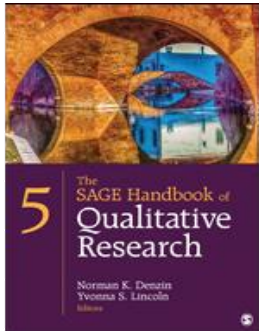


New Arrival List of Books (December - 2021)



Sr. No. 1

Title: *The SAGE handbook of qualitative research* by Denzin, Norman K.

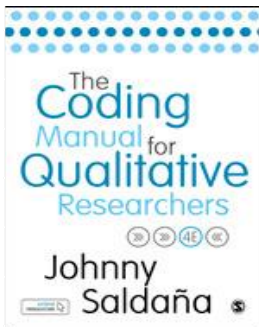
Los Angeles Sage Publications, Inc. 2018

Acc. No. 001629

Call No. 300.72 DEN

Summary: The substantially updated and revised **Fifth Edition** of this landmark handbook presents the state-of-the-art theory and practice of qualitative inquiry. Representing top scholars from around the world, the editors and contributors continue the tradition of synthesizing existing literature, defining the present, and shaping the future of qualitative research.

[Click for more details](#)



Sr. No. 2

Title: *The coding manual for qualitative researchers* by Saldaña, Johnny

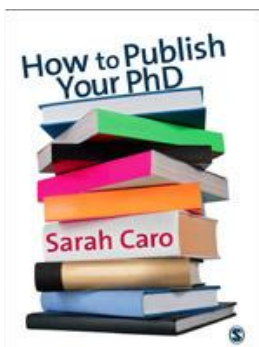
London Sage Publications Ltd. 2021

Acc. No. 001630

Call No. 300.72 SAL

Summary: This invaluable manual from world-renowned expert Johnny Saldaña illuminates the process of qualitative coding and provides clear, insightful guidance for qualitative researchers at all levels. The fourth edition includes a range of updates that build upon the huge success of the previous editions:

[Click for more details](#)



Sr. No. 3

Title: *How to publish your PhD: a practical guide for the humanities and social sciences* by Caro, Sarah

London Sage Publications Ltd. 2009

Acc. No. 001631

Call No. 070.5 CAR

Summary: How to Publish Your PhD is the first book to provide students with a comprehensive and authoritative guide to publishing their research. Drawing on nearly twenty years in the book business Sarah Caro explains in a clear and accessible way the key issues facing the would-be author.

[Click for more details](#)



Sr. No. 4

Title: *Foundations of mixed methods research: integrating quantitative and qualitative approaches in the social and behavioral sciences* by Tashakkori, Abbas

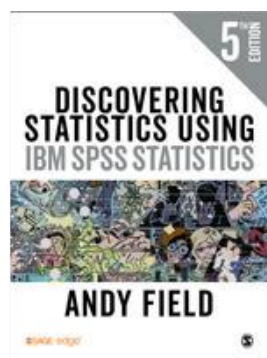
California Sage Publications, Inc. 2021

Acc. No. 001632

Call No. 001.42 TAS

Summary: The Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences gives students a comprehensive overview of mixed methods from philosophical roots and traditions through designing, conducting, and disseminating a study. Authors Abbas Tashakkori, R. Burke Johnson, and Charles Teddlie have thoroughly updated the text to reflect the many advances over the last decade in mixed methods.

[Click for more details](#)



Sr. No. 5

Title: *Discovering statistics using IBM SPSS statistics by Field, Andy*

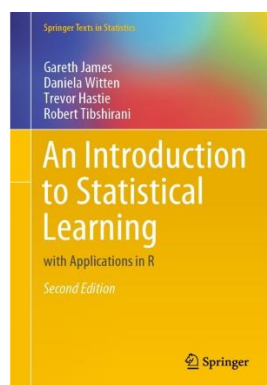
London Sage Publications Ltd. 2018

Acc. No. 001633

Call No. 519.50285536 FIE

Summary: With an exciting new look, new characters to meet, and its unique combination of humour and step-by-step instruction, this award-winning book is the statistics lifesaver for everyone. From initial theory through to regression, factor analysis and multilevel modelling, Andy Field animates statistics and SPSS software with his famously bizarre examples and activities.

[Click for more details](#)



Sr. No. 6

Title: *An introduction to statistical learning: with applications in R by James, Gareth*

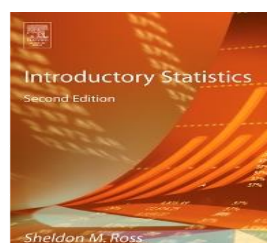
New York Springer 2021

Acc. No. 001634-35

Call No. 519.5 JAM

Summary: An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, deep learning, survival analysis, multiple testing, and more.

[Click for more details](#)



Sr. No. 7

Title: *Introductory statistics by Ross, Sheldon M.*

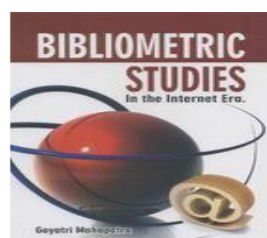
London Academic Press 2005

Acc. No. 001636

Call No. 519.5 ROS

Summary:

[Click for more details](#)



Sr. No. 8

Title: *Bibliometric studies in the internet era by Mahapatra, Gayatri*

New Delhi Indiana Publishing House 2013

Acc. No. 001637

Call No. 020.21 MAH

Sr. No. 9

Title: *Body language for dummies by Kuhnke, Elizabeth*

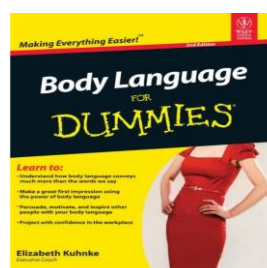
New Delhi Wiley India Pvt. Ltd. 2014

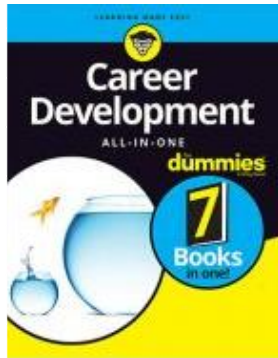
Acc. No. 001638

Call No. 153.69 KUH

Summary: In this book you'll discover how the body reveals what people really mean, and how you can use your body and your expressions to make a positive impact. It also explores why we give the signals we do, how to read the most common expressions and goes on to show how you can use body language to transform your personal and professional relationships.

[Click for more details](#)





Sr. No. 10

Title: Career development: all-in-one by Alidina, Shamash

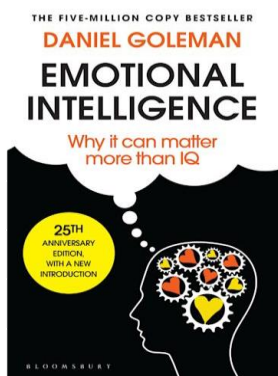
New Delhi Wiley India Pvt. Ltd. 2017

Acc. No. 001639

Call No. 371.425 ALI

Summary: Combined from seven of the best For Dummies books on career development topics, Career Development All-in-One for Dummies is your one-stop guide to taking control of your career and improving your professional life. Perfect on its own or as part of a formal development program, it gives you everything you need to advance your career.

[Click for more details](#)



Sr. No. 11

Title: Emotional intelligence: when it can matter more than IQ by Goleman, Daniel.

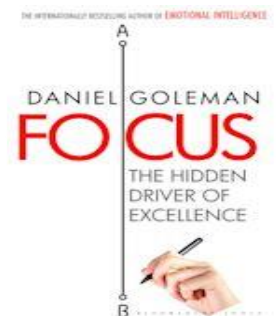
New Delhi Bloomsbury Publishing Pvt. Ltd. 2021

Acc. No. 001640

Call No. 152.4 GOL

Summary: Does IQ define our destiny? In his ground-breaking bestseller, Daniel Goleman argues that our view of human intelligence is far too narrow. It is not our IQ, but our emotional intelligence that plays a major role in thought, decision-making, and individual success. Self-awareness, impulse control, persistence, motivation, empathy, and social deftness: all are qualities that mark people who excel, whose relationships flourish, who can navigate difficult conversations, who become stars in the workplace.

[Click for more details](#)



Sr. No. 12

Title: Focus: the hidden driver of excellence by Goleman, Daniel.

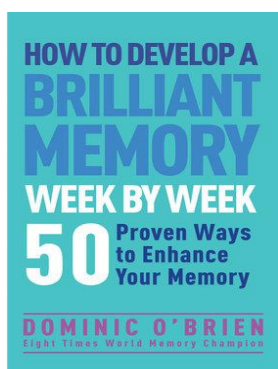
New Delhi Bloomsbury Publishing Pvt. Ltd. 2014

Acc. No. 001641

Call No. 153.733 GOL

Summary: For more than two decades, psychologist and journalist Daniel Goleman has been scouting the leading edge of the human sciences for what's new, surprising, and important. In Focus, he delves into the science of attention in all its varieties, presenting a long overdue discussion of this little-noticed and under-rated mental asset that matters enormously for how we navigate life.

[Click for more details](#)



Sr. No. 13

Title: How to develop a brilliant memory week by week: 50 proven ways to enhance your memory by O'Brien, Dominic

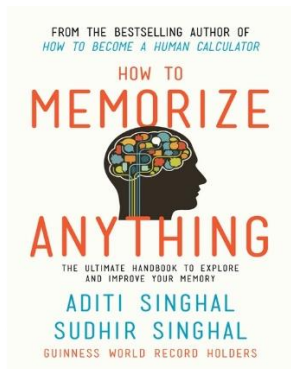
London Watkins 2015

Acc. No. 001642

Call No. 153.14 OBR

Summary: This book is an expert course in memory enhancement. Dominic O'Brien takes you step-by-step through an ingenious program of skills, introducing the tried and tested techniques that have played a crucial role in his triumphant championship performances. Dominic paces the course in line with his expert understanding of how the brain responds to basic memory, providing a realistic but impressive timeline.

[Click for more details](#)



Sr. No. 14

Title: How to memorize anything: the ultimate handbook to enlighten and improve your memory by Singhal, Aditi

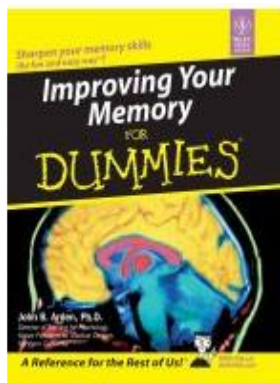
Haryana Penguin Random House India Pvt. Ltd. 2015

Acc. No. 001643

Call No. 153.14 SIN

Summary: Can we really memorize anything? The answer is, 'Yes we can!' From Guinness World Record holders (for conducting the largest maths class on memorizing times tables till 99) Aditi Singhal and Sudhir Singhal comes a book that will serve as a manual to explore the immense power of your memory through a scientific yet simple approach.

[Click for more details](#)



Sr. No. 15

Title: Improving your memory for dummies by Arden, John B.

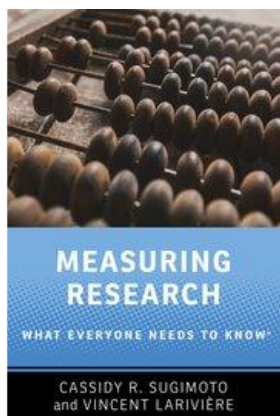
New Delhi Wiley India Pvt. Ltd. 2014

Acc. No. 001644

Call No. 153.14 ARD

Summary: Whether you are cramming for an exam, have trouble remembering names, or you just want to give your overall memory power a boost, this plain-English guide offers clever tricks to help you remember what you want to remember. You'll discover how your memory works and how to enhance it in all types of situations.

[Click for more details](#)



Sr. No. 16

Title: Measuring research: what everyone needs to know by Sugimoto, Cassidy R.

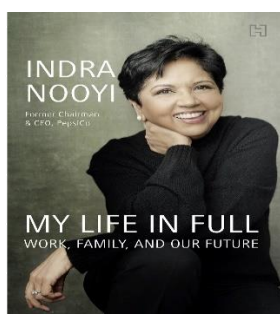
New York Oxford University Press 2018

Acc. No. 001645

Call No. 001.422 SUG

Summary: Measuring Research: What Everyone Needs to Know® will provide, for the first time, an accessible account of the methods used to gather and analyze data on research output and impact. Following a brief history of scholarly communication and its measurement — from traditional peer review to crowdsourced review on the social web — the book will look at the classification of knowledge and academic disciplines, the differences between citations and references, the role of peer review, national research evaluation exercises, the tools used to measure research, the many different types of measurement indicators, and how to measure interdisciplinarity.

[Click for more details](#)



Sr. No. 17

Title: My life in full: work, family, and our future by Nooyi, Indra K.

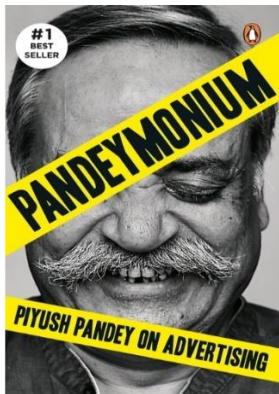
Gurugram Hachette Book Publishing India Pvt. Ltd. 2021

Acc. No. 001646

Call No. 338.76636209 NOO

Summary: The book offers an inside look at PepsiCo, and Nooyi's thinking as she steered the iconic American company toward healthier products and reinvented its environmental profile, despite resistance at every turn. For the first time and in raw detail, Nooyi also lays bare the difficulties that came with managing her demanding job with a growing family, and what she learned along the way.

[Click for more details](#)



Sr. No. 18

Title: Pandeymonium: Piyush Pandey on advertising by: Pandey, Piyush

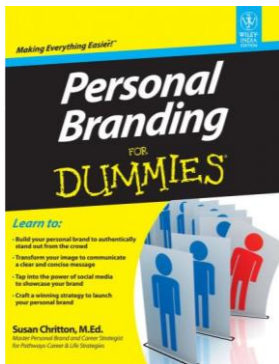
Haryana Penguin Random House India Pvt. Ltd. 2015

Acc. No. 001647

Call No. 659.1 PAN

Summary: In Pandeymonium, Pandey talks about his influences, right from his childhood in Jaipur and being a Ranji cricketer to his philosophy, failures, and lessons in advertising in particular and life in general. Lucid, inspiring and unputdownable, this memoir gives you an inside peek into the mind and creative genius of the man who defines advertising in India.

[Click for more details](#)



Sr. No. 19

Title: Personal branding for dummies by Chritton, Susan

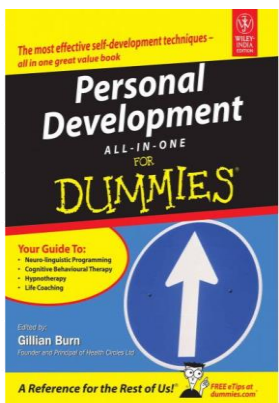
New Delhi Wiley India Pvt. Ltd. 2012

Acc. No. 001648

Call No. 650.1 CHR

Summary: Personal Branding for Dummies, 2nd Edition, is your guide to creating and maintaining a personal trademark by equating self-impression with other people's perceptions. This updated edition includes new information on expanding your brand through social media, online job boards, and communities, using the tried-and-true methods that are the foundation of personal branding.

[Click for more details](#)



Sr. No. 20

Title: Personal development all-in-one for dummies by Burn, Gillian

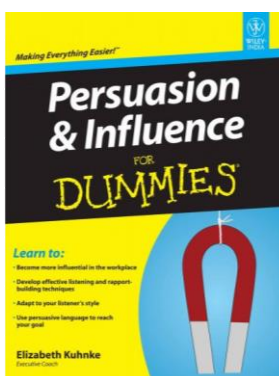
New Delhi Wiley India Pvt. Ltd. 2014

Acc. No. 001649

Call No. 158.1 BUR

Summary: Personal Development All-in-One For Dummies is a complete guide to the key techniques that help you master your thoughts: Neuro-linguistic Programming (NLP), Cognitive Behavioural Therapy (CBT), Life Coaching and Hypnotherapy. Discover the basic principles of each approach and receive sensible, practical, and effective expert advice on how each one can help you challenge negative beliefs and change your attitudes.

[Click for more details](#)



Sr. No. 21

Title: Persuasion and Influence for Dummies by: Kuhnke, Elizabeth

New Delhi Wiley India Pvt. Ltd. 2013

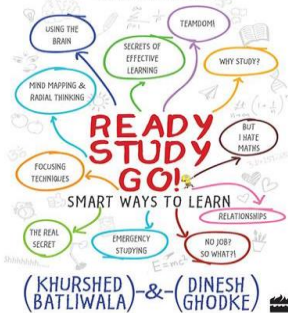
Acc. No. 001650

Call No. 153.852 KUH

Summary: Many people want to gain trust or support in business and throughout life, but the true skill is doing so in a charming fashion! Whether you're convincing the boss about your much deserved promotion or a busy restaurateur to offer a better table, the power of persuasion can help improve and increase your successes. The author guides the reader through easy to implement techniques that can turn a timid person into someone bursting with self-confidence and the ability to influence.

[Click for more details](#)

"There is a skill to Learning. It is all about what is and what is not.
While Science is knowing what is, Art is creating what is not!"
— Gurudev Sri Sri Ravi Shankar —



Sr. No. 22

Title: Ready, study, go! smart ways to learn by Batliwala, Khurshed

Noida HarperCollins Publishers 2016

Acc. No. 001651

Call No. 153 BAT

Summary: This book explores attitudes towards studying and offers tips and techniques to turn studying into an interesting, enjoyable activity instead of the dull drudgery that it is for most people. Why study subjects you don't like? How to exercise and diet right to keep your brain alert? How to use mind maps to study during an emergency? Art of Living teachers Khurshed Batliwala and Dinesh Ghodke distill years of learning and teaching young people into this fun, easy-to-read book.

[Click for more details](#)

Sr. No. 23

Title: The decision book: fifty models for strategic thinking by Krogerus, Mikael

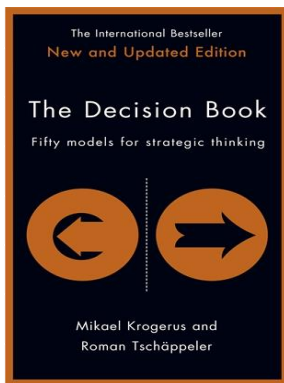
London Profile Books 2017

Acc. No. 001652

Call No. 153.83 KRO

Summary: This updated edition of the international bestseller distills into a single volume the fifty best decision-making models used on MBA courses, and elsewhere, that will help you tackle these important questions - from the well-known (the Eisenhower matrix for time management) to the less familiar but equally useful (the Swiss Cheese model). It will even show you how to remember everything you will have learned by the end of it.

[Click for more details](#)



Sr. No. 24

Title: The mind map book: how to use radiant thinking to maximize your brain's untapped potential by Buzan, Tony

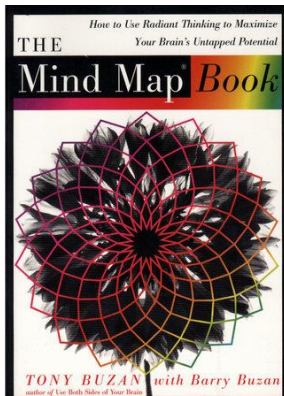
London Plume Book 1993

Acc. No. 001653

Call No. 153.4 BUZ

Summary: The Mind Map Book is his most important and comprehensive book on the subject. It offers exciting new ways of using and improving memory, concentration, and creativity in planning and structuring thought on all levels, to accelerate the ability to learn, remember, and record information.

[Click for more details](#)



Sr. No. 25

Title: Training your brain for dummies by Alloway, Tracy Packiam

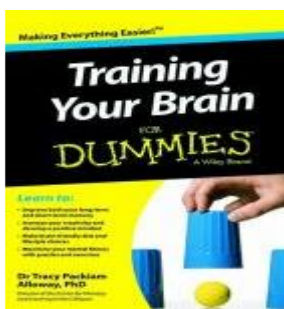
New Delhi Wiley India Pvt. Ltd. 2014

Acc. No. 001654

Call No. 153 ALL

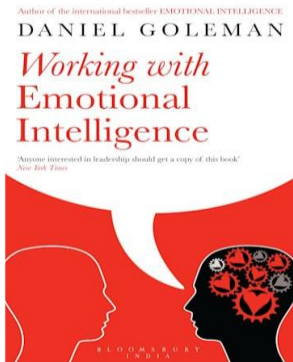
Summary: Training Your Brain for Dummies is an indispensable guide to every aspect of brain fitness-and keeping your mind as sharp, agile, and creative for as long as you can. Whether you want to hone your memory, manage stress and anxiety, or simply eat brain healthy food, this guide will help you build brain health into your everyday life.

[Click for more details](#)





भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya



Sr. No. 26

Title: Working with emotional intelligence by Goleman, Daniel

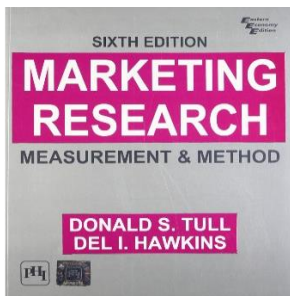
New Delhi Bloomsbury Publishing Pvt. Ltd. 2013

Acc. No. 001655

Call No. 658.409019 GOL

Summary: The secret of success is not what they taught you in school. What matters most is not IQ, not a business school degree, not even technical know-how or years of expertise. The single most important factor in job performance and advancement is *emotional intelligence*. Emotional intelligence is actually a set of skills that anyone can acquire, and in this practical guide, Daniel Goleman identifies them, explains their importance, and shows how they can be fostered.

[Click for more details](#)



Sr. No. 27

Title: Marketing research: measurement and method by Tull, Donald S.

New Delhi PHI Learning Pvt. Ltd. 2014

Acc. No. 001656

Call No. 658.83 TUL

Sr. No. 28

Title: The culture code: the secrets of highly successful groups by Coyle, Daniel

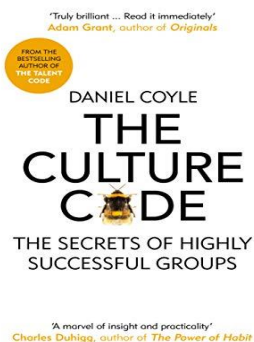
London Random House Business Books 2018

Acc. No. 001657

Call No. 658.4022 COY

Summary: The Culture Code offers a roadmap for creating an environment where innovation flourishes, problems get solved, and expectations are exceeded. Culture is not something you are—it's something you do. *The Culture Code* puts the power in your hands. No matter the size of your group or your goal, this book can teach you the principles of cultural chemistry that transform individuals into teams that can accomplish amazing things together.

[Click for more details](#)



Sr. No. 29

Title: Gladiators, pirates, and games of trust: how game theory, strategy and probability rule our lives by Shapira, Haim

London Watkins Publishing 2017

Acc. No. 001658

Call No. 519.3 SHA

Summary: In *Gladiators, Pirates, and Games of Trust*, Haim Shapira shares humorous anecdotes and insightful examples to explain Game Theory, how it affects our daily lives, and how the different interactions between decision-makers can play out. In this book, you will:

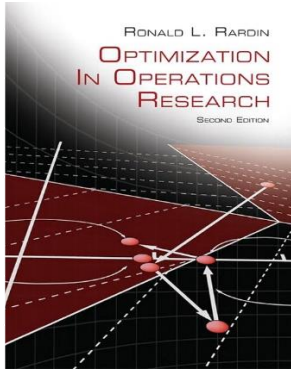
- Meet Nobel Laureate John F. Nash and familiarize yourself with Nash equilibrium
- Learn the basic ideas of the art of negotiation

[Click for more details](#)





भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya



Sr. No. 30

Title: Optimization in operations research by Rardin, Ronald L.

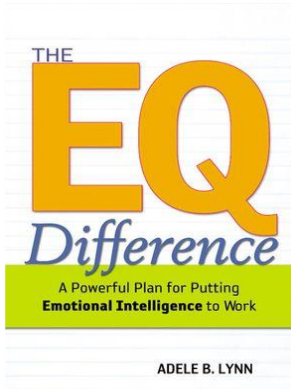
New Delhi Pearson India Education Services Pvt. Ltd. 2019

Acc. No. 001659

Call No. 519.7 RAR

Summary: This edition also continues the author's belief that making optimization materials accessible and exciting to readers of diverse backgrounds requires a continuing discourse on optimization modeling. Every algorithm and analytic principle is developed in the context of a brief story, and computational exercises often begin with a formulation step.

[Click for more details](#)



Sr. No. 31

Title: The EQ difference: a powerful plan for putting emotional intelligence to work by Lynn, Adele B.

New York Amacom 2004

Acc. No. 001660

Call No. 152.4 LYN

Summary: Emotional Intelligence (EI) is a strong indicator of individual, team, and organizational success. But stocking up on emotionally intelligent employees isn't enough: you need a concrete plan for putting this valuable resource to work. The EQ Difference offers an array of self-assessment tools and team-focused exercises that will help increase and leverage emotional intelligence both in individuals and in groups.

[Click for more details](#)