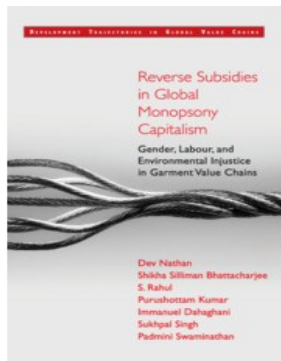


New Arrival List of Books (July - 2022)



Sr. No. 01

Title: Reverse subsidies in global monopsony capitalism: gender, labour, and environmental injustice in garment value chains by Nathan, Dev

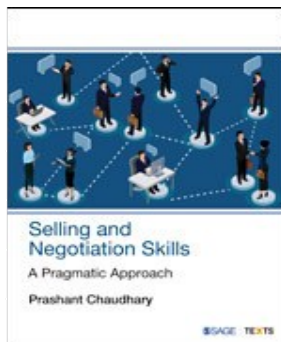
New York Cambridge University Press 2022

Acc. No. 002555

Call No. 338.47687 NAT

Summary: This book provides a firm analytical base to discussions about injustice and the unequal distribution of gains from global production in the form of global monopsony capitalism. It utilizes the concept of reverse subsidies as the purchase of gendered labour and environmental services below their costs of production in garment value chains in India and other garment producing countries, such as Bangladesh and Cambodia.

[Click for more details](#)



Sr. No. 02

Title: Selling and negotiation skills: a pragmatic approach by Chaudhary, Prashant

New Delhi Sage 2019

Acc. No. 002556

Call No. 658.85 CHA

Summary: In today's challenging business environment and transforming consumer behaviour, selling and negotiation skills are paramount in gaining competitive advantage and to drive success. This comprehensive yet concise book dwells upon these critical skills at large, covering the varied sales approaches and strategies along with negotiation styles and tactics. The text is interspersed with numerous illustrative examples from diverse real-life situations for an easy understanding of the subject.

[Click for more details](#)



Sr. No. 03

Title: Selling sustainability short?: the private governance of labor and the environment in the coffee sector by Grabs, Janina

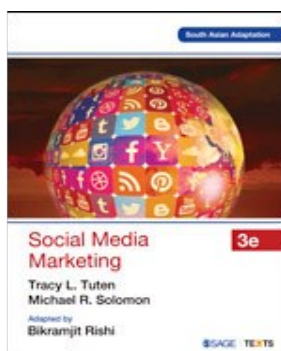
New York Cambridge University Press 2020

Acc. No. 002557

Call No. 338.17373 GRA

Summary: This book shows how this dilemma plays out in the coffee industry. It highlights how the erosion of price premiums and the adaptation to buyers' preferences have curtailed standards' effectiveness in promoting sustainable practices that create economic opportunity costs for farmers, such as agroforestry or agroecology. It also provides a voice for coffee producers and value chain members to explain why the current system is failing in its mission to provide environmental, social, and economic co-benefits, and what changes are necessary to do better.

[Click for more details](#)



Sr. No. 04

Title: Social media marketing by Tuten, Tracy L.

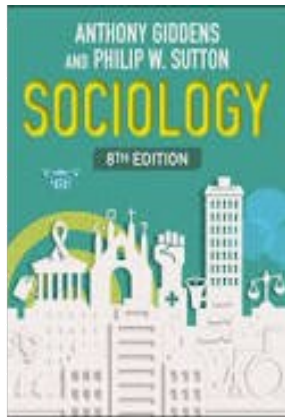
New Delhi Sage Publications India Pvt. Ltd. 2020

Acc. No. 002558

Call No. 658.872 TUT

Summary: Social Media Marketing blends essential theory with practical application and covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. This textbook outlines the "four zones" of social media—community, publishing, entertainment, and commerce—which marketers can use as a part of the strategic planning processes to achieve their core objectives.

[Click for more details](#)



Sr. No. 05

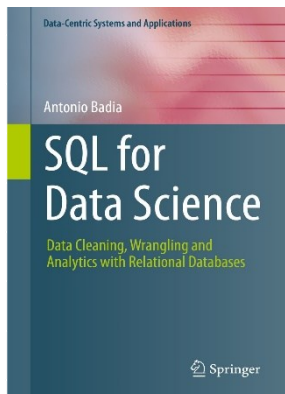
Title: [Sociology by Giddens, Anthony](#)

New Delhi Wiley India Pvt. Ltd. 2022

Acc. No. 002559

Call No. 301 GID

Summary: Now in its eighth edition, this continues to be the indispensable guide to understanding the world we make and the lives we lead. Revised and updated throughout, it remains unrivalled in its vibrant, engaging and authoritative introduction to sociology. The authors provide a commanding overview of recent global developments and new ideas in sociology. Classic debates are also given careful coverage, with even the most complex ideas explained in an engaging way. Written in a fluent, easy-to-follow style, the book manages to be intellectually rigorous but still very accessible. With a strong focus on interactive pedagogy, it aims to engage and excite readers, helping them to see the enduring value of thinking sociologically.



Sr. No. 06

Title: [SQL for data science: data cleaning, wrangling and analytics with relational databases by Badia, Antonio](#)

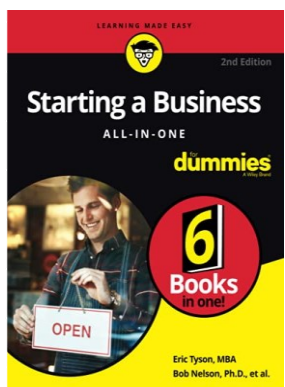
Switzerland Springer 2020

Acc. No. 002560

Call No. 005.74 BAD

Summary: This textbook explains SQL within the context of data science and introduces the different parts of SQL as they are needed for the tasks usually carried out during data analysis. Using the framework of the data life cycle, it focuses on the steps that are very often given the short shift in traditional textbooks, like data loading, cleaning and pre-processing. The book is organized as follows. Chapter 1 describes the data life cycle, i.e. the sequence of stages from data acquisition to archiving, that data goes through as it is prepared and then actually analyzed,

[Click for more details](#)



Sr. No. 07

Title: [Starting a business all-in-one for dummies by Tyson, Eric](#)

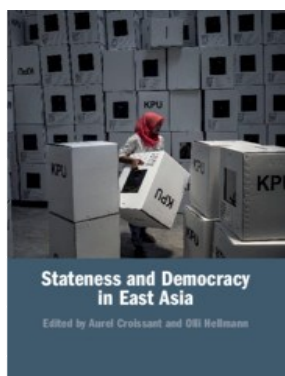
New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 002561

Call No. 658.4012 TYS

Summary: Starting a Business All-in-One For Dummies, 3rd Edition is a treasure trove of useful information for new and would-be business owners. With content compiled from over ten best-selling For Dummies books, this guide will help with every part of starting your own business—from legal considerations to business plans, bookkeeping, and beyond. Whether you want to open a franchise, turn your crafting hobby into a money-maker, or kick off the next megahit startup, everything you need can be found inside this easy-to-use guide. This book covers the foundations of accounting, marketing, hiring, and achieving success

[Click for more details](#)



Sr. No. 08

Title: [Stateness and democracy in east asia by Croissant, Aurel](#)

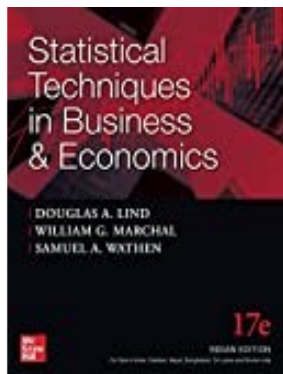
New York Cambridge University Press 2020

Acc. No. 002562

Call No. 320.95 CRO

Summary: Democratization and state building are fundamental political processes, yet scholars cannot agree on which process should be prioritized in order to put countries on a positive path of institutional development. Where much of the existing literature on the state-democracy nexus focuses on quantitative cross-national data, this volume offers a theoretically grounded regional analysis built around in-depth qualitative case studies. The chapters examine cases of successful democratic consolidation (South Korea, Taiwan), defective democracy (Philippines, Indonesia, East Timor), and autocratic reversal (Cambodia, Thailand).

[Click for more details](#)



Sr. No. 09

Title: *Statistical techniques in business and economics* by Lind, Douglas A.

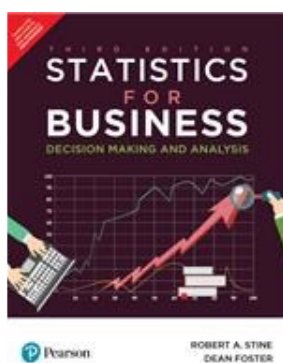
Chennai McGraw Hill Education (India) Pvt. Ltd. 2021

Acc. No. 002563

Call No. 519.5 LIN

Summary: Statistical Techniques in Business and Economics provides readers with an introductory survey of descriptive and inferential statistics. The text is interspersed with examples and exercises focusing on business applications as well as on the current world around us. The book supports the development of basic data analytics skills. In keeping with recent trends, an entire section has been dedicated to Data Analytics. A variety of statistical software has been made available to complement the text.

[Click for more details](#)



Sr. No. 10

Title: *Statistics for business: decision making and analysis* by Stine, Robert A.

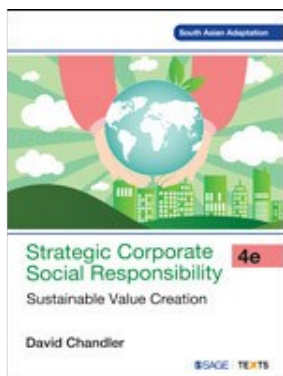
Noida Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002564

Call No. 519.502465 STI

Summary: The 3rd Edition of Statistics for Business: Decision Making and Analysis emphasizes an application-based approach, in which students learn how to work with data to make decisions. In this contemporary presentation of business statistics, students learn how to approach business decisions through a 4M Analytics decision making strategy-motivation, method, mechanics and message-to better understand how a business context motivates the statistical process and how the results inform a course of action. Each chapter includes hints on using Excel, Minitab Express,

[Click for more details](#)



Sr. No. 11

Title: *Strategic corporate social responsibility: stakeholders in a global environment* by Chandler, David

New Delhi Sage Publications India Pvt. Ltd. 2017

Acc. No. 002565

Call No. 658.408 CHA

Summary: This new 4th edition of Strategic Corporate Social Responsibility introduces students to the subject keeping the idea of value creation and the strategic role of CSR firmly at its centre. It addresses the various issues and theoretical aspects of CSR and treats them as integral to the function of an enterprise in the modern world. It urges students and practitioners to look at CSR through a variety of different perspectives and thus forms a holistic idea of the subject.

[Click for more details](#)



Sr. No. 12

Title: *Strategic human resource management: an international perspective* by Rees, Gary

New Delhi Sage Publications India Pvt. Ltd. 2019

Acc. No. 002566

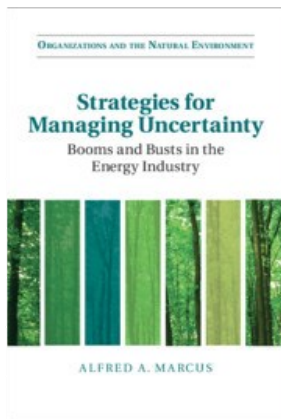
Call No. 658.3 REE

Summary: The value and use of human resources is paramount to the continuing success of any organization. This textbook aims at providing a cogent and coherent explanation of human resource management from a strategic perspective. The approach adopted by the book is one of building students' confidence in various complex terminologies and models. It explores the current theoretical models, perspectives and researches, and their application through practical examples across three industrial sectors. It includes a series of reflective activities to help students deliberate on a range of relevant and topical HR issues.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 13

Title: Strategies for managing uncertainty: booms and busts in the energy industry
by Marcus, Alfred A.

New York Cambridge University Press 2019

Acc. No. 002567

Call No. 153.4 MAR

Summary: All organizations must cope with future uncertainties. These uncertainties affect the strategic choices they make. They must commit scarce organizational resources to future outcomes which they have little assurance will come into being. Marcus explores how decision makers in the energy industry made choices in the face of such uncertainties, specifically examining two major uncertainties they confronted in the 2012–18 period - price volatility and climate change. Marcus tells the story of how different companies in the integrated oil and natural gas sector and in the motor vehicle sector responded to these uncertainties.

[Click for more details](#)



Sr. No. 14

Title: Strategy: theory and practice by Clegg

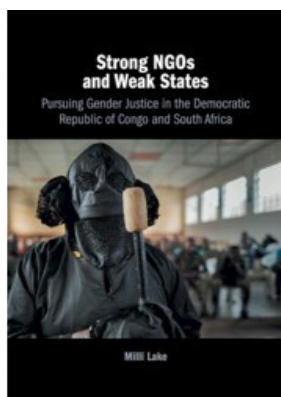
New Delhi Sage Publications India Pvt. Ltd. 2020

Acc. No. 002568

Call No. 658.4012 CLE

Summary: The third edition of this well-accepted textbook features key theoretic tenets and emphasizes the practices of strategy. It encourages the reader to be open to a wider set of ideas and to adopt a cooler attitude towards the affordances of the digital world. The key areas of strategy take a critical stance in this new edition, which also include the areas that are less evident in conventional strategy texts such as not-for-profit organizations, process theories, globalization, organizational politics, decision-making as well as the future of strategy.

[Click for more details](#)



Sr. No. 15

Title: Strong NGOs and weak states pursuing gender justice in the Democratic Republic of the Congo and South Africa by Lake, Milli

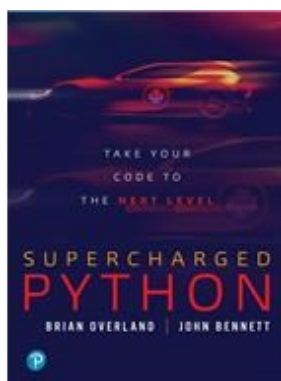
New York Cambridge University Press 2019

Acc. No. 002569

Call No. 305.42096751 LAK

Summary: Over the past decade, the Democratic Republic of the Congo (DR Congo) and South Africa have attracted global attention for high rates of sexual and gender-based violence. Why is it that courts in eastern DR Congo prioritize gender crimes despite considerable logistical challenges, while courts in South Africa, home to a far stronger legal infrastructure and human rights record, have struggled to provide justice to victims of similar crimes? Lake shows that state fragility in DR Congo has created openings for human rights nongovernmental organizations

[Click for more details](#)



Sr. No. 16

Title: Supercharged python: take your code to the next level by Overland, Brian

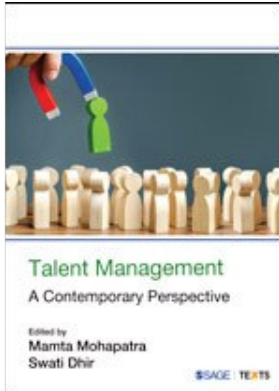
Noida Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002570

Call No. 005.133 OVE

Summary: Tapping into the full power of Python doesn't have to be difficult. Supercharged Python is written for people who've learned the fundamentals of the language but want to take their skills to the next level. After a quick review of Python, the book covers: advanced list and string techniques all the ways to handle text and binary files financial applications advanced techniques for writing classes generators and decorators and how to master packages such as Numpy (Numeric Python) to supercharge your applications!"

[Click for more details](#)



Sr. No. 17

Title: Talent management: a contemporary perspective by Mohapatra, Mamta

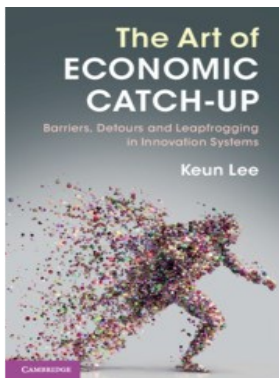
New Delhi Sage Publications India Pvt. Ltd. 2021

Acc. No. 002571

Call No. 658.3 MOH

Summary: This book provides the readers with a better understanding of devising talent strategies in an organization in contemporary times. From acquiring appropriate talent to the pipeline development for talent, motivating them in challenging times and retaining them—all the aspects of talent management have been covered in this resourceful collaboration. Talent Management: A Contemporary Perspective adopts a modern approach to the traditional concepts and shows how companies can adapt to the evolving issues and bring more agility to the overall system to maximize their performances.

[Click for more details](#)



Sr. No. 18

Title: The art of economic catch-up: barriers, detours and leapfrogging in innovation systems by Lee, Keun

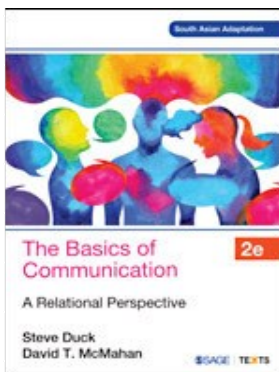
New York Cambridge University Press 2019

Acc. No. 002572

Call No. 338.90091724 LEE

Summary: This book suggests alternative ways, such as 'leapfrogging', in which latecomers can catch up with their forerunners. Providing policy solutions for development challenges in non-technical terms, Lee frames his theories with insightful and inventive allegories. In doing so, Lee also accounts for the catch-up paradox, in which one cannot conclusively catch-up if they are continually trying to follow the path of those ahead. He argues that eventual catch-up and overtaking require pursuing a path that differs from that taken by forerunners.

[Click for more details](#)



Sr. No. 19

Title: The basics of communication: a relational perspective by Duck, Steve

New Delhi Sage Publications India Pvt. Ltd. 2022

Acc. No. 002573

Call No. 302.2 DUC

Summary: Written in a warm and vibrant style and packed with learning tools, The Basics of Communication offers an engaging look at the inseparable connection between relationships and communication. Steve Duck and David T. McMahan combine theory and application to introduce students to fundamental communication concepts. The book also provides practical instructions on communicating interpersonally, in groups, in interviews, and on making effective presentations. The authors encourage students to think critically, to link communication theory to their own experiences, and to improve their communication skills in the process.

[Click for more details](#)



Sr. No. 20

Title: The definitive guide to supply management and procurement: principles and strategies for establishing efficient, effective, and sustainable supply management operations by Tate, Wendy L.

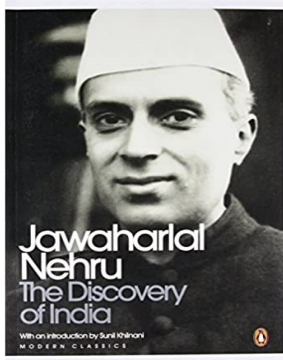
Noida Pearson India Education Services Pvt. Ltd. 2022

Acc. No. 002574

Call No. 658.7 TAT

Summary: Strong supply management and procurement processes can provide organizations with a sustainable competitive advantage through lower costs, higher quality, and better service for both internal and external customers. Now, there's an authoritative and comprehensive guide to best-practice supply management and procurement processes and operations for any organization. Co-authored by a leading expert alongside the Council of Supply Chain Management Professionals (CSCMP), this reference focuses on the key principles, strategies, and decisions required to implement and optimize all procurement processes and operations.

[Click for more details](#)



Sr. No. 21

Title: The discovery of India by Nehru, Jawaharlal

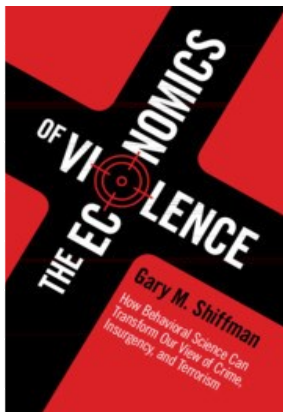
Haryana Penguin Random House India Pvt. Ltd. 2004

Acc. No. 002575

Call No. 954 NEH

Summary: Jawaharlal Nehru wrote the book 'The Discovery of India', during his imprisonment at Ahmednagar fort for participating in the Quit India Movement (1942 – 1946). The book was written during Nehru's four years of confinement to solitude in prison and is his way of paying an homage to his beloved country and its rich culture. The book started from ancient history, Nehru wrote at length of Vedas, Upanishads and textbooks on ancient time and ends during the British raj.

[Click for more details](#)



Sr. No. 22

Title: The economics of violence: how behavioral science can transform our view of crime, insurgency, and terrorism by Shiffman, Gary M.

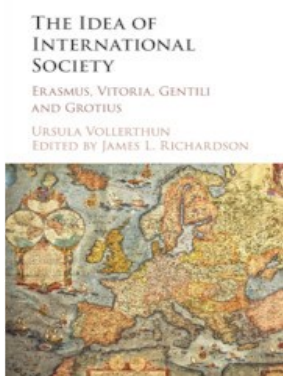
New York Cambridge University Press 2020

Acc. No. 002576

Call No. 614.15 SHI

Summary: This book begins with the idea that humans are more predictable than we like to believe, and this ability to model human behavior applies equally well to leaders of violent and coercive organizations as it does to everyday people. Humans ultimately seek survival for themselves and their communities in a world of competition. While the dynamics of 'us vs. them' are divisive, they also help us to survive. Access to increasingly larger markets, facilitated through digital communications and social media, creates more transnational opportunities for deception, coercion, and violence.

[Click for more details](#)



Sr. No. 23

Title: The idea of international society: Erasmus, Vitoria, Gentili and Grotius by Vollerthun, Ursula

New York Cambridge University Press 2020

Acc. No. 002577

Call No. 327.101 VOL

Summary: This book offers the first comprehensive account and re-appraisal of the formative phase of what is often termed the 'Grotian tradition' in international relations theory: the view that sovereign states are not free to act at will, but are akin to members of a society, bound by its norms. It examines the period from the later fifteenth to the mid-seventeenth centuries, focusing on four thinkers: Erasmus, Vitoria, Gentili and Grotius himself, and is structured by the author's concept of international society.

[Click for more details](#)



Sr. No. 24

Title: The invisible hand in virtual worlds by McCaffrey, Matthew

New York Cambridge University Press 2021

Acc. No. 002578

Call No. 794.84 MCC

Summary: This book shows that games also provide a unique space in which to study economic behavior. Games, more than any other form of media, demonstrate the power and creative potential of human choice - an idea that's also the foundation of economic thinking. Whether it's developing trade relations, or the use of money, or even complex legal institutions, virtual worlds provide a captivating and entertaining arena for studying economic behavior in its most dynamic forms. The overarching theme of the volume is the economic order that governs virtual worlds, and the many ways individuals work together, often without knowing it, to govern their social relations in digital space.

[Click for more details](#)

The Labor-Managed Firm
Theoretical Foundations
Gregory K. Dow



Sr. No. 25

Title: *The labor-managed firm: theoretical foundations* by Dow, Gregory K.

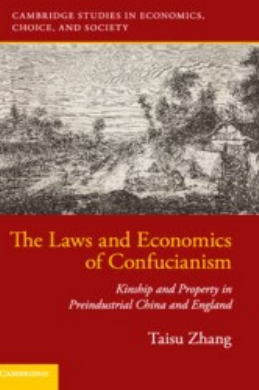
New York Cambridge University Press 2019

Acc. No. 002579

Call No. 338.69 DOW

Summary: This book uses modern microeconomics, exploits up-to-date empirical research, and constructs a unified theory that accounts for many facts about the behavior, performance, and design of labor-managed firms. With a large number of entirely new chapters, comprehensive updating of earlier material, a critique of the literature, and policy recommendations, here Dow presents the capstone work of his career, encompassing more than three decades of theoretical research.

[Click for more details](#)



Sr. No. 26

Title: *The laws and economics of Confucianism: kinship and property in pre-industrial China and England* by Zhang, Taisu

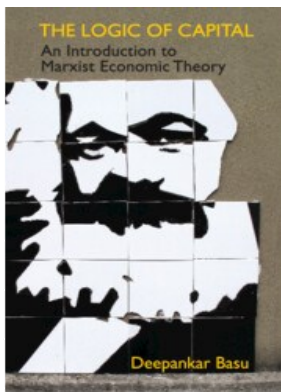
New York Cambridge University Press 2019

Acc. No. 002580

Call No. 330.170951 ZHA

Summary: Tying together cultural history, legal history, and institutional economics, *The Laws and Economics of Confucianism: Kinship and Property in Preindustrial China and England* offers a novel argument as to why Chinese and English preindustrial economic development went down different paths. The dominance of Neo-Confucian social hierarchies in Late Imperial and Republican China, under which advanced age and generational seniority were the primary determinants of sociopolitical status, allowed many poor but senior individuals to possess status and political authority highly disproportionate to their wealth.

[Click for more details](#)



Sr. No. 27

Title: *The logic of capital: an introduction to Marxist economic theory* by Basu, Deepankar

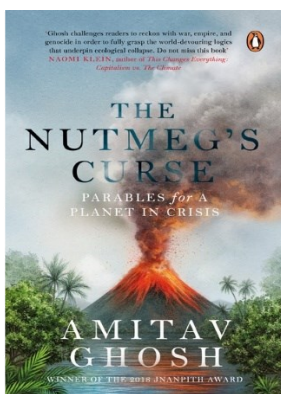
New York Cambridge University Press 2021

Acc. No. 002581

Call No. 335.4 BAS

Summary: This book presents the main economic argument developed by Marx in the three volumes of *Capital* in a coherent and comprehensive manner. It also delves into three long-standing debates in Marxist political economy: the transformation problem, the Okishio theorem, and theories of exploitation and oppression. Starting with discussions of methodology, including dialectics and historical materialism, the book explains key concepts of Marxist political economy: commodity, value, money, capital, reserve army of labour, accumulation of capital, circuit of capital, reproduction schemas, prices of production, profit, interest and rent.

[Click for more details](#)



Sr. No. 28

Title: *The nutmeg's curse: parables for a planet in crisis* by Ghosh, Amitava

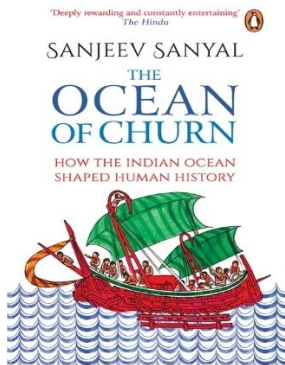
Haryana Penguin Random House India Pvt. Ltd. 2021

Acc. No. 002582

Call No. 363.73874 GHO

Summary: Before the 18th century, every single nutmeg in the world originated around a group of small volcanic islands east of Java, known as the Banda Islands. As the nutmeg made its way across the known world, they became immensely valuable – in 16th century Europe, just a handful could buy a house. It was not long before European traders became conquerors, and the indigenous Bandanese communities – and the islands themselves – would pay a high price for access to this precious commodity. Yet the bloody fate of the Banda Islands forewarns of a threat to our present day.

[Click for more details](#)



Sr. No. 29

Title: [The ocean of churn: how the Indian ocean shaped human history by Sanyal, Sanjeev](#)

Haryana Penguin Random House India Pvt. Ltd. 2017

Acc. No. 002583

Call No. 909.09824 SAN

Summary: In this ambitious book, bestselling author Sanjeev Sanyal chronicles the grand sweep of history from East Africa to Australia, conjuring the great cities of Angkor and Vijayanagar, medieval Arab empires and Chinese ‘treasure fleets’ in rich, vivid detail. He explores remote archaeological sites, maritime trading networks and half-forgotten oral tales to challenge established historical narratives with fresh evidence. Shining new light on medieval geopolitics and long-lost cities,

[Click for more details](#)



Sr. No. 30

Title: [The political economy of health and healthcare: the rise of the patient citizen by Costa-Font, Joan](#)

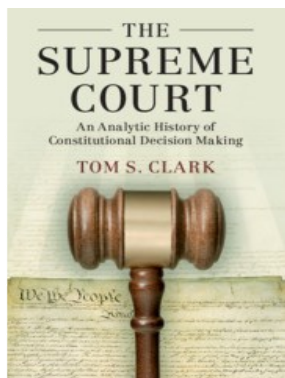
New York Cambridge University Press 2020

Acc. No. 002584

Call No. 362.1 COS

Summary: This book discusses a number of institutional influences of a health system, such as federalism, the nature of collective action, electoral competition, constitutional designs, political ideologies, the welfare effects of corruption and lobbying and, more generally, the dynamics of change. Whilst drawing on the theoretical concepts of political economy, this book describes an institution-grounded analysis of health systems in an accessible way. We hope it will appeal to both undergraduate and graduate students studying health economics, health policy and public policy.

[Click for more details](#)



Sr. No. 31

Title: [The supreme court: an analytic history of constitutional decision making by Clark, Tom S.](#)

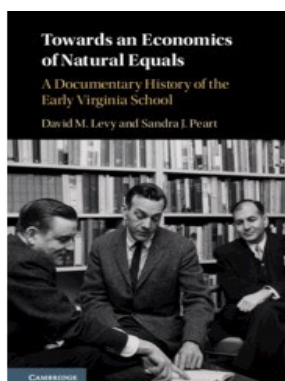
New York Cambridge University Press 2019

Acc. No. 002585

Call No. 347.732609 CLA

Summary: This book presents a quantitative history of constitutional law in the United States and brings together humanistic and social-scientific approaches to studying law. Using theoretical models of adjudication, Tom S. Clark presents a statistical model of law and uses the model to document the historical development of constitutional law. Using sophisticated statistical methods and historical analysis of court decisions, the author documents how social and political forces shape the path of law. Spanning the history of constitutional law since Reconstruction,

[Click for more details](#)



Sr. No. 32

Title: [Towards an economics of natural equals: a documentary history of the early Virginia school by Levy, David M.](#)

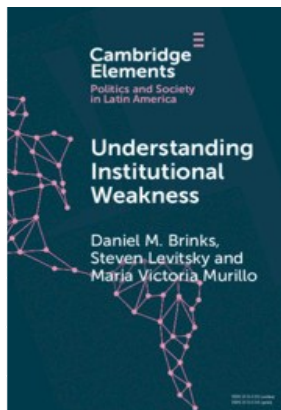
New York Cambridge University Press 2020

Acc. No. 002586

Call No. 330.15 LEV

Summary: The Virginia School's economics of natural equals makes consent critical for policy. Democracy is understood as government by discussion, not majority rule. The claim of efficiency unsupported by consent, as common in orthodox economics, appeals to social hierarchy. Politics becomes an act of exchange among equals where the economist is only entitled to offer advice to citizens, not to dictators. The foundation of natural equality and consent explains the common themes of James Buchanan and John Rawls as well as Ronald Coase and the Fabian socialists.

[Click for more details](#)



Sr. No. 33

Title: Understanding institutional weakness: power and design in Latin American institutions by Brinks, Daniel M.

New York Cambridge University Press 2019

Acc. No. 002587

Call No. 320.98 BRI

Summary: This Element introduces the concept of institutional weakness, arguing that weakness or strength is a function of the extent to which an institution actually matters to social, economic or political outcomes. It then presents a typology of three forms of institutional weakness: insignificance, in which rules are complied with but do not affect the way actors behave; non-compliance, in which state elites either choose not to enforce the rules or fail to gain societal cooperation with them; and instability, in which the rules are changed at an unusually high rate. The Element then examines the sources of institutional weakness.

[Click for more details](#)



Sr. No. 34

Title: Urban headway and upward mobility in India by Mitra, Arup

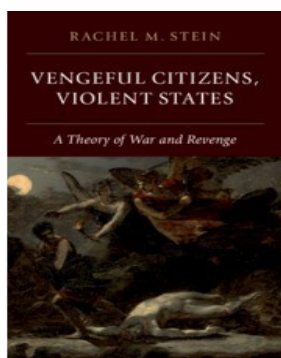
New York Cambridge University Press 2020

Acc. No. 002588

Call No. 307.760954 MIT

Summary: Urbanisation in the literature of development economics is expected to bring in a spectrum of social and economic transformations. With this framework in mind, this book focuses on various aspects of urbanisation in India and its impact on socio-economic variables. The study has been conducted at various levels of disaggregation such as state, district and city and the data is sourced from population census, NSSO's surveys on employment-unemployment schemes and results and consumption expenditure, and primary surveys on slum households conducted by the author. Urbanisation is studied as a process particular to developing countries, contextualising it within the study of India.

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Sr. No. 35

Title: Vengeful citizens, violent states: a theory of war and revenge by Stein, Rachel M.

New York Cambridge University Press 2019

Acc. No. 002589

Call No. 303.6 STE

Summary: This book will change the way scholars think about how citizens form their opinions regarding the use of military force and about the role those opinions play in shaping when and how democracies go to war. Develops a novel theory linking individual vengefulness to state behavior, which provides a new framework for thinking about how ordinary individuals matter in international relations, Demonstrates that attitudes towards war vary cross-nationally due to cultural differences in core values

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Sr. No. 36

Title: When democracies deliver: governance reform in Latin America by Bersch, Katherine

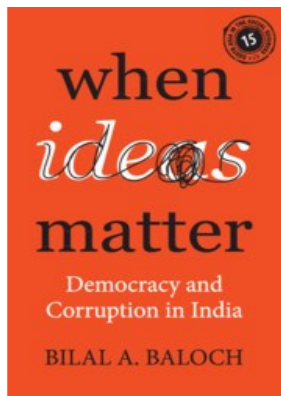
New York Cambridge University Press 2019

Acc. No. 002590

Call No. 351.81 BER

Summary: This book challenges conventional wisdom to reveal that incremental changes sequenced over time prove more effective in promoting accountability, increasing transparency, and strengthening institutions than comprehensive overhauls pushed through by political will. Developing an innovative theory that integrates cognitive-psychological insights about decision making with research on institutional change, Katherine Bersch shows how political and organizational factors can shape reform strategies and information processing. Through extensive interviews and field research,

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Sr. No. 37

Title: *When ideas matter: democracy and corruption in India* by Baloch, Bilal A.

New York Cambridge University Press 2021

Acc. No. 002591

Call No. 320.60954 BAL

Summary: Comparativist scholarship conventionally gives unbridled primacy to external, material interests—chiefly votes and rents—as proximately shaping political behaviour. These logics tend to explicate elite decision-making around elections and pork barrel politics but fall short in explaining political conduct during credibility crises, such as democratic governments facing anti-corruption movements. In these instances, Baloch shows, elite ideas, for example concepts of the nation or technical diagnoses of socioeconomic development, dominate policymaking. Scholars leverage these arguments in the fields of international relations, American politics, and the political economy of development.

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Sr. No. 38

Title: *Who Judges?: designing jury systems in Japan, East Asia, and Europe* by Kage, Rieko

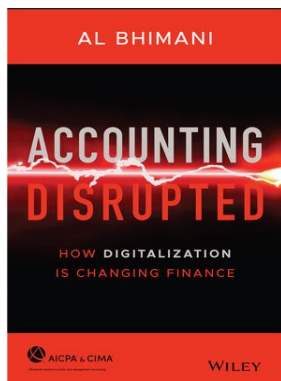
New York Cambridge University Press 2019

Acc. No. 002592

Call No. 347.0752 KAG

Summary: Why? Who Judges? is the first book to offer a systematic account for why different countries design their new jury/lay judge systems in very different ways. Drawing on detailed theoretical analysis, original case studies, and content analysis of fifty years of Japanese parliamentary debates, the book reveals that the relative power of 'new left'-oriented political parties explains the different magnitudes of reform in the four countries. Rieko Kage's vital new study opens up an exciting new area of research for comparative politics and socio-legal studies.

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Sr. No. 39

Title: *Accounting disrupted: how digitalization is changing finance* by Bhimani, Al.

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002593

Call No. 657 BHI

Summary: Accounting Disrupted: How Digitalization is Changing Finance delivers a powerful analysis of the new technological forces buffeting the accounting profession and identifies key pathways to responding to the challenges. Al Bhimani, distinguished accountant, academic, and author, shows readers how established business fundamentals are being eclipsed and that accounting has not been spared. You'll learn: How the new realities of digitalization, including big data and AI, are affecting audit work and financial management practices, How learning fast about and from more diverse data sources is essential to the new accounting environment

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Sr. No. 40

Title: *Advance: the ultimate how-to guide for your career* by Burnison, Gary

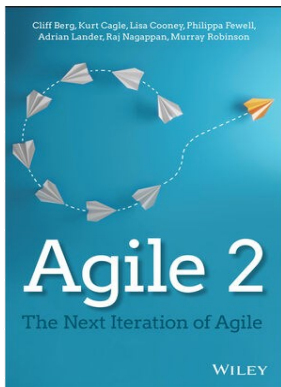
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002594

Call No. 650.1 BUR

Summary: Advance is extremely timely and topical in today's do-it-yourself career development world. Average job tenure has fallen to about four years on average and often only one or two years for younger professionals. These "career nomads" simply aren't around long enough to access career development from their employers. On the other end of the workplace spectrum, many employees find themselves stuck in one job without a promotion, without any raise to speak of, and with no opportunities to learn and grow.

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Sr. No. 41

Title: Agile 2: the next iteration of Agile by Berg, Cliff

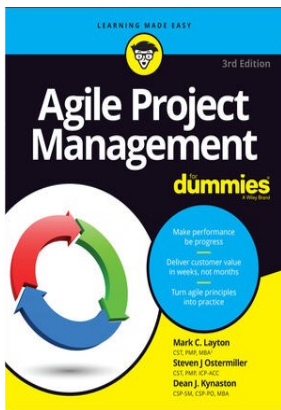
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002595

Call No. 005.1 BER

Summary: Most Agile transformations struggle. According to an Allied Market Research study, "63% of respondents stated the failure of agile implementation in their organizations." The problems with Agile start at the top of most organizations with executive leadership not getting what agile is or even knowing the difference between success and failure in agile. Agile transformation is a journey, and most of that journey consists of people learning and trying new approaches in their own work. An agile organization can make use of coaches and training to improve their chances of success.

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Sr. No. 42

Title: Agile project management for dummies by Layton, Mark C.

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002596

Call No. 005.1068 LAY

Summary: Agile Project Management For Dummies, 3rd Edition gives product developers and other project leaders the tools they need for a successful project. This book's principles and techniques will guide you in creating a product roadmap, self-correcting iterations of deployable products, and preparing for a product launch. Agile approaches are critical for achieving fast and flexible product development. It's also a useful tool for managing a range of business projects. Written by one of the original agile technique thought-leaders, this book guides you and your teams in discovering why agile techniques work and how to create an effective agile environment. Users will gain the knowledge to improve various areas of project management.

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Sr. No. 43

Title: Alternative investments: CAIA level I by Chambers, Donald R.

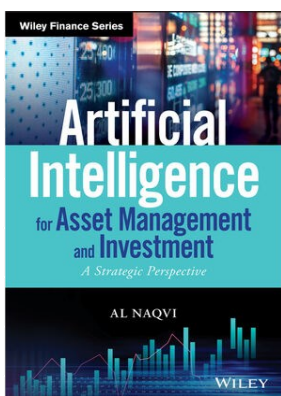
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002597

Call No. 332.6019 CHA

Summary: Alternative Investments: CAIA Level I, 4th Edition is the curriculum book for the Chartered Alternative Investment Analyst (CAIA) Level I professional examination. Covering the fundamentals of the alternative investment space, this book helps you build a foundation in alternative investment markets. You'll look closely at the different types of hedge fund strategies and the range of statistics used to define investment performance as you gain a deep familiarity with alternative investment terms and develop the computational ability to solve investment problems.

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Sr. No. 44

Title: Artificial intelligence for asset management and investment: a strategic perspective by Naqvi, Al.

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002598

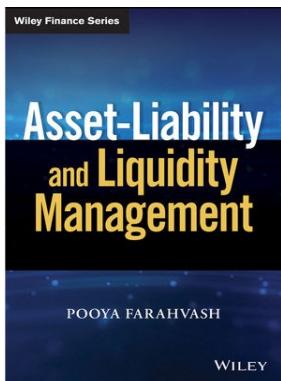
Call No. 332.6028563 NAQ

Summary: The rise of artificial intelligence is nothing short of a technological revolution. AI is poised to completely transform asset management and investment banking, yet its current application within the financial sector is limited and fragmented. Existing AI implementations tend to solve very narrow business issues, rather than serving as a powerful tech framework for next-generation finance. Artificial Intelligence for Asset Management and Investment provides a strategic viewpoint on how AI can be comprehensively integrated within investment finance, leading to evolved performance in compliance, management, customer service, and beyond.

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Sr. No. 45

Title: Asset-liability and liquidity management by Farahvash, Pooya

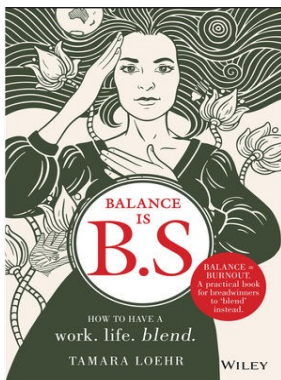
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002599

Call No. 332.10681 FAR

Summary: Asset-Liability and Liquidity Management distills the author's extensive experience in the financial industry, and ALM in particular, into concise and comprehensive lessons. Each of the topics are covered with a focus on real-world applications, based on the author's own experience in the industry. The author is the Vice President of Treasury Modeling and Analytics at American Express. He is also an adjunct Professor at New York University, teaching a variety of analytical courses. Learn from the best as Dr. Farahvash takes you through basic and advanced topics, including: The fundamentals of analytical finance,

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Sr. No. 46

Title: Balance is B.S: how to have a work life blend by Loehr, Tamara

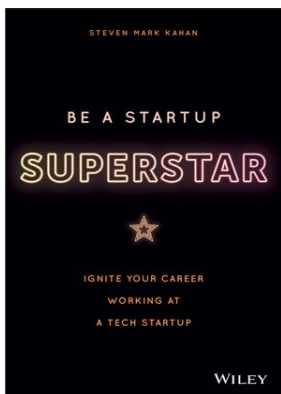
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002600

Call No. 650.1 LOE

Summary: Balance is B.S. is an unflinching and honest look at the challenges today's working woman faces in balancing her professional and personal lives. In the United States, women comprise over 40% of household income. Increased gender diversity in the modern business landscape continues to have a positive impact on bottom lines and revenue reports across the economy, and offers significant benefits for ambitious women in the workplace. This increase of women in the workforce does present a serious problem—women are working longer and harder outside of the home, but their workload has not lessened inside of the home.

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Sr. No. 47

Title: Be a startup superstar: ignite your career working at a tech start-up by Kahan, Steven Mark

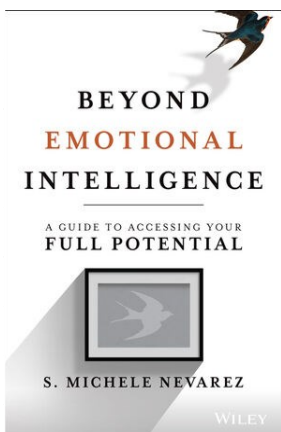
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002601

Call No. 004.678023 KAH

Summary: Are you underemployed or struggling to find a fulfilling career? Stuck on a low rung of the corporate ladder and don't see a way up anytime soon? You're not alone. Like many recent college grads and people who feel stuck in their corporate jobs, you've probably never considered working for a technology company that's just starting out, especially if you're not a tech whiz. That doesn't matter. Tech startups are desperate for talent and creativity in all kinds of fields from people with leadership skills and new ideas—people like you!

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Sr. No. 48

Title: Beyond emotional intelligence: a guide to accessing your full potential by Nevarez, S. Michele

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002602

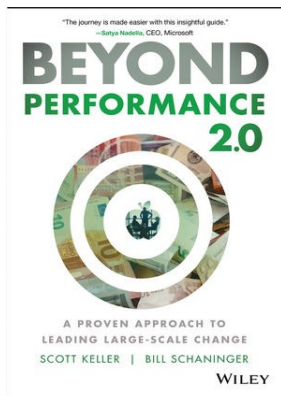
Call No. 158.1 NEV

Summary: Beyond Emotional Intelligence reveals how our ingrained mental tendencies can either help or hinder us, depending on how conscious we are of their influence over our lives. Whether we seek to set and achieve our desired outcomes, improve our relationships, or live in alignment with what we value most, we need emotional intelligence (EI) to identify and overcome the mental patterns that may be keeping us stuck. In this book, you'll embark on 12 Self-Discoveries that will help you get to know yourself, so you can stop getting in your own way. You'll learn how, with practice, you can retrain your mind to develop new thought patterns that will serve you better as you work toward your life's aspirations.

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Sr. No. 49

Title: *Beyond performance 2.0: a proven approach to leading large-scale change* by Keller, Scott

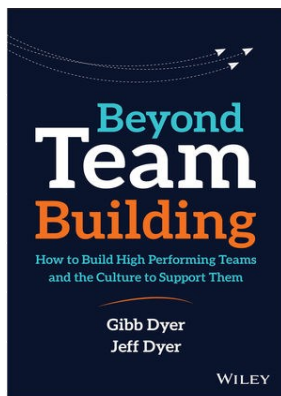
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002603

Call No. 658.406 KEL

Summary: Leaders aren't short on access to change management advice, but the jury has long been out as to which approach is the best one to follow. With the publication of *Beyond Performance 2.0*, the verdict is well and truly in. By applying the approach detailed by authors, Scott Keller and Bill Schaninger, the evidence shows that leaders can more than double their odds of success—from thirty percent to almost eighty. Whereas the first edition of *Beyond Performance* introduced the authors' "Five Frames of Performance and Health" approach to change management,

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Sr. No. 50

Title: *Beyond team building: how to build high performing teams and the culture to support them* by Dyer, Gibb

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002604

Call No. 658.4022 DYE

Summary: *Beyond Team Building: How to Build High Performing Teams and the Culture to Support Them* represents the latest in thinking about creating effective teams. The authors present a new "Five C" framework that focuses on the core aspects of team building. The book helps the reader assess how his/her team is performing on each of the 5Cs—context, composition, competencies, change, and collaborative leadership, and discusses options concerning how to improve team performance along each of these dimensions. The book includes: A wealth of examples of effective (and ineffective) teams from such companies as Cisco Systems,

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Sr. No. 51

Title: *Big data science in finance* by Aldridge, Irene

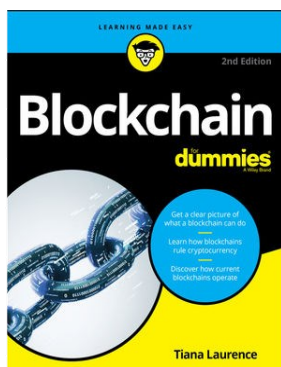
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002605

Call No. 332.028557 ALD

Summary: Data science has fundamentally changed Wall Street—applied mathematics and software code are increasingly driving finance and investment-decision tools. *Big Data Science in Finance* examines the mathematics, theory, and practical use of the revolutionary techniques that are transforming the industry. Designed for mathematically-advanced students and discerning financial practitioners alike, this energizing book presents new, cutting-edge content based on world-class research taught in the leading Financial Mathematics and Engineering programs in the world. Marco Avellaneda, a leader in quantitative finance,

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Sr. No. 52

Title: *Blockchain for dummies* by Laurence, Tiana

New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002606

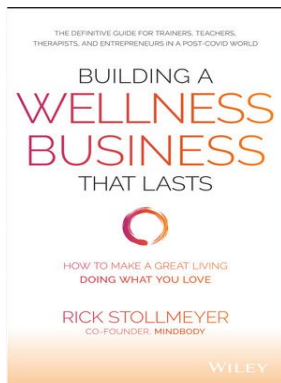
Call No. 332.178 LAU

Summary: Blockchain technologies are disrupting some of the world's biggest industries. *Blockchain For Dummies* provides a fast way to catch up with the essentials of this quickly evolving tech. Written by an author involved in founding and analyzing blockchain solutions, this book serves to help those who need to understand what a blockchain can do (and can't do). This revised edition walks you through how a blockchain securely records data across independent networks. It offers a tour of some of the world's best-known blockchains, including those that power Bitcoin and other cryptocurrencies.

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Sr. No. 53

Title: Building a wellness business that lasts: how to make a great living doing what you love by Stollmeyer, Rick

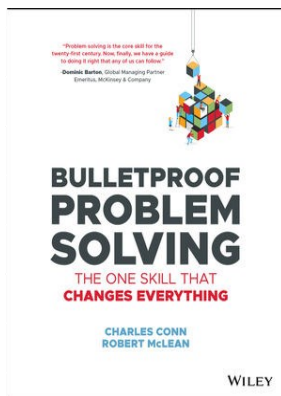
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002607

Call No. 610 STO

Summary: As we emerge from COVID-19 the world sits on the cusp of a massive wave of wellness industry growth. This "Fourth Wave of Wellness" will bring hundreds of millions more people into healthier, happier lifestyles, creating millions of jobs and producing massive entrepreneurial opportunities. Whether your goal is to work from home, open a neighborhood wellness studio or launch the next global wellness brand, Building a Wellness Business That Lasts is your definitive guide.

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Sr. No. 54

Title: Bulletproof problem solving: the one skill that changes everything by Conn, Charles

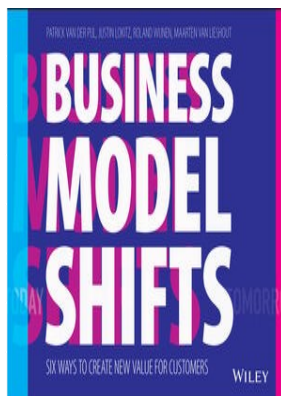
New Jersey John Wiley & Sons, Inc. 2018

Acc. No. 002608

Call No. 153.43 CON

Summary: Complex problem solving is at the very top of the list of essential skills for career progression in the modern world. But how problem solving is taught in our schools, universities, businesses and organizations comes up short. In Bulletproof Problem Solving: The One Skill That Changes Everything you'll learn the seven-step systematic approach to creative problem solving developed in top consulting firms that will work in any field or industry, turning you into a highly sought-after bulletproof problem solver who can tackle challenges that others balk at.

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Sr. No. 55

Title: Business model shifts: six ways to create new value for customers by Pijl, Patrick Van Der

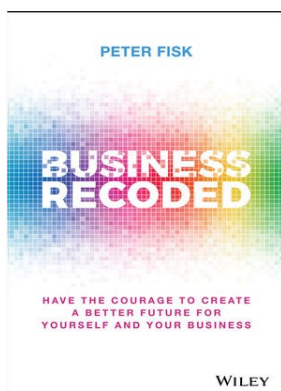
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002609

Call No. 658.16 PIJ

Summary: Business Model Shifts is co-authored by Patrick van Der Pijl, producer of the global bestseller Business Model Generation, and offers a groundbreaking look at the challenging times in which we live, and the real-world solutions needed to conquer the obstacles organizations must now face. Business Model Shifts is a visually stunning guide that examines six fundamental disruptions happening now and spotlights the opportunities that they present: The Services Shift: the move from products to services, The Stakeholder Shift: the move from an exclusive shareholder orientation to creating value for all stakeholders, including employees and society

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Sr. No. 56

Title: Business recoded: have the courage to create a better future for yourself and your business by Fisk, Peter

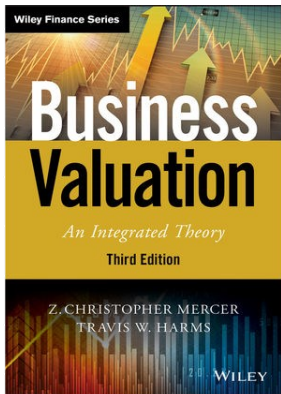
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002610

Call No. 658.4063 FIS

Summary: 'Business Recoded is a great source of inspiration for leaders who want to explore, shape and prepare themselves for the future.' alexander osterwalder, author of Business Model Generation and The Invincible Company. 'It is not often that we have moments of magic in any business. What Peter has given us is more than just ideas and inspiration, but a whole way of thinking about how we could reinvent our future, and start making it happen tomorrow.'

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Sr. No. 57

Title: *Business valuation: an integrated theory* by Mercer, Z. Christopher

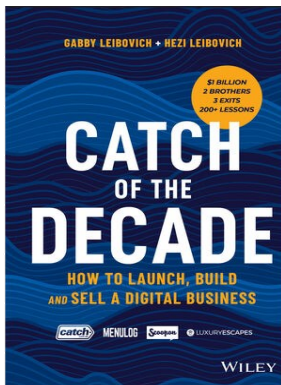
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002611

Call No. 658.155 MER

Summary: Business Valuation: An Integrated Theory explores the core concepts of the integrated theory of business valuation and adapts the theory to reflect how the market for private business actually works. In this third edition of their book, the authors—two experts on the topic of business valuation—help readers translate valuation theory into everyday valuation practice. This important updated book: Includes an extended review of the core concepts of the integrated theory of business valuation and applies the theory on a total capital basis, Explains “typical” valuation discounts (marketability and minority interest) and premiums (control premiums) in the context of financial theory, institutional reality and the behavior of market participants

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Sr. No. 58

Title: *Catch of the decade: how to launch, build and sell a digital business* by Leibovich, Gabby

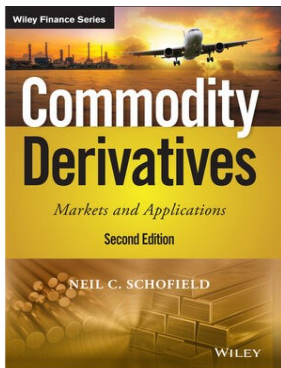
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002612

Call No. 658.1141 LEI

Summary: In Catch of the Decade, two of Australia’s most successful online superstars reveal how they’ve built, launched, merged, and sold some of the most disruptive businesses in Australia today: Catch, Scoopon, Menulog and Luxury Escapes. This book contains little-known secrets and strategies that will help you shorten your learning curve, avoid mistakes, and bring your business dream alive. The wisdom revealed in this book is hard won: brothers Gabby and Hezi Leibovich started with no money and no connections,

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Sr. No. 59

Title: *Commodity derivatives: markets and applications* by Schofield, Neil

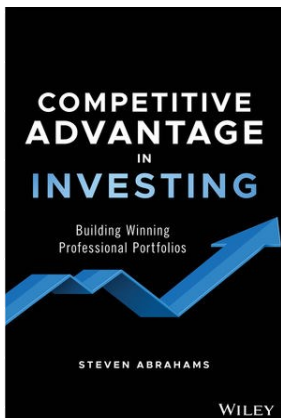
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002613

Call No. 332.6457 SCH

Summary: Commodity Derivatives: Markets and Applications, expert trading educator and author Neil Schofield delivers a comprehensive overview of a wide variety of commodities and derivatives. Beginning with discussions of commodity markets generally before moving on to derivative valuation and risk management, the author then dives into individual commodity markets, like gold, base metals, crude oil, natural gas, electricity, and more. Schofield relies on his extensive experience at Barclays Investment Bank to offer readers detailed examinations of commodity finance and the use of commodities within a wider investment portfolio.

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Sr. No. 60

Title: *Competitive advantage in investing: building winning professional portfolios* by Abrahams, Steven

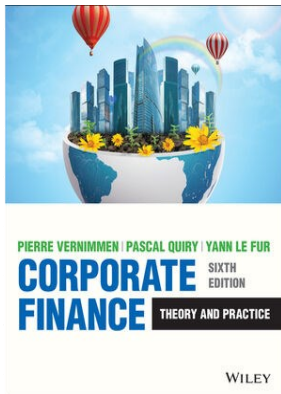
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002614

Call No. 332.6 ABR

Summary: This innovative book guides investment professionals on building and sustaining competitive advantage and helps policymakers and researchers apply theory in a wide range of practical settings. Author Steven Abrahams—Senior Managing Director at Amherst Pierpont Securities and former Adjunct Professor of Finance and Economics at Columbia Business School—draws from his experience in both academic theory and real-life strategic investing to bridge the two worlds. This valuable resource: Connects the formal literature on investing to the actual work of most institutional portfolio managers,

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Sr. No. 61

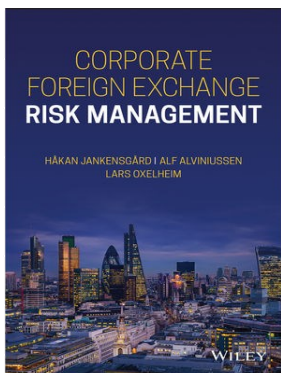
Title: Corporate finance: theory and practice by Vernimmen, Pierre
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002615

Call No. 658.15 VER

Summary: Corporate Finance: Theory and Practice delivers a uniquely European perspective on the foundations and latest trends in corporate finance, including the marked shifts brought about by sustainability, environmental, and social concerns. Containing updated statistics and graphs, the book covers the latest innovations in financial practice, like the rise of private equity investment, the continuous decline in listed companies, and the dramatic surge of sustainability-linked financing products. Readers get access to an accompanying website that offers regularly updated statistics, graphs, and charts, direct email access to the authors, quizzes, case studies, articles, and more.

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Sr. No. 62

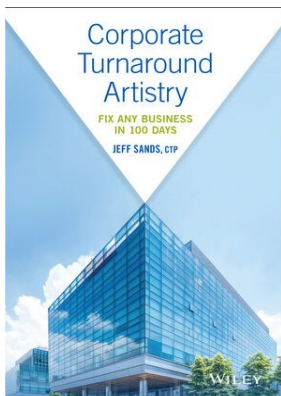
Title: Corporate foreign exchange risk management by Jankensgard, Hakan
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002616

Call No. 658.15 JAN

Summary: This innovative guide integrates academic discussion of the economics of risk management decisions and pragmatic advice for various situations in which performance measures affected by accounting standards are paid considerable attention. Readers are provided with the tools and knowledge required to handle a broad range of issues related to ForEx risk management. Clear, non-technical chapters demystify concepts that often appear complicated and confusing to managers. Written by globally-recognised experts in corporate finance, risk management and international business,

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Sr. No. 63

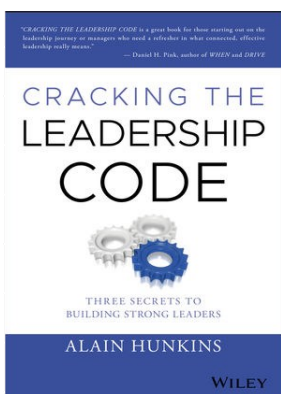
Title: Corporate turnaround artistry: fix any business in 100 days by Sands, Jeff
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002617

Call No. 658.4063 SAN

Summary: Corporate Turnaround Artistry is a complete guide for entrepreneurial companies in times of financial distress—presenting effective strategies and proven methods to revive and rehabilitate your business. Uncertain economic times have significantly altered the financial resources available to struggling businesses. Narrowing margins and mounting internal and external pressure has taken their toll on many companies. Fortunately, most businesses can be repaired while maintaining their existing revenue structure. Offering practical steps that go beyond simple cost-cutting and sales-building advice, this invaluable guide teaches you how to control cash,

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Sr. No. 64

Title: Cracking the leadership code: three secrets to building strong leaders by Hunkins, Alain

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002618

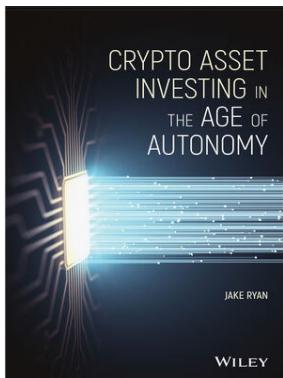
Call No. 658.4092 HUN

Summary: Cracking the Leadership Code shares the valuable principles and practices that Hunkins developed and refined during the 20+ years he's worked with leaders. When you crack the code, you'll have a new operating model for organizational leadership that will help your teams thrive in a 21st century economy. Discover the brain science behind leading people, Get inspired by real life leadership stories, Use a practical leadership tool kit to become a better leader, Learn how to communicate, influence, and persuade others, more effectively than ever before

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Sr. No. 65

Title: [Crypto asset investing in the age of autonomy by Ryan, Jake](#)

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002619

Call No. 332.4 RYA

Summary: Crypto is the mechanism that will accrue value from being the infrastructure for the next digital financial revolution. Crypto Asset Investing lays out a case that we've begun a new technological revolution similar to the Internet Age of the 1990's. Artificial intelligence, the Internet of Things, robotics and cryptocurrency are converging to deliver on a new age, what I call the Age of Autonomy. Understanding the transformation that's taken place before anyone else can yield enormous investment opportunity. In this book, you'll learn how and why to invest in crypto assets.

[Click for more details](#)



Sr. No. 66

Title: [Culture fix: how to create a great place to work by Ellis, Colin D.](#)

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002620

Call No. 302.35 ELI

Summary: Culture is the key to success for every organisation, but what do great cultures do and what makes them successful? In Culture Fix, author Colin D. Ellis shows you how to change the way you do things and create a winning culture that will keep your organisation relevant today and into the future. No matter your business, industry or country, your culture's success depends on the emotional intelligence and engagement of people within it. Whether you're a CEO, a manager, or a team leader, this comprehensive playbook provides everything you need to build self-motivating teams capable of delivering great value and great employee

[Click for more details](#)



Sr. No. 67

Title: [Customer data platforms: use people data to transform the future of marketing engagement by Kihn, Martin](#)

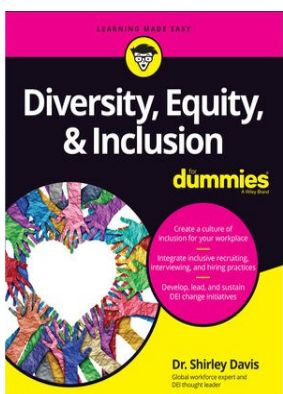
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002621

Call No. 658.8340285 KIH

Summary: Customer Data Platforms takes a deep dive into everything CDP so you can learn how to steer your firm toward the future of personalization. Over the years, many of us have built byzantine "stacks" of various marketing and advertising technology in an attempt to deliver the fabled "right person, right message, right time" experience. This can lead to siloed systems, disconnected processes, and legacy technical debt. CDPs offer a way to simplify the stack and deliver a balanced and engaging customer experience. Customer Data Platforms breaks down the fundamentals, including how to:

[Click for more details](#)



Sr. No. 68

Title: [Diversity, equity, and inclusion for dummies by Davis, Shirley](#)

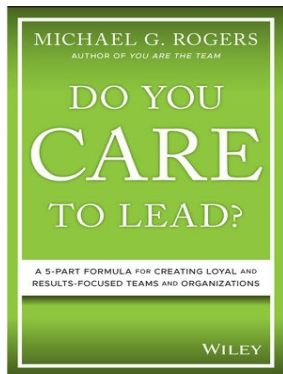
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002622

Call No. 658.3008 DAV

Summary: In Diversity, Equity & Inclusion For Dummies, global workforce expert, and three-time Chief Diversity and Inclusion Officer Dr. Shirley Davis unveils her extensive collection of real-world experiences, stories, case studies, checklists, assessments, tips, and strategies that will give you a deeper understanding of the business impact of DEI and how your role as a leader can contribute to your company's long term success. You'll learn: The fundamentals of DEI and how it drives business performance and impact, How to conduct comprehensive DEI organizational assessments to identify systemic and institutional inequities

[Click for more details](#)



Sr. No. 69

Title: Do you care to lead?: a 5 part formula for creating loyal and results-focused teams and organizations by Rogers, Michael

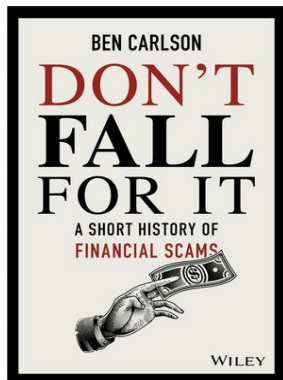
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002623

Call No. 303.34 ROG

Summary: In this book, Michael illustrates his ideas and concepts through introspective questions and inspiring stories that keep you engaged and have you regularly looking at your own leadership and asking; Am I the kind of leader people really want to follow? After reading this book, you'll have the tools to apply practical servant leadership approaches that create buy-in into bigger visions, improve loyalty and engagement and move your teams and organizations to unprecedented levels of action.

[Click for more details](#)



Sr. No. 70

Title: Don't fall for it: a short history of financial scams by Carlson, Ben

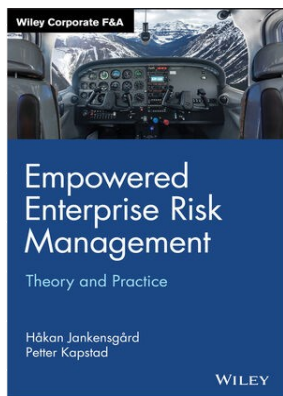
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002624

Call No. 364.16309 CAR

Summary: Don't Fall For It is a fascinating look into some of the biggest financial frauds and scams ever. This compelling book explores specific instances of financial fraud as well as some of the most successful charlatans and hucksters of all-time. Sharing lessons that apply to business, money management, and investing, author Ben Carlson answers questions such as: Why do even the most intelligent among us get taken advantage of in financial scams? What make fraudsters successful? Why is it often harder to stay rich than to get rich? Each chapter in examines different frauds, perpetrators, or victims of scams.

[Click for more details](#)



Sr. No. 71

Title: Empowered enterprise risk management: theory and practice by Jankensgård, Hakan

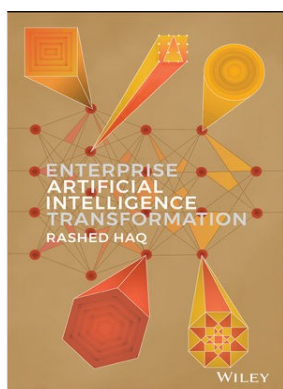
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002625

Call No. 658.155 JAN

Summary: In this book, two experts on the topic raise the question of why many ERM programmes end up as box-checking silos with almost no connection to important decision-making processes, whereas others are empowered and end up having a profound impact on the firm's culture, governance structures, and strategy process. The book establishes a path to empowered ERM by drawing on insights from theory and hard-won lessons from practice. Success factors enabling this transition are thoroughly discussed in a start-to-finish narrative describing the theoretical underpinnings of ERM,

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Sr. No. 72

Title: Enterprise artificial intelligence transformation: a playbook for the next generation of business and technology leaders by Haq, Rashed

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002626

Call No. 006.3068 HAQ

Summary: This book grants technology leaders the insight to create and scale their AI capabilities and bring their companies into the new generation of technology. As AI continues to grow into a necessary feature for many businesses, more and more leaders are interested in harnessing the technology within their own organizations. In this new book, leaders will learn to master AI fundamentals, grow their career opportunities, and gain confidence in machine learning. Enterprise Artificial Intelligence Transformation covers a wide range of topics, including: Real-world AI use cases and examples

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ENTERPRISE RISK MANAGEMENT

Today's Leading Research and Best Practices for Tomorrow's Executives
Second Edition



John R.S. Fraser, Rob Quail, and Betty Simkins

Foreword by Robert S. Kaplan, Senior Fellow
and Martin Bower Professor of Leadership
Development, Harvard Business School

Sr. No. 73

Title: Enterprise risk management: today's leading research and best practices for tomorrow's executives by Fraser, John R. S.

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002627

Call No. 658.155 FRA

Summary: Enterprise Risk Management introduces you to the concepts and techniques that allow you to identify risks and prioritize the appropriate responses. This invaluable guide offers a broad overview, covering key issues while focusing on the principles that drive effective decision making and determine business success. This comprehensive resource also provides a thorough introduction to ERM as it relates to credit, market, and operational risk, as well as the evolving requirements of the board of directors' role in overseeing ERM.

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Sr. No. 74

Title: Yes, you can do this!: how women start up, scale up, and build the life they want by Reuter, Claudia

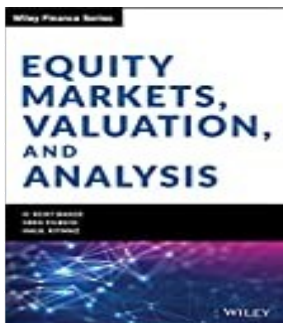
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002628

Call No. 658.11082 REU

Summary: In Yes, You Can Do This!, Claudia shares her own reasons for starting a business and makes a call to action for women to consider entrepreneurship so that they can create businesses with the rules they want and change the playing field for others, making a significant impact in the world. More than a "how-to book" on building a business, Yes, You Can Do This! provides clear examples and practical resources to help others create the life they want through entrepreneurship.

[Click for more details](#)



Sr. No. 75

Title: Equity markets, valuation, and analysis by Baker, H. Kent.

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002629

Call No. 332.632042 BAK

Summary: Equity Markets, Valuation, and Analysis brings together many of the leading practitioner and academic voices in finance to produce a comprehensive and empirical examination of equity markets. Masterfully written and edited by experts in the field, Equity Markets, Valuation, and Analysis introduces the basic concepts and applications that govern the area before moving on to increasingly intricate treatments of sub-fields and market trends.

Sr. No. 76

Title: Everyday people, extraordinary leadership: how to make a difference regardless of your title, role, or authority by Kouzes, James

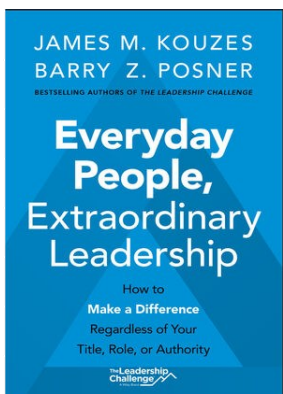
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002630

Call No. 158.4 KOU

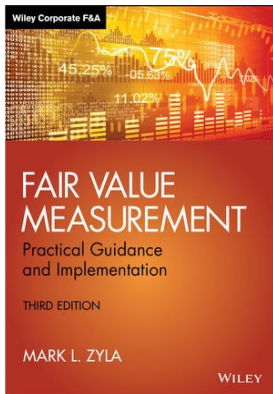
Summary: This book is perfectly applicable and accessible for anyone who wants to improve their own leadership potential and who isn't yet in an official leadership role. Everyday People, Extraordinary Leadership offers authoritative new insights, original case studies and examples, and practical guidance for those individuals who want to make a difference. You supply the will, and this book will supply the way.

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Sr. No. 77

Title: Fair value measurements: practical guidance and implementation by Zyla, Mark L.

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002631

Call No. 657.7 ZYA

Summary: Fair Value Measurement provides hands-on guidance and the latest best practices for measuring fair value in financial reporting. The Financial Accounting Standards Board (FASB), the U.S. Securities and Exchange Commission (SEC), and the American Institute of CPAs (AICPA) have all updated their guidelines for practitioners, and this book details the changes from a practical perspective. This new third edition includes a discussion on Private Company Council accounting alternatives for business combinations and impairment testing, with a detailed example of the Market Participant Acquisition Premium (MPAP),

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Sr. No. 78

Title: Faster disaster recovery: the business owner's guide to developing a business continuity plan by Elder, Jennifer H.

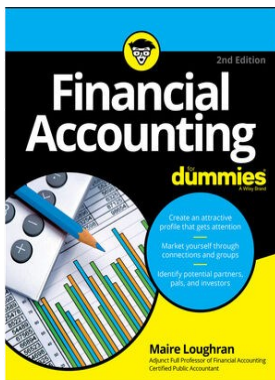
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002632

Call No. 658.4056 ELD

Summary: Faster Disaster Recovery provides a 10-step approach for business owners on creating a disaster recovery plan (from both natural and man-made events). Each chapter ends with thought-provoking questions that allow business owners to explore their particular situation. Covers natural events such as earthquakes and floods, Provides guidance on dealing with man-made events such as terrorist attacks, Offers worksheets to make your contingency plans

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Sr. No. 79

Title: Financial accounting for dummies by Loughran, Maire

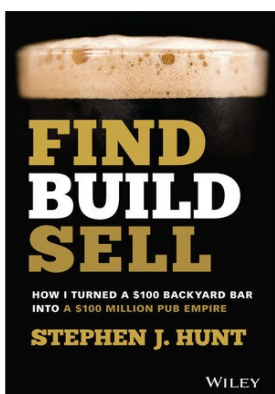
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002633

Call No. 657 LOU

Summary: Financial Accounting For Dummies can help to demystify abstract concepts in a straightforward, friendly way. With step-by-step examples and real-world scenarios practice, it helps you grasp the fundamentals of accounting until you're ready to interpret, analyze, and evaluate corporate financial statements like you've been doing it all your life. Packed with easy-to-understand examples, this book takes you from the big three financial statements all the way through to income taxes. Or join the anti-fraud squad by discovering how to spot the ten most common accounting shenanigans.

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Sr. No. 80

Title: Find. Build. Sell.: how I turned a \$100 backyard bar into a \$100 million pub empire by Hunt, Stephen

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002634

Call No. 658.11 HUN

Summary: Discover how one of Australia's most successful hotel publicans turned his \$100 backyard beer garden into a \$100 million pub empire. In his straightforward and down-to-earth Australian style, Stephen J. Hunt outlines the blueprint and frameworks he uses to turn failing and under-performing business into multi-million-dollar successes. Hunt draws on his own dishwasher-to-pub-mogul story to provide readers with an actionable roadmap to formulating an idea, raising money, recruiting employees, fending off competitors, and, eventually, cashing out.

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Sr. No. 81

Title: Get hired now!: how to accelerate your job search, stand out, and land your next great opportunity by Siegel, Ian

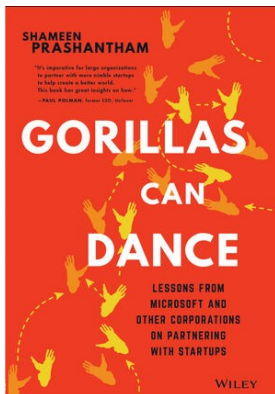
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002635

Call No. 650.14 SIE

Summary: In Get Hired Now!, ZipRecruiter founder and CEO Ian Siegel tells you exactly how to find a new job fast. With an insider's view of how over a million employers really make hires, Ian pulls insights from the data to give you step-by-step instructions for writing a resume that works, finding the right jobs to apply to, acing a job interview, and negotiating a job offer. Debunk the conventional wisdom, Break the unconscious habits that are sabotaging your success

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Sr. No. 82

Title: Gorillas can dance: lessons from Microsoft and other corporations on partnering with startups by Prashantham, Shameen

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002636

Call No. 658.1142 PRA

Summary: In Gorillas Can Dance, distinguished international business strategy professor and expert Dr. Shameen Prashantham delivers a proven roadmap for large corporations collaborating with startups. Drawing on over a decade of international research, Dr. Prashantham explains the “why,” “how,” and “where” of corporate-start-up partnering. In this book, you’ll learn: How to focus on the three pillars of synergy, interface, and exemplar to achieve outstanding results in your partnership

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Sr. No. 83

Title: Great pajama jobs: your complete guide to working from home by Hannon, Kerry

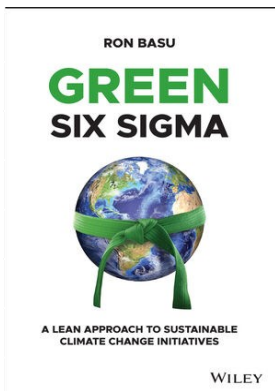
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002637

Call No. 650.14 HAN

Summary: Great Pajama Jobs is your ultimate guide to finding a job where you can work remotely and advance your career while working in pajamas (or certainly something more comfortable than traditional work garb). Learn the nuts and bolts of how to land a remote-access job you love that will allow you to thrive in your career or bring in extra income in retirement, Discover up-to-date resources for finding a solid work from home job for professionals, Read insightful interviews with professionals who have already made the move successfully

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Sr. No. 84

Title: Green six sigma: a lean approach to sustainable climate change initiatives by Basu, Ron

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002638

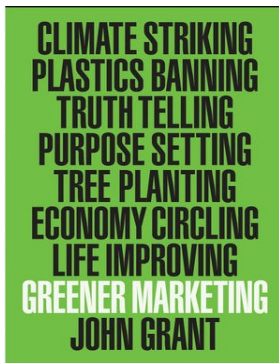
Call No. 658.4013 BAS

Summary: In this much needed book, Dr Ron Basu delivers an insightful exploration as well as sage advice on how to apply the principles of Lean Six Sigma to today’s climate crisis. Green Six Sigma: A Lean Approach to Sustainable Climate Change Initiatives is an adaption of Lean Six Sigma for climate change initiatives. How can we use Green Six Sigma urgently and effectively to reduce greenhouse gas emissions and adapt to the harmful effects of global warming? This practical and workable book covers topics that are highly relevant to the times we live in: Climate change challenges and initiatives to mitigate them,

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Sr. No. 85

Title: Greener marketing by Grant, John

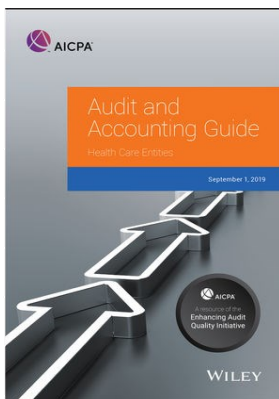
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002639

Call No. 658.802 GRA

Summary: This book is packed with up to date learnings, case examples and trends, covering everything from eco labelling, transparency and the circular economy; to rebound effects, sustainable finance, blockchain and regenerative farming. A core message being that to drive sustainability, marketers firstly do really need to properly understand sustainability, its many applications and implications. Secondly to be effective, marketers need to understand what it means to their consumers and other significant audiences.

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Sr. No. 86

Title: Health care entities: audit and accounting guide by American Institute of Certified Public Accountants

New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002640

Call No. 657.832200973 AME

Summary: Considered the industry's standard resource, this guide will help accountants, auditors, and financial managers to understand the complexities of the specialized accounting and regulatory requirements of the health care industry. Updated for 2019, this edition has been prepared and reviewed by industry experts and provides hands-on, practical guidance for those who work in and with health care entities. A critical resource for auditors, this edition includes new accounting standards and relevant GASB and FASB updates (including those related to private companies).

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Sr. No. 87

Title: Hey whipple, squeeze this: the classic guide to creating great ads by Sullivan, Luke

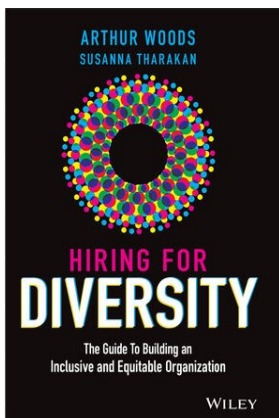
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002641

Call No. 659.132 SUL

Summary: The sixth edition of Hey Whipple, Squeeze This offers a new take on the rapidly evolving industry of creative advertising. Creativity—while critical—is no longer enough to succeed. Updating all the classic creativity training from the first five editions, this updated version now provides the necessary tools to navigate the field's changing technical and social media landscapes. From learning how to tell brand stories to creating content for Instagram, YouTube, and TikTok, Whipple will help sharpen your writing chops, enhance your creativity,

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Sr. No. 88

Title: Hiring for diversity: the guide to building an inclusive and equitable organization by Woods, Arthur

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002642

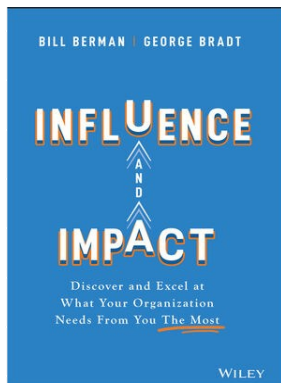
Call No. 658.31108 WOO

Summary: Hiring for Diversity: The Guide to Building an Inclusive and Equitable Organization brings together the most cutting-edge practices for implementing a diversity hiring strategy that leaves your organization with a comprehensive view and an actionable plan. Using the author's research-backed Equal Hiring Index® and work with hundreds of leading employers, the book offers readers the most actionable examples of the policies and practices that inclusive hiring leaders employ today. You'll learn: How to take stock of your existing hiring and retention practices to identify the most urgent and high impact opportunities

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Sr. No. 89

Title: Influence and impact: discover and excel at what your organization needs from you the most by Berman, Bill

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002643

Call No. 650.1 BER

Summary: Influence and Impact: Discover and Excel at What Your Organization Needs From You The Most provides an easy-to-follow, common-sense approach to building influence at any level of an organization. Accomplished leadership and executive coaches Bill Berman and George Bradt offer a fresh perspective on, Evaluating what values, strengths and capabilities you bring to your role, How you can develop new skills to increase your influence, Determining if you are in the right place to have the greatest impact

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Sr. No. 90

Title: Innovation project management: methods, case studies, and tools for managing innovation projects by Kerzner, Harold

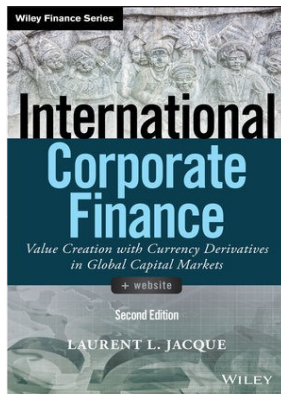
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002644

Call No. 658.4063 KER

Summary: Innovation Project Management provides the tools, insights, and metrics needed to successfully manage innovation projects—helping readers identify problems in their organization, conceive elegant solutions, and, when necessary, promote changes to their organizational culture. There are several kinds of innovation—ranging from incremental changes to existing products to wholly original processes that emerge from market-disrupting new technology—that possess different characteristics and often require different tools.

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Sr. No. 91

Title: International corporate finance: value creation with currency derivatives in global capital markets, second edition by Jacque, Laurent

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002645

Call No. 332.042 JAC

Summary: International Corporate Finance offers thorough coverage of the international monetary system, international financing, foreign exchange risk management and cross-border valuation. Additionally, the book offers keen insight on how disintermediation, deregulation and securitization are re-shaping global capital markets. What is different about International Corporate Finance? Each chapter opens with a real-life mini-case to anchor theoretical concepts to managerial situations.

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Sr. No. 92

Title: International GAAP 2021 (set of 3 vol.)

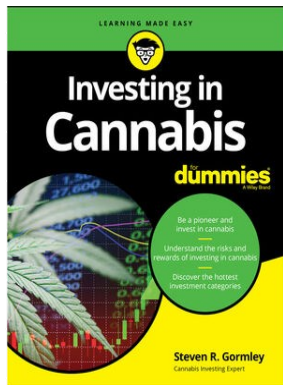
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002646-48

Call No. 657.0218 ERN

Summary: International GAAP 2021 is a detailed guide to interpreting and implementing International Financial Reporting Standards (IFRS). By setting IFRS in a relevant business context, it provides insights on how complex practical issues should be resolved in the real world of global financial reporting. This book is an essential tool for anyone applying, auditing, interpreting, regulating, studying or teaching IFRS. Written by EY financial reporting professionals from around the world, this three-volume guide to reporting under IFRS provides a global perspective on the application of IFRS. The book explains complex technical accounting issues clearly by setting IFRS in a practical context

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Sr. No. 93

Title: Investing in cannabis for dummies by Gormley, Steven R.

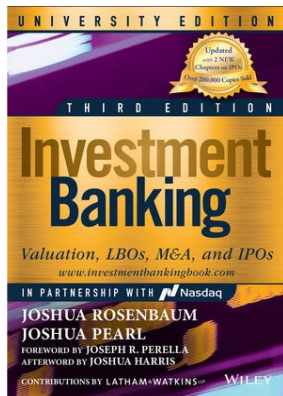
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002649

Call No. 332.6328 GOR

Summary: Investing in Cannabis For Dummies takes readers on an illuminating and whirlwind tour of the legal cannabis investment industry. Written by a renowned expert in the world of cannabis, Steve Gormley (also known as the Cannabis Viking), this book provides an in-depth look at all aspects of publicly traded stocks (nationally and internationally) in the cannabis industry for medical or recreational use. This book covers crucial topics for a firm understanding of investing in the cannabis industry, including: How to evaluate the strength of a cannabis company

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Sr. No. 94

Title: Investment banking: valuation, LBOs, M&A, and IPOs by Rosenbaum, Joshua

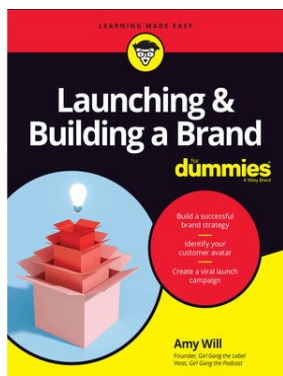
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002650

Call No. 332.66 ROS

Summary: “This book will surely become an indispensable guide to the art of buyout and M&A valuation, for the experienced investment practitioner as well as for the non-professional seeking to learn the mysteries of valuation.” —David M. Rubenstein, Co-Founder and Co-Executive Chairman, The Carlyle Group Host, The David Rubenstein Show: Peer to Peer Conversations. “The two Joshes present corporate finance in a broad, yet detailed framework for understanding valuation, balance sheets, and business combinations. As such, their book is an essential resource for understanding complex businesses and capital structures whether you are on the buy-side or sell-side.”

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Sr. No. 95

Title: Launching and building a brand for dummies by Will, Amy

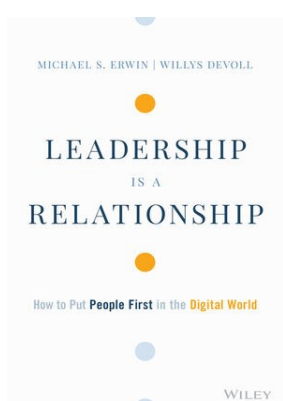
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002651

Call No. 658.827 WIL

Summary: In Launching & Building a Brand For Dummies, Amy Will—who launched her first business at just 24-years-old and has been the brains behind four strong and buzzworthy brands—covers everything from crafting a powerful brand identity and planning that all-important launch to being prepared to scale up as you begin to take off. She reveals crucial lessons from her personal experience in launching five companies, as well as detailing case studies from some of the strongest brands out there, accompanied by insights and advice from successful founders and branding experts.

[Click for more details](#)



Sr. No. 96

Title: Leadership is a relationship: how to put people first in the digital world by Erwin, Michael S.

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002652

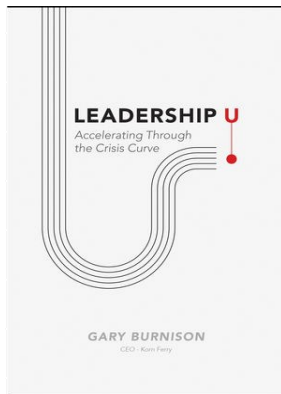
Call No. 658.4092 ERW

Summary: In Leadership is a Relationship, accomplished founders and authors Michael S. Erwin and Willys DeVoll deliver an insightful collection of interviews with leaders who have succeeded by prioritizing the wellbeing of other people. Featuring fresh stories from leaders like Olympic legend Kerri Walsh Jennings, former Secretary of Veterans Affairs Bob McDonald, and visionary principal Dr. Virginia Hill, the book shows how you too can become a relationship-based leader and thrive in our chaotic, digital world.

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Sr. No. 97

Title: Leadership U: accelerating through the crisis curve by Burnison, Gary

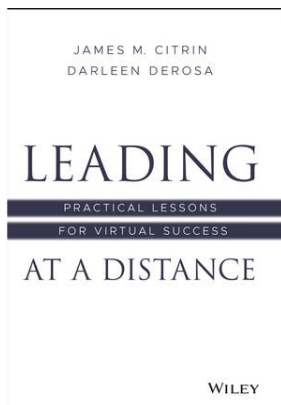
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002653

Call No. 658.4092 BUR

Summary: Leadership is all about others—inspiring them to believe, then enabling that belief to become reality. That’s the essence of Leadership U: it starts with ‘U’ but it’s not about ‘U.’ Those timeless words are timelier than ever today, as leaders look to accelerate through the crisis curve. As author Gary Burnison observes, “There will likely be more change in the next two years than we have seen in the last twenty.” Now, in Leadership U: Accelerating Through the Crisis Curve, Burnison lays out a framework—his “Six Degrees of Leadership”—to show leaders how to create change.

[Click for more details](#)



Sr. No. 98

Title: Leading at a distance: practical lessons for virtual success by Citrin, James

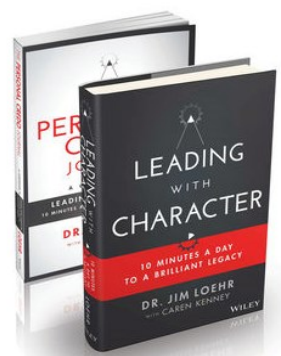
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002654

Call No. 658.4092 CIT

Summary: Leading at a Distance provides executives with the necessary skills to successfully lead in the new virtual workplace, backed by the research and expertise of global leadership firm Spencer Stuart. Although working remotely is not new, the global pandemic has placed virtual work at the center of everyday life. And it has thrust workforce strategies to the core of business operations globally. As the shift towards large-scale virtual work continues to grow and become a permanent fixture—by some estimates, 30% of the workforce will be working virtually – leaders must understand how to build virtual work environments that foster connected, engaged, and high-performing teams.

[Click for more details](#)



Sr. No. 99

Title: Leading with character: 10 minutes a day to a brilliant legacy with the personal Credo Journal by Loehr, James

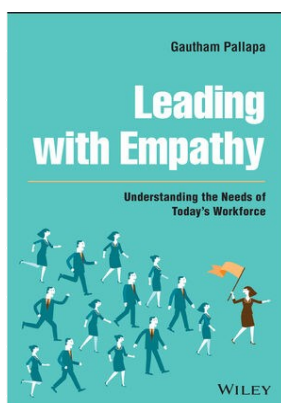
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002655-56

Call No. 658.4092 LOE

Summary: This book will also guide you through the process of developing a Personal Credo that will serve as your decision-making mission statement. Most leaders never take the time to identify their own core values, instead defaulting to a reflexive form of decision making. Gain an awareness of the conscious and unconscious processes that guide what you do and why you do it, and take charge of your leadership legacy. Even good leaders are vulnerable to corruption.

[Click for more details](#)



Sr. No. 100

Title: Leading with empathy: understanding the needs of today's workforce by Pallapa, Gautham

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002657

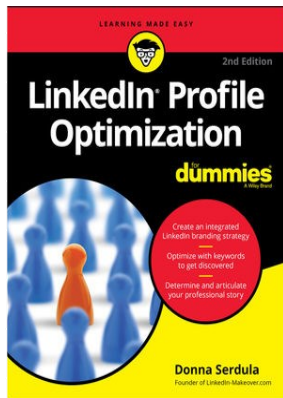
Call No. 152.41 PAL

Summary: In Leading with Empathy: Understanding the Needs of Today's Workforce, acclaimed strategist and business leader Dr. Gautham Pallapa presents an insightful roadmap to leading people through adversity and empowering humans in the workplace, the home, and society. Through this book, the distinguished author examines the impact of recent world-shaking events and how they have impacted us as a species and as individuals. He explores how empathy can help alleviate some of the more harmful effects of hardship and offers key actions that empathic leaders can take to inspire their followers.

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Sr. No. 101

Title: [LinkedIn profile optimization for dummies by Serdula, Donna](#)

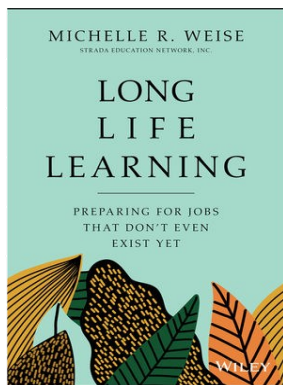
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 00258

Call No. 650.1302854678 SER

Summary: Look at your profile: you know it could be a little better. Too many LinkedIn users are just posting a basic resume and hoping for the offers to come flooding in, missing out on the incredible opportunity the platform offers to properly showcase their talents, products, and services to 610 million professionals in over 200 countries. LinkedIn is way more than a resume tool—to display your professional past and present—it's also your career future and personal brand. Used to its fullest extent, it helps you demonstrate the unique value and culture you provide, the skills and aspirations that make you different, to get the outcomes you truly want. But how's it done?

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Sr. No. 102

Title: [Long life learning: preparing for jobs that don't even exist yet by Weise, Michelle R.](#)

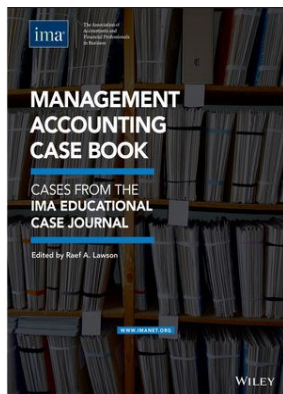
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002659

Call No. 650.13 WEI

Summary: Long Life Learning: Preparing for Jobs That Don't Even Exist Yet offers readers a fascinating glimpse into a near-future where careers last 100 years, and education lasts a lifetime. The book makes the case that learners of the future are going to repeatedly seek out educational opportunities throughout the course of their working lives — which will no longer have a beginning, middle, and end. Long Life Learning focuses on the disruptive and burgeoning innovations that are laying the foundation for a new learning model that includes clear navigation,

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Sr. No. 103

Title: [Management accounting case book: cases from the IMA educational case journal by Lawson, Raef A.](#)

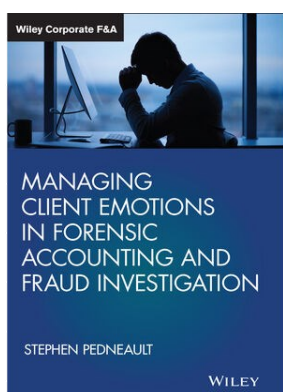
New Jersey John Wiley & Sons, Inc. 2015

Acc. No. 002660

Call No. 658.1511 LAW

Summary: Management Accounting Case Book: Cases from the IMA Educational Case Journal offers a detailed account of real-world business cases accessible to a variety of business-savvy audiences. It provides comprehensive coverage of several areas relevant to students and professionals in business and finance, including: Strategic cost management (including product and service costing, cost allocation, and strategy implementation), Planning and decision making (including cost estimation, CVP analysis, budgeting, decision making, capital investments, target costing, and TOC)

[Click for more details](#)



Sr. No. 104

Title: [Managing client emotions in forensic accounting and fraud investigation by Pedneault, Stephen](#)

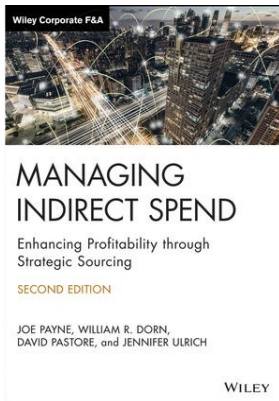
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002661

Call No. 364.168 PED

Summary: this book is the first of its kind in addressing the significance of client emotions during investigations and how important the management of those emotions is to the investigation as a whole. Forensic accounting expert Stephen Pedneault has nearly 30 years of experience conducting such fraud investigations, and has become an expert in this form of holistic engagement management. In this comprehensive resource, Pedneault shares his real-world experiences to help the reader understand exactly what role client emotions can play in a fraud investigation, and how to acknowledge and address the emotions of all parties right from the start.

[Click for more details](#)



Sr. No. 105

Title: Managing indirect spend: enhancing profitability through strategic sourcing by Payne, Joe

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002662

Call No. 658.72 PAY

Summary: Managing Indirect Spend provides executives and procurement professionals with the knowledge and tools necessary to successfully reduce costs with a strong focus on the often-overlooked area of indirect spend. It also offers great value to those procurement and purchasing professionals aspiring to be leaders in the profession, regardless of the spend they manage. It includes an overview of the challenges faced when sourcing indirect spend categories, a detailed dive into the strategic sourcing process, tools that can help drive savings, technologies that drive efficiencies and compliance, and examples of success based on real-world experience.

[Click for more details](#)



Sr. No. 106

Title: Marketing 5.0: technology for humanity by Kotler, Philip

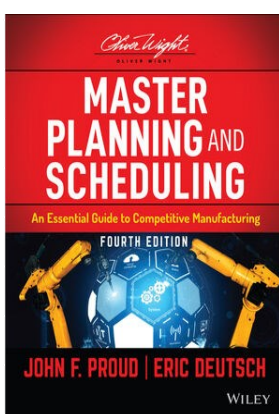
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002663

Call No. 658.8 KOT

Summary: In Marketing 5.0, the celebrated promoter of the “Four P’s of Marketing,” Philip Kotler, explains how marketers can use technology to address customers’ needs and make a difference in the world. In a new age when marketers are struggling with the digital transformation of business and the changing behavior of customers, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade. Following the pattern presented in his bestselling Marketing X.0 series,

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Sr. No. 107

Title: Master planning and scheduling: an essential guide to competitive manufacturing by Proud, John F.

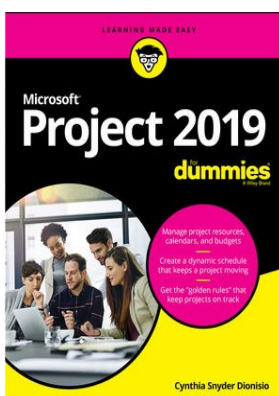
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002664

Call No. 658.53 PRO

Summary: Master Planning and Scheduling: An Essential Guide to Competitive Manufacturing delivers a masterful exploration of today's master planning and scheduling techniques, as well as an insightful discussion of the future of the master planning and scheduling processes and profession. Written in the context of an ever-evolving digital environment and augmented with new and critical information required to implement best practices, the book is a guide for practitioners and leaders on the principles of master planning and scheduling and its application in modern and future work environments.

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Sr. No. 108

Title: Microsoft project 2019 for dummies by Dionisio, Cynthia Snyder

New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002665

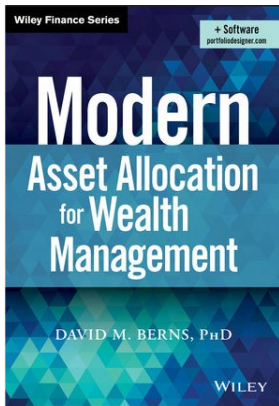
Call No. 658.40402855 DIO

Summary: Microsoft Project 2019 is a powerhouse project management, portfolio management, and resource management tool. Whether you’re a full-time project manager or manage projects as part of a larger set of duties, Microsoft Project 2019 For Dummies will get you thinking and operating at the level of a project management guru. Written by a noted project management pro, this book covers the ins and outs of Microsoft Project. Throughout the book, you’ll find project management best practices and tips for keeping any project on schedule and under budget.

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Sr. No. 109

Title: Modern asset allocation for wealth management by Berns, David M.

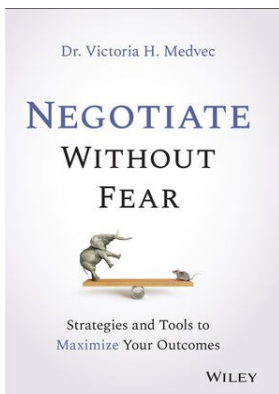
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002666

Call No. 332.6 BER

Summary: Modern Asset Allocation for Wealth Management provides the knowledge financial advisors and their robo-advisor counterparts need to reclaim ownership of the asset allocation component of their fiduciary responsibility. Wealth management practitioners are commonly taught the traditional mean-variance approach in CFA and similar curricula, a method with increasingly limited applicability given the evolution of investment products and our understanding of real-world client preferences. Additionally, financial advisors and researchers typically receive little to no training on how to implement a robust asset allocation framework, a conceptually simple yet practically very challenging task.

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Sr. No. 110

Title: Negotiate without fear: strategies and tools to maximize your outcomes by Medvec, Victoria H.

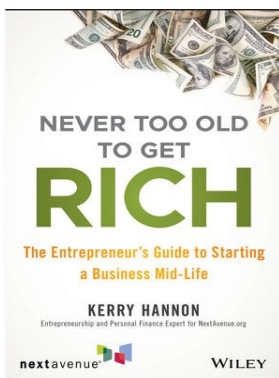
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002667

Call No. 158.5 MED

Summary: Negotiate Without Fear: Strategies and Tools to Maximize Your Outcomes, master negotiator, Kellogg professor, and accomplished CEO Victoria Medvec delivers an authoritative and practical resource for eliminating the fear that impedes success in negotiation. In this book, readers will discover unique and proprietary negotiation strategies honed over decades advising Fortune 500 clients on high-stakes, complex negotiations. Negotiate Without Fear provides readers at all levels of negotiation skill the ability to increase their negotiating confidence and maximize their negotiation success.

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Sr. No. 111

Title: Never too old to get rich: the entrepreneurs guide to starting a business mid-life by Hannon, Kerry

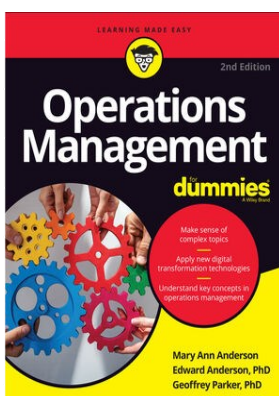
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002668

Call No. 658.11 HAN

Summary: This book provides up-to-date resources and guidance for launching a business when you're 50+. There are snappy profiles of more than a dozen successful older entrepreneurs, describing their inspirational journeys launching businesses and nonprofits, followed by Q&A conversations, and pull-out boxes containing action steps. The author walks you through her three-part fitness program: guidelines for becoming financially fit, physically fit, and spiritually fit, before delving more deeply into how would-be entrepreneurs over 50 can succeed.

[Click for more details](#)



Sr. No. 112

Title: Operations management for dummies by Anderson, Mary Ann

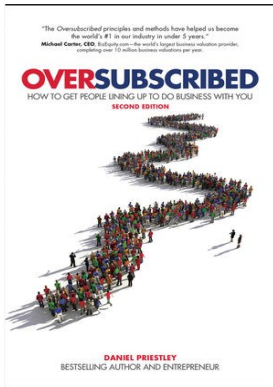
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002669

Call No. 658.5 AND

Summary: Operations management is all about efficiency, and Operations Management for Dummies is all about efficiently teaching you what you need to know about this business hot topic. This book tracks typical operations management MBA courses, and it will help you un-muddle concepts like process mapping, bottlenecks, Lean Production, and supply chain management. Learn to step into a business, see what needs improving, and plug in the latest tools and ideas to shape things up in any industry. This latest edition covers, you guessed it, digital transformation. Technology is completely upending operations management, inside: supply chain traceability, ethical sourcing and carbon footprint, business resiliency, and

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Sr. No. 113

Title: Oversubscribed: how to get people lining up to do business with you by Priestley, Daniel

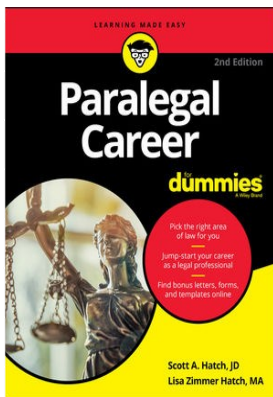
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002670

Call No. 658.8 PRI

Summary: Oversubscribed is the guide to transforming your business into one which customers fight over! Author Daniel Priestley, a successful entrepreneur who has built and sold businesses around the world, shares proven, real-world methods that will not only grab customers' attention, but will also have them lining up to buy from you. This invaluable guide will teach you how to drive demand for your products or services far beyond supply and will dramatically increase the success of your business.

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Sr. No. 114

Title: Paralegal career for dummies by Hatch, Lisa Zimmer

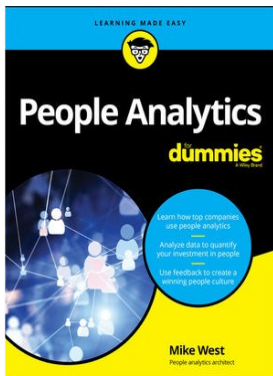
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002671

Call No. 340.02373 HAT

Summary: The demand for paralegal professionals is exploding, and Paralegal Career For Dummies, 2nd Edition explains the skills and requirements needed to pursue this rewarding career. Inside, you'll discover the ins and outs of paralegal skills, from preparing documents and performing legal research to obtaining certification, job hunting, and understanding legal concepts. Use this hands-on guide to help in your career considerations, bolster your paralegal training, or as an everyday on-the-job reference. Paralegal Career For Dummies will be your trusty assistant through all phases of your life as a paralegal, taking you forward with tips on networking and joining professional organizations that will enhance your career.

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Sr. No. 115

Title: People analytics for dummies by West, Mike

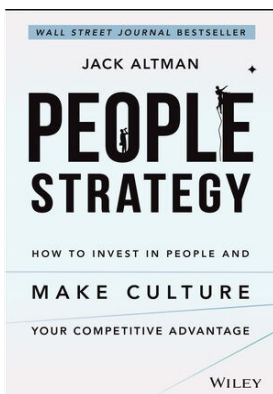
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002672

Call No. 658.301 WES

Summary: Developing a successful workforce requires more than a gut check. Data can help guide your decisions on everything from where to seat a team to optimizing production processes to engaging with your employees in ways that ring true to them. People analytics is the study of your number one business asset—your people—and this book shows you how to collect data, analyze that data, and then apply your findings to create a happier and more engaged workforce. Start a people analytics project, Work with qualitative data, Collect data via communications, Find the right tools and approach for analyzing data

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Sr. No. 116

Title: People strategy: how to invest in people and make culture your competitive advantage by Altman, Jack

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002673

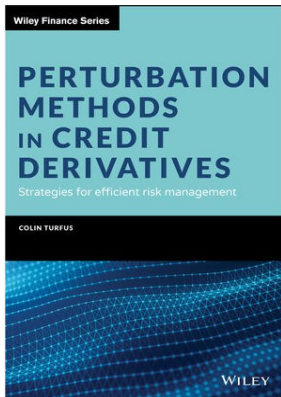
Call No. 658.314 ALT

Summary: People Strategy: How to Invest in People and Make Culture Your Competitive Advantage provides readers with a powerful framework in which to develop high-performing teams, increase employee motivation, and use data to build an inviting and effective company culture. Author Jack Altman, cofounder and CEO of Lattice, an award-winning HR and performance management platform, shows you how to: Establish the values that will form the bedrock of your organization, Develop feedback processes that help employees feel heard, supported,

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Sr. No. 117

Title: Perturbation methods in credit derivatives: strategies for efficient risk management by Turfus, Colin

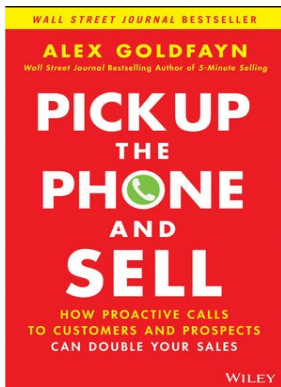
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002674

Call No. 332.6457 TUR

Summary: Perturbation Methods in Credit Derivatives: Strategies for Efficient Risk Management offers an incisive examination of a new approach to pricing credit-contingent financial instruments. Author and experienced financial engineer Dr. Colin Turfus has created an approach that allows model validators to perform rapid benchmarking of risk and pricing models while making the most efficient use possible of computing resources. The book provides innumerable benefits to a wide range of quantitative financial experts attempting to comply with increasingly burdensome regulatory stress-testing requirements, including:

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Sr. No. 118

Title: Pick up the phone and sell: how proactive calls to customers and prospects can double your sales by Goldfayn, Alex

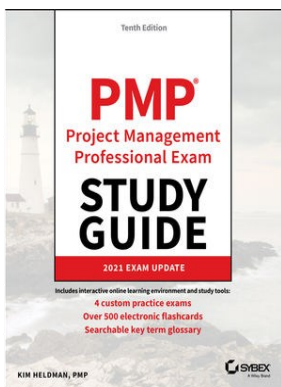
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002675

Call No. 381.142 GOL

Summary: In Pick Up The Phone and Sell: How Proactive Calls To Customers and Prospects Can Double Your Sales, sales expert, consultant, and Wall Street Journal bestselling author Alex Goldfayn delivers a comprehensive roadmap to one of the most important weapons in any salesperson's arsenal: the phone. From the author of Selling Boldly and 5-Minute Selling, the book teaches you techniques to supercharge your sales by making the proactive call the tip of your selling spear.

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Sr. No. 119

Title: PMP project management professional exam study guide 2021 exam with practice set by Heldman, Kim

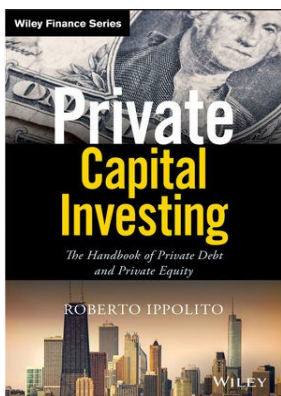
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002676-77

Call No. 658.404076 HEL

Summary: This study guide serves as a comprehensive resource for those who plan on taking the Project Management Professional (PMP) certification exam administered by PMI. The book helps you prepare for the exam, and it will continue to serve project managers as an on-the-job reference book. The PMP Project Management Professional Exam Study Guide, Tenth Edition is fully updated to include recent changes to the exam. New content covers the integral role that Agile and other iterative practices have in project management.

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Sr. No. 120

Title: Private capital investing: the handbook of private debt and private equity by Ippolito, Roberto

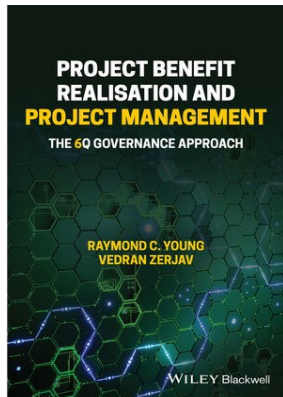
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002678

Call No. 332.6 IPP

Summary: Private Capital Investing: The Handbook of Private Debt and Private Equity is a practical manual on investing in the two of the most common alternative asset classes (private equity and private debt) and provides a unique insight on how principal investors analyze investment opportunities. Unlike other textbooks available in the market, Private Capital Investing covers the various phases that principal investors follow when analyzing a private investment opportunity.

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Sr. No. 121

Title: Project benefit realisation and project management: the 6q governance approach
by Young, Raymond

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002679

Call No. 658.404 YOU

Summary: Project Benefit Realisation and Project Management: The 6Q Governance Approach bridges the strategy to performance gap by providing boards, senior managers and project sponsors with the six critical questions necessary to diagnose the health of any project. Presenting a systematic framework developed from research cases of successful and unsuccessful projects in various types of organisations, this practical guide enables those in top management to determine if their strategy or policy is on track and to assess whether a project is likely to deliver the expected benefits.

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Sr. No. 122

Title: Project finance: applications and insights to emerging markets infrastructure
by Clifford, Paul D.

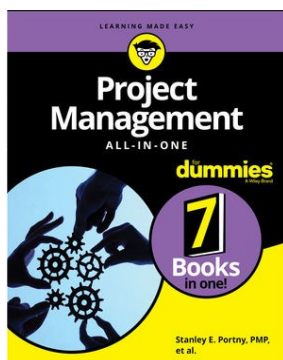
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002680

Call No. 332.6091724 CLI

Summary: Project Finance bridges the gap between theoretical infrastructure development, investment, and finance and the implementation of that theory with instructive and applicable case studies. Throughout, the author relies on a grounded and quantitative approach, combining the principles of corporate finance with straightforward explanations of underlying technologies, frameworks, and national policies. This book is an invaluable resource for undergraduate and graduate students in finance, as well as professionals who are expected to deal with project and infrastructure finance in emerging markets.

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Sr. No. 123

Title: Project management all-in-one for dummies by Portny, Stanley E.

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002681

Call No. 658.404 POR

Summary: Perform Be Agile! Time-crunch! Right now, the business world has never moved so fast and project managers have never been so much in demand—the Project Management Institute has estimated that industries will need at least 87 million employees with the full spectrum of PM skills by 2027. To help you meet those needs and expectations in time, Project Management All-in-One For Dummies provides with all the hands-on information and advice you need to take your organizational, planning, and execution skills to new heights.

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Sr. No. 124

Title: Quantitative finance by Mariani, Maria C.

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002682

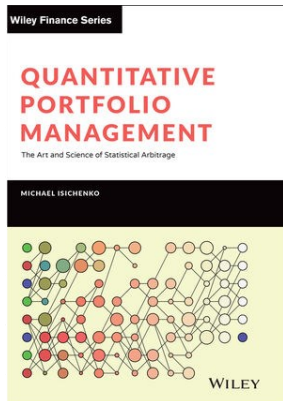
Call No. 332.015195 MAR

Summary: The Quantitative Finance book is divided into four parts. Part One begins by providing readers with the theoretical backdrop needed from probability and stochastic processes. We also present some useful finance concepts used throughout the book. In part two of the book we present the classical Black-Scholes-Merton model in a uniquely accessible and understandable way. Implied volatility as well as local volatility surfaces are also discussed. Next, solutions to Partial Differential Equations (PDE), wavelets and Fourier transforms are presented. Several methodologies for pricing options namely,

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Sr. No. 125

Title: Quantitative portfolio management: the art and science of statistical arbitrage
by Isichenko, Michael

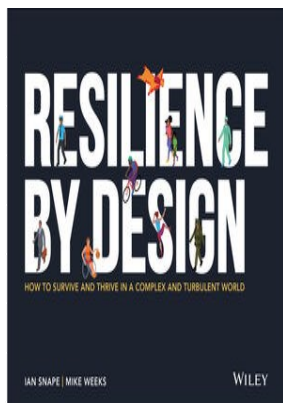
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002683

Call No. 332.6 ISI

Summary: In Quantitative Portfolio Management: The Art and Science of Statistical Arbitrage, distinguished physicist-turned-quant Dr. Michael Isichenko delivers a systematic review of the quantitative trading of equities, or statistical arbitrage. The book teaches you how to source financial data, learn patterns of asset returns from historical data, generate and combine multiple forecasts, manage risk, build a stock portfolio optimized for risk and trading costs, and execute trades.

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Sr. No. 126

Title: Resilience by design: how to survive and thrive in a complex and turbulent world
by Snape, Ian

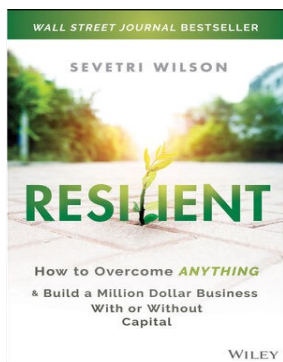
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002684

Call No. 155.24 SNA

Summary: Resilience By Design: How to Survive and Thrive in a Complex and Turbulent World delivers the world's most detailed and research-backed how-to manual to integrate advances from neuroscience and complexity theory with real world expertise, providing practical techniques that you'll want to use every day. Alongside well explained scientific theory, each chapter contains dramatic, real-life stories of people from frontline services, elite sports, and everyday survivors who learned to thrive in high pressure, demanding, and often deadly situations.

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Sr. No. 127

Title: Resilient: how to overcome anything and build a million dollar business with or without capital by Wilson, Sevetri

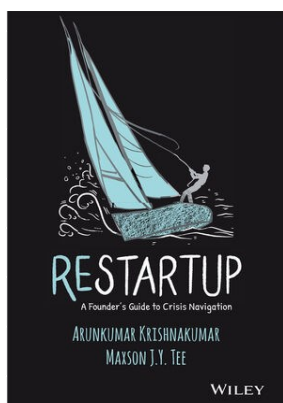
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002685

Call No. 658.152 WIL

Summary: Resilient delivers an invaluable collection of private journal entries mapping out a path from bootstrapping a multi-million dollar business to raising millions in Series A funding for another. Entrepreneur and Resilia CEO Sevetri Wilson describes her journey from self-funding to venture capital success. Written for ambitious and aspiring entrepreneurs like herself, Wilson covers a wide variety of topics about the entrepreneurial journey:

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Sr. No. 128

Title: Restartup: a founder's guide to crisis navigation by Krishnakumar, Arunkumar

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002686

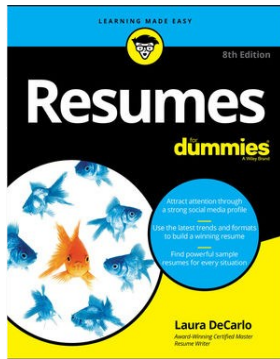
Call No. 658.4056 KRI

Summary: During a market boom, startup funding is in abundance. But when a financial crisis hits, investments dry up, making it difficult for newer, smaller outfits to survive. During a period of economic instability, that task might seem even harder. However, a crisis doesn't have to mean it's time to shut up shop. Restartup shows how it's possible—by choosing to embrace instability and seizing the new opportunities it provides—to stay afloat, and even to thrive. Arunkumar Krishnakumar and Maxson Tee—tech investor, influencer, blogger, and podcaster—use case studies and in-depth interviews with VCs, CEOs, and

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 129

Title: Resumes for dummies by DeCarlo, Laura

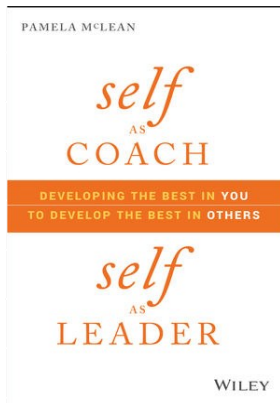
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002687

Call No. 808.06665 DEC

Summary: We've all been there: it's time to apply for a job or internship and you have to create or revise your resume. Many questions pop in your head. What do employers want? What skills should I highlight? How do I format this? How do I get noticed? But resume writing doesn't have to be a daunting task. The latest edition of Resumes For Dummies answers all of these questions and more—whether you're a resume rookie, looking for new tips, or want to create that eye-catching winning resume.

[Click for more details](#)



Sr. No. 130

Title: Self as coach, self as leader: developing the best in you to develop the best in others by McLean, Pamela

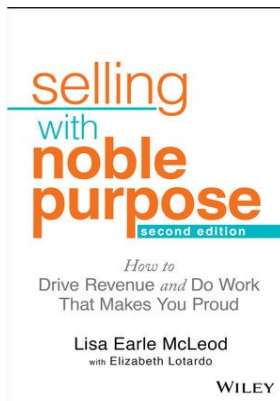
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002688

Call No. 658.3124 MCL

Summary: Self as Coach guides you along a path that interweaves six broad dimensions of your internal landscape into the fabric of great coaching. This creates lasting improvements, unlike more common remedial, tactical, or performance-based programs, which often only function as short-term solutions. Develop leadership skills using internal resources you already possess, Achieve real improvements with long-lasting benefits, Based on methodology proven successful in business and personal settings, Includes useful practices and exercises for self-reflection and brainstorming

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Sr. No. 131

Title: Selling with noble purpose: how to drive revenue and do work that makes you proud by McLeod, Lisa Earle

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002689

Call No. 658.85 MCL

Summary: Selling With Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud, 2nd Edition is an update of the acclaimed book that changed the game in sales. Using real-world data, compelling stories and psychological research, Selling With Noble Purpose explains why salespeople who genuinely understand how they can make a difference to customers outsell those who only focus on internal targets and quotas. Sales leadership experts McLeod and Lotardo reveal how a Noble Sales Purpose (NSP) can drive a team to outstanding sales numbers.

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Sr. No. 132

Title: Small business revolution: how owners and entrepreneurs can succeed by McCarthy, Barry

New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002690

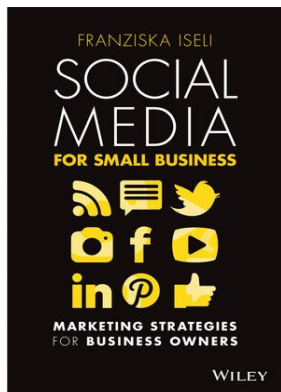
Call No. 658.022 MCC

Summary: In Small Business Revolution: How Owners and Entrepreneurs Can Succeed, small business expert and President and CEO of Deluxe Corp. Barry C. McCarthy delivers a stirring combination of uplifting narrative and small business instruction manual. Featuring inspiring stories from the company's 106-year history and anecdotes from its Emmy-nominated TV show Small Business Revolution, this book offers readers the opportunity to learn how to grow and thrive in their business in any environment, from a booming economy to a post-pandemic marketplace.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 133

Title: Social Media for small business: marketing strategies for business owners by Iseli, Franziska

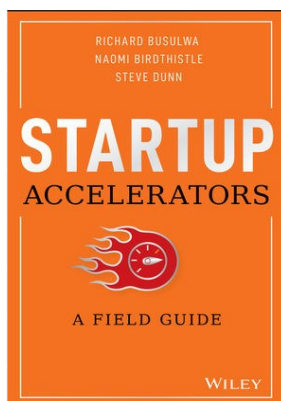
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002691

Call No. 658.872 ISE

Summary: Social Media For Small Business delivers a step-by-step guide to unlocking the potential of social media to grow your business. Award-winning author and entrepreneur Franziska Iseli walks you through how to use Facebook, LinkedIn, Instagram, YouTube, Twitter, and Pinterest to market your small-to medium-sized business. The book provides you with: Effective marketing strategies to get more out of your social media efforts, Systems to bring structure into your entire marketing approach.

[Click for more details](#)



Sr. No. 134

Title: Startup accelerators: a field guide by Busulwa, Richard

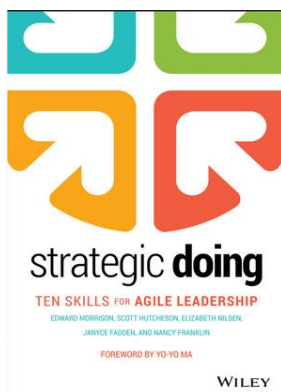
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002692

Call No. 658.11 BUS

Summary: Startup Accelerators is the go to guide for any entrepreneur, providing a firsthand look into the acceptance criteria and inner workings of different accelerator programs. Written by entrepreneurs for entrepreneurs, this indispensable resource explains what different accelerator programs offer, how to get accepted, what to do during the program, how to raise money during accelerators, what to do after the program ends, and much more. Packed with real-world case studies and advice from leading experts on startup accelerator programs, this one-stop resource provides step-by-step guidance on the entire accelerator process.

[Click for more details](#)



Sr. No. 135

Title: Strategic doing: ten skills for agile leadership by Morrison, Edward

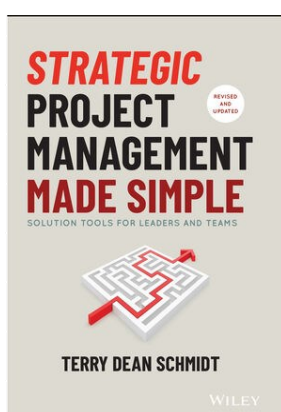
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002693

Call No. 658.4012 MOR

Summary: Complex challenges are all around us—they impact our companies, our communities, and our planet. This complexity and the emergence of networks is changing the practice of strategic management. Today's leaders need to understand how to design and guide complex collaborations to accelerate innovation and change—collaborations that cross boundaries both inside and outside organizations. Strategic Doing introduces you to the new disciplines of agile strategy and collaborative leadership. You'll learn how to design and guide complex collaborations by following a discipline of simple rules that you won't find anywhere else.

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Sr. No. 136

Title: Strategic project management made simple: solution tools for leaders and teams, second edition by Schmidt, Terry Dean

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002694

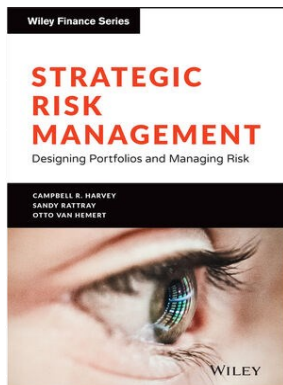
Call No. 658.4012 SCH

Summary: Strategic Project Management Made Simple cements this series' status as the leading resource for anyone looking for step-by-step guidance on project design and action initiatives. Written by celebrated management consultant Terry Schmidt, this book fully covers the necessity of systems thinking and the logical framework approach to solve today's challenging problems. Strategic Project Management Made Simple also includes: An expanded section on turning ideas, problems, and opportunities into projects, A newly created chapter on managing your "inner game" to achieve project excellence,

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 137

Title: Strategic risk management: designing portfolios and managing risk by Harvey, Campbell R.

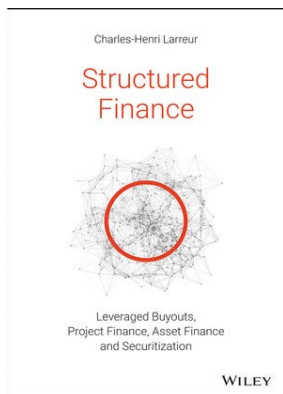
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002695

Call No. 332.6 HAR

Summary: The book shows you how to accurately evaluate the costs of defensive strategies and which ones offer the best and most cost-effective protection against market downturns. Finally, you will learn how to obtain a more balanced return stream by targeting volatility rather than a constant notional exposure and gain a deeper understanding of concepts like portfolio rebalancing. Perfect for people working in the asset management industry and financial policy makers, Strategic Risk Management:

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Sr. No. 138

Title: Structured finance: leveraged buyouts project finance, asset finance and securitization by Larreur, Charles-Henri

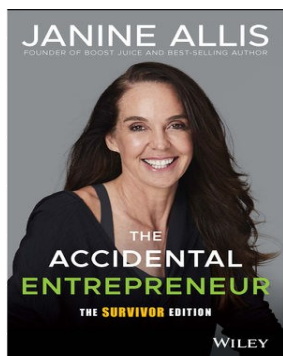
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002696

Call No. 658.15224 LAR

Summary: Structured Finance is a comprehensive introduction to non-recourse financing techniques and asset-based lending. It provides a detailed overview of leveraged buyouts, project finance, asset finance and securitisation. Through thirteen case studies and more than 500 examples of companies, the book offers an in-depth analysis of the topic. It also provides a historical perspective of these structures, revealing how and why they were initially created. Instruments within each type of transaction are examined in detail, including Credit Default Swaps and Credit Linked Notes.

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Sr. No. 139

Title: The accidental entrepreneur by Allis, Janine

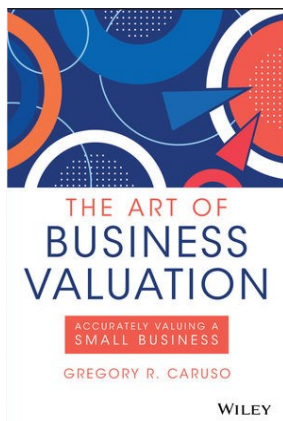
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002697

Call No. 658.4092082 ALL

Summary: Establishing a new brand and creating a unique retail concept is never easy. So what happened when a mother of four put her all into doing just that? The Accidental Entrepreneur shares the inside story of Boost Juice, which exploded as a brand and became a global phenomenon. Learn how Australian adventurer Janine Allis transformed her healthy living idea into a beloved brand, and discover why she decided to do retail differently, providing an enjoyable customer experience based on a "love life" philosophy.

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Sr. No. 140

Title: The art of business valuation: accurately valuing a small business by Caruso, Gregory R.

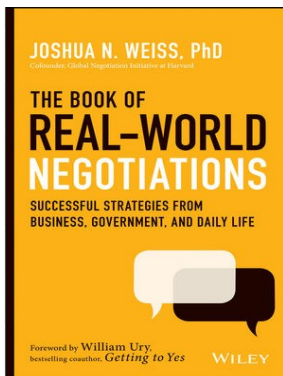
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002698

Call No. 658.15 CAR

Summary: This book provides a commonsense comprehensive framework for small business valuation that offers solutions to common problems faced by valuers and consultants both in performing valuations and providing ancillary advisory services to business owners, sellers, and buyers. If you conduct small business valuations, you may be seeking guidance on topics and problems specific to your work. Focus on What Matters: A Different Way of Valuing a Small Business fills a previous void in valuation resources. It provides a practical and comprehensive framework for small and very small business valuation (Companies under \$10 million of revenues and often under \$5 million of revenues), with a specialized focus on the topics and problems

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Sr. No. 141

Title: The book of real-world negotiations: successful strategies from business, government, and daily life by Weiss, Joshua

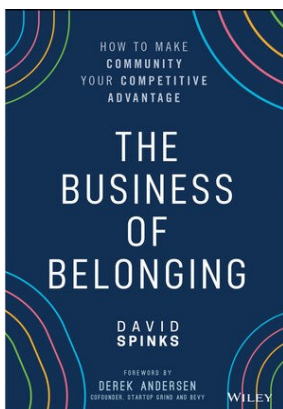
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002699

Call No. 658.4052 WEI

Summary: This Book of Real World Negotiations will change that once and for all by immersing you in these real world scenarios. As a result, you'll be better able to grasp the true power of negotiation to deal with some of the most difficult problems you face or to put together the best deals possible. This book also shares critical insights and lessons for instructors and students of negotiation, especially since negotiation is now being taught in virtually all law schools, many business schools, and in the field of conflict resolution.

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Sr. No. 142

Title: The business of belonging: how to make community your competitive advantage by Spinks, David

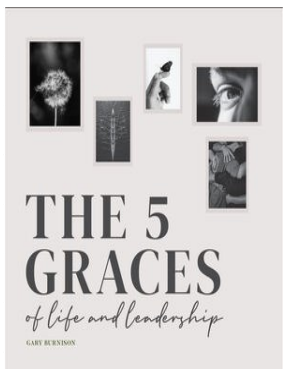
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002700

Call No. 658.812 SPI

Summary: This book is for decision makers who want to better understand the value and opportunity of community, and for community professionals who want to level up their strategy. Featuring a foreword by Startup Grind and Bevy cofounder Derek Andersen, it will give you a step-by-step model for strategically planning, creating, facilitating, and measuring communities that drive business growth. Attracting and retaining community members who are also loyal customers, brand evangelists, and leaders—that's the goal for today's connected businesses, and this book is the map to getting there.

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Sr. No. 143

Title: The 5 graces of life and leadership by Burnison, Gary

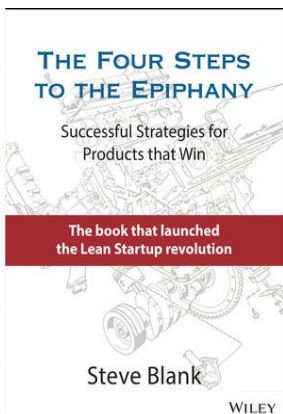
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002701

Call No. 658.4092 BUR

Summary: In The Five Graces of Life and Leadership, CEO of the celebrated consulting firm Korn Ferry delivers a meaningful and thought-provoking exploration of leadership, emphasizing the five kinds of grace that leaders absolutely must have to lead their teams in today's evolving workscape. In the book, you'll learn how the best leaders make their teams feel comforted, safe, and secure that they're headed in the right direction. It includes insightful discussions on each of the five indispensable graces, including: Gratitude—the attitude that elevates our spirits, boosts morale, and lifts our hearts

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Sr. No. 144

Title: The four steps to the epiphany: successful strategies for products that win by Blank, Steve

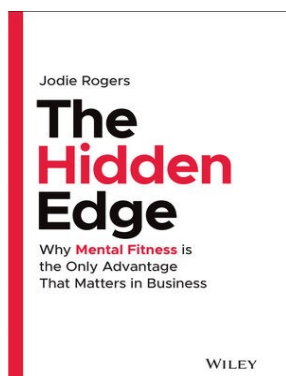
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002702

Call No. 658.4012 BLA

Summary: The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book.

[Click for more details](#)



Sr. No. 145

Title: *The hidden edge: why mental fitness is the only advantage that matters in business by Rogers, Jodie*

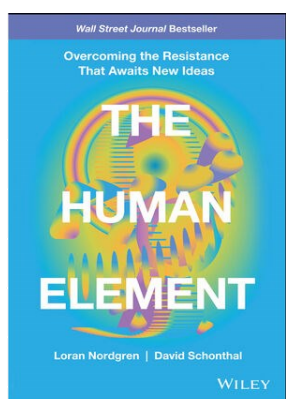
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002703

Call No. 616.89 ROG

Summary: The Hidden Edge: Why Mental Fitness is the Only Advantage That Matters in Business, applies key psychological concepts to the modern business world. If we want businesses that are agile and adaptable to change, we first need people who are. Jodie will teach you how to leverage perspective, mindset, values and emotions to master your mental fitness and thus improve business performance. A business case is even laid out within the book showing exactly how enhanced mental fitness can positively impact the bottom line of your business.

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Sr. No. 146

Title: *The human element: overcoming the resistance that awaits new ideas by Nordgren, Loran*

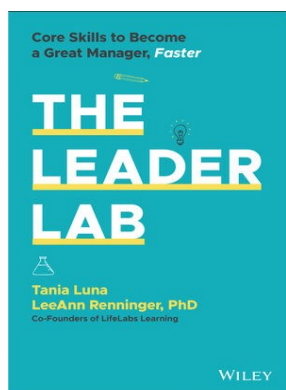
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002704

Call No. 616.89 NOR

Summary: The Human Element is for anyone who wants to introduce a new idea or innovation into the world. Most marketers, innovators, executives, activists, or anyone else in the business of creating change, operate on a deep assumption. It is the belief that the best (and perhaps only) way to convince people to embrace a new idea is to heighten the appeal of the idea itself. We instinctively believe that if we add enough value, people will eventually say "yes." This reflex leads us down a path of adding features and benefits to our ideas or increasing the sizzle of our messaging - all in the hope of getting others on board.

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Sr. No. 147

Title: *The leader lab: core skills to become a great manager, faster by Luna, Tania*

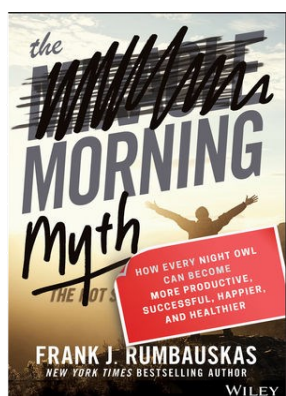
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002705

Call No. 658 LUN

Summary: The Leader Lab is a high-speed leadership intensive, equipping managers with the Swiss Army Knife of skills that help you handle the toughest situations that come your way. Through painstaking research and training over 200,000 managers, authors Tania Luna and LeeAnn Renninger, PhD (co-CEOs of LifeLabs Learning) identified the most important skills that distinguish great managers from average. Most importantly, they've discovered how to help people rapidly develop these core skills. The result? You quickly achieve extraordinary team performance and a culture of engagement, fulfillment, and belonging.

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Sr. No. 148

Title: *The morning myth: how every night owl can become more productive, successful, happier, and healthier by Rumbauskas, Frank*

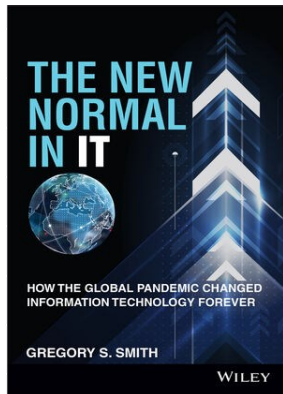
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002706

Call No. 158.1 RUM

Summary: The Morning Myth proves that indeed, night owls are generally more successful in life than early risers. It restores night owls' self-confidence, and encourages them to achieve more on their natural schedules. In The Morning Myth, Frank J. Rumbauskas provides practical tips to help night owls thrive: Informs employers about how much productivity they're losing by forcing night owls to be at work bright and early, Offers advice on how to schedule both early risers and night owls for maximum productivity, Shows night owls how to achieve maximum happiness at work, Coaches managers on getting the most out of their night owl employee..

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Sr. No. 149

Title: *The new normal in it: how the global pandemic changed information technology forever* by Smith, Gregory

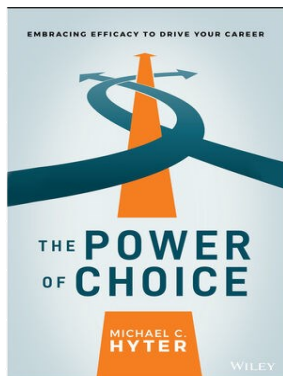
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002707

Call No. 005.74 SMI

Summary: COVID-19 has caused fundamental shifts in attitudes around remote and office work. And in *The New Normal in IT: How the Global Pandemic Changed Information Technology Forever*, internationally renowned IT executive Gregory S. Smith explains how and why companies today are shedding corporate office locations and reducing office footprints. You'll learn about how companies realized the value of information technology and a distributed workforce and what that means for IT professionals going forward. The book offers insightful lessons regarding: How to best take advantage of remote collaboration and hybrid remote/office workforces

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Sr. No. 150

Title: *The power of choice: embracing efficacy to drive your career* by Hyter, Michael

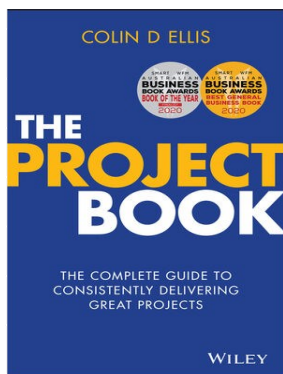
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002708

Call No. 650.1 HYT

Summary: This book provides answers to the questions you might face as you immerse yourself in an often confusing and challenging workplace culture. It is about how to take informed personal responsibility for your career. Inside, you'll find an open and frank discussion of how you can—and must, if you want to succeed!—make deliberate choices about who you are and how to represent yourself in your career. You'll learn how to open doors for yourself (rather than waiting for others to open them for you), choose what's important to you, and decide how you will achieve your goals.

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Sr. No. 151

Title: *The project book: the complete guide to consistently delivering great projects* by Ellis, Colin

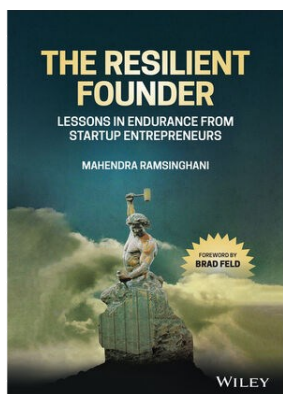
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002709

Call No. 658.404 ELL

Summary: Projects are the lifeblood of organisations, but many projects fall short of expectations because of poor project management and/or poor project sponsorship. In *The Project Book*, author and 20-year project management and sponsorship veteran Colin D. Ellis teaches you the skills and behaviours required to make your projects succeed, every time. The best projects, whether they are delivered in an agile or waterfall way, are a result of the people that lead them and the environment they create.

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Sr. No. 152

Title: *The resilient founder: lessons in endurance from startup entrepreneurs* by Ramsinghani, Mahendra

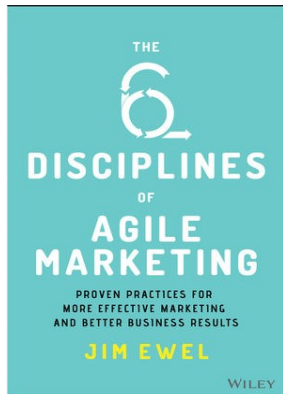
New Jersey John Wiley & Sons, Inc. 2022

Acc. No. 002710

Call No. 658.404 RAM

Summary: In *The Resilient Founder: Lessons in Endurance from Startup Entrepreneurs*, Mahendra Ramsinghani gathers insights from over a hundred founders to deliver an intuitive and insightful guide to understanding our psychology and navigating the psychological pressures of startup leadership. Venture backed companies are expected to grow at high velocity, raise large amounts of capital, build teams effectively to achieve unicorn, no decacorn status. Yet the journey is long, filled with uncertainties, extremities and black swan events.

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Sr. No. 153

Title: The six disciplines of agile marketing: proven practices for more effective marketing and better business results by Ewel, Jim

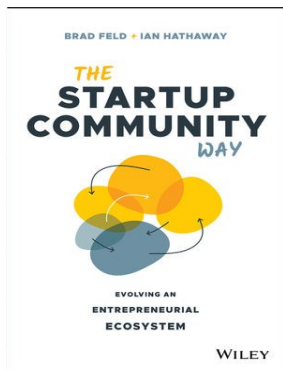
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002711

Call No. 658.8 EWE

Summary: The Six Disciplines of Agile Marketing provides a proven framework for applying Agile principles and processes to marketing. Written by celebrated consultant Jim Ewel, this book provides a concise, approachable, and adaptable strategy for the implementation of Agile in virtually any marketing organization. The Six Disciplines of Agile Marketing discusses six key areas of practical concern to the marketer who hopes to adopt Agile practices in their organization. They include: Aligning the team on common goals, Structuring the team for greater efficiency, Implementing processes like Scrum and Kanban in marketing

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Sr. No. 154

Title: The startup community way: evolving an entrepreneurial ecosystem by Feld, Brad

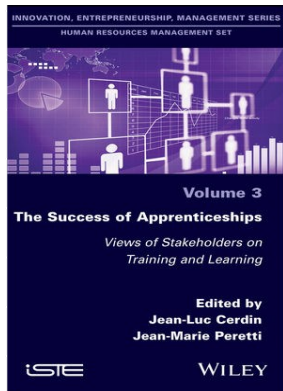
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002712

Call No. 338.04 FEL

Summary: The Startup Community Way is an explanatory guide for startup communities. Rooted in the theory of complex systems, this book establishes the systemic properties of entrepreneurial ecosystems and explains why their complex nature leads people to make predictable mistakes. As complex systems, value creation occurs in startup communities primarily through the interaction of the "parts" - the people, organizations, resources, and conditions involved - not the parts themselves. This continual process of bottom-up interactions unfolds naturally, producing value in novel and unexpected ways.

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Sr. No. 155

Title: The success of apprenticeships: views of stakeholders on training and learning by Cerdin, Jean-Luc

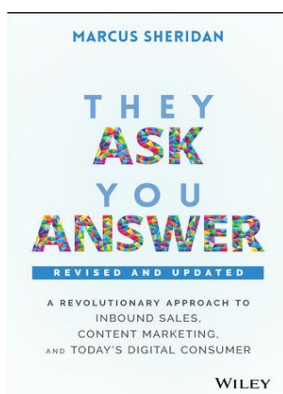
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002713

Call No. 331.25922 CER

Summary: The Success of Apprenticeships presents the observations and opinions of 48 actors regarding apprenticeships. These testimonies recount how apprenticeships allowed them to improve their expertise, their professional practices and their organization skills. This book also examines how their interactions in the work/study process allowed them not only to develop the skills of apprentices, but also the skills of those who accompanied them - the teacher-tutors and the business apprenticeships supervisors.

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Sr. No. 156

Title: They ask you answer: a revolutionary approach to inbound sales, content marketing, and today's digital consumer by Sheridan, Marcus

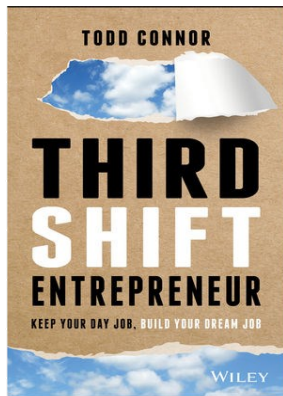
New Jersey John Wiley & Sons, Inc. 2019

Acc. No. 002714

Call No. 658.8 SHE

Summary: They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer.

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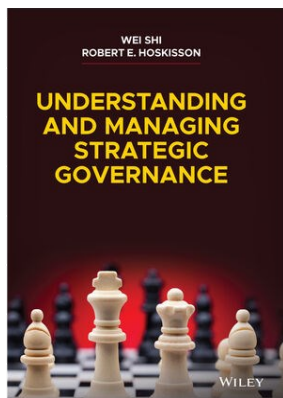
Sr. No. 157

Title: Third shift entrepreneur: keep your day job, build your dream job by Connor, Todd

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002715

Call No. 658.11 CON



Sr. No. 158

Title: Understanding and managing strategic governance by Shi, Wei

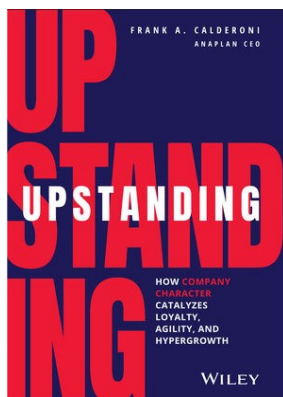
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002716

Call No. 658.4 SHI

Summary: In Understanding and Managing Strategic Governance, strategy and management experts Dr. Wei Shi and Robert E. Hoskisson deliver an insightful exploration of the influence that governance actors, like the board of directors, activist investors, institutional investors, and securities analysts, have on important strategic decisions. Based on surveying the latest research and analyzing unique datasets compiled by the authors, the book explains the impact that governance actors have on a firm's strategic choices and the quality of such choices as well as the unintended consequences of that impact.

[Click for more details](#)



Sr. No. 159

Title: Upstanding: how company character catalyzes loyalty, agility, and hypergrowth by Calderoni, Frank

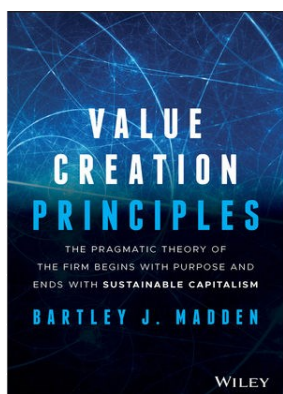
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 00217

Call No. 658.3 CAL

Summary: The book is written to help executives, company founders, managers, and other leaders develop strategies that supercharge organizational performance while building a strong and high-engagement culture—providing real-world insights from the author's own career along with a diverse cross-section of business thought leaders and CEOs of companies both small and large, local and global. The author draws upon his experience leading a \$10 billion hypergrowth software company to explain how the fusion of culture and strategy, driven by a company's character, leads to sustained internal and external success.

[Click for more details](#)



Sr. No. 160

Title: Value creation principles: the pragmatic theory of the firm begins with purpose and ends with sustainable capitalism by Madden, Bartley J.

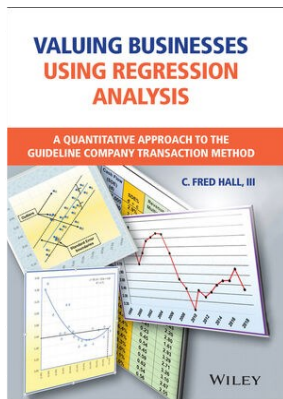
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002718

Call No. 658.1552 MAD

Summary: "In Value Creation Principles, Madden introduces the Pragmatic Theory of the Firm that positions the firm as a system fueled by human capital, innovation, and, at a deeper level, imagination. He challenges us to understand how we know what we think we know in order to better discover faulty assumptions that often are camouflaged by language. His knowledge building loop offers guideposts to design experiments and organize feedback to facilitate early adaptation to a changed environment and to avoid being mired in ways of thinking rooted in 'knowledge' of what worked well in the past—a context far different from the context of today.

[Click for more details](#)



Sr. No. 161

Title: Valuing businesses using regression analysis: a quantitative approach to the guideline company transaction method by Hall, C. Fred

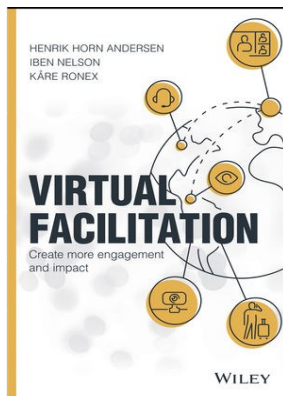
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002719

Call No. 658.15 HAL

Summary: Current methodologies using median, quartiles, or standard deviations to calculate revenue multipliers and cash flow multipliers often produce values that are wildly divergent. This forces the appraiser to choose between a very high or a very low value or consider averaging the values, opening the possibility for the appraiser to be challenged. On the surface, regression analysis appears to be the more complex, mathematical model, so many professionals shy away from using it out of fear that readers will be confused and reject the results of the appraisal.

[Click for more details](#)



Sr. No. 162

Title: Virtual facilitation: create more engagement and impact by Andersen, Henrik Horn

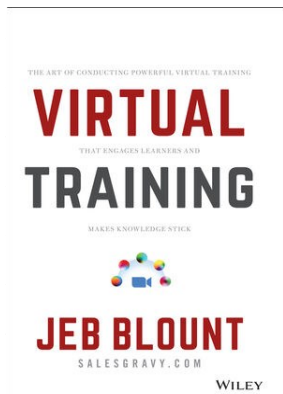
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002720

Call No. 658.0568 AND

Summary: The covid-19 crisis accelerated virtual collaboration exponentially, creating an instant need for virtual facilitation skills. People and organizations have started on this journey, but do not yet have the experience and competencies to use this medium for effective and energetic collaboration. Virtual Facilitation will show you how to have successful virtual events, virtual meetings, virtual workshops and training. Packed full of tips, insights and real case studies, the author's practical approach to virtual facilitation will show you how to effectively learn the skills needed to succeed. This book will also cover:

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Sr. No. 163

Title: Virtual training: the art of conducting powerful virtual training that engages learners and makes knowledge stick by Blount, Job

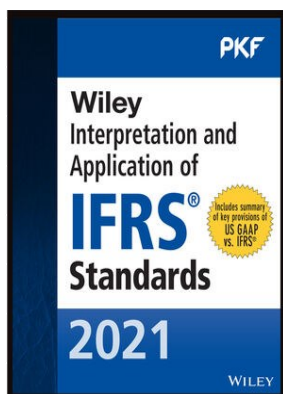
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002721

Call No. 371.334 BLO

Summary: This is exactly what this book is about. Virtual Training is the definitive guide to delivering virtual training that engages learners and makes new skills and behavioral changes stick. Job Blount, one of the most celebrated trainers and authors of our generation, walks you step-by-step through the seven elements of effective, engaging virtual learning experiences. Trainer Mindset & Emotional Discipline, Production & Technology, Media & Visuals, Virtual Curriculum & Instructional Design, Planning & Preparation, Virtual Communication Skills, Dynamic & Interactive Training Delivery

[Click for more details](#)



Sr. No. 164

Title: Wiley 2021 interpretation and application of IFRS standards by Alibhai, Salim

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002722

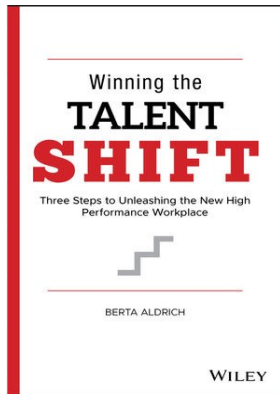
Call No. 657.3 ALI

Summary: This guide is written by the people passionate about IFRS® at PKF International. PKF International member firms specialise in providing high quality audit, accounting, tax, and business advisory solutions to international and domestic organisations around the globe. PKF International is a member of the Forum of Firms – an organisation dedicated to consistent and high-quality standards of financial reporting and auditing practices worldwide. www.pkf.com. PKF International Limited administers a family of legally independent firms and does not accept any responsibility or liability for the actions or inactions of any individual member or correspondent firm or firms. All rights reserved.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 165

Title: [Winning the talent shift: three steps to unleashing the new high performance workplace by Aldrich, Berta](#)

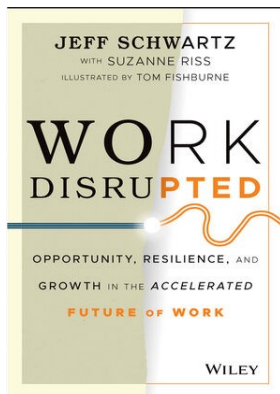
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002723

Call No. 650 ALD

Summary: The global marketplace has changed, and companies have found themselves struggling to hire and retain high-performing talent. Winning the Talent Shift: Three Steps to Unleashing the New High-Performance Workplace explains how companies can overcome the three main barriers to their success and unlock the potential in today's new workplace. Winning the Talent Shift envisions a world where companies are fully equipped to exceed the challenges posed by the new global marketplace. Celebrated author, consultant, and executive Berta Aldrich argues if companies want to achieve future success,

[Click for more details](#)



Sr. No. 166

Title: [Work disrupted: opportunity, resilience, and growth in the accelerated future of work by Schwartz, Jeff](#)

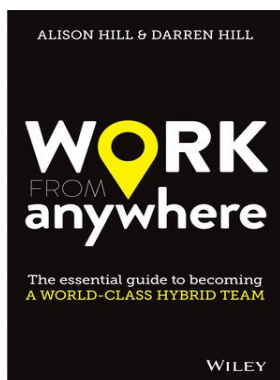
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002724

Call No. 658.3124 SCH

Summary: The future of work swept in sooner than expected, accelerated by Covid-19, creating an urgent need for new maps, new mindsets, new strategies-- and most importantly, a trusted guide to take us on this journey. That guide is Jeff Schwartz. A founding partner of Deloitte Consulting's Future of Work practice, Schwartz brings clarity, humor, wisdom, and practical advice to the future of work, a topic surrounded by misinformation, fear, and confusion. With a fundamental belief in the power of human innovation and creativity, Schwartz presents the key issues, critical choices, and potential pitfalls that must be on everyone's radar.

[Click for more details](#)



Sr. No. 167

Title: [Work from anywhere: the essential guide to becoming a world-class hybrid team by Hill, Alison](#)

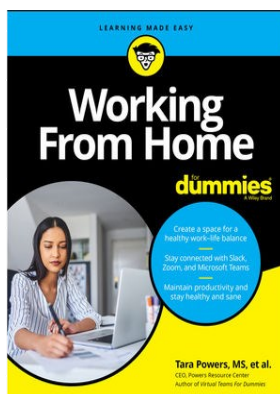
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002725

Call No. 658.4022 HIL

Summary: Work from Anywhere delivers practical strategies and actionable guidance on how to develop a high performing team and business in a remote and distributed environment. Accomplished authors, behavioural experts, and fast-growth business leaders, Alison and Darren Hill, show you how to craft business and culture strategies to bring out the best in your hybrid and remote team members by focusing on both performance and people.

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Sr. No. 168

Title: [Working from home for dummies by Powers, Tara](#)

New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002726

Call No. 643.58 POW

Summary: In today's networked global economy, working from home is no longer a novelty. In light of the COVID-19 pandemic, companies and organizations everywhere are embracing the game-changing benefits of allowing employees to work outside the office, and the results are profound: managers benefit by saving money and resources and by having access to talent outside their zip codes, while employees enjoy greater job opportunities, productivity, independence, and satisfaction—in part from the time saved not commuting. According to one source, 85% of businesses say that productivity increased along with greater flexibility—and 90% of employees say that flexibility boosted their morale.

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Sr. No. 169

Title: *The WorldatWork Handbook of total rewards: a comprehensive guide to compensation, benefits, HR and employee engagement* by Cafaro, Dan

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002727

Call No. 658.32 CAF

Summary: The WorldatWork Handbook of Total Rewards is the definitive authority on compensation and rewards from the leading global nonprofit organizations for professionals who are engaged in the critically important practice of total rewards. This book is a go-to resource for all business professionals and leaders who reward and create productive, committed and inspired workforces worldwide. Readers will learn the basics of rewards, along with a deep dive and high-level view of how rewards programs enable organizations to deliver on their brand promises and perform at their optimal level.

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Sr. No. 170

Title: *Yes, you can do this!: how women start up, scale up, and build the life they want* by Reuter, Claudia

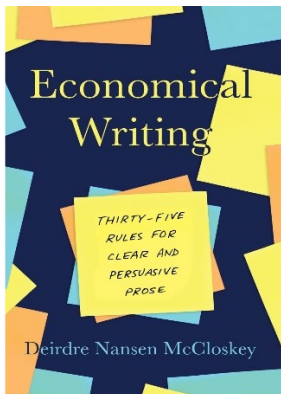
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002728

Call No. 658.11082 REU

Summary: In *Yes, You Can Do This!*, Claudia shares her own reasons for starting a business and makes a call to action for women to consider entrepreneurship so that they can create businesses with the rules they want and change the playing field for others, making a significant impact in the world. More than a "how-to book" on building a business, *Yes, You Can Do This!* provides clear examples and practical resources to help others create the life they want through entrepreneurship.

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Sr. No. 171

Title: *Economical writing: thirty-five rules for clear and persuasive prose* by McCloskey, Deirdre

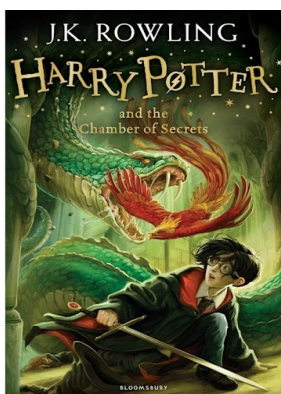
Chicago University of Chicago Press 2019

Acc. No. 002729

Call No. 808.06633 MCC

Summary: *Economical Writing* is itself economical: a collection of thirty-five pithy rules for making your writing clear, concise, and effective. Proceeding from big-picture ideas to concrete strategies for improvement at the level of the paragraph, sentence, or word, McCloskey shows us that good writing, after all, is not just a matter of taste—it's a product of adept intuition and a rigorous revision process. Debunking stale rules, warning us that "footnotes are nests for pedants," and offering an arsenal of readily applicable tools and methods, she shows writers of all levels of experience how to rethink the way they approach their work, and gives

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Sr. No. 172

Title: *Harry Potter and the Chamber of Secrets* by Rowling, J.K.

London Bloomsbury Publishing Pvt. Ltd. 2014

Acc. No. 002730

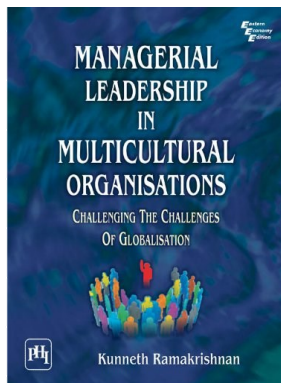
Call No. 823.914 ROW

Summary: Harry Potter's summer has included the worst birthday ever, doomy warnings from a house-elf called Dobby, and rescue from the Dursleys by his friend Ron Weasley in a magical flying car! Back at Hogwarts School of Witchcraft and Wizardry for his second year, Harry hears strange whispers echo through empty corridors – and then the attacks start. Students are found as though turned to stone ... Dobby's sinister predictions seem to be coming true. These new editions of the classic and internationally bestselling, multi-award-winning series feature instantly pick-up-able new jackets by Jonny Duddle, with huge child appeal, to bring Harry Potter to the next generation of readers.

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Sr. No. 173

Title: *Managerial leadership in multicultural organisations: challenging the challenges of globalisation by Ramakrishnan, Kunneeth*

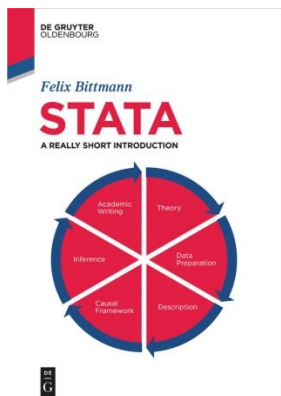
New Delhi PHI Learning Pvt. Ltd. 2013

Acc. No. 002731

Call No. 658.4 RAM

Summary: The book clarifies, conceptualises and recommends significant aspects of institutionalised positive managerial leadership in organisations. The important milestones are influence of culture on employee behaviour, positive organisational culture, profile of positive managerial leadership, their changing motivational roles, organisational assimilations of multicultural employees, new approach to employee welfare and some suggestions to evolve a future-ready achievable dream organisation.

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Sr. No. 174

Title: *Stata: a really short introduction by Bittmann, Felix*

Berlin De Gruyter Oldenbourg 2019

Acc. No. 002732

Call No. 005.55 BIT

Summary: Stata is one of the most popular statistical software in the world and suited for all kinds of users, from absolute beginners to experienced veterans. This book offers a clear and concise introduction to the usage and the workflow of Stata. Included topics are importing and managing datasets, cleaning and preparing data, creating and manipulating variables, producing descriptive statistics and meaningful graphs as well as central quantitative methods, like linear (OLS) and binary logistic regressions and matching. Additional information about diagnostic tests ensures that these methods yield valid and correct results that live up to academic standards. Furthermore,

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THE
ONE
THING
THE SURPRISINGLY
SIMPLE TRUTH BEHIND
EXTRAORDINARY
RESULTS
GARY KELLER
with JAY PAPANAN

Sr. No. 175

Title: *The one thing: the surprisingly simple truth behind extraordinary results by Keller, Gary*

London John Murray 2013

Acc. No. 002733

Call No. 650.1 KEL

Summary: In The ONE Thing, you'll learn to: Cut through the clutter, Achieve better results in less time, Build momentum toward your goal, Dial down the stress, Overcome that overwhelmed feeling, Revive your energy, Stay on track, Master what matters to you

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Sr. No. 176

Title: *The Oxford handbook of work and organization by Ackroyd, Stephen*

Oxford Oxford University Press 2010

Acc. No. 002734

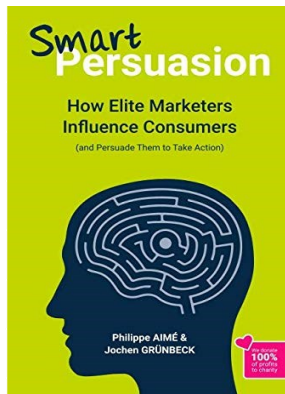
Call No. 331 ACK

Summary: Oxford Handbooks offer authoritative and up-to-date surveys of original research in a particular subject area. Specially commissioned essays from leading figures in the discipline give critical examinations of the progress and direction of debates, as well as a foundation for future research. Oxford Handbooks provide scholars and graduate students with compelling new perspectives upon a wide range of subjects in the humanities, social sciences, and sciences.

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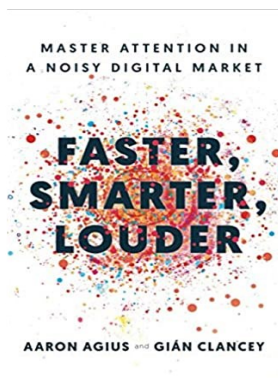
Sr. No. 177

Title: Smart persuasion: how elite marketers influence consumers by Aime, Philippe
United Kingdom Convertize Ltd. 2019

Acc. No. 002735

Call No. 658.8 AIM

Summary: Conversions begin in the brain. Every purchase starts with a decision, and every decision is shaped by consumer psychology. This book explains how mental shortcuts (cognitive biases) affect your customers' decision making and shows you how to be more persuasive online. Philippe Aimé and Jochen Grünbeck are optimisation addicts and have been at the forefront of digital marketing since the beginning. Inspired by behavioural economists like Daniel Kahneman, Dan Ariely and Richard Thaler, the techniques described in Smart Persuasion leverage powerful decision-making biases to make marketing more effective. Alongside these behavioural insights, Smart Persuasion incorporates research from marketing experts such as Jonah Berger, Robert Cialdini and Roger Dooley.



Sr. No. 178

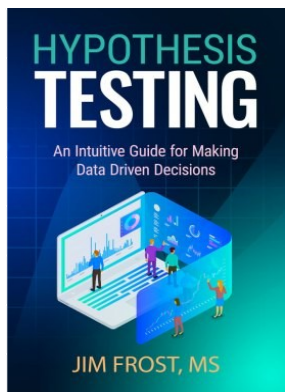
Title: Faster, smarter, louder: master attention in a noisy digital market by Agius, Aaro
USA Lioncrest Publishing 2019

Acc. No. 002736

Call No. 659.144 AGI

Summary: In Faster, Smarter, Louder, Aaron Agius and Gián Clancey share the secrets that transformed their two-person agency into a global leader in digital marketing. Through personal stories and real-world research, Aaron and Gián demonstrate that landing multimillion-dollar clients isn't just about AdWords, SEO, and social media. To make a splash, you need to provide value, be authentic, and make human connections. Learn how to craft a digital marketing strategy that combines industry-proven strategies with contemporary social science. The result is a brand that is visible, in-demand, and built for the long haul—in a word, louder!

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Sr. No. 179

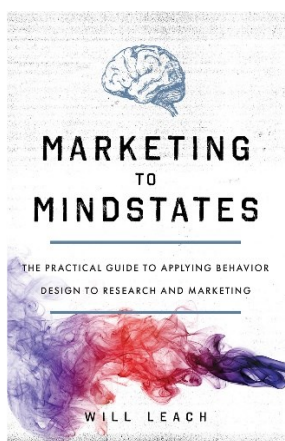
Title: Hypothesis testing: an intuitive guide for making data driven decisions by Frost, Jim
Pennsylvania Statistics by Jim Publishing 2020

Acc. No. 002737

Call No. 519.544 FRO

Summary: This book, I reference datasets you can use to follow along and try yourself. All datasets are in comma separated values (CSV) files, which facilitates easy importation into different programs. If you're reading an ebook version, you can click the links throughout the ebook to download datasets for specific examples.

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Sr. No. 180

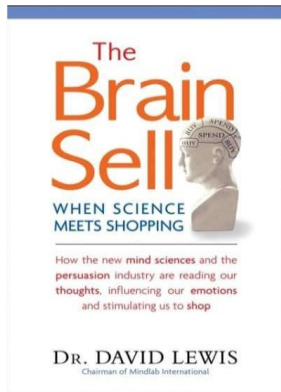
Title: Marketing to mindstates: the practical guide to applying behavior design to research and marketing by Leach, Will
United States Lioncrest Publishing 2021

Acc. No. 002738

Call No. 658.8 LEA

Summary: In Marketing to Mindstates, Will Leach, founder of TriggerPoint Design, a leading behavior research and design consultancy, demystifies this nonconscious filter and explains how to bypass it, introducing readers to temporary moments of influence called mindstates. Using his Mindstate Behavioral Model, he shows you specifically how to create behaviorally optimized messaging designed to activate these mindstates and trigger real emotional engagement. With this book, researchers and marketers will finally have a practical guide to creating behaviorally designed marketing that psychologically breaks through your customers' nonconscious to drive new behaviors and top line growth.

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Sr. No. 181

Title: *The brain sell: when science meets shopping; how the new mind sciences and the persuasion industry are reading our thoughts, influencing our emotions, and stimulating us to Shop* by Lewis, David

London Nicholas Brealey Publishing 2013

Acc. No. 002739

Call No. 658.8342 LEW

Summary: Science has made the leap from the lab to come to a store near you and the effects on us are phenomenal. Corporations in hyper-competition are now using the new mind sciences to analyze how and when we shop, and the hidden triggers that persuade us to consume. From bargains in the Big Apple to the bustling bazaars of Istanbul, from in-store to interactive and online to mobile, neuromarketing pioneer Dr. David Lewis goes behind the scenes of the persuasion industry to reveal the powerful tools and techniques, technologies and psychologies seeking to stimulate us all to buy more often without us consciously realizing it.



Sr. No. 182

Title: *The first 20 hours: how to learn anything* by Kaufman, Josh

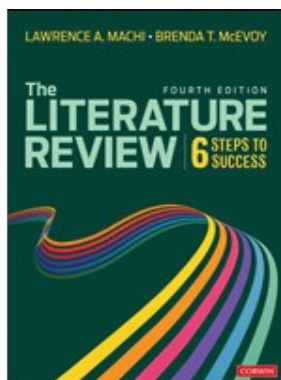
London Penguin Books Ltd. 2014

Acc. No. 002740

Call No. 153.15 KAU

Summary: What if it's possible to learn the basics of any new skill in 20 hours or less? Research suggests it takes 10,000 hours to master a new skill, and the earliest hours are always the most frustrating. That's why it's so difficult to learn a new language, play an instrument, hit a golf ball, or shoot great photos. Josh Kaufman offers a better way. His systematic approach to rapid skill acquisition shows you how to deconstruct complex skills, maximize productive practice, and remove common learning barriers. By completing just 20 hours of focused, deliberate practice you can pick up the basics in record time... and have more fun along the way.

[Click for more details](#)



Sr. No. 183

Title: *The literature review: six steps to success* by Machi, Lawrence A.

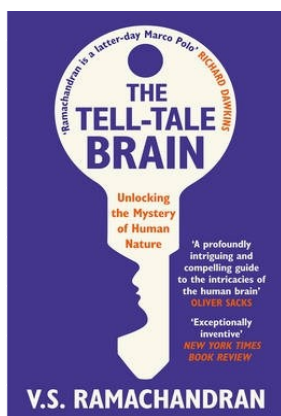
California Corwin 2022

Acc. No. 002741

Call No. 001.4 MAC

Summary: Creating a successful literature review can be a daunting task, which is why so many researchers have relied on previous editions of this book to make the process more manageable. Using the six-step model, you'll work seamlessly to narrow your research topic, focus your literature search, negotiate the myriad of books, periodicals, and reports about your topic—and, of course, write the review. Updated, expanded, and reorganized to improve ease of use, the fourth edition of this bestselling handbook includes: New and improved graphics ideal for visualizing the process

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Sr. No. 184

Title: *The tell-tale brain: tale brain-unlocking the mystery of human nature* by Ramachandran, V. S.

London Windmill Books 2012

Acc. No. 002742

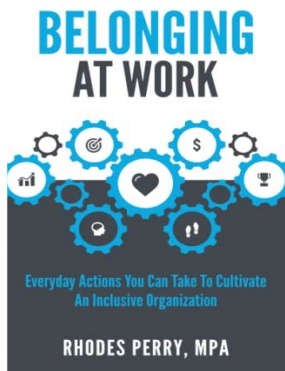
Call No. 612.82 RAM

Summary: John, aged sixty, suffered a stroke and recovered fully, except in one respect: although he can see perfectly, he can no longer recognise faces, even his own reflection in a mirror. Whenever Francesca touches a particular texture, she experiences a vivid emotion: denim = extreme sadness; wax = embarrassment; orange peel = shock. Jimmie, whose left arm was recently amputated, can still feel it - and it's itchy. Our brains are the most enchanting and complex things in the known universe - but what happens when they go wrong? Dr V. S. Ramachandran, 'the Sherlock Holmes of brain science' and one of the world's leading neuroscientists,

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Sr. No. 185

Title: *Belonging at work: everyday actions you can take to cultivate an inclusive organization* by Perry, Rhodes

Portland RPC Academy Press 2018

Acc. No. 002743

Call No. 658.3145

Summary: Belonging at Work empowers business leaders, change agents, visionaries, and those on their way to joining them with the knowledge, skills, and confidence to build inclusive organizations. The personal stories, case studies, and practical strategies featured in the book offer everything you need to cultivate workplace cultures where all of your stakeholders can show up authentically and feel valued and respected. Rhodes Perry's visionary book serves as a blueprint for the future of work."

COMMUNICATION
&
ORGANIZATIONAL
CULTURE



JOANN KEYTON

Sr. No. 186

Title: *Communication and organizational culture: a key to understanding work experiences* by Keyton, Joann

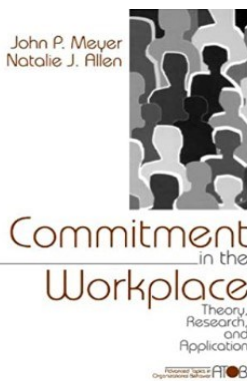
California Sage Publications Ltd. 2013

Acc. No. 002744

Call No. 302.35 KEY

Summary: Joann Keyton introduces the basic elements—assumptions, values, and artifacts—of organizational culture, draws on communication and management research findings, and integrates practical applications throughout the text. The book helps students to identify and read organizational culture through different lenses, create cultural interpretations, and ultimately make informed work and employment decisions.

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Sr. No. 187

Title: *Commitment in the workplace: theory, research, and application* by Meyer, John P.

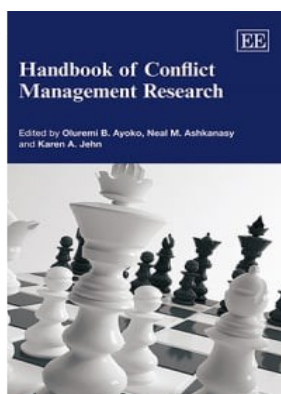
California Sage Publications Ltd. 1997

Acc. No. 002745

Call No. 658.314 MEY

Summary: This book overviews academic and popular perspectives on commitment in employees. It examines the multiple faces of commitment and the links that have been established between the various forms of commitment and organizational behaviour. In addition, questions concerning individual differences, organizational characteristics, job characteristics and work experiences associated with commitment are explored. The volume concludes with a discussion of what organizations can do to manage commitment effectively, including under difficult circumstances such as merger/acquisition, downsizing and relocation.

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Sr. No. 188

Title: *Handbook of conflict management research* by Ayoko, Oluremi B.

Cheltenham Edward Elgar Publishing USA

Acc. No. 002746

Call No. 658.4053 AYO

Summary: This unique book draws together current thoughts and research in conflict management. Specifically, it brings a wealth of knowledge from authorities in the field on emerging issues such as power in conflict, cognition and emotions in conflict, leading conflict from multiple perspectives and cultural orientations, the role of context in conflict and the teaching of conflict management. Altogether, the Handbook provides a critical avenue for researchers and practitioners' continued engagement in conflict research and management theory.

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Sr. No. 189

Title: How to be good at performance appraisal: simple, effective, done right by Grote, Dick

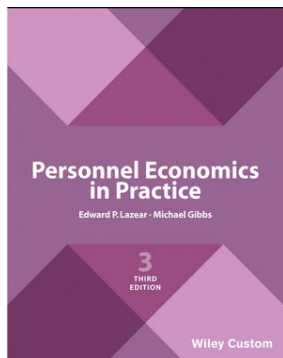
Boston Harvard Business Review Press 2011

Acc. No. 002747

Call No. 658.3125 GRO

Summary: If you're an executive, manager, or team leader, one of your toughest responsibilities is managing your people's performance. How do you appraise just how well a direct report has carried out her job? What do you do if informal coaching fails to improve mediocre performance? In "How to be Good at Performance Appraisals" Dick Grote provides a concise, hands-on guide to succeeding at every task required by your company's performance appraisal and management process.

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Sr. No. 190

Title: Personnel economics in practice by Lazear, Edward P.

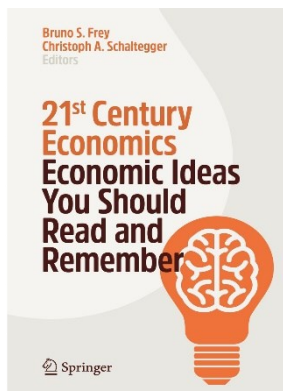
New Jersey John Wiley & Sons, Inc. 2017

Acc. No. 002748

Call No. 658.3 LAZ

Summary: Personnel Economics in Practice, 3rd Edition by Edward Lazear and Michael Gibbs gives readers a rigorous framework for understanding organizational design and the management of employees. Economics has proven to be a powerful approach in the changing study of organizations and human resources by adding rigor and structure and clarifying many important issues. Not only will readers learn and apply ideas from microeconomics, they will also learn principles that will be valuable in their future careers.

[Click for more details](#)



Sr. No. 191

Title: 21st century economics: economic ideas you should read and remember by Frey, Bruno S.

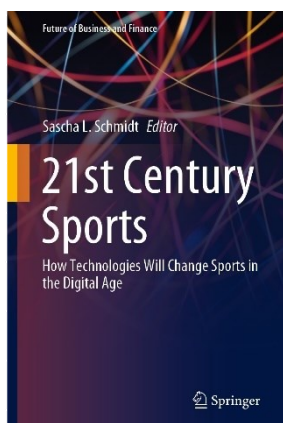
Switzerland Springer 2019

Acc. No. 002749

Call No. 330 FRE

Summary: Economics is a science that can contribute substantial powerful and fresh insights! This book collects essays by leading academics that evaluate the scholarly importance of contemporary economic ideas and concepts, thus providing valuable knowledge about the present state of economics and its progress. This compilation of short essays helps readers interested in economics to identify 21st century economic ideas that should be read and remembered. The authors state their personal opinion on what matters most in contemporary economics and reveal its fascinating and creative sides.

[Click for more details](#)



Sr. No. 192

Title: 21st century sports: how technologies will change sports in the digital age by Schmidt, Sascha L.

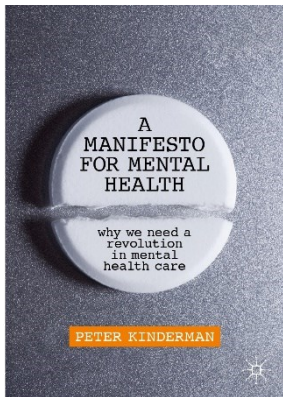
Switzerland Springer 2020

Acc. No. 002750

Call No. 613.71 SCH

Summary: This book outlines the effects that technology-induced change will have on sport within the next five to ten years, and provides food for thought concerning what lies further ahead. Presented as a collection of essays, the authors are leading academics from renowned institutions such as Massachusetts Institute of Technology, Queensland University of Technology, and the University of Cambridge, and practitioners with extensive technological expertise. In their essays, the authors examine the impacts of emerging technologies like artificial intelligence, the Internet of Things, and robotics on sports and assess how they will change sport itself, consumer behavior, and existing business models.

[Click for more details](#)



Sr. No. 193

Title: A manifesto for mental health: why we need a revolution in mental health care by Kinderman, Peter

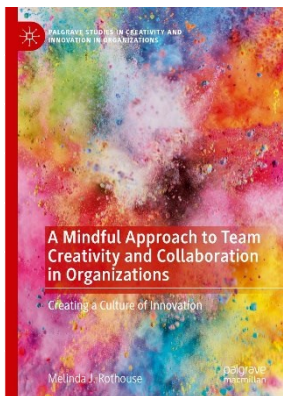
Switzerland Palgrave Macmillan 2019

Acc. No. 002751

Call No. 616.89 KIN

Summary: This book highlights persuasive evidence that our mental health and wellbeing depend largely on the society in which we live, on the things happen to us, and on how we learn to make sense of and respond to those events. Kinderman proposes a rejection of invalid diagnostic labels, practical help rather than medication, and a recognition that distress is usually an understandable human response to life's challenges. Offering a serious critique of establishment thinking, A Manifesto for Mental Health provides a well-crafted demonstration of how, with scientific rigour and empathy,

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Sr. No. 194

Title: A mindful approach to team creativity and collaboration in organizations: creating a culture of innovation Rothouse, Melinda J.

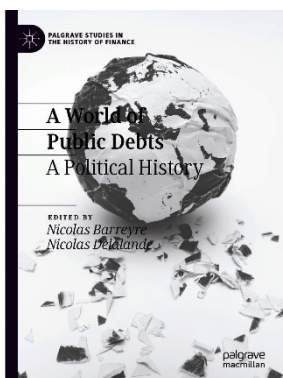
Switzerland Palgrave Macmillan 2020

Acc. No. 002752

Call No. 658.314 ROT

Summary: This book examines how contemplative arts practice and a mindful approach to creativity, can be used to offer new possibilities for facilitating team creativity and collaboration in organizational settings. The author employs a qualitative, action research paradigm, using arts-based and ethnographic methods, to explore the perceived effects of a contemplative arts workshop process on team creativity and collaboration within an organization. The book demonstrates how a contemplative arts workshop process may be used to facilitate mindfulness, trust, communication, collaboration, and creative insights among teams and working groups.

[Click for more details](#)



Sr. No. 195

Title: A world of public debts: a political history by Barreyre, Nicolas

Switzerland Palgrave Macmillan 2020

Acc. No. 002753

Call No. 336.34 BAR

Summary: This book analyzes public debt from a political, historical, and global perspective. It demonstrates that public debt has been a defining feature in the construction of modern states, a main driver in the history of capitalism, and a potent geopolitical force. From revolutionary crisis to empire and the rise and fall of a post-war world order, the problem of debt has never been the sole purview of closed economic circles. This book offers a key to understanding the centrality of public debt today by revealing that political problems of public debt have and will continue to need a political response.

[Click for more details](#)



Sr. No. 196

Title: Adventure finance: how to create a funding journey that blends profit and purpose by Power, Aunnie Patton

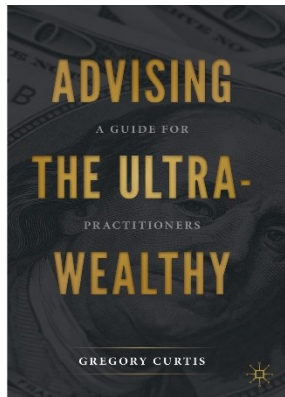
Switzerland Springer 2021

Acc. No. 002754

Call No. 657.9042 POW

Summary: The venture capital model doesn't work—at least not for 99% of startups and small businesses. In this 99% are a lot of companies with incredible potential: businesses headed by female founders and those from diverse racial backgrounds, organizations headquartered outside of venture capital hubs, and purpose-driven enterprises that are creating social and environmental impact alongside financial success. Counter to what the press-savvy venture capital world would have you believe, there are a lot of funding options out there for startups and small businesses. Adventure Finance is designed to help you understand some of these options,

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Sr. No. 197

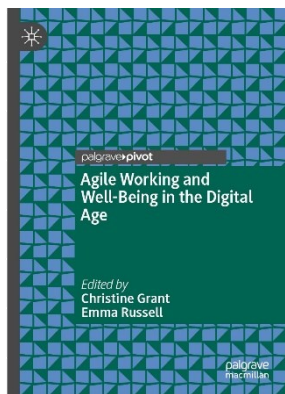
Title: *Advising the ultra-wealthy: a guide for practitioners* by Curtis, Gregory
Switzerland Springer 2020

Acc. No. 002755

Call No. 332.02401 CUR

Summary: This book, designed to be a guide for practitioners who wish to advise ultra-wealthy families, focuses on the difference between the ultra-wealthy and the 'merely' wealthy. With this in mind, the chapters devote little time to issues on which most financial advisors spend most of their time—retirement planning, IRA accounts, home mortgages, planning for college tuition, or financial planning in general. Practitioners working with the ultra-wealthy will instead need to grapple with complex tax issues, matters associated with the ever-changing world of trusts, the special world of the family office, money managers that are not available to anyone who is not an accredited investor or who enforce very high minimum account sizes,

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Sr. No. 198

Title: *Agile working and well-being in the digital age* by Grant, Christine

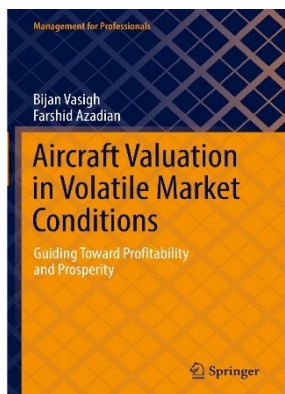
Switzerland Palgrave Macmillan 2020

Acc. No. 002756

Call No. 338.06 GRA

Summary: Within the digital era, agile working is imperative for organisations and workers to meet the needs of customers, service-users and ever-changing markets. This needs to be achieved whilst meeting goals of effectiveness and well-being. In this book, state-of-the-art theory is used to understand how to optimise agile working by addressing key issues around personality, team-working and management. The authors define the concept of agile working and unpack often-misunderstood terms associated with this, such as remote working and telework. The book explores the well-being consequences of agile work including sedentary behaviours, digital distraction, and digital resistance before offering insights for the future.

[Click for more details](#)



Sr. No. 199

Title: *Aircraft valuation in volatile market conditions: guiding toward profitability and prosperity* by Vasigh, Bijan

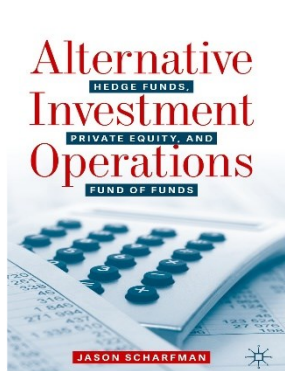
Switzerland Springer 2022

Acc. No. 002757

Call No. 338.4762913334 VAS

Summary: This book provides indispensable knowledge for practitioners in aircraft financing. It presents an innovative framework that treats valuation analysis as a systematic effort in problem-solving directed at rational financial decision-making. It incorporates much of the modern approach to financial investment decision-making. It proposes essential tools of flexibility, adaptability, and commonality of aircraft financial analyses that apply to an almost infinite variety of valuation problem situations. Once these connections have been introduced, the reader will be equipped with an understanding of the underlying concepts of aircraft valuation processes and

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Sr. No. 200

Title: *Alternative investment operations: hedge funds, private equity, and fund of funds* by Scharfman, Jason

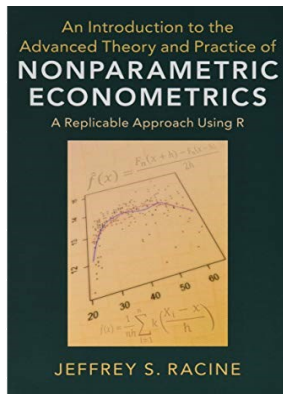
Switzerland Palgrave Macmillan 2020

Acc. No. 002758

Call No. 332.6 SCH

Summary: This book provides current and practical guidance on the foundations of how alternative investment managers build and manage their operations. While other publications have focused on generalized overviews of historical trading procedures across multiple asset classes, and the technical intricacies of specific legacy operational procedures, Alternative Investment Operations will be the first book to focus on explaining up-to-date information on the specific real-world operational practices actually employed by alternative investment managers.

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Sr. No. 201

Title: An introduction to the advanced theory of nonparametric econometrics: a replicable approach using R by Racine, Jeffrey S.

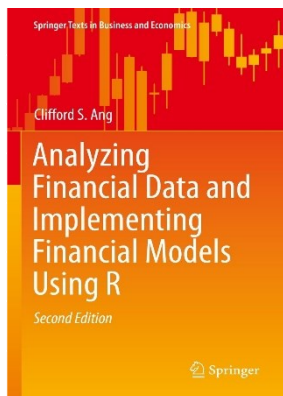
New York Cambridge University Press 2019

Acc. No. 002759

Call No. 330.0151954 RAC

Summary: This book is written for advanced undergraduate students, intermediate graduate students, and faculty, and provides a complete teaching and learning course at a more accessible level of theoretical rigor than Racine's earlier book co-authored with Qi Li, Nonparametric Econometrics: Theory and Practice (2007). The open source R platform for statistical computing and graphics is used throughout in conjunction with the R package np. Recent developments in reproducible research is emphasized throughout with appendices devoted to helping the reader get up to speed with R, R Markdown, TeX and Git.

[Click for more details](#)



Sr. No. 202

Title: Analyzing financial data and implementing financial models using R by Ang, Clifford S.

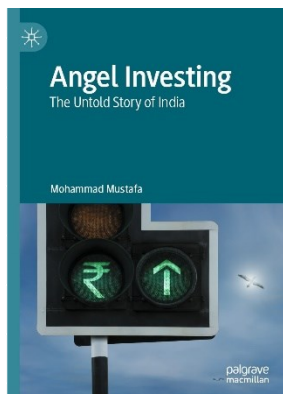
Switzerland Springer 2020

Acc. No. 002760

Call No. 332 ANG

Summary: This advanced undergraduate/graduate textbook teaches students in finance and economics how to use R to analyse financial data and implement financial models. It demonstrates how to take publically available data and manipulate, implement models and generate outputs typical for particular analyses. A wide spectrum of timely and practical issues in financial modelling are covered including return and risk measurement, portfolio management, option pricing and fixed income analysis.

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Sr. No. 203

Title: Angel investing: the untold story of India by Mustafa, Mohammad

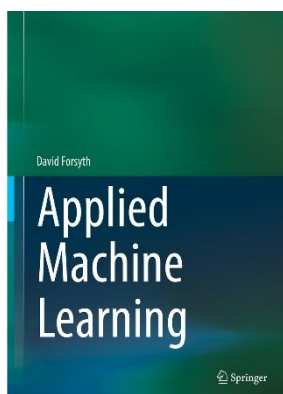
Switzerland Palgrave Macmillan 2021

Acc. No. 002761

Call No. 658.15224 MUS

Summary: The book builds the fundamentals and construct of Angel Investing, grounds up from the learnings and experiences of top Angels in India, along with the universally acknowledged and accepted basics. It is based on experiences of top 20-25 Angels in India to build the construct across all aspects of Angel Financing – Angel Strategies and Investment Philosophy, Deal Origination, Screening and Selection, Managing Due Diligence, Valuation, Deal Negotiation and Structuring, Post-Investment Monitoring, Exit Strategies and building Angel Portfolio. The book brings in more consistency, structure and transparency in Angel Investing process in India,

[Click for more details](#)



Sr. No. 204

Title: Applied machine learning by Forsyth, David

Switzerland Springer 2019

Acc. No. 002762

Call No. 006.31 FOR

Summary: Machine learning methods are now an important tool for scientists, researchers, engineers and students in a wide range of areas. This book is written for people who want to adopt and use the main tools of machine learning, but aren't necessarily going to want to be machine learning researchers. Intended for students in final year undergraduate or first year graduate computer science programs in machine learning, this textbook is a machine learning toolkit. Applied Machine Learning covers many topics for people who want to use machine learning processes to get things done, with a strong emphasis on using existing tools and packages, rather than writing one's own code.

[Click for more details](#)



Sr. No. 205

Title: Artificial intelligence: structures and strategies for complex problem solving by Luger, George F.

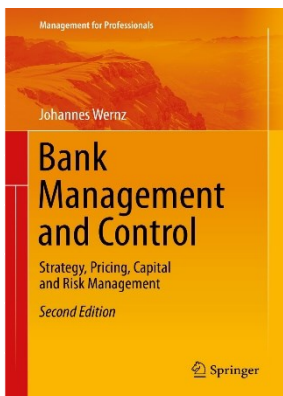
Noida Pearson India Education Services Pvt. Ltd. 2021

Acc. No. 002763

Call No. 006.3 LUG

Summary: Ideal for an undergraduate course in Artificial Intelligence, the sixth edition presents the fundamental concepts of the discipline first and then goes into detail with the practical information necessary to implement the algorithms and strategies discussed. It includes perception and adaptation using neural networks and genetic algorithms, intelligent agents with ontologies, automated reasoning, natural language analysis, and stochastic approaches to machine learning.

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Sr. No. 206

Title: Bank management and control by Wernz, Johannes

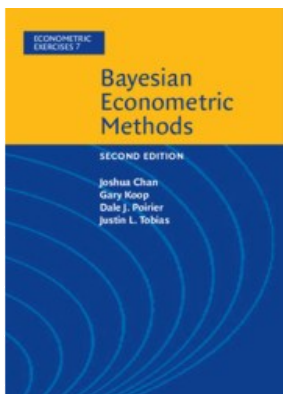
Switzerland Springer 2020

Acc. No. 002764

Call No. 332.1068 WER

Summary: In this book capital, risk and yield are treated comprehensively and seamlessly. And a thorough introduction to the advanced methods of risk management for all sectors of banking is discussed. In addition, directly applicable concepts and data such as macroeconomic scenarios for strategic planning and stress testing as well as detailed scenarios for operational risk and advanced concepts for credit risk are presented in straightforward language. The book analyzes the effects of macroeconomic and regulatory developments such as the set of Basel III rules on planning, and

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Sr. No. 207

Title: Bayesian econometric methods by Chan, Joshua

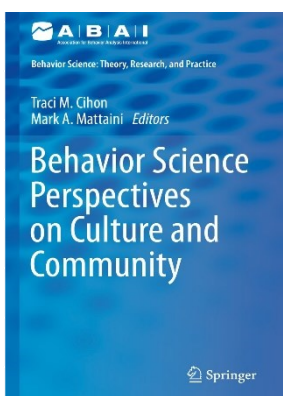
New York Cambridge University Press 2020

Acc. No. 002765

Call No. 330.01519542 CHA

Summary: Bayesian Econometric Methods examines principles of Bayesian inference by posing a series of theoretical and applied questions and providing detailed solutions to those questions. This second edition adds extensive coverage of models popular in finance and macroeconomics, including state space and unobserved components models, stochastic volatility models, ARCH, GARCH, and vector autoregressive models. The authors have also added many new exercises related to Gibbs sampling and Markov Chain Monte Carlo (MCMC) methods. The text includes regression-based and hierarchical specifications, models based upon latent variable representations, and mixture and time series specifications.

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Sr. No. 208

Title: Behavior science perspectives on culture and community by Cihon, Traci M.

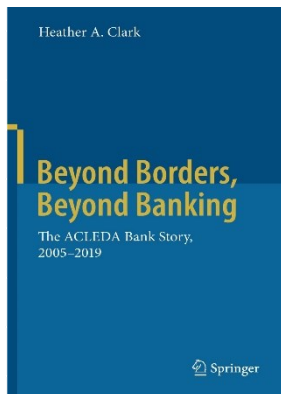
Switzerland Springer 2020

Acc. No. 002766

Call No. 150 CIH

Summary: This textbook presents the scientifically rigorous work of the last several decades that has taken a behavior-analytic view of social and cultural processes, with an eye for contributions that address social and cultural issues. The chapters herein explore and elaborate on the history, theories, and methodologies of culturo-behavior science and those of its researchers and practitioners. Throughout this volume, the authors intentionally prompt students to both learn from and question the current theory and methods while shaping their own research and practice.

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Sr. No. 209

Title: Beyond borders, beyond banking: the ACLEDA bank story, 2005-2019 by Clark, Heather A.

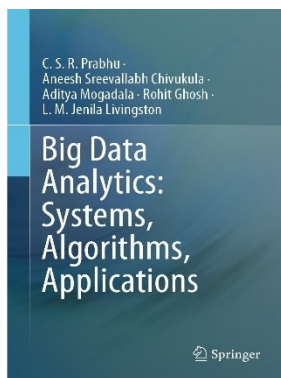
Switzerland Springer 2020

Acc. No. 002767

Call No. 332.109596 CLA

Summary: This book examines the experiences and good practices of ACLEDA Bank, Cambodia. Applicable to banks and microfinance institutions around the globe, it includes materials for classroom instruction on organizational development, financial sector development, the role of government and investors in supporting the financial market, and the benefits to customers. Following on the previous publication When There Was No Money, which tells the ACLEDA story by tracing its history and various stages of organizational development in the financial sector as it evolved in Cambodia from 1991 to 2004,

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Sr. No. 210

Title: Big data analytics: systems, algorithms, applications by Prabhu, C. S. R.

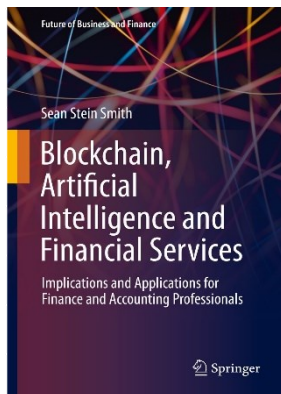
Switzerland Springer 2019

Acc. No. 002768

Call No. 005.7 PRA

Summary: This book provides a comprehensive survey of techniques, technologies and applications of Big Data and its analysis. The Big Data phenomenon is increasingly impacting all sectors of business and industry, producing an emerging new information ecosystem. On the applications front, the book offers detailed descriptions of various application areas for Big Data Analytics in the important domains of Social Semantic Web Mining, Banking and Financial Services, Capital Markets, Insurance, Advertisement, Recommendation Systems, Bio-Informatics, the IoT and Fog Computing, before delving into issues of security and privacy.

[Click for more details](#)



Sr. No. 211

Title: Blockchain, artificial intelligence and financial services: implications and applications for finance and accounting professionals by Smith, Sean Stein

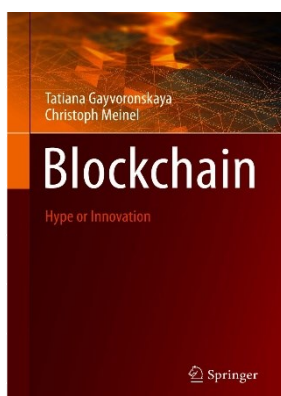
Switzerland Springer 2020

Acc. No. 002769

Call No. 332 SMI

Summary: Blockchain technology and artificial intelligence (AI) have the potential to transform how the accounting and financial services industries engage with the business, stakeholder and consumer communities. Presenting a blend of technical analysis with current and future applications, this book provides professionals with an action plan to embrace and move forward with these new technologies in financial and accounting organizations. It is written in a conversational style that is unbiased and objective, replacing jargon and technical details with real world case examples

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Sr. No. 212

Title: Blockchain: hype or innovation by Gayvoronskaya, Tatiana

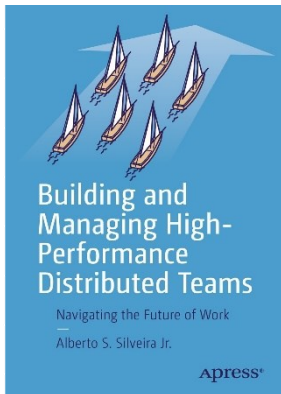
Switzerland Springer 2021

Acc. No. 002770

Call No. 005.740285 GAY

Summary: This book focuses on the innovation of blockchain technology and the advantages it offers. It provides a clear and comprehensive overview of blockchain technology and its possibilities, and thereby helps readers to form an opinion and draw their own conclusions about its potential exploitations. The book begins with a chapter on the topic of decentralized networks, which familiarizes readers with their challenges by using the example of an online trading platform. Hereinafter, it is then detailed what blockchain technology is, where it comes from, and how it works. The necessary underlying technologies are explained, and various individual approaches as well as their composition are presented.

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Sr. No. 213

Title: Building and managing high-performance distributed teams: navigating the future of work by Silveira, Alberto S.

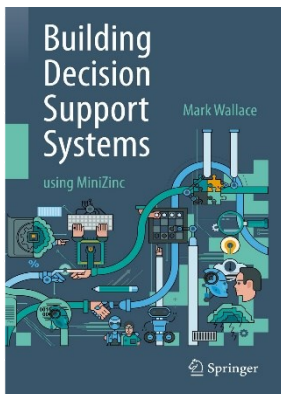
New York Apress 2021

Acc. No. 002771

Call No. 658.4022 SIL

Summary: Building and Managing High-Performance Distributed Teams explains what the distributed teams concept means to the future of your company. Author Alberto S. Silveira Jr. leverages his industry knowledge to explore why the high-performance distributed team model is vital to the future of business, and explains how to build and maintain one through times of change. You will learn to differentiate between distributed teams, remote work, offshoring, and what each means in a modern context.

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Sr. No. 214

Title: Building decision support systems: using minizinc by Wallace, Mark

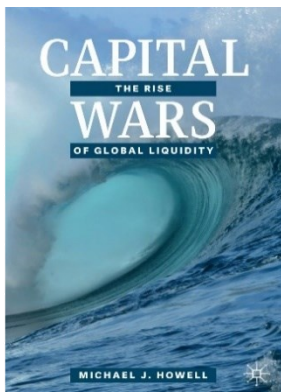
Switzerland Springer 2020

Acc. No. 002772

Call No. 658.403 WAL

Summary: This book introduces readers to the principles of intelligent decision support systems (IDSS) and how to build them with MiniZinc, a free, open-source constraint programming language. Managing an IDSS project requires an understanding of the system's design and behaviour. The book enables readers to appreciate what "combinatorial" optimisation problems are, and how modelling a problem provides the basis for solving it. It also presents the main algorithms for tackling decision support problems, discusses their strengths and weaknesses, and explores ways of achieving the necessary scalability when problems become big.

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Sr. No. 215

Title: Capital wars: the rise of global liquidity by Howell, Michael J.

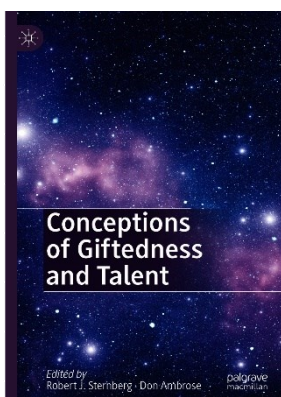
Switzerland Palgrave Macmillan 2020

Acc. No. 002773

Call No. 332.45 HOW

Summary: This book deeply explores the subject by clearly defining and measuring liquidity worldwide and by showing its importance for investors. The roles of central banks, shadow banking, the rise of Repo and growth of wholesale money are discussed. Additionally, covering the latest developments in China's increasingly dominant financial economy, this book will appeal to practitioners, policy-makers, economists and academics, as well as those with a general interest in how financial markets work.

[Click for more details](#)



Sr. No. 216

Title: Conceptions of giftedness and talent by Sternberg, Robert J.

Switzerland Springer 2021

Acc. No. 002774

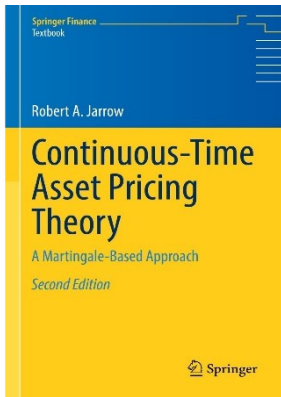
Call No. 55.455 STE

Summary: This book brings together eminent and emerging scholars to present cutting-edge research on diverse conceptions of giftedness and talent from a range of international perspectives. It covers classical views, emphasizing IQ, but also seeks to move the academic debate on from the common exclusive emphasis on IQ-based skills. In each chapter the contributors address both theoretical advances and practical applications for administrators, teachers, and parents. The editors conclude by integrating the different points of view and showing ways in which major ideas, even when given different names, can be integrated to provide a holistic and integral viewpoint on giftedness and talent.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 217

Title: Continuous-time asset pricing theory: a martingale-based approach by Jarrow, Robert A.

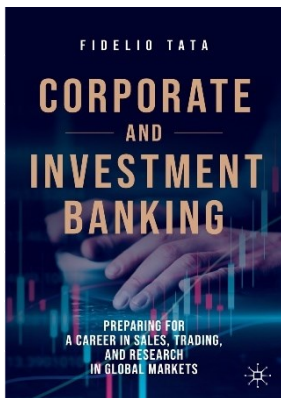
Switzerland Springer 2021

Acc. No. 002775

Call No. 519.236 JAR

Summary: Asset pricing theory yields deep insights into crucial market phenomena such as stock market bubbles. Now in a newly revised and updated edition, this textbook guides the reader through this theory and its applications to markets. The new edition features new results on state dependent preferences, a characterization of market efficiency and a more general presentation of multiple-factor models using only the assumptions of no arbitrage and no dominance. Taking an innovative approach based on martingales, the book presents advanced techniques of mathematical finance in a business and economics context,

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Sr. No. 218

Title: Corporate and investment banking: preparing for a career in sales, trading, and research in global markets by Tata, Fidelio

Switzerland Springer 2020

Acc. No. 002776

Call No. 332.66 TAT

Summary: This book provides unique information to prepare graduates and newly hired corporate and investment banking professionals for a career in the global markets environment of large universal and international investment banks. It shows the interrelationship between the three specific business functions of sales, trading, and research, as well as the interaction with corporate and institutional clients. The book fills a gap in the available literature by linking financial market theory to the practical aspects of day-to-day operations on a trading floor and offers a taxonomy of the current banking business,

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Sr. No. 219

Title: Corporate governance and accountability of financial institutions: the power and illusion of quality corporate disclosure by Akuffo, Jonas Abraham

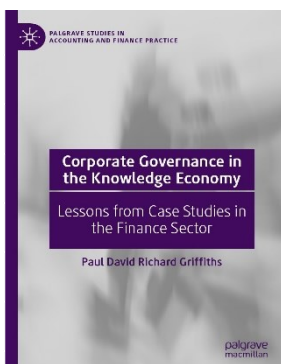
Switzerland Springer 2020

Acc. No. 002777

Call No. 658.4 AKU

Summary: The presence of sound corporate governance in a financial institution is important in maintaining the confidence of both the market and the public. The power that corporate governance holds over the success of some of the largest financial institutions in the world is not to be downplayed. This book methodically assesses the quality of corporate governance and mechanisms of accountability disclosures to various stakeholders. It is further intended to provide fresh insights into some specific corporate governance recommendations to help improve good governance in financial institutions,

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Sr. No. 220

Title: Corporate governance in the knowledge economy: lessons from case Studies in the finance sector by Griffiths, Paul David Richard

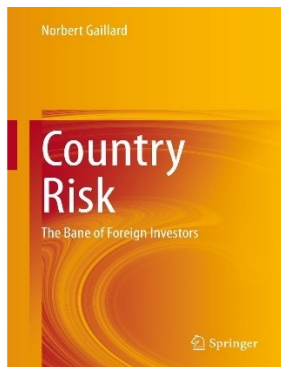
Switzerland Springer 2021

Acc. No. 002778

Call No. 658.4038 GRI

Summary: This book tackles the issue of corporate governance along two axes. Firstly, it confronts the developments in corporate governance within the context of the Knowledge Economy and all its implications in relation to the pre-eminence of intangible assets, the advent of technologies such as smartphones and advanced forms of artificial intelligence, and cultural changes associated with the incorporation of Gen Y into the workforce and the proliferation of social networks and effects such as Big Data and cyber-threats. Secondly,

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Sr. No. 221

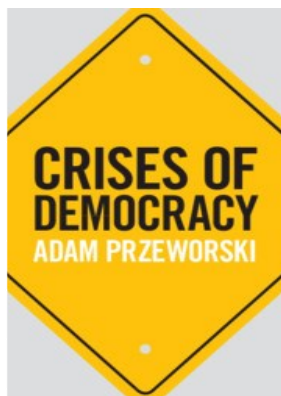
Title: Country risk: the bane of foreign investors by Gaillard, Norbert
Switzerland Springer 2020

Acc. No. 002779

Call No. 658.155 GAI

Summary: With the growth of international trade and the advent of financial globalization in the 1970s and 1980s, country risk has become a key notion for economists, financiers, and investors. I define this notion as “any macroeconomic, microeconomic, financial, social, political, institutional, judiciary, climatic, technological, or sanitary risk that affects (or could affect) an investor in a foreign country. Damages may materialize in several ways: financial losses; threat to the safety of the investing company’s employees, clients, or consumers; reputational damage; or loss of a market or supply source.”

[Click for more details](#)



Sr. No. 222

Title: Crises of democracy by Przeworski, Adam

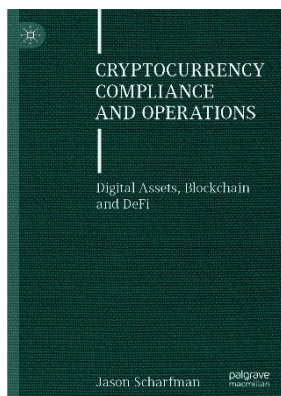
New York Cambridge University Press 2019

Acc. No. 002780

Call No. 321.8 PRZ

Summary: Is democracy in crisis? The current threats to democracy are not just political: they are deeply embedded in the democracies of today, in current economic, social, and cultural conditions. In Crises of Democracy, Adam Przeworski presents a panorama of the political situation throughout the world of established democracies, places it in the context of past misadventures of democratic regimes, and speculates on the prospects. Our present state of knowledge does not support facile conclusions. 'We should not believe the flood of writings that have all the answers'. Avoiding technical aspects, this book is addressed not only to professional social scientists, but to everyone concerned about the prospects of democracy.

[Click for more details](#)



Sr. No. 223

Title: Cryptocurrency compliance and operations: digital assets, blockchain and DeFi
by Scharfman, Jason

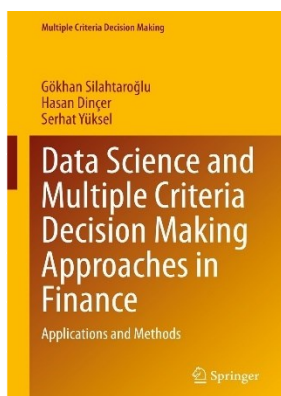
Switzerland Palgrave Macmillan 2022

Acc. No. 002781

Call No. 332.40285 SCH

Summary: Cryptocurrencies and digital assets are increasingly garnering interest from institutional investors. This is on top of the already strong support in place for cryptocurrencies such as Bitcoin from the retail investor. With this rapid growth has come a series of complex operational and regulatory compliance challenges. These challenges have become further exacerbated by the increasing pace of technological advances in areas such as decentralized finance (DeFi) tokenization, blockchain and distributed ledger technology (DLT) essential to the crypto and digital asset markets.

[Click for more details](#)



Sr. No. 224

Title: Data science and multiple criteria decision-making approaches in finance
by Silahtaroglu, Gokhan

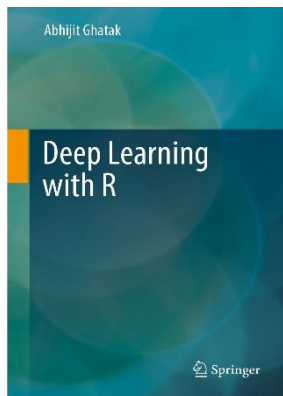
Switzerland Springer 2021

Acc. No. 002783

Call No. 658.403 SIL

Summary: This book considers and assesses essential financial issues by utilizing data science and fuzzy multiple criteria decision making (MCDM) methods. It introduces readers to a range of data science methods, and demonstrates their application in the fields of business, health, economics, finance and engineering. In addition, it provides suggestions based on the assessment results on each topic, which can help to enhance the efficiency of the financial system and the sustainability of economic development. Given its scope, the book will help readers broaden their perspective on the assessment and evaluation of financial issues using data science and MCDM approaches.

[Click for more details](#)



Sr. No. 225

Title: Deep learning with R by Ghatak, Abhijit

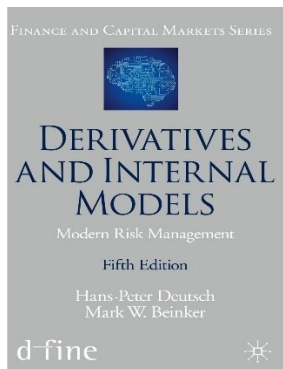
Switzerland Springer 2019

Acc. No. 002784

Call No. 006.31 GHA

Summary: The book starts with an introduction to machine learning and moves on to describe the basic architecture, different activation functions, forward propagation, cross-entropy loss and backward propagation of a simple neural network. It goes on to create different code segments to construct deep neural networks. It discusses in detail the initialization of network parameters, optimization techniques, and some of the common issues surrounding neural networks such as dealing with NaNs and the vanishing/exploding gradient problem. Advanced variants of multilayered perceptrons namely, convolutional neural networks and sequence models are explained, followed by application to different use cases

[Click for more details](#)



Sr. No. 226

Title: Derivatives and internal models: modern risk management by Deutsch, Hans-Peter

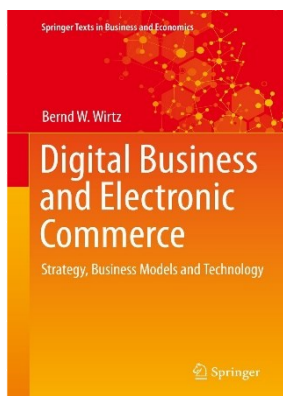
Switzerland Palgrave Macmillan 2020

Acc. No. 002785

Call No. 332.0415 DEU

Summary: This book provides insight into modern market risk quantification methods such as variance-covariance, historical simulation, Monte Carlo, hedge ratios, etc., including time series analysis and statistical concepts such as GARCH Models or Chi-Square-distributions. It shows how optimal trading decisions can be deduced once risk has been quantified by introducing risk-adjusted performance measures and a complete presentation of modern quantitative portfolio optimization.

[Click for more details](#)



Sr. No. 227

Title: Digital business and electronic commerce: strategy, business models and technology by Wirtz, Bernd W.

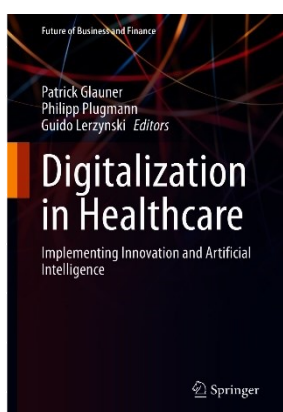
Switzerland Springer 2021

Acc. No. 002786

Call No. 658.84 WIR

Summary: This textbook introduces readers to digital business from a management standpoint. It provides an overview of the foundations of digital business with basics, activities and success factors, and an analytical view on user behavior. Dedicated chapters on mobile and social media present fundamental aspects, discuss applications and address key success factors. The Internet of Things (IoT) is subsequently introduced in the context of big data, cloud computing and connecting technologies, with a focus on industry 4.0, smart business services, smart homes and digital consumer applications, as well as artificial intelligence.

[Click for more details](#)



Sr. No. 228

Title: Digitalization in healthcare: implementing innovation and artificial intelligence by Glauner, Patrick

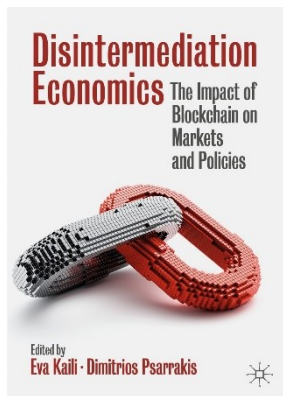
Switzerland Springer 2021

Acc. No. 002787

Call No. 610.285 GLA

Summary: Digital technologies are currently dramatically changing healthcare. This book introduces the reader to the latest digital innovations in healthcare in fields such as artificial intelligence, points out new ways in patient care and describes the limits of its application. It also offers essential guidance in the form of structured and authoritative contributions by domain experts spanning from artificial intelligence to hospital management to radiology to dentistry to preventive medicine. Furthermore, it shares ideas and experiences of industry veterans, in particular on how IT-driven solutions could solve long-standing issues in the fields of healthcare and hospitalization.

[Click for more details](#)



Sr. No. 229

Title: Disintermediation economics: the impact of blockchain on markets and policies by Kaili, Eva

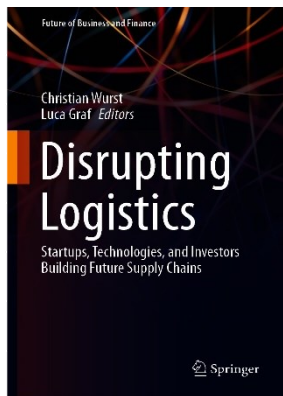
Switzerland Springer 2021

Acc. No. 002788

Call No. 338.9 KAI

Summary: This book provides a coherent Blockchain framework for the business community, governments, and universities structured around microeconomics, macroeconomics, finance, and political economy and identifies how financial markets and governmental policies are changed by digitization, specifically Blockchain. This framework, what they authors call “disintermediation economics,” affects everything by providing a paradigm that transforms the way we organize markets and value chains, financial services, central banking, budgetary policies, innovation ecosystems, government services, and civil society.

[Click for more details](#)



Sr. No. 230

Title: Disrupting logistics: startups, technologies, and investors building future supply chains by Graf, Luca

Switzerland Springer 2021

Acc. No. 002789

Call No. 658.5 GRA

Summary: This book presents trends, developments, and examples of how digital disruption is currently reshaping the logistics industry. Logistics is the invisible force behind the global economy, influencing and providing a lens into all economic activities. Chapters written by respected experts in the field describe how new technologies such as autonomous vehicles, blockchain, Internet of things (IoT), and state-of-the-art freight management solutions are fundamentally changing supply chain solutions. Special emphasis is placed on promising start-ups and venture capital firms around the world that are now investing in the future of logistics.

[Click for more details](#)



Sr. No. 231

Title: Disruption in the infrastructure sector: challenges and opportunities for developers, investors and asset managers by Chiarella, Carlo

Switzerland Springer 2020

Acc. No. 002790

Call No. 658.154 CHI

Summary: This book collects a series of contributions by a group of Bocconi University researchers under the Antin IP Associate Professorship in Infrastructure Finance, which cover the key megatrends that are expected to reshape the way we think about infrastructure, and the implications for infrastructure investors and asset managers. Its goal is to improve and disseminate the culture of infrastructure among academics, professionals and policymakers. The main focus is on Europe and the European Union, and specifically on three key sectors:

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Michael F. Strohmer · Stephen Easton
Martin Eisenhut · Elouise Epstein
Robert Kromoser · Erik R. Peterson
Enrico Rizzon



Sr. No. 232

Title: Disruptive procurement: winning in a digital world by Strohmer, Michael F.

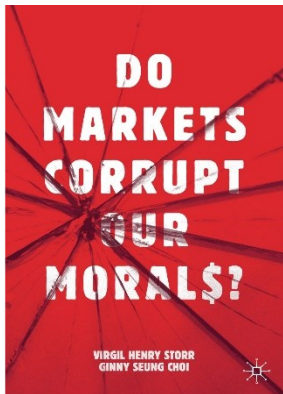
Switzerland Springer 2020

Acc. No. 002791

Call No. 658.5 STR

Summary: Disruptive Procurement is a radical new approach to creating value and innovation by challenging the status quo in the entire product and service line. It requires going far beyond conventional desktop procurement to understand the value the company brings to its customers as well as the value that suppliers bring to the company. By combining knowledge of these two dimensions, companies become far more flexible and they move closer to disrupting the environment in ways that create value. To move toward Disruptive Procurement, companies need a holistic view and a complete new set of capabilities for staff in marketing, sales, R&D, manufacturing, innovation, and, of course, procurement.

[Click for more details](#)



Sr. No. 233

Title: *Do markets corrupt our morals?* by Storr, Virgil Henry

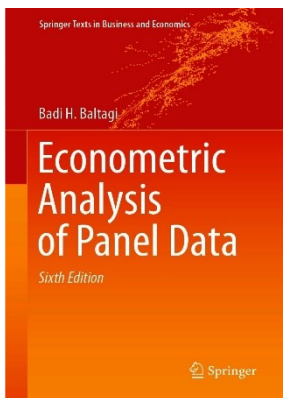
Switzerland Springer 2019

Acc. No. 002792

Call No. 306.342 STO

Summary: This book explores whether or not engaging in market activities is morally corrupting. Storr and Choi demonstrate that people in market societies are wealthier, healthier, happier and better connected than those of societies where markets are more restricted. More provocatively, they explain that successful markets require and produce virtuous participants. Markets serve as moral spaces that both rely on and reward their participants for being virtuous. Rather than harming individuals morally, the market is an arena where individuals are encouraged to be their best moral selves. *Do Markets Corrupt Our Morals?* invites us to reassess the claim that markets corrupt our morals.

[Click for more details](#)



Sr. No. 234

Title: *Econometric analysis of panel data* by Baltagi, Badi H.

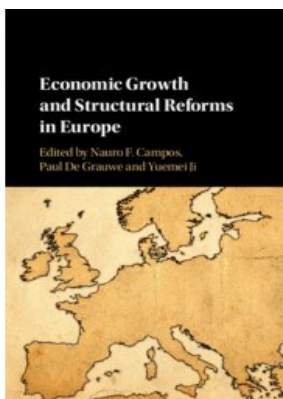
Switzerland Springer 2021

Acc. No. 002793

Call No. 330.015195 BAL

Summary: This textbook offers a comprehensive introduction to panel data econometrics, an area that has enjoyed considerable growth over the last two decades. Micro and Macro panels are becoming increasingly available, and methods for dealing with these types of data are in high demand among practitioners. Software programs have fostered this growth, including freely available programs in R and numerous user-written programs in both Stata and EViews. Written by one of the world's leading researchers and authors in the field, *Econometric Analysis of Panel Data* has established itself as the leading textbook for graduate and postgraduate courses on panel data. It provides up-to-date coverage of basic panel data techniques,

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Sr. No. 235

Title: *Economic growth and structural reforms in Europe* by Campos, Nauro

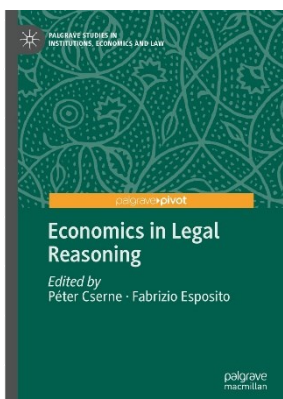
New York Cambridge University Press 2020

Acc. No. 002794

Call No. 338.94 CAM

Summary: This book is the first to provide a critical assessment of these reforms, with a new theoretical framework, new data and new empirical methodologies. It includes several case studies of countries such as Greece, Portugal and France that introduced significant reforms, revealing that such programmes have very divergent, and not always positive, effects on economic growth, employment and income inequality.

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Sr. No. 236

Title: *Economics in legal reasoning* by Cserne, Peter

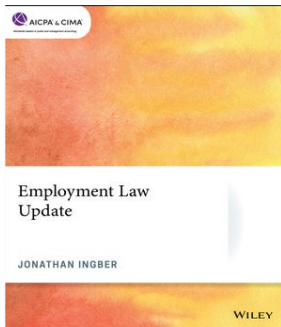
Switzerland Springer 2020

Acc. No. 002795

Call No. 343.07 CSE

Summary: This Palgrave Pivot is the first book in the field of Law & Economics looking at the relationship between economics and law in legal reasoning. The book constitutes a reference point for the economic analysis of legal institutions, as legal reasoning remains the dimension of legal systems least explored by economists. Despite their differences, economics and legal reasoning interact in many interesting ways. This book offers a fast track to these interactions. Both supporters and critics of Law & Economics will be exposed to a yet-to-be developed area of interaction between the disciplines.

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Sr. No. 237

Title: Employment law update by Ingber, Jonathan

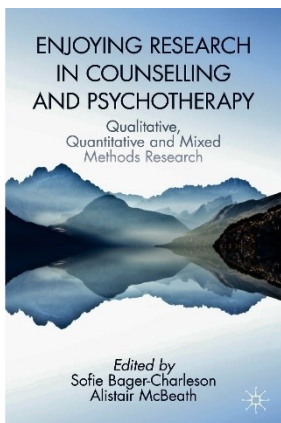
Durham John Wiley & Sons, Inc. 2019

Acc. No. 002796

Call No. 344.7301 ING

Summary: This book can help you to understand the tax obligations of trusts and estates and how these obligations affect beneficiaries. It provides exercises and examples that reflect the calculation and allocation of taxable income and its presentation on the appropriate forms. In addition, you will also learn how to prepare federal Form 1041, US Income Tax Return for Estates and Trusts.

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Sr. No. 238

Title: Enjoying research in counselling and psychotherapy: qualitative, quantitative and mixed methods research by Bager-Charleson, Sofie

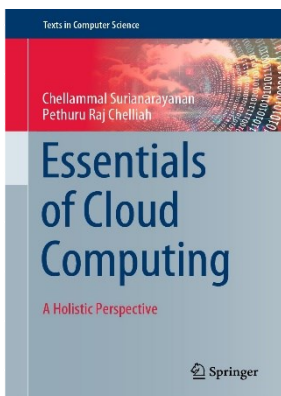
Switzerland Springer 2020

Acc. No. 002797

Call No. 616.8914072 CHA

Summary: This textbook provides a guide to the development of a rigorous and creative research-supported practice for students, practitioners, and researchers in counselling and psychotherapy. With an emphasis on critical thinking and “research mindedness”, it introduces practical research skills and links them to self-awareness and critical reflection. Learning how to creatively and effectively use oneself in the treatment process is an essential component in therapy training and this level of self-awareness has long been a neglected area in research – until now. With examples ranging from private therapeutic practice to psychiatric related research, each chapter combines ‘how-to-do-it’ advice with illustrative real-life examples.

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Sr. No. 239

Title: Essentials of cloud computing: a holistic perspective by Surianarayanan, Chellammal

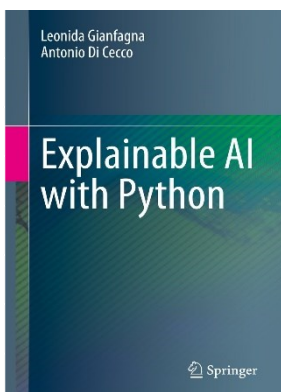
Switzerland Springer 2019

Acc. No. 002798

Call No. 004.6782 SUR

Summary: This reader-friendly textbook presents a comprehensive overview of the essential aspects of cloud computing, from the origin of the field to the latest developments. Rather than merely discussing the cloud paradigm in isolation, the text also examines how cloud computing can work collaboratively with other computing models to meet the needs of evolving computing trends. This multi-dimensional approach encompasses the challenges of fulfilling the storage requirements of big data, the use of the cloud as a remote server for Internet of Things and s

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Sr. No. 240

Title: Explainable AI with python by Gianfagna, Leonida

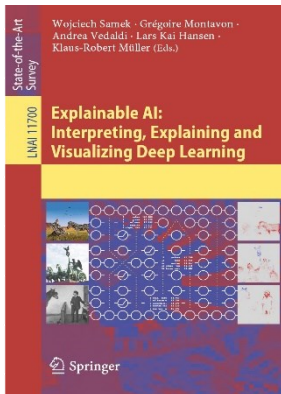
Switzerland Springer 2021

Acc. No. 002799

Call No. 006.31 GIA

Summary: This book provides a full presentation of the current concepts and available techniques to make “machine learning” systems more explainable. The approaches presented can be applied to almost all the current “machine learning” models: linear and logistic regression, deep learning neural networks, natural language processing and image recognition, among the others. Progress in Machine Learning is increasing the use of artificial agents to perform critical tasks previously handled by humans (healthcare, legal and finance, among others). While the principles that guide the design of these agents are understood, most of the current deep-learning models are “opaque” to human understanding.

[Click for more details](#)



Sr. No. 241

Title: Explainable AI: interpreting, explaining and visualizing deep learning by Samek, Wojciech

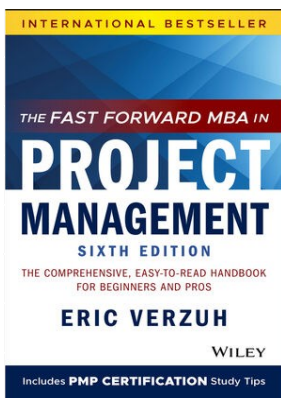
Switzerland Springer 2019

Acc. No. 002800

Call No. 006.3 SAM

Summary: The development of “intelligent” systems that can take decisions and perform autonomously might lead to faster and more consistent decisions. A limiting factor for a broader adoption of AI technology is the inherent risks that come with giving up human control and oversight to “intelligent” machines. For sensitive tasks involving critical infrastructures and affecting human well-being or health, it is crucial to limit the possibility of improper, non-robust and unsafe decisions and actions. Before deploying an AI system, we see a strong need to validate its behavior,

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Sr. No. 242

Title: The fast forward MBA in project management: the comprehensive, easy-to-read handbook for beginners and pros by Verzuh, Eric

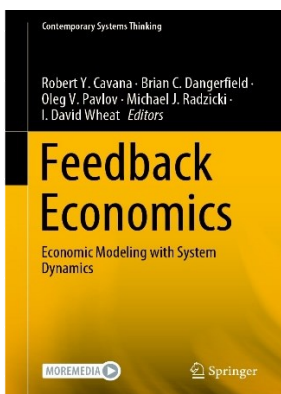
New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002801

Call No. 658.404 VER

Summary: The Fast Forward MBA in Project Management: The Comprehensive, Easy to Read Handbook for Beginners and Pros, 6th Edition is a comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you the answers you need now. You'll find cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-after skills and pitfalls you should watch out for.

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Sr. No. 243

Title: Feedback economics: economic modeling with system dynamics by Cavana, Robert Y.

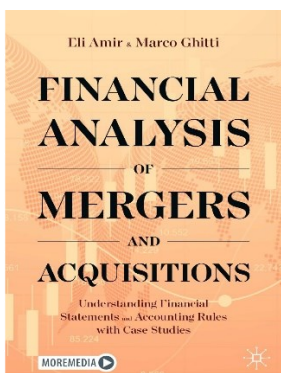
Switzerland Springer 2021

Acc. No. 002802

Call No. 330.015118 CAV

Summary: This book approaches economic problems from a systems thinking and feedback perspective. By introducing system dynamics methods (including qualitative and quantitative techniques) and computer simulation models, the respective contributions apply feedback analysis and dynamic simulation modeling to important local, national, and global economics issues and concerns. Topics covered include: an introduction to macro modeling using a system dynamics framework; a system dynamics translation of the Phillips machine; a re-examination of classical economic theories from a feedback perspective;

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Sr. No. 244

Title: Financial analysis of mergers and acquisitions: understanding financial statements and accounting rules with case studies by Amir, Eli

Switzerland Palgrave Macmillan 2020

Acc. No. 002803

Call No. 657.96 AMI

Summary: This textbook helps its readers better analyze M&A transactions using information provided in financial statements. Covering accounting and reporting of consolidations, goodwill, non-controlling interests, step acquisitions, spin-offs, equity carve-outs, joint ventures, leveraged buyouts, disposal of subsidiaries, special purpose entities, and taxes, it focuses on the link between underlying economic events and the information in financial statements and how this link affects the assessment of corporate performance.

[Click for more details](#)



Sr. No. 245

Title: Financial services in the twenty-first century: the present system and future developments in FinTech and financial innovation by Burke, John J. A.

Switzerland Palgrave Macmillan 2020

Acc. No. 002804

Call No. 332.1 BUR

Summary: This textbook covers financial systems and services, particularly focusing on the present system and future developments. Broken into four parts, it briefly covers the history of financial markets to present day, discusses the future of financial markets, and ends with an overview of the law and regulatory components of this progressive system. The book incorporates extremely recent advances such as FinTech, blockchain, and artificial intelligence as applied to financial institutions and markets, and discusses trends likely to reshape the global financial system in the 21st century, including the rise of emerging countries (BRICS),

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Sr. No. 246

Title: Fintech, Bigtech and Banks: digitalisation and its impact on banking business models by Tanda, Alessandra

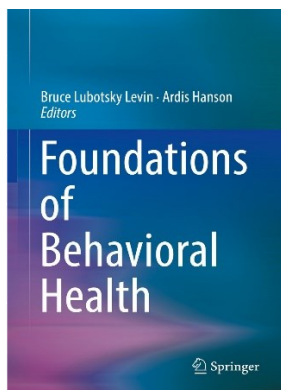
Switzerland Palgrave Macmillan 2020

Acc. No. 002805

Call No. 332.10285 TAN

Summary: This Palgrave Pivot analyses the evolution of strategies and business models adopted by financial operators that employ technological solutions to deliver financial products and services. The analysis is performed on a proprietary dataset built on different sources that highlight important differences in strategic approaches taken by FinTech companies, TechFin and BigTech, and banks (traditional and digital native). For each type, the authors underline their distinctive patterns, strengths and weaknesses.

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Sr. No. 247

Title: Foundations of behavioral health by Levin, Bruce Lubotsky

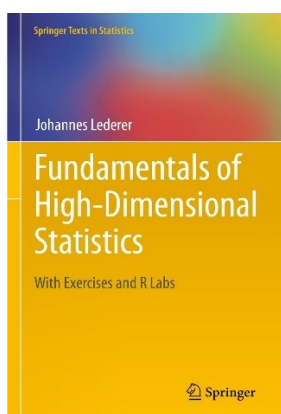
Switzerland Springer 2020

Acc. No. 002806

Call No. 610.19 LEV

Summary: This comprehensive book examines the organization, financing, delivery, and outcomes of behavioral health (i.e., alcohol, drug abuse, and mental health) services from both U.S. and global perspectives. Addressing the need for more integrative and collaborative approaches in public health and behavioral health initiatives, the book covers the fundamental issues in behavioral health, including epidemiology, insurance and financing, health inequities, implementation sciences, lifespan issues, cultural responsiveness, and policy.

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Sr. No. 248

Title: Fundamentals of high-dimensional statistics: with exercises and R labs by Lederer, Johannes C.

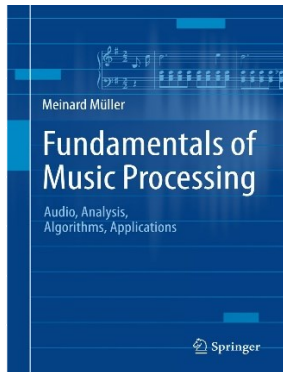
Switzerland Springer 2022

Acc. No. 002807

Call No. 519.5 LED

Summary: This textbook provides a step-by-step introduction to the tools and principles of high-dimensional statistics. Each chapter is complemented by numerous exercises, many of them with detailed solutions, and computer labs in R that convey valuable practical insights. The book covers the theory and practice of high-dimensional linear regression, graphical models, and inference, ensuring readers have a smooth start in the field. It also offers suggestions for further reading. Given its scope, the textbook is intended for beginning graduate and advanced undergraduate students in statistics,

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Sr. No. 249

Title: Fundamentals of music processing: using Python and Jupyter notebooks by Muller, Meinard

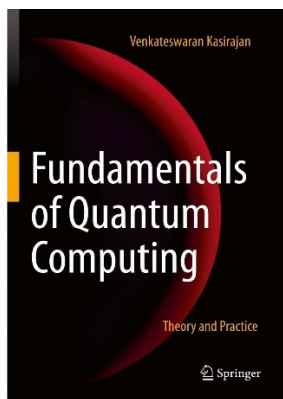
Switzerland Springer 2021

Acc. No. 002808

Call No. 006.4 MUL

Summary: This textbook provides both profound technological knowledge and a comprehensive treatment of essential topics in music processing and music information retrieval. Including numerous examples, figures, and exercises, this book is suited for students, lecturers, and researchers working in audio engineering, computer science, multimedia, and musicology. The book consists of eight chapters. The first two cover foundations of music representations and the Fourier transform—concepts that are then used throughout the book.

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Sr. No. 250

Title: Fundamentals of quantum computing: theory and practice by Kasirajan, Venkateswaran

Switzerland Springer 2021

Acc. No. 002809

Call No. 004.0151 KAS

Summary: This introductory book on quantum computing includes an emphasis on the development of algorithms. Appropriate for both university students as well as software developers interested in programming a quantum computer, this practical approach to modern quantum computing takes the reader through the required background and up to the latest developments. Beginning with introductory chapters on the required math and quantum mechanics, Fundamentals of Quantum Computing proceeds to describe four leading qubit modalities and explains the core principles of quantum computing in detail.

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Sr. No. 251

Title: Global family office investing: exploring the practices of single- and multi-family offices by Hagan, Chad

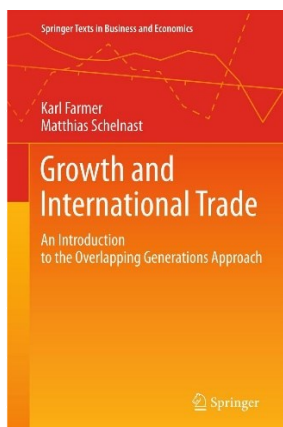
Switzerland Springer 2021

Acc. No. 002810

Call No. 332.6 HAG

Summary: This book offers a global snapshot of family offices, using case studies of family offices like the Rockefeller's "Room 5600" and covers important direct investment styles of family office investing extensively. It will be of interest to anyone in finance, wealth management, management consulting, market research and investing as a whole. Diving headfirst into the practice of family offices and family office structures,

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Sr. No. 252

Title: Growth and international trade: an introduction to the overlapping generations approach by Farmer, Karl

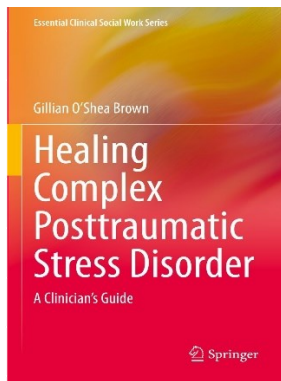
Switzerland Springer 2021

Acc. No. 002811

Call No. 382.1 FAR

Summary: This textbook guides the reader towards various aspects of growth and international trade in a Diamond-type overlapping generations framework. Using the same model type throughout the book, timely topics such as growth with bubbles, debt reduction in rich countries and policies to mitigate climate change are explored. The first part starts from the "old" growth theory and bridges to the "new" growth theory (including R&D and human capital approaches). The second part presents an intertemporal equilibrium theory of inter and intra-sectoral trade and concludes by analyzing the debt mechanics inducing the huge imbalances among eurozone countries.

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Sr. No. 253

Title: Healing complex posttraumatic stress disorder: a clinician's guide by Brown, Gillian O'Shea

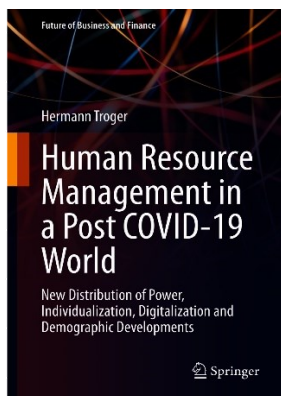
Switzerland Springer 2021

Acc. No. 002812

Call No. 616.8521 BRO

Summary: This book is a clinician's guide to understanding, diagnosing, treating, and healing complex posttraumatic stress disorder (C-PTSD). C-PTSD, a diagnostic entity to be included in ICD-11 in 2022, denotes a severe form of posttraumatic stress disorder (PTSD) and is the result of prolonged and repeated interpersonal trauma. The author provides guidance on healing complex trauma through phase-oriented, multimodal, and skill-focused treatment approaches, with a core emphasis on symptom relief and functional improvement.

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Sr. No. 254

Title: Human resource management in a post covid-19 world: new distribution of power, individualization, digitalization and demographic developments by Troger, Hermann

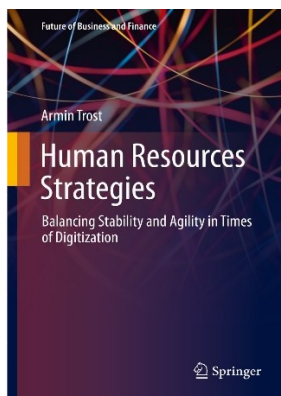
Switzerland Springer 2021

Acc. No. 002813

Call No. 658.3 TRO

Summary: This book presents a novel viewpoint in HR management: in addition to the macroeconomic factors (demographic development, industry 4.0, digitization, etc.) and its micro-political counterparts (shortage of skilled workers, an aging workforce, shortage of MINTs), personnel policy in the highly developed economic regions of the world can increasingly be seen from the third point of view, which is the ego-perspective. The complexity of the economic world 4.0 is manifesting itself for the employees in a working world of unlimited possibilities, offering almost limitless freedom of choice, especially for younger people.

[Click for more details](#)



Sr. No. 255

Title: Human resources strategies: balancing stability and agility in times of digitization by Trost, Armin

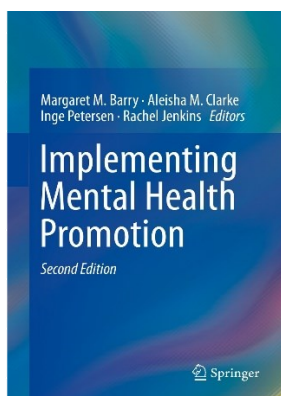
Switzerland Springer 2020

Acc. No. 002814

Call No. 658.3 TRO

Summary: The digitalization of businesses calls for new forms of leadership and collaboration, as traditional human resources strategies are reaching their limits. Personal responsibility, networking and diversity are increasingly recognized as key prerequisites for agility, adaptability and innovativeness. This book encourages HR managers who want to be pioneers of, or support, digital transformation to rethink their HR strategies. It begins with a clear illustration of the difference between stability and agility in leadership and organization.

[Click for more details](#)



Sr. No. 256

Title: Implementing mental health promotion by Barry, Margaret M.

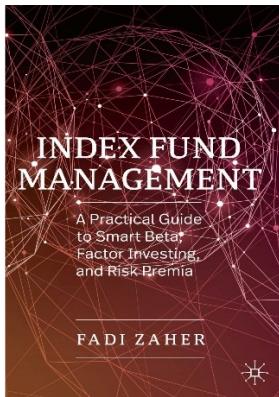
Switzerland Springer 2019

Acc. No. 002815

Call No. 362.2042 BAR

Summary: This book offers a comprehensive overview of current research, policy, and practice developments in promoting mental health and well-being. It offers guidance on developing and delivering mental health promotion interventions across a variety of settings internationally. Chapters outline key mental health promotion concepts, implementation processes, and outcomes through empirical findings, practical advice based on successful evidence-based approaches, and templates for action. In addition, chapters answer key "how" questions on practical implementation as well as the "whys", providing rationales for mental health promotion and identifying the key factors and underlying principles that make these interventions work.

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Sr. No. 257

Title: Index fund management: a practical guide to smart beta, factor investing, and risk premia by Zaher, Fadi

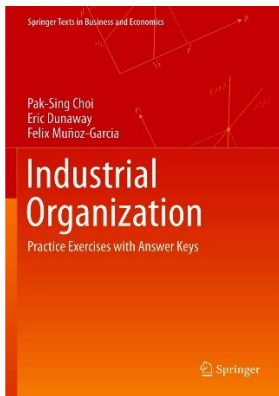
Switzerland Springer 2019

Acc. No. 002816

Call No. 332.6327 ZAH

Summary: This book brings simplicity to passive investing, smart beta, and factor investing, which is the fastest growing type of investment in the asset management industry. The subject has a strong academic foundation but often taught and presented in a quite complex and unorganized way. In recent years, index and factor investing solutions have been bestsellers. But factor investing success is not a foregone conclusion, and there are plenty of quirks and misprints in the literature. Do investors need a novel approach? The book provides answers to some of these questions in an open and objective fashion.

[Click for more details](#)



Sr. No. 258

Title: Industrial organization: practice exercises with answer keys by Choi, Pak-Sing

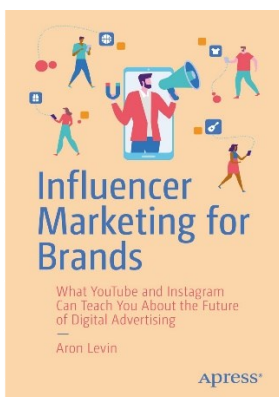
Switzerland Springer 2021

Acc. No. 002817

Call No. 338 CHO

Summary: This textbook presents exercises on industrial organization with detailed answer keys. While most textbooks on industrial organization focus on theory and empirical findings, this textbook offers practical examples that predict firm behavior in different industries. This book emphasizes the game-theoretic tools used in each type of exercise, so students can systematically apply them to other markets, forms of competition, or information environments where firms, consumers, and regulating agencies interact. The book begins with examples that analyze different models of firm behavior and interaction; starting with monopoly and moving through the Cournot model of simultaneous quantity competition,

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Sr. No. 259

Title: Influencer marketing for brands: what youtube and instagram can teach you about the future of digital advertising by Levin, Aron

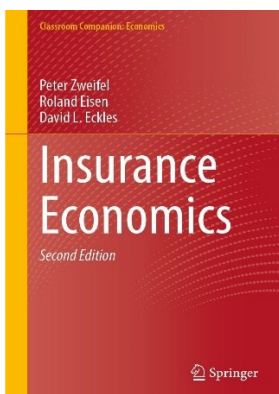
Switzerland Springer 2020

Acc. No. 002818

Call No. 658.872 LEV

Summary: Influencer Marketing for Brands is the field guide for the digital age. After working with hundreds of brands from across the globe, author Aron Levin shares his insider knowledge gained from research, strategy, and hands-on experience from more than 10,000 successful collaborations with influencers on Instagram and YouTube. He provides you with valuable insights that help you eliminate guesswork and avoid common mistakes. More importantly, he shows you how to turn influencer marketing into a scalable and sustainable marketing channel.

[Click for more details](#)



Sr. No. 260

Title: Insurance economics by Zweifel, Peter

Switzerland Springer 2021

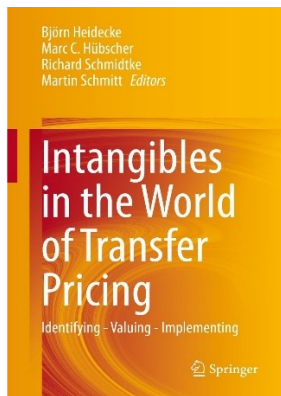
Acc. No. 002819

Call No. 368.01 ZWE

Summary: Insurance Economics brings together the economic analysis of decision making under risk, risk management and demand for insurance among individuals and corporations, objectives pursued and management tools used by insurance companies, the regulation of insurance, and the division of labor between private and social insurance.

Appropriate both for advanced undergraduate and graduate students of economics, management, and finance, this text provides the background current research. Predictions derived from theoretical arguments are not merely stated, but also related to empirical evidence.00

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Sr. No. 261

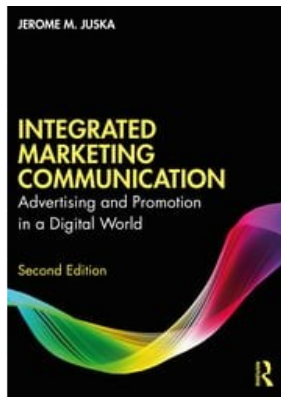
Title: Intangibles in the world of transfer pricing by Heidecke, Bjorn
Switzerland Springer 2021

Acc. No. 002820

Call No. 658.816 HIE

Summary: Intangible assets are becoming increasingly important as value drivers for multinational companies. It is a strategic question how to allocate intangibles within the multinational corporation. It needs to be defined by whom and under which conditions they can be utilized. Typical IP migration models such as licensing, joint development and transferring are becoming a focal point within tax audits across the globe. Hence, defining an intangibles system that fulfils the tax requirements is of utmost strategic importance for multinational corporations. A central question is how to value intangibles in line with the arm's length principle as is required internationally for transfer pricing purposes.

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Sr. No. 262

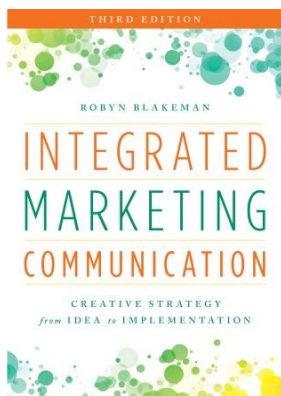
Title: Integrated marketing communication: advertising and promotion in a digital world by Juska, Jerome M.
London Routledge 2022

Acc. No. 002821

Call No. 659.144 JUS

Summary: This textbook explores the continuing transformation of advertising, sales promotion, and public relations functions within the marketing discipline. The content focuses on emerging new technologies, as well as established digital and legacy media, as the reader is guided through the process of developing and implementing a comprehensive Integrated Marketing Communication plan for companies, organizations, and brands. Clear, concise, and practical, the book takes the reader through consumer, market, and competitive research; creative conceptualization; market segmentation, identification of a target audience, and

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Sr. No. 263

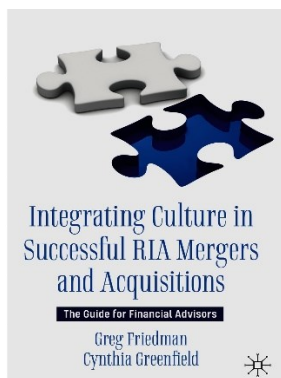
Title: Integrated marketing communication: creative strategy from idea to implementation by Blakeman, Robyn
London Rowman & Littlefield 2018

Acc. No. 002822

Call No. 658.802 BLA

Summary: This comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective integrated marketing communication (IMC). Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion,

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Sr. No. 264

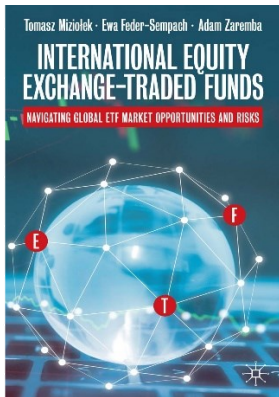
Title: Integrating culture in successful RIA mergers and acquisitions: the guide for financial advisors by Friedman, Greg
Switzerland Palgrave Macmillan 2021

Acc. No. 002823

Call No. 658.406 FRI

Summary: In Integrating Culture in Successful RIA Mergers and Acquisitions, Greg Friedman, a veteran financial advisor, and Cynthia Greenfield, a leadership and change management coach, share their blueprint for achieving and maintaining a successful, positive work culture, tackling head-on the obstacles that may appear during an M&A event, and offering solutions based on real-world experiences. This book will show the evolution of a \$2B RIA over the course of 10 years, and pull back the covers with real stories of obstacles, adjustments, and victories along the way.

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Sr. No. 265

Title: International equity exchange-traded funds by Miziolek, Tomasz

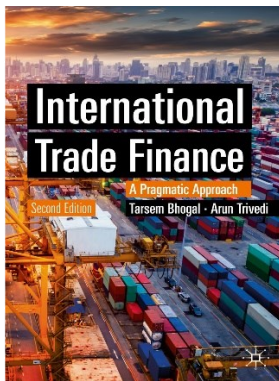
Switzerland Palgrave Macmillan 2020

Acc. No. 002824

Call No. 332.6327 MIZ

Summary: This book presents the economic foundation of international equity investments providing a practical guide to invest in international equity exchange-traded funds (ETFs). It shows how to gain exposure to foreign stock markets through both theoretical foundations of international diversification and in-depth characteristics of global, regional, country-specific, and international sector/thematic ETFs. Unlike other books in the field which broadly discuss different aspects of the ETF market, this book explores one specific market segment, offering the first in-depth and state-of-the-art analysis of international equity ETFs and including, in particular, ETFs with global, regional, single-country, and

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Sr. No. 266

Title: International trade finance: a pragmatic approach by Bhogal, Tarsem

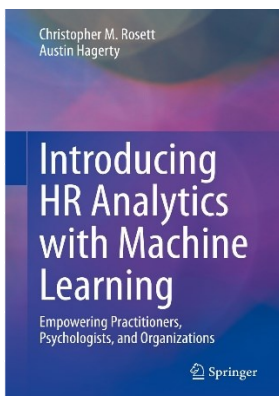
Switzerland Palgrave Macmillan 2020

Acc. No. 002825

Call No. 658.1599 BHO

Summary: International Trade Finance is an essential tool for bankers, exporters/importers, shippers, consultants, teachers and students navigating the procedures of international trade finance. The book addresses basic topics relating to international trade including letters of credit mechanism, collections of bills, trade customs and practice. New to this revised edition, it covers SWIFT updates, supply chain system, UKEF, Blockchain technologies, the implications of BREXIT, NAFTA, Mexico, Canada and other bilateral agreements and their implications, the US sanctions, terrorist financing and anti-money laundering provisions, and

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Sr. No. 267

Title: Introducing HR analytics with machine learning: empowering practitioners, psychologists, and organizations by Rosett, Christopher M.

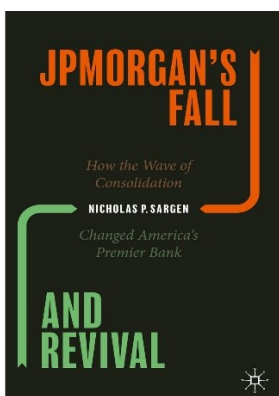
Switzerland Springer 2021

Acc. No. 002827

Call No. 658.300285631 ROS

Summary: This book directly addresses the explosion of literature about leveraging analytics with employee data and how organizational psychologists and practitioners can harness new information to help guide positive change in the workplace. In order for today's organizational psychologists to successfully work with their partners they must go beyond behavioral science into the realms of computing and business acumen. Similarly, today's data scientists must appreciate the unique aspects of behavioral data and the special circumstances which surround HR data and HR systems.

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Sr. No. 268

Title: Jpmorgan's fall and revival: how the wave of consolidation changed america's premier bank by Sargen, Nicholas P.

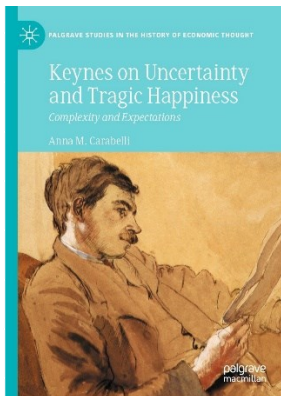
Switzerland Palgrave Macmillan 2020

Acc. No. 002828

Call No. 332.660973 SAR

Summary: This book tells the untold story of how JPMorgan became a universal bank in the 1980s-1990s and the events leading to it being acquired by Chase in 2000. It depicts the challenges Morgan's leaders – Lew Preston and Dennis Weatherstone – confronted when the firm's business model was disrupted by the developing country debt crisis and premier corporate borrowers increasingly accessing capital markets, up to its current management with Jamie Dimon. It depicts what happened to Morgan in the larger story of U.S. banking consolidation.

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Sr. No. 269

Title: Keynes on uncertainty and tragic happiness: complexity and expectations by Carabelli, Anna M.

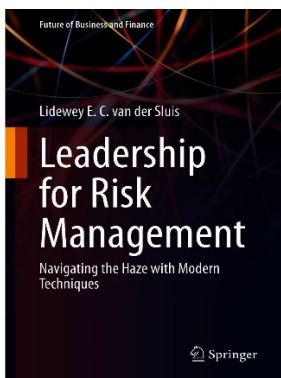
Switzerland Palgrave Macmillan 2021

Acc. No. 002829

Call No. 330.156 CAR

Summary: This book examines the philosophy and methodology of Keynes, highlighting its novelty and how it presented a new form of economic reasoning. Exploring Keynes's use of non-demonstrative logic, based on probability, commonalities are found in his economics, ethics, aesthetics, and international relations. Insights are provided into his reasoning and his approach to uncertainty, rationality, measurability of complex magnitudes, moral and rational dilemmas, and irreducible conflicts.

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Sr. No. 270

Title: Leadership for risk management: navigating the haze with modern techniques by Sluis, Lidewey E. C. Van Der

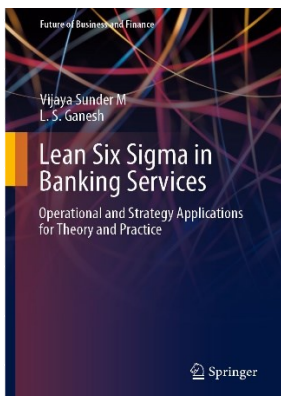
Switzerland Springer 2021

Acc. No. 002830

Call No. 658.4092 SLU

Summary: The market is like the sea: it gives, and it takes away. That became apparent once again when the economy and society went into "lockdown" due to the coronavirus outbreak. Organizations will either sink or swim, and only the pros will be able to keep their heads above water. This is a self-help book for managers, supervisors and administrators who see themselves as skippers at the helm of an organization in times of turbulence, uncertainty and complexity. It provides a number of the latest handy management models, such as the Three-Phase Model,

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Sr. No. 271

Title: Lean six sigma in banking services: operational and strategy applications for theory and practice by Sunder M, Vijaya

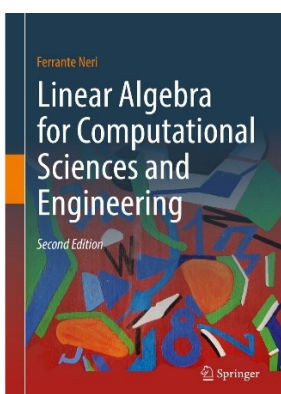
Switzerland Springer 2020

Acc. No. 002831

Call No. 332.1068 SUN

Summary: This book explores a range of prospective avenues, models, and operational and strategic approaches to Lean Six Sigma (LSS), a contemporary Continuous Improvement (CI) practice for achieving a quality-based competitive edge in organisations. Lean Six Sigma project case studies from banking organizations help to illustrate the operational dimensions of LSS, while the case-specific and cross-case analyses presented here demonstrate its strategic value. While the case data used to arrive at the findings come from the Banking firms, it allows generalizability beyond the Banking and Financial Services sector.

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Sr. No. 272

Title: Linear algebra for computational sciences and engineering by Neri, Ferrante

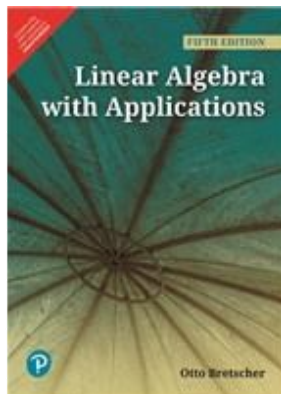
Switzerland Springer 2019

Acc. No. 002833

Call No. 004.0151 NER

Summary: This book presents the main concepts of linear algebra from the viewpoint of applied scientists such as computer scientists and engineers, without compromising on mathematical rigor. Based on the idea that computational scientists and engineers need, in both research and professional life, an understanding of theoretical concepts of mathematics in order to be able to propose research advances and innovative solutions, every concept is thoroughly introduced and is accompanied by its informal interpretation. Furthermore, most of the theorems included are first rigorously proved and then shown in practice by a numerical example.

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Sr. No. 273

Title: Linear algebra with applications by Bretscher, Otto

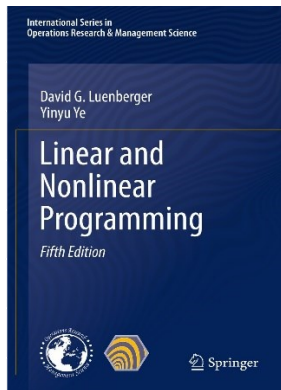
Noida Pearson India Education Services Pvt. Ltd. 2019

Acc. No. 002834

Call No. 512.5 BRE

Summary: Offering the most geometric presentation available, Linear Algebra with Applications, Fifth Edition emphasizes linear transformations as a unifying theme. This elegant textbook combines a user-friendly presentation with straightforward, lucid language to clarify and organize the techniques and applications of linear algebra. Exercises and examples make up the heart of the text, with abstract exposition kept to a minimum. Exercise sets are broad and varied and reflect the author's creativity and passion for this course. This revision reflects careful review and appropriate edits throughout, while preserving the order of topics of the previous edition.

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Sr. No. 274

Title: Linear and nonlinear programming by Luenberger, David G.

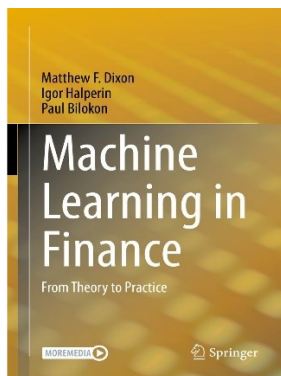
Switzerland Springer 2021

Acc. No. 002835

Call No. 512.5 LUE

Summary: This classic textbook covers the central concepts of practical optimization techniques, with an emphasis on methods that are both state-of-the-art and popular. One major insight is the connection between the purely analytical character of an optimization problem and the behavior of algorithms used to solve that problem. End-of-chapter exercises are provided for all chapters. The material is organized into three separate parts. Part I offers a self-contained introduction to linear programming. The presentation in this part is fairly conventional, covering the main elements of the underlying theory of linear programming, many of the most effective numerical algorithms, and many of its important special applications.

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Sr. No. 275

Title: Machine learning in finance: from theory to practice by Dixon, Matthew F.

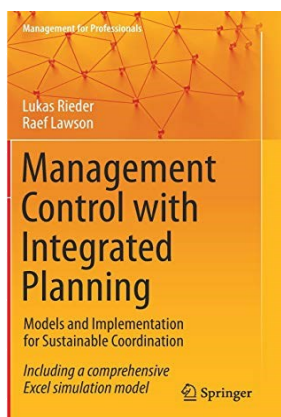
Switzerland Springer 2020

Acc. No. 002837

Call No. 330.0285631 DIX

Summary: This book introduces machine learning methods in finance. It presents a unified treatment of machine learning and various statistical and computational disciplines in quantitative finance, such as financial econometrics and discrete time stochastic control, with an emphasis on how theory and hypothesis tests inform the choice of algorithm for financial data modeling and decision making. With the trend towards increasing computational resources and larger datasets, machine learning has grown into an important skillset for the finance industry. This book is written for advanced graduate students and academics in financial econometrics,

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Sr. No. 276

Title: Management control with integrated planning: models and implementation for sustainable coordination by Rieder, Lukas

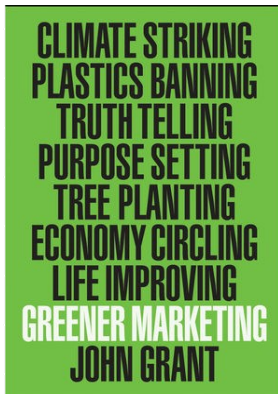
Switzerland Springer 2020

Acc. No. 002838

Call No. 658.4038011 RIE

Summary: The book offers concrete guidance on how to build an integrated planning and control system. The requirements are derived from management models and from corporate management practice. The book presents the fundamentals and models, while also guiding readers through a comprehensive simulation model programmed in Excel. Using this model, readers can trace the dependencies, structures and calculation methods used in detail, and identify the effects on other areas. The goal is to provide a design template for the implementation of a decision-relevant management accounting system as well as for winning internal piloting indicators and

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Sr. No. 277

Title: Greener marketing by Grant, John

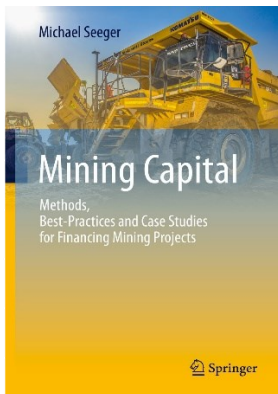
New Jersey John Wiley & Sons, Inc. 2020

Acc. No. 002839

Call No. 658.802 GRA

Summary: This book is packed with up to date learnings, case examples and trends, covering everything from eco labelling, transparency and the circular economy; to rebound effects, sustainable finance, blockchain and regenerative farming. A core message being that to drive sustainability, marketers firstly do really need to properly understand sustainability, its many applications and implications. Secondly to be effective, marketers need to understand what it means to their consumers and other significant audiences. Hence the book takes a long hard look at what was driving all the protests, boycotts and petitions in 2019 and what ideas, causes and platforms caught the public imagination.

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Sr. No. 278

Title: Mining capital: methods, best-practices and case studies for financing mining projects by Seeger, Michael

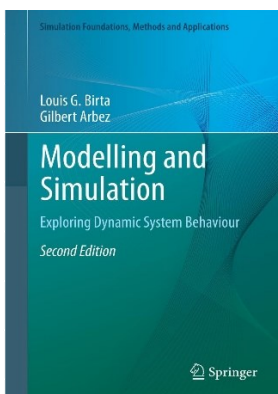
Switzerland Springer 2020

Acc. No. 002840

Call No. 338.7622 SEE

Summary: Mining is a capital-intensive industry, and involves long lead times to develop projects that demand a structured approach, from mine exploration to exit. This book provides mine developers, investors, owners, shareholders, and mineral policymakers a comprehensive game plan to raise capital for the development of new mining projects or to bolster operational mines. The author, an experienced mining capital consultant, shows how mine developers and mine owners can secure capital in any phase of the commodity price cycle, at any site, and at any project stage.

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Sr. No. 279

Title: Modelling and simulation: exploring dynamic system behaviour by Birta, Louis G.

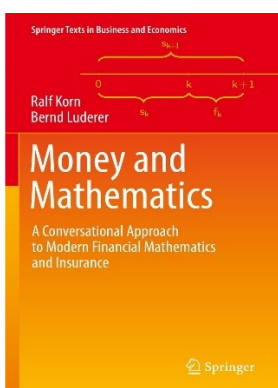
Switzerland Springer 2019

Acc. No. 002841

Call No. 003.3 BIR

Summary: Modelling and simulation provides invaluable support for the design and evaluation of dynamic systems, offering multi-faceted tools that are unconstrained by discipline boundaries. This fully updated and expanded new edition of Modelling and Simulation presents a practical introduction to the fundamental aspects of modelling and simulation. It provides the necessary foundations both for those wishing to learn about this methodology and also for those who have a need to apply it in their work. Illustrative examples are drawn from projects formulated within the domains of both discrete-event dynamic systems and continuous-time dynamic systems.

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Sr. No. 280

Title: Money and mathematics: a conversational approach to modern financial mathematics and insurance by Korn, Ralf

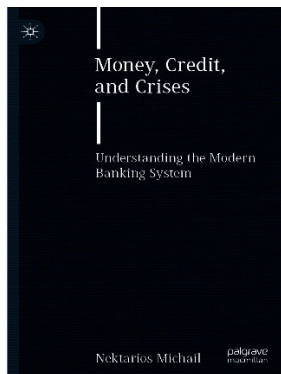
Switzerland Springer 2019

Acc. No. 002842

Call No. 332.632042 KOR

Summary: This book follows a conversational approach in five dozen stories that provide an insight into the colorful world of financial mathematics and financial markets in a relaxed, accessible and entertaining form. The authors present various topics such as returns, real interest rates, present values, arbitrage, replication, options, swaps, the Black-Scholes formula and many more. The readers will learn how to discover, analyze, and deal with the many financial mathematical decisions the daily routine constantly demands.

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Sr. No. 281

Title: Money, credit, and crises: understanding the modern banking system by Michail, Nektarios

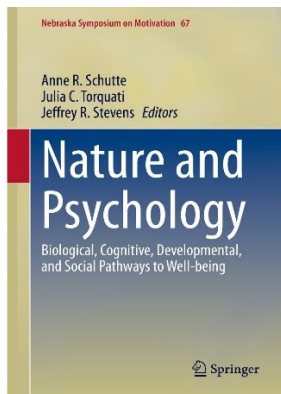
Switzerland Palgrave Macmillan 2021

Acc. No. 002843

Call No. 332.1 MIC

Summary: This book provides a comprehensive and easy to read review of the banking sector, covering all issues related to commercial and investment banking and providing experienced as well as non-expert readers the opportunity to expand their knowledge on these topics. After going through the book, readers have the opportunity to gain a deeper knowledge regarding the commercial and investment functions of the banking sector and the ability to evaluate the potential outcome of policy actions.

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Sr. No. 282

Title: Nature and psychology: biological, cognitive, developmental, and social pathways to well-being by Schutte, Anne R.

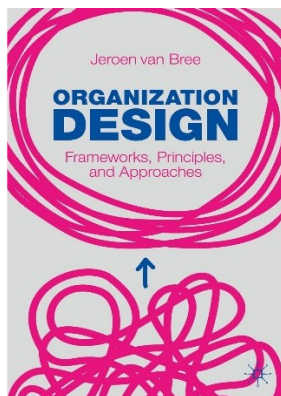
Switzerland Springer 2019

Acc. No. 002844

Call No. 616.898 SCH

Summary: This volume is comprised of contributions to the 67th Nebraska Symposium on Motivation, which brought together various research disciplines such as psychology, education, health sciences, natural resources, environmental studies to investigate the ways in which nature influences cognition, health, human behavior, and well-being. The symposium is positioned to explore two proposed mechanisms in the most depth: 1) the psycho-evolutionary theory of stress recovery and 2) Attention Restoration Theory. The contributions in the volume represent research guided by both of these posited mechanisms, rigorously examine these theories and processes,

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Sr. No. 283

Title: Organization design: frameworks, principles, and approaches by Bree, Jeroen van

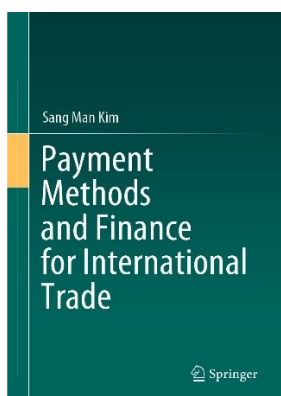
Switzerland Palgrave Macmillan 2021

Acc. No. 002845

Call No. 658.406 BRE

Summary: This book provides a solid theoretical background for students, defining what organization design is, exploring the history of the field, and describing established frameworks and theories. It then investigates why organizations may seek to embark on a re-design, and what a well-designed organization looks like, referencing case studies and the author's own research. From there, it takes students through how organization design occurs, examining various models for intervention, the core steps in designing an organization, and what challenges a practitioner may face, all illustrated by stories from the field.

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Sr. No. 284

Title: Payment methods and finance for international trade by Kim, Sang-man

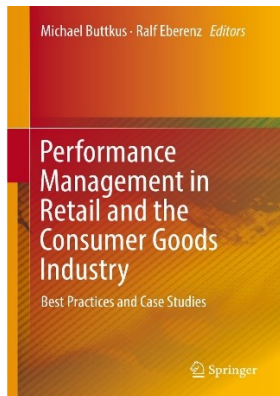
Switzerland Springer 2021

Acc. No. 002847

Call No. 511.42 HAI

Summary: This book explains various methods of payment in international trade and trade finance schemes for international trade. It also presents an overview of the concepts, purposes, features, and risks of international trade. A grasp of the features and risks of international trade facilitates a better understanding of the numerous methods of payment in international trade and the relevant trade finance schemes, which is essential to success in international trade transactions. In order to complete an international trade transaction, depending on the terms, both parties need access to funds.

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Sr. No. 285

Title: Performance management in retail and the consumer goods industry by Buttkus, Michael

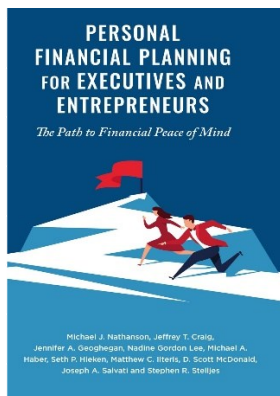
Switzerland Springer 2019

Acc. No. 002848

Call No. 658.87 BUT

Summary: This book offers essential insights into various management concepts for retail and consumer packaged goods companies. Addressing a range of topics in the field of performance management, it presents concepts for management control, management reporting, planning & forecasting, as well as digitization-related aspects. The contributing authors share valuable lessons learned from real-world consulting projects and present innovative approaches to successful and effective management control at retail and consumer packaged goods companies.

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Sr. No. 286

Title: Personal financial planning for executives and entrepreneurs: the path to financial peace of mind by Nathanson, Michael J.

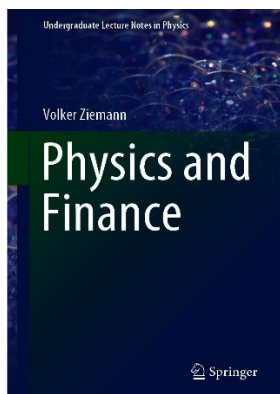
Switzerland Palgrave Macmillan 2021

Acc. No. 002849

Call No. 332.024002465 NAT

Summary: Effective financial planning for executives and entrepreneurs is complex, dense, and impossible to reduce to a single, easy-to-understand formula. Designed to emphasize the importance of effective, targeted financial planning, this book begins by telling a story about a fictional, but plausible, power couple and their family who (spoiler alert!) do pretty much everything wrong in securing their financial future. In most cases, they don't do the things needed because they don't know what they are. Using this story as a case study of executives and entrepreneurs, the book breaks down the case into chapters and

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Sr. No. 287

Title: Physics and finance by Ziemann, Volker

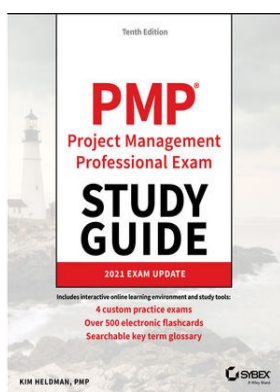
Switzerland Springer 2021

Acc. No. 002850

Call No. 530.15 ZIE

Summary: This book introduces physics students to concepts and methods of finance. Despite being perceived as quite distant from physics, finance shares a number of common methods and ideas, usually related to noise and uncertainties. Juxtaposing the key methods to applications in both physics and finance articulates both differences and common features, this gives students a deeper understanding of the underlying ideas. Moreover, they acquire a number of useful mathematical and computational tools, such as stochastic differential equations, path integrals, Monte-Carlo methods, and basic cryptology. Each chapter ends with a set of carefully designed exercises enabling readers to test their comprehension.

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Sr. No. 288

Title: PMP: project management professional exam study guide by Heldman, Kim

New Jersey John Wiley & Sons, Inc. 2021

Acc. No. 002851

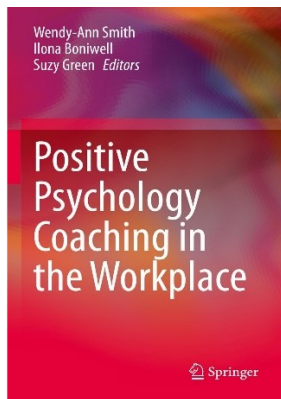
Call No. 658.404076 HEL

Summary: This study guide serves as a comprehensive resource for those who plan on taking the Project Management Professional (PMP) certification exam administered by PMI. The book helps you prepare for the exam, and it will continue to serve project managers as an on-the-job reference book. The PMP Project Management Professional Exam Study Guide, Tenth Edition is fully updated to include recent changes to the exam. New content covers the integral role that Agile and other iterative practices have in project management. Updates also address the pivotal responsibilities of the project manager and the skill sets required for this position.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 289

Title: Positive psychology coaching in the workplace by Smith, Wendy-Ann.

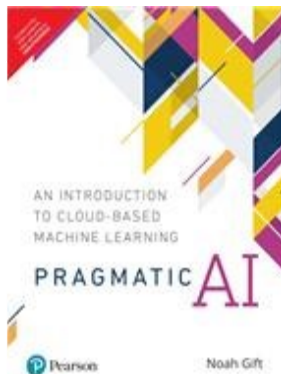
Switzerland Springer 2021

Acc. No. 002852

Call No. 658.3124 SMI

Summary: This research-to-practice text explores how coaching can support thriving in the workplace. It focuses on positive psychology coaching in the workplace in relation to: the convergence with organisational psychology and coaching psychology, professional and ethical practices, resilience and wellbeing, team and systemic approaches, leadership, tools of intervention, convergence of clinical interventions and virtuousness, and the future of thriving workplaces. The chapter contributions represent a truly international scholarship and bring together complementary perspectives from the fields of positive psychology, coaching psychology, organisational psychology, organisational scholarship, neuroscience, education and

[Click for more details](#)



Sr. No. 290

Title: Pragmatic AI: an introduction to cloud-based machine learning by Gift, Noah

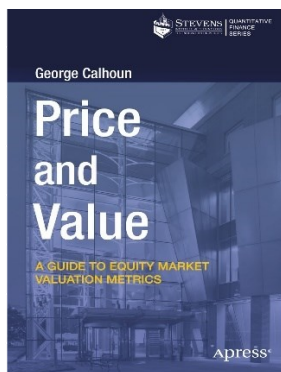
Noida Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 002853

Call No. 004.6782 GIF

Summary: Pragmatic AI is the first truly practical guide to solving real-world problems with contemporary machine learning, artificial intelligence, and cloud computing tools. Writing for students who aren't professional data scientists, Noah Gift demystifies all the tools and technologies you need to get results. He illuminates powerful off-the-shelf cloud-based solutions from Google, Amazon, and Microsoft, as well as accessible techniques using Python. Throughout, readers find simple, clear, and effective working solutions that show them how to apply machine learning, AI and cloud computing together in virtually any organization, creating solutions that deliver results, and offer virtually unlimited scalability."

[Click for more details](#)



Sr. No. 291

Title: Price and value: a guide to equity market valuation metrics by Calhoun, George

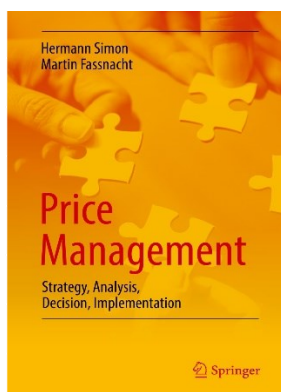
New Jersey Apress 2020

Acc. No. 002854

Call No. 338.52 CAL

Summary: Understand how to use equity market metrics such as the price/earnings ratio (and other multiples) to value public and private enterprises—identify and qualify investments and assess business strategy and performance. Author George Calhoun, Founding Director of the Quantitative Finance Program at Stevens Institute of Technology, shows you how to use metrics to appraise mergers, acquisitions, and spin-offs. You will be able to shed light on financial market conditions, benchmark fair value assessments, and check and calibrate complex cash flow models.

[Click for more details](#)



Sr. No. 292

Title: Price management: strategy, analysis, decision, implementation by Simon, Hermann

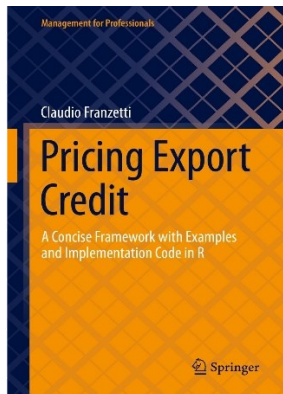
Switzerland Springer 2019

Acc. No. 002855

Call No. 658.816 SIM

Summary: In this book, the world's foremost experts on pricing integrate theoretical rigor and practical application to present a comprehensive resource that covers all areas of the field. This volume brings together quantitative and qualitative approaches and highlights the most current innovations in theory and practice. Going beyond the traditional constraints of "price theory" and "price policy," the authors coined the term "price management" to represent a holistic approach to pricing strategy and tactical implementation. They remind us that the Ancient Romans used one word, pretium, to mean both price and value.

[Click for more details](#)



Sr. No. 293

Title: Pricing export credit: a concise framework with examples and implementation code in R by Franzetti, Claudio

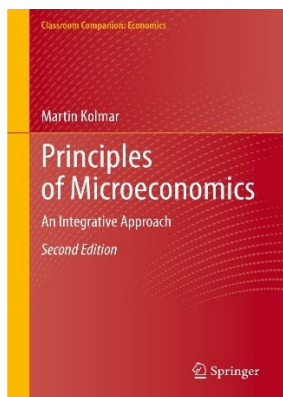
Switzerland Springer 2021

Acc. No. 002856

Call No. 658.15 FRA

Summary: Pricing of export credit is a challenge in the globalised world trade. Annual premia represent billions of euros or dollars and may determine competition. This book develops a rigorous new framework for pricing export credit products, e.g. buyer and supplier credit insurance and performance and working capital guarantees, based on well-known financial and actuarial theories. It introduces the products, the theories and the different data sources in order to apply the mathematical and financial ideas, e.g. discounting, risk-neutral valuation and Merton type defaults.

[Click for more details](#)



Sr. No. 294

Title: Principles of microeconomics: an integrative approach by Kolmar, Martin

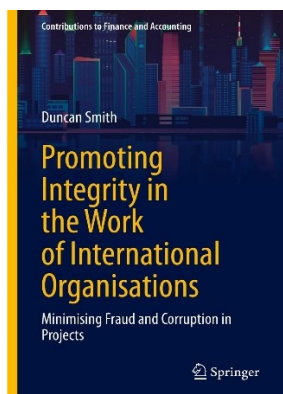
Switzerland Springer 2022

Acc. No. 002857

Call No. 338.5 KOL

Summary: This textbook provides a comprehensive and unique introduction to modern microeconomics. It adopts an integrative approach, positioning the main findings of economics in a broader context. It critically reflects on theories from a philosophical standpoint and compares them to approaches found in the social sciences, while at the same time highlighting the implications for the design of legal systems and business practices. Intended for undergraduate students, the book presents brief examples and comprehensive case studies to help them grasp the real-world implications of the theories.

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Sr. No. 295

Title: Promoting integrity in the work of international organisations by Smith, Duncan

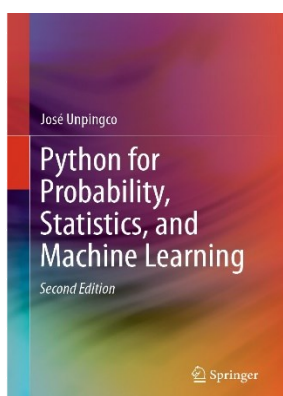
Switzerland Springer 2021

Acc. No. 002858

Call No. 362.88963 SMI

Summary: This book is an in-depth study of how to promote integrity and avoid fraud & corruption in the work of international organisations, in particular multilateral development banks, such as the European Investment Bank, World Bank, Asian/Inter-American/African Development Banks and European Bank for Reconstruction and Development. A number of issues are reviewed, including procurement, compliance, corporate governance, business ethics, anti money laundering and a number of relevant case studies highlighted. In addition, effective methods and tools of prevention, proactive monitoring and detection are reviewed and, if misconduct is identified, sanctioning the perpetrators of such misconduct is discussed.

[Click for more details](#)



Sr. No. 296

Title: Python for probability, statistics, and machine learning by Unpingco, Jose

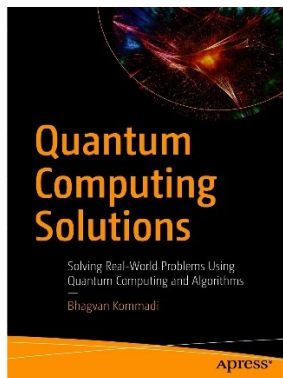
Switzerland Springer 2019

Acc. No. 002859

Call No. 005.133 UNP

Summary: This book, fully updated for Python version 3.6+, covers the key ideas that link probability, statistics, and machine learning illustrated using Python modules in these areas. All the figures and numerical results are reproducible using the Python codes provided. The author develops key intuitions in machine learning by working meaningful examples using multiple analytical methods and Python codes, thereby connecting theoretical concepts to concrete implementations. Detailed proofs for certain important results are also provided. Modern Python modules like Pandas, Sympy, Scikit-learn, Tensorflow, and Keras are applied to simulate and visualize important machine learning concepts like the bias/variance trade-off,

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Sr. No. 297

Title: Quantum computing solution: solving real-world problems using quantum computing and algorithms by Kommadi, Bhagvan

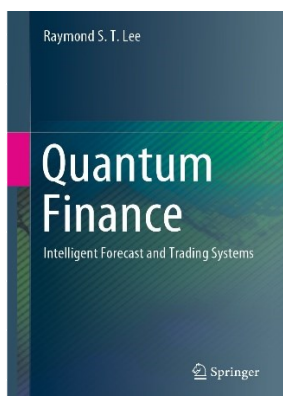
Switzerland Apress 2020

Acc. No. 002860

Call No. 006.3843 KOM

Summary: This book presents code samples based on real-life problems in a variety of industries, such as risk assessment and fraud detection in banking. In pharma, you will look at drug discovery and protein-folding solutions. Supply chain optimization and purchasing solutions are presented in the manufacturing domain. In the area of utilities, energy distribution and optimization problems and solutions are explained. Advertising scheduling and revenue optimization solutions are included from media and technology verticals.

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Sr. No. 298

Title: Quantum finance: intelligent forecast and trading systems by Lee, Raymond S. T.

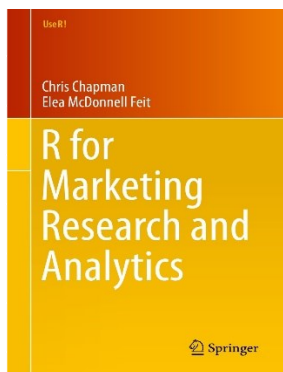
Switzerland Springer 2020

Acc. No. 002861

Call No. 658.15 LEE

Summary: This book is both a textbook for undergraduate & masters level quantum finance, AI and fintech courses and a valuable resource for researchers and data scientists working in the field of quantum finance and intelligent financial systems. It is also of interest to professional traders/quants & independent investors who would like to grasp the basic concepts and theory of quantum finance, and more importantly how to adopt this fascinating technology to implement intelligent financial forecast and quantum trading systems. For system implementation, the interactive quantum finance programming labs listed on the Quantum Finance Forecast Centre official site

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Sr. No. 299

Title: R for marketing research and analytics by Chapman, Chris

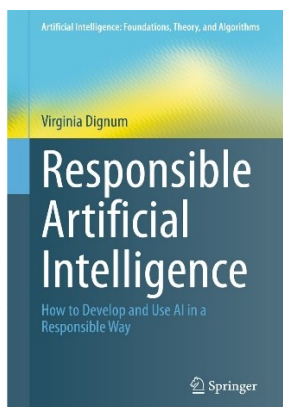
Switzerland Springer 2019

Acc. No. 002862

Call No. 005.133 CHA

Summary: This book is a complete introduction to the power of R for marketing research practitioners. The text describes statistical models from a conceptual point of view with a minimal amount of mathematics, presuming only an introductory knowledge of statistics. Hands-on chapters accelerate the learning curve by asking readers to interact with R from the beginning. Core topics include the R language, basic statistics, linear modeling, and data visualization, which is presented throughout as an integral part of analysis. Later chapters cover more advanced topics yet are intended to be approachable for all analysts.

[Click for more details](#)



Sr. No. 300

Title: Responsible artificial intelligence: how to develop and use AI in a responsible way by Dignum, Virginia

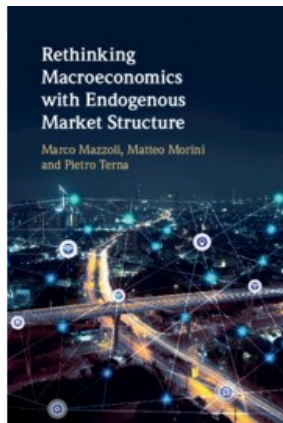
Switzerland Springer 2019

Acc. No. 002863

Call No. 174.90063 DIG

Summary: In this book, the author examines the ethical implications of Artificial Intelligence systems as they integrate and replace traditional social structures in new sociocognitive-technological environments. She discusses issues related to the integrity of researchers, technologists, and manufacturers as they design, construct, use, and manage artificially intelligent systems; formalisms for reasoning about moral decisions as part of the behavior of artificial autonomous systems such as agents and robots; and design methodologies for social agents based on societal, moral, and legal values.

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Sr. No. 301

Title: Rethinking macroeconomics with endogenous market structure by Mazzoli, Marco

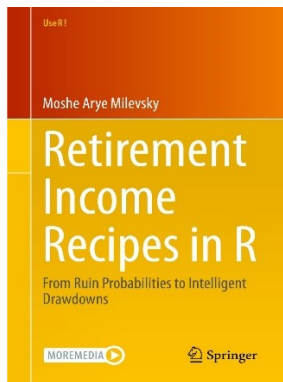
New York Cambridge University Press 2019

Acc. No. 002864

Call No. 339.0151922 MAZ

Summary: The birth and death of firms is one of the main features of the business cycle. Yet mainstream DGSE macroeconomic models mostly ignore this phenomenon, thereby excluding any potential impact of economic policy on the probability of the birth and death of firms. Those DGSE models that do allow for this phenomenon do so at the cost of drastic simplifications, which effectively rule out causal links between the strategic interaction of industrial firms and the macroeconomy. This innovative new book develops a bottom-up, agent-based framework that shows how strategic interactions at the level of oligopolistic firms, and even at the level of individuals, affect entire industrial sectors and the equilibrium of the macroeconomy.

[Click for more details](#)



Sr. No. 302

Title: Retirement income recipes in R: from ruin probabilities to intelligent drawdowns by Milevsky, Moshe Arye

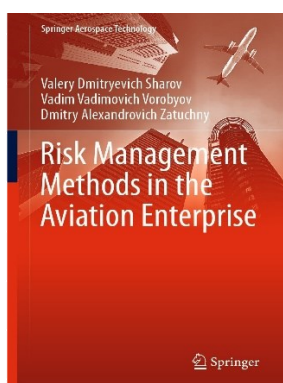
Switzerland Springer 2020

Acc. No. 002865

Call No. 332.024014 MIL

Summary: This book provides computational tools that readers can use to flourish in the retirement income industry. Each chapter describes recipe-like algorithms and explains how to implement them via simple scripts in the freely available R coding language. Students can use those skills to generate quantitative answers to the most common questions in retirement income planning, as well as to develop a deeper understanding of the finance and economics underlying the field itself.

[Click for more details](#)



Sr. No. 303

Title: Risk management methods in the aviation enterprise by Sharov, Valery Dmitriyevich

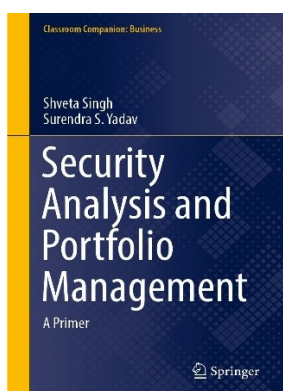
Switzerland Springer 2021

Acc. No. 002866

Call No. 363.124 SHA

Summary: This book provides a comprehensive content for professionals engaged in the development of flight safety regulatory framework, as well as in the design and operation of ground-based or on-board flight support radio electronic systems. It presents mathematical tools and methods of probabilistic theory, mathematical statistics and graph theory, along with some provisions of decision-making theory and multi-criteria analysis. This book helps as a good guide for those involved in aviation risk assessment and air traffic management.

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Sr. No. 304

Title: Security analysis and portfolio management: a primer by Singh, Shveta

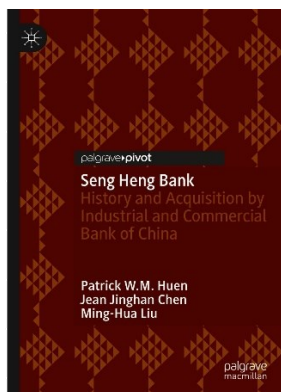
Switzerland Springer 2021

Acc. No. 002868

Call No. 332.6 SIN

Summary: This book is a simple and concise text on the subject of security analysis and portfolio management. It is targeted towards those who do not have prior background in finance, and hence the text veers away from rather complicated formulations and discussions. The course 'Security Analysis and Portfolio Management' is usually taught as an elective for students specialising in financial management, and the authors have an experience of teaching this course for more than two decades. The book contains real empirical evidence and examples in terms of returns, risk and price multiples from the Indian equity markets (over the past two decades) that are a result of the analysis undertaken by the authors themselves.

[Click for more details](#)



Sr. No. 305

Title: Seng Heng bank: history and acquisition by industrial and commercial bank of China by Huen, Patrick W.M.

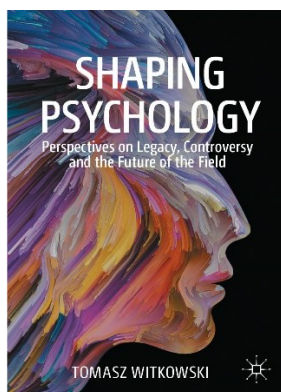
Switzerland Springer 2021

Acc. No. 002869

Call No. 332.10951 HUE

Summary: This book examines the success story of Seng Heng Bank (SHB), the successful acquisition of SHB by Industrial and Commercial Bank of China (ICBC), and the continuing sound management and performance of ICBC (Macau). It shows how a loss-making small bank grew into one of the best banks in Macao and highlights the achievement, awards, and recognition of SHB. The authors detail the SHB acquisition process by ICBC, the biggest bank in the world in terms of total assets.

[Click for more details](#)



Sr. No. 306

Title: Shaping psychology: perspectives on legacy, controversy and the future of the field by Witkowski, Tomasz

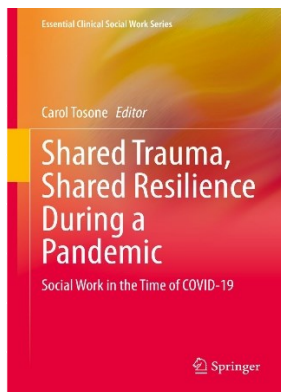
Switzerland Palgrave Macmillan 2020

Acc. No. 002870

Call No. 150.922 WIT

Summary: Shaping Psychology is a unique collection of in-depth conversations with a selection of the most influential psychologists working today, conducted at the end of a decade that shook psychological science. They provide insights into the controversies at the heart of contemporary psychology, revealing a clash of visions of what psychological science is all about and what its future holds. They are candid on the crisis in psychology and explore its causes, consequences and how to overcome it.

[Click for more details](#)



Sr. No. 307

Title: Shared trauma, shared resilience during a pandemic: social work in the time of covid-19 by Tosone, Carol

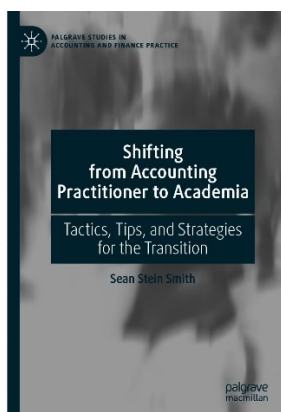
Switzerland Springer 2021

Acc. No. 002871

Call No. 362.1962414 TOS

Summary: This contributed volume reflects on the collective wisdom and ongoing efforts of the social work profession that has been in the forefront of the global pandemic of COVID-19. The contributors are seasoned social work academics, practitioners, administrators, and researchers. Working on the frontlines with patients and families, these social workers have garnered experiences and insights, and also have developed innovative ways to mitigate the impact of the coronavirus on the psychosocial well-being of their clients and themselves.

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Sr. No. 308

Title: Shifting from accounting practitioner to academia: tactics, tips, and strategies for the transition by Smith, Stein

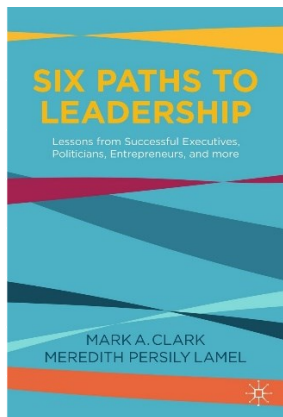
Switzerland Palgrave Macmillan 2021

Acc. No. 002872

Call No. 657.023 SMI

Summary: This book addresses the considerations and factors that accounting professionals should take into account when pivoting from practice to higher education, think tanks, or other non-practitioner roles. Breaking down this transition, the book addresses issues connected to the types of job opportunities, where and when these opportunities might arise, and how any practitioner can reimagine their professional persona. Crafted from a first-hand perspective, the advice and anecdotes included throughout the book add a tangible and real-world feel to the concepts and ideas discussed in this book.

[Click for more details](#)



Sr. No. 309

Title: Six paths to leadership: lessons from successful executives, politicians, entrepreneurs, and more by Clark, Mark A.

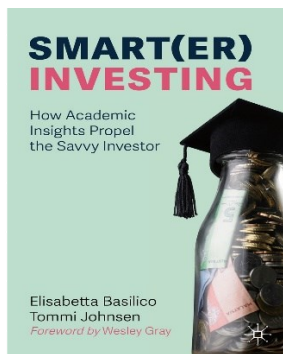
Switzerland Palgrave Macmillan 2021

Acc. No. 002873

Call No. 658.4092 CLA

Summary: This book offers critical insights and strategies, currently missing from the repertoire of leaders and their supporters, for managing across six distinct paths into leadership positions: promoted, hired, elected, appointed, founded, and family legacy. It illustrates lessons drawn from within and across paths, presented through themes, quotes, and stories drawn from interviews with over 60 successful leaders (executives, politicians, entrepreneurs, and more). While it is evident that these paths differ, those who study, hire, mentor, and coach leaders rarely consider the distinctions, nor suggest what may be learned across the paths.

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Sr. No. 310

Title: Smart(er) investing by Basilico, Elisabetta

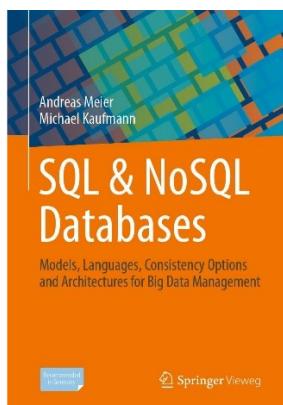
Switzerland Palgrave Macmillan 2019

Acc. No. 002874

Call No. 332.6 BAS

Summary: This book identifies which academic articles turned investment ideas were the most innovative and influential in the practice of investment management. Each article is discussed in terms of the asset management process: strategy, portfolio construction, portfolio implementation, and risk management. Some examples of topics covered are factor investing, the extreme growth of trading instruments like Exchange Traded Funds, multi-asset investing, socially responsible investing, big data, and artificial intelligence.

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Sr. No. 311

Title: SQL and NoSQL databases: models, languages, consistency options and architectures for big data management by Meier, Andreas

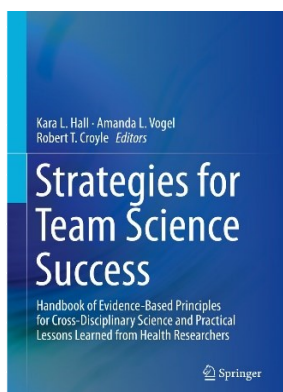
Switzerland Springer 2019

Acc. No. 002875

Call No. 005.756 MEI

Summary: This book introduces readers to the field of relational (SQL) and non-relational (NoSQL) databases. The main topics covered are data management, data modeling, query and manipulation languages, consistency, privacy and security, system architectures and multi-user operation. The book also provides an overview of post-relational and non-relational database systems. In addition to classic concepts, important aspects of NoSQL databases are discussed, such as map / reduce, distribution options (fragments, replication), and the CAP theorem (Consistency, Availability, and Partition tolerance).

[Click for more details](#)



Sr. No. 312

Title: Strategies for team science success: handbook of evidence-based principles for cross-disciplinary science and practical lessons learned from health researchers by Hall, Kara L.

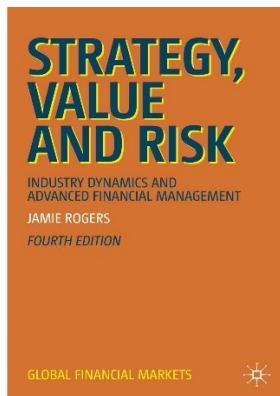
Switzerland Springer 2019

Acc. No. 002876

Call No. 610.72 HAL

Summary: Strategies for Team Science Success will inspire and enable readers to embrace cross-disciplinary team science, by articulating its value for accelerating scientific progress, and by providing practical strategies for success. Scientists, administrators, funders, and others engaged in team science will also leave equipped to develop new policies and practices needed to keep pace in our rapidly changing scientific landscape.

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Sr. No. 313

Title: Strategy, value and risk: industry dynamics and advanced financial management by Rogers, Jamie

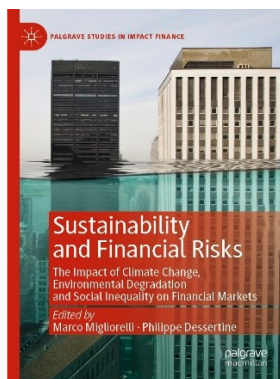
Switzerland Palgrave Macmillan 2019

Acc. No. 002877

Call No. 332.632283 ROG

Summary: The current transformation of the global economy is being driven by new fundamental innovations, digitalization, industry dynamics and climate change. The impact of this transformation in terms of value migration, industry boundaries, investment and firm continuity is vast. The fourth edition of Strategy, Value and Risk examines these issues, and how they will influence firms and industries in the future. Those aspects of the business environment that will have a significant impact on strategy, business models, investments and value are identified, and the accounting, finance,

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Sr. No. 314

Title: Sustainability and financial risks: the impact of climate change, environmental degradation and social inequality on financial markets by Migliorelli, Marco

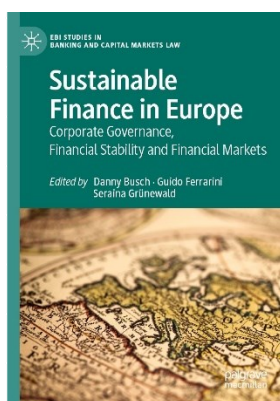
Switzerland Palgrave Macmillan 2020

Acc. No. 002878

Call No. 332.04 MIG

Summary: This book addresses the need for new industry and policy approaches. With insights from a skilled set of scholars in the finance field, this edited collection explores the effects of climate risks on the banking and insurance industries, the problem of stranded assets, the possible corporate risk management frameworks that could be used to control sustainability-related risks, the role of non-financial disclosure in fostering market discipline, and the policy actions needed to integrate sustainability considerations into prudential supervision.

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Sr. No. 315

Title: Sustainable finance in europe: corporate governance, financial stability and financial markets by Busch, Danny

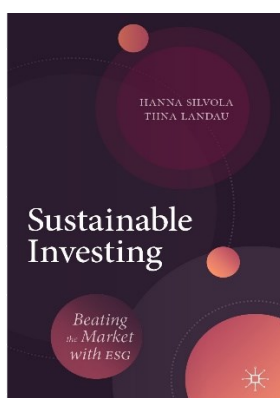
Switzerland Palgrave Macmillan 2021

Acc. No. 002879

Call No. 332.1094 BUS

Summary: This edited volume brings together the views of expert academics and practitioners on the latest regulatory developments in sustainable finance in Europe. The volume includes a wide range of cutting-edge issues, which relate to three main themes along which the volume is structured: (1) corporate governance; (2) financial stability; and (3) financial markets. With individual contributions deploying different methods of analysis, including theoretical contributions on the status quo of macro-financial research as well as law and economics approaches,

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Sr. No. 316

Title: Sustainable investing: beating the market with ESG by Silvola, Hanna

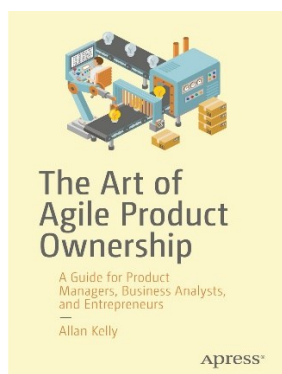
Switzerland Springer 2019

Acc. No. 002880

Call No. 332.6 SIL

Summary: "Sustainable Investing offers practical advice to market participants, with a variety of examples from investors and corporates who have dealt with the challenge of integrating Environmental, Social and Governance (ESG) aspects into their operations. The authors anchor these case studies in emerging research from academic finance, while providing readers with a critical lens to evaluate the strengths and weaknesses of what may sometimes appear to be contradictory conclusions. Sustainable Investing is an excellent resource for international investors, advisors, and corporates."

[Click for more details](#)



Sr. No. 317

Title: The art of agile product ownership: a guide for product managers, business analysts, and entrepreneurs by Kelly, Allan

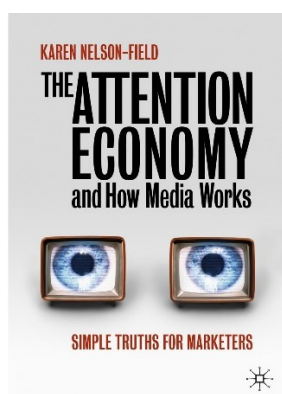
Switzerland Palgrave Macmillan 2021

Acc. No. 002882

Call No. 658.514 KEL

Summary: The Art of Agile Product Ownership is a beacon for current product owners, programmers who are ready to take the next step towards ownership, and analysts transitioning into the product space. This book helps you determine for yourself the best way to fill the product owner role so that you utilize your unique combination of skills. Product ownership is central to a successful Agile team, and after reading this book, you will be more than ready for the challenge.

[Click for more details](#)



Sr. No. 318

Title: The attention economy and how media works: simple truths for marketers by Nelson-Field, Karen

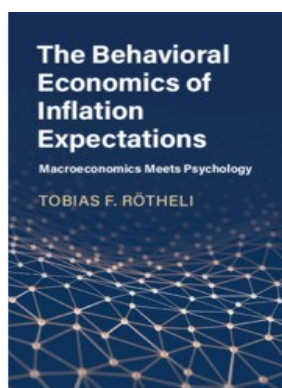
Switzerland Palgrave Macmillan 2020

Acc. No. 002883

Call No. 658.8 NEL

Summary: This book makes sense of viewability standards, coverage and clutter; it talks about the real quality behind a qCPM and takes a deep dive into the relationship between attention and sales. It explains the stark reality of human attention processing in advertising. Readers will learn how to maximise a viewer's divided attention by leveraging specific media attributes and using attention-grabbing creative triggers. Nelson-Field asks you to pay attention to a disrupted advertising future without panic, but rather with a keen eye on the things that brand owners can learn to control.

[Click for more details](#)



Sr. No. 319

Title: The behavioral economics of inflation expectations: macroeconomics meets psychology by Rotheli, Tobias F.

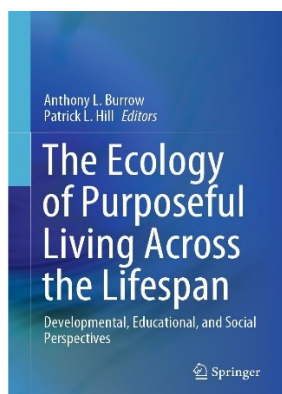
New Jersey Cambridge University Press 2020

Acc. No. 002884

Call No. 332.41019 ROT

Summary: This book introduces a new way of doing economics. Rotheli uses cognitive psychology in a bottom-up method of modeling macroeconomic expectations. His research is based on laboratory experiments and historical data, which he extends to real-world situations. Pattern extrapolation is shown to be the key to understanding expectations of inflation and income. The quantitative model of expectations is used to analyze the course of inflation and nominal interest rates in a range of countries and historical periods.

[Click for more details](#)



Sr. No. 320

Title: The ecology of purposeful living across the lifespan: developmental, educational, and social perspectives by Burrow, Anthony L.

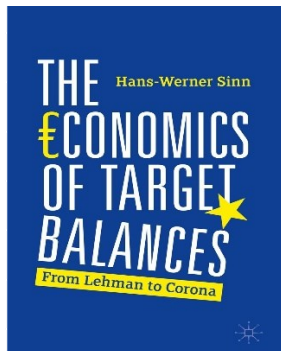
Switzerland Springer 2020

Acc. No. 002885

Call No. 155 BUR

Summary: This book explores what it means to live a purposeful life and outlines the benefits associated with purpose across different life domains. It also demonstrates that purpose in life is not reducible to constructs such as happiness, well-being, or identity development. The importance of having a sense of purpose in life is attracting renewed attention in both scientific and social arenas. Mounting evidence from intricately designed experiments and large-scale studies reveals how pursuing a purpose can make a person happier, healthier, and even lengthen their lifespan.

[Click for more details](#)



Sr. No. 321

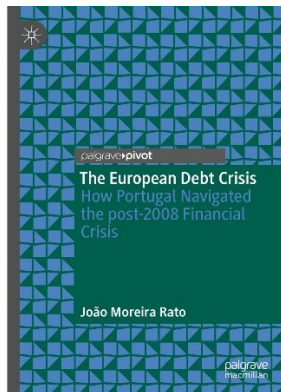
Title: The economics of target balances: from Lehman to corona by Sinn, Hans-Werner
Switzerland Palgrave Macmillan 2021

Acc. No. 002886

Call No. 332.11094 SIN

Summary: “This excellent book, which deeply improves the understanding of the topic of Target balances, comes at a crucial moment in European history where due to the Corona-Crisis substantial reforms in the institutional organization of the Euro-Area and the EU will become necessary. It will help policy makers and academics when facing this enormous challenge. The book is rooted in theoretical economic principles and does not reflect a mere dogmatic or political view of the issue.”

[Click for more details](#)



Sr. No. 322

Title: The european debt crisis: how portugal navigated the post-2008 financial crisis
by Rato, Joao Moreira

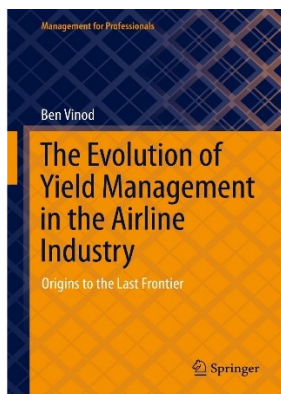
Switzerland Palgrave Macmillan 2020

Acc. No. 002887

Call No. 330.9469044 RAT

Summary: This book explores Portugal’s response to the 2008 economic crisis and how the country regained the trust of the global capital markets through investor support. The experiences and successes of Portugal are compared with the other Eurozone countries, in particular Greece which had to negotiate a series of assistance programs, to highlight the strategies which helped lessen the impact of the debt crisis. This book aims to provide insight into the global investor ecosystem and to how financial globalization works in practice, illustrating how the multinational investor universe, the financial media, rating agencies, and how investment banks interact.

[Click for more details](#)



Sr. No. 323

Title: The evolution of yield management in the airline industry by Vinod, Ben

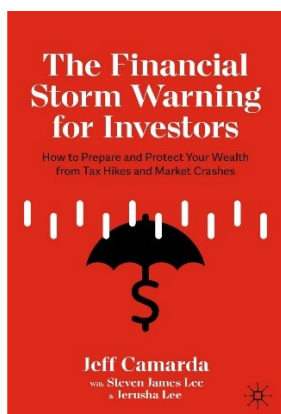
Switzerland Springer 2021

Acc. No. 002888

Call No. 387.7068 VIN

Summary: This book chronicles airline revenue management from its early origins to the last frontier. Since its inception revenue management has now become an integral part of the airline business process for competitive advantage. The field has progressed from inventory control of the base fare, to managing bundles of base fare and air ancillaries, to the precise inventory control at the individual seat level. The author provides an end-to-end view of pricing and revenue management in the airline industry covering airline pricing, advances in revenue management, availability, and air shopping, offer management and product distribution, agency revenue management,

[Click for more details](#)



Sr. No. 324

Title: The financial storm warning for investors: how to prepare and protect your wealth
from tax hikes and market crashes by Camarda, Jeff

Switzerland Palgrave Macmillan 2021

Acc. No. 002889

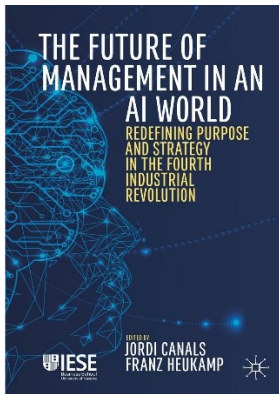
Call No. 339.43 CAM

Summary: Is an investors’ “perfect storm” brewing? If you’re not careful, it could sweep your wealth away. Long-dormant inflation looks to be catching fire. A stock market in overdrive may crash and burn for years. And taxes to fund deficits and social programs look to be rising to punishing levels not seen in a generation. This triple threat could mean a financial apocalypse from which many investors won’t ever recover. Getting straight talk on smart wealth management has never been more critical. With Social Security and Medicare tracking to go belly-up in a few short years, there will be dire consequences for millions.

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भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 325

Title: The future of management in an AI world: redefining purpose and strategy in the fourth Industrial Revolution by Canals, Jordi

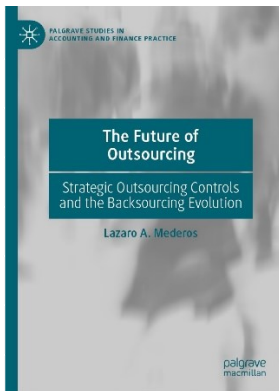
Switzerland Palgrave Macmillan 2020

Acc. No. 002890

Call No. 658.0563 CAN

Summary: Artificial Intelligence (AI) is redefining the nature and principles of general management. The technological revolution is reshaping industries, disrupting existing business models, making traditional companies obsolete and creating social change. In response, the role of the manager needs to urgently evolve and adjust. Companies need to rethink their purpose, strategy, organisational design and decision-making rules. Crucially they will also need to consider how to nurture and develop the business leaders of the future and develop new ways to interact with society on issues such as privacy and trust.

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Sr. No. 326

Title: The future of outsourcing: strategic outsourcing controls and the back sourcing evolution by Mederos, Lazaro A.

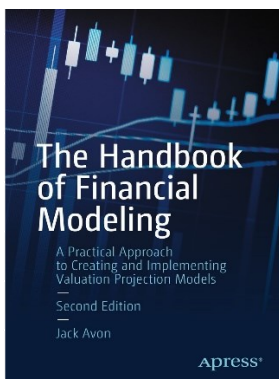
Switzerland Palgrave Macmillan 2021

Acc. No. 002891

Call No. 658.4058 MED

Summary: This book provides a new evolutionary perspective on outsourcing. The traditional prioritization of continuous outsourcing has resulted in increased hidden costs that have sabotaged business profits. As a result of undisciplined outsourcing, businesses have lost a defining characteristic of their success: decision control. In contrast, the ability to combine outsourcing with back sourcing is a winning strategy for business leaders across a broad range of industries. In this book, the author traces the essence of the outsourcing industry as it has evolved over the past two centuries.

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Sr. No. 327

Title: The handbook of financial modeling: a practical approach to creating and implementing valuation projection models by Avon, Jack

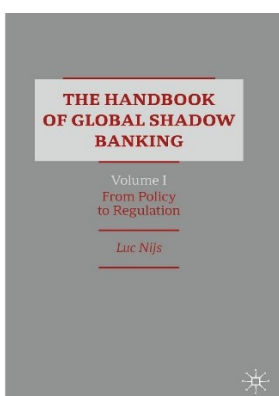
Switzerland Apress 2021

Acc. No. 002892

Call No. 330.015118 AVO

Summary: Financial modeling is a crucial concept for business leaders to understand and execute effectively, but few have the tools necessary to do so. While many professionals are familiar with financial statements and accounting reports, not many are truly proficient at building an accurate and practical financial model from the ground up. The Handbook of Financial Modeling provides these skills and so much more. Now in its second edition, The Handbook of Financial Modeling takes into account the new tech released since its successful initial release.

[Click for more details](#)



Sr. No. 328

Title: The handbook of global shadow banking: the future of economic and regulatory dynamics by Nijs, Luc

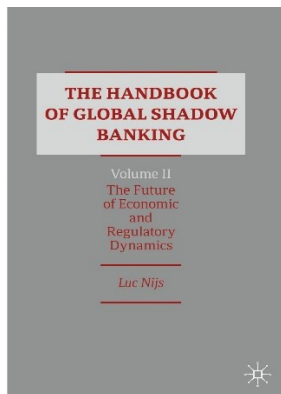
Switzerland Palgrave Macmillan 2020

Acc. No. 002893

Call No. 332.1 NIJ

Summary: This global handbook provides an up-to-date and comprehensive overview of shadow banking, or market-based finance as it has been recently coined. Engaging in financial intermediary services outside of normal regulatory parameters, the shadow banking sector was arguably a critical factor in causing the 2007-2009 financial crisis. This volume focuses specifically on shadow banking activities, risk, policy and regulatory issues. It evaluates the nexus between policy design and regulatory output around the world, paying attention to the concept of risk in all its dimensions—the legal, financial, market, economic and monetary perspectives.

[Click for more details](#)



Sr. No. 329

Title: The handbook of global shadow banking: from policy to regulation, Vol II
by Nijs, Luc

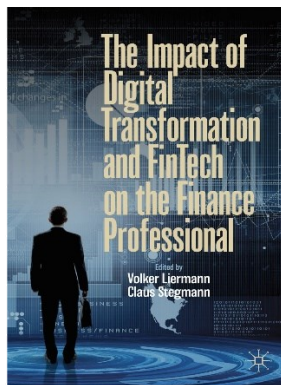
Switzerland Palgrave Macmillan 2020

Acc. No. 002894

Call No. 332.1 NIJ

Summary: This global handbook provides an up-to-date and comprehensive overview of shadow banking, or market-based finance as it has been recently coined. Engaging in financial intermediary services outside of normal regulatory parameters, the shadow banking sector was arguably a critical factor in causing the 2007-2009 financial crisis. This second volume explores three particular domains of shadow banking. The first domain deals with the macro-economic fundamentals of the respective shadow banking segments: Why do they exist, what problems do they solve and why are some of their embedded risks so persistent?

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Sr. No. 330

Title: The impact of digital transformation and fintech on the finance professional
by Liermann, Volker

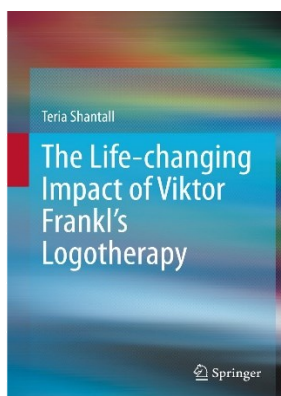
Switzerland Palgrave Macmillan 2019

Acc. No. 002895

Call No. 332 LIE

Summary: This book demystifies the developments and defines the buzzwords in the wide open space of digitalization and finance, exploring the space of FinTech through the lens of the financial services professional and what they need to know to stay ahead. With chapters focusing on the customer interface, payments, smart contracts, workforce automation, robotics, crypto currencies and beyond, this book aims to be the go-to guide for professionals in financial services and banking on how to better understand the digitalization of their industry.

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Sr. No. 331

Title: The life-changing impact of Viktor Frankl's logotherapy by Shantall, Teria

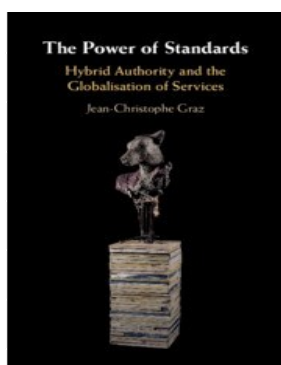
Switzerland Springer 2020

Acc. No. 002896

Call No. 616.8914 SHA

Summary: This book provides an in-depth analysis of the logotherapy of Viktor Frankl and delves into the spiritual depths of an inherent search for meaning in life. Written by a highly experienced and competent logotherapist trained by Frankl himself, this book is excitingly new and unique in that it takes the reader, in the role of a client accompanied by the author in the role of the therapist, through the unfolding phase-by-phase process of logotherapy. Logotherapy is explored as a depth and as a height psychology. From a provoked will to meaning out of the depths of a spiritual unconscious, the author takes the search for meaning to the ultimate heights in the achievement of human greatness.

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Sr. No. 332

Title: The power of standards: hybrid authority and the globalisation of services
by Graz, Jean-Christophe

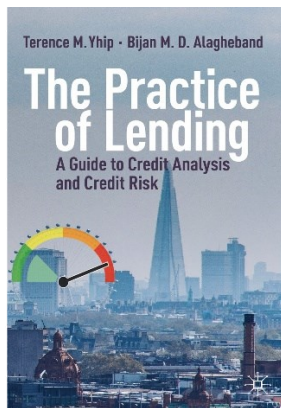
New Jersey Cambridge University Press 2019

Acc. No. 002898

Call No. 658.562 GRA

Summary: The power of standards resembles a form of transnational hybrid authority, in which ambiguity should be seen as a generic attribute, defining not only the status of public and private actors involved in standardisation and regulation, but also the scope of issues concerned and the space in which such authority is recognised when complying to standards. This book is also available as Open Access.

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Sr. No. 333

Title: *The practice of lending: a guide to credit analysis and credit risk* by Yhip, Terence M.

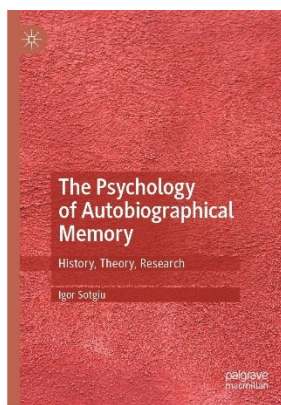
Switzerland Palgrave Macmillan 2019

Acc. No. 002899

Call No. 332.7 YHI

Summary: This book provides a comprehensive treatment of credit risk assessment and credit risk rating that meets the Advanced Internal Risk-Based (AIRB) approach of Basel II. Credit risk analysis looks at many risks and this book covers all the critical areas that credit professionals need to know, including country analysis, industry analysis, financial analysis, business analysis, and management analysis. Organized under two methodological approaches to credit analysis—a criteria-based approach, which is a hybrid of expert judgement and purely mathematical methodologies, and

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Sr. No. 334

Title: *The psychology of autobiographical memory: history, theory, research* by Sotgiu, Igor

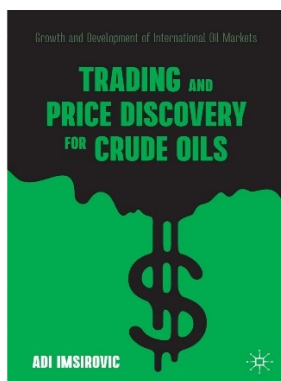
Switzerland Palgrave Macmillan 2021

Acc. No. 002900

Call No. 153.13 SOT

Summary: This book provides an overview of the key theoretical and empirical issues relating to autobiographical memory: the extraordinarily complex psychological activity that enables us to retrieve, relive and reappraise our pasts. The first part of the book retraces the genesis and historical development of the psychology of autobiographical memory, from the pioneering contributions of Francis Galton, Victor Henri and Sigmund Freud to the most recent research in the fields of cognitivism, cognitive science and neuroscience. The author then moves on to two key topics in the contemporary panorama:

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Sr. No. 335

Title: *Trading and price discovery for crude oils: growth and development of international oil markets* by Imsirovic, Adi

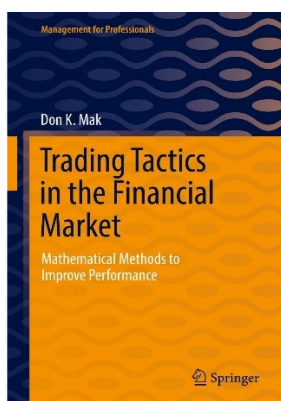
Switzerland Palgrave Macmillan 2021

Acc. No. 002901

Call No. 338.27282 IMS

Summary: This is a book about the international oil market. It takes a historical perspective on how the market emerged, developed, and became what it is today—the biggest commodity market in the world. It is mature and complex, but far from perfect. Throughout most of its 150-year history, the oil market has been monopolised by companies and governments. For only a fraction of that, oil traded in a relatively free market. As a result, we had to live with ‘big oil’, economic shocks, high oil prices, instability and wars.

[Click for more details](#)



Sr. No. 336

Title: *Trading tactics in the financial market: mathematical methods to improve performance* by Mak, Don K.

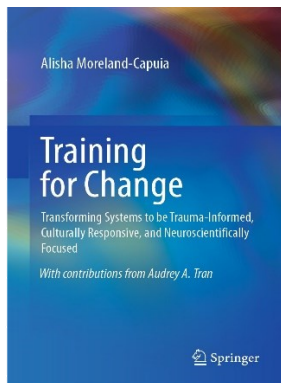
Switzerland Springer 2021

Acc. No. 002902

Call No. 332.6015118 MAK

Summary: This book explains, by using phase analysis, why some of the indicators, and trading tactics would work better than others, and why some indicators and trading tactics would perform poorly. Emphasis is placed on Awesome Oscillator and Accelerator Oscillator, which are based on Simple Moving Average, a popular tool employed by traders. They are then compared to Moving Average Convergence-Divergence (MACD) and MACD Histogram (MACDH), which are based on exponential moving averages. By varying the parameters of MACD and MACDH, one can change the phase or time delay, and possibly make a larger profit.

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Sr. No. 337

Title: Training for change: transforming systems to be trauma-informed, culturally responsive, and neuroscientifically focused by Moreland-Capuia, Alisha

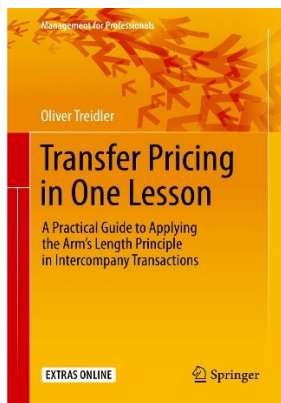
Switzerland Springer 2019

Acc. No. 002903

Call No. 153 MOR

Summary: This book offers an integrated training and coaching system to facilitate change in systems that serve youth (education, healthcare, and juvenile justice). The integrated training and coaching system combines brain development, cultural responsiveness, and trauma-informed practices. The book provides a comprehensive overview of the neurobiology of fear, brain development, trauma, substance use, and mental health, structural bias and environmental factors that pose a threat to healthy brain development.

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Sr. No. 338

Title: Transfer pricing in one lesson: a practical guide to applying the arm's length principle in intercompany transactions by Treidler, Oliver

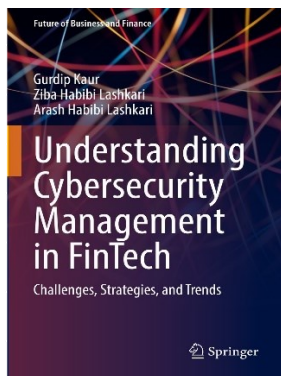
Switzerland Springer 2020

Acc. No. 002904

Call No. 657 TRE

Summary: This book provides a concise and pragmatic introduction to transfer pricing. Approaching the subject from an economic and business perspective, it familiarizes the reader with the basic concepts without getting sidetracked by tax law. In turn, the book draws on case studies to demonstrate the identification and application of appropriate transfer pricing methods for the most common intercompany transactions. The intuitive step-by-step guidance, together with integrated Excel-based tools, will equip the reader to ensure compliance with the arm's length principle and thus to minimize tax risk.

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Sr. No. 339

Title: Understanding cybersecurity management in fintech: challenges, strategies, and trends by Kaur, Gurdip

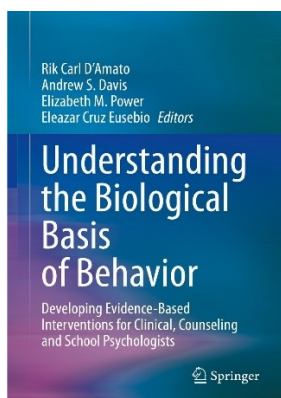
Switzerland Springer 2021

Acc. No. 002905

Call No. 332.10684 KAU

Summary: This book uncovers the idea of understanding cybersecurity management in FinTech. It commences with introducing fundamentals of FinTech and cybersecurity to readers. It emphasizes on the importance of cybersecurity for financial institutions by illustrating recent cyber breaches, attacks, and financial losses. The book delves into understanding cyber threats and adversaries who can exploit those threats. It advances with cybersecurity threat, vulnerability, and risk management in FinTech.

[Click for more details](#)



Sr. No. 340

Title: Understanding the biological basis of behavior: developing evidence-based interventions for clinical, counseling and school psychologists by D'Amato, Rik Carl

Switzerland Springer 2021

Acc. No. 002906

Call No. 616.8 DAM

Summary: This book is an introduction to the biological basis of behavior, broadly defined, with practical applications for higher education programs that focus on advances in neuroscience. It has a special focus on training practitioners based on American Psychological Association (APA) health service psychology guidelines. It reviews and digests information for clinical, counseling, and school psychologists serving clients of all ages in a variety of settings, such as schools, hospitals, and clinics. Content for all developmental stages, including birth to geriatric practices are highlighted.

[Click for more details](#)



Sr. No. 341

Title: Winning sustainability strategies: finding purpose, driving innovation and executing change by Leleux, Benoit

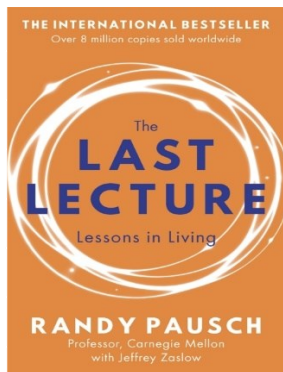
Switzerland Palgrave Macmillan 2021

Acc. No. 002907

Call No. 658.4083 LEL

Summary: Despite recent optimism and global initiatives the implementation of corporate sustainability programs has been slow at best, with less than a third of global companies having developed a clear business case for their approach to sustainability. Presenting numerous award-winning cases from companies such as Unilever and Umicore alongside original ideas based upon 20 years of consulting experience, this book reveals how to design and implement a stronger sense of focus and move sustainability programs forward. This proven combination of purpose, direction and speed is dubbed “Vectoring”.

[Click for more details](#)



Sr. No. 342

Title: The last lecture: lessons in living by Pausch, Randy

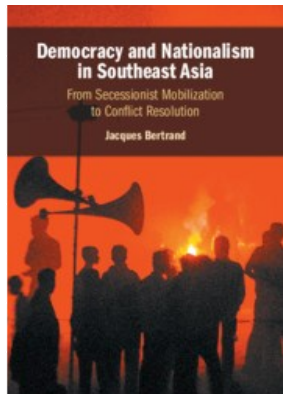
London Two Roads 2012

Acc. No. 002908

Call No. 004.092 PAU

Summary: In this book, Randy Pausch has combined the humour, inspiration, and intelligence that made his lecture such a phenomenon and given it an indelible form. It is a book that will be shared for generations to come

[Click for more details](#)



Sr. No. 343

Title: Democracy and nationalism in Southeast Asia: from secessionist mobilization to conflict resolution by Bertrand, Jacques

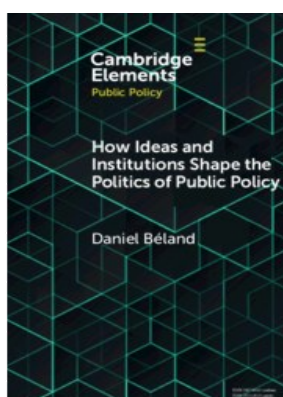
New Jersey Cambridge University Press 2021

Acc. No. 002909

Call No. 321.0940959 BER

Summary: Jacques Bertrand offers a comparative-historical analysis of five nationalist conflicts over several decades in Southeast Asia. Using a theoretical framework to explain variance over time and across cases, he challenges and refines existing debates on democracy's impact and shows that, while democratization significantly reduces violent insurgency over time, it often introduces pernicious effects that fail to resolve conflict and contribute to maintaining deep nationalist grievances. Drawing on years of detailed fieldwork, Bertrand analyses the paths that led from secessionist mobilization to a range of outcomes.

[Click for more details](#)



Sr. No. 344

Title: How ideas and institutions shape the politics of public policy by Beland, Daniel

New Jersey Cambridge University Press 2019

Acc. No. 002910

Call No. 320.6 BEL

Summary: This Element provides a critical review of existing literature on the role of ideas and institutions in the politics of public policy with the aim of contributing to the study of the politics of public policy. Because most policy scholars deal with the role of ideas or institutions in their research, such a critical review should help them improve their knowledge of crucial analytical issues in policy and political analysis. The following discussion brings together insights from both the policy studies literature and new institutionalism in sociology and political science, and stresses the explanatory role of ideas and institutions.

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Sr. No. 345

Title: Macroeconomic inequality from Reagan to Trump: market power, wage repression, asset price inflation, and industrial decline by Taylor, Lance

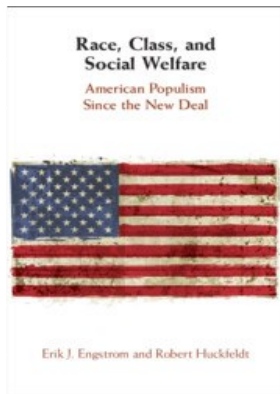
New Jersey Cambridge University Press 2020

Acc. No. 002911

Call No. 339.20973 TAY

Summary: For five decades, rising US income and wealth inequality has been driven by wage repression and production realignments benefitting the top one percent of households. In this inaugural book for Cambridge Studies in New Economic Thinking, Professor Lance Taylor takes an innovative approach to measuring inequality, providing the first and only full integration of distributional and macro level data for the US. While work by Thomas Piketty and colleagues pursues integration from the income side, Professor Taylor uses data of distributions by size of income and wealth combined with the cost and demand sides,

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Sr. No. 346

Title: Race, class, and social welfare: American populism since the new deal by Engstrom, Erik J.

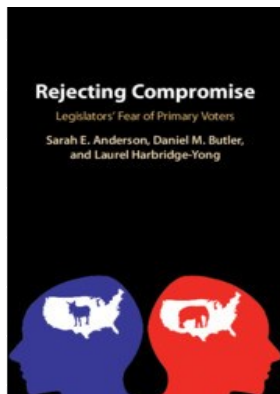
New Jersey Cambridge University Press 2020

Acc. No. 002912

Call No. 361.97308900904 ENG

Summary: What makes it so difficult to enact and sustain comprehensive social welfare policy that would aid the disadvantaged in the United States? Addressing the relationship between populism and social welfare, this book argues that two competing camps of populists divide American politics. Regressive populists motivated by racial resentment frequently clash with progressive populists, who embrace an expansion of social welfare benefits for the less affluent, regardless of race or ethnicity. Engstrom and Huckfeldt uncover the political forces driving this divided populism,

[Click for more details](#)



Sr. No. 347

Title: Rejecting compromise: legislators' fear of primary voters by Anderson, Sarah E.

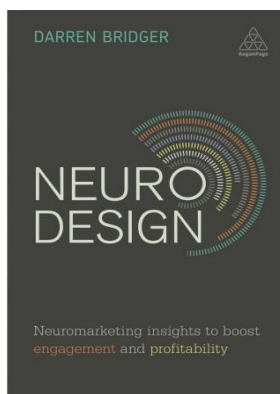
New Jersey Cambridge University Press 2021

Acc. No. 002913

Call No. 328.73 AND

Summary: Legislative solutions to pressing problems like balancing the budget, climate change, and poverty usually require compromise. Yet national, state, and local legislators often reject compromise proposals that would move policy in their preferred direction. Why do legislators reject such agreements? This engaging and relevant investigation into how politicians think reveals that legislators refuse compromise - and exacerbate gridlock - because they fear punishment from voters in primary elections. Prioritizing these electoral interests can lead lawmakers to act in ways that hurt their policy interests and also overlook the broader electorate's preferences by representing only a subset of voters with rigid positions.

[Click for more details](#)



Sr. No. 348

Title: Neuro design: neuromarketing insights to boost engagement and profitability by Bridger, Darren

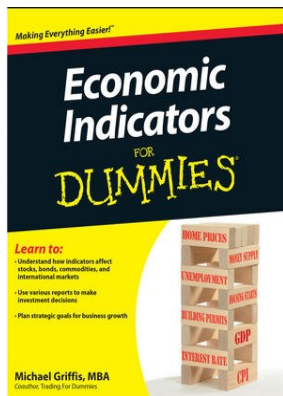
London Kogan Page Limited 2017

Acc. No. 002914

Call No. 658.80019 BRI

Summary: Neuro Design emphasizes the importance of understanding consumers' non-conscious reactions to design and how brands can use them to improve performance, and increase the credibility and persuasiveness of their content. Including practical methods such as neuro-research for testing websites, plus real world case studies from P&G, Coca-Cola, Google and neuroscientific advertising for Nielson, this is the essential handbook for any marketer looking to improve engagement with their creative graphic content.

[Click for more details](#)



Sr. No. 349

Title: Economic indicators for dummies by Griffis, Michael

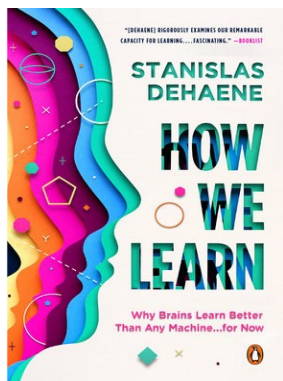
New Jersey John Wiley & Sons, Inc. 2011

Acc. No. 002915

Call No. 330.015195 GRI

Summary: Economic Indicators For Dummies explains how to interpret and use key global economic indicators to make solid investments, aid in business planning, and help develop informed decisions. In plain English, it breaks down the complex language and statistics to help you make sense of this critical information. You'll discover how to interpret economic data within the context of other sometimes-conflicting reports and statistics, and use the information to make profitable decisions. You'll understand the meaning of such data as employment indices and housing and construction stats and how they affect stocks, bonds, commodities and international markets

[Click for more details](#)



Sr. No. 350

Title: How we learn: why brains learn better than any machine for now by Dehaene, Stanislas

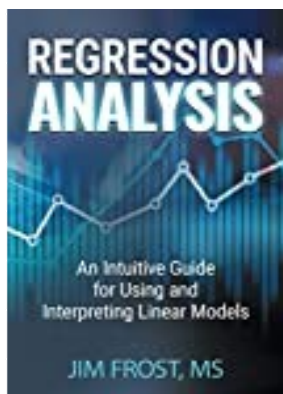
London Penguin Books Ltd. 2021

Acc. No. 002916

Call No. 153.15 DEH

Summary: In How We Learn, Stanislas Dehaene finds the boundary of computer science, neurobiology, and cognitive psychology to explain how learning really works and how to make the best use of the brain's learning algorithms in our schools and universities, as well as in everyday life and at any age.

[Click for more details](#)



Sr. No. 351

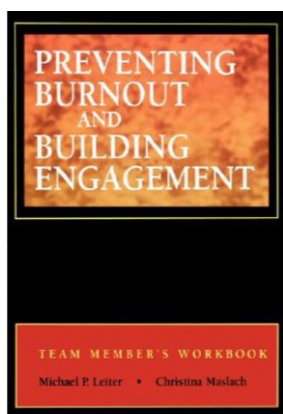
Title: Regression analysis: an intuitive guide for using and interpreting linear models by Frost, Jim

USA Jim Publishing 2019

Acc. No. 002917

Call No. 519.536 FRO

Summary: Learn regression analysis at a deeper level with guidance written in everyday language! Intuitively understand regression analysis by focusing on concepts and graphs rather than equations. Learn practical tips for modeling your data and interpreting the results. Feel confident that you're analyzing your data properly and able to trust your results. Know that you can detect and correct problems that arise.



Sr. No. 352

Title: Reinventing burnout and building engagement by Leiter, Michael P.

San Francisco Jossy Bass 2000

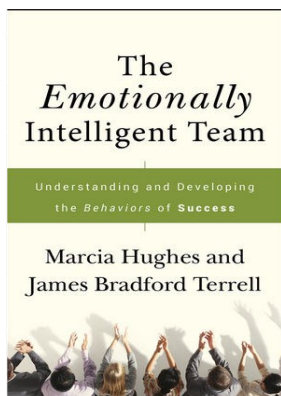
Acc. No. 002918

Call No. 658.314 LEI

Summary: This Survey is part of the comprehensive Preventing Burnout and Building Engagement package contains the same winning strategies and techniques that internationally renowned burnout experts Michael P. Leiter and Christina Maslach have used so successfully to transform organizations suffering from wide-spread employee burnout. In an easy-to-follow format, Leiter and Maslach show you and your team members how to conduct an effective Organizational Checkup from start to finish.



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Sr. No. 353

Title: *The emotionally intelligent team: understanding and developing the behaviors of success* by Hughes, Marcia

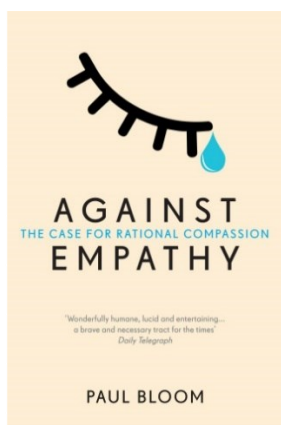
San Francisco Jossey-Bass 2007

Acc. No. 002919

Call No. 658.3128 HUG

Summary: In this compelling book, authors Marcia Hughes and James Terrell offer practical information and a guide for businesses that want to draw on the power of the emotional competencies of their teams. They reveal how individuals, team members, and leaders can take the steps to become more emotionally intelligent team (ESI) members and show how to put in place the practices and exercises that will help any team grow in emotional intelligence. The book outlines the seven emotional competencies of teams.

[Click for more details](#)



Sr. No. 354

Title: *Against empathy: the case for rational compassion* by Bloom, Paul

London Vintage 2018

Acc. No. 002920

Call No. 152.41 BLO

Summary: We think of empathy – the ability to feel the suffering of others for ourselves – as the ultimate source of all good behaviour. But while it inspires care and protection in personal relationships, it has the opposite effect in the wider world. As the latest research in psychology and neuroscience shows, we feel empathy most for those we find attractive and who seem similar to us and not at all for those who are different, distant or anonymous. Empathy therefore biases us in favour of individuals we know while numbing us to the plight of thousands. Guiding us expertly through the experiments, case studies and arguments on all sides, Paul Bloom ultimately shows that some of our worst decisions – in charity, child-raising, criminal justice, climate change and war – are motivated by this wolf in sheep's clothing.

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