital marketing suite of products. Use Salesforce Marketing Cloud to personalize your customers' journey, whether they are visiting you on the web, via their mobile device, or on Facebook. Discover how you can set-up and establish the data sets that are most important to your job function, use the robust e-mail tool for your direct marketing campaign, engage your customers on mobile devices, and use predictive intelligence to achieve optimal engagement across the customer journey.

[Click for more details](#)



Sr. No. 208

Title: Salesforce service cloud for dummies by Paz, Jon

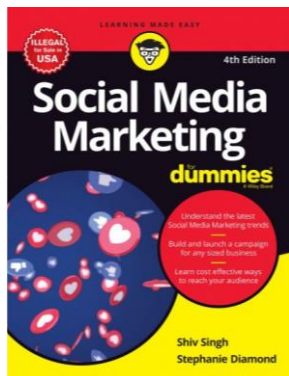
New Delhi Wiley India Pvt. Ltd. 2015

Acc. No. 001898

Call No. 658.812 PAZ

Summary: Salesforce Service Cloud empowers your service organization to interact with customers through any channel and provide an individualized experience that will be worth sharing—for your customers and for your company. Salesforce Service Cloud For Dummies is one the first books to focus specifically on Salesforce Service Cloud software. With it, you'll discover how to set up a sophisticated support center for your business in a matter of a few hours.

[Click for more details](#)



Sr. No. 209

Title: Social media marketing for dummies by Singh, Shiv

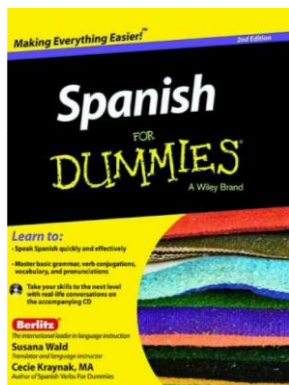
New Delhi Wiley India Pvt. Ltd. 2020

Acc. No. 001899

Call No. 658.872 SIN

Summary: Social Media Marketing For Dummies, 4th Edition presents the essence of planning, launching, managing, and assessing a social marketing campaign in an economic 350-page guide - perfect for time-pressed marketers. This edition brings the existing content up to date for 2019 and adds new content as well.

[Click for more details](#)



Sr. No. 210

Title: Spanish for dummies by Wald, Susana

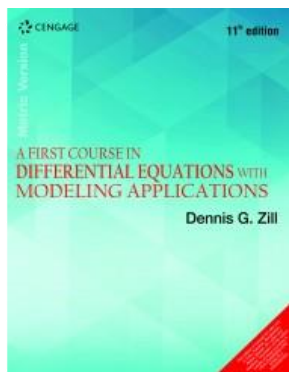
New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001900

Call No. 468.2421 WAL

Summary: Spanish For Dummies, 2nd Edition, includes major content updates intended to keep the book on par with the competition. In addition to all the necessary foundational information the Dummies reader needs in order to start speaking Spanish, it features expanded coverage of grammar, verb conjugations and pronunciations, a refreshed and expanded mini-dictionary complete with even more essential vocabulary, more useful exercises and practice opportunities, and much more.

[Click for more details](#)



Sr. No. 211

Title: A first course in differential equations with modeling applications by Zill, Dennis G.

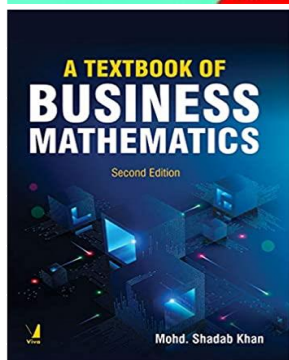
New Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 001901

Call No. 517.38 ZIL

Summary: A First Course In Differential Equations With Modeling Applications, 11e, gives you a thorough overview of the topics typically taught in a first course in differential equations. Your study of differential equations and its applications will be supported by a bounty of pedagogical aids, including an abundance of examples, explanations, "Remarks" boxes, definitions, and more.

[Click for more details](#)



Sr. No. 212

Title: A textbook of business mathematics by Khan, Mohd. Shadab

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001902

Call No. 650.01513 KHA



Sr. No. 213

Title: Advertising and integrated brand promotion by O'Guinn, Thomas Clayton

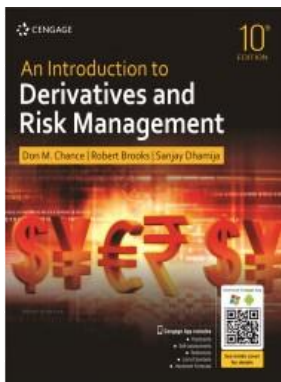
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001903

Call No. 659.1 OGU

Summary: Advertising and Integrated Brand Promotion, Coverage of social media, design thinking, and globalization exemplifies developments in today's digital society. Comprehensive MindTap integrates discussion of video and other medium.

[Click for more details](#)



Sr. No. 214

Title: An introduction to derivatives and risk management by Chance, Don M.

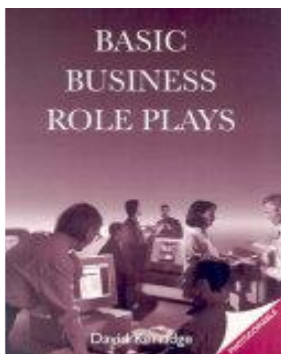
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001904

Call No. 332.6457 CHA

Summary: An Introduction to Derivatives and Risk Management is an ideal textbook to establish the foundation of financial derivatives and their uses in managing the risk. A perfect blend of theory and practice, this book aims to help readers navigate through the complex and ever-changing world of derivatives and risk management in an easy-to-follow style. A variety of real-time risk management practices, boxed inserts, end-of-chapter practical applications, and minimal use of technical mathematics make the text accessible and engaging.

[Click for more details](#)



Sr. No. 215

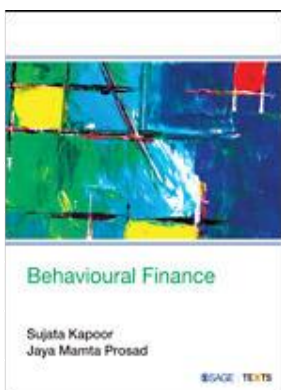
Title: Basic business role plays by Kerridge, David

New Delhi Viva Books Private Ltd. 2005

Acc. No. 001905

Call No. 650 KER

Summary: This is a collection of activities and role plays for use with students of business English at pre-intermediate level and above. Chosen to reflect ways in which English is used in business contexts, these activities progress from simple to more complex activities within each of the ten units. Exchanging information, giving mini-presentations, negotiating in small groups, and using English in social contexts are just some of the topics covered.



Sr. No. 216

Title: Behavioural finance by Kapoor, Sujata

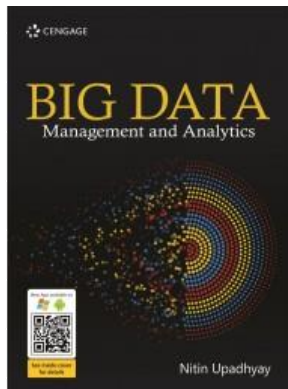
New Delhi Sage Publications India Pvt. Ltd. 2019

Acc. No. 001906

Call No. 332.6019 SUJ

Summary: Behavioural Finance discusses the theoretical concepts of investment behaviour in the dynamic environment of financial markets. It explains the role and impact of psychological biases and sociological influences underlying the financial behaviour of both individual and institutional investors. Through the use of case studies and real-life examples, primarily from emerging economies like India, the book explores the psychology of individual investors and market experts such as financial analysts and portfolio managers.

[Click for more details](#)



Sr. No. 217

Title: Big data: management and analytics by Upadhyay, Nitin

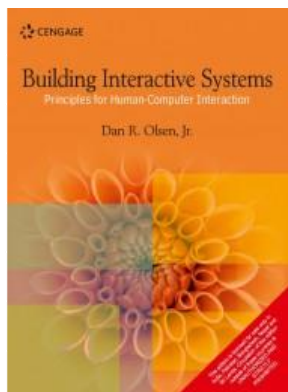
New Delhi Cengage Learning India Pvt. Ltd. 2018

Acc. No. 001907

Call No. 005.7 UPA

Summary: If you still have a doubt in contemplating the value of big data management and analytics, then this book is for you. It is intended to fill the current gaps in the thinking shift of the data stakeholders by providing elaborative discussions on big data ecosystems, fundamentals, management, and analytics in a readable and straight-forward fashion. Business leaders, analysts, data engineers, and scholars will be the primary beneficiaries of this pristine book which aims at enriching the journey of big data management and analytics through a very pragmatic approach.

[Click for more details](#)



Sr. No. 218

Title: Building interactive systems: principles for human-computer interaction by Olsen, Dan R.

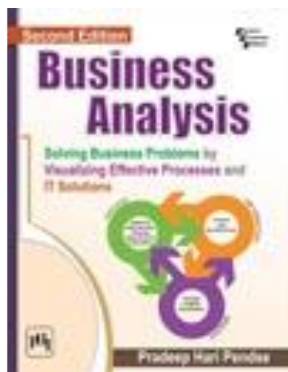
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001908

Call No. 004.019 OLS

Summary: This innovative text focuses on the architectures, mathematics, and algorithms that are integral to creating reliable user interfaces. The first sixteen chapters cover the concepts required for current graphical user interfaces, including specific emphasis on the Model-View-Controller architecture. The second part of the book provides an overview of key research areas in interactive systems, with a focus on the algorithms required to implement these systems.

[Click for more details](#)



Sr. No. 219

Title: Business analytics-solving business problems by visualizing effective process and IT solutions by Pendse, Pradeep Hari

New Delhi PHI Learning Pvt. Ltd. 2015

Acc. No. 001909

Call No. 658.403 PEN

Summary: This book is a response to the fact that today BAs are expected to not merely help in gathering requirement for software, but solve real-world business problems, act as design thinkers and innovators, architects, drive process, and business transformation, and become 'trusted advisors' to managements—while leveraging their core strength in Information Technology.

[Click for more details](#)



Sr. No. 220

Title: Business analytics: text and cases by Banerjee, Tanushri

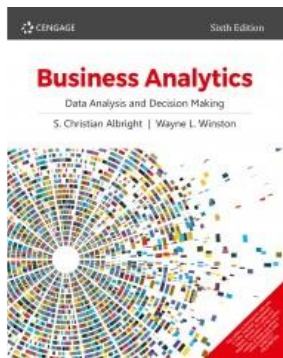
New Delhi Sage Publications India Pvt. Ltd. 2019

Acc. No. 001910

Call No. 658.4033 BAN

Summary: *Business Analytics: Text and Cases* deals with the end-to-end journey from planning the approach to a data-enriched decision-problem, to communicating the results derived from analytics models to clients. Using cases from all aspects of a business venture (finance, marketing, human resource and operations), the book helps students to develop the skill to evaluate a business case scenario, understand the business problems, identify the data sources and data availability, logically think through problem-solving, use analytics techniques and application software to solve the problem and be able to interpret the results.

[Click for more details](#)



Sr. No. 221

Title: Business analytics: data analysis and decision making by Albright, S. Christian

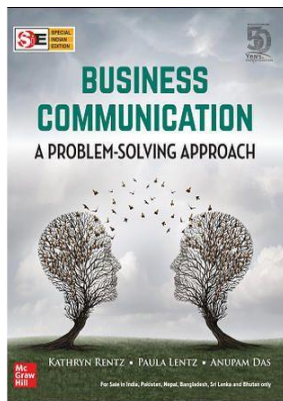
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 001911

Call No. 658.403 ALB

Summary: Students will master data analysis, modeling, and spreadsheet use with Business Analytics: Data Analysis And Decision Making, 6e! Popular with students, instructors, and practitioners, this quantitative methods text delivers the tools to succeed with its proven teach-by-example approach, student-friendly writing style, and complete Excel 2016 integration. It is also compatible with Excel 2013, 2010, and 2007.

[Click for more details](#)



Sr. No. 222

Title: Business communication: a problem-solving approach by Rentz, Kathryn

Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001912

Call No. 658.45 REN

Summary: Business Communication: A Problem-Solving Approach is a unique textbook designed to help readers approach communication tasks with an analytical, creative mindset. Combining the fundamentals of clear communication with visual rhetoric and critical thinking, this book equips students for a successful professional journey while keeping them focused on the essentials. Additionally, with the help of business and management cases in the Indian context, it helps the Indian students grasp the contemporary issues of business communication effectively.

[Click for more details](#)



Sr. No. 223

Title: Business communication by Nawal, Mallika

New Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 001913

Call No. 658.45 NAW

Summary: This book, Business Communication, is an effort to take you on a transformational journey — a journey of personal and professional growth for a successful life. This book will help you identify your current level of communicational prowess it will help you become aware of your own communication style and it will equip you with communication techniques to suit various situations. From the common aspects of oral and written communication to the finer aspects of etiquette and decorum.

[Click for more details](#)



Sr. No. 224

Title: Business communication by Kaul, Asha

New Delhi PHI Learning Pvt. Ltd. 2019

Acc. No. 001914

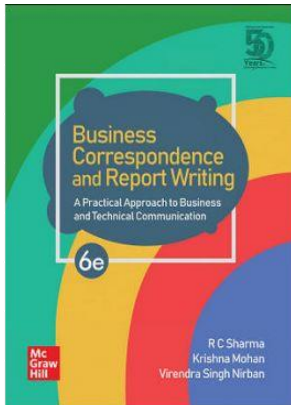
Call No. 658.45 KAU

Summary: This book on Business Communication, now in its Second Edition, brings to fore the multidimensional aspects of Business Communication—ranging from listening, speaking, developing skill sets, to exhibiting correct body language. The book emphasizes that understanding the perceptions and mindsets of the communicators and the context are crucial for business communication.

[Click for more details](#)



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Sr. No. 225

Title: Business correspondence and report writing: a practical approach to business and technical communication by Sharma, R. C.

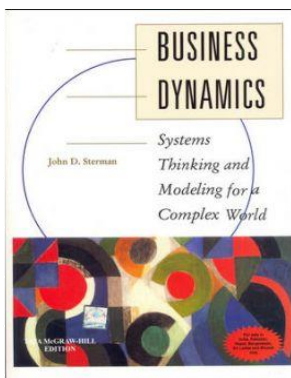
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001915

Call No. 651.75 SHA

Summary: Business Correspondence and Report Writing is a comprehensive textbook on business communication area. This newly revised edition carries the legacy forward and usher in new perspective to the area as per the latest curricula requirements. It includes a new chapter on computer-mediated communication along with new examples, sample reports, cases from some of the best speakers, communication & dynamics of interaction, and a complete re-sequencing of the chapters to accommodate the changes better.

[Click for more details](#)



Sr. No. 226

Title: Business dynamics by Sterman, John D.

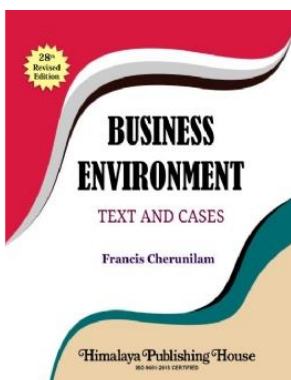
Chennai McGraw Hill Education (India) Pvt. Ltd. 2017

Acc. No. 001916

Call No. 658.4038011 STE

Summary: Today's leading authority on the subject is the author, MIT Standish Professor of Management and Director of the System Dynamics Group, John D. Sterman. Sterman's objective is to explain, in a true textbook format, what system dynamics is, and how it can be successfully applied to solve business and organizational problems. System dynamics is both a currently utilized approach to organizational problem-solving at the professional level, and a field of study in business, engineering, and social and physical sciences.

[Click for more details](#)



Sr. No. 227

Title: Business environment: text and cases by Cherunilam, Francis

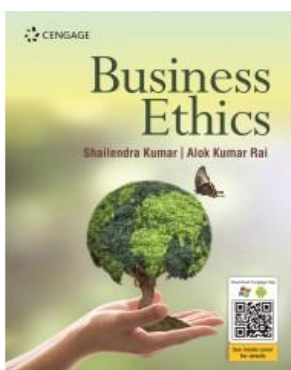
New Delhi Himalaya Publishing House Pvt. Ltd. 2019

Acc. No. 001917

Call No. 338.7 CHE

Summary: This book is a humble attempt to sketch the various important aspects of the business environment interface. A major part of the work is devoted to deal with the socio-economic and political and legal environment of the business in India.

[Click for more details](#)



Sr. No. 228

Title: Business ethics by Kumar, Shailendra

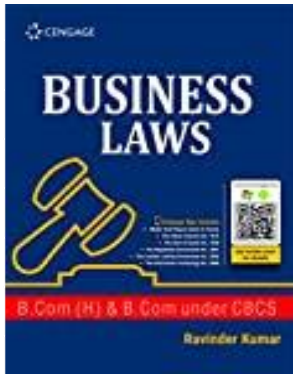
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001918

Call No. 174.4 KUM

Summary: Business Ethics is a contribution of the authors towards sensitising different stakeholders of contemporary organisations regarding the issue of corporate governance, corporate social responsibility and business ethics at large. The book further aims at enhancing the ethical awareness and decision-making skills of business managers and will assist them in addressing their concerns. This textbook not only intends to serve the students of management, but would also be a useful literature for scholars, researchers and practitioners in this field.

[Click for more details](#)



Sr. No. 229

Title: Business laws by Kumar, Ravinder

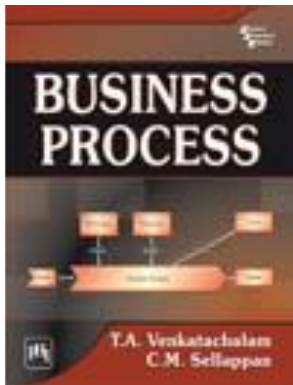
New Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 001919

Call No. 346.07 KUM

Summary: The book has been written from an Indian perspective to elaborate on the core concepts of business laws in a logical, concise, and yet illustrative manner. Landmark legal cases supplement and illustrate technical aspects of the subject matter. Pedagogical features such as learning objectives, sidebars defining key terms, end-of-chapter summary, objective-type questions, caselets, review questions in addition to a comprehensive set of case studies make the teaching and learning of business laws engaging and enriching.

[Click for more details](#)



Sr. No. 230

Title: Business process by Venkatachalam, T.A.

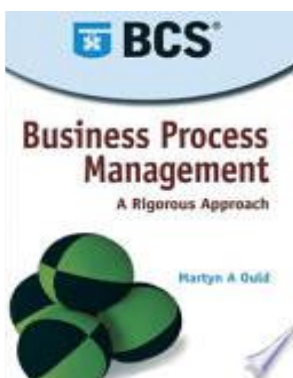
New Delhi PHI Learning Pvt. Ltd. 2011

Acc. No. 001920

Call No. 658.401 VEN

Summary: This textbook provides complete coverage of the subject. Starting with a detailed description of organisational structure, relationships and culture, the text proceeds to discuss the topics such as nature of power in organisation, leadership, organisational change and organisational environment. An elaborate account of business process reengineering with respect to methodology, planning, and its relationship with IT industry is given. Finally, the text describes e-business process and knowledge management in detail.

[Click for more details](#)



Sr. No. 231

Title: Business process management: a rigorous approach by Ould, Martyn A.

New Delhi Viva Books Private Ltd. 2010

Acc. No. 001921

Call No. 658.4032 OUL

Summary: Businesses need to constantly adapt to remain competitive and cannot be held back by static IT systems. Riva is a pioneering method for business process management used to design, model, analyse and record. The methods described in the book work on a business level, but they are IT-orientated and will be invaluable to those who want to improve or design new business processes or organisational structures to identify IT solutions, especially those involving BPM systems, workflow or document management.



Sr. No. 232

Title: Campaigning: the A to Z of public advocacy by Wikon, Des

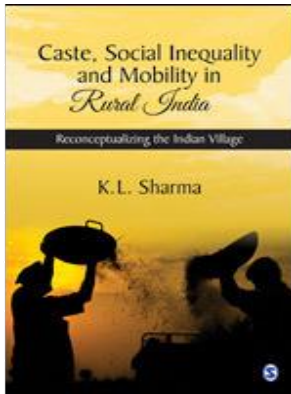
New Delhi Viva Books Private Ltd. 2006

Acc. No. 001922

Call No. 324.7 WIK



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Sr. No. 233

Title: Caste, social inequality and mobility in rural India: reconceptualizing the Indian village by Sharma, K. L.

New Delhi Sage Publications India Pvt. Ltd. 2019

Acc. No. 001923

Call No. 305.51220954 SHA

Summary: Caste, Social Inequality and Mobility in Rural India: Reconceptualising the Indian Village investigates and presents a holistic view of today's rural India by analysing different social aspects such as caste, migration, mobility, education and inequalities. It further studies the village social structure comprising peasants, artisans, weavers and the middle class, and the role of education in reshaping the social life of rural people.

[Click for more details](#)



Sr. No. 234

Title: Consumer behavior: a South Asian perspective by Babin, Barry J.

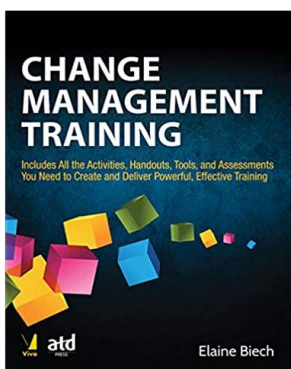
New Delhi Cengage Learning India Pvt. Ltd. 2016

Acc. No. 001924

Call No. 658.8342 BAB

Summary: CB, a 4LTR Press product, takes into account and integrates the inputs from discipline-specific focus groups, conversations, and surveys; and presents the content in a visually-engaging page layout, keeping intact the high-quality content instructors need. It adopts a persuasive visual medium and offers a balanced approach, demonstrating how to use consumer behavior information gathered through different research tools to make strategic marketing decisions.

[Click for more details](#)



Sr. No. 235

Title: Change management training: includes all the activities, handouts, tools, and assessments you need to create and deliver powerful, effective training by Biech, Elaine

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001925

Call No. 658.3124 BIE

Sr. No. 236

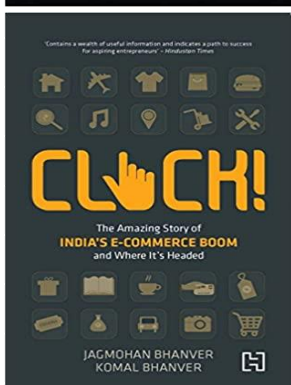
Title: Click! the amazing story of India's e-commerce boom and where it's headed by Bhanver, Jagmohan

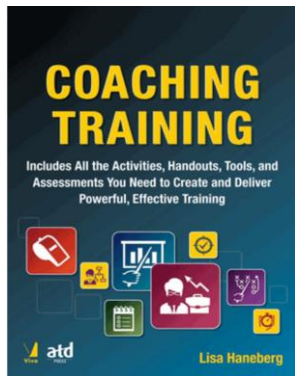
Gurugram Hachette Book Publishing India Pvt. Ltd. 2018

Acc. No. 001926

Call No. 381.1420954 BHA

Summary: This book unravels the incredible story of the evolution of e-commerce in India. Taking into account the recent rumblings that have shaken the industry from competitive pricing and discount wars to devaluation of former star companies to new and stringent government regulations - Click! provides a long view of where the industry is headed and presents an incisive vision of it that is both inspirational and cautionary.





Sr. No. 237

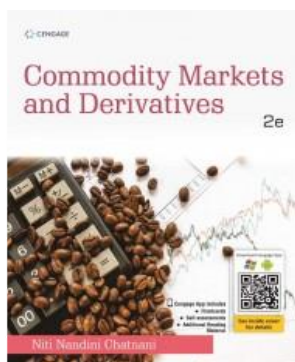
Title: Coaching training: includes all the activities, handouts, tools, and assessments you need to create and deliver powerful, effective training by Haneberg, Lisa

New Delhi Viva Books Private Ltd. 2017

Acc. No. 001927

Call No. 658.3124 HAN

Summary: Coaching Training Great coaching gives performers just what they need, when they need it. Create made-to-order learning experiences that deliver results with Lisa Haneberg by your side. By emphasizing deep listening and empowering learners to pull coaching conversations forward, you'll help coaches build experiences that count. Coaching Training, 7 takes a service-oriented approach to workplace coaching. It teaches the essential skills trainers must master to give learners what they need when they need it



Sr. No. 238

Title: Commodity markets and derivatives by Chatnani, Niti Nandini

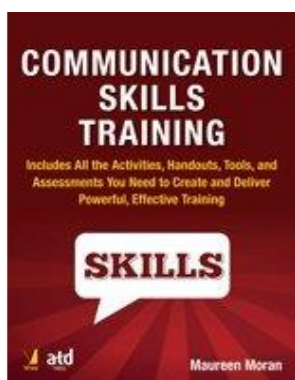
New Delhi Cengage Learning India Pvt. Ltd. 2021

Acc. No. 001928

Call No. 332.6328 CHA

Summary: The commodity derivative markets have gained an important place among the Indian financial markets, and their integration with the equity derivative markets is also gaining pace. Through regular and resolute intervention from SEBI, a highly experienced and revered regulator, confidence and interest in these markets has picked up among commodity market participants, traders, and investors.

[Click for more details](#)



Sr. No. 239

Title: Communication skills training: Includes all the activities handouts tools and assessments you need to create and deliver powerful effective training by Orey, Maureen C.

New Delhi Viva Books Private Ltd. 2017

Acc. No. 001929

Call No. 651.7 ORE

Sr. No. 240

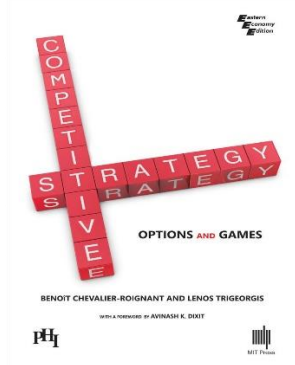
Title: Competitive strategy: options and games by Chevalier-Roignant, Benoit

New Delhi PHI Learning Pvt. Ltd. 2015

Acc. No. 001930

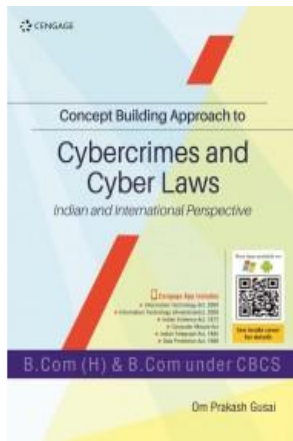
Call No. 658.4012 CHE

Summary: In Competitive Strategy, Benoît Chevalier-Roignant and Lenos Trigeorgis describe an emerging paradigm that can quantify and balance commitment and flexibility, “option games,” by which the decision-making approaches of real options and game theory can be combined. The authors first discuss prerequisite concepts and tools from basic game theory, industrial organization, and real options analysis, and then present the new approach in discrete time and later in continuous time. Their presentation of continuous-time option games is the first systematic coverage of the topic and fills a significant gap in the existing literature.





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Sr. No. 241

Title: Concept building approach to cybercrimes and cyber laws: Indian and International perspectives by Gusai, Om Prakash

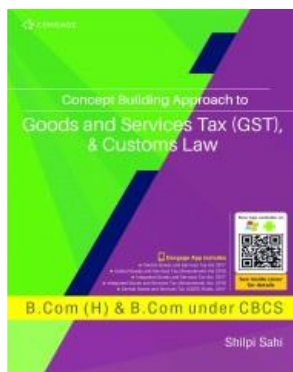
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001931

Call No. 364.168 GUS

Summary: This book is designed to cater needs of students, who are interested in reading about cybercrimes and cyber laws. It provides a comprehensive and accessible summary of the history, developments and efforts to tackle cybercrimes in various forms at all levels of government - international, national, state and local. Cengage texts for undergraduate commerce (CBCS) curriculum adopt Concept-based instruction and is driven by “original and critical thinking, and creative problem-solving skills” among students. This book also carefully integrates the examination requirements of the students.

[Click for more details](#)



Sr. No. 242

Title: Concept building approach to goods and services tax (GST), and customs law by Sahi, Shilpi

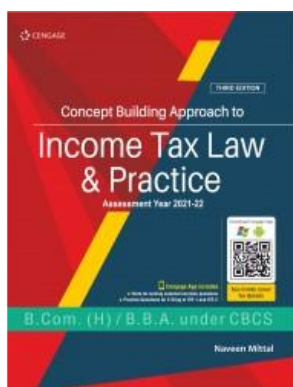
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001932

Call No. 343.056 SAH

Summary: This book brings about simplified treatment of stated provisions in Central Goods and Services Act 2017, Integrated Goods and Services Tax Act, 2017, Goods and Services Tax (Compensation to States) Act, 2017 along with, GST Rules as per Central Goods and Services Tax (CGST) Rules, 2017 and Integrated Goods and Services Tax (IGST) Rules, 2017.

[Click for more details](#)



Sr. No. 243

Title: Concept building approach to income tax law and practice by Mittal, Naveen

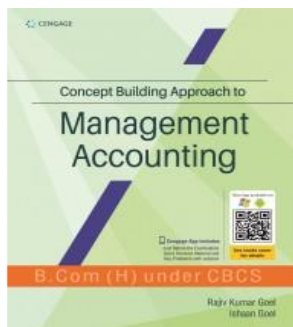
New Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 001933

Call No. 343.052 MIT

Summary: This book fully covers the syllabus of B.Com. (Honours) and B.B.A. as per CBCS. It adopts a simplified approach to building concepts without compromising on rigour of the subject and is supported with landmark judgements.

[Click for more details](#)



Sr. No. 244

Title: Concept building approach to management accounting by Goel, Rajiv Kumar

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001934

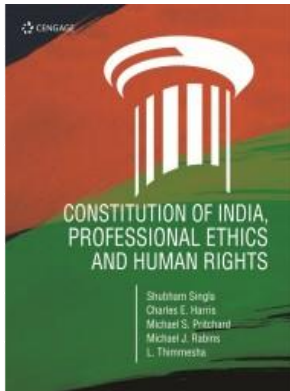
Call No. 658.1511 GOE

Summary: This provides a ready reference to the readers about the coverage of the topic from the examination point of view. At the end of the book, examination paper of 2017 of B.Com (H) of University of Delhi is also given to get an idea about the pattern of examination. Cengage texts for undergraduate commerce (CBCS) curriculum adopt Concept-based instruction and is driven by “original and critical thinking, and creative problem-solving skills” among students.

[Click for more details](#)



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Sr. No. 245

Title: Constitution of India, professional ethics and human rights by Singla, Shubham

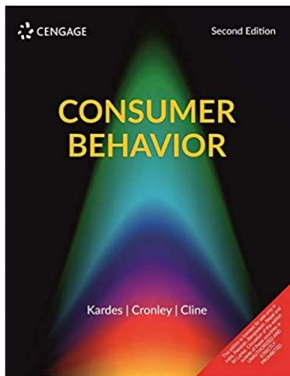
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001935

Call No. 342.54 SIN

Summary: This book caters to students who are preparing for all types of State/National/Public sector examinations and all other general competitive examinations. At the end of chapters, practice questions with answer keys are given. The concepts are explained in simple and lucid manner for easy understanding of the students and with the perspective of taking up all upcoming competitive examinations. The book ensures coverage of the syllabus in entirety with newly inserted topics about professional ethics/integrity/engineering standards and intellectual property rights (IPR) information.

[Click for more details](#)



Sr. No. 246

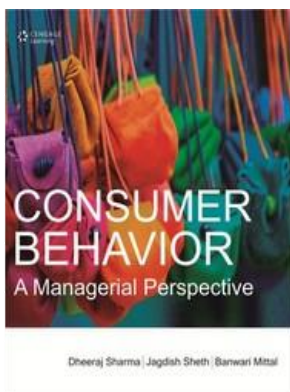
Title: Consumer behavior by Kardes, Frank R.

New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001936

Call No. 658.8342 KAR

Summary: This text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. It devotes ample attention to "classic" consumer behavior topics, including consumer information processing, consumer decision-making, persuasion, social media and the role of culture and society on consumer behavior. In addition, this innovative text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies.



Sr. No. 247

Title: Consumer behavior: a managerial perspective by Sharma, Dheeraj

New Delhi Cengage Learning India Pvt. Ltd. 2015

Acc. No. 001937

Call No. 658.8342 SHA

Summary: 'Consumer Behavior goes beyond the conventional subject matter of most consumer behavior textbooks, focusing not only on the role of consumers as buyers, but also on their roles as users and payers. This book primarily focusses on consumer behavior from a managerial perspective, emphasizing marketing strategy and marketing management, making this more appropriate for upper level, or graduate level courses. This book adopts a Consumer Values framework to demonstrate how consumer behavior is driven by the market values that consumers seek, helping readers to understand the decision-making process.

[Click for more details](#)



Sr. No. 248

Title: Corporate governance in India: principles and policies by Shikha, Neeti

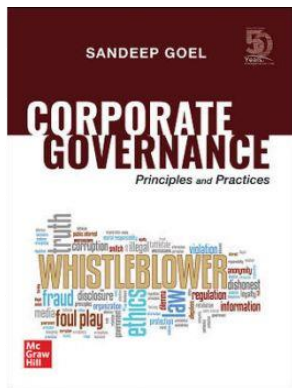
New Delhi Cengage Learning India Pvt. Ltd. 2018

Acc. No. 001938

Call No. 658.4 SHI

Summary: This book attempts to answer pertinent questions such as: Is corporate governance a mere compliance formality or a powerful tool to attract investors and increase sales and profits of a company? How has the concept of corporate governance transcended from the times of East India Company to modern-day corporate conglomerates where financial crisis, scams, and other disasters loom over? Has corporate governance in India evolved as an indigenous model or is it still inspired from the Western developments?

[Click for more details](#)



Sr. No. 249

Title: Corporate governance: principles and practices by Goel, Sandeep

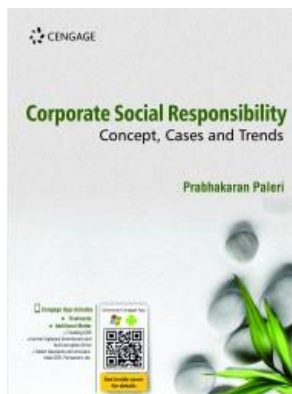
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001939

Call No. 658.4 GOE

Summary: This book on Corporate Governance attempts an in-depth coverage of all possible dimensions of corporate governance, particularly from the perspectives of the corporate board and stakeholders – the two pillars of corporate governance. It also covers the inter-related aspects of different functional areas of management from the financial perspective; along with allied areas of Business Ethics and Corporate Social Responsibility (CSR). Further, this book highlights the concepts and practices of corporate governance from an Indian business environment viewpoint; but

[Click for more details](#)



Sr. No. 250

Title: Corporate social responsibility: concepts, cases and trends by Paleri, Prabhakaran

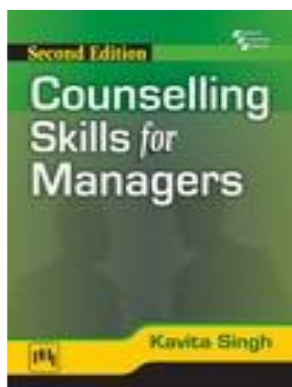
New Delhi Cengage Learning India Pvt. Ltd. 2020

Acc. No. 001940

Call No. 658.408 PAL

Summary: This book takes a turn as a textbook for students, academicians, scholars, governments, officials, and other interested parties in exploring and appreciating the concept, and examining it within their perspectives for further contribution. CSR is spreading dynamically among organisations specific to their culture, character, process and development. Therefore, it needs to be studied.

[Click for more details](#)



Sr. No. 251

Title: Counselling skills for managers by Singh, Kavita

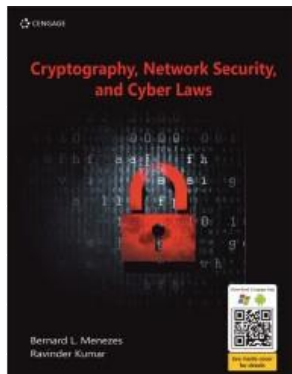
New Delhi PHI Learning Pvt. Ltd. 2015

Acc. No. 001941

Call No. 658.3124 SIN

Summary: The book continues to focus on counselling concepts by delving on the issues of termination and follow-up, while discussing Counselling Procedures. The concept of REBT (Rational Emotive Behavioural Therapy) has been examined to help the counsellors improve or enhance the behaviour of clients through counselling. While discussing organizational application of counselling skills, a detailed analysis dealing with clients in crisis and trauma has been deliberated, that has a great relevance in today's challenging environment.

[Click for more details](#)



Sr. No. 252

Title: Cryptography, network security, and cyber laws by Menezes, Bernard

New Delhi Cengage Learning India Pvt. Ltd. 2018

Acc. No. 001942

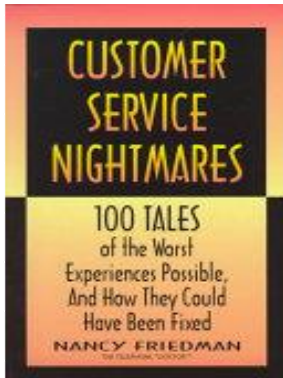
Call No. 005.8 MEN

Summary: This book, Cryptography, Network Security, and Cyber Laws, is principally about providing and understanding technological solutions to security. It is about the underlying vulnerabilities in systems, services, and communication protocols. It is about their exploitation and methods to defend against them.

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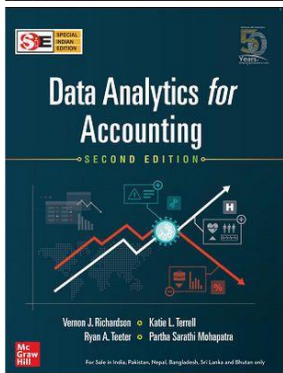
Sr. No. 253

Title: Customer service nightmares: 100 tales of the worst experiences possible, and how they could have been fixed by Friedman, Nancy

New Delhi Viva Books Private Ltd. 2006

Acc. No. 001943

Call No. 658.812 FRI



Sr. No. 254

Title: Data analytics for accounting by Richardson, Vernon J.

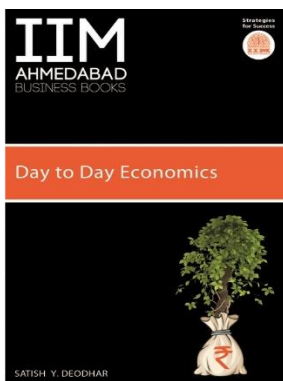
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 001944

Call No. 657.0285 RIC

Summary: Data Analytics for Accounting, 2e is designed to provide the readers with the necessary tools and skills to successfully perform data analytics. Using Isson's data analytics model, the IMPACT Cycle, the text provides a conceptual framework to help readers think through the steps needed to provide data-driven insights and recommendations. Each chapter integrates lab exercises that provide multiple datasets and tutorials to give students hands-on experience working with different types of data.

[Click for more details](#)



Sr. No. 255

Title: Day to day economics by Deodhar, Satish Y.

Haryana Penguin Random House India Pvt. Ltd. 2012

Acc. No. 001945

Call No. 330 DEO

Summary: In this book, Professor Deodhar explains the role of the government and its involvement in different aspects of the economy; the need for the RBI and its functions; and how taxes, stock markets, and recessions work. Day to Day Economics will help you go beyond the facts and figures in the budget and connect the trends to your daily life. As with all IIMA Business Books, it comes illustrated with numerous Indian examples and case studies making this the ultimate rookie's guide to the Indian economy.

[Click for more details](#)



Sr. No. 256

Title: Digital communication by Nazimudeen, Nishanth

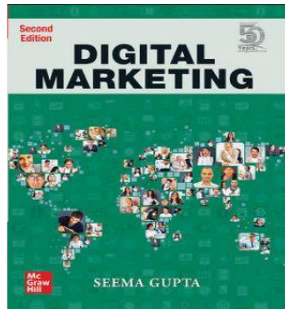
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001946

Call No. 621.372 NAZ

Summary: Digital communication has become an important subject of study for students of electronics and communication, computer science, and information technology, both at undergraduate and post-graduate levels. This book is designed to serve as a textbook for undergraduate students of Electronics and Communication Engineering. In this book, the basic principles involved in the analysis and design of Digital Communication System are presented with an overall aim of helping the students to develop an intuitive idea about the theory under discussion.

[Click for more details](#)



Sr. No. 257

Title: Digital marketing by Gupta, Seema

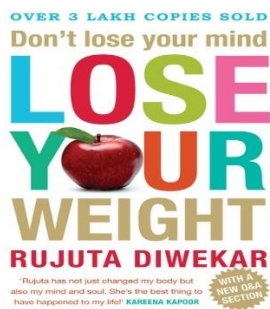
Chennai McGraw Hill Education (India) Pvt. Ltd. 2018

Acc. No. 001947

Call No. 658.872 GUP

Summary: Digital Marketing combines curricula needs with practitioners' insights from across the entire spectrum of the subject area. The book takes a thoroughly application-based approach and is useful for both beginners trying to understand the nuances of the subject as well as practitioners needing managerial insights.

[Click for more details](#)



Sr. No. 258

Title: Don't lose your mind, lose your weight by Diwekar, Rujuta

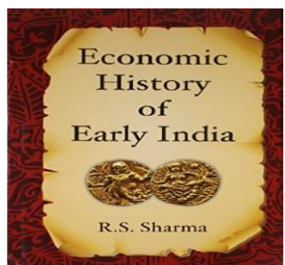
Haryana Penguin Random House India Pvt. Ltd. 2015

Acc. No. 001948

Call No. 613.2 DIW

Summary: Don't Lose Your Mind, Lose Your Weight has revolutionized the way Indians think about food and their eating habits. Funny, easy to read and full of great advice, it argues that we should return to our traditional eating roots (yes, ghee is good for you), nutrients are more important than calories (cheese over biscuits) and, most importantly, the only way to lose weight is to keep eating.

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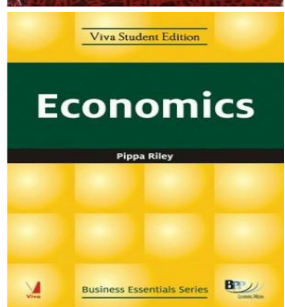
Sr. No. 259

Title: Economic history of early India by Sharma, R. S.

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001949

Call No. 330.954 SHA



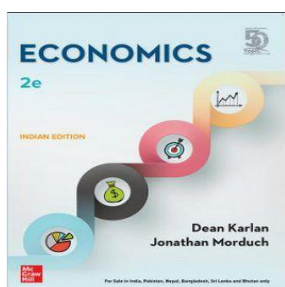
Sr. No. 260

Title: Economics by Riley, Pippa

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001950

Call No. 330 RIE



Sr. No. 261

Title: Economics by Karlan, Dean

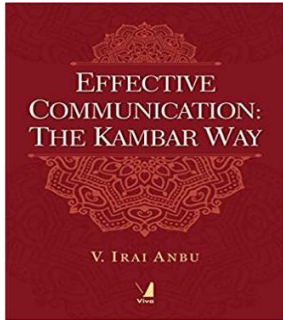
Chennai McGraw Hill Education (India) Pvt. Ltd. 2018

Acc. No. 001951

Call No. 330 KAR

Summary: The text proceeds step-by-step from the personal to the public, allowing readers to build an understanding of aggregate decisions on a solid foundation of individual decision making. By using engaging empirical cases, data, and research, it aims to bridge the gap between theory and application.

[Click for more details](#)



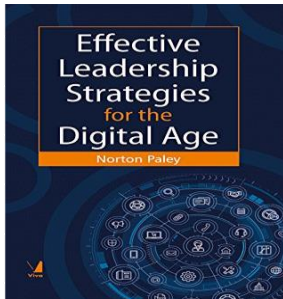
Sr. No. 262

Title: Effective communication the kambar way by Irai Anbu, V.

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001952

Call No. 294.5922 IRA



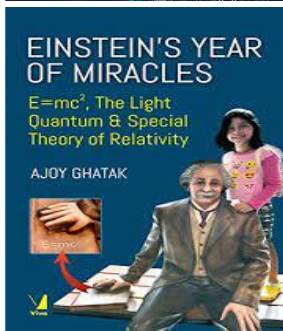
Sr. No. 263

Title: Effective leadership strategies for the digital age by Paley, Norton

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001953

Call No. 658.4092 PAL



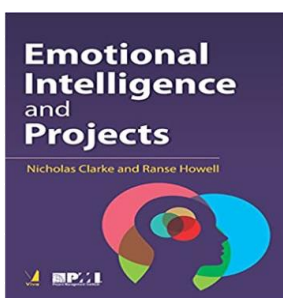
Sr. No. 264

Title: Einstein's year of miracles: $E=mc^2$, the light quantum and special theory of relativity by Ghatak, Ajoy

New Delhi Viva Books Private Ltd. 2020

Acc. No. 00954

Call No. 530.1 GHA



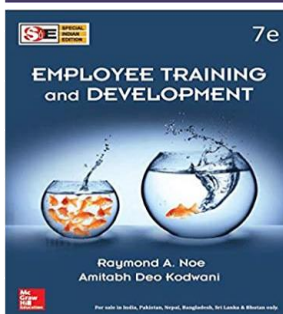
Sr. No. 265

Title: Emotional intelligence and projects by Clarke, Nicholas

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001955

Call No. 658.404 CLA



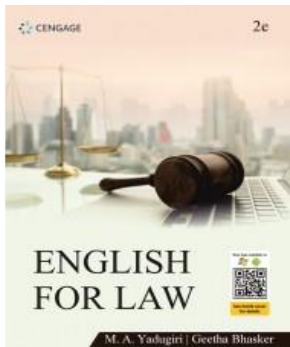
Sr. No. 266

Title: Employee training and development by Noe, Raymond A.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 001956

Call No. 658.3124 NOE



Sr. No. 267

Title: English for law by Yadugiri, M. A.

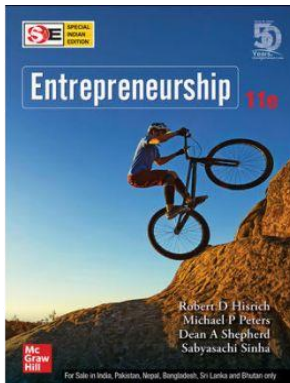
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001957

Call No. 340 YAD

Summary: English for Law is a textbook designed for students of law to help them develop their skills of reading and interpreting legal texts and learn the use of legal terms and grammatical patterns that characterize legal English.

[Click for more details](#)



Sr. No. 268

Title: Entrepreneurship by Hisrich, Robert D.

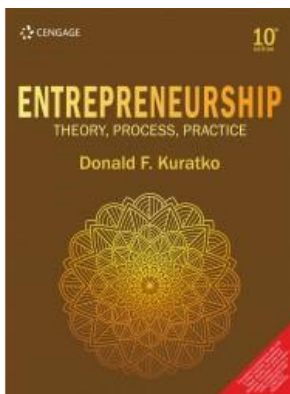
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001958

Call No. 338.04 HIS

Summary: Entrepreneurship, 11th edition, is a textbook that encourages students and readers to follow a logical manner on the process of formulating, planning, and implementing a new venture. It draws examples from real-life entrepreneurs and successful ventures. Its lucid language, excellent pedagogical features along with mention of important websites assist readers to reinforce key topics and get started.

[Click for more details](#)



Sr. No. 269

Title: Entrepreneurship: theory, process, and practice, by Kuratko, Donald F.

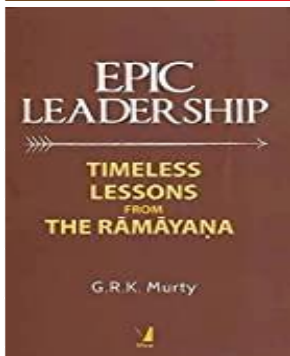
New Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 001959

Call No. 338.04 KUR

Summary: Entrepreneurship: Theory, Process, Practice, combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, processes, and practice of entrepreneurship. Recognized for over 25 years as one of the leading books in the field, the aim of the text is to present the most current thinking in entrepreneurship, as well as to provide learners with experiential learning activities that challenge them to apply ideas and develop useful entrepreneurial skills.

[Click for more details](#)



Sr. No. 270

Title: Epic leadership: timeless lessons from the Ramayana by Murty, Gollamudi Radha Krishna

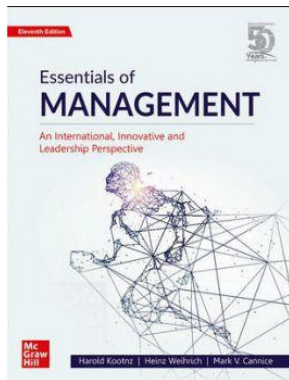
New Delhi Viva Books Private Ltd. 2017

Acc. No. 001960

Call No. 658.4092 MUR



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Sr. No. 271

Title: Essentials of management: an international, innovation, and leadership perspective by Koontz, Harold

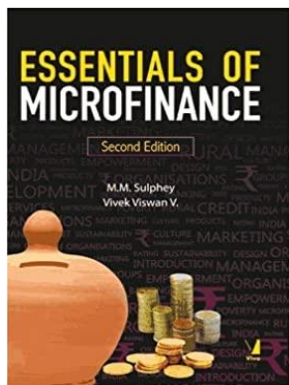
Chennai McGraw-Hill Education 2022

Acc. No. 001961

Call No. 658 KOO

Summary: Essentials of Management: An International, Innovation and Leadership Perspective takes an international and innovative view of management. This edition comprehensively covers foundational and emerging managerial insights and practices. It also emphasizes the managerial perspectives found in Silicon Valley. This edition also emphasizes the enhancement of the professional profile and network of its readers with creative exercises and online projects.

[Click for more details](#)



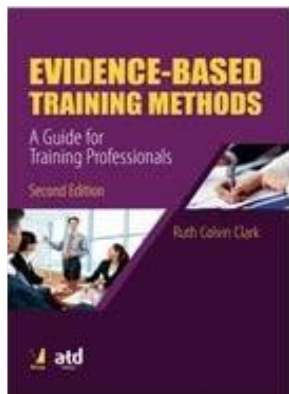
Sr. No. 272

Title: Essentials of microfinance by Sulphey, M. M.

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001962

Call No. 332.3 SUL



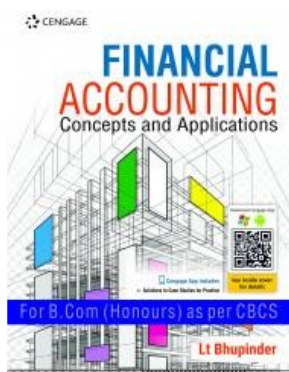
Sr. No. 273

Title: Evidence based training methods: a guide for training professionals by Clark, Ruth Colvin

New Delhi Viva Books Private Ltd. 2017

Acc. No. 001963

Call No. 658.3124 CLA



Sr. No. 274

Title: Financial accounting: concepts and applications by Bhupinder

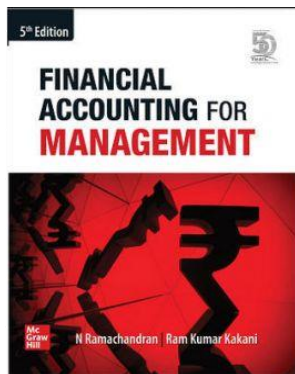
New Delhi Cengage Learning India Pvt. Ltd. 2019

Acc. No. 001964

Call No. 657 BHU

Summary: Financial Accounting: Concepts and Applications has been designed strictly in accordance with the Choice Base Credit System (CBCS) revised syllabus of the paper titled "Financial Accounting" for B.Com (Honours). This book incorporates the latest changes that have taken place in the last few years and is based on Learning Objectives instructional design.

[Click for more details](#)



Sr. No. 275

Title: Financial accounting for management by Ramachandran, Neelakantan

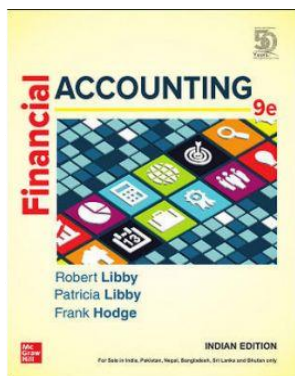
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 001965

Call No. 657 RAM

Summary: Financial Accounting for Management is a popular book in the subject domain that enables the readers to understand the basics of accounting in a clearer and better perspective. The book is written in a 'learn through example' approach to provide conceptual clarity and to bring accounting in practice. This new edition is thoroughly updated as per provisions of latest Companies Act, Indian Accounting Standards (Ind AS), and International Financial Reporting Standards.

[Click for more details](#)



Sr. No. 276

Title: Financial accounting by Libby, Robert

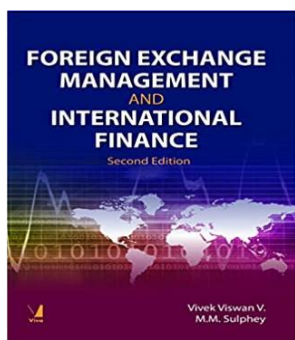
Chennai McGraw Hill Education (India) Pvt. Ltd. 2017

Acc. No. 001966

Call No. 657 LIB

Summary: Libby wrote this text based on their belief that the subject of financial accounting is inherently interesting but financial accounting textbooks are often not. They believe most financial accounting textbooks fail to demonstrate that accounting is an exciting field of study and one that is important to future careers in business. When writing this text they considered career relevance as their guide when selecting material and the need to engage the student as their guide to style pedagogy and design.

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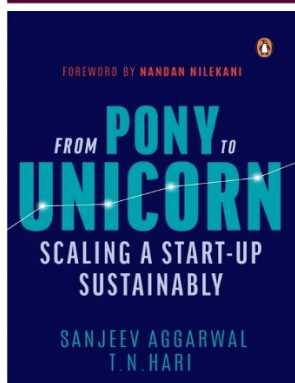
Sr. No. 277

Title: Foreign exchange management and international finance by Viswan V., Vivek

New Delhi Viva Books Private Ltd. 2020

Acc. No. 001967

Call No. 332.45 VIS



Sr. No. 278

Title: From pony to unicorn: scaling a start up sustainably by Aggarwal, Sanjeev

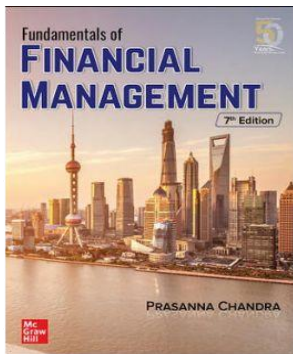
Haryana Penguin Random House India Pvt. Ltd. 2020

Acc. No. 001968

Call No. 338.04 AGG

Summary: From Pony to Unicorn lucidly describes the X-to-10X journey that every start-up aspiring to become a unicorn has to go through. The book effortlessly narrates the fundamental principles behind scaling. Peppered with anecdotes, insights and practical wisdom, the book is a treasure trove of lessons derived from the authors' rich personal experiences in both building and guiding several start-ups that went on to attain the 'unicorn' status and became public-listed companies.

[Click for more details](#)



Sr. No. 279

Title: Fundamentals of financial management by Chandra, Prasanna

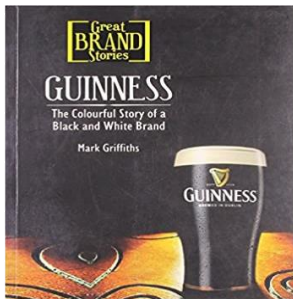
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001969

Call No. 658.15 CHA

Summary: The book shows how a wide range of financial decisions should be analysed. It aptly illustrates various theories, concepts, tools and techniques of financial management with the help of suitable examples and various illustrations. Designed for the first course in financial management, it is aimed at students of B Com, BBA, BBS, M Com, MBA and professional courses offered by ICAI, ICMA, and ICSI.

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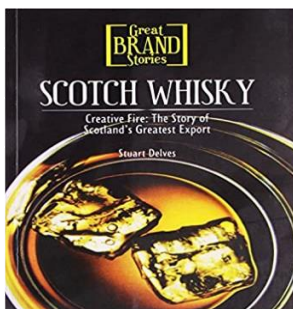
Sr. No. 280

Title: Guinness: the colourful story of a black and white brand by Griffiths, Mark

New Delhi Viva Books Private Ltd. 2009

Acc. No. 001970

Call No. 658.827 GRI



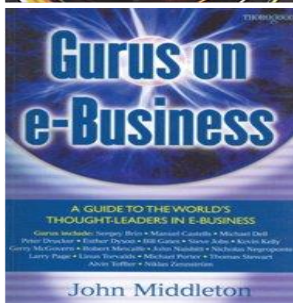
Sr. No. 281

Title: Great Brand Stories: Scotch Whisky - the story of Scotland's greatest export by Delves, Stuart

New Delhi Viva Books Private Ltd. 2009

Acc. No. 001971

Call No. 641.252 DEL



Sr. No. 282

Title: Gurus on e-business: a guide to the world's thought-leaders in e-business by Middleton, John

New Delhi Viva Books Private Ltd. 2010

Acc. No. 001972

Call No. 381.142 MID



Sr. No. 283

Title: Gurus on marketing by Kermally, Sultan

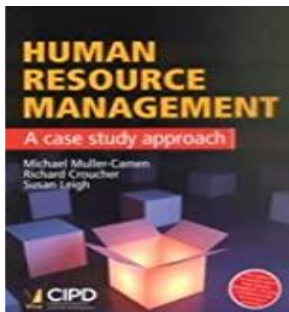
New Delhi Viva Books Private Ltd. 2009

Acc. No. 001973

Call No. 658.8 KER



भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



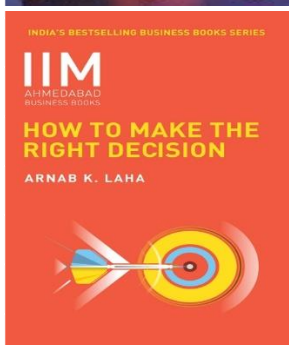
Sr. No. 284

Title: Human resource management: a case study approach by Muller-Camen, Michael

New Delhi Viva Books Private Ltd. 2016

Acc. No. 001974

Call No. 658.3 MUL



Sr. No. 285

Title: How to make the right decision by Laha, Arnab K.

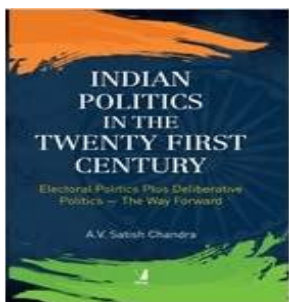
Haryana Penguin Random House India Pvt. Ltd. 2015

Acc. No. 001975

Call No. 658.403 LAH

Summary: In this accessible, user-friendly book, Professor Arnab K. Laha explains the relevance of this growing field in business and looks at its uses in marketing, finance, operations and HR. He also devotes a special section to setting up business analytics for your workplace. With examples and case studies, How to Make the Right Decision is the most useful book you can buy for yourself and your business.

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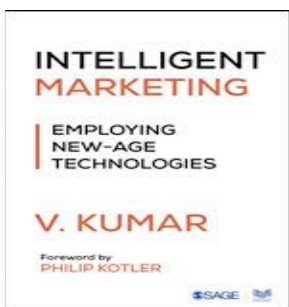
Sr. No. 286

Title: Indian politics in the twenty first century: electoral politics plus deliberative politics- the way forward by Chandra, A. V. Satish

New Delhi Viva Books Private Ltd. 2017

Acc. No. 001976

Call No. 320.954 CHA



Sr. No. 287

Title: Intelligent marketing: employing new-age technologies by Kumar, V.

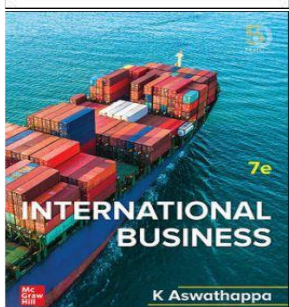
New Delhi Sage Publications India Pvt. Ltd. 2021

Acc. No. 001977

Call No. 658.872 KUM

Summary: Intelligent Marketing emphasizes organizing resources, developing capabilities and designing strategies for deploying new-age technologies to ensure a healthy financial outcome for all the key stakeholders, and a better quality of life for the society and community.

[Click for more details](#)



Sr. No. 288

Title: International business by Aswathappa, K.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001978

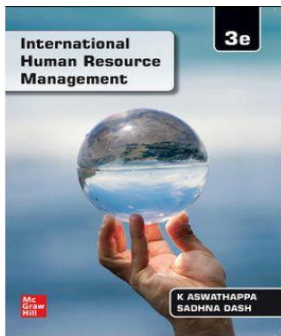
Call No. 338.88 ASW

Summary: This book covers the entire gamut of international business by exploring the theoretical foundations of the subject and interspersing the text with cases. It provides the latest developments in the subject with an application-based approach and a wide variety of pedagogical features.

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Sr. No. 289

Title: International human resource management: text and cases by Aswathappa, K.

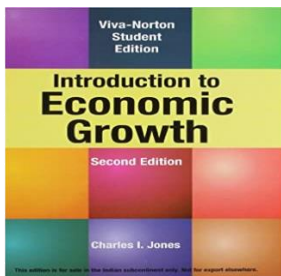
Chennai McGraw Hill Education (India) Pvt. Ltd. 2020

Acc. No. 001979

Call No. 658.3 ASW

Summary: The book deepens its focus on the expanding horizon of international business. Continuing with its simple format and flow of HR topics right from the inception of an organization till its maturation stage, the book focuses on emerging concerns that MNCs face and the strategies used to manage them. We are sure that readers will benefit immensely from its easy language and the extensive exhibits, figures, and cases that have been included.

[Click for more details](#)



Sr. No. 290

Title: Introduction to economic growth by Jones, Charles I.

New Delhi Viva Books Private Ltd. 2015

Acc. No. 001980

Call No. 338.9 JON

Sr. No. 291

Title: Land of the seven rivers: a brief history of India's geography by Sanyal, Sanjeev

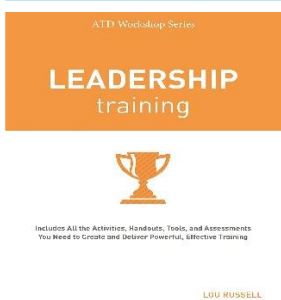
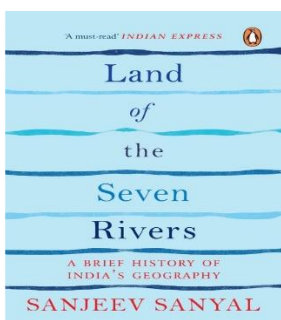
Haryana Penguin Random House India Pvt. Ltd. 2013

Acc. No. 001981

Call No. 911.54 SAN

Summary: Combining scholarship with sparkling wit, Sanjeev Sanyal sets out to explore how India's history was shaped by its geography-answering questions you may have never thought to ask. Moving from geological and genetic origins to present-day Gurgaon, Land of the Seven Rivers is riveting, wry and full of surprises.

[Click for more details](#)



Sr. No. 292

Title: Leadership training: includes all the activities, handouts, tools, and assessments you need to create and deliver powerful, effective training by Russell, Lou

New Delhi Viva Books Private Ltd. 2017

Acc. No. 001982

Call No. 658.3124 RUS

Summary:

Sr. No. 293

Title: Leading from the top: directors who make the difference by Balasubramanian, N.

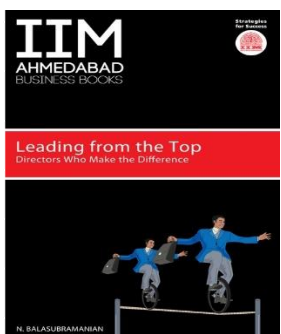
Haryana Penguin Random House India Pvt. Ltd. 2018

Acc. No. 001983

Call No. 658.4092 BAL

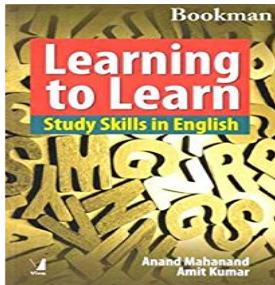
Summary: Although corporations have been around for well over half a millennium, corporate governance as a distinctive field of study and specialization is of relatively recent origin. With corporate footprints escalating across industry and service sectors over different geographies around the world, governing the corporation has become an increasingly complex exercise.

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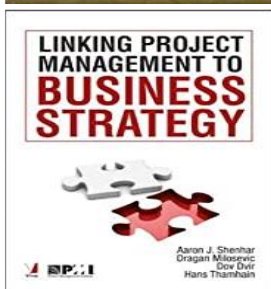
Sr. No. 294

Title: Learning to learn: Study skills in English by Mahanand, Anand

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001984

Call No. 658.45 MAH



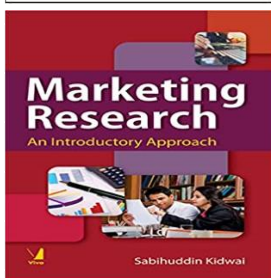
Sr. No. 295

Title: Linking project management to business strategy by Shenhar, Aaron J.

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001985

Call No. 658.4012 SHE



Sr. No. 296

Title: Marketing research: an introductory approach by Kidwai, Sabihuddin

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001986

Call No. 658.83 KID



Sr. No. 297

Title: Media Metrics: an introduction to quantitative research in mass communication by Dayal, Manoj

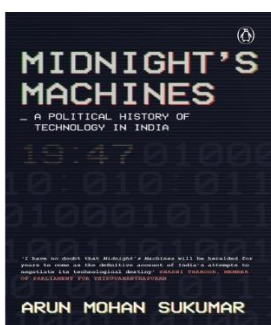
New Delhi Sage Publications India Pvt. Ltd. 2017

Acc. No. 001987

Call No. 001.42 DAY

Summary: "Media metrics" is the use of statistics and mathematics in media research. This book largely explains scientific methods of data collection and analysis to achieve useful results from quantitative media data. It effectively describes the crucial relationship between key media forces such as print and electronic media, corporate communication and public relations, advertising, development communication, web and traditional media, and so on.

[Click for more details](#)



Sr. No. 298

Title: Midnight's machines: a political history of technology in India by Sukumar, Arun Mohan

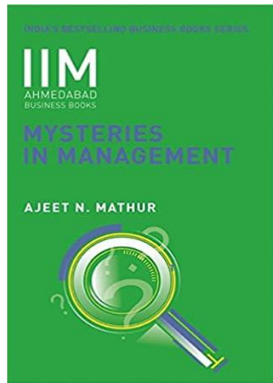
Haryana Penguin Random House India Pvt. Ltd. 2019

Acc. No. 001988

Call No. 609.54 SUK

Summary: In this engaging and panoramic history spanning the arc of modern India from the post-War years to present day, Arun Mohan Sukumar gives us the long view with a reasoned, occasionally provocative standpoint, using a lens that's wide enough for the frame it encompasses.

[Click for more details](#)



Sr. No. 299

Title: *Mysteries in management* by Mathur, Ajeet N.

Haryana Penguin Random House India Pvt. Ltd. 2016

Acc. No. 001989

Call No. 658 MATH

Summary: This book includes ten carefully selected mysteries and the author, armed with credible research and revealing examples, tries to demystify them. Accessible and eminently readable, the logic behind these will surprise and delight readers in equal measure.



Sr. No. 300

Title: *New employee orientation training: includes all the techniques, handouts, tools, and assessments you need to create and deliver powerful, effective training* by Lawson, Karen

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001990

Call No. 658.3124 LAW

Summary:

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Sr. No. 301

Title: *New supervisor training: includes all the activities handouts tools and assessment you need to create and deliver powerful effective training* by Biech, Eliane

New Delhi Viva Books Private Ltd. 2017

Acc. No. 001991

Call No. 658.3124 BIE



Sr. No. 302

Title: *Organization development: the process of leading organizational change* by Anderson, Donald L.

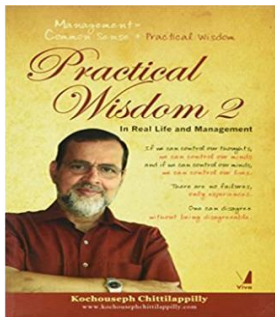
New Delhi Sage Publications India Pvt. Ltd. 2020

Acc. No. 001992

Call No. 658.406 AND

Summary: Organization Development: The Process of Leading Organizational Change offers a comprehensive look at individual, team, and organizational change, covering classic and contemporary organization development (OD) techniques. Bestselling author Donald L. Anderson provides students with the organization development tools they need to succeed in today's challenging environment defined by globalization, rapidly changing technologies, economic pressures, and evolving workforce expectations.

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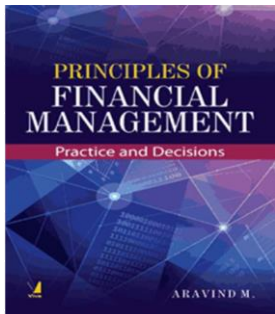
Sr. No. 303

Title: Practical wisdom 2: in real life and management by Chittilappilly , Kochouseph

New Delhi Viva Books Private Ltd. 2017

Acc. No. 001993

Call No. 338.092 CHI



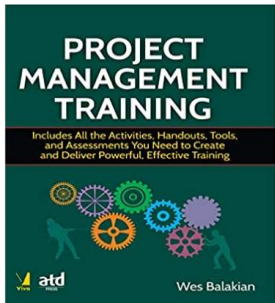
Sr. No. 304

Title: Principles of financial management: practice and decisions by Aravind M.

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001994

Call No. 658.15 ARA



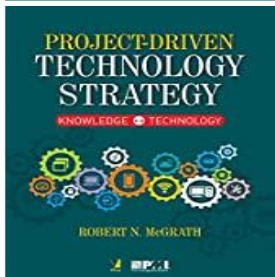
Sr. No. 305

Title: Project management training: includes all the activities, handouts, tools, and assessments you need to create and deliver powerful, effective training by Balakian, Wes

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001995

Call No. 658.404 BAL



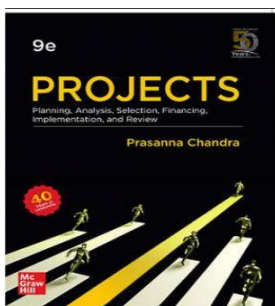
Sr. No. 306

Title: Project driven technology strategy: knowledge technology by McGrath, Robert N.

New Delhi Viva Books Private Ltd. 2018

Acc. No. 001996

Call No. 658.514 MCG



Sr. No. 307

Title: Projects: planning, analysis, selection, financing, implementation, and review by Chandra, Prasanna

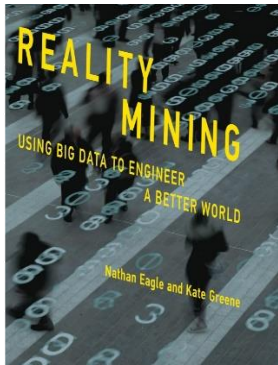
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 001997

Call No. 658.404 CHA

Summary: The book presents the entire gamut of capital budgeting and suggest ways of improving its practices. It is the most contemporary Indian book available that describes and evaluates business practices in various areas. It helps readers develop a thorough understanding of the theories and concepts in a systematic way.

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Sr. No. 308

Title: Reality mining: using big data to engineer a better world by Eagle, Nathan

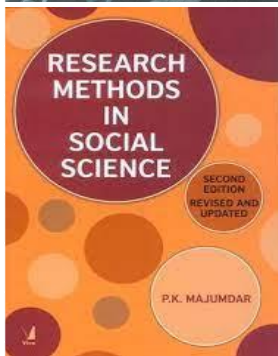
New Delhi PHI Learning Pvt. Ltd. 2014

Acc. No. 001998

Call No. 006.312 EAG

Summary: In Reality Mining, Nathan Eagle and Kate Greene cut through the hype and the headlines to explore the positive potential of Big Data, showing the ways in which the analysis of Big Data (“Reality Mining”) can be used to improve human systems as varied as political polling and disease tracking, while considering user privacy.

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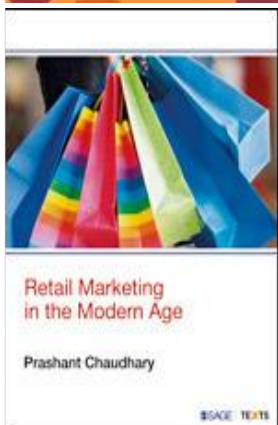
Sr. No. 309

Title: Research methods in social science by Majumdar, P. K.

New Delhi Viva Books Private Ltd. 2019

Acc. No. 001999

Call No. 001.42 MAJ



Sr. No. 310

Title: Retail marketing in the modern age by Chaudhary, Prashant

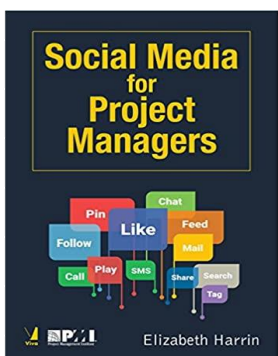
New Delhi Sage Publications India Pvt. Ltd. 2016

Acc. No. 002000

Call No. 658.827 CHA

Summary: Retail Marketing in the Modern Age delves deep into contemporary retail marketing concepts and strategies that are instrumental in creating and building successful retail brands across the globe. Drawing from his professional experience in retail industry, the author discusses the factors influencing the patronage behavior of customers in a lucid and accessible language. It essentially focuses on the traditional and extended retail marketing mix elements in the context of modern retailing.

[Click for more details](#)



Sr. No. 311

Title: Social media for project managers by Harrin, Elizabeth

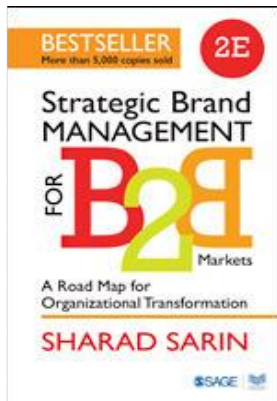
New Delhi Viva Books Private Ltd. 2018

Acc. No. 002001

Call No. 658.404 HAR



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Sr. No. 312

Title: Strategic brand management for B2B markets: a road map for organizational transformation by Sarin, Sharad

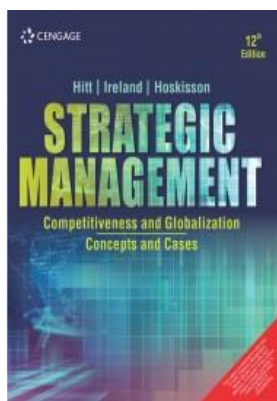
New Delhi Sage Publications India Pvt. Ltd. 2016

Acc. No. 002002

Call No. 658.827 SAR

Summary: Strategic Brand Management provides fresh insight into the field of marketing and elaborates how to create powerful brands. “Globalization” and “technology” are two mega forces that drive the world. The second edition captures these developments and their effect on the companies covered in the book. The first edition dealt with three leading B2B corporate brands of India—the Tata Group, L&T, and Infosys. The second edition describes the leadership changes in the Tata Group and Infosys, and the challenges faced by these three brands.

[Click for more details](#)



Sr. No. 313

Title: Strategic management: competitiveness and globalization by Hitt, Michael

New Delhi Cengage Learning India Pvt. Ltd. 2022

Acc. No. 002003

Call No. 658.4012 HIT

Summary: Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how today's businesses establish competitive advantages and create value for stakeholders.

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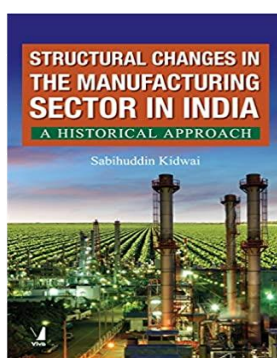
Sr. No. 314

Title: Strategic planning in information technology by Dinkar

New Delhi Viva Books Private Ltd. 2015

Acc. No. 002004

Call No. 658.4012 DIN



Sr. No. 315

Title: Structural changes in the manufacturing sector in India: a historical approach by Kidwai, Sabihuddin

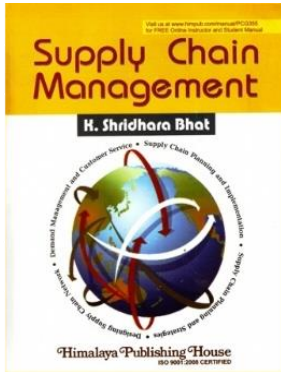
New Delhi Viva Books Private Ltd. 2019

Acc. No. 002005

Call No. 338.9 KID



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Sr. No. 316

Title: Supply chain management by Bhat, K. Shridhara

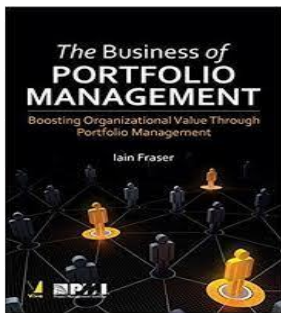
Mumbai Himalaya Publishing House Pvt. Ltd. 2015

Acc. No. 002006

Call No. 658.7 BHA

Summary: Supply chains are the integrated and coordinated flows from source to destination, as well as the information and many flows associated with it. Supply Chain Management aims at maximizing the value contribution to the customer while simultaneously optimizing infrastructural and operational costs in the supply chain. This book is organised into 18 chapters dealing with major aspects of supply chain management.

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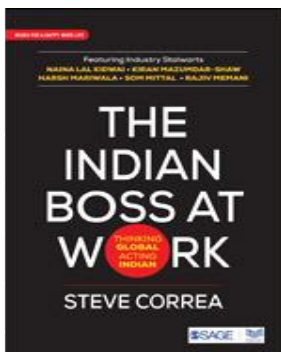
Sr. No. 317

Title: Business of portfolio management: boosting organizational value through portfolio management by Fraser, Iain

New Delhi Viva Books Private Ltd. 2018

Acc. No. 002007

Call No. 658.4 FRA



Sr. No. 318

Title: Indian boss at work: thinking global acting Indian by Correa, Steve

New Delhi Sage Publications India Pvt. Ltd. 2020

Acc. No. 002008

Call No. 658.4092 COR

Summary: The book responds to oft asked questions such as: What are the winning traits of Indian bosses? What cultural influences have shaped their mindsets? What makes them adaptable in any business situation? What can the West learn from India on leadership?

Discover and leverage: The pluralistic notion of Indianness

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