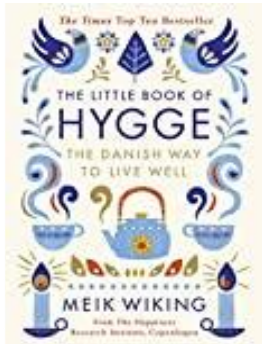


New Arrival List of Books (October - 2021)



Sr. No. 1

Title: The little book of hygge: the Danish way to live well by Wiking, Meik.

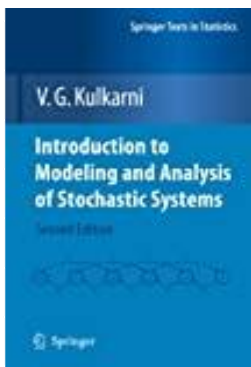
London Penguin Books Ltd. 2016

Acc. No. 001474

Call No. 158.1 WIK

Summary: Hygge is the feeling you get when you are cuddled up on a sofa with a loved one, in warm knitted socks, in front of the fire, when it is dark, cold and stormy outside. It that feeling when you are sharing good, comfort food with your closest friends, by candlelight and exchanging easy conversation. It is those cold, crisp blue sky mornings when the light through your window is just right.

[Click for more details](#)



Sr. No. 2

Title: Introduction to modeling and analysis of stochastic systems by Kulkarni, Vidyadhar G.

New York Springer 2011

Acc. No. 001475

Call No. 519.2 KUL

Summary: The book is devoted to the study of important classes of stochastic processes: discrete and continuous time Markov processes, Poisson processes, renewal and regenerative processes, semi-Markov processes, queueing models, and diffusion processes. The book systematically studies the short-term and the long-term behavior, cost/reward models, and first passage times. All the material is illustrated with many examples, and case studies.

[Click for more details](#)



Sr. No. 3

Title: Business modeling with spreadsheets: problems, principles and practice by Leong, Thin-Yin

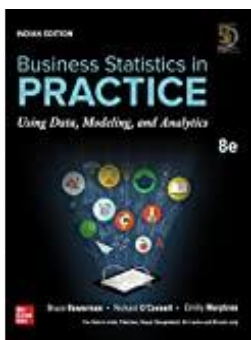
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 001476

Call No. 005.54 LEO

Summary: Users of this book will find it a refreshing learning guide and handy reference resource. It offers 101 spreadsheet exercises and tools, including a chapter featuring another 101 business challenges that readers can practice as modeling projects. Introduced for the first time in this third edition is a set of Discovery Points, 46 in total.

[Click for more details](#)



Sr. No. 4

Title: Business statistics in practice: using data, modeling, and analytics by Bowerman, Bruce L.

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

Acc. No. 001477

Call No. 519.502465 BOW

Summary: The textbook employs realistic examples continuing case studies and a business improvement theme to teach the material. The Eighth Edition features more concise and lucid explanations an improved topic flow and a sensible use of the best and most compelling examples.

[Click for more details](#)



Sr. No. 5

Title: Financing the end-to-end supply chain: a reference guide to supply chain finance by Templar, Simon

London Kogan Page Limited 2020

Acc. No. 001478

Call No. 658.155 TEM

Summary: The book provides a clear introduction, demonstrating the importance of the strategic relationship between supply chain and financial communities within an organization. This book links together treasury, banking, supply chain, systems, IT, and key stakeholders.

[Click for more details](#)



Sr. No. 6

Title: Food supply chain management and logistics: understanding the challenges of production, operation and sustainability in the food industry by Dani, Samir

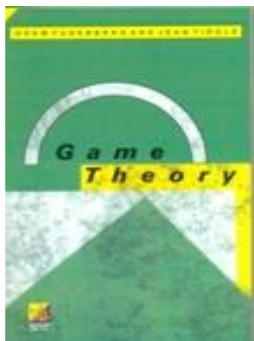
London Kogan Page Limited 2021

Acc. No. 001479

Call No. 338.47664 DAN

Summary: This book examines food production, operational challenges and the future challenges of the industry and sustainability. The emergence of new technologies, which are key in increasing the efficiency of processes, such as food apps, big data and blockchain, are discussed. As are wider trends including veganism and local sourcing.

[Click for more details](#)



Sr. No. 7

Title: Game theory by Fudenberg, Drew

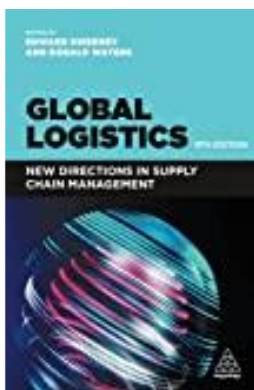
New Delhi ANE Books Pvt. Ltd. 2019

Acc. No. 001480

Call No. 519.3 FUN

Summary: This advanced text introduces the principles of noncooperative game theory - including strategic form games, Nash equilibria, subgame perfection, repeated games, and games of incomplete information - in a direct and uncomplicated style that will acquaint students with the broad spectrum of the field while highlighting and explaining what they need to know at any given point. The analytic material is accompanied by many applications, examples, and exercises.

[Click for more details](#)



Sr. No. 8

Title: Global logistics: new directions in supply chain management by Sweeney, Edward

London Kogan Page Limited 2021

Acc. No. 001481

Call No. 658.7 SWE

Summary: The book features expertise from over 30 contributors including leading academics, such as Martin Christopher, Alan McKinnon and Steve New, and experienced consultants to leading firms, such as Alan Braithwaite and Patrick Daly. A global approach has been taken, with input from over a dozen countries, and state-of-the-art research is situated alongside expert practical guidance. Covering a range of topics from supply chain strategy, risk management and sourcing to relationship management, resilience and ethics, Global Logistics is essential for those studying or working in logistics and supply chain

[Click for more details](#)



Sr. No. 9

Title: Managing operations across the supply chain by Swink, Morgan.

Chennai McGraw Hill Education (India) Pvt. Ltd. 2019

Acc. No. 001482

Call No. 658.5 SWI

Summary: Managing Operations Across the Supply Chain offers a global, supply chain perspective of operations management—a treatment that embraces the foundations of operations management but includes new frameworks, concepts, and tools to address the demands of today and changing needs of the future. We live in dynamic and exciting times due to many changes affecting nearly every aspect of business- including operations management. This third edition reflects key shifts in operations management.



Sr. No. 10

Title: Retailing logistics and fresh food packaging: managing change in the supply chain

By: Gustafsson, Kerstin

London Kogan Page Limited 2009

Acc. No. 001483

Call No. 658.87 GUS

Summary: The international practitioner and academic author team analyse state of the art packaging logistics for fresh food retailing and draw on primary research in the UK, Europe and the USA. It demonstrates the benefits to be gained from adopting new techniques and provides lessons on how to achieve successful implementation. It will help organizations and academics understand the changes and opportunities in modern fresh food supply chains and how to overcome the challenges.

[Click for more details](#)



Sr. No. 11

Title: Supply chain logistics management by Bowersox, Donald J.

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

Acc. No. 001484

Call No. 658.7 BOW

Summary: The framework of Supply Chain Management is initially presented thereby creating a foundation for in-depth study of the five logistics operational components in Part Two. Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part three. Part Four focuses on administrative challenges related to cross organizational collaboration, performance measurement, and concludes with the challenges of managing risk and achieving sustainability.

[Click for more details](#)



Sr. No. 12

Title: Supply chain risk management: how to design and manage resilient supply chains by Manners-Bell, John

London Kogan Page Limited 2020

Acc. No. 001485

Call No. 658.7 MAN

Summary: This book is a practical learning tool which offers a comprehensive framework to understanding risk and how to engineer resilience into the supply chain. The third edition of Supply Chain Risk Management details how to approach various threats, including black swan events, natural disasters, climate change, cargo crime and piracy, and terrorism and security.

[Click for more details](#)



Sr. No. 13

Title: Supply chain strategy and financial metrics: the supply chain triangle of service, cost and cash by Desmet, Bram.

London Kogan Page Limited 2018

Acc. No. 001486

Call No. 658.7 DES

Summary: Supply Chain Strategy and Financial Metrics fully reflects the 'inventory' or 'working capital' angle and examines the optimisation of the supply chain and Return on Capital Employed. Including case studies of Barco, Casio and a selection of food retail companies, this book covers building a strategy driven KPI dashboard, target setting and financial benchmarking. Regular examples and diagrams illustrate how different types of strategies lead to different trade-offs in the Supply Chain Triangle.

[Click for more details](#)



Sr. No. 14

Title: Sustainable logistics and supply chain management: principles and practices for sustainable operations and management by Grant, David B.

London Kogan Page Limited 2019

Acc. No. 001487

Call No. 658.5 GRA

Summary: Sustainable Logistics and Supply Chain Management is a highly accessible guide to sustainable supply chain management. It provides an excellent insight into the topic that will help managers, students, and scholars grasp the fundamentals of green supply and logistics management. A vital teaching resource for courses on sustainable logistics, this revised edition includes valuable supporting online materials

[Click for more details](#)



Sr. No. 15

Title: The logistics outsourcing handbook: a step-by-step guide from strategy through to implementation by Godsmark, Jo.

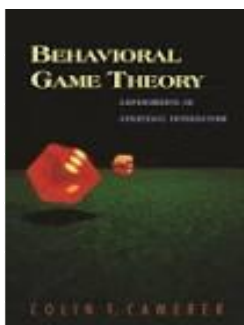
London Kogan Page Limited 2020

Acc. No. 001488

Call No. 658.5 GOD

Summary: The Logistics Outsourcing Handbook provides step by step guidance on the process of logistics outsourcing and explains how to apply this information for commercial success. Vital advice is given on benchmarking existing operations, how to shortlist companies, produce a request for a proposal, choose the optimum supplier and implement and manage the contract.

[Click for more details](#)



Sr. No. 16

Title: Behavioral game theory: experiments in strategic interaction by Camerer, Colin F.

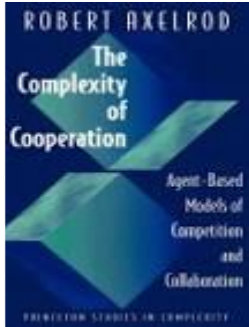
New Delhi New Age International Private Limited 2010

Acc. No. 001489

Call No. 330.015193 CAM

Summary: Game theory, the formalized study of strategy, began in the 1940s by asking how emotionless geniuses should play games, but ignored until recently how average people with emotions and limited foresight actually play games. This book marks the first substantial and authoritative effort to close this gap.

[Click for more details](#)



Sr. No. 17

Title: The complexity of cooperation: agent-based models of competition and collaboration by Axelrod, Robert

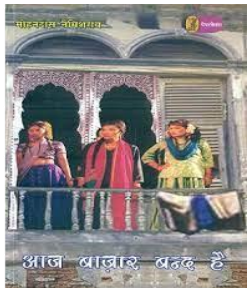
New Delhi New Age International Private Limited 2006

Acc. No. 001490

Call No. 302.14 AXE

Summary: The Evolution of Cooperation has been hailed as a seminal contribution and has been translated into eight languages since its initial publication. The Complexity of Cooperation is a sequel to that landmark book. It collects seven essays, originally published in a broad range of journals, and adds an extensive new introduction to the collection, along with new prefaces to each essay and a useful new appendix of additional resources.

[Click for more details](#)



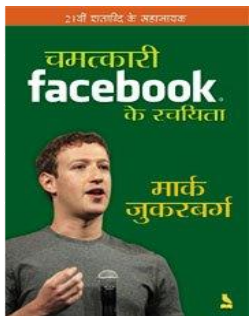
Sr. No. 18

Title: Aaj bazar band hai by Naimishray, Mohandas

New Delhi Vani Prakashan 2018

Acc. No. 001491

Call No. 891.433 NAI



Sr. No. 19

Title: Chamatkari Facebook ke rachayita by Singh, Lav Kumar

New Delhi Pustak Mahal 2015

Acc. No. 001492

Call No. 006.754092 SIN



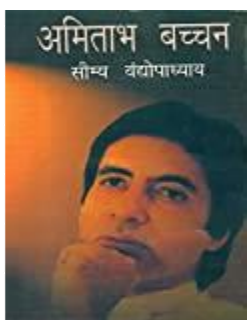
Sr. No. 20

Title: Lokpriya banane ki kala by Gaibar, Don

Bhopal Manjul Publishing House Private Limited 2006

Acc. No. 001493

Call No. 153.6 GAI



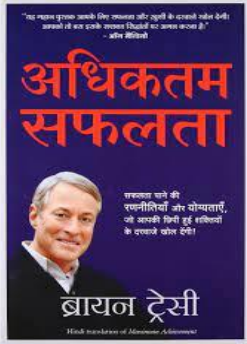
Sr. No. 21

Title: Amitabh Bachchan by Vandhopadhaya, Somya

New Delhi Vani Prakashan 2014

Acc. No. 001494

Call No. 792.028092 VAN



Sr. No. 22

Title: Adhiktam safalta by Tracy, Brian

Bhopal Manjul Publishing House 2021

Acc. No. 001495

Call No. 158.1 TRA



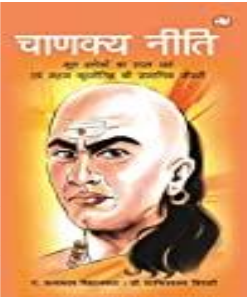
Sr. No. 23

Title: Sampoorn Vaastu Shastra by Chawla, Rakesh

Haryana Hindi Pocket Books 2019

Acc. No. 001496

Call No. 720.954 CHA



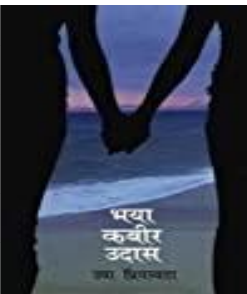
Sr. No. 24

Title: Chanakya neeti by Vidyalankar, Satykam

Haryana Hindi Pocket Books 2019

Acc. No. 001497

Call No. 934.04092 VID



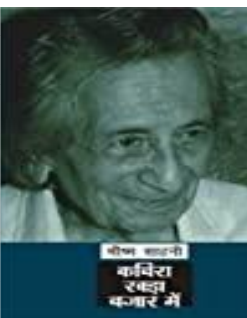
Sr. No. 25

Title: Bhaya Kabir udas by Priyamvada, Usha

New Delhi Rajkamal Publishers 2019

Acc. No. 001498

Call No. 891.43 PRI



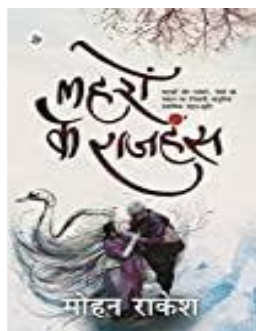
Sr. No. 26

Title: Kabira Khada Bazar main by Sahni, Bhisim

New Delhi Rajkamal Prakashan 2016

Acc. No. 001499

Call No. 891.4327 SAH



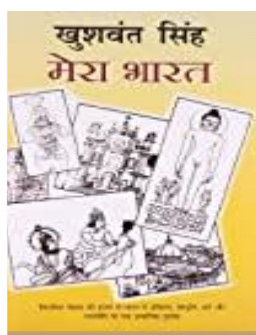
Sr. No. 27

Title: Laharo ka Rajhansh by Rakesh, Mohan

New Delhi Rajkamal Prakashan 2020

Acc. No. 001500

Call No. 891.432 RAK



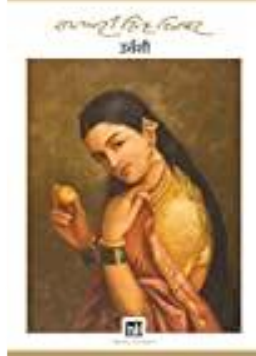
Sr. No. 28

Title: Mera Bharat by Singh, Khushwant

New Delhi Rajpal and Sons 2014

Acc. No. 001501

Call No. 954 SIN



Sr. No. 29

Title: Urvashi by Dinkar, Ramdhari Singh

New Delhi Lokbharti Prakashan 2020

Acc. No. 001502

Call No. 891.43271 DIN



Sr. No. 30

Title: Qualitative consumer and marketing research by Belk, Russell W.

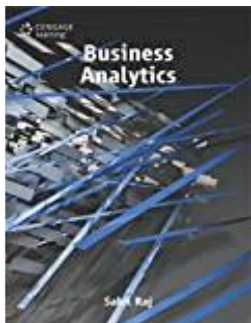
London Sage Publications Ltd. 2013

Acc. No. 001503

Call No. 658.83 BELL

Summary: The book offers readers a practical guide to planning, conducting, analyzing, and writing-up research or editing multi-media presentations using both time-tested and new methods, skills, and technologies. With hands-on exercises that researchers can practice and apply, the book leads readers step-by-step through developing qualitative researching skills in creative data collection, analysis, and presentation, using illustrations drawn from the best of recent and classic research.

[Click for more details](#)



Sr. No. 31

Title: Business analytics by Raj, Sahil

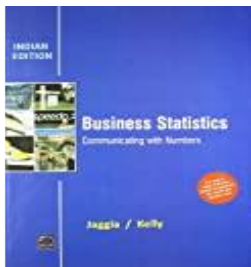
New Delhi Cengage Learning India Pvt. Ltd. 2018

Acc. No. 001504

Call No. 658.4012 RAJ

Summary: The issue of the dearth for books in the area of business analytics, covering cases and discussions in the Indian and global business scenario is addressed. Every chapter in this book is presented with a sound theoretical and practical approach. Detailed examples and In Practice provide an in-depth knowledge of concepts of business analytics. Hands-on projects are given with datasets in the appendix so that students can practically implement all the theoretical concepts.

[Click for more details](#)



Sr. No. 32

Title: Business statistics: communicating with numbers by Jaggi, Sanjiv.

New Delhi McGraw Hill Education (India) Pvt. Ltd. 2014

Acc. No. 001505

Call No. 519.5 JAG

Summary: Business Statistics: Communicating with Numbers provides a unique innovative and engaging learning experience for students studying Business Statistics. It is an intellectually stimulating practical and visually attractive textbook. Throughout the book the content has been presented in an accessible way by using timely business applications to which students can relate.



Sr. No. 33

Title: Co-opetition by Nalebuff, Barry.

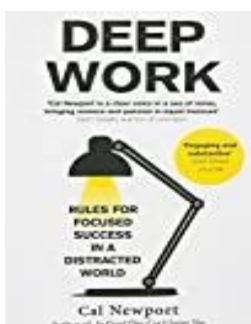
London Profile Books Ltd. 2002

Acc. No. 001506

Call No. 658.4 NAL

Summary: Co-opetition offers a new way of thinking that combines competition and cooperation. It is the first book to adapt game theory to the needs of CEOs, managers and entrepreneurs. Though often compared to games like chess or poker, business is different - people are free to change the rules, the players, the boundaries, even the game itself. The essence of business success lies in making sure you are in the right game.

[Click for more details](#)



Sr. No. 34

Title: Deep work: rules for focused success in a distracted world by Newport, Cal

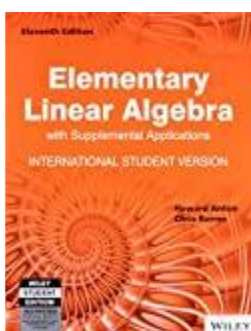
London Piatkus 2016

Acc. No. 001507

Call No. 650.1 NEW

Summary: 'Deep work' is the ability to focus without distraction on a cognitively demanding task. Coined by author and professor Cal Newport on his popular blog Study Hacks, deep work will make you better at what you do, let you achieve more in less time and provide the sense of true fulfilment that comes from the mastery of a skill. In short, deep work is like a superpower in our increasingly competitive economy.

[Click for more details](#)



Sr. No. 35

Title: Elementary linear algebra: with supplemental applications by Anton, Howard

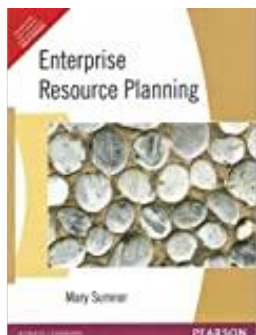
New Delhi Wiley India Pvt. Ltd. 2019

Acc. No. 001508

Call No. 512.5 ANT

Summary: Elementary Linear Algebra 11th edition gives an elementary treatment of linear algebra that is suitable for a first course for undergraduate students. The aim is to present the fundamentals of linear algebra in the clearest possible way; pedagogy is the main consideration. Calculus is not a prerequisite, but there are clearly labeled exercises and examples (which can be omitted without loss of continuity) for students who have studied calculus.

[Click for more details](#)



Sr. No. 36

Title: Enterprise resource planning by Sumner, Mary

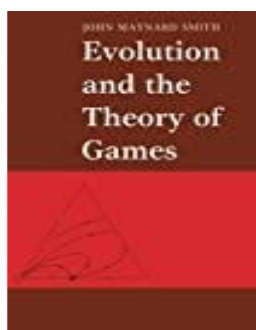
New Delhi Pearson India Education Services Pvt. Ltd. 2009

Acc. No. 001509

Call No. 658.4012 SUM

Summary: This text takes a generic approach to enterprise resource planning systems and their interrelationships, covering all functional areas of this new type of management challenge. It discusses the re-design of business processes, changes in organizational structure, and effective management strategies that will help assure competitiveness, responsiveness, productivity, and global impact for many organizations in the years ahead.

[Click for more details](#)



Sr. No. 37

Title: Evolution and the theory of games by Smith, John Maynard

Cambridge University Press 2012

Acc. No. 001510

Call No. 575 SMI

Summary: This book contains a full account of the theory, and of the data relevant to it. The account is aimed at senior undergraduate and graduate students, teachers and research workers in animal behaviour, population genetics and evolutionary biology. The book will also be of interest to mathematicians and game theorists; the mathematics has been largely confined to appendixes so that the main text may be easily followed by biologists.

[Click for more details](#)



Sr. No. 38

Title: Finite and infinite games by Carse, James P.

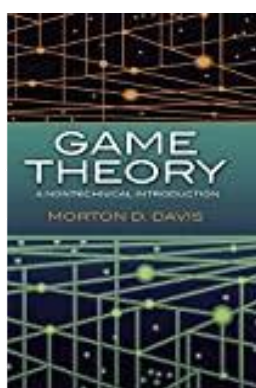
New York Free Press 2012

Acc. No. 001511

Call No. 110 CAR

Summary: "There are at least two kinds of games," states James P. Carse as he begins this extraordinary book. "One could be called finite; the other infinite. A finite game is played for the purpose of winning, an infinite game for the purpose of continuing the play." Finite games are the familiar contests of everyday life; they are played in order to be won, which is when they end. But infinite games are more mysterious. Their object is not winning, but ensuring the continuation of play. The rules may change, the boundaries may change, even the participants may change—as long as the game is never allowed to come to an end.

[Click for more details](#)



Sr. No. 39

Title: Game theory: a nontechnical introduction by Davis, Morton D.

New York Dover Publication, Inc. 2020

Acc. No. 001512

Call No. 519.3 DAV

Summary: The foundations of game theory were laid by John von Neumann, who in 1928 proved the basic minimax theorem, and with the 1944 publication of the Theory of Games and Economic Behavior, the field was established. Since then, game theory has become an enormously important discipline because of its novel mathematical properties and its many applications to social, economic, and political problems. Game theory has been used to make investment decisions, pick jurors, commit tanks to battle, allocate business expenses equitably — even to measure a senator's power, among many other uses.

[Click for more details](#)



Sr. No. 40

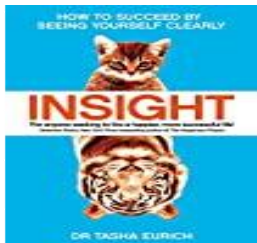
Title: Health care operations management: a systems perspective by Langabeer, James R.
Burlington Jones and Bartlett Learning 2021

Acc. No. 001513

Call No. 362.11068 LAN

Summary: Operations management is increasingly a critical skill needed in today's health care leader. Managing your organization's complex interdisciplinary processes, labor and asset productivity, and operational performance involves quantitative and qualitative skills. Covering a range of topics from quality management to data analyses, *Health Care Operations Management: A Systems Approach* clearly explains the important concepts and skills necessary to lead a modern health care organization.

[Click for more details](#)



Sr. No. 41

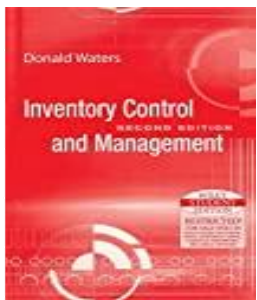
Title: Insight: how to succeed by seeing yourself clearly by Eurich, Tasha

London Crown Business 2017

Acc. No. 001514

Call No. 158.1 EUR

Summary: This book argues that people are essentially unaware of their own nature and presents strategies for developing the tools for self-awareness in order to achieve success and happiness both personally and in the workplace.



Sr. No. 42

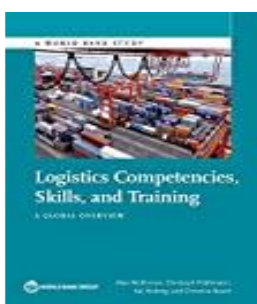
Title: Inventory control and management by Waters, Donald

New Delhi Wiley India Pvt. Ltd. 2005

Acc. No. 001515

Call No. 658.787 WAT

Summary: It emphasises the growth of e-commerce, and the trend away from classical models based on economic order quantities and towards dependent demand systems. The author sets inventory management in its broader context, discussing the important trends and pressures for change. The main approaches are discussed and evaluated, giving the reader a broad appreciation of the principals involved.



Sr. No. 43

Title: Logistics competencies, skills, and training: a global overview by McKinnon, Alan

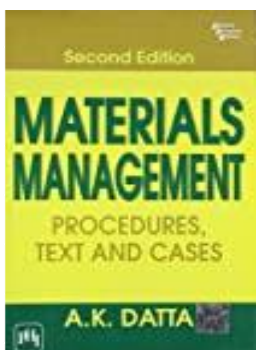
Washington World Bank Publications 2017

Acc. No. 001516

Call No. 658.7 MCK

Summary: Despite the spread of automation and new supply chain management paradigms, logistics remains dependent on a rather specific set of skills and competences, whether for managerial, administrative or blue collar jobs, such as trucking or warehousing. This implies that the logistical performance of businesses, industries and nation states is strongly influenced by the quantity and quality of the workforce.

[Click for more details](#)



Sr. No. 44

Title: Materials management: procedures, text and cases by Datta, A.K.

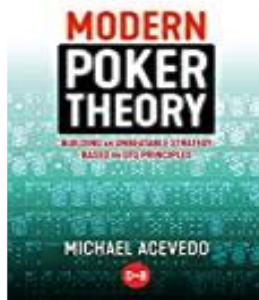
New Delhi PHI Learning Pvt. Ltd. 2021

Acc. No. 001517

Call No. 658.7 DAT

Summary: Materials Management has undergone a sea change in recent years because of its vast possibilities to contribute towards the corporate goals of productivity, profitability and growth. To keep abreast of the changes and emerging trends in the field of Materials Management, this New Edition has been thoroughly revised and updated with the latest procedures and theories. Divided into five parts, the text gives exhaustive coverage to the operational details of stores and purchases, standardization and quality control, value analysis and value engineering as well as the legal aspects of purchasing and the technicalities of warehousing

[Click for more details](#)



Sr. No. 45

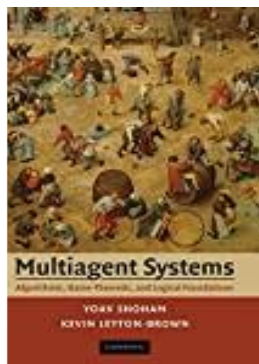
Title: Modern poker theory: building an unbeatable strategy based on GTO principles by Acevedo, Michael

Estonia D&B Publishing 2019

Acc. No. 001518

Call No. 795.412 ACE

Summary: Modern Poker Theory is a comprehensive, rigorous guide to the most important aspects of No-Limit Hold'em. It is based around an in-depth examination of what is meant by game theory optimal play (GTO) and how it can be applied at the table. Understanding GTO is fundamental to being able to make accurate poker decisions and being able to exploit players who don't.



Sr. No. 46

Title: Multiagent systems: algorithmic, game-theoretic, and logical foundations by Shoham, Yoav

New York Cambridge University Press 2009

Acc. No. 001519

Call No. 006.3 SHO

Summary: This exciting and pioneering new overview of multiagent systems, which are online systems composed of multiple interacting intelligent agents, i.e., online trading, offers a newly seen computer science perspective on multiagent systems, while integrating ideas from operations research, game theory, economics, logic, and even philosophy and linguistics. The authors emphasize foundations to create a broad and rigorous treatment of their subject, with thorough presentations of distributed problem solving.

[Click for more details](#)



Sr. No. 47

Title: Operations Research by Prasad, M. V. Durga

New Delhi Cengage Learning India Pvt. Ltd. 2012

Acc. No. 001520

Call No. 658.4034 PRA

Summary: This book Operations Research is a well-organized and comprehensive text to provide an in-depth coverage of the theory and applications of operations research. It emphasizes the role of operations research not only as an effective decision-making tool, but also as an essential productivity improvement tool to deal with real-world management problems. Its coherent presentation and easy-to-understand approach will prove extremely useful to the students.

[Click for more details](#)



Sr. No. 48

Title: Quality Management: creating and sustaining organizational effectiveness by Summers, Donna C. S.

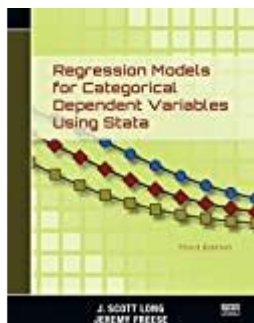
New Delhi Pearson India Education Services Pvt. Ltd. 2015

Acc. No. 001521

Call No. 658.562 SUM

Summary: Quality Management: Creating and Sustaining Organizational Effectiveness, Second Edition explores how quality management has progressed from an emphasis on the management of quality to a focus on the quality of managing, operating, and integrating customer service, marketing, production, delivery, information, and finance areas throughout an organization's value chain. New or updated chapters on lean, Six Sigma, ISO 9000, and supply chain management cover the latest areas that are critical to companies competing in today's global environment.

[Click for more details](#)



Sr. No. 49

Title: Regression models for categorical dependent variables using Stata by Long, J. Scott

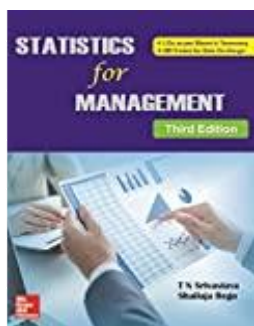
Texas Stata Press 2014

Acc. No. 001522

Call No. 519.536 LON

Summary: Regression Models for Categorical Dependent Variables Using Stata, Third Edition shows how to use Stata to fit and interpret regression models for categorical data. The third edition is a complete rewrite of the book. Factor variables and the margins command changed how the effects of variables can be estimated and interpreted. In addition, the authors' views on interpretation have evolved.

[Click for more details](#)



Sr. No. 50

Title: Statistics for management by Srivastava, T N.

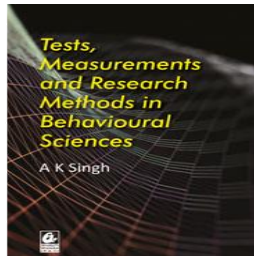
New Delhi McGraw Hill Education (India) Pvt. Ltd. 2016

Acc. No. 001523

Call No. 519.5 SRI

Summary: This well-known textbook continues to offer comprehensive coverage on use of statistics for managerial decision making. The content in this new edition is very apt for the students to understand, analyse and take decisions in real-life management scenarios. Simple language and rich pedagogy make it an easy-to-understand and appropriate textbook for management students and practicing managers.

[Click for more details](#)



Sr. No. 51

Title: Tests, measurements and research methods in behavioural sciences by Singh, A K.

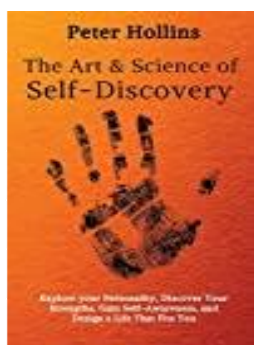
New Delhi Bharati Bhawan Publishers and Distributors 2020

Acc. No. 001524

Call No. 150.72 SIN

Summary: This book provides a broad-based introduction to research methods in psychology, education and sociology. It is an ideal text for undergraduate and postgraduate students taking a course in research methodology.

[Click for more details](#)



Sr. No. 52

Title: The art and science of self-discovery: explore your personality, discover your strengths, gain self-awareness, and design a life that fits you by Hollins, Peter

Pkcs Media, Inc. 2019

Acc. No. 001525

Call No. 158.12 HOL

Summary: The Art and Science of Self-Discovery will bring you clarity, revelation, and epiphany. It provides a thorough and scientific approach to understanding yourself and why you do the things you do. Through it all, there is a focus on that *je ne sais quoi* that makes you who you are - that's a subtle art this book helps you navigate. Self-discovery is not a new desire, but never before has it been combined with modern sensibilities like here.

[Click for more details](#)



Sr. No. 53

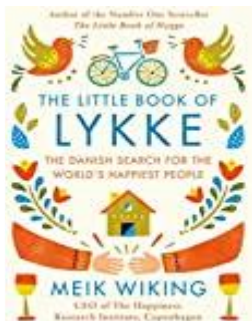
Title: The everything store: Jeff Bezos and the age of Amazon by Stone, Brad

London Corgi Books 2014

Acc. No. 001526

Call No. 381.4500202854678 STO

Summary: The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.



Sr. No. 54

Title: The Little Book of Lykke: the Danish search for the world's happiest people
by Wiking, Meik.

UK Penguin Random House 2017

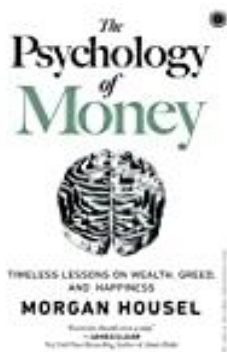
Acc. No. 001527

Call No. 646.7009489 WIK

Summary: The Little Book of Lykke, he reveals what he has found. This captivating read features case studies from Bhutan to Australia, South Korea to Canada, France to Denmark, taking the reader on a happiness treasure hunt. Written in the same warm tone as Meik's phenomenal

bestseller The Little Book of Hygge, this easy-to-understand book will change the way you think

[Click for more details](#)



Sr. No. 55

Title: The psychology of money by Housel, Morgan

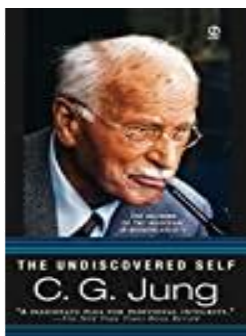
Ahmedabad Jaico Publishing House 2021

Acc. No. 001528

Call No. 332.4019 HOU

Summary: How to manage money, invest it, and make business decisions are typically considered to involve a lot of mathematical calculations, where data and formulae tell us exactly what to do. But in the real world, people don't make financial decisions on a spreadsheet. They make them at the dinner table, or in a meeting room, where personal history, your unique view of the world, ego, pride, marketing, and odd incentives are scrambled together. In The Psychology of Money, the author shares 19 short stories exploring the strange ways people think about money and teaches you how to make better sense of one of life's most important matters.

[Click for more details](#)



Sr. No. 56

Title: The undiscovered self by Jung, C. G.

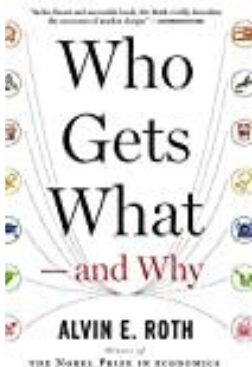
New York Signet Book 2006

Acc. No. 001529

Call No. 150.1954 JUN

Summary: In this challenging and provocative work, Dr. Carl Jung--one of history's greatest minds--argues that civilization's future depends on our ability as individuals to resist the collective forces of society. Only by gaining an awareness and understanding of one's unconscious mind and true, inner nature--"the undiscovered self"--can we as individuals acquire the self-knowledge that is antithetical to ideological fanaticism. But this requires that we face our fear of the duality of the human psyche--the existence of good and the capacity for evil in every individual.

[Click for more details](#)



Sr. No. 57

Title: Who gets what--and why: the new economics of matchmaking and market design
By: Roth, Alvin E.

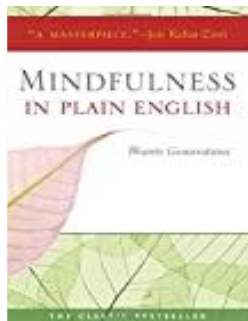
Boston Mariner Books 2015

Acc. No. 001530

Call No. 330.0151166 ROT

Summary: Most of the study of economics deals with commodity markets, where the price of a good connects sellers and buyers. But what about other kinds of "goods," like a spot in the Yale freshman class or a position at Google? If you've ever sought a job or hired someone, applied to college or guided your child into a good kindergarten, asked someone out on a date or been asked out, you've participated in a kind of market. This is the territory of matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor determining who gets what.

[Click for more details](#)



Sr. No. 58

Title: Mindfulness in plain English by Gunaratana, Bhante Henepola

Somerville Wisdom Publications 2015

Acc. No. 001531

Call No. 294.34435 GUN

Summary: The reader can gain deeper understanding, inner peace, and clarity through meditation practice with the thoughtful guidance of this classic book. This expanded edition includes the complete text of its predecessor along with a new chapter on cultivating loving kindness, an especially important topic in today's world. For anyone who is new to meditation, this is a great resource for learning how to live a more productive and peaceful life.

[Click for more details](#)



Sr. No. 59

Title: Mindset: changing the way you think to fulfil your potential by Dweck, Carol Susan

New York Robinson 2012

Acc. No. 001532

Call No. 158.1 DWE

Summary: World-renowned Stanford University psychologist Carol Dweck, in decades of research on achievement and success, has discovered a truly ground-breaking idea-the power of our mindset. Dweck explains why it's not just our abilities and talent that bring us success-but whether we approach them with a fixed or growth mindset. She makes clear why praising intelligence and ability doesn't foster self-esteem and lead to accomplishment but may actually jeopardize success. With the right mindset, we can motivate our kids and help them to raise their grades, as well as reach our own goals-personal and professional. Dweck reveals what all great parents, teachers, CEOs, and athletes already know: how a simple idea about the brain can create a love of learning and a resilience that is the basis of great accomplishment in every area.



Sr. No. 60

Title: Qualitative inquiry and research design: choosing among five approaches by Creswell, John W.

USA Sage Publications, Inc. 2018

Acc. No. 001533-34

Call No. 300.72 CRE

Summary: In the revised Fourth Edition of the best-selling text, John W. Creswell and new co-author Cheryl N. Poth explore the philosophical underpinnings, history, and key elements of five qualitative inquiry approaches: narrative research, phenomenology, grounded theory, ethnography, and case study. Preserving Creswell's signature writing style, the authors compare the approaches and relate research designs to each of the traditions of inquiry in a highly accessible manner. Featuring new content, articles, pedagogy, references, and expanded coverage of ethics throughout, the Fourth Edition is an ideal introduction to the theories, strategies, and practices of qualitative inquiry.



Sr. No. 61

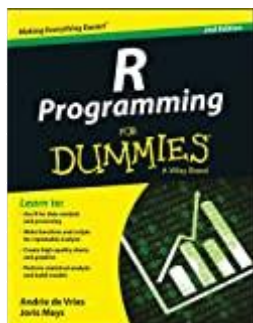
Title: The pyramid principle: logic in writing and thinking by Minto, Barbara

New Delhi Pearson India Education Services Pvt. Ltd. 2020

Acc. No. 001535

Call No. 808.06665 MIN

Summary: *The Pyramid Principle* explains how to: • think creatively, reason lucidly, and express ideas with clarity • define complex problems and establish the objectives of any document • assess your ideas and recognize their relative importance • structure your reasoning into a coherent and transparent argument • analyse your argument to confirm its effectiveness.



Sr. No. 62

Title: R programming for dummies by Vries, Andrie de

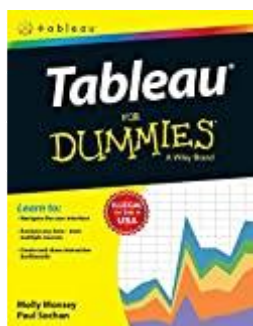
New Delhi Wiley India Pvt. Ltd. 2015

Acc. No. 001536-37

Call No. 005.133 VRI

Summary: Getting to grips with R can be a tough, even for seasoned statisticians and data analysts. Enter R For Dummies 2e, the quick, easy way to master all the R you'll ever need. Requiring no prior programming experience and packed with practical examples, easy, step-by-step exercises and sample code, this extremely accessible guide is the ideal introduction to R for complete beginners. It also makes an excellent technical reference for experienced R programmers.

[Click for more details](#)



Sr. No. 63

Title: Tableau for dummies by Monsey, Molly

New Delhi Wiley India Pvt. Ltd. 2021

Acc. No. 001538-39

Call No. 006.68 MON

Summary: Tableau For Dummies brings order to the chaotic world of data. Understanding your data and organizing it into formats and visualizations that make sense to you are crucial to making a real impact on your business with the information that's already at your fingertips. This easy-to-use reference explores the user interface and guides you through the process of connecting your data sources to the software.

[Click for more details](#)



Sr. No. 64

Title: An introduction to qualitative research by Flick, Uwe

New Delhi Sage Publications India Pvt. Ltd. 2020

Acc. No. 001540-42

Call No. 300.72 FLI

Summary: In the new edition of his bestselling book, Uwe Flick introduces the main theoretical approaches to qualitative research and provides unmatched coverage of the full range of methods available to qualitative researchers. Organised around the process of doing qualitative research, the book guides you through ethics, research design, data collection and data analysis. New to this edition: • A new chapter outlining methodological approaches to qualitative research. New introductory sections at the beginning of each of the book's seven parts, which also define the key terms.

[Click for more details](#)



Sr. No. 65

Title: Introducing research methodology: a beginner's guide to doing a research project by Flick, Uwe

New Delhi Sage Publications India Pvt. Ltd. 2021

Acc. No. 001543-47

Call No. 300.721 FLI

Summary: This book leads you from the fundamental characteristics of quantitative and qualitative research to their associated research questions. It helps you to develop the fundamental data collection and analysis skills needed for your first project, and a thorough understanding of the research process as a whole.

[Click for more details](#)



Research Methodology
for Social Sciences

Arunangshu Giri
Debajish Bhowmik

SAGE 2019

Sr. No. 66

Title: Research methodology for social sciences by Giri, Arunangshu

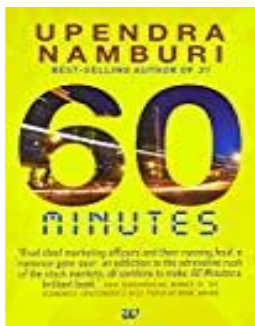
New Delhi Sage Publications India Pvt. Ltd. 2019

Acc. No. 001548-50

Call No. 300.721 GIR

Summary: The unique feature of this book is that it indicates the absence of a common research methodology and introduces a family of approaches that can be applied to varied research situations. Through numerous examples and extensive referencing to popular statistical software packages such as SPSS and AMOS, the book will help students of social sciences to develop the fundamentals of data collection and analysis, and a thorough understanding of the research process as a whole.

[Click for more details](#)



Sr. No. 67

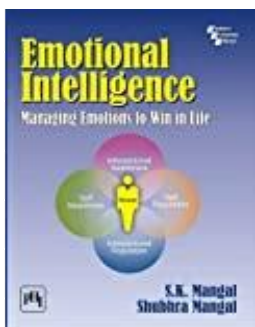
Title: 60 minutes by Namburi, Upendra

Chennai Westland Limited 2014

Acc. No. 001551

Call No. 823.92 NAM

Summary: As the chief marketing officer of one of the biggest FMCG companies Agastya is all set for the most important product launch of his career when things spin out of control. 60 minutes is all he has to save his job and his marriage. Beautiful and intelligent, Maithili has never had much luck in love. When Agastya takes things too far and almost crushes her spirit, Maithili must avenge herself. 60 minutes is all she needs to turn his life upside down. Sailesh's academic temperament is unsuited to corporate rivalry and subterfuge but he is forced to retaliate when someone crosses the line. He has 60 minutes to destroy his foe. Highprofile jobs, reputations, relationships and marriages are at stake. As the battle for supremacy continues, who will falter, who will persist and who will come out on top? A one of a kind thriller where all the action unfolds in 60 Minutes.



Sr. No. 68

Title: Emotional intelligence: managing emotions to win in life by Mangal, S. K.

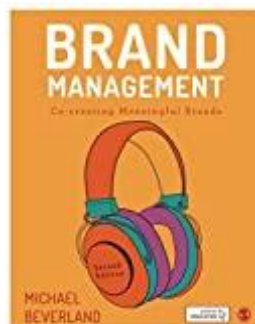
New Delhi PHI Learning Pvt. Ltd. 2015

Acc. No. 001552

Call No. 152.4 MAN

Summary: The book describes emotional intelligence as a key to attain success in life. It highlights how managing emotional traits like anger, jealousy, empathy, love and so on can help a person to be a better human being and emerge as a winner in life. Organized well, the chapters comprehensively explain the concept of emotional intelligence with relation to its development and utilization for getting desired success in one's personal, social and professional life.

[Click for more details](#)



Sr. No. 69

Title: Brand management: co-creating meaningful brands by Beverland, Michael

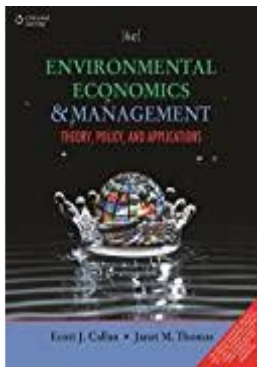
London Sage Publications Ltd. 2021

Acc. No. 001553

Call No. 658.827 BEV

Summary: the book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed. The line between the producer and the consumer has become blurred; consumers are no longer the recipients of brand identity, but the co-creators, playing a significant role in shaping new products and systems.

[Click for more details](#)



Sr. No. 70

Title: Environmental economics and management: theory, policy, and applications

By: Callan, Ecott J.

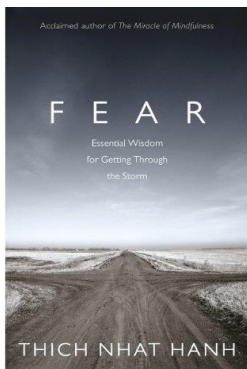
New Delhi Cengage Learning India Pvt. Ltd. 2016

Acc. No. 001554

Call No. 333.7 CAL

Summary: The text integrates a strong business perspective into the development of environmental decision making for a vantage point often overlooked in more conventional approaches. The book emphasizes the use of economic analytical tools, such as market models, benefit-cost analysis, and risk analysis, to assess environmental problems and to evaluate policy solutions. With a proven, modular structure, this edition provides a well-organized presentation with the flexibility to easily tailor the order of presentation and content of the course to your individual teaching needs.

[Click for more details](#)



Sr. No. 71

Title: Fear: essential wisdom for getting through the storm by Hanh, Thich Nhat

London Rider 2012

Acc. No. 001555

Call No. 294.3442 HAN

Summary: Thich Nhat Hanh explores the psychology of fear. He examines the origins of fear and offers readers exercises and practices which will help them deal with the toxic effects of fear in their lives. Speaking from his lifetime of mindfulness, he writes about peace, happiness and freedom that lie waiting for those brave enough to face their fears. He writes that being aware of our subconscious and facing its difficulties make us better human beings. Our disability to deal with fear is merely our failure to look deep within ourselves for the truth. He explains that practicing mindfulness will help us understand the true meaning of our fears and discover ways to eliminate the emotions which keep us down. Reacting by fear has never helped anyone, and it is only by moving past it that we can explore the true reality of the human psyche



Sr. No. 72

Title: Handbook of research methods in consumer psychology by Kardes, Frank R

New York Routledge 2019

Acc. No. 001556

Call No. 658.8342 KAR

Summary: In the Handbook of Research Methods in Consumer Psychology, leading consumer psychologists summarize key aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption-related decisions.

Kardes, Herr, and Schwarz provide an in-depth analysis of the scientific research methods needed to understand consumption-related judgments and decisions.

[Click for more details](#)



Sr. No. 73

Title: Making the team: a guide for managers by Thompson, Leigh

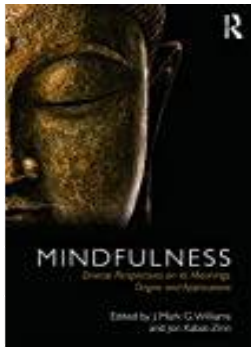
New Delhi Pearson India Education Services Pvt. Ltd. 2018

Acc. No. 001557

Call No. 658.402 THO

Summary: The text is written for two audiences: team leaders and members. For leaders, the book directs itself toward how teams can be designed for optimal performance. For team members, the book focuses on the skills needed to be an important and productive member of the team. A focus on the big picture demonstrates how the team fits into the larger organization. Equipping managers for the long term, the text also highlights developments and trends that may affect how managers structure their teams in the future.

[Click for more details](#)



Sr. No. 74

Title: Mindfulness: diverse perspectives on its meaning, origins and applications by Williams, J. Mark G

New York Routledge 2013

Acc. No. 001558

Call No. 294.3443 WIL

Summary: This book presents the work of internationally renowned experts in the fields of Buddhist scholarship and scientific research, as well as looking at the implementation of mindfulness in healthcare and education settings. Contributors consider the use of mindfulness throughout history and look at the actual meaning of mindfulness whilst identifying the most salient areas for potential synergy and for potential disjunction.

[Click for more details](#)



Sr. No. 75

Title: Peak: secrets from the new science of expertise by Ericsson, Anders

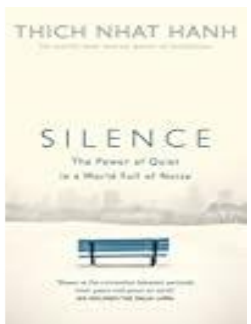
London Vintage 2016

Acc. No. 001559

Call No. 153.9 ERI

Summary: Anders Ericsson has made a career studying chess champions, violin virtuosos, star athletes, and memory mavens. Peak distills three decades of myth-shattering research into a powerful learning strategy that is fundamentally different from the way people traditionally think about acquiring new abilities. Ericsson's revolutionary methods will show you how to improve at almost any skill that matters to you, and that you don't have to be a genius to achieve extraordinary things.

[Click for more details](#)



Sr. No. 76

Title: Silence: the power of quiet in a world full of noise by Hanh, Thich Nhat

London Rider 2015

Acc. No. 001560

Call No. 294.34447 HAN

Summary: In his beautiful new book, Buddhist monk and Nobel Peace Prize nominee Thich Nhat Hanh explains how mindfulness is the practice that stops the noise inside. With gentle anecdotes, simple Buddhist wisdom and practical exercises, he shows us how to live mindfully so that all the internal chatter ceases and we are left with the eloquent sound of silence. Now, at last, we can answer the call of the beauty around us. Through silence, Thich Nhat Hanh reveals, we are free to hear, to see - and just be.

[Click for more details](#)



Sr. No. 77

Title: The art of communicating by Hanh, Thich Nhat

London Rider Books 2013

Acc. No. 001561

Call No. 294.3444 HAN

Summary: Celebrated Zen master Thich Nhat Hanh shares the five steps to truly mindful communication. Drawing on his experience working with couples, families, colleagues and even on international conflict, the world's most famous monk has created a simple guide to communicating with yourself, others and the world.

[Click for more details](#)



Sr. No. 78

Title: *The Sage handbook of marketing theory* by Maclaran, Pauline

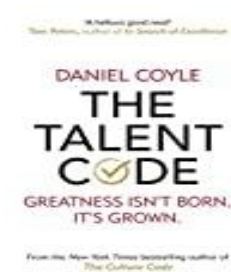
London Sage Publications Ltd. 2013

Acc. No. 001562

Call No. 658.8001 MAC

Summary: This exciting new **Handbook** brings together the latest in debates concerning the development of marketing theory, featuring original contributions from a selection of leading international authors. The collection aims to give greater conceptual cohesion to the field, by drawing together the many disparate perspectives and presenting them in one volume. The contributors are all leading international scholars, chosen to represent the intellectual diversity within marketing theory.

[Click for more details](#)



Sr. No. 79

Title: *The talent code: greatness isn't born, it's grown* by Coyle, Daniel

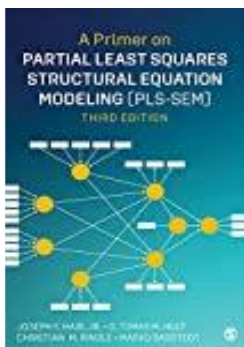
London Random House Business Books 2009

Acc. No. 001563

Call No. 153.9 COY

Summary: The traditional view is that talent is innate - you've either got it or you haven't. But in *The Talent Code*, award-winning journalist Daniel Coyle reveals that the reality is very different. Drawing on the latest findings of scientists and educationalists, and looking at disciplines ranging from maths to music, he shows how the brain can be physically rewired and developed by training to create a 'talent code'

[Click for more details](#)



Sr. No. 80

Title: *A primer on partial least squares structural equations modeling (PLS-SEM)* by Hair, Joseph F., Jr.

Los Angeles Sage Publications, Inc. 2021

Acc. No. 001564

Call No. 511.42 HAI

Summary: *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* guides readers through learning and mastering the techniques of this approach in clear language. Authors Joseph H. Hair, Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt use their years of conducting and teaching research to communicate the fundamentals of PLS-SEM in straightforward language to explain the details of this method, with limited emphasis on equations and symbols.

[Click for more details](#)



Sr. No. 81

Title: *Handbook of marketing scales: multi-item measures for marketing and consumer behavior research* by Bearden, William O.

Los Angeles Sage Publications, Inc. 2011

Acc. No. 001565

Call No. 658.83 BEA

Summary: The *Handbook of Marketing Scales*, Third Edition represents a clear, concise, and easy-to-use compilation of multi-item, self-report measures developed and/or frequently used in consumer behavior and marketing research.

[Click for more details](#)