



Institute of
Management Technology
Ghaziabad, Delhi NCR



NEW ARRIVALS

April 2026



Compiled by
Library

NEW ARRIVALS, APRIL 2026



Market research with panels: types, surveys, analysis and applications by Günther, Martin

Springer 2022

Acc. No.: 53781 Call No.: 001.4 ISBN: 9783658376529

Summary: One of the most important tasks of market research is to read market developments in such a way that one's own company can use them for its own purposes. Companies that fail to sound out the market quickly fall behind. To prevent this, panel data is being consulted in more and more industries. This book shows students and practitioners how to use panels to conduct market and product analyses. Among others, the book covers the following types of panels: retail, consumer, media, pharmaceutical, and agriculture.

Readers can learn how to identify, extract, and analyze important information such as consumer buying behavior, market efforts of competitors, and general trends and developments in the market. The goal is for the reader to be able to structure marketing strategies according to the movements in the market.



Applied communication research methods: getting started as a researcher by Boyle, Michael P

Routledge 2024

Acc. No.: 53785 Call No.: 001.42 ISBN: 9781032288819



Summary: This third edition is again a practical introduction to communication research methods, foregrounding the role research plays in communication and media industry careers.

Covering major methodologies such as surveys, experiments, focus groups, in-depth interviews, content analysis, and others, the book takes the reader through the research process from beginning to end. The text continues to help students link the research methods they learn to practical contexts through its activities and features, which include Voices from Industry boxes written by practitioners that give insight into application of methods; Steps to Success research review checklists; and numerous end-of-chapter activities to reinforce concepts. This third edition contains updates throughout, including an expanded discussion of reliability and validity across both qualitative and quantitative research contexts as well as new Research in Action boxes that showcase how research is used in professional and public contexts.



Communication Research

METHODS AND APPROACHES

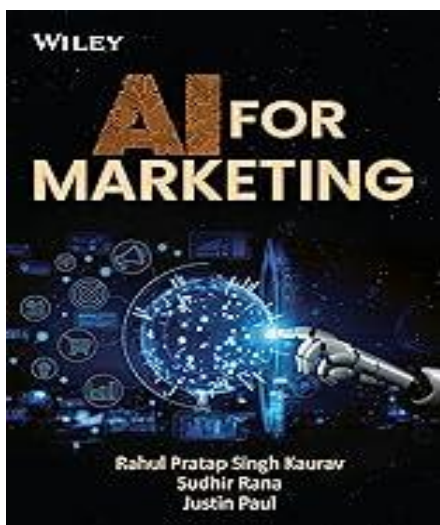
Prof. Sewa Singh Bajwa

Communication research: methods and approaches by Bajwa, Sewa Singh

The Readers Paradise 2025

Acc. No.: 53731 Call No.: 001.42 ISBN: 9789359770475

Summary: Communication Research Methods and Approaches is an informative academic book that explains various research methods and techniques used in the field of communication and media studies. The book helps students and researchers understand how to collect, analyze, and interpret data related to communication, journalism, advertising, and media research. It is useful for improving research skills and preparing academic projects and reports.



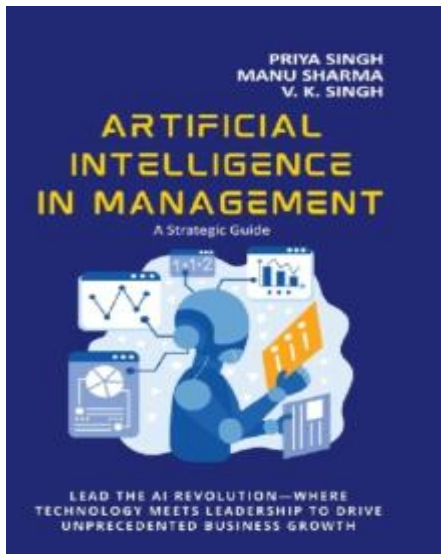
AI for marketing by Kaurav, Rahul Pratap Singh

Wiley India 2026

Acc. No.: 53767 Call No.: 006.3 ISBN: 9789373324883

Summary: AI for Marketing is a practical guide to how artificial intelligence is redefining marketing - from segmentation and personalization to content creation, automation, and customer service. It equips marketers to use AI strategically and ethically, offering a clear roadmap to understand, apply, and lead with AI. Key Highlights Understand AI fundamentals, machine learning, and consumer data insights Apply NLP, generative AI, and automation to optimize campaigns Explore tools, prompts, and real case studies of brands like Tata Cliq, Heinz, and Mastercard Learn how AI transforms advertising, CRM, services, and product innovation Navigate ethical, strategic, and technological challenges with confidence.

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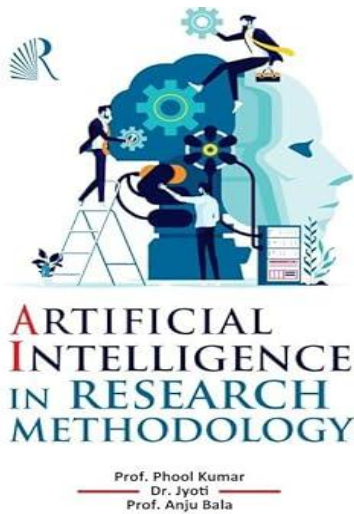
Artificial Intelligence in management: lead the AI revolution - where technology meets leadership to drive unprecedented business growth by Singh, Priya

Misha Books 2025

Acc. No.: 53756 Call No.: 006.3 ISBN: 9789391597979

Summary: In today's fast-changing business world, AI isn't just a tech trend - it's a leadership imperative. This book is your practical guide to understanding and leading with artificial intelligence to create smarter strategies, faster decisions, and future-ready organizations.

Whether you're a manager, entrepreneur, or executive, this book empowers you to harness the full potential of AI to lead with insight and innovation.

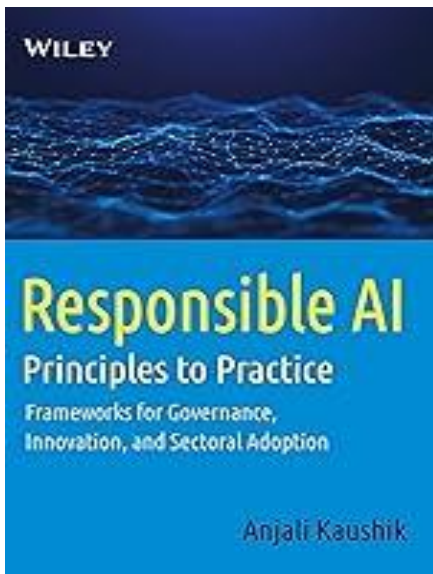


Artificial intelligence in research methodology by Kumar, Phool

The Readers Paradise 2025

Acc. No.: 53749 Call No.: 006.3 ISBN: 9789359776996

Summary: The book explains how Artificial Intelligence (AI) can be used in modern research work to improve accuracy, speed, and innovation. It discusses important topics such as machine learning, data analysis, data mining, automation, and AI-based research tools. The book is useful for students, researchers, faculty members, and professionals who want to understand the role of AI in research methodology across different academic and scientific fields.

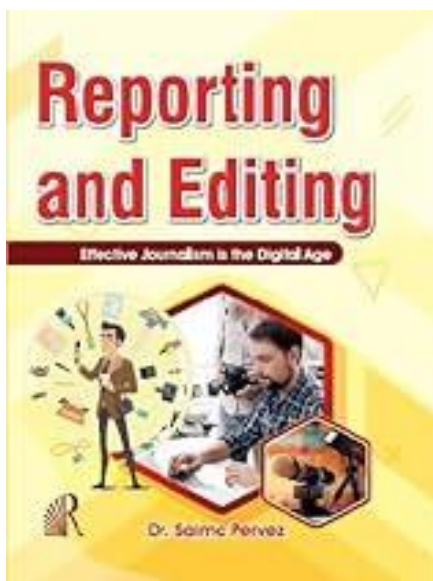


Responsible AI: principles to practice by Kaushik, Anjali

Wiley India 2026

Acc. No.: 53774 Call No.: 006.3 ISBN: 9789373327631

Summary: "Responsible AI: Principles to Practice - Frameworks for Governance, Innovation, and Sectoral Adoption" by Anjali Kaushik is a definitive guide for navigating the complex landscape of ethical, legal, and operational challenges in Artificial Intelligence. Drawing on years of research, teaching, and policy consultation, the book bridges the gap between high-level ethical principles and practical implementation. It is organized into four parts: Global Frameworks and Ethical AI: Lays the foundation with international principles, laws, and governance models. Technical and Socio-Ethical Dimensions: Explores bias, explain ability, privacy, machine unlearning, and synthetic data. Operationalizing Responsible AI: Provides actionable strategies for embedding Responsible AI into organizational processes, including governance, risk management, and sustainability. Sectoral Frameworks and Use Cases: Demonstrates application across finance, healthcare, public services, media, and education, with real-world case studies and best practices. The book concludes with practical annexures - self-assessment checklists, coding exercises, and risk repository templates - making it an indispensable resource for anyone seeking to ensure that AI systems are not only innovative and efficient, but also fair, transparent, accountable, and aligned with human values.

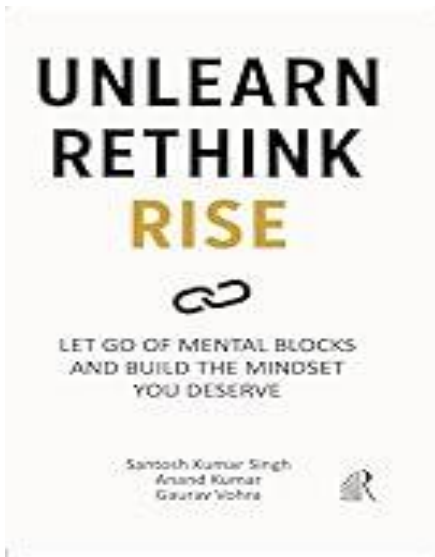


Reporting and editing: effective journalism in the digital age by Pervez, Saima

The Readers Paradise 2023

Acc. No.: 53754 Call No.: 070.4 ISBN: 9789359773414

Summary: Reporting and Editing: Effective Journalism in the Digital Age. This book explains the basic principles and modern techniques of journalism, including news reporting, writing, editing, interviewing, and digital media practices. It helps students and media professionals understand how journalism has changed in the digital era with online news platforms, social media, and multimedia reporting. The book is useful for journalism and mass communication students who want to develop practical reporting and editing skills for modern media industries.



Unlearn rethink rise: let go of mental blocks and build the mindset you deserve by Singh, Santosh Kumar

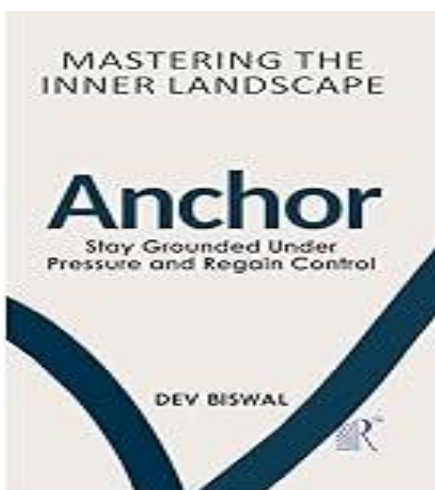
The Readers Paradise 2025

Acc. No.: 53751 Call No.: 128.2 ISBN: 9789359778433

Summary: The way you think shapes the way you live. Your mindset can open doors or quietly hold you back.

Unlearn, Rethink, Rise helps you break free from limiting beliefs and step into a mindset built for growth, resilience, and success. It encourages you to release what no longer serves you, rethink how you approach challenges, and rise with clarity and confidence.

Through science-backed insights, practical exercises, and real-world strategies, you'll discover how to: Overcome negative patterns and self-doubt Build emotional strength and lasting self-confidence Embrace change, adapt with ease, and keep growing Find fulfilment in your work, relationships, and personal journey Whether you're chasing professional success, nurturing meaningful relationships, or seeking personal fulfilment, Unlearn Rethink Rise offers the tools to shift your mindset, unlock your potential, and create lasting change. It's not just about thinking differently it's about living differently, with purpose, resilience, and the confidence to rise.



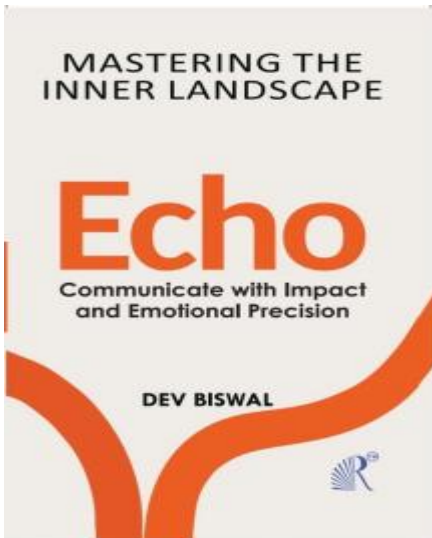
Anchor: stay grounded under pressure and regain control by Biswal, Dev

The Readers Paradise 2025

Acc. No.: 53762 Call No.: 153.4 ISBN: 9789359772790

Summary: A Textbook of Animal Behaviour" is a comprehensive book that provides a detailed overview of animal behavior. The book covers a wide range of topics related to animal behavior, including the genetic, neural, and environmental factors that influence behavior, as well as the social and ecological contexts in which behaviors occur.

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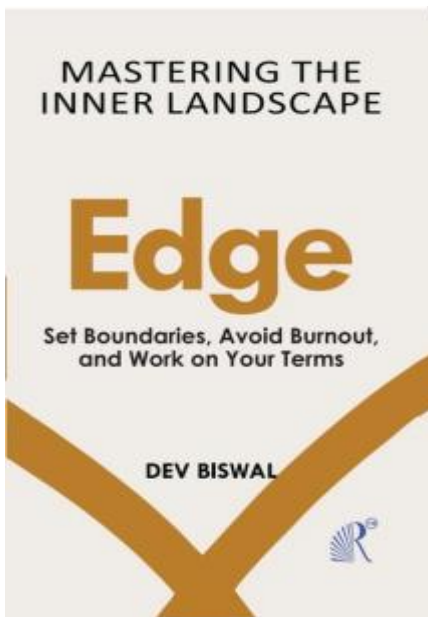


Echo: communicate with impact and emotional precision by Biswal, Dev

The Readers Paradise 2025

Acc. No.: 53761 Call No.: 153.4 ISBN: 9789359774695

Summary: Mastering the Inner Landscape: Echo – Communicate with Impact and Emotional Precision by Dev Biswal is a motivational and self-development book that focuses on the power of effective communication and emotional understanding. The book explains how words, emotions, and inner thoughts influence personal and professional relationships. It guides readers to improve confidence, emotional intelligence, and communication skills so they can express themselves with clarity and impact. This book is useful for students, professionals, leaders, and anyone interested in personal growth and meaningful communication.

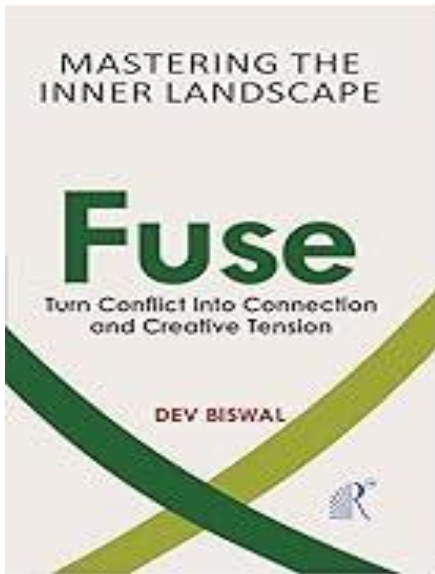


Edge: set boundaries, avoid burnout and work on your terms by Biswal, Dev

The Readers Paradise 2025

Acc. No.: 53760 Call No.: 153.4 ISBN: 9789359776477

Summary: Mastering the Inner Landscape: Edge - Set Boundaries, Avoid Burnout, and Work on Your Terms by Dev Biswal is a self-help and personal growth book that focuses on creating healthy boundaries in personal and professional life. The book explains how people can protect their mental and emotional well-being, reduce stress, and avoid burnout while maintaining productivity and balance. Through practical guidance and psychological insights, it encourages readers to work with confidence, self-respect, and clarity. This book is especially useful for professionals, students, leaders, and anyone seeking a healthier and more balanced lifestyle.

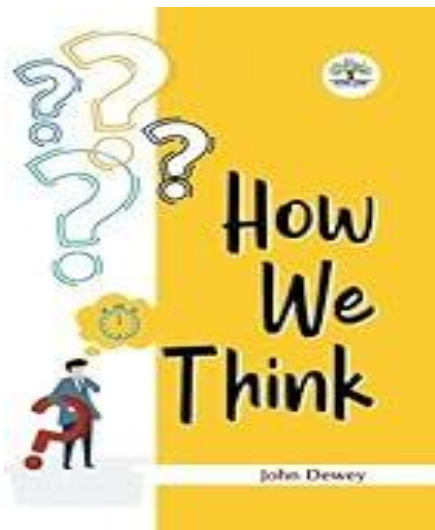


Fuse: turn conflict into connection and creative tension by Biswal, Dev

The Readers Paradise 2025

Acc. No.: 53763 Call No.: 153.4 ISBN: 9789359773834

Summary: Mastering the Inner Landscape: Fuse – Turn Conflict into Connection and Creative Tension by Dev Biswal is a self-help and communication-focused book that teaches readers how to handle conflicts in a positive and constructive way. The book explains how emotional intelligence, active listening, and mindful communication can transform tension into stronger relationships and creative growth. It encourages readers to face disagreements with understanding rather than avoidance, helping them build trust, connection, and confidence in both personal and professional life.



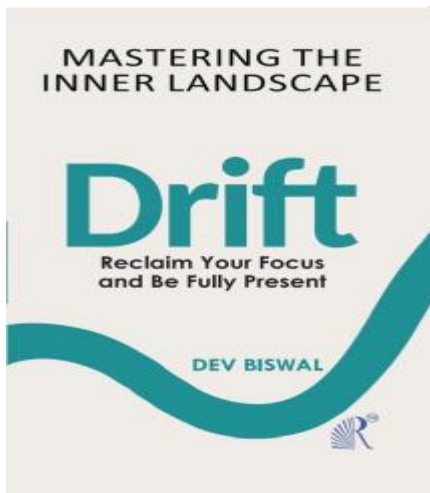
How we think by Dewey, John

Innovative Learning 2025

Acc. No.: 53752 Call No.: 153.4 ISBN: 9789392344428

Summary: "How We Think" is a notable book that offers profound insights into the process of human thought and cognition. It explores the ways in which individuals engage with and develop their thinking processes. The book presents a comprehensive framework for understanding how people solve problems, make decisions, and form judgments. It emphasizes the importance of critical thinking and reflective inquiry, providing practical guidance for enhancing these cognitive skills. "How We Think" has had a lasting impact on educational philosophy, offering valuable guidance for educators and individuals seeking to improve their intellectual and problem-solving abilities.

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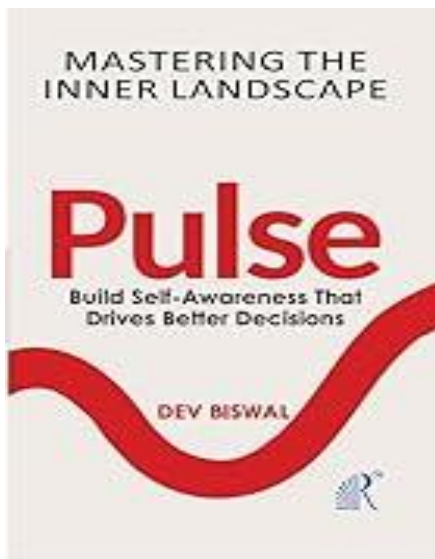


Mastering the inner landscape drift: reclaim your focus and be fully present by Biswal, Dev

The Readers Paradise 2025

Acc. No.: 53758 Call No.: 153.4 ISBN: 9789359772332

Summary: Mastering the Inner Landscape: Drift – Reclaim Your Focus and Be Fully Present by Dev Biswal is a self-help and mindfulness book that explores how distractions, stress, and mental overload affect our daily lives. The book guides readers to improve concentration, emotional awareness, and mindfulness so they can stay fully present in every moment. Through practical insights and simple strategies, it encourages people to break free from distractions, develop inner clarity, and build a more balanced and meaningful life. It is especially useful for students, professionals, and anyone seeking better focus and peace of mind.

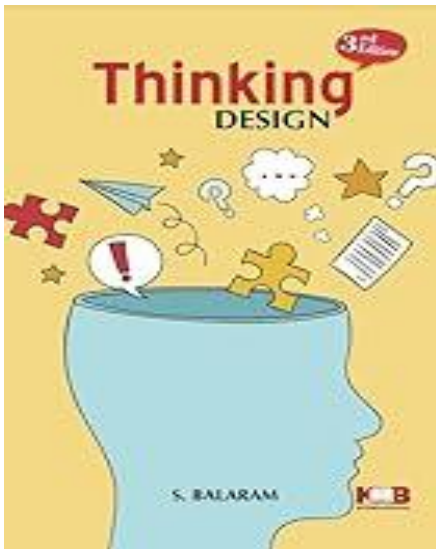


Pulse: build self-awareness that drives better decisions by Biswal, Dev

The Readers Paradise 2025

Acc. No.: 53759 Call No.: 153.4 ISBN: 9789359772257

Summary: Mastering the Inner Landscape: Pulse – Build Self-Awareness That Drives Better Decisions by Dev Biswal is a practical self-development book that highlights the importance of self-awareness in personal and professional life. The book explains how understanding one's emotions, thoughts, and behavior can help individuals make wiser, clearer, and more confident decisions. It also focuses on emotional intelligence, personal growth, and mindful thinking to improve relationships, leadership, and daily life choices. This book is especially useful for students, professionals, managers, and readers interested in developing better decision-making skills and inner balance.

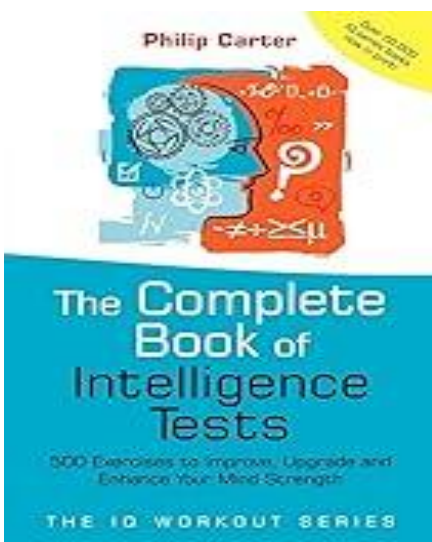


Thinking design by Balaram, S

Kabdwal Book International 2023

Acc. No.: 53611 Call No.: 153.4 ISBN: 9788196775148

Summary: Design is doing. Does that mean that there is no Thinking? Are designers only skilled aesthetic experts? Is there no value system and strong philosophical base, a necessity for any profession? What is the relevance of Design for a country as unique as India? What is the future of design education and the design profession? This book is a deep reflection on such basic questions and an examination of some practical examples. In the words of well-known scholar Gaston Roberge: "Design is something special. Design is charming. Design is so significant that according to Carl Jung, it often is the symbol of the self in dreams." "Design is at once so unlikely and so charming that some people use an argument from design, holding that God's existence is provable by the evidence of design in the universe." "Design is no ordinary thing indeed." And S. Balaram is fully aware that "the human need" he writes, "which is the origin of the design, is not only physical but also psychological, socio-cultural, ecological and spiritual." Balaram's Thinking Design explores fascinatingly the intricate and multifarious relationship of design activity and product, the India of Gandhi and of the following era. Befittingly, given its subject, Thinking Design is no ordinary book, indeed!

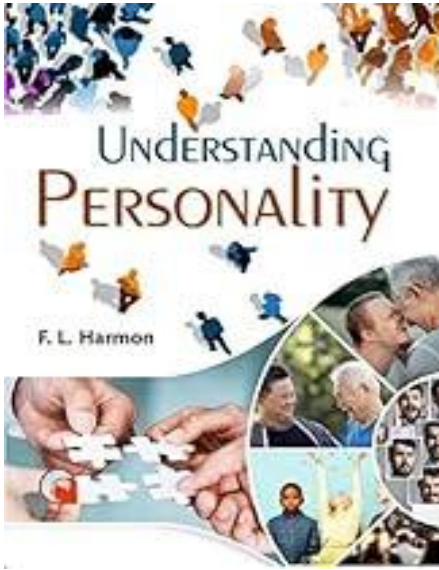


The complete book of intelligence tests: 500 exercises to improve, upgrade and enhance your mind strength by Carter, Philip

John Wiley & Sons 2005

Acc. No.: 53610 Call No.: 153.93 ISBN: 9780470017739

Summary: Enjoyable mental exercises to help boost performance on IQ tests This engaging book offers readers the ultimate in calisthenics for the brain. Using the same fun, informative, and accessible style that have made his previous books so popular, Philip Carter helps people identify mental strengths and weaknesses, and provides methods for improving memory, boosting creativity, and tuning in to emotional intelligence. Featuring never-before-published tests designed specifically for this book, plus answers for all questions, this latest treasure trove from a MENSA puzzle editor outlines a fun, challenging program for significantly enhancing performance in all areas of intelligence.

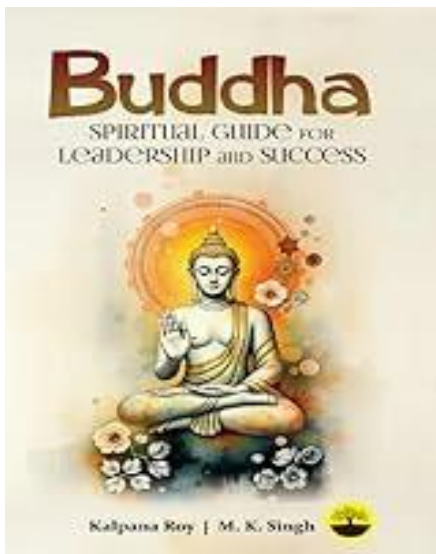


Understanding personality by Harmon, F L

Psycho Information Technologies 2024

Acc. No.: 53738 Call No.: 155.2 ISBN: 9788193922736

Summary: Understanding Personality by F. L. Harmon is an informative psychology book that explains the meaning, development, and different theories of human personality. The book discusses important psychological concepts such as behavior patterns, emotions, temperament, personality traits, and individual differences. It helps readers understand how personality influences human thinking, relationships, and decision-making in daily life. Written in a simple and academic style, the book is useful for students, teachers, researchers, and anyone interested in psychology and human behavior.



Buddha: spiritual guide for leadership and success by Roy, Kalpana

Innovative Learning 2026

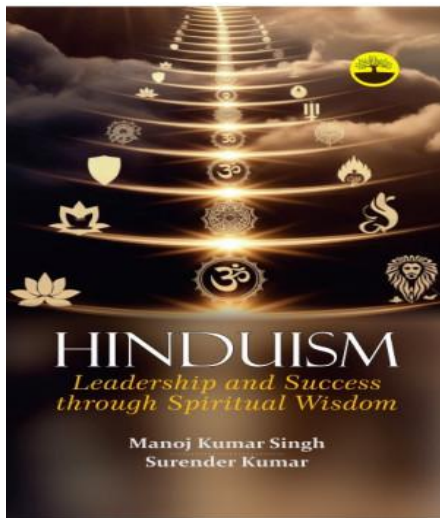
Acc. No.: 53744 Call No.: 294.363 ISBN: 9789361898761

Summary: Buddha's teachings offer timeless guidance for leadership and success by emphasizing self-awareness, compassion, and ethical conduct. He taught that true leadership begins with mastery over one's own mind through mindfulness and right understanding. The principles of the Eightfold Path encourage wise decision-making, right action, and balanced effort, which are essential qualities of effective leaders. Buddha also stressed detachment from ego and material desire, helping leaders remain calm, just, and focused even in challenging situations

Buddha's teachings provide spiritual guidance for effective leadership.

- True leadership begins with self-awareness and control of the mind.
- Mindfulness helps leaders make calm and wise decisions.
- The Eightfold Path promotes ethical conduct and right action.
- Compassion and empathy strengthen relationships and teamwork.
- Detachment from ego leads to balanced and fair leadership.

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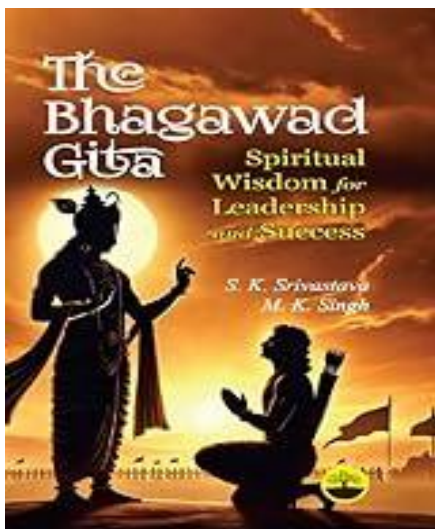
Hinduism: leadership and success through spiritual wisdom by Singh, M K

Innovative Learning 2026

Acc. No.: 53742 Call No.: 294.5 ISBN: 9789361894879

Summary: Hinduism: Leadership and Success through Spiritual Wisdom presents a powerful integration of ancient Hindu philosophy and modern leadership thought. Drawing from timeless scriptures such as the Bhagvad Gita, Ramayana, mahabharata, and Chanakya Neeti, this book reveals how true leadership is rooted in dharma (righteous action), selfless service, and inner awareness.

The book emphasizes that success is not limited to material achievement but lies in the balanced pursuit of purpose, ethics, and spiritual growth. Concepts such as karma yoga, detachment, emotional intelligence, and mindfulness are presented as practical tools for decision-making, resilience, and ethical leadership.



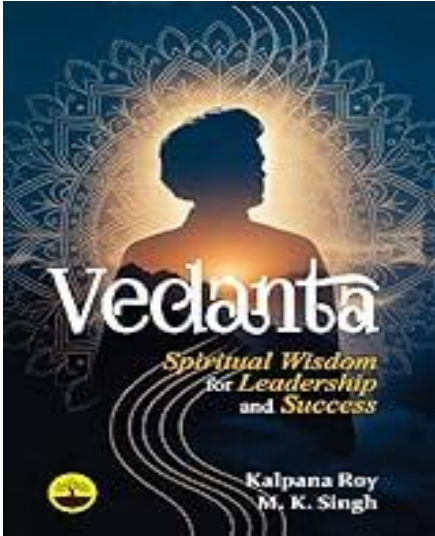
The Bhagavad Gita: spiritual wisdom for leadership and success by Singh, M K

Innovative Learning 2026

Acc. No.: 53743 Call No.: 294.5924 ISBN: 9789361892394

Summary: The Bhagavad Gita: Spiritual Wisdom for Leadership and Success teaches that true leadership arises from self-mastery, ethical action, and clarity of purpose. It emphasizes performing one's duties (Dharma) with detachment, mindfulness, and integrity, helping leaders make balanced decisions and face challenges with courage. The Gita guides individuals to achieve success not just in material terms but through personal growth, moral responsibility, and service to society, inspiring leaders to act with compassion and wisdom.

True leadership begins with self-mastery, ethical conduct, and clarity of purpose. Emphasizes performing one's duty (Dharma) with detachment and mindfulness. Guides leaders to make balanced and wise decisions in challenging situations. Encourages courage, integrity, and compassion in action.

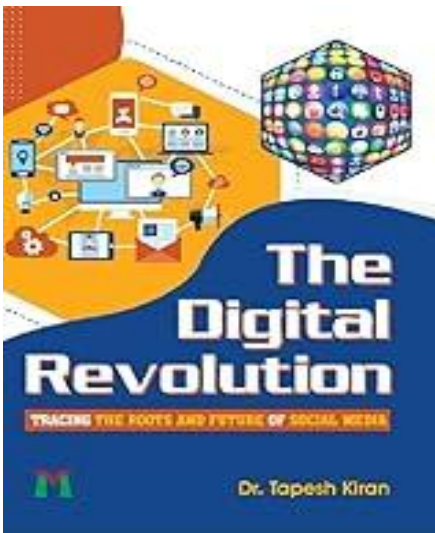


Vedanta: spiritual wisdom for leadership and success by Roy, Kalpana

Innovative Learning 2026

Acc. No.: 53740 Call No.: 299.93 ISBN: 9789361890420

Summary: Vedanta: Spiritual Wisdom for Leadership and Success draws on the timeless philosophy of Vedanta rooted in the Vedas and Upanishads to offer profound insights into personal growth, leadership, and true success. Whether you're a leader, an aspiring leader, or someone seeking purpose, this book distils ancient spiritual teachings into practical lessons that help you realize your inner potential and lead with clarity, courage, and compassion. By blending Eastern mysticism with modern leadership principles, the author guides readers to understand their true nature, overcome limiting beliefs like fear and ego, and cultivate resilience and self-awareness that are essential for effective decision-making and sustained success. With real-world examples and actionable wisdom, this book bridges the gap between spiritual depth and everyday leadership challenges, inspiring you to lead with integrity and live a fulfilling, purpose-driven life.

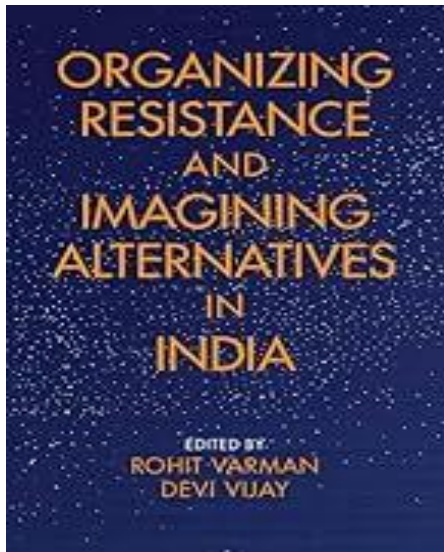


The digital revolution: tracing the roots and future of social media by Kiran, Tapesh

Misha Books 2025

Acc. No.: 53755 Call No.: 302.23 ISBN: 9789391597412

Summary: The Digital Revolution: Tracing the Roots and Future of Social Media explores the evolution of social media from its origins to its profound impact on communication, culture, and society. The book examines technological innovations, trends, and the social, political, and economic implications of digital platforms. It also looks ahead to the future of social media, offering insights for students, researchers, and professionals interested in understanding and navigating the digital landscape.

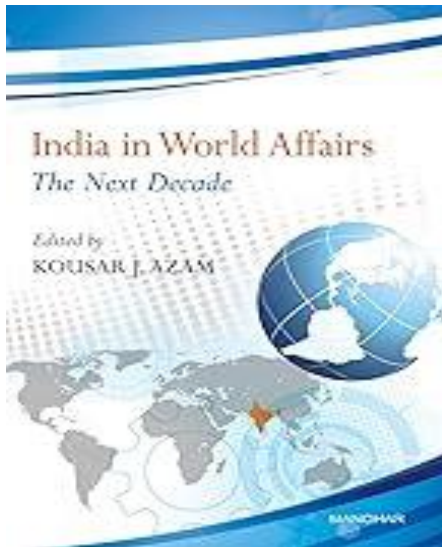


Organizing resistance and imagining alternatives in India by Varman, Rohit

Cambridge University Press 2022

Acc. No.: 53979 Call No.: 306.0954 ISBN: 9781009193412

Summary: This volume examines the political economy of neoliberalism in India and offers cases of resistance and alternative organizing. It departs from existing conversations that focus on the state's policies and decisions, and focuses on the violence unleashed by corporate forces. It should be of interest to anyone curious about the collapse of crucial infrastructures such as healthcare and the news media, or the rhetoric of corporate social responsibility, and why there are people's movements and organizations rising from different geographies. While offering in-depth case studies of organisations within India, such as The Wire, The People's Archive of Rural India, Kudumbashree, and Left Word Books, it also informs conversations across the world on alternative forms of organizing. These accounts have two imperatives: first, to train our attention on corporations and where capitalism produces its vast waste lands. Second, to imagine the possibilities of another world. The contributors to this volume write to resist the status quo, explore alternative ways of organizing, re-imagine social relations, and rekindle hope.



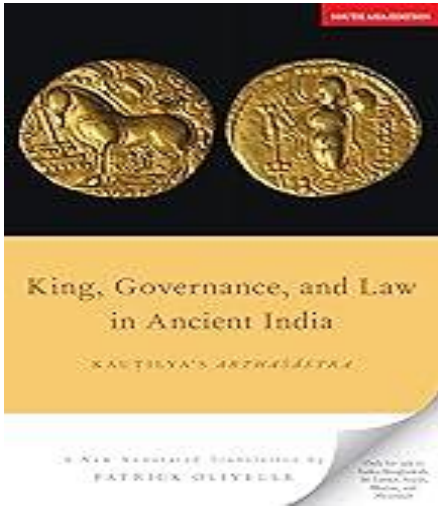
India in world affairs: the next decade by Azam, Kousar J

Manohar 2016

Acc. No.: 53617 Call No.: 327 ISBN: 9789350980989

Summary: It is very evident that much of the scholarly work currently done in the field of defence, human resources, strategic and development studies converges on issues which impact international relations both in policy formulation and its implementation through bilateral or multilateral arrangements. Issues such as Energy, Environment, Disaster Management, Technology, Food, Agriculture, Poverty, Health, Refugees, Migration, Trade, Political Formations among others, are now increasingly influencing global decision-making. The Osmania University Centre for International Programmes-OUCIP had organized an international conference to reflect on these issues. The present volume is an edited collection of the papers presented at the conference. Divided into nine parts, the essays deal with India's reach, role and responsibility as a soft power, her relations with immediate neighbours as well as the big powers in the decades ahead.

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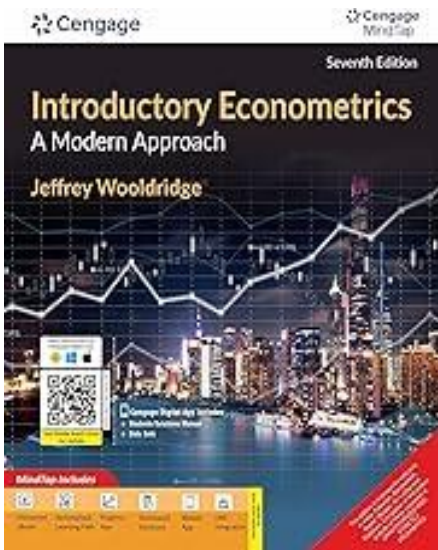


King governance and law in ancient India by Olivelle, Patrick

Oxford University Press 2024

Acc. No.: 53198 Call No.: 330 ISBN: 9780197800034

Summary: King, Governance, and Law in Ancient India presents an English translation of Kautilya's Arthashastra (AS.) along with detailed endnotes. When it was discovered around 1905, the AS. was described as perhaps the most precious work in the whole range of Sanskrit literature, an assessment that still rings true. Patrick Olivelle's new translation of this significant text, the first in close to half a century, takes into account a number of important advances in our knowledge of the texts, inscriptions, and archaeological and art historical remains from the period in Indian history to which the AS. belongs. The AS. is what we would today call a scientific treatise.

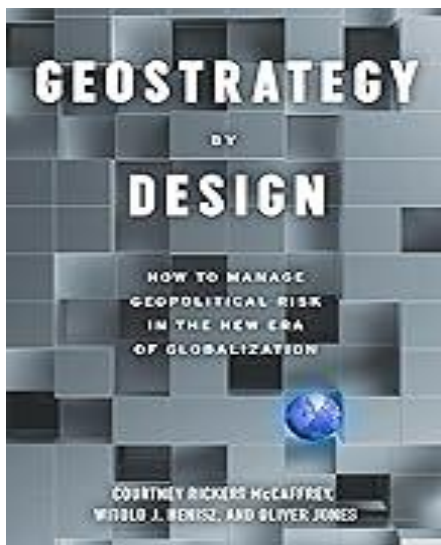


Introductory econometrics: a modern approach by Wooldridge, Jeffrey M

Cengage Learning 2023

Acc. No.: 53593 Call No.: 330.015195 ISBN: 9789353731074

Summary: Gain an understanding of how econometrics can answer today's questions in business, policy evaluation and forecasting with Wooldridge's INTRODUCTORY ECONOMETRICS: A MODERN APPROACH, 7E. Unlike traditional texts, this book's practical, yet professional, approach demonstrates how econometrics has moved beyond a set of abstract tools to become genuinely useful for answering questions across a variety of disciplines. The author has organized the book's presentation around the type of data being analyzed with a systematic approach that only introduces assumptions as they are needed. This makes the material easier to understand and, ultimately, leads to better econometric practices. Packed with relevant applications, the text incorporates more than 100 data sets in different formats. Updates introduce the latest developments in the field, including the recent advances in the so-called "causal effects" or "treatment effects," to provide a complete understanding of the impact and importance of econometrics today.



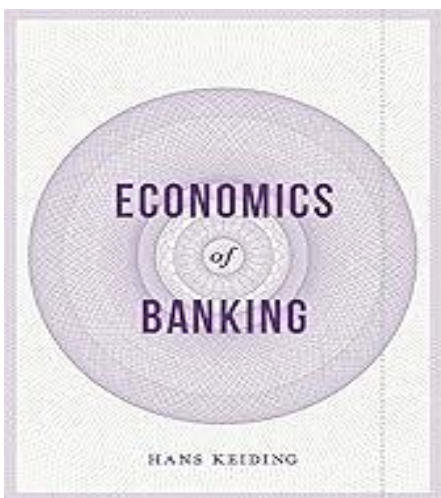
Geostrategy by design: how to manage geopolitical risk in the new era of globalization by McCaffrey, Courtney

Rickertt Disruption Books 2024

Acc. No.: 53992 Call No.: 330.9 ISBN: 9781633310735

Summary: From leading geostrategy experts comes an indispensable guide for executives seeking to thrive and create long-term value in the next era of global competition.

How do executives position a company for growth when the geopolitical future is uncertain? Recent events in Ukraine and the Middle East and tightening restrictions on international trade and investment are reshaping the global business environment. History shows that any such era of change presents both challenges and opportunities. The C-suite's ability to implement a geostrategy will determine which executives lead their companies into successful futures and which get left behind.

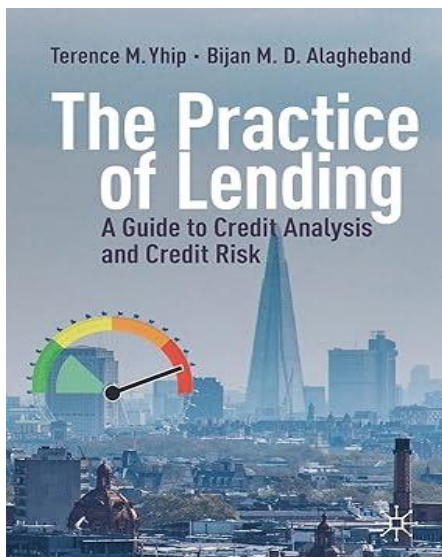


Economics of banking by Keiding, Hans

Palgrave Macmillan 2016

Acc. No.: 53793 Call No.: 332.1 ISBN: 9781137453044

Summary: Economics of Banking presents a thorough overview and analysis of the key aspects of financial intermediation necessary to understand this field. Based on the latest theory, and supporting arguments with practical examples, Hans Keiding discusses the problems of competition, risk taking in banks and the irregularities that may occur as a result. Banks in distress and avoiding bank failures through suitable regulation are also treated in a rigorous, yet easy-to-understand way. Economics of Banking: - Treats financial intermediation both from the point of view of the bank itself and from that of society - Covers both microeconomics of banking and risk management in banks - Offers more complicated mathematics as optional. A comprehensive advanced undergraduate or master's level textbook for students in banking, economics and finance who need to get to grips with the economic theory of banks.

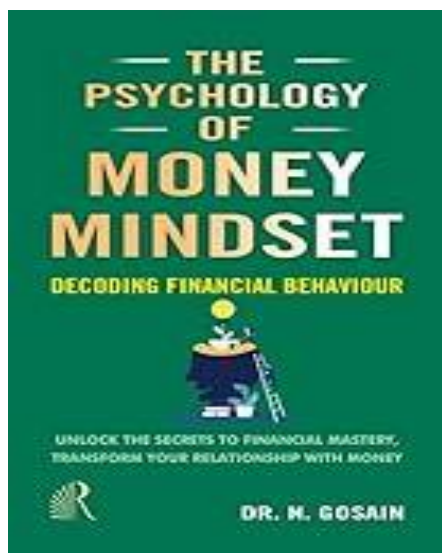


The practice of lending: a guide to credit analysis and credit risk by Yhip, Terence M

Palgrave Macmillan 2020

Acc. No.: 53790 Call No.: 332.12 ISBN: 9783030321994

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 a mathematical approach using regression analysis to model default probability—the book covers a cross-section of industries including passenger airline, commercial real estate, and commercial banking. In three parts, the sections focus on hybrid models, statistical models, and credit management. While the book provides theory and principles, its emphasis is on practical applications, and will appeal to credit practitioners in the banking and investment community alongside college and university students who are preparing for a career in lending.



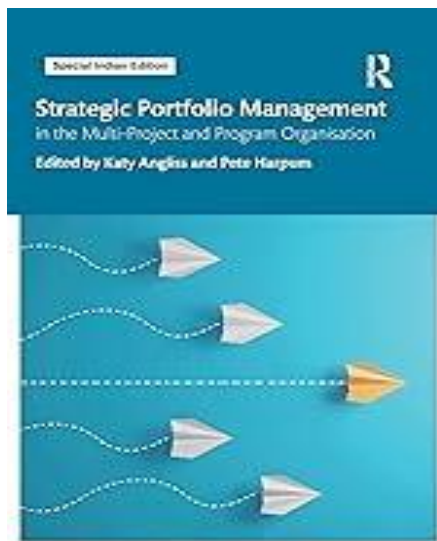
The psychology of money mindset: decoding financial behaviour by Gosain, Nupur

The Readers Paradise 2024

Acc. No.: 53753 Call No.: 332.4 ISBN: 9789359771069

Summary: The Psychology of Money Mindset: Decoding Financial Behaviour, Unlock the Secrets to Financial Mastery, Transform Your Relationship with Money.

Unlock the secrets to mastering your financial destiny with "The Psychology of Money Mindset." This insightful book dives deep into how our minds influence our financial decisions, helping you understand and reshape your relationship with money. Transform your financial life with practical strategies and engaging stories that will help you: Develop a mindset that fosters financial independence. Navigate financial conflicts in personal relationships. Cultivate positive financial habits for lasting success. Embark your journey to mastering the psychology of money today.



Strategic portfolio management: in the multi-project and program organisation by Angliss, Katy

Routledge 2026

Acc. No.: 53609 Call No.: 332.6 ISBN: 9781041312383

Summary: This book provides a powerful insight into strategic portfolio management and its central role in the delivery of organisational strategy, maximisation of value creation, and efficient allocation of resources and capabilities to achieve organisational strategic objectives. The book makes a valuable contribution to the development of thinking on the translation of strategy into actionable work. Whether you are a senior manager building a high-performing strategic portfolio for your organisation or an academic searching for new perspectives on strategy execution through portfolio management, you will find great significance in this book. Twenty-eight chapters in four sections provide multiple perspectives on the topic, with in-depth guidance on organisational design for strategic portfolio management and covering all process, capability, and leadership aspects of strategic portfolio management. The book includes several detailed case studies for the effective deployment of strategic portfolios, bringing together theory and practice for strategic portfolio management.



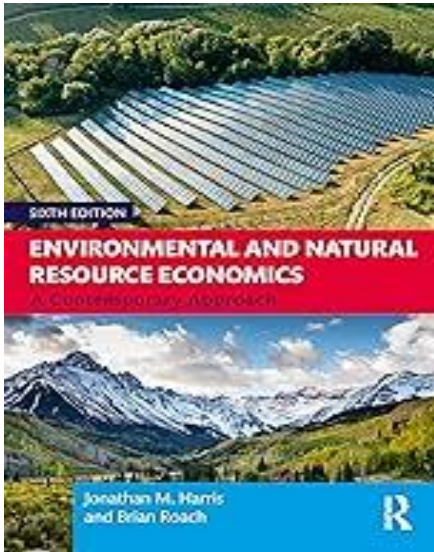
Financial market bubbles and crashes: features, causes and effects by Vogel, Harold L

Palgrave Macmillan 2022

Acc. No.: 53792 Call No.: 332.64 ISBN: 9783030791841

Summary: Economists broadly define financial asset price bubbles as episodes in which prices rise with notable rapidity and depart from historically established asset valuation multiples and relationships. Financial economists have for decades attempted to study and interpret bubbles through the prisms of rational expectations, efficient markets, equilibrium, arbitrage, and capital asset pricing models, but they have not made much if any progress toward a consistent and reliable theory that explains how and why bubbles (and crashes) evolve and are defined, measured, and compared. This book develops a new and different approach that is based on the central notion that bubbles and crashes reflect urgent short-side rationing, which means that, as such extreme conditions unfold, considerations of quantities owned or not owned begin to displace considerations of price.

NEW ARRIVALS, APRIL 2026



Environmental and natural resource economics: a contemporary approach by Harris, Jonathan M

Routledge 2026

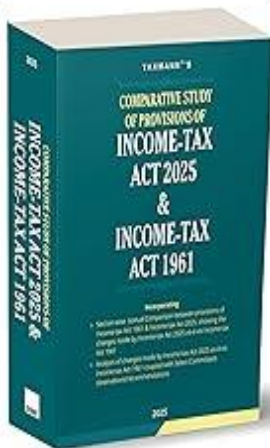
Acc. No.: 53783 Call No.: 333.7 ISBN: 9781032914176

Summary: Environmental issues are of fundamental importance, and a broad approach to understanding the relationship between the human economy and the natural world is essential. In a rapidly changing policy and scientific context, this new edition of Environmental and Natural Resource Economics continues to reflect an updated perspective on modern environmental topics.

Now in its sixth edition, this textbook includes enhanced and updated material on energy, climate change, population, agriculture, forests, and water, reflecting the greater urgency required to solve global, regional, and local environmental problems in these areas. It introduces students to both standard environmental economics and the broader perspective of ecological economics, balancing analytical techniques of environmental economics with a global perspective on current ecological issues such as global climate change, ocean degradation, plastic pollution, water shortages, and other environmental challenges.

TAXMANN

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Taxmann's comparative study of provisions of income tax act 2025 and income tax act 1961 by Taxmann

Taxmann 2025

Acc. No.: 53351 Call No.: 336.24 ISBN: 9789371265867

Summary: Comparative Study of the Provisions of the Income Tax Act 2025 & Income Tax Act, 1961, is a clause-by-clause comparison of the two Acts. Each operative provision of the Income-tax Act 1961 ('1961 Act') is placed in a two-column table against the corresponding provision of the Income-tax Act 2025 ('2025 Act'), aligned down to the level of sub-section, clause, sub-clause, item, proviso and Explanation. The deletions/modifications in the 1961 Act are shown in bold + strike-through, and simplifications/insertions in the 2025 Act are highlighted in bold. Provisions of the 2025 Act with no counterpart in the 1961 Act are collated at the end for focused study. Alongside the side-by-side text, the book provides 'Analysis of Changes' and embeds Select Committee observations and Income-tax Department FAQs, so readers see what changed and also the policy rationale and practical implications.



Constitution of India, Professional Ethics and Human Rights

Dr. Praveenkumar Mellalli

ATLANTIC

Constitution of India, professional ethics and human rights by Mellalli, Praveenkumar

Atlantic Publishers & Distributors 2025

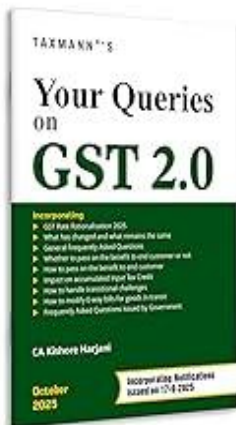
Acc. No.: 53828 Call No.: 342.04 ISBN: 9788126939732

Summary: An indispensable companion to grasp the fundamentals of Indian Constitution, maintenance of professional ethics and the idea of human rights.

Written by closely following the syllabus recommended by UGC and various technical universities, this book provides a comprehensive overview of the making and features of the Constitution of India, the basics of human rights and practices of professional ethics. This textbook aid easy understanding of the issues and concepts involved and helps in successfully achieving the objectives and outcomes of this course in the most efficient and effective manner.

TAXMANN

TAXMANN'S
Store



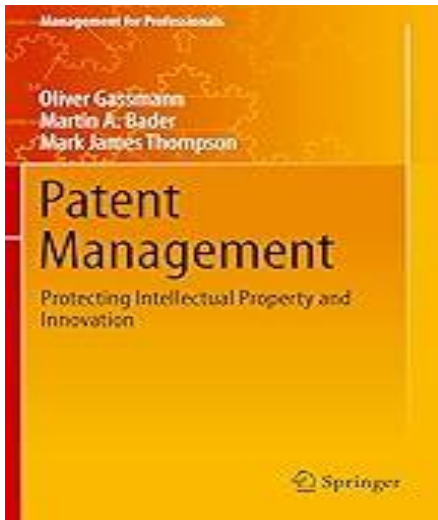
Taxmann's your queries on GST 2.0 by Harjani, Kishore

Taxmann 2025

Acc. No.: 53352 Call No.: 343.93 ISBN: 9789371263450

Summary: Your Queries on GST 2.0 is a practitioner's manual for the 2025 rate rationalisation and compliance reset. Framed entirely as answers to practical queries, it translates the 56th GST Council decisions (September 2025) into actionable steps for pricing, documentation, credits, transitions, and consumer-facing obligations. The book explains the shift from the earlier four-tier system (5/12/18/28%) to a streamlined two-tier structure (5% and 18%), alongside a special 40% slab for demerit/luxury goods and specific services, and shows how this plays out across food, education, health, textiles, automobiles, energy, construction, electronics, local delivery and gaming/casinos. Each chapter combines statutes, rules, judicial precedents, circulars/press notes, and worked illustrations, allowing readers to transition from 'what changed' to 'how to implement today'.

NEW ARRIVALS, APRIL 2026



Patent management: protecting intellectual property and innovation by Gassmann, Oliver

Springer 2021

Acc. No.: 53802 Call No.: 346.0486 ISBN: 9783030590116

Summary: This book provides an overview of the common concepts and building blocks of patent management. It addresses executives in the areas of innovation, R & D, patent and intellectual property management as well as academics and students. The authors give valuable information on the characteristics of patent and intellectual property management, based on the collaboration with companies and organizations from Europe, China, Japan, Argentina, Brazil, India, Canada and the US.

A reference for managers who want to bring information technology innovation with a clear intellectual property strategy to the market. A very readable book.

Cengage

Legal Aspects of Business ^{7e}

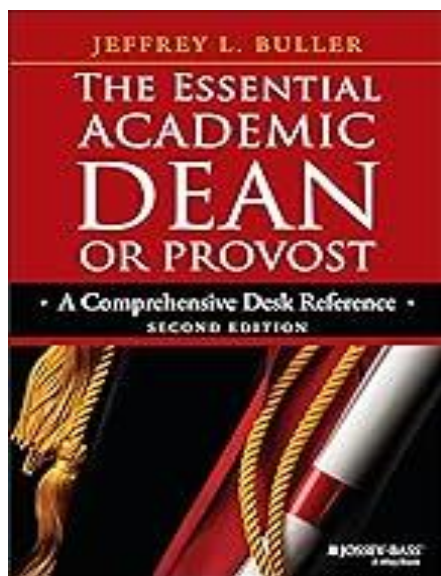


Legal aspects of business by Kumar, Ravinder

Cengage Learning 2025

Acc. No.: 53594 Call No.: 346.065 ISBN: 9789366603902

Summary: Legal Aspects of Business is a comprehensive text on the subject, tailored to meet the venerable needs of MBA, M.Com., PGDBM, BBA, B.Com., and similar programmes in Commerce and Business Management offered by various universities and B-schools across the country. The book elaborates on the core concepts of business laws in a logical, concise, and yet illustrative manner and has been written from an Indian perspective. Landmark judgments have been added to supplement and illustrate the technical aspects of the subject matter.



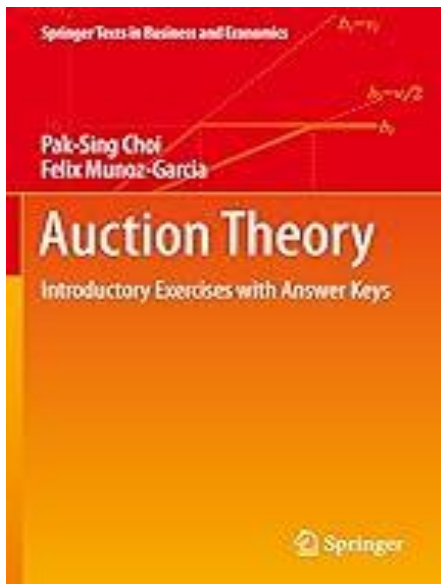
The essential academic dean or provost: a comprehensive desk reference by Buller, Jeffrey L

Jossey-Bass 2015

Acc. No.: 53986 Call No.: 378.111 ISBN: 9781118762165

Summary: The go-to reference for academic leaders seeking practical answers to everyday challenges

The Essential Academic Dean or Provost explains the "how" of academic leadership, providing a practical, comprehensive, reality-based reference for almost any problem, challenge, or opportunity. This updated second edition includes new chapters on the difference between leadership and management in higher education, leadership in politically charged environments, effective strategies for making decisions, and working with associate deans or provosts, plus new case studies, new research, and ten additional chapters available on the companion website. Each topic deals concisely with the most important information deans and provosts need when faced with a particular situation, providing both a comprehensive guide to academic leadership as well as a ready reference to be consulted as needed.

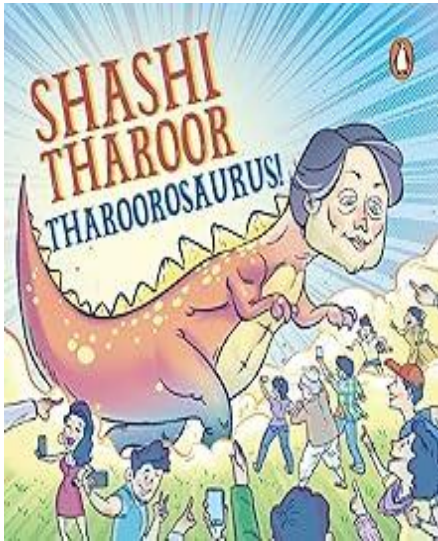


Auction theory: introductory exercises with answer keys by Choi, Pak-Sing

Springer 2021

Acc. No.: 53794 Call No.: 381.17 ISBN: 9783030695774

Summary: This textbook provides a short introduction to auction theory through exercises with detailed answer keys. Focusing on practical examples, this textbook offers over 80 exercises that predict bidders' equilibrium behaviour in different auction formats, along with the seller's strategic incentives to organize one auction format over the other. The book emphasizes game-theoretic tools, so students can apply similar tools to other auction formats. Also included are several exercises based on published articles, with the model reduced to its main elements and the question divided into several easy-to-answer parts. Little mathematical background in algebra and calculus is assumed, and most algebraic steps and simplifications are provided, making the text ideal for upper undergraduate and graduate students.



Tharoorosaurus by Tharoor, Shashi

Penguin Random House India 2020

Acc. No.: 53991 Call No.: 423 ISBN: 9780670092604

Summary: Shashi Tharoor is often celebrated as a true “wizard of words,” known for his remarkable command of the English language. In Tharoorosaurus, he presents fifty-three fascinating and uncommon words, carefully selected from every letter of the alphabet. Through engaging anecdotes, witty explanations, and interesting facts, the book makes vocabulary learning both enjoyable and memorable. Even readers who are not language enthusiasts will find themselves entertained and inspired.



On coordination in non-cooperative game theory: explaining how and why an equilibrium occurs and prevails by Larrouy, Lauren

Springer 2023

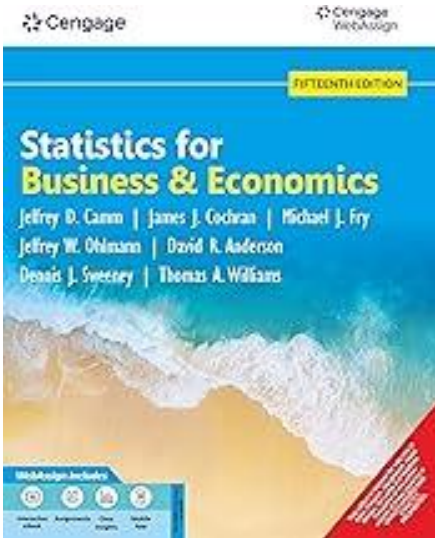
Acc. No.: 53795 Call No.: 519.3 ISBN: 9783031361708

Summary: By offering a critical assessment of the evolution of standard game theory, this book argues for a shift in the ontology and methodology of game theory for appraising games, one based on understanding the players’ strategic reasoning process.

Analyzing the history of economic thought, the book highlights the methodological issues faced by standard game theory in its treatment of strategic reasoning and the consequence it has on the status of players’ beliefs. It also highlights how the two original contributions of T. C. Schelling and M. Bacharach can be applied to these issues. Furthermore, the book assesses the intersubjective dimension in games by applying the cognitive sciences and by integrating simulation theory into game theory.

Consequently, this book offers an interdisciplinary approach for reassessing the nature of the intersubjectivity involved in strategic reasoning. It shows that the analysis of games should involve the study and identification of the reasoning process that leads the players to a specific outcome, i.e., to a specific solution. A game should not be understood (as is done in standard game theory) as a mathematical representation of an individual choice at equilibrium. This requires investigating the players’ capacity for coordination.

NEW ARRIVALS, APRIL 2026

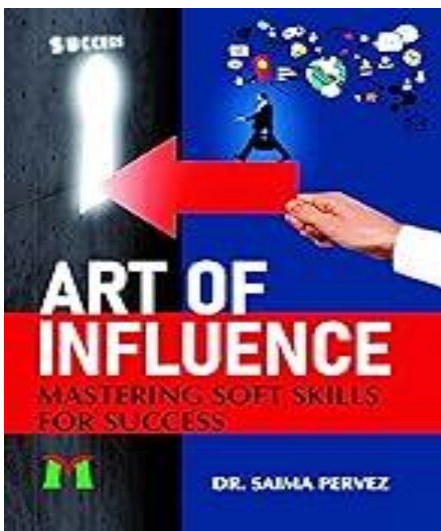


Statistics for business and economics by Camm, Jeffrey D

Cengage Learning 2025

Acc. No.: 53592 Call No.: 519.5 ISBN: 9789366607870

Summary: Learn how statistical information impacts decisions in today's business world as Camm/ Cochran/ Fry/ Ohlmann/ Anderson/ Sweeney/ Williams' leading STATISTICS FOR BUSINESS AND ECONOMICS, 15E connects concepts in each chapter to actual business practices. This edition combines clear statistical methods with a proven approach that presents a problem, then a scenario. Updated applications reflect the latest developments in business and statistics today. Work with more than 350 new and updated business examples, approximately 50 new and updated cases and hands-on exercises that highlight statistics in action. Gain practice using leading professional statistical software with exercises and appendices that walk you through Excel®, R and the latest JMP® Student Edition. Digital resources in WebAssign are also available to help you further strengthen your understanding of business statistics and maximize your course success.



Art of influence mastering soft skills for success by Pervez, Saima

Misha Books 2023

Acc. No.: 53757 Call No.: 650.1 ISBN: 9789391597238

Summary: The art of influence focuses on mastering soft skills like communication, empathy, leadership, and emotional intelligence to achieve success in personal and professional life. It involves understanding others' perspectives, building strong relationships, and expressing ideas clearly and confidently. By developing these skills, individuals can inspire, persuade, and collaborate effectively, leading to better decision-making, teamwork, and overall growth.

CONSULTING METHODS

A Practical Playbook for Success



Debopam Chakrabarti
Sudhir Rao
Srinivas R Pingali

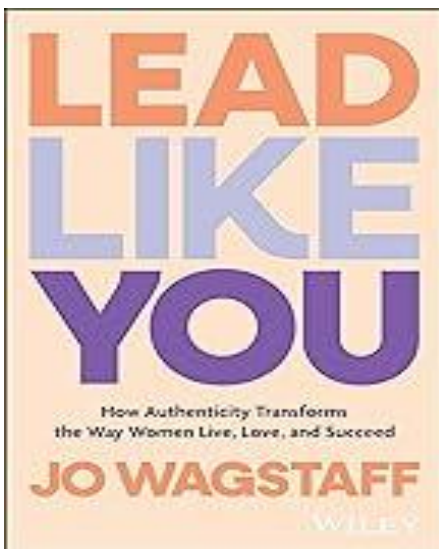


Consulting methods: a practical playbook for success by Chakrabarti, Debopam

Kabdwal Book International 2025

Acc. No.: 53597 Call No.: 650.1 ISBN: 9788199053984

Summary: The role of consultants has expanded significantly in the last three decades, reflecting the increasing complexity of global business environments. Consulting methods have evolved to encompass a wide range of skills, including critical thinking, logical structuring, client engagement, project management and advanced technology integration. In today's digital era, with the rapid growth of technologies and global connectivity driving business decision-making, consultants must be adept at formulating strategies that resonate across diverse industries. This book is designed for business school students, integrating the concepts from varied disciplines to build coherent skills required for careers in consulting. The book offers the proven frameworks, popular tools and techniques used by consultants for different types of business transformation with suitable cases and explanations.



Lead like you: how authenticity transforms the way women live, love and succeed by Wagstaff, Jo

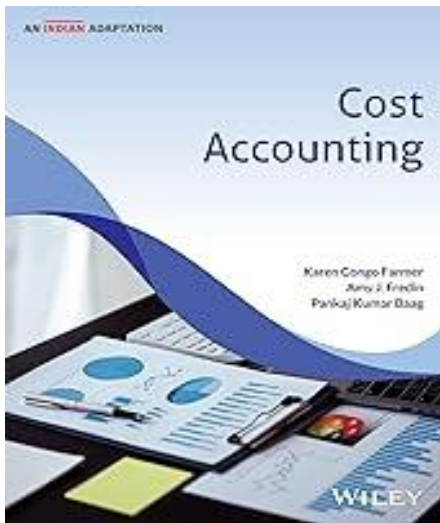
John Wiley & Sons 2024

Acc. No.: 53614 Call No.: 650.1 ISBN: 9781394248704

Summary: Do you feel like you're endlessly striving in a world that never stops asking for more? Too often, we exhaust ourselves in pursuit of supposed ideals. We give everything in search of 'success,' while struggling with stress, guilt, self-doubt, and burnout. It's time to dismantle the illusion of external validation. It's time to embrace your inherent worth as a woman and a leader. Lead Like You is a roadmap for rediscovering the authentic you and realising a new way to live and lead.

The key to true transformation, radical resilience, and deep fulfilment lies within: learning to know yourself, care for yourself and truly be yourself, at work and in life. Lead Like You will show you how to ignite this personal and professional revolution. Through courageous stories, evidence-based practices and insights from psychology, author Jo Wagstaff shares indispensable tools for forging a profound connection with and caring for the self. Learn how you can lead your career and lead yourself with more purpose and power.

NEW ARRIVALS, APRIL 2026

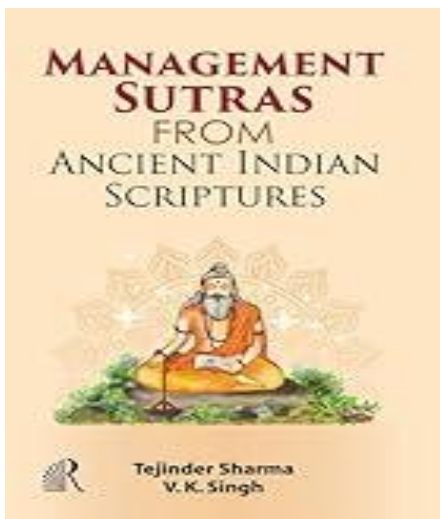


Cost Accounting: an Indian adaptation by Farmer, Karan

Congo Wiley India 2024

Acc. No.: 53772 Call No.: 657.42 ISBN: 9789363863835

Summary: This book helps students develop the critical thinking skill set needed to understand costing concepts. Through storytelling, students develop a deeper understanding of cost accounting fundamentals, allowing them to apply their knowledge to modern business scenarios and develop the competencies and decision-making skills needed to become the future accounting professional. It focuses on strengthening the coverage by including new and updated materials. Throughout the book, students work through a variety of assignments and integrated cases that leverage market-leading technology, helping them to make informed business decisions and think critically about data.

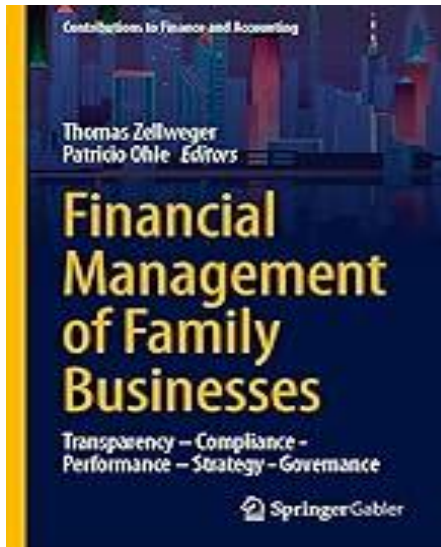


Management sutras from ancient Indian scriptures by Sharma, Tejinder

The Readers Paradise 2025

Acc. No.: 53747 Call No.: 658 ISBN: 9789359776163

Summary: Unlock the timeless wisdom of ancient India to master the challenges of modern leadership. Management Sutras from Ancient Indian Scriptures is a ground-breaking guide that bridges the gap between spiritual insight and corporate excellence. Drawing from the Upanishads, Bhagavad Gita, Manusmriti, Arthashastra, Ramayana, and Mahabharata, this book reimagines traditional Indian philosophy as a powerful toolkit for today's managers, leaders, and change-makers. Discover how Vedantic values can help you craft a compelling vision, how the Gita's lessons on emotional balance lead to resilient leadership, and how Chanakya's statecraft offers blueprints for strategic thinking. Learn the art of ethical decision-making, team building, conflict resolution, sustainability, and even succession planning—all grounded in the ageless principles of Dharma, Tapas, and Nishkama Karma.



Financial management of family businesses: transparency compliance performance strategy governance by Zellweger, Thomas M

Springer 2023

Acc. No.: 53786 Call No.: 658.045 ISBN: 9783658422110

Summary: Financial management in family businesses is a special challenge. CFOs in particular are often at the crossroads of various interests and roles. However, not least the public reticence of family businesses has so far ensured that there is a lack of knowledge about these interrelationships. A specialist circle of CFOs from large German-speaking family businesses is dedicated at the Center for Family Business at the University of St. Gallen (Switzerland) to discuss these issues. In this book, these experts share their wealth of knowledge and experience with the public for the first time. Along a five-step model, they shed light on key areas of responsibility that go far beyond mere financial management. They discuss issues of transparency and compliance, from performance and strategy to governance - and provide concrete suggestions for everyday business life.



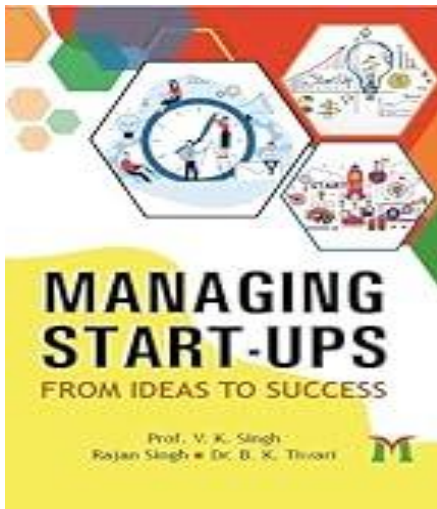
International business: perspectives from developed and emerging markets by Parboteeah, K Praveen

Routledge 2026

Acc. No.: 53616 Call No.: 658.049 ISBN: 9781041312710



Summary: International Business: Perspectives from Developed and Emerging Markets provides students with a balanced perspective on business in a global environment, exploring implications for multinational companies in developed and emerging markets. This is the first text of its kind to emphasize strategic decision-making as the cornerstone of its approach while focusing on emerging markets. Traditional topics, like foreign exchange markets and global competition, are contrasted with emerging operations, like Chinese market intervention and Islamic finance, to provide students with an understanding of successful business strategy. Readers learn to develop and implement these strategies across cultures and across economic, legal, and religious institutions in order to cope with competitive players in the global landscape. Application-based chapters open with reading goals and conclude with case studies and discussion questions to encourage a practical understanding of strategy.



Managing start-ups: from ideas to success by Singh, V K

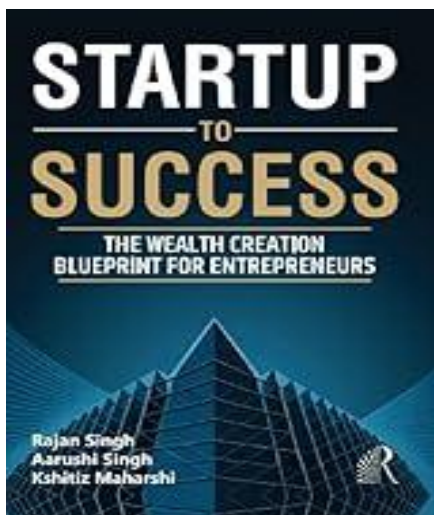
Misha Books 2023

Acc. No.: 53746 Call No.: 658.11 ISBN: 9789391597276

Summary: The Product Description field contains an invalid value: Managing Start-ups: From Ideas to Success" is an invaluable guide that navigates readers through the exhilarating journey of launching and scaling a start-up. With its comprehensive and structured approach, this book equips aspiring entrepreneurs and seasoned business leaders with the knowledge and tools needed to transform innovative ideas into thriving ventures.

The book commences with a captivating introduction, highlighting the allure of start-ups and the dynamic ecosystem they operate within. It goes on to define what constitutes a start-up and elucidates the essential characteristics that set them apart. The importance of effective start-up management is emphasized, along with the inherent challenges and opportunities involved in scaling a start-up.

Chapters in the book delve into critical stages of start-up development, beginning with the crucial phase of ideation and validation. Readers learn how to nurture and validate entrepreneurial ideas through market research, problem identification, and customer validation. Practical insights on building a strong foundation, formulating a business strategy, and selecting the right co-founders are also provided.

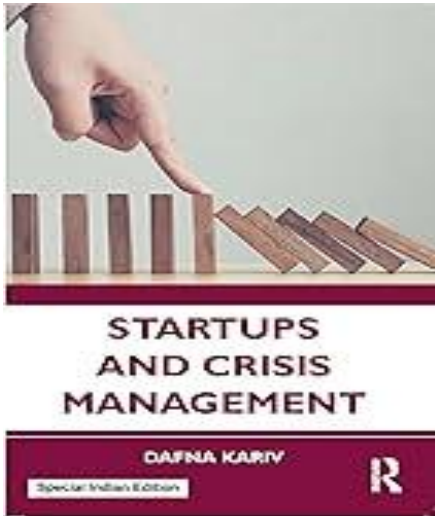


Startup to success: the wealth creation blueprint for entrepreneurs by Singh, Rajan

The Readers Paradise 2025

Acc. No.: 53736 Call No.: 658.11 ISBN: 9789359770567

Summary: Startup to Success: The Wealth Creation Blueprint for Entrepreneurs is a practical and inspiring guide designed to help aspiring founders and business builders turn their ideas into profitable ventures. Blending actionable strategies, entrepreneurial mindset lessons, and wealth creation principles, this book takes you step by step from the spark of an idea through planning, validation, execution, and sustainable growth. It covers essential topics such as crafting a robust business model, understanding market needs, managing finances, building teams, and scaling with purpose. Whether you're launching your first startup or seeking to elevate an existing business, this blueprint equips you with the tools, mindset, and confidence to create lasting success and wealth in today's competitive landscape.



Startups and crisis management by Kariv, Dafna

Routledge 2026

Acc. No.: 53613 Call No.: 658.11 ISBN: 9781041311447

Summary: Drawing on a mixture of theory, cases, and interviews, *Startups and Crisis Management* provides a valuable overview of how new ventures fared in the wake of the COVID-19 pandemic. It then considers the wider lessons for startups operating in times of crisis and adjusting to the 'new normal'. The macroeconomic shocks of rising unemployment, lockdowns, and remote working have impacted the entrepreneurial ecosystem and raised questions about how startups can survive, adjust, and thrive once more. This book analyses the reciprocal relationship between startups and their ecosystems, using theoretical lenses such as push and pull factors, necessity entrepreneurship, networking, and embeddedness. Each chapter contains case studies based on interviews with individuals from startups around the world, exploring how real-life firms reacted to the coronavirus crisis.



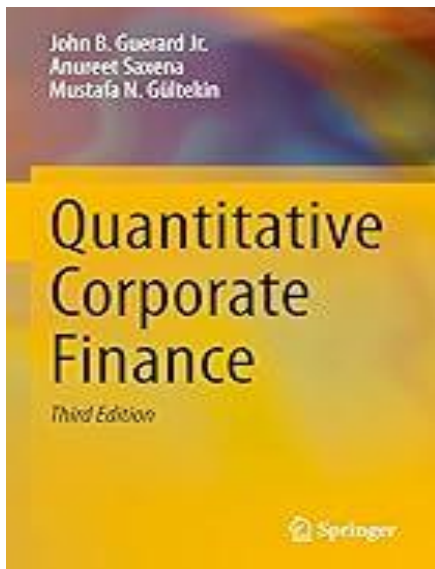
Corporate finance: fundamentals of value and price by Luca, Pasquale De

Springer 2023

Acc. No.: 53787 Call No.: 658.152 ISBN: 9783031183027

Summary: This book on corporate finance systemically integrates firms' approach toward the market, the value fundamentals of investors, and the pricing dynamics of financial markets. The reader is first introduced to an illustration and analysis of some of the main models used in corporate finance and in asset pricing. The text moves to define the core analysis and valuation techniques to demonstrate how integrating the fields of corporate finance and asset pricing allows us to make comprehensive and precise valuations over time.

The textbook combines rigorous quantitative analysis with effective use of graphics to aid intuitive understanding, as well as didactic elements to help grasp the theoretical framework. Suitable for advanced undergraduate and graduate students, as well as financial analysts and advisors, investors, and bankers, the book also provides an overview of Mergers and Acquisitions (M&A), IPO, and Private Equity to help illustrate the theoretical concepts in practice.



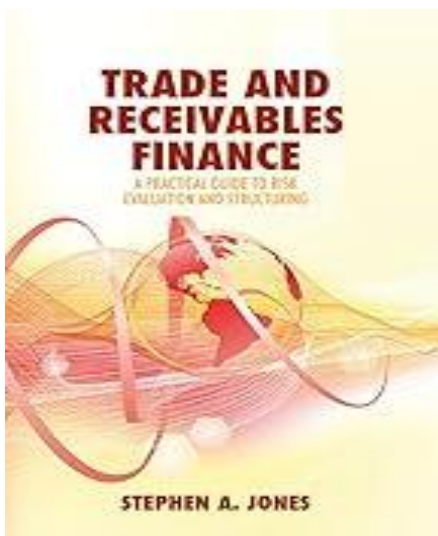
Quantitative corporate finance by Guerard, John

Springer 2022

Acc. No.: 53789 Call No.: 658.152 ISBN: 9783030872687

Summary: This textbook presents a comprehensive treatment of the legal arrangement of the corporation, the instruments and institutions through which capital can be raised, the management of the flow of funds through the individual firm, and the methods of dividing the risks and returns among the various contributors of funds.

Now in its third edition, the book covers a wide range of topics in corporate finance, from time series modeling and regression analysis to multi-factor risk models and the Capital Asset Pricing Model. Guerard, Gültekin and Saxena build significantly on the first edition of the text, but retain the core chapters on cornerstone topics such as mergers and acquisitions, regulatory environments, bankruptcy and various other foundational concepts of corporate finance.



Trade and receivables finance: a practical guide to risk evaluation and structuring by Jones, Stephen A

Palgrave Macmillan 2018

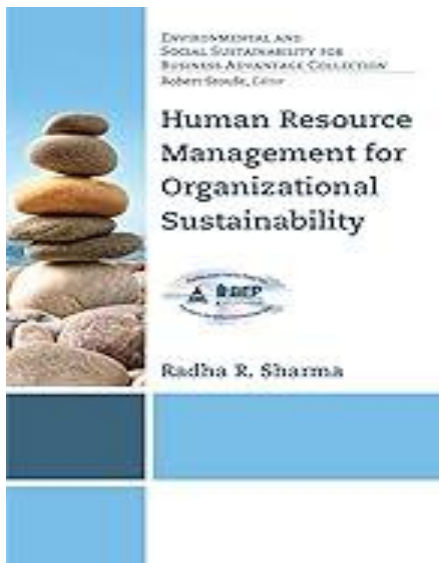
Acc. No.: 53788 Call No.: 658.155 ISBN: 9783319957340

Summary: Trade and Receivable Finance provides the definitive practical guide to the evaluation and mitigation of risk and the financing of international trade.

This authoritative manual is built upon more than 42 years of experience in the trade and receivables finance market and carries the endorsement of The London Institute of Banking and Finance.

The contents are comprehensive incorporating clause examples, specimen documents, financier checklists and diagrams.

The traditional method of commercial lending assessment places primary importance on the ability of the borrower to repay the financier. However, this form of evaluation often results in insufficient credit appetite to release the required level of financial support for a company involved in cross border trade.



Human resource management for organizational sustainability by Sharma, Radha R

Business Expert Press 2025

Acc. No.: 53983 Call No.: 658.3 ISBN: 9789368082484

Summary: This book will bridge the knowledge gap and provide valuable insights into how sustainable HRM practices can contribute not only to organizational sustainability but also to sustainability at large.

The 2030 Agenda for Sustainable Development adopted at the United Nations Sustainable Development Summit on September 25, 2015 contains holistic, far reaching, and people-centered set of universal and transformative goals and targets. These call for strengthening capacities and providing an enabling environment for access to opportunities that are sustainable from economic, social, and environmental standpoints.

Sustainability focus of the organization needs to go hand in hand with sustainable HRM systems, processes, and practices. But the reality is that sustainability is seldom a part of HR plans or strategic HR practices of most of the organizations.

The Future of HUMAN RESOURCES

Unlocking Human Potential



The future of human resources by Baker, Tim

Business Expert Press 2022

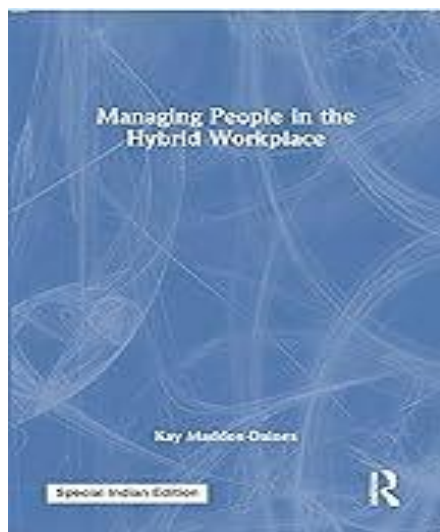
Acc. No.: 53982 Call No.: 658.3 ISBN: 9789368084020

Summary: Warp speed change is now a constant. What do organizations need to do to maximize the potential of their employees in the new reality?

The tired cliché that employees are our greatest asset is false. It's unlocking the potential of employees that's the greatest asset.

THE FUTURE OF HUMAN RESOURCES confronts the conventional employment practices of selecting, inducting, developing, rewarding, and exiting employees. This book is a comprehensive blueprint for HR professionals to make the necessary changes to accommodate a new mentality.

Thirteen traditional practices are challenged, and fresh, practical pathways offered. Dr. Tim Baker, according to leadership guru, Marshall Goldsmith, is "one of today's most influential HR experts." He offers new insights about what's still considered conventional wisdom, such as employee induction, the job description, and succession planning.



Managing people in the hybrid workplace by Maddox-Daines, Kay

Routledge 2026

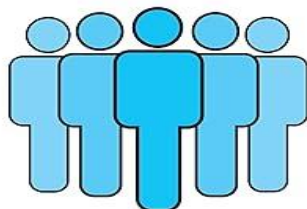
Acc. No.: 53605 Call No.: 658.3008 ISBN: 9781041313250

Summary: Managing People Effectively in a Hybrid Workplace is designed to ensure that both aspiring and experienced people professionals are equipped with in-depth knowledge of how workplace structures are being disrupted by new technology and working models. It explores analytics and capability to provide evidence-based insights that can shape employee experiences, support adaptation to changing business conditions, navigate risk, drive workplace performance, harness collaboration and open up new possibilities for HR and the organisation. The book has been designed both as a text to support students studying HRM on university programmes and as a handbook for professionals wishing to update their knowledge in contemporary HRM. The book also supports the core and specialist knowledge and core behaviours in the CIPD Profession Map.

STRATEGIC TALENT MANAGEMENT

Creating the Right Workforce

ROBERT J. GREENE, PhD



Special Indian Edition



Strategic talent management: creating the right workforce by Greene, Robert J

Routledge 2026

Acc. No.: 53598 Call No.: 658.3125 ISBN: 9781041311218

Summary: Clearly written and providing actionable strategies, this book explores new paradigms for workforce management to enable human resource managers and the organizations where they work to thrive in today's turbulent business environment. Robert Greene goes beyond the many human resource management books currently available, to deal head-on with the new realities of talent management, including such factors as the "gig economy" and globalization. The book focuses on attracting, developing, and effectively utilizing human capital. It begins with human capital planning, and then explores strategies and programs that can attract and retain the workforce an organization needs. A range of sizes and types of organizations and different working relationships are considered, as Greene demonstrates how to evaluate the effectiveness of strategies that fit specific contexts and will sustain the viability of an organization's workforce into the future.

NEW ARRIVALS, APRIL 2026



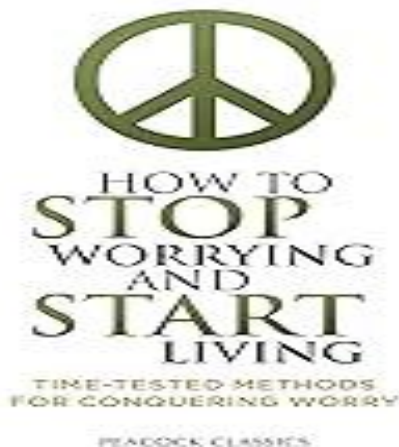
Thriving on talent: elevate your HR strategy by Soundararajan, Ramesh

Atlantic Publishers & Distributors 2024

Acc. No.: 53833 Call No.: 658.3125 ISBN: 9788126939411

Summary: Founders and CXOs realise that talent is the real oil fuelling organisational success and HR has gained a seat at the table as the custodian of talent. To leverage this position, you, the HR leader, would be required to go beyond a strategy full of buzzwords and best practices. Your strategy needs to align dynamically with the business. This book enables you to elevate and align your strategy by leveraging the core elements of capacity, capability, performance and transformation. Start-up or conglomerate, the questions asked in the book and perspectives shared would help you to not just be present, but actively thrive at the table.

DALE CARNEGIE

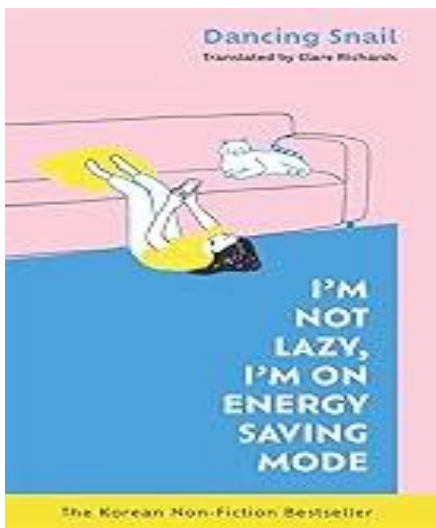


How to stop worrying and start living: time-tested methods for conquering worry by Carnegie, Dale

Peacock Books 2026

Acc. No.: 53824 Call No.: 658.314 ISBN: 9788124806395

Summary: How to Stop Worrying and Start Living by Dale Carnegie, first published in 1948, offers practical advice on overcoming worry and living a more fulfilling life. Carnegie emphasises the importance of focusing on the present moment and letting go of unnecessary anxiety about the future. Through time-tested methods, he encourages readers to break down their problems into manageable steps, practice relaxation techniques and develop a positive mindset. The book is filled with real-life examples and actionable strategies, such as controlling fear, accepting uncertainty and building better relationships. His approach aims to help individuals live with less stress and greater peace of mind, promoting a more balanced and joyful life.



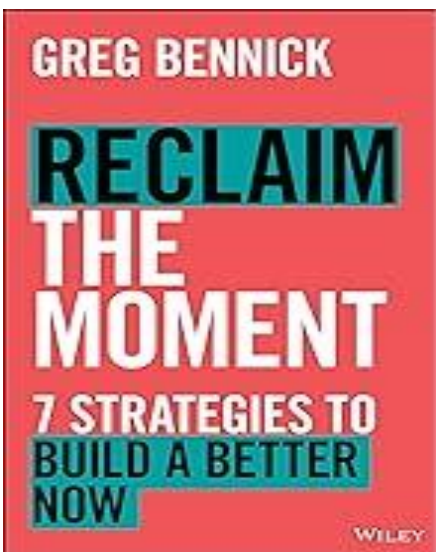
I'm not lazy, I'm on energy saving mode by Snail, Dancing

Lagom 2024

Acc. No.: 53821 Call No.: 658.314 ISBN: 9781785122361

Summary: In a world obsessed with work and productivity, I'm Not Lazy, I'm on Energy Saving Mode highlights how resting and 'being lazy' shouldn't be seen as a weakness or a character flaw, but as an important process of recharging.

After years of battling with depression and lethargy, author and illustrator Dancing Snail realised the importance of being compassionate to ourselves and taking care of our minds when we feel low. On days you don't feel motivated, are going through a slump, or simply feel like doing nothing, this book provides you with reassuring words on loneliness, adulting, overthinking and more. Written in short-form chapters with charming illustrations, I'm Not Lazy, I'm on Energy Saving Mode gives you radical permission to take the break you don't feel you deserve.



Reclaim the moment: 7 strategies to build a better now by Bennick, Greg

John Wiley & Sons 2024

Acc. No.: 53778 Call No.: 658.314 ISBN: 9781394247684

Summary: In Reclaim the Moment: Seven Strategies to Build A Better Now, internationally recognized speaker and author Greg Bennick delivers a practical and inspiring take on improving focus and enhancing peak performance for individuals and teams. The approach is fun and energetic, offering fresh ideas for generating authentic motivation. In the book, you'll find hands-on advice on how to revitalize and energize both yourself and your team using the author's unique combination of seven time-tested, and thoroughly researched, principles.

From the alluring idea to "Keep Your Eyes on the Knife" as a reminder about the importance of focus, to a call to "Leap Into the Dark" as a guide to explore creative leadership and explore new ideas, to an invitation on "Start a Reverberation Effect™" as a means of amplifying your vision, the book offers solid approaches for peak performance. You'll discover how to strengthen teams, lead with direction, and to escape pessimism and self-doubt as you and the people around you learn to Build a Better Now.

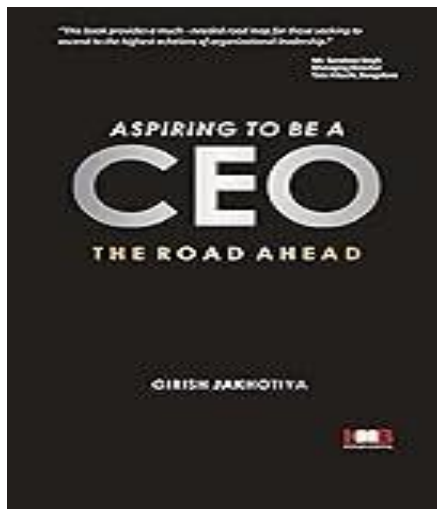


Whatever: the alternative narrative by Kapoor, Mansi

Kabdwal Book International 2023

Acc. No.: 53596 Call No.: 658.314 ISBN: 9788196329662

Summary: “#Whatever: The Alternative Narrative” is a book which will compel readers to question assumptions about many key issues confronting us as we go hurtling towards our very uncertain future, hopefully wondering about why we choose to do what we do. Are we really free? What’s next? About the Author Dr. Mansi Kapoor, a renowned academic based in Pune, is an accomplished MBA graduate from India's leading Central University (B.H.U) and holds a distinguished PhD in Leadership and Spirituality from the renowned Savitri Bai Phule Pune University. Her research interests revolve around sustainability, leadership, business environment, spirituality, philosophy, and culture studies. With two decades of remarkable corporate and academic experience, she brings a unique perspective to her work and writing.



Aspiring to be a CEO: the road ahead by Jakhotiya, Girish

Kabdwal Book International 2025

Acc. No.: 53595 Call No.: 658.4 ISBN: 9788198078414

Summary: Aspiring to be a CEO: The Road Ahead is a step-by-step leadership and management blueprint that shows ambitious professionals precisely how to climb the corporate ladder to become a CEO. Authored by Girish Jakhotiya, this book draws on four decades of real-world executive experience with top CEOs to give readers practical insights, strategies, and performance frameworks that matter in today’s business environment. Many executives strive to reach the C-suite but lack structured direction and actionable steps. This book fills that gap — helping you: Understand the exact competencies and mindset needed to be a successful CEO Learn how to build high-impact leadership, strategic thinking, and decision-making skills Discover how CEOs perform across functions like operations, marketing, finance, and people management Apply real case-based lessons and performance strategies from seasoned leaders Whether you are a mid-career manager, aspiring executive, business leader, or entrepreneur, this book accelerates your leadership growth and helps turn your aspiration of becoming a CEO into a clear roadmap for success.

COUNSELING SKILLS FOR MANAGERS

Exploring Approaches, Skills, and Ethical Considerations for Effective Leadership

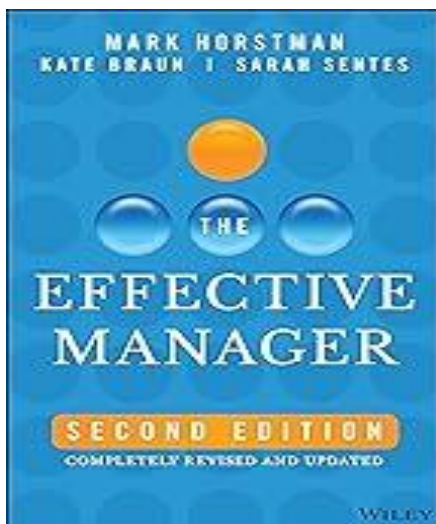


Counseling skills for managers: exploring approaches, skills and ethical considerations for effective leadership by Daniel, N K

The Readers Paradise 2024

Acc. No.: 53750 Call No.: 658.4 ISBN: 9789359770055

Summary: Counseling Skills for Managers is more than a guide—it's an investment in building a stronger, more resilient team and a more supportive, effective management approach. Whether you're a new manager or an experienced leader, this book is an invaluable resource for fostering a positive and productive work environment.



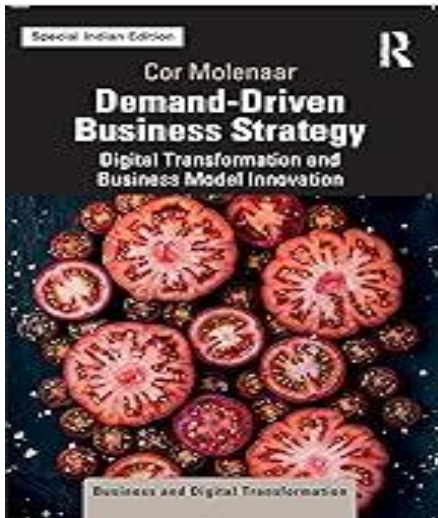
The effective manager: completely revised and updated by Horstman, Mark

John Wiley & Sons 2023

Acc. No.: 53797 Call No.: 658.4 ISBN: 9781394181612

Summary: A management book written by managers for front-line managers, The Effective Manager, 2nd edition, is a concise, practical, and incisive take on what to do and say to get the best results possible from your co-located or remotely distributed team. The book's concrete advice will improve your relationships with your team members, increase your chances of being promoted, and generate trust amongst those you lead.

You'll learn why managing remote teams is so much harder than managing one in a single location and how to meet that challenge head-on. You'll also discover how to introduce your ideas to your team, counter their concerns and pushback, and ensure your instructions are followed.

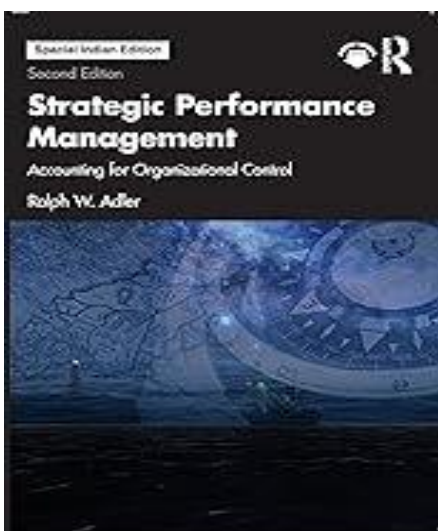


Demand-driven business strategy: digital transformation and business model innovation by Molenaar, Cor

Routledge 2026

Acc. No.: 53607 Call No.: 658.4012 ISBN: 9781041313106

Summary: Demand-Driven Business Strategy explains the ways of transforming business models from supply driven to demand driven through digital technologies and big data analytics. The book covers important topics such as digital leadership, the role of artificial intelligence, and platform firms and their role in business model transformation. Students are walked through the nature of supply- and demand-driven models and how organizations transform from one to the other. Theoretical insights are combined with real-world application through global case studies and examples from Amazon, Google, Uber, Volvo and Picnic. Chapter objectives and summaries provide consistent structure and aid learning, whilst reflective questions encourage further thought and discussion.



Strategic performance management: accounting for organizational control by Adler, Ralph W

Routledge 2026

Acc. No.: 53606 Call No.: 658.4012 ISBN: 9781041313182

Summary: Effective performance management is core to successful organizations. The new edition continues to look at performance management as an interdisciplinary field of study and practice and draws upon a wide set of business disciplines, including strategic management, organizational behaviour, organizational theory, and management accounting. The book provides a contemporary examination of theories, issues, and practices related to performance management with an original performance management framework, grounded in concrete organizational phenomena, therefore making it more accessible and meaningful to practitioners, scholars, and students. The updated edition also examines organizations' evolving use of digital business transformation and the effect on performance management design.

NEW ARRIVALS, APRIL 2026



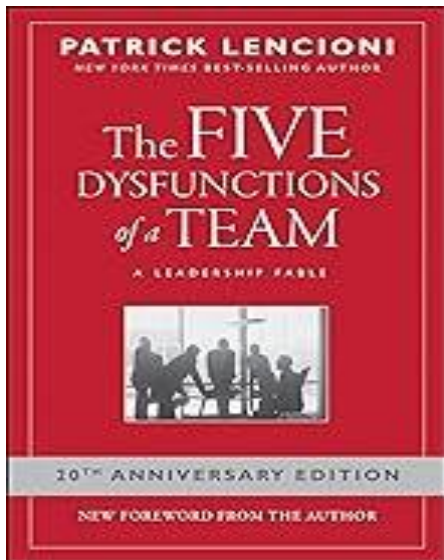
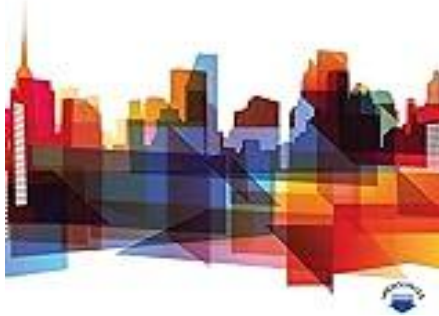
Organizational behavior today by Ross, Stanley C

Routledge 2021

Acc. No.: 53782 Call No.: 658.402 ISBN: 9780367695095

Summary: This exciting new introductory text offers a new perspective on teaching organizational behavior by framing the organization as the vehicle for implementing strategic management processes, while also breaking down how the different components of an organization are designed to work together. Unlike traditional OB texts, Organizational Behavior Today emphasizes a "big picture" examination of how organizations function in a Darwinian world, in which the primary goal of an organization is survival.

The book introduces readers to the three stages of the strategic management process: strategy formulation, strategy implementation and strategic control, thereby linking the organization to its mission, vision and strategic goals. Essential OB concepts such as work processes, policy, worker behavior, reward system, change management and leadership development are covered, and the book also highlights the impact of technology on organizations.



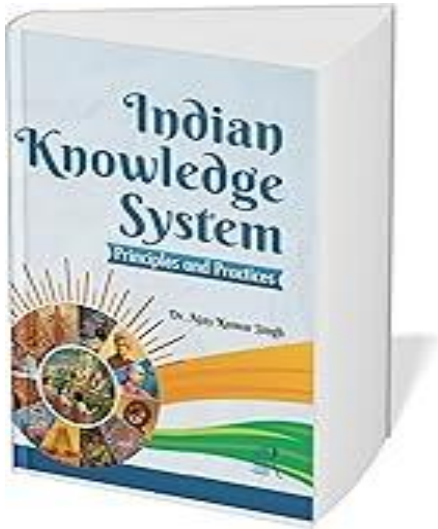
The five dysfunctions of a team: a leadership fable by Lencioni, Patrick

Jossey-Bass 2002

Acc. No.: 53779 Call No.: 658.4022 ISBN: 9780787960759

Summary: Most of the organizations where we live and work are marked by under-performing, often dysfunctional teams. Lencioni provides a powerful theory about the five behavioral tendencies that corrupt teams. His insights are at once both ground-breaking and simple, and they are presented in a way that can be applied in any organization - immediately. The five dysfunctions: Recognition corrupts Results. The desire for individual credit erodes the focus on collective success. Popularity corrupts Accountability. The need to avoid interpersonal discomfort prevents team members from holding one another accountable for their behaviors. Certainty corrupts Clarity. The fear of being wrong prevents members of teams from making decisions in a timely and definitive way. Harmony corrupts Conflict. The desire for preserving harmony eliminates the occurrence of productive, ideological conflict. Invulnerability corrupts Trust. The fear of being vulnerable in front of team members prevents the building of trust within the team.

NEW ARRIVALS, APRIL 2026

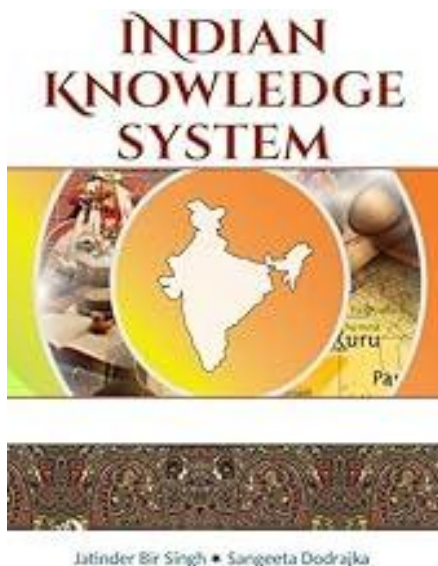


Indian knowledge system: principles and practices by Singh, Ajay Kumar

The Readers Paradise 2025

Acc. No.: 53739 Call No.: 658.403 ISBN: 9789359773766

Summary: Discover the profound wisdom and timeless principles of India's rich intellectual and cultural heritage with Indian Knowledge System: Principles and Practices. Designed as a textbook, this book serves as a gateway to understanding the diverse domains of India's knowledge traditions, showcasing their relevance in the modern world.



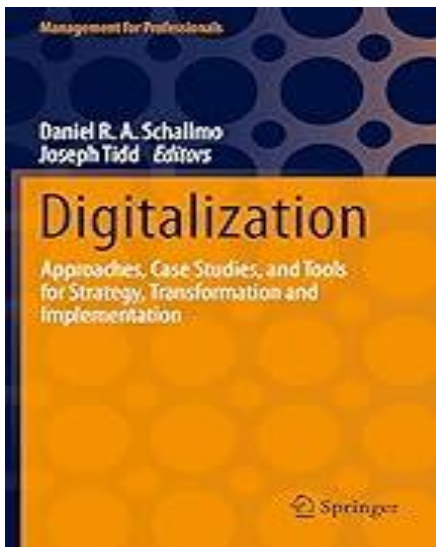
Indian knowledge system by Singh, Jatinder Bir

The Readers Paradise 2024

Acc. No.: 53732 Call No.: 658.403 ISBN: 9789359775975

Summary: Indian education has a rich history that "Indian Knowledge System" explores in detail, following its development from traditional teachings to modern research methods. This book provides an in-depth analysis of the varied and rich educational traditions that have impacted contemporary educational practices and ideas worldwide with a focus on India. Topic covered in depth throughout the book includes the Vedas' canonical teaching, the Sikh /Gurus' revolutionary contributions to education.

NEW ARRIVALS, APRIL 2026



Digitalization: approaches, case Studies and tools for strategy, transformation and implementation by Schallmo, Daniel R A

Springer 2021

Acc. No.: 53800 Call No.: 658.4038 ISBN: 9783030693824

Summary: What do vehicle manufacturers like Rosenbauer, logistics companies like DB Schenker, a compressor manufacturer such as Bauer, an elevator manufacturer such as ThyssenKrupp, and a hygiene goods manufacturer like Hagleitner all have in common? They all use the potential of digitization to offer smarter and faster services to customers and to actively shape the digital transformation of their business models. This book provides valuable insights with concise and established guidelines for the successful digital transformation of business models. Professionals in management, strategic planning, business development, as well as researchers and students from the fields of innovation/technology management, strategic management, and entrepreneurship would particularly benefit from this book.

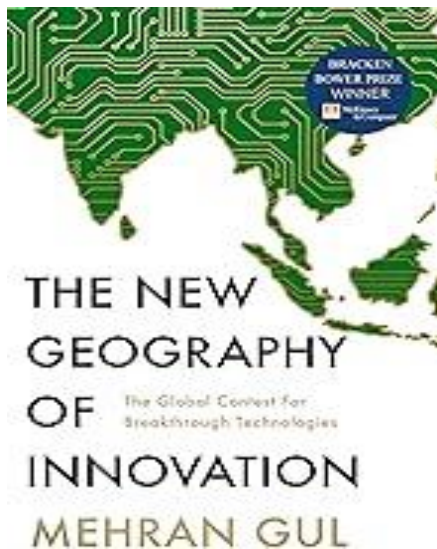


Toolbox digital business: leadership, business models, technologies and change by Kreutzer, Ralf T

Springer 2022

Acc. No.: 53799 Call No.: 658.4038 ISBN: 9783658370190

Summary: This book provides important guidelines for the digital transformation process and shows how established companies in particular can use digitization for their strategic further development. It highlights developments in IT and data management, supported by AI, and analyzes how marketing, sales, HR, the corporate organization and controlling must be transformed in the digital age in order to take advantage of these new opportunities as early and comprehensively as possible. The tools offered in this book will support companies in actively shaping the change.

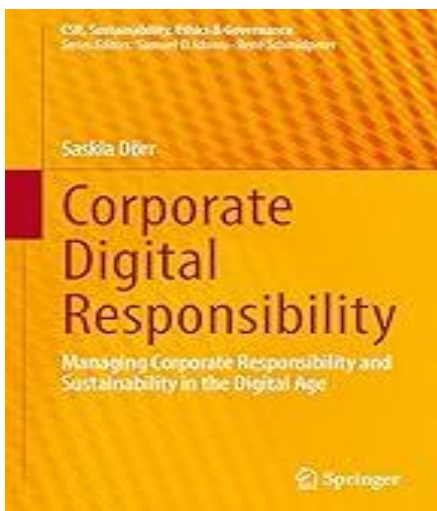


The new geography of innovation: the global contest for breakthrough technologies by Gul, Mehran

William Collins 2025

Acc. No.: 53823 Call No.: 658.4063 ISBN: 9780008750497

Summary: The US is the source of just about all the technologies that define modern life: personal computers, operating systems, smartphones, e-commerce, web browsers, email, search engines, social networks, electric cars and the rest. And most of the tech companies that created and monetized these technologies are also in the US. In this book Mehran Gul, the winner of the Financial Times/McKinsey Bracken Bower Prize, asks: is that changing? Less than a decade ago, the sentiment towards Chinese tech companies was often dismissive and complacent. Now the alarm bells are ringing. But as the commentariat pontificates how the US - China tech battle will play out, an equally interesting question to ask is: are there more Chinas out there? Places no one is taking seriously now that might turn out to be massively competitive sooner than we think. Samsung, a South Korean conglomerate, competes with Apple to be the world's largest manufacturer of smartphones.



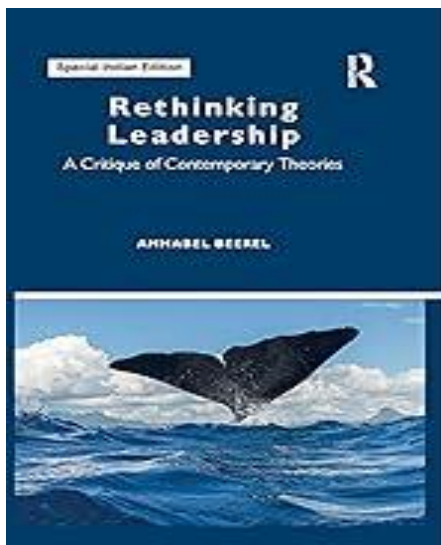
Corporate digital responsibility: managing corporate responsibility and sustainability in the digital age by Dörr, Saskia

Springer 2021

Acc. No.: 53791 Call No.: 658.408 ISBN: 9783662638521

Summary: This book describes in detail how corporate responsibility is changing in the age of big data and artificial intelligence and demonstrates how corporate digital responsibility can offer companies a sustainable competitive advantage. Business leaders and managers find a comprehensive guideline to professionally implement these innovative aspects in practice. It enables them to shape their businesses' success in a societally responsible and ethical manner in the context of digital transformation.

As an essential guide, it invites executives, corporate responsibility officers, digital ethics experts, sustainability consultants, and anyone interested to learn about the opportunities of responsible digitalization at companies. In addition, the book offers a well-structured introduction to the still young field of corporate management and governance.

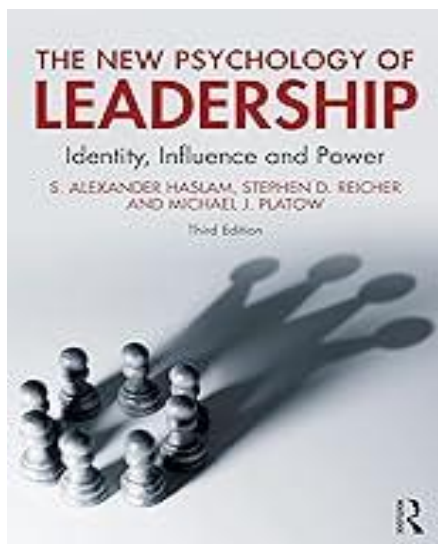


Rethinking leadership: a critique of contemporary theories by Beerel, Annabel

Routledge 2026

Acc. No.: 53602 Call No.: 658.4092 ISBN: 9781041312390

Summary: This book provides a detailed review of the key leadership theories and skills required during times of crises and radical uncertainty, how these can be developed, and how they can be applied in practice. Written over the course of the 2020 pandemic, the book highlights the immense lack of leadership competencies required for effective leadership in times of radical uncertainty and provides in-depth insights into the capacities and skills that should be part of all leadership development. The latest leadership theories, as well as existing key styles, including mindful leadership, the neuroscience of leadership, and transpersonal and adaptive leadership, are discussed and critiqued along with their potential contribution to developing effective leaders. Each chapter concludes with a convenient executive summary and questions that can be used for teaching purposes and class discussion.



The new psychology of leadership: identity, influence and power by Haslam, S Alexander

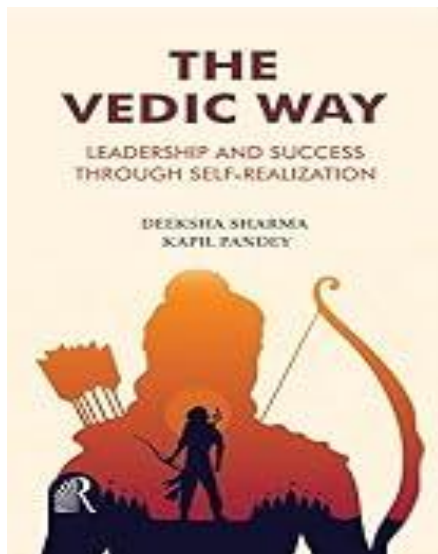
Routledge 2026

Acc. No.: 53796 Call No.: 658.4092 ISBN: 9781032542744

Summary: This ground-breaking book provides a comprehensive and compelling introduction to the field of leadership that is jam-packed with theoretical and practical insights derived from a wealth of applied scientific research conducted by the authors and their colleagues around the world over the last four decades.

The book starts from the premise that leadership is never just about leaders. Instead, it is about leaders and followers who are joined together as members of a social group that provides them with a sense of shared social identity. Leadership is understood as the process through which leaders work with followers to create, represent, advance, and embed this sense of shared social identity. The new edition of this bestselling book captures the breadth and depth of ongoing research from around the world that speaks to the power of social identity as a basis for both effective leadership and engaged followership.

NEW ARRIVALS, APRIL 2026



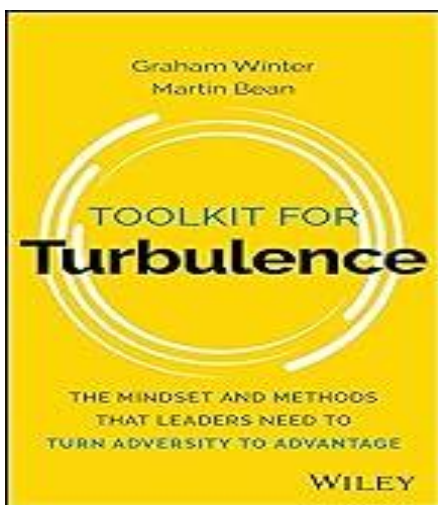
The vedic way: leadership and success through self-realization by Sharma, Deeksha

The Readers Paradise 2025

Acc. No.: 53764 Call No.: 658.4092 ISBN: 9789359776934

Summary: The Vedic Way: Leadership and Success Through Self-Realization offers a timeless blueprint for leading with authenticity, clarity, and compassion rooted in the profound wisdom of Vedanta. Bridging ancient philosophy with modern leadership challenges, this transformative guide empowers individuals to unlock their full potential by mastering the inner self.

Discover how self-awareness, dharma, and detachment can shape ethical, purpose-driven leadership. Learn how to manage stress, lead through crisis with calm resolve, and foster trust and collaboration through humility and wisdom. From boardrooms to personal breakthroughs, this book presents practical tools and spiritual insights for cultivating success that goes beyond material achievements.



Toolkit for turbulence: the mindset and methods that leaders need to turn adversity to advantage by Winter, Graham

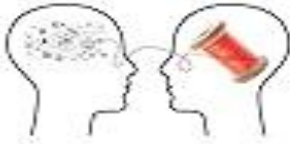
John Wiley & Sons 2024

Acc. No.: 53780 Call No.: 658.4092 ISBN: 9781394208654

Summary: To succeed as a high-performing leader today, you need to know how to navigate extreme change and uncertainty. Toolkit for Turbulence unpacks the mindset and methods used by top leaders and teams to assess, adapt, and respond to unforeseen challenges and ambiguity. With this book, you'll learn how to seize the unexpected as an opportunity to develop your leadership capabilities and build a more adaptive team. From visual models to guided frameworks, Toolkit for Turbulence shares easy-to-implement core tools that you can use to construct your own leadership solutions that suit the unique needs of your team, your enterprise, and your community.

Authors Graham Winter and Martin Bean CBE share timely advice and practical strategies, together with compelling, real-world stories from prominent executive leaders across a variety of industries. In Toolkit for Turbulence, you'll discover how top leaders succeed even in times of crisis. Backed by performance psychology, the tools in this book will show you how to build the flexibility and resilience your team needs to thrive in a volatile, unpredictable world.

Simply DATA



Storytelling with DATA

SEJAL VORA

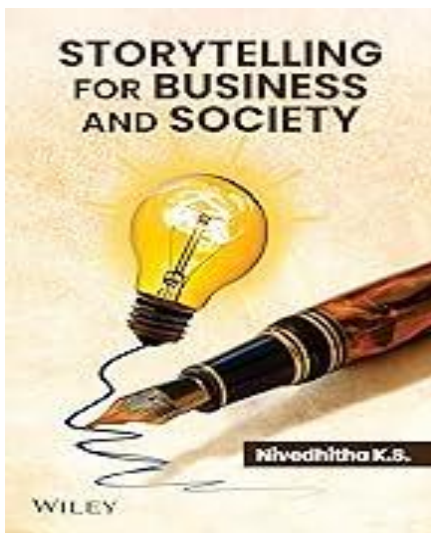
K.B

Simply data: storytelling with data by Vora, Sejal

Kabdwal Book International 2023

Acc. No.: 53600 Call No.: 658.452 ISBN: 9788196078157

Summary: Have You Ever Been Party To: * Presentations full of line and bar charts which provide no insight into data * Charts which need to be analyzed to decipher its meaning * Reports which need to be re-read to get some clarity into the message If the answer to any of the above is a resounding YES, then you my dear friend are in dire need of 'Storytelling with Data' to transform the way you think and communicate with data. This book will teach you how to stop reporting data and start communicating underlying insights in an easily understandable format, outlining a clear message through written and visual modes. Stories are an inherent part of human communication, the simple techniques introduced in this book will help you leverage on basic human cognition without relying on any technical tools. Data is not as complex as it has been made out to be.

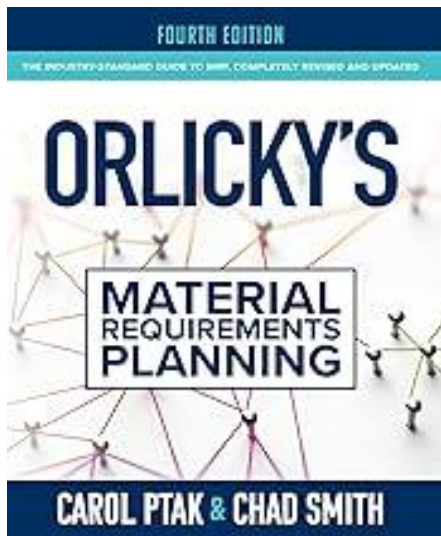


Storytelling for business and society by Nivedhitha, S K

Wiley India 2026

Acc. No.: 53771 Call No.: 658.452 ISBN: 9789373325064

Summary: Storytelling for Business and Society explores storytelling as both art and science, revealing its power to shape behaviors, cultures, and communities. The book demystifies myths, explores Eastern and Western narratives, and introduces techniques, frameworks, and diversified mediums—from photography to voice—while envisioning the future of storytelling. It examines storytelling's dual role as protagonist and antagonist and offers pragmatic preventive measures. Practical application of concepts such as narrative economics, placemaking, and folklore is explored through fairy-tale and literary references, research evidence, archetypes, anecdotes, exercises and reflections. Blending timeless narratives with modern insights, it equips students, professionals, and entrepreneurs to craft impactful stories, embrace diversity, navigate cross-cultural challenges, influence stakeholders, and drive transformation. A companion and critique for personal and professional growth.



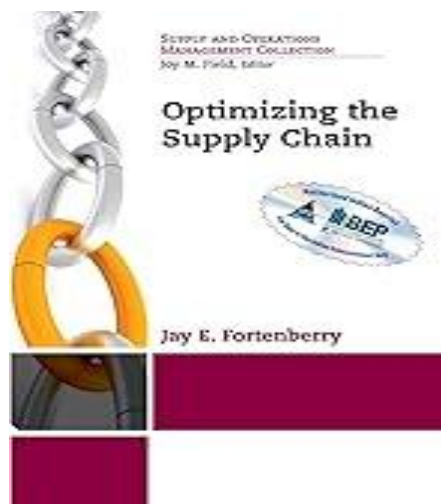
Orlicky's materials requirements planning by Ptak, Carol A

McGraw-Hill 2024

Acc. No.: 53977 Call No.: 658.503 ISBN: 9781264264575

Summary: This thoroughly revised guide offers the current and next generation of supply chain professionals a clear explanation of the fundamentals of planning and MRP systems in today's volatile and complex supply chains. Long considered the industry standard, Orlicky's Material Requirements Planning is an indispensable tool for manufacturing practitioners and candidates preparing for certification exams including CPIM, CSCP, DDPP and MRFPF.

Streamlined and reorganized, this fourth edition brings clarity and focus to the prerequisites, choices, inputs, outputs, latest techniques and challenges associated with modern MRP systems across a variety of industries including project, custom, batch, repetitive and continuous process manufacturers. Included is the latest evolution of MRP logic including the increasingly popular DDMRP derivative and its components.



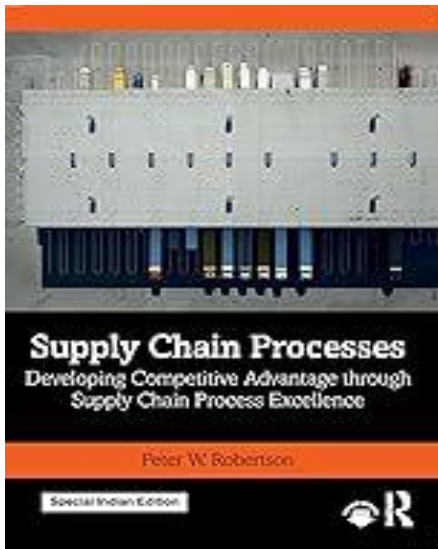
Optimizing the supply chain by Fortenberry, Jay E

Business Expert Press 2024

Acc. No.: 53985 Call No.: 658.7 ISBN: 9789355425010

Summary: In a recent article about the death of supply chain management, it was stated that in this world, forecasts are perfect, machines have no operators, and block chain drives it all. Practitioners in the world of supply chain know that it is central to the management of cash and that systems are never the silver bullet as they do not foresee events; they only provide calculations from the data they are fed. Optimizing the Supply Chain is an essential book to help readers understand the dynamics of how a global business operates. Chapter by chapter, this book provides a comprehensive understanding of the core concepts of people, process, and tools; and how a supply chain should operate in today's complex world.

NEW ARRIVALS, APRIL 2026

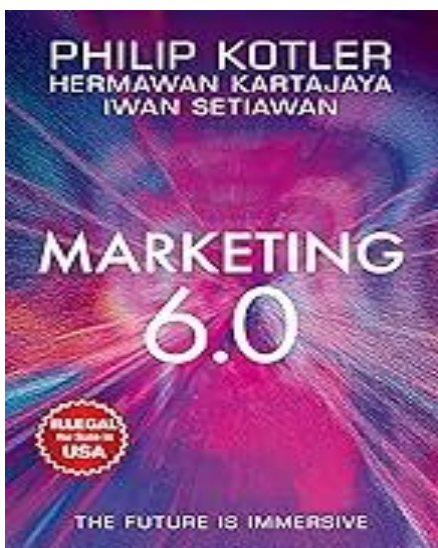


Supply chain processes: developing competitive advantage through supply chain process excellence by Robertson, Peter W

Routledge 2026

Acc. No.: 53608 Call No.: 658.7 ISBN: 9781041311362

Summary: Supply Chain Processes introduces readers to the view that genuine supply chain competitive advantage is achieved via supply chain excellence which in turn is underpinned by supply chain process excellence. The ultimate supply chain goal is to deliver the right product, of the right quality, in the right quantity, to the right place, at the right time and for the right cost. The author identifies four core supply chain processes strategy, design, execution and people to which the process improvement techniques explained can be applied to ensure superior supply chain performance. Key topics are addressed, including supply chain risk, resilience, sustainability, challenges confronting modern-day supply chains and developing an elegant supply chain design. Each chapter starts with a section that explores learning opportunities and is followed by detailed chapter content.



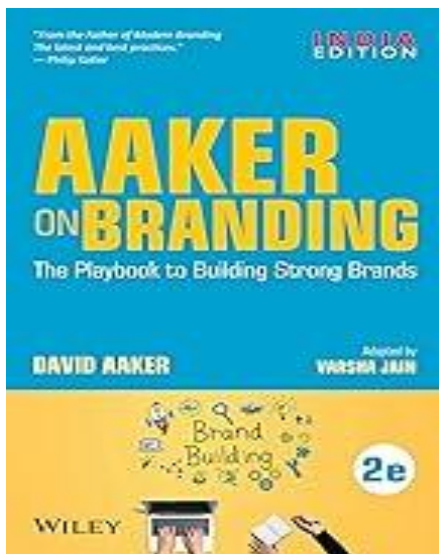
Marketing 6.0: the future is immersive by Kotler, Philip

Wiley India 2025

Acc. No.: 53776 Call No.: 658.802 ISBN: 9789363866447

Summary: In Marketing 6.0, 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 of metamarketing, 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. Readers will learn about: • The building blocks of metamarketing • Generation Z and Generation Alpha and the technologies they use daily. • How to tap into metaverses and extended reality • The potential obstacles and solutions for creating a more interactive and immersive experience. Marketing has evolved to address global challenges and changing customer expectations. Incorporating sustainability themes and new technologies for customer engagement are essential for businesses to remain relevant. Indeed, marketing has shifted from traditional to digital, but most customers still value some forms of human interaction.

NEW ARRIVALS, APRIL 2026

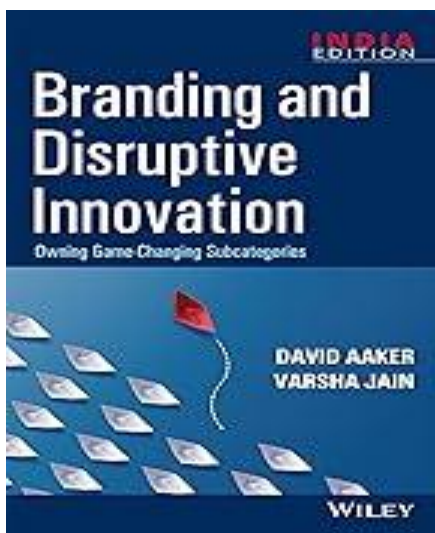


Aaker on branding: the playbook to building strong brands by Jain, Varsha

Wiley India 2025

Acc. No.: 53769 Call No.: 658.827 ISBN: 9789373329437

Summary: Branding is more than a logo—it is the promise, personality, and purpose that shape every customer experience. David Aaker's work has long been the global gold standard for understanding how brands drive strategy, relevance, and loyalty. This Indian adaptation by Varsha Jain builds on this foundation, exploring how to build powerful brands in India's vibrant, values-driven market. From Amul's cooperative roots to Tata's purpose-driven pillars, this edition highlights how Indian brands build communities, leverage social programs, and create "must haves" that resonate with millions. Readers will discover actionable frameworks—the SBs, brand vision pillars, and signature stories—tailored for India's digital, diverse, and purpose-driven market. Whether you're a student building your expertise, a marketer crafting the next big campaign, or a founder shaping your brand identity, this book will guide you in creating brands that don't just sell—they matter. Branding is a craft. With vision and conviction, you'll build brands that last.

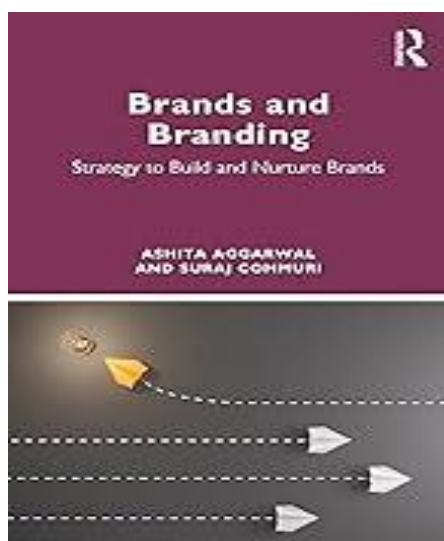


Branding and disruptive innovation: owning game-changing subcategories by Aaker, David

Wiley India 2024

Acc. No.: 53829 Call No.: 658.827 ISBN: 9789357465496

Summary: THE ONLY WAY TO GROW (with rare exceptions) is the disruptive innovation where “must haves” defining game-changing subcategories deliver new or markedly superior customer experiences or brand relationships. Branding, which holds the key to success of this growth strategy, is often underused or neglected. There are four branding jobs – to become the exemplar brand, position new subcategory, scale the customer base, and provide barriers to competitors. Case studies show how to implement this strategy in the fast-moving digital age. The alternative, “my brand is better than your brand” competition, almost never generates growth and is not so fun.



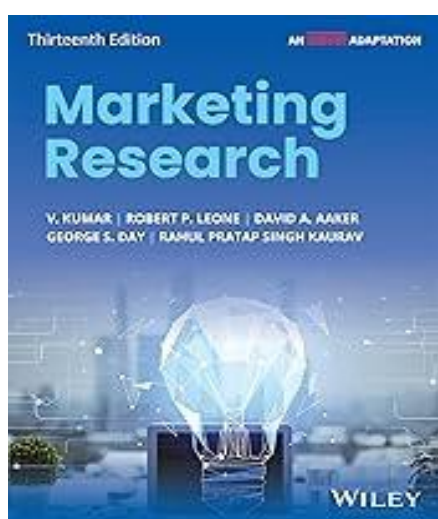
Brands and branding: strategy to build and nurture brands by Aggarwal, Ashita

Routledge 2025

Acc. No.: 53826 Call No.: 658.827 ISBN: 9781032780870

Summary: This volume examines the importance of strategic brand imaging and brand management. It covers the fundamentals of launching, growing, leveraging, and managing brands in a global context, the strategic decisions related to brand building, and the integration of the 4Ps in implementing the brand strategy. The book presents a practical perspective on building brands through social media and using artificial intelligence technologies. Readers will get a clear introductory understanding about the role of consumer behavior, the research methods that every brand manager must be familiar with, brand architecture, portfolio, brand equity, and valuation.

Branding requires vision to foresee, logic to understand the market, and the art of understanding consumers. This book is a guide for readers and professionals who are interested in all aspects of branding and brand building. It will also be useful for scholars and students of Marketing, Advertising and Brand Management, Business Studies, Business Communication, Media and Journalism and Public Relations, and for marketing professionals. It will help them understand fundamentals and practical application of brand management.

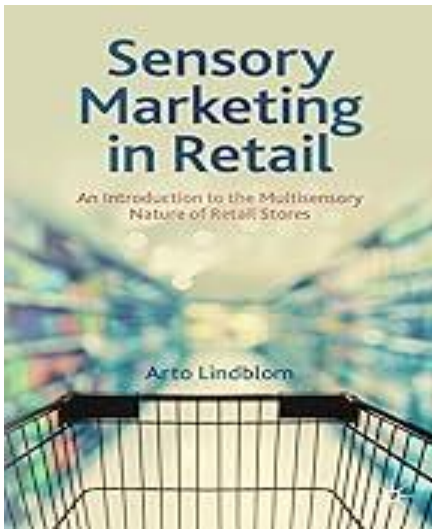


Marketing research by Kumar, V

Wiley India 2025

Acc. No.: 53775 Call No.: 658.83 ISBN: 9789370605473

Summary: Marketing Research, 13th Edition, offers a clear and practical introduction to marketing research, with a strong focus on methodologies and the role of market research in strategic decision-making. Using a macro-micro-macro framework, it begins with a strategic overview, delves into detailed methodologies, and concludes with real-world applications. Step-by-step coverage of current practices and advanced techniques equips students with the critical thinking and decision-making skills needed in today's dynamic business environment. This edition bridges theory and practice through contextual analysis and application-based learning rooted in India's evolving market landscape.



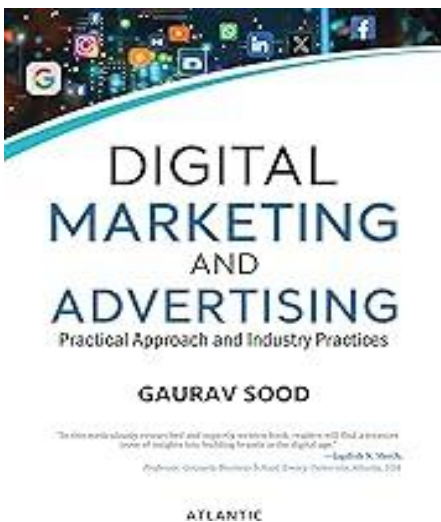
Sensory marketing in retail: an introduction to the multisensory nature of retail stores by Lindblom, Arto

Palgrave Macmillan 2023

Acc. No.: 53801 Call No.: 658.87 ISBN: 9783031475146

Summary: Sensory marketing is a way to differentiate businesses from their competition while influencing customers and their behaviour. At its best, sensory marketing guides or helps customers to make certain choices in a way that they are unaware of what actually influenced their choices. Although it sounds like an attractive way to “nudge” customers, it is a highly demanding practice that also involves risks and ethical concerns.

This textbook delves into the world of sensory marketing in a physical retail setting and offers a comprehensive and coherent view of various sensory cues and their capacity to drive our behaviour through stimulating our senses and creating sensory experiences. It particularly highlights the meaning of the multisensory nature of retail stores and emphasises how cues tend to affect us in combination rather than separately as single cues.



Digital marketing and advertising: practical approach and industry practices by Sood, Gaurav

Atlantic Publishers & Distributors 2026

Acc. No.: 53827 Call No.: 658.872 ISBN: 9788126940233

Summary: Digital Marketing and Advertising: Practical Approach and Industry Practices serves as your definitive guide to understanding and excelling in the dynamic field of digital marketing and advertising. This textbook covers the breadth and depth of the industry, offering insights into the latest tools, trends and technologies that are defining the future of marketing. Whether you're a student starting your journey, a professional looking to upgrade your skills or an entrepreneur eager to maximise your digital reach, this book will arm you with the skills to create impactful, data-driven marketing strategies that captivate and convert.

NEW ARRIVALS, APRIL 2026



Digital marketing in the automotive electronics industry: redefining customer experience through digital customer engagement by Schneider, Uli

Springer 2023

Acc. No.: 53777 Call No.: 658.872 ISBN: 9783031307195

Summary: The book complements the current body of knowledge in business-to-business marketing with the experience of many professionals ranging from marketers to top management of a leading automotive semiconductor supplier worldwide. It presents unique and adaptable practical concepts, case studies, and tested models from practice. The book operationalizes the theory of approaches such as omni-channel marketing, and target driven performance marketing into practical and actionable approaches in large B2B companies in automotive sectors. The change management nature of the digital transformation of marketing is a common thread throughout the book and the experience of more than 10 practitioners, allowing readers to relate the content directly to their own business reality.



DIGITAL MARKETING MANAGEMENT Second Edition

A Handbook for the Current (or Future) CEO



DEBRA ZAHAY, PhD

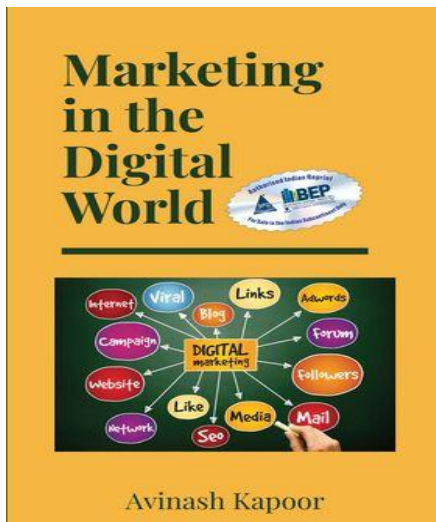
Digital marketing management: a handbook for the current or future CEO by Zahay, Debra

Business Expert Press 2020

Acc. No.: 53981 Call No.: 658.872 ISBN: 9789368086864

Summary: This book is for managers and would-be managers who need to upgrade their knowledge of digital marketing. Told from the perspective of marketing strategy, it puts digital marketing in the context of firm strategy selection. The first step in digital marketing is to understand your company and your brand. The next step is to put content and keywords on your web and mobile sites so that they can be found in search. Then use the delivery platforms of digital content, e-mail, social, and mobile, to deploy that content to the customer. The final topics in the book focus on the importance of data management and privacy as well as the emerging roles of analytics, artificial intelligence and marketing automation.

Without quality data, no digital marketing program can be successful. This data can then be used in data analytics applications for predictive modeling. After reading this book, the reader will have a good idea of where to start on the path to an integrated digital marketing management strategy. Each chapter concludes with a list of action steps or “what to do next” to get started on implementing a digital marketing strategy as well as review questions and key terminology.



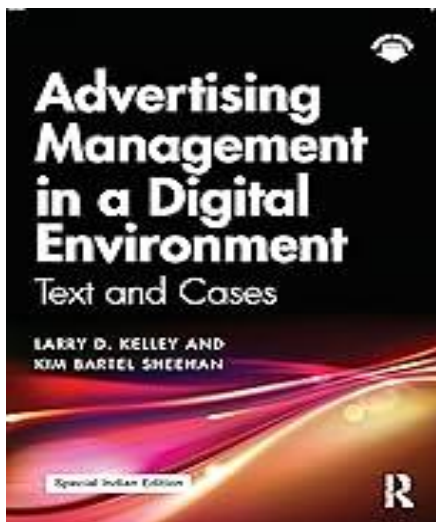
Marketing in the digital world by Kapoor, Avinash

Shroff Publishers & Distributors 2021

Acc. No.: 53980 Call No.: 658.872 ISBN: 9789368089445

Summary: The intelligent corporates are becoming data-driven and AI-powered enterprises to compete, differentiate, and successfully reach consumers. This book develops a critical understanding of the digital marketing landscape. The author explores and examines the various aspects of digital marketing process and their implications. It takes an in-depth look at what firms can do to pioneer and successfully execute the digital marketing innovations in a mobile-synchronized and mobile-optimized world for building and sustaining the online customer relationship and loyalty.

The author explores and analyzes the digital and social media dynamics for virtual world, including the mechanism involved in bringing targeted traffic and increasing brand awareness in the real-time programmatic and algorithmic world of communication, where the new digital world is progressively being propelled by the blockchain-enabled social media platforms.

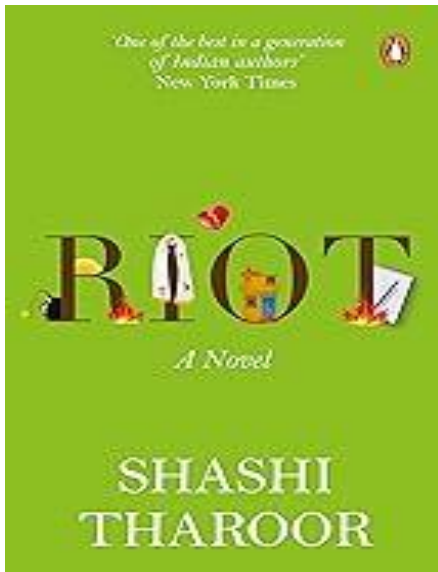


Advertising management in a digital environment: text and cases by Kelley, Larry D

Routledge 2026

Acc. No.: 53615 Call No.: 659.1 ISBN: 9781041311386

Summary: Advertising Management in a Digital Environment: Text and Cases blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of management. Divided into three core sections, the book provides a truly holistic approach to Advertising Management. The first part considers the fundamentals of advertising management, including leadership, ethics and corporate social responsibility, and finance and budgeting. The second part considers human capital management and managing across cultures, whilst the third part discusses strategic planning, decision making and brand strategy. To demonstrate how theory translates to practice in advertising, each chapter is illustrated with real-life case studies from a broad range of sectors, and practical exercises allow case analysis and further learning.

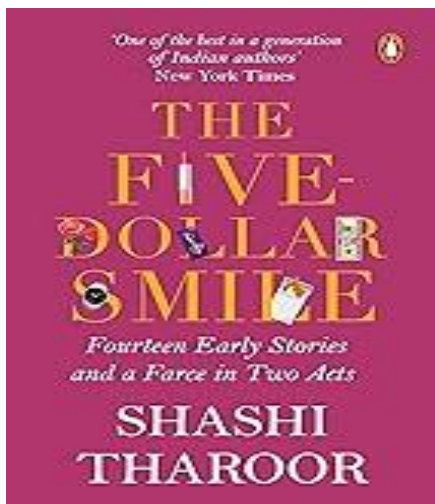


Riot: a love story by Tharoor, Shashi

Penguin Random House India 2015

Acc. No.: 53987 Call No.: 823 ISBN: 9780143420217

Summary: Who killed twenty-four-year-old Priscilla Hart? And why would anyone want to murder this idealistic American student who had come to India to volunteer in a women's health programme? Was she the innocent victim of a riot between Hindus and Muslims? Shashi Tharoor experiments brilliantly with narrative form, chronicling the mystery of Priscilla Hart's death through the often-contradictory accounts of a dozen or more characters. Intellectually provocative and emotionally charged, *Riot* is a novel about the ownership of history, about love, hate, cultural commission, religious fanaticism and the impossibility of knowing the truth.

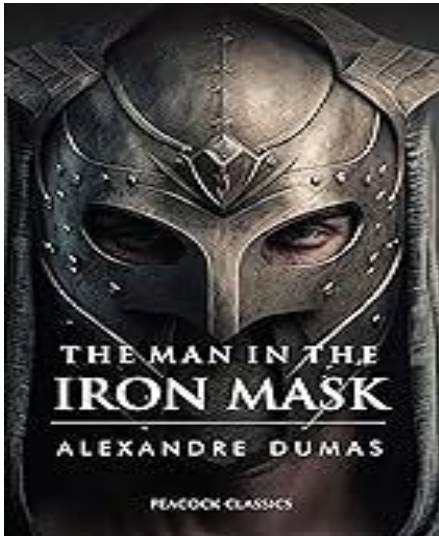


The five Dollar smile: fourteen early stories and a farce in two acts by Tharoor, Shashi

Penguin Random House India 2015

Acc. No.: 53989 Call No.: 823 ISBN: 9780143424314

Summary: *The Five-Dollar Smile* is a collection of stories of young love and disaffection, adolescent high spirits and youthful traumas; there are also stories, written with the energy and passion of youth, which deal with very adult subjects: death, deceit, loss, hypocrisy, honour. Sensitive, compelling and persuasive, these stories, written for the most part in Shashi Tharoor's late teens and early twenties, reveal an already formidable talent. Rounding off the collection is a marvellously inventive play set in the time of the Emergency.

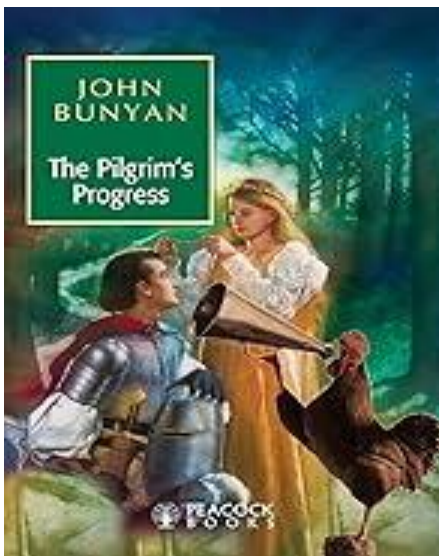


The man in the iron mask by Dumas, Alexandre

Peacock Books 2025

Acc. No.: 53830 Call No.: 823 ISBN: 9788124806968

Summary: In the Man in the Iron Mask, the final book of The D'Artagnan Romances, Alexandre Dumas delivers a tale of political conspiracy, dark secrets and betrayal, followed by the ultimate test of loyalty. The story spins around a perilous mission of the four legendary musketeers—D'Artagnan, Athos, Porthos and Aramis, to uncover the truth behind a mysterious prisoner hidden behind an iron mask. As the musketeers uncover dark truths about the prisoner's identity, they are faced with choices that will test their honour and loyalty to both each other and the French throne. The novel weaves an unforgettable finale that will take the readers on an adventurous ride, leaving them on the edge of their seats and questioning the very nature of loyalty, identity and freedom.



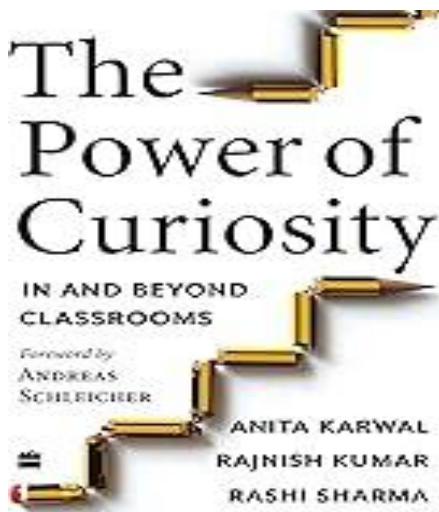
The pilgrim's progress by Bunyan, John

Peacock Books 2025

Acc. No.: 53831 Call No.: 823 ISBN: 9788124803776

Summary: The Pilgrim's Progress, a Christian allegory written by John Bunyan, is widely regarded as one of the most significant works of religious English literature. It has been translated into more than 200 languages, and has never gone out of print.

Bunyan began writing this work while he was serving his term (1660-1672) in the Bedfordshire county prison for violations of the Conventicle Act, which prohibited the holding of religious services outside the auspices of the established Church of England. The book was published in 1678 and is divided into two parts, each reading as a continuous narrative with no divisions into chapters. The first part was completed in 1677 and entered into the Stationers' Register on 22 December 1677. It was licensed and entered in the "Term Catalogue" on 18 February 1678, which is taken as the date of first publication. After the first edition of the first part in 1678, an expanded edition with additions by Bunyan appeared in 1679. The second part appeared in 1684. There were eleven editions of the first part during Bunyan's lifetime, published in successive years from 1678 to 1685 and in 1688. There were two editions of the second part, published in 1684 and 1686.

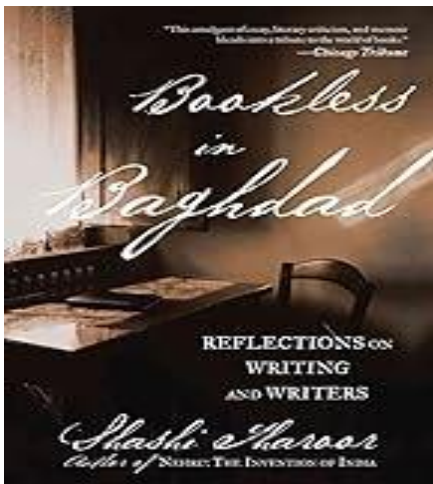


The power of curiosity in and beyond classrooms by Karwal, Anita

Harper Collins 2023

Acc. No.: 53825 Call No.: 823 ISBN: 9789356296671

Summary: This work of fiction is about the new and unorthodox ways of learning and the role that curiosity plays in it. Cuebee, the protagonist, represents the quintessential child, while Frontal, the archetypal classroom, is the storyteller. Like many other children, Cuebee has an insatiable thirst for knowledge and inquisitiveness that surpasses the boundaries of the curriculum. The authors of the book explore the idea that children like Cuebee can often learn more through unconventional means, beyond textbooks, curricula, and classrooms. Can a car ever become a part of the learning ecosystem?



Bookless in Baghdad and other writings about reading by Tharoor, Shashi

Penguin Books 2012

Acc. No.: 53988 Call No.: 823.914 ISBN: 9780143418955

Summary: Shashi Tharoor began reading books Enid Blyton Noddy series, when he was three. For many years afterwards, he read a book a day. Bookless in Baghdad brings together pieces written by this compulsive reader and prolific writer on the subject closest to his heart, reading. Tharoor takes us on a delightful journey of discovery, as he wanders the book souk in a Baghdad under sanctions where the middle-class are selling their volumes so that they can afford to live and drives around Huesca looking to pay an idiosyncratic tribute to George Orwell.

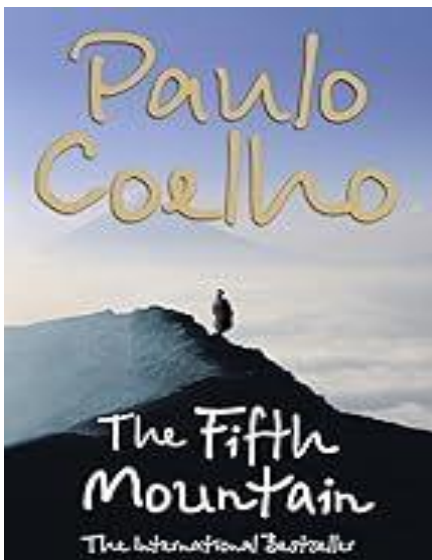


To hell with culture: and other essays on art and society by Read, Herbert

Routledge 2025

Acc. No.: 53820 Call No.: 824.912 ISBN: 9781041061168

Summary: Herbert Read was a maverick character in the cultural life of the twentieth century. A radical leader of the Avant Garde in the 1930s, and an anarchist revolutionary during the war years, by the time of his death in 1968 he had become a key figure at the heart of the British cultural establishment. *To Hell with Culture* offers readers an ideal overview of the ideas that marked out this seminal and hugely influential thinker. It is a controversial work that engages the reader in a wide range of topics, from revolutionary art to pornography. Adept at challenging assumptions and penetrating to the heart of any issue, Read's deft prose encourages the reader to think critically, to question and to subvert the voice of authority, of whatever political or cultural creed. Only through such a critical evaluation of culture, Read believes, can one appreciate the art that arises from the 'unpolitical manifestation of the human spirit'. At a time when authority and value are questionable terms, and when culture itself is a contested concept, Read's is both a challenging and an enlightening voice.



The fifth mountain by Coelho, Paulo

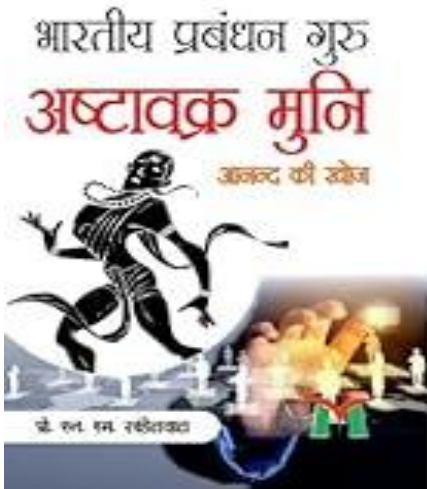
Harper Collins Publishers 2025

Acc. No.: 53822 Call No.: 869.3 ISBN: 9788172235147

Summary: Based on the biblical figure prophet Elijah, the novel *The Fifth Mountain* narrates the life of the young prophet and his struggles with god. Stuck having to choose from his love and sense of duty, the story speaks about how he gets over his difficulties and follows his destiny. The author, through this book, passes on the message that there is a purpose behind every soul's existence and he guides the reader to learn a number of useful lessons that man has to learn from his life.

The story is set in the 9th century BC, when young Elijah is forced to flee for his life and take refuge in the city of Zarephath. There he befriends a widow, who is a worshipper of Baal-a god who resides on the fifth mountain and falls in love with her. But with the circumstances conspiring against him, he is faced with the task of proving himself and fulfilling his mission from god to restore his worship in Israel.

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Bharatiya prabandhana guru Ashtavakra Muni: ananda ki khoja tanava prabandhana by Khaṇḍelavala, N M

Misha Books 2023

Acc. No.: 53766 Call No.: 920 ISBN: 9789391597108

Summary: Written by Prof. N.M. Khandelwal, "Bhartiya Prabandhan Guru Ashtavakra Muni: Anand Ki Khoj" explores modern management techniques rooted in ancient wisdom. It emphasizes achieving professional success through self-awareness, mental balance, and detaching from outcomes.

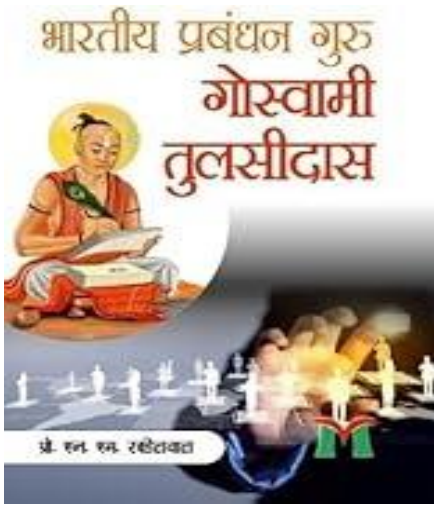


Bharatiya prabandhana guru Sri Krshṇa by Khaṇḍelavala, N M

Misha Books 2023

Acc. No.: 53765 Call No.: 920 ISBN: 9789391597092

Summary: On management tips through teaching of Krishna, Hindu deity; based on verses from, Bhagavadgītā, along with instructions for teachers.

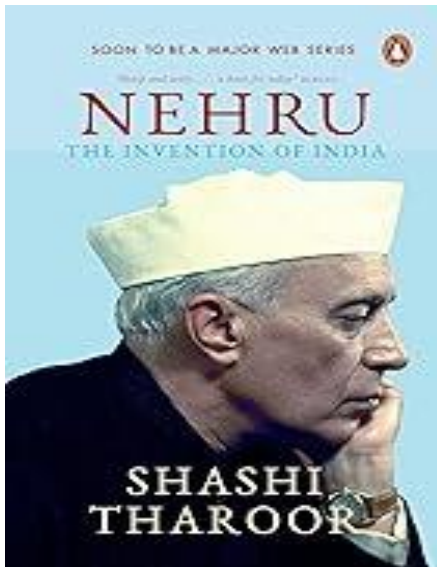


Bhartiya prabandhan guru Goswami Tulsidas by Khandelwal, M N

Misha Books 2024

Acc. No.: 53737 Call No.: 920 ISBN: 9789391597115

Summary: If you're looking for works related to Goswami Tulsidas, he is a highly revered poet-saint in Hinduism, best known for his epic poem "Ramcharitmanas," an Awadhi version of the Ramayana. There are numerous books and scholarly works discussing Tulsidas, his life, and his literary contributions. If "Guru Goswami Tulsidas" is a specific title you're interested in, consider checking with local bookstores, libraries, or online retailers that specialize in literature related to Hinduism, spirituality, or Indian philosophy. You might also explore academic databases or online platforms dedicated to religious or cultural studies. If you have additional details about the author or the specific content you're seeking, that information could help in refining the search for the book you are interested in.

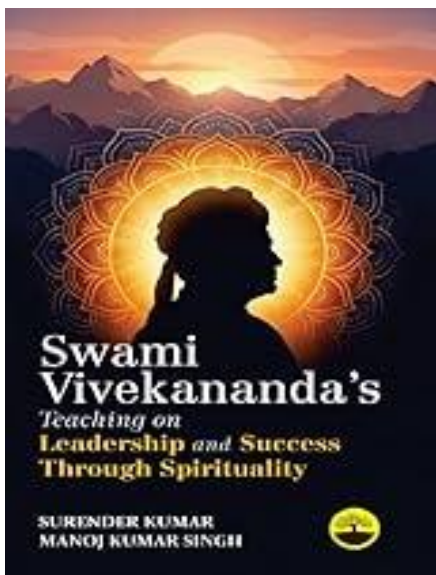


Nehru: the invention of India by Tharoor, Shashi

Penguin India 2018

Acc. No.: 53990 Call No.: 920 ISBN: 9780670092000

Summary: This short biography examines a great figure of twentieth-century nationalism from the vantage point of the beginning of the twenty-first. Deftly weaving personal facets with historical events, it tells the fascinating story of Jawaharlal Nehru—aristocrat, socialist, anti-imperialist, foremost disciple of Gandhi, diehard secularist and India's first prime minister, who sought to educate the Indian masses in democracy by his own personal example. Shashi Tharoor also analyses the principal pillars of Nehru's legacy to India, all of which were integral to a vision of Indianness that is fundamentally contested today.



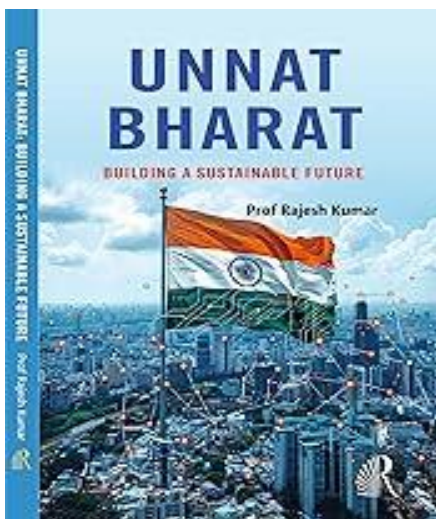
Swami Vivekananda: teachings on leadership and success through spirituality by Srivastava, Suriender

Innovative Learning 2026

Acc. No.: 53741 Call No.: 920 ISBN: 9789361890079

Summary: Swami Vivekananda's teachings on leadership and success emphasize inner strength, self-confidence, and spiritual discipline as the foundation of effective action. He believed true leaders inspire through character, courage, and service, not authority or power. By mastering the mind, cultivating fearlessness, and working selflessly for the good of others, one can achieve both personal success and collective upliftment. For Vivekananda, spirituality was not withdrawal from the world, but the force that transforms work into purposeful leadership and life into a mission of service.

Inner Strength & Self-Confidence – True leaders develop courage and faith in themselves. - Spiritual Discipline – Regular practice of self-control and mindfulness strengthens decision-making. - Character Over Authority – Leadership is rooted in integrity, honesty, and moral example. - Fearlessness – Confront challenges boldly without being paralyzed by doubt or failure. Selfless Service – Work for the welfare of others, not for personal gain or recognition.



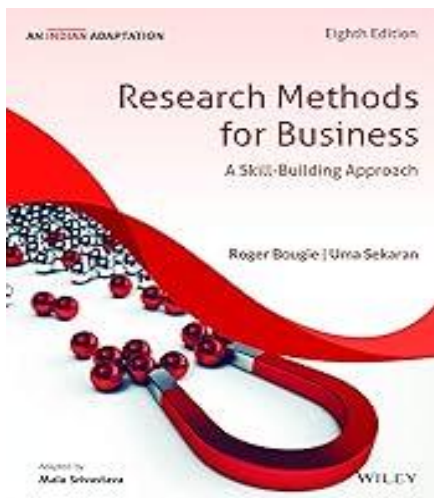
Unnat Bharat building a sustainable future by Kumar, Rajesh

The Readers Paradise 2025

Acc. No.: 53748 Call No.: 954 ISBN: 9789359770932

Summary: "Unnat Bharat: Building a Sustainable Future" is an inspiring and thought-provoking exploration of India's path toward a sustainable future. This book delves into the visionary concept of Unnat Bharat, focusing on the critical need for sustainable development to shape a prosperous and resilient nation. With insightful discussions on the essence of sustainability and its far-reaching impact, it highlights the powerful role of sustainable agriculture in transforming rural India. Through this book, readers will discover the significance of blending tradition with innovation, the role of local communities, and how collective efforts can create lasting environmental, economic, and social change. Whether you're passionate about sustainability, agriculture, or India's rural development, this book is an essential read for anyone looking to understand and contribute to a sustainable future.

NEW ARRIVALS, APRIL 2026

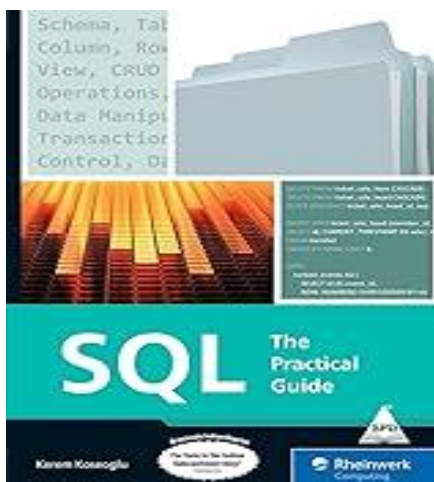


Research methods for business: an Indian adaptation by Bougie, Roger

Wiley India 2021

Acc. No.: 53770 Call No.: 001.42 (BR) ISBN: 9789354244773

Summary: Research methods for business explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations. Designed to help students view research from the perspective of management, This popular textbook guides students through the entire business research process. Organized into six main themes - introduction, defining the management and the research problem, theory, collecting information, drawing conclusions, and writing and presenting the research report - the text enables students to develop the skills and knowledge required to successfully create, conduct, and analyse a research project.



SQL: the practical guide by Koseoglu, Kerem

Shroff Publishers & Distributors 2025

Acc. No.: 53984 Call No.: 005.7565-SQL ISBN: 9789355427502

Summary: Whether you're managing large datasets or writing your first query, build your SQL skills with this practical guide! Learn the basic elements of relational databases and walk through the syntax, features, and applications of SQL. Then dive into the sublanguages of SQL and apply them for tasks such as modifying tables and querying data.

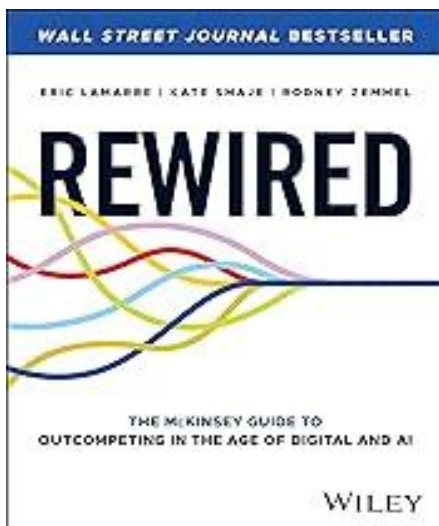


Digitalization in healthcare: implementing innovation and artificial intelligence by Glauner, Patrick

Springer 2021

Acc. No.: 53798 Call No.: 006.3(AI) ISBN: 9783030658984

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. It also gives advice on what new digital technologies to consider for becoming a healthcare market leader in the future. Taken together, these contributions provide a “road map” to guide decision makers, physicians, academics, industry representatives and other interested readers to understand the large impact of digital technology on healthcare today and its enormous potential for future development.



Rewired: the McKinsey guide to outcompeting in the age of digital and AI by Lamarre, Eric

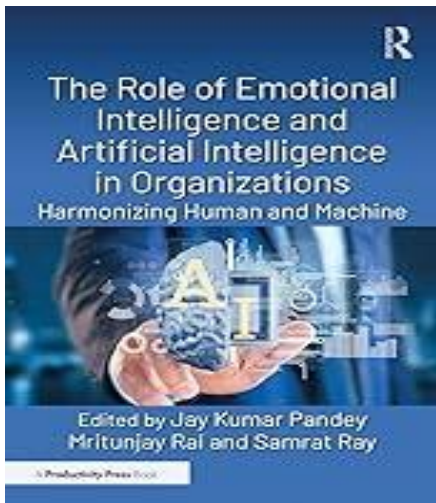
John Wiley & Sons 2023

Acc. No.: 53604 Call No.: 006.3(AI) ISBN: 9781394207114

Summary: Many companies are stuck with digital transformations that are not moving the needle. There are no quick fixes but there is a playbook. The answer is in rewiring your business so hundreds, thousands, of teams can harness technology to continuously create great customer experiences, lower unit costs, and generate value. It's the capabilities of the organization that win the race.

McKinsey Digital's top leaders Eric Lamarre, Kate Smaje and Rodney W. Zempel provide proven how-to details on what it takes in six comprehensive sections - creating the transformation roadmap, building a talent bench, adopting a new operating model, producing a distributed technology environment so teams can innovate, embedding data everywhere, and unlocking user adoption and enterprise scaling.

NEW ARRIVALS, APRIL 2026



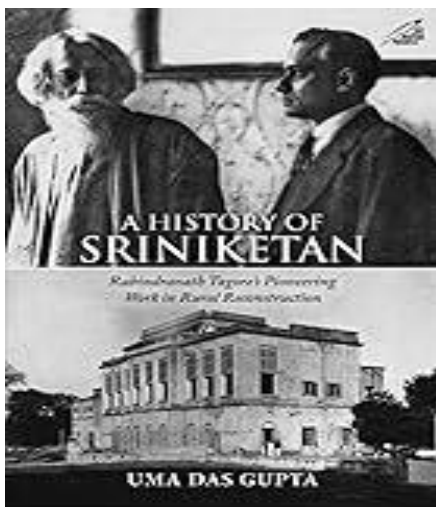
The role of emotional intelligence and artificial intelligence in organizations: harmonizing human and machine by Pandey, Jay Kumar

Routledge 2026

Acc. No.: 53601 Call No.: 006.3(AI) ISBN: 9781041000716

Summary: The Role of Emotional Intelligence and Artificial Intelligence in Organizations analyzes the synergistic relationship between two revolutionizing forces EI and AI in determining the future of work and leadership. The book offers a novel approach to how emotional intelligence enriches human-centered management, whereas artificial intelligence enhances data-driven decision-making and operational effectiveness.

Combining psychology, technology, and organizational strategy, the book is a perfect fit for business leaders, HR professionals, organizational psychologists, scholars, and students of management and leadership. It delves into how bringing EI and AI together can lead to resilient, adaptive, and innovative workplace cultures.



A history of Sriniketan: Rabindranath Tagore's pioneering work in rural reconstruction by Gupta, Uma Das

Niyogi Books 2025

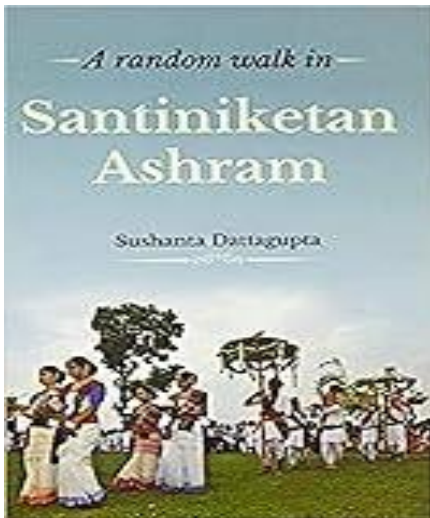
Acc. No.: 53472 Call No.: 658.314(NY) ISBN: 9789391125448

Summary: The idea of doing something to redeem the neglected village came to Rabindranath Tagore when he first went to live in his family's agricultural estates in East Bengal during the 1890s. As manager of those estates, he got his first exposure to the countryside and its stark miseries. The experience played a seminal role in turning him into a man of action.

The present book, A History of Sriniketan, explores Tagore's attempt to inspire the deprived sections of rural society to self-reliance and to make them economically independent by setting up a centre for rural reconstruction called Sriniketan as a wing of his Visva-Bharati International University at Santiniketan in 1922.

The idea was pioneering in its times as an endeavour for improving the condition of the peasantry by using scientific methods of cultivation through laboratory experiments where the expert and the peasant collectively participated.

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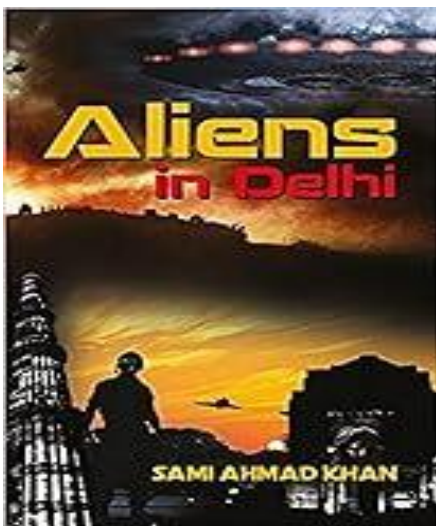


A random walk in Santiniketan Ashram by Dattagupta, Sushanta

Niyogi Books 2016

Acc. No.: 53473 Call No.: 658.314(NY) ISBN: 9789385285400

Summary: A Random Walk in Sanitiniketan Ashram is a spontaneous foray through one of India's premier universities—Rabindranath Tagore's Visva-Bharati. It is a collection of essays, penned from 2012–2014, during the first few years of the author's tenure as its Vice Chancellor. It showcases the exclusive merits of this university, which is based on Rabindranath Tagore's idea of what an ideal, holistic education should constitute. But Visva-Bharati, today, lies shackled by the rules that govern all other institutes of higher education. Has Visva-Bharati ceased to be the Ashram it was envisaged to be? The book raises and explores this important and urgent question.

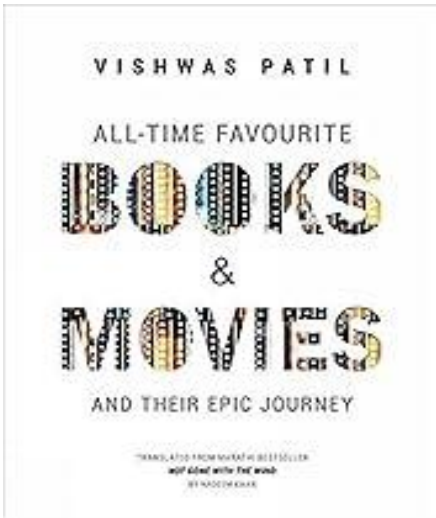


Aliens in Delhi by Khan, Sami Ahma

Niyogi Books 2017

Acc. No.: 53431 Call No.: 658.314(NY) ISBN: 9789385285714

Summary: In the near future, the ISI and RAW discover that securing the borders of Pakistan and India is the least of their problems. An extra-terrestrial race of reptiloids prepares to invade Earth — by turning our smartphones into gene-tampering weapons. Humanity might soon be extinct. As people in Delhi start turning into alien hybrids, India gears up to face a foe unlike any other. From unveiling the actual reason behind the Chandrayaan mission to the truth about Osama bin Laden, this explosive geopolitical science-fiction thriller depicts how contemporary India responds to an alien invasion.

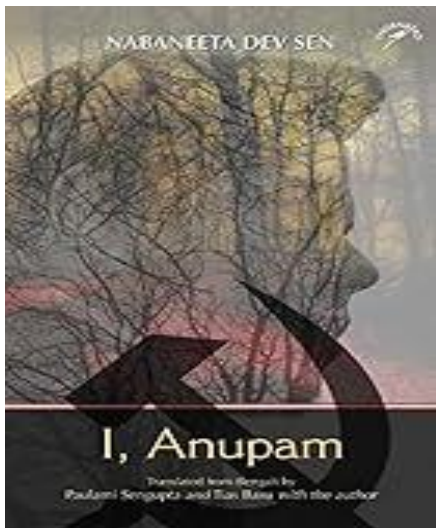


All-time favourite books and movies: and their epic journey by Patil, Vishwas

Niyogi Books 2015

Acc. No.: 53508 Call No.: 658.314(NY) ISBN: 9789383098781

Summary: Books and Movies, translated from the original Marathi bestseller Not Gone with the Wind, is a fascinating journey into the world of legendary authors and directors and into the creation of epics and classics that continue to capture the imagination of millions. The book encapsulates Patil's fascination for research and his amazing storytelling talent to keep his readers engrossed with exhilarating titbits of history never heard before.

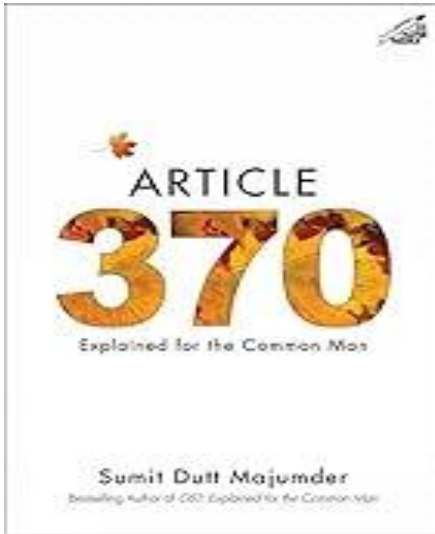


I, Anupam by Sena, Nabanita Deba

Niyogi Books 2019

Acc. No.: 53453 Call No.: 658.314(NY) ISBN: 9789386906861

Summary: Ami an up am (I, an up am) was first published in Bengali in the sharadiya Ananda bazaar in 1976, It was the first novel on the natal movement in West Bengal. It came out as a book in 1978, some prominent intellectuals of West Bengal had played a strange two-faced role in this political movement. They encouraged and led the youth, who put their lives at stake and fought for the cause. However, most of these intellectual leaders failed to take responsibility later on when they were needed the most. Ami an up am is about one such betrayal. The novel is a sharp depiction of those turbulent times and deals with a situation uneasily familiar to most of us-the conflict between integrity and expediency.

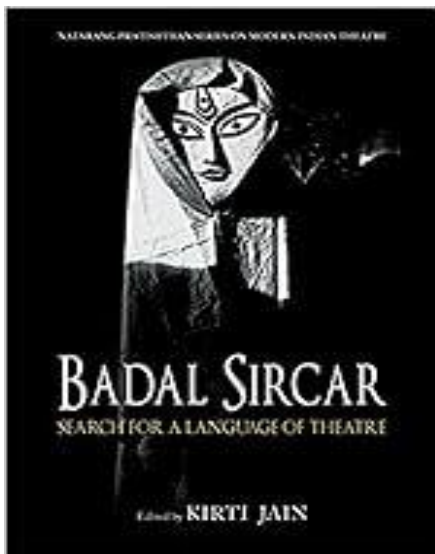


Article 370: explained for the common man by Majumder, Sumit Dutt

Niyogi Books 2020

Acc. No.: 53445 Call No.: 658.314(NY) ISBN: 9789389136432

Summary: In August 2019 the government of India reconstituted the erstwhile state of Jammu and Kashmir into two Union territories, Jammu & Kashmir and Ladakh, with effect from 31 October 2019. Previously, article 370 of the Constitution of India had granted the state of Jammu & Kashmir a special status. This special status was abrogated and the State more closely integrated into the Indian Union, with the passing of the Jammu and Kashmir Reorganisation Act, 2019, by both houses of the Indian Parliament. This book seeks to clarify the issues surrounding article 370 and 35A of the Indian Constitution, thus making readers more informed about this important constitutional, political and legal matter. The beauty of the book lies in the fact that the author writes in a simple and lucid language, avoiding journalese, jargon and legalese, thereby making the issues accessible to the common man.



Badal Sircar: search for a language of theatre by Jain, Kirti

Niyogi Books 2016

Acc. No.: 53509 Call No.: 658.314(NY) ISBN: 9789383098965

Summary: Badal Sircar was one of the most significant modern playwrights of post-Independence India. Starting in the fifties, with his deep understanding of the concerns and anxieties of the Indian middle class coupled with his delightful sense of humour and wit, he made an immediate connect with the people and brought a new energy and excitement to the theatre arena with his large body of plays. He stands out for his innovativeness and the sheer range of his plays in terms of subjects, forms and styles. He is probably the most translated and staged Indian playwright of the last century. Badal Sircar with his unique and characteristic restlessness, passion and social commitment was constantly experimenting not only with dramatic form and language but also with performance spaces, acting styles and performer-spectator relationships.

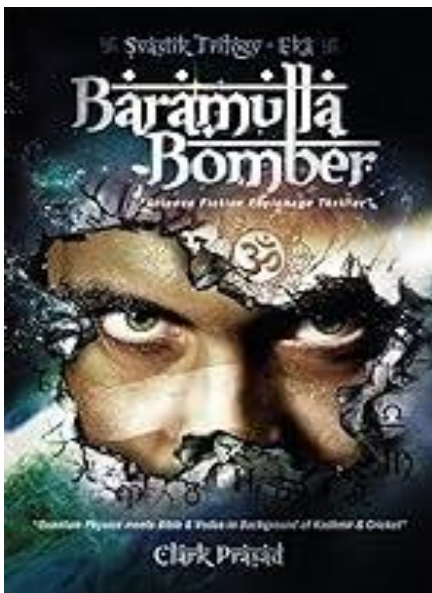


Bandaged moments: stories of mental health by women writers from India language by Sengupta, Nabanita

Niyogi Books 2025

Acc. No.: 53505 Call No.: 658.314(NY) ISBN: 9788119626151

Summary: Bandaged Moments brings together 26 compelling stories from 17 Indian languages, humanising psychological conditions through storytelling, with each narrative illustrating the multifaceted nature of mental health issues, the challenges of seeking psychiatric help in India, along with the redemptive power of a support system (or the consequences when there isn't one), and the lived experiences of individuals grappling with mental health issues in varied cultural settings. Apart from compiling a diverse range of women writers, this anthology sheds light on the insidious intricacies of trauma and suffering, and the challenges and triumphs faced by patients and their caregivers within the social fabric of India. About the Author: Nabanita Sengupta: An academic, translator, and creative writer, Nabanita Sengupta teaches in Sarsuna, Kolkata. She has co-edited anthologies of critical essays, and her published volumes of translations are Chambal Revisited and A Bengali Lady in England. She has been variously published in anthologies, journals and e-zines, and has presented papers in India and abroad.

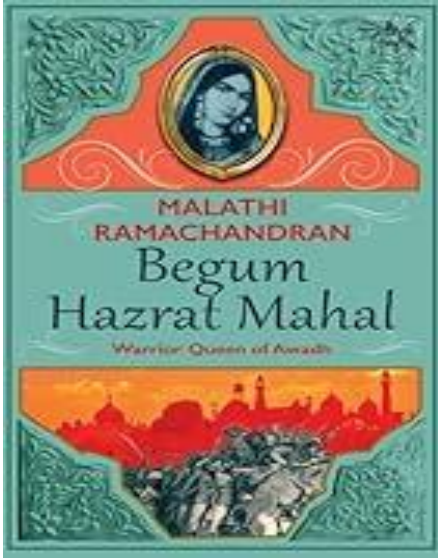


Baramulla bomber: svastik trilogy-eka by Prasad, Clark

Niyogi Books 2013

Acc. No.: 53446 Call No.: 658.314(NY) ISBN: 9789381523971

Summary: Baramulla Bomber An Ancient Weapon from the Vedas and Bible; Once Hunted by the Nazis Powered by the Sound of the Universe; Reborn with the Help of Quantum Physics Going to be Unleashed onto the World; and Kashmir Holds its Secret The only way Multiple intelligence agencies are tracking Mansur Haider, a god-fearing aspiring cricketer from Kashmir. His girlfriend, Aahana Yajurvedi, is trying to locate her missing mountaineering team, which vanished after a mysterious earthquake struck Shaksam Valley. Investigating Mansur and the Shaksam Valley incident is Swedish intelligence officer, Adolf Silfverski? Whose only relationship to god consists of escorting his girlfriend to Church? To save the world A dual China-Pakistan battlefield scenario facing the Indian Home Minister, Agastya Rathore, whose ancestors carry a prehistoric secret linked to the stars. He is faced with the challenge of finding a lasting solution to the Kashmir crisis.



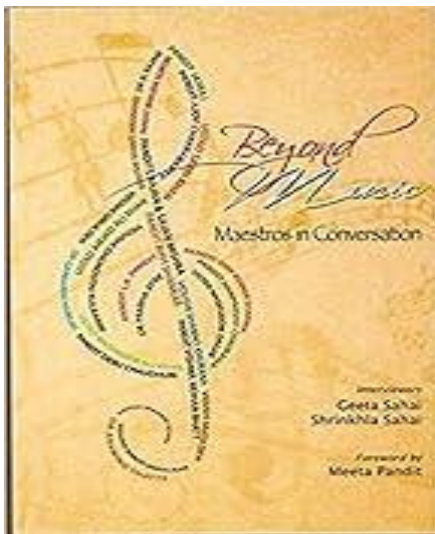
Begum Hazrat Mahal: warrior queen of Awadh by Ramachandran, Malathi

Niyogi Books 2023

Acc. No.: 53510 Call No.: 658.314(NY) ISBN: 9789391125417

Summary: The last Nawab of Awadh has been exiled by the British to Calcutta along with his courtiers and his coterie. Only his beautiful queen, Hazrat Mahal, stays back with young prince Birjis Ali. Hazrat vows to fight the British and win back her beloved Awadh for her people and the crown for her son. She builds a rebel army and high drama ensues as they besiege the Residency, the walled British cantonment, for five months.

A fictional saga based on actual events, this book takes you within the walls of the Residency where love and passion rage alongside the battle, and into the world of Begum Hazrat and her loyal band. Will the rebel army storm the British bastion before their relief forces arrive? Or will the tide turn in a wave of loss and grief, crushing Hazrat Mahal's dream for Awadh and her son?

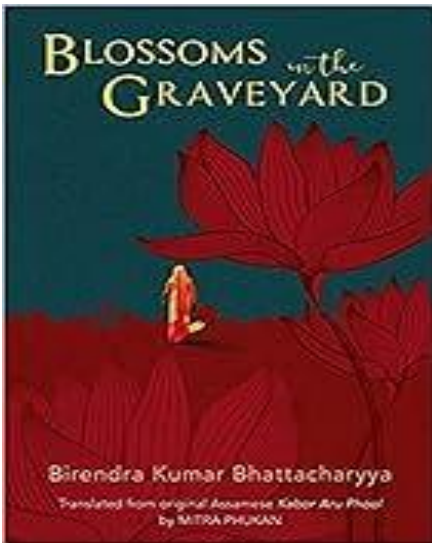


Beyond music: maestros in conversation by Sahai, Geeta

Niyogi Books 2015

Acc. No.: 53511 Call No.: 658.314(NY) ISBN: 9789383098989

Summary: Ever wondered how late Pandit Ravi Shankar went beyond cultural boundaries to propagate Hindustani classical music and impact the global music scene? How did Ustad Amjad Ali Khan fight emotional and financial setbacks to settle into musical harmony with destiny? How did Begum Akhtar's soulful voice inspire a reluctant percussionist to dedicate his life to vocal music and emerge as the legendary Pandit Jasraj? How did late Dr. Gangubai Hangal break away from the shackles of social ostracism to emerge as a legend of her times? Beyond Music – Maestros in Conversation delves into candid opinions on issues, revealing thoughts on music-making and emotional sagas of some of the most accomplished, revered classical musicians—Dr. Prabha Atre, Pandit Vishwa Mohan Bhatt, Dr. N. Rajam, Vidushi Shanno Khurana, Pandit Jasraj, Pandit Shiv Kumar Sharma, Pandit Hariprasad Chaurasia, to name a few. This book is not just about music; it is an exciting journey into the minds of the musicians, bringing alive the fragrance of their musical thinking. A must-read for all Hindustani classical music connoisseurs.



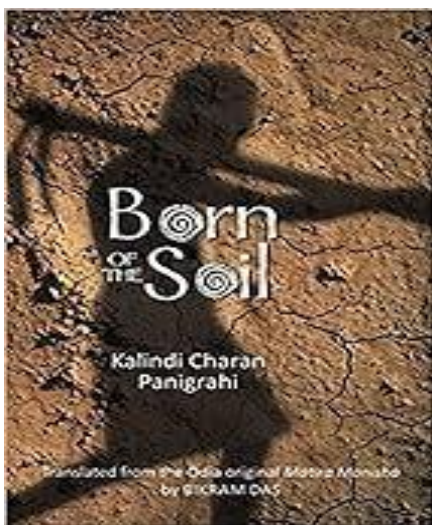
Blossoms in the graveyard by Bhattacharyya, Birendra Kumar

Niyogi Books 2016

Acc. No.: 53413 Call No.: 658.314(NY) ISBN: 9789385285479

Summary: Blossoms in the Graveyard is the story of Mehr, a young girl from a village in what is at that time, East Pakistan. It is the story of her journey from dependence to self-reliance, both emotionally and physically. Parallel to her story, is the narrative of a land that is struggling to assert its identity and moving towards a hard-won Independence in a crucible of blood and tears. Mehr is the symbol of the land. Her suffering, her distress, her tortured anguish, is an emblem of its agony, in particular of the women of the country, as it is being birthed.

Set at a crucial time in the history of the struggle, when the land is on the cusp of becoming Bangladesh, the novel is in the voice of Robin Babu. As an Assamese, he, like so many others living in this part of India that lay adjacent to the theatre of war, is deeply affected by horrors taking place at his very doorstep.

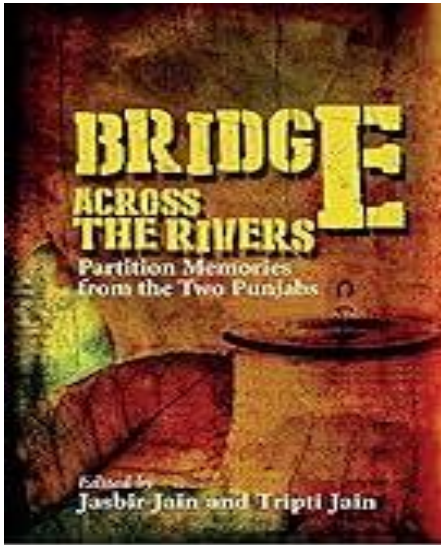


Born of the soil by Panigrahi, Kalindi Charan

Niyogi Books 2017

Acc. No.: 53432 Call No.: 658.314(NY) ISBN: 9789385285585

Summary: Matira Manisha ('The Man of the Soil') is one of those uncommon artistic creations which prove that good art does not have to be convoluted or obscure. The novel's enduring appeal lies in its very starkness. It is the story of an Odia peasant family whose simple joys and sorrows are bound up with the soil. Baraju Padhan, who becomes the head of the family after the death of his father, Shaama Padhan, inherits his humanism and is committed to the traditions and ideals of joint family existence, but his younger brother, Chhakadi, instigated by his wife Netramani, is determined to split up the home. The book is remarkable not only for its depiction of enduring human values but also for its realistic portrayal of the culture of rural Odisha. The language of the novel is a bold attempt at capturing the idiom of the people whose life it presents. Matira Manisha lies close to the hearts of Odia society and has been made into an award-winning Odia film by Mrinal Sen.



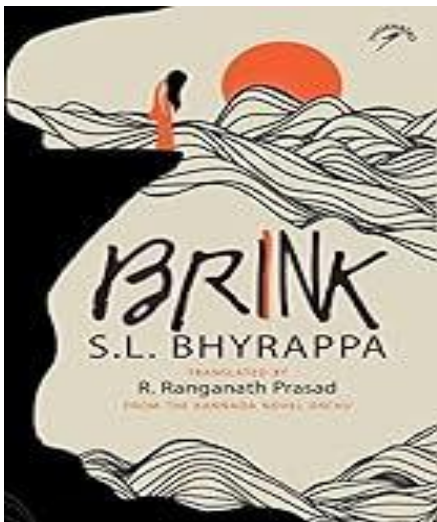
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Bridge across the rivers: partition memories from the two Punjabs by Jain, Jasbir

Niyogi Books 2017

Acc. No.: 53447 Call No.: 658.314(NY) ISBN: 9789385285738

Summary: The history of the Partition is neither singular nor static. It appears different from different perspectives. The past is never over, its presence looms large over our present. The Partition narrative exceeds the bounds of history, to the large-scale exodus often referred to as the third partition - most painful and long-lasting in its emotional, political and social contexts. It impacted both collective and individual identities. In some ways it rendered the individual invisible, with identity being transformed into a stereotype, which evoked conventional patterns of behaviour. The heartache and anguish of divided families and frustrated, failed individual lives lay heavy on the joy of a much-coveted freedom. Oral histories break the hegemony of the written. They enter individual psyches to explore morality and ethics, guilt and regret. This collection seeks to debate issues and throw light on discourses other than those of violence and darkness, working with a chronology, located in time. The narratives unfold expectation, hope and harmony, flight and violence, psychological fallouts, gender issues and questions of guilt and reflection. As the stories trace the shifts in emotions and focus on individual wills, the undercurrents of cultural oneness form a counter discourse.

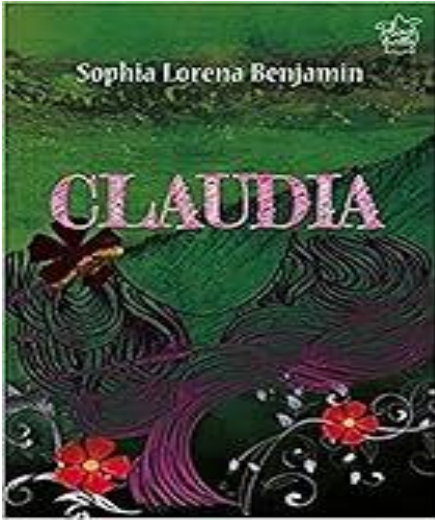


Brink by Bhairappa, S L

Niyogi Books 2020

Acc. No.: 53512 Call No.: 658.314(NY) ISBN: 9789389136586

Summary: Brink the English translation of the epic Kannada novel anchu by the renowned author S.L. Bhyrappa, brink is a love saga between somashekhar, a Widower, and Amrita, an estranged woman. The novel deliberates on the moral, philosophical, and physical aspects of love between a man and a woman. At the core of the story is compassion, and somashekhar is the very personification of compassion. He brings love and warmth into Dr Amritas melancholic life. But time and again, she loses her temper and undergoes Swift mood changes. In such times, she inflicts pain and torture on somashekhar in spite of his.

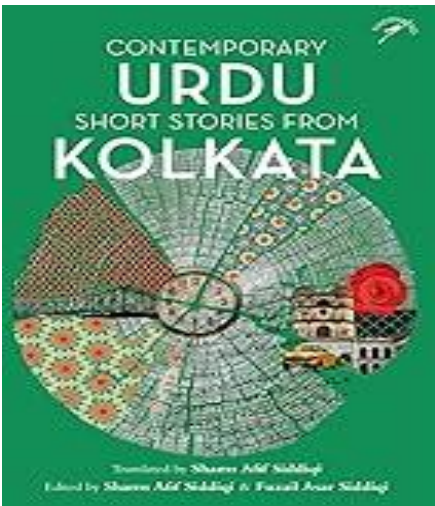


Claudia by Benjamin, Sophia Lorena

Niyogi Books 2018

Acc. No.: 53448 Call No.: 658.314(NY) ISBN: 9789386906298

Summary: The news of the intensified resistance by the Indian Government to liberate Goa from Portuguese rule has caused sudden distress, turmoil and conflict in Claudia's life. When she had her first encounter with Damián, the attractive son of her Portuguese master, she never imagined their meetings would grow so intimate. Amidst advancing armed forces, blasting bridges, a bombarded Dabolim airport, departing Portuguese families and chaos, Claudia needs to consider the offer made by her Portuguese lover, Damián, to escape to Portugal as a servant girl where their covert affair can continue. Much relies on Claudia's choice: the call is urgent and decisive. Will Claudia abandon her family's honour and choose forbidden love? Will she proceed with an arranged marriage to Ferrao, the rich sailor from her local community and end the social stigma her family has endured? Claudia, set in a Portuguese colonised Goa, a touching and uplifting story of a woman's struggles and triumph of finding hope, will unravel the answers.

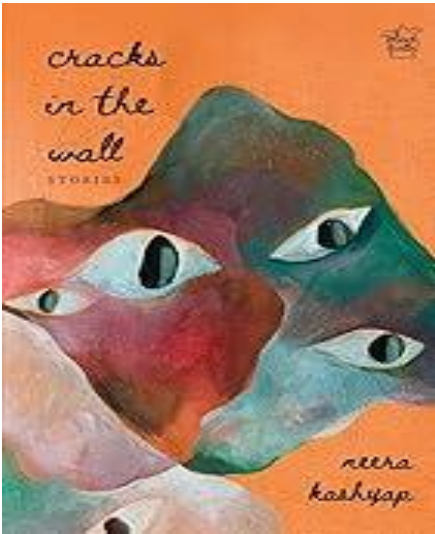


Contemporary Urdu short stories from Kolkata by Siddiqi, Shams Afif

Niyogi Books 2023

Acc. No.: 53487 Call No.: 658.314(NY) ISBN: 9789389136906

Summary: Stories from Kolkata are often assumed to be about bhadralok culture and the Bengali way of life. But Kolkata is a city with a multiplicity of stories to share. Contemporary Urdu Short Stories from Kolkata highlights the diversity of recent Urdu short stories from the city. In one story, a writer trying to escape the city wants to find the reason why the railway clock has stopped working, in another, a new friendship sours as soon as it blossoms, while some other stories show how the complexity of human relationships is explored.

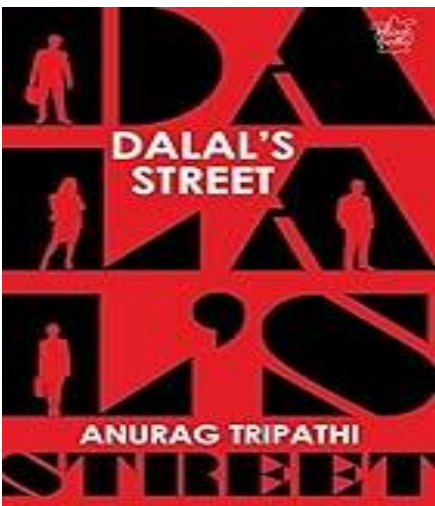


Cracks in the wall: stories by Kashyap, Neera

Niyogi Books 2025

Acc. No.: 53513 Call No.: 658.314(NY) ISBN: 9788119626458

Summary: Cracks in the Wall reveals multi-faceted struggles—mental, societal, familial—individuals confront as they navigate fears, traumas and desires in the course of their lives and gives readers a window into the tumult that such a process entails, with useful but often difficult revelations. Be it a working woman in an abusive marriage who finally finds the courage to seek intervention, a mother who has to choose between the government and rebels to keep her child safe, while another comes to terms with lost motherhood, or a love stifled under the weight of ambition, these stories mirror deep-rooted fractures, both at a personal and social level, owing to gender inequality, taboo around addiction, mental abuse, conflicts between classes as well as between the urban and rural. Faith plays a role both incrementally and startlingly—the spiritual quest seeded randomly or through a slow process of transformation—as do dreams, to deepen understanding of the human psyche. Each story peels what may seem apparent, letting us in on a world within the world, and invites us to take a closer look.

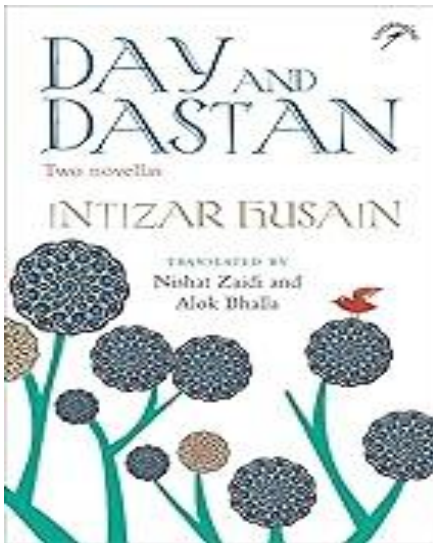


Dalal's street by Tripathi, Anurag

Niyogi Books 2019

Acc. No.: 53433 Call No.: 658.314(NY) ISBN: 9789389136159

Summary: A group of young Indian business School graduates are attracted to jobs in a high paying trading company. This batch of hardworking, intelligent and ambitious friends is focused on success in the fast paced, hyper competitive world of stockbroking where greed, use of cunning and wealth are the stepping stones to survival and success. The survivors are the winners. A financial thriller of dark humour where friends become competitors in their struggle for survival, threat lies in every wry smile and Superfast action to tip the scales of finance and fortunes in a bid to achieve quick wins is the order of the day. Dalal's street explores the complex interplay of human relationships in a world ruled by the rise and fall of share prices and etches out the emergence of the protagonist through a test by fire.

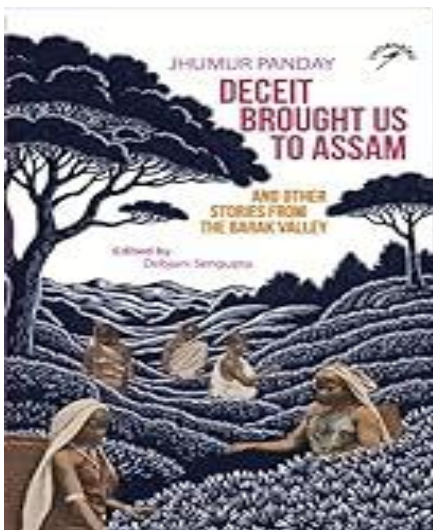


Day and Dastan: two novellas by Zaidi, Nishat

Niyogi Books 2018

Acc. No.: 53449 Call No.: 658.314(NY) ISBN: 9789386906274

Summary: Intizar Husain is the finest writer of Urdu prose and the most brilliant story-teller of the post-partition generation. The two novellas, Day and Dastan (Din Aur Dastan), his favourite texts, show his versatility and fictional inventiveness. Day, a realistic story, is a meditation on the cruellest of events to have scarred our times – migrations. When people are forced to move to new homes or new geographies, they only recall a mix of uncanny facts, streets lost in sad nostalgias, fantasies of lovers, parables of simple things, or an unending romance about a possible life and a world. When physical geographies are redrawn, moral landscapes become so bewildering as to leave one emotionally paralysed. As in Intizar Husain's other work, India's partition haunts the tale like an inexplicable shadow. In contrast, Dastan is a traditional tale of wonder. Its language is lyrical and exaggerated; its narrative, obsessed with action, weaves dreams and adventure, heroism and mercy, beauty and love, magic and grace. It is located in another time of turmoil and uncertainty when mysterious forces cause havoc in nature and societies rise up suddenly to avenge old wrongs.



Deceit brought us to Assam: and other stories from the Barak Valley by Panday, Jhumur

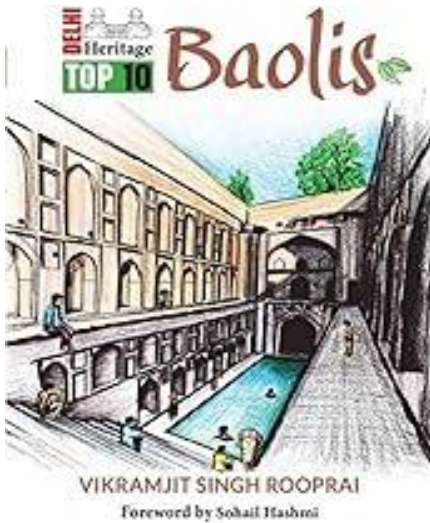
Niyogi Books 2025

Acc. No.: 53450 Call No.: 658.314(NY) ISBN: 9788199024373

Summary: Fresh from prison, a woman returns home to grapple with her husband's betrayal. Accused of witchcraft, an aging midwife becomes the scapegoat for a tragedy. A destitute widow's life takes a surreal turn when she's thrust into local politics.

Barak Valley—lush, picturesque, and seemingly tranquil to outsiders—appears in these stories as a land that serves as both tormentor and refuge, a witness to its people's quiet hunger for connection, belonging, and dignity.

Whether it is a mother confronting her daughter's pregnancy out of wedlock, an octogenarian rediscovering her forgotten love for the sitar, or a child forming an unlikely friendship with an elderly man, the characters in this anthology reveal the singularity of seemingly ordinary lives.

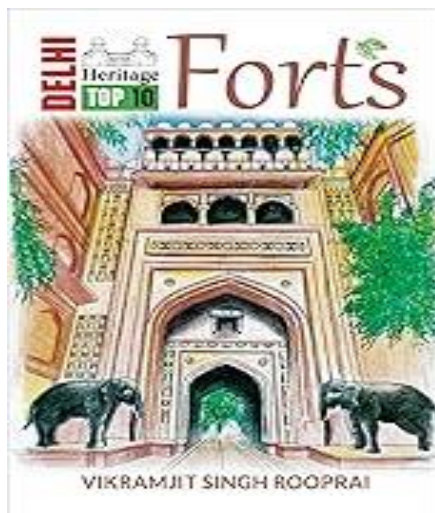


Delhi heritage: top 10 baolis by Rooprai, Vikramjit Singh

Niyogi Books 2023

Acc. No.: 53467 Call No.: 658.314(NY) ISBN: 9789389136111

Summary: Delhi heritage top 10 Series is a comprehensive guide to Delhi heritage icons and architectural gems. The first volume in the series delves into the fascinating history and the great significance of forgotten, subterranean, man-made water structures, commonly known as baolis or stepwells. The book walks us through the top ten baolis, with two special mentions at the end. Besides giving a vivid description of the functioning and revival of the baolis, the book also focuses on the social importance of each structure. The work is an outcome of a three-year-long research from various archives and contains historic as well as modern photographs along with architectural drawings. The Foreword has been written by Prof. Sohail Hashmi.

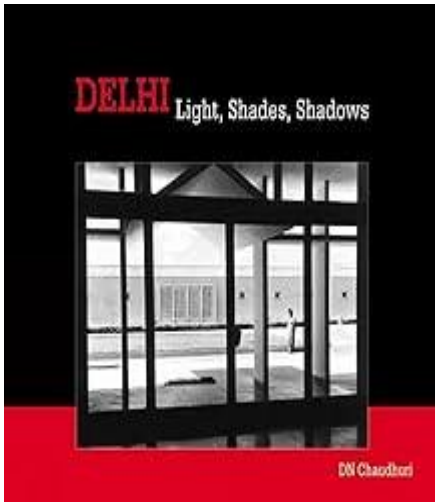


Delhi heritage: top 10 forts by Rooprai, Vikramjit Singh

Niyogi Books 2024

Acc. No.: 53506 Call No.: 658.314(NY) ISBN: 9788119626755

Summary: The second in Delhi Heritage Series, the author dusts off the patina of time in this evocative catalogue of the forts of Delhi. From the intricate detailing of the stately Red Fort and Feroz Shah Kotla to bemoaning the forgotten history of Qila-i-Rai Pithora and Nai ka Kot, this is a handbook and more--a ready reference of the stories of its opulent patrons.

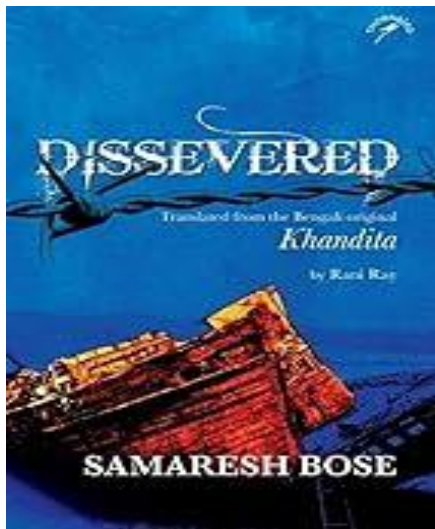


Delhi: light, shades shadows by Chaudhuri, Dhruva N

Niyogi Books 2012

Acc. No.: 53444 Call No.: 658.314(NY) ISBN: 9788190193641

Summary: Delhi: Light, Shades, Shadows holds an academic interest as its contents cover the monuments of Delhi. It also stands apart as a narrative of the changing social fabric and landscape of the heart of India, telling the story of the Delhi that was.

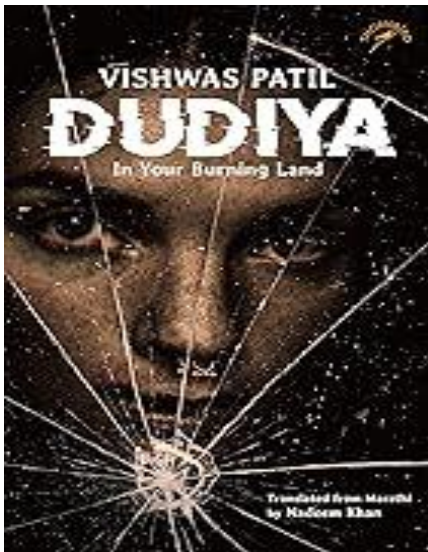


Dissevered by Basu, Samarendra

Niyogi Books 2019

Acc. No.: 53434 Call No.: 658.314(NY) ISBN: 9789389136067

Summary: Belonging to what one may best describe as representative of the culture of the 'urban popular', the novella dissevered (khandita), published seventy years after independence, incorporates the birth pangs of a newly emergent nation experienced by the so-called 'gully boys', Gora, bias, and Sati, in a form that presents historical events through the techniques of fiction. Its added significance to the modern reader is its prescient quality, bringing to the fore dominant questions of nationalism, identity crises, communal disharmony, and citizenship that mark public discourse in the present times. In the portrayal of events and personalities which belong to the twin history of the Partition and the birth of a new nation (Bangladesh), and through a language of the gutters that ironically mimics the mores of civic society, the desire for unity of the nation felt by the three disoriented youths is in the realm of the ideal possible.

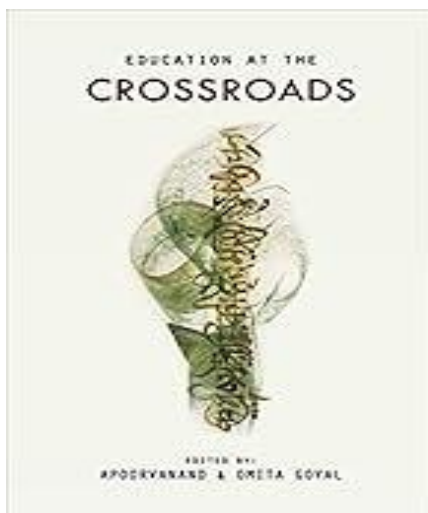


Dudiya: in your burning land by Paṭil, Visvasa

Niyogi Books 2023

Acc. No.: 53451 Call No.: 658.314(NY) ISBN: 9789391125653

Summary: Civil servant Dilip Pawar is posted as Election Observer in the Naxal-infested districts of Chhattisgarh. What happens in the next seventy-six days of his posting till the general election results are announced changes his outlook on life forever. He experiences firsthand the Naxal menace which is a burning reality in Chhattisgarh today. There he meets Dudiya, a spirited young Adivasi girl whose destiny is trapped between the two blades of a pair of scissors, the state administration on the one hand and the Naxals on the other. Having no way out she joins the Naxals as a young girl and trains with them in the remote and inaccessible Abujmarh mountains. However, she ends up feeling disillusioned and trapped, and surrenders to the police. But now she is a refugee branded as a traitor by the Naxals who are gunning for her life. This fast-paced novel featuring thrilling encounters, ambushes and races against time, highlights the burning issue of Naxalism plaguing Chhattisgarh and other Naxal-infested states of India.

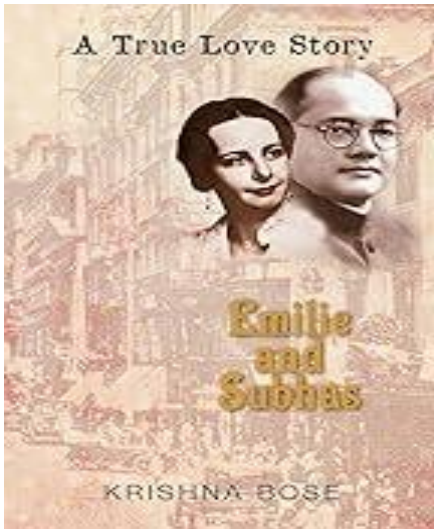


Education at the crossroads by Apurvananda

Niyogi Books 2018

Acc. No.: 53488 Call No.: 658.314(NY) ISBN: 9789386906342

Summary: This volume asks a fundamental question: What is education? While there can be no one answer, the contributors provide a clear understanding of the current state of education in India, which stands at a crossroads. Education is a fundamental right for the empowerment of every citizen and the holistic development of the human personality. It is not only about literacy and grades, nor merely about knowledge creation. A common theme that runs through the papers is the recognition that education has to teach us to think and question. If this is the imperative, education must take cognisance of disparities in incomes and social status, the heterogeneity of culture, religion, language and lived reality. Most importantly, however, is the crucial need for value education, as brought out in the Foreword. The 20th century has seen major developments in science and technology, for instance. On the other hand, it has been lethal and destructive. It is the moment for us to draw on our rich heritage and promote intercultural education.

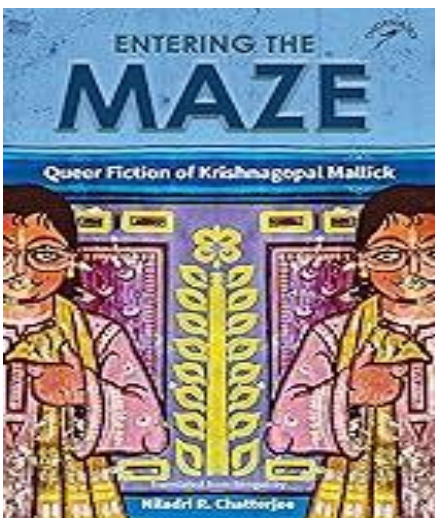


Emilie and Subhas: a true love story by Basu, Krishᅇa

Niyogi Books 2023

Acc. No.: 53414 Call No.: 658.314(NY) ISBN: 9789385285202

Summary: Netaji Subhas Chandra Bose's relationship with his wife, Emilie Schenkl, is one of the least-known aspects of the leader's life. They met in Vienna in June 1934, secretly married in December 1937 in Badgastein, a spa resort in Austria's Salzburg province, and saw each other for the last time in Berlin in February 1943, two months after the birth in Vienna of their daughter Anita. From 1934 onwards, Subhas and Emilie corresponded continuously through letters whenever they were physically separated. Born in 1910 into a middle-class Austrian family of Vienna, Emilie Schenkl nurtured her husband's memory and cultivated a deep attachment from afar to India all her life, until her death in 1996. She brought up their daughter on her own, working to support herself and Anita. Fiercely self-reliant and very private, Emilie lived a life of great dignity and quiet courage. Emilie was especially close to Netaji's nephew Sisir Kumar Bose, whom she first met in Vienna in the late 1940s, and after his marriage in December 1955 she also formed a close friendship with his wife Krishna. Krishna knew Emilie personally from 1959 until Emilie's death in 1996. This book, illustrated with forty-eight photographs from archives and family albums, is a unique record of Emilie's life of fortitude and the love story of Emilie and Subhas.

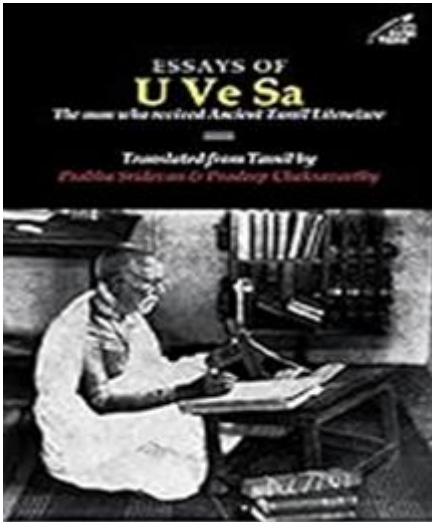


Entering the maze: queer fiction of Krishnagopal Mallick by Chatterjee, Niladri R

Niyogi Books 2023

Acc. No.: 53435 Call No.: 658.314(NY) ISBN: 9789391125905

Summary: Krishnagopal Mallick is a literary rarity: sub-editing for an English daily, giving it up to print and publish Bengali little magazines at a press set up at his own home, and then producing essays, short stories, travelogues, memoirs, and novels marked by a dazzling candour and a beguiling lucidity. His words transport us to a North Kolkata of trams, lanes and by-lanes. His unselfconscious prose pulls us into a life lived with honesty and joy. Rarely has Bengali literature witnessed such clear-eyed narratives of public and private violence, sexuality, and humour. These translations introduce to the readers a craftsman of deadpan story-telling who infuses North Kolkata with a queer radiance unmatched in Indian writing. Once one enters the maze of Krishnagopal Mallick, one cannot emerge unmoved, unchanged, unaffected.



Essays of U Ve Sa: the man who revived ancient Tamil literature by Sridevan, Prabha

Niyogi Books 2025

Acc. No.: 53471 Call No.: 658.314(NY) ISBN: 9789391125547

Summary: Tamil today is a language spoken by more than 80 million people across the world. It is also a classical language since it has a rich literature, at least 2000 years old—much older than most other languages.

Today, the 'classical' literature of Tamil Nadu, especially the Sangam poems, Silapadikaram and Civaka Cintamani, are well known and have been translated into English and other languages. The credit for rediscovering them, collating the multiple editions from palm leaf manuscripts, weeding out errors, reconstructing them and publishing them into books in the late 19th and early 20th centuries goes solely to U.Ve. Sa. If it weren't for him, this corpus of classical Tamil literature that has opened new doors to lovers of literature and students of history would have rotted with the palm leaves on which they were written. It was in this context that he is affectionately and reverentially remembered as the 'Grandfather of Tamil'.

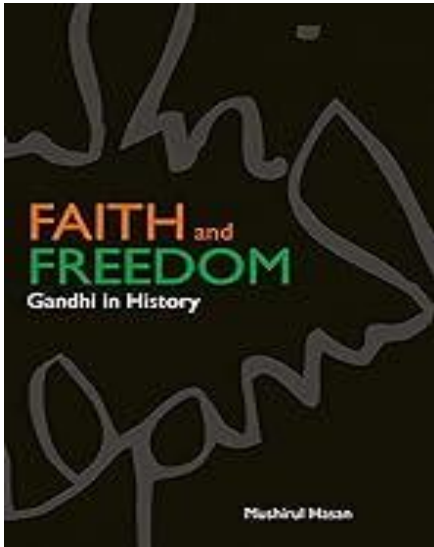


Excuse me: can we have our country back by Sriram, Suraj

Niyogi Books 2014

Acc. No.: 53474 Call No.: 658.314(NY) ISBN: 9789381523940

Summary: Every day, the common man of India struggles against the ills of corruption, poor governance, pollution, a dysfunctional educational system and more. The common man, who is at the receiving end of it all, feels betrayed and abandoned by the powers that be. With tongue-in-cheek cartoons, illustrations, prose and poetry, this highlights the plight of the citizens of this country. The citizens want a better India, but what will that India look like? With just the right touch of humour, Suraj 'Eskay' Sriram gives us his take on the present and his vision of the future.

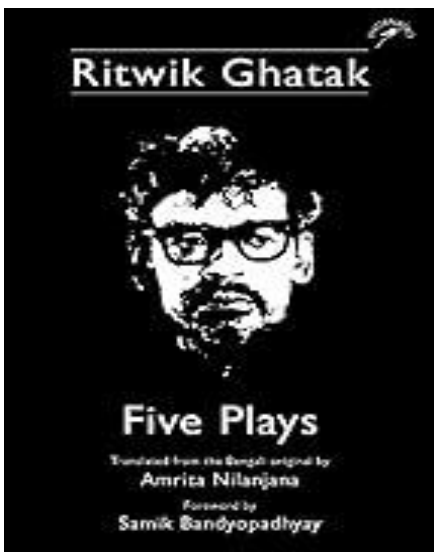


Faith and freedom: Gandhi in history by Hasan, Mushirul

Niyogi Books 2013

Acc. No.: 53475 Call No.: 658.314(NY) ISBN: 9789381523315

Summary: Faith and Freedom: Gandhi in History offers a meticulously researched account of Gandhi his historical background, campaigns, impact on Indian life and the guidance he still continues to offer in dealing with contemporary problems. The book offers a particularly illuminating and long overdue account of Gandhi's association with Muslim leaders and shows how politically tragic religious nationalism can be. Written by one of India's leading historians, this book is a must read for everyone interested in understanding the political landscape of modern India.

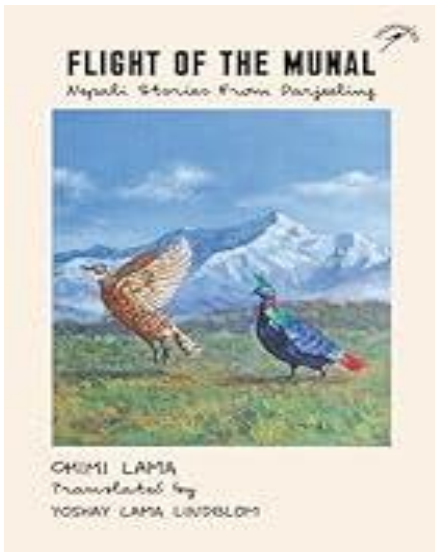


Five plays by Ghatak, Ritwik Kumar

Niyogi Books 2018

Acc. No.: 53493 Call No.: 658.314(NY) ISBN: 9789386906113

Summary: Ritwik Ghatak perhaps remains the most celebrated auteur of Partition narratives—not only has he completed eight masterly feature films before his premature death, his brilliance and eccentricities also got reflected as a film-theorist, critic, author and a theatre writer-practitioner. In this collection of plays, his writings specifically act as a cultural sign bearing the remnants of one catastrophic history—the Partition of Bengal. Ritwik details the visual and aural realization of a fragmented Bengal in such a socio-political and cultural milieu of Indian history where we can trace both dystopian and utopian features. Plays like Dalil (translated as Charter), Sanko (translated as Communications) and few more are narratives that focus on the post-Independence socio-historical observations of the Indian subcontinent with a sustained critique of the impact of Partition and functioning of political malpractices in the lives of the refugees from East Bengal. Drawing from various sources, as disparate as folk music and Indian classical music, folk theatre as well as Indian classical dramaturgy, the Vedas, the Upanishads and mythology—Ritwik has portrayed the tragic predicament of the innumerable, hapless immigrants amalgamating the cultural richness with the social reality of that time.



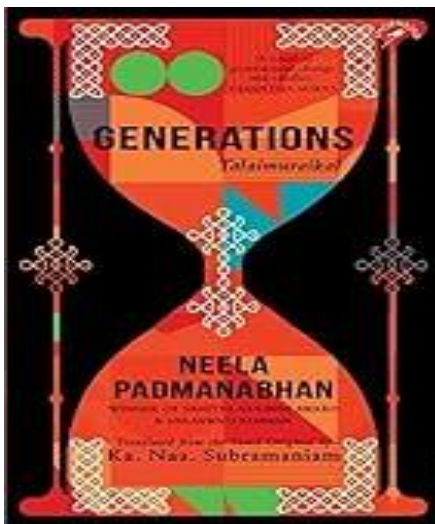
Flight of the munal: Nepali stories from Darjeeling by Lama, Chimi

Niyogi Books 2025

Acc. No.: 53436 Call No.: 658.314(NY) ISBN: 9788199024397

Summary: In startlingly intimate portraits of women—women under duress, women falling in love, women reminiscing of girlhood, women coming into being against the onerous world intent on holding them down, women just trying to survive one more day—Chimi Lama presents a fierce collection of short stories from the foothills of the Himalayas, before the digital world of internet and mobile phones became a mainstay in life.

From the idiosyncratic charm of Lhamu Aji’s escapades to Nirmala’s quiet resilience in the world of sex work, from Parvati’s fatalistic acclimatization to Maichyang’s fortitude battling the elements, this volume explores the unplumbed lives of Indian–Nepalese women navigating the treacherous terrain of domestic violence, racial tensions, cultural erasure—all while carrying the weight of family honour and community expectations on their shoulders. Yoshay Lama Lindblom’s dexterous translation animates the authenticity of the Nepali original, as she follows Chimi Lama’s luminous voice in close balletic flourishes.



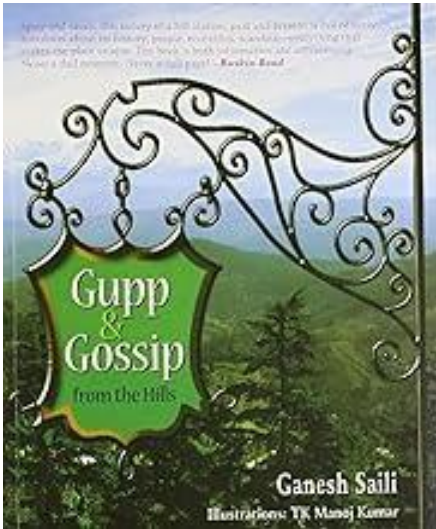
Generation: Talaimuraikal by Patmanapan, Nila

Niyogi Books 2024

Acc. No.: 53468 Call No.: 658.314(NY) ISBN: 9789391125042

Summary: Generations is an intricate tale, simply told by a master of fiction about a community of Tamil speakers who live on the borders of modern-day Kerala. Set in the 1940s, it is a novel of generational change and conflict, and how the boy Diravi grows up to take charge of his family, which embodies a distinct culture. Diravi’s sister, Nagu’s marriage to Perumal is wrecked when the latter, enraged at his own failings, rejects his young wife. Unacceptable in her own family, Nagu continues to endure Perumal’s cruelty till her brother, Diravi decides on an alternative course of action slashing through outdated social customs that discourage any constructive solutions. Amidst the background of language, myth, and ethnic consciousness, we are offered a sensitively drawn profile of the passing of a traditional way of life into modernity and the nostalgia that comes with change.

NEW ARRIVALS, APRIL 2026

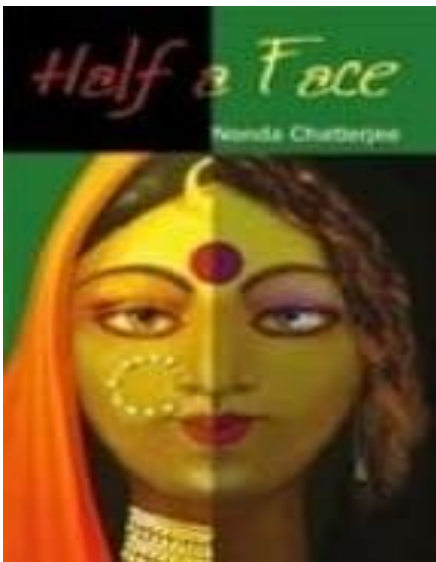


Gupp and gossip: from the hills by Saili, Ganesh

Niyogi Books 2018

Acc. No.: 53452 Call No.: 658.314(NY) ISBN: 9789381523407

Summary: There is not such a place as these hills for the tongue of false report to wag about. Everybody thinks everybody else's affairs to be more worth looking after than their own. If you have a friend or two to lunch, tea or dinner, the whole town is sure to know before noon next day what was on your table and who said or ate what. A fascinating illustrated insight into the society and culture of the stunning hill stations of the Indian Himalayas, the book reveals Ganesh Saili's very personal collection of Gupp and Gossip from the foothills— a peep into their customs and behaviour.



Half a face by Chatterjee, Nonda

Niyogi Books 2010

Acc. No.: 53415 Call No.: 658.314(NY) ISBN: 9788189738563

Summary: The imprints of her ancestors' feet that were displayed, amongst other memorabilia, on the walls of her house had always intrigued Priti, for to her they were malevolent. As she grew up, she almost obsessively questioned the mystery that lay behind the absence of the footprint of her great grandmother, the enigmatic Gauri, whose name was a taboo in the family and any questions asked pertaining to her life, considered blasphemous. Her grandfather was aware of this and on his deathbed, he bequeathed a key to her to unravel the truth lost in the dark shades of feudal Bengal. Will Priti be successful in the arduous task she has before her and what will her findings be? Brilliantly structured, the book has been aesthetically crafted, with its narrative moving on a parallel course between the past and the present, between rural Bengal and modern Kolkata, between hard-core realism and lyrical emotion. Steeped in local colour, the two voices quite distinct yet gradually merging in Priti's consciousness, create a mystery that proceeds at breakneck speed, compels the reader's total attention but never loses sight of the feminist issues at stake.

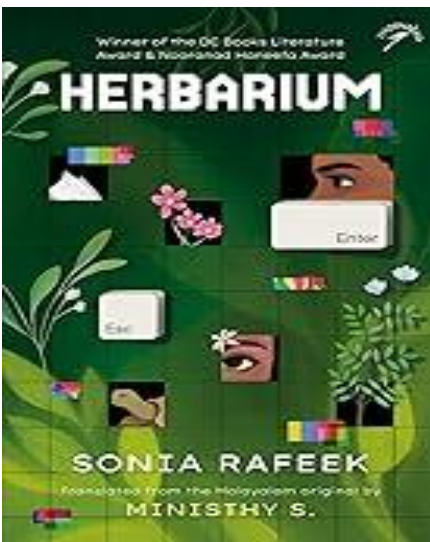


Half man: a novel on the Naxal movement by Mukhopadhyay, Asim

Niyogi Books 2019

Acc. No.: 53476 Call No.: 658.314(NY) ISBN: 9789386906977

Summary: Asim Mukhopadhyay half man goes to the very heart of the Naxalite movement in Bengal, with special emphasis on the infamous cossipore-baranagar massacres in North East Calcutta in August 1971. The novel also focuses on the horrifying repression of lakhs of displaced people in Madhya Pradesh and Maharashtra during the Narmada bachao Andolan in Gujarat. In the novel, The massacres are witnessed by an innocent village youth of South Bengal, semi-literate but intelligent and wise beyond his years through his experiences, poor but courageous, who is tortured, humiliated, thrown out of his village and chased from one place to another and is ultimately turned into a social activist who realizes that the tail of the gecko is not the system. The people are the system. They must be changed, in their way of living, thinking and fighting evil. This is a hard-hitting and brutally honest effort to focus light on India's teeming millions who are kept forcibly hidden by vested interests.

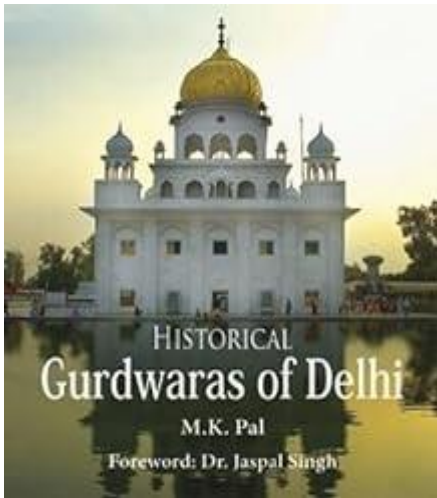


Herbarium by Rafeek, Sonia

Niyogi Books 2026

Acc. No.: 53514 Call No.: 658.314(NY) ISBN: 9788199249462

Summary: Herbarium is a work of eco-fiction of startling ambition and talent. Growing up in Dubai with his parents, Tipu is a sensitive little boy more at home in the glow of video games than in the natural landscapes his mother, Fatima, adores. But during a weekend trip, Tipu's world of whimsy is upended. Like a transplanted seedling, he comes to live at his mother's childhood home in Kerala, where he is surrounded by the traces of her past—handwritten notes, pressed flowers and leafs, & the stories people remember her by. In the hush of groves and unspoken wounds carried over generations in their community, Tipu begins to see the world through his mother's eyes. Plants become dearer to him—the thought of their dwindling numbers parallels his more personal and immediate loss. Following the changes in little Tipu's life, full of curiosities, friction and the heartbreak of growing up, this story is one of love, loss, and the quiet resilience of being.

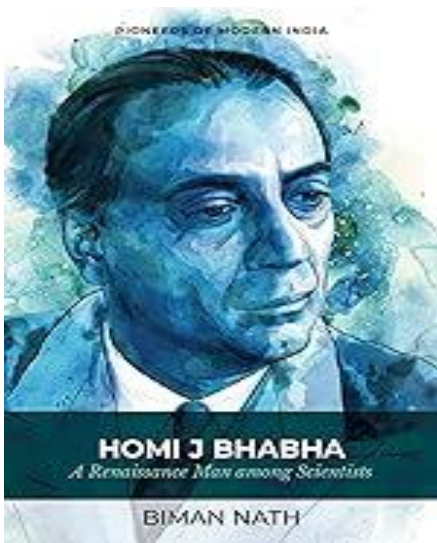


Historical gurdwaras of Delhi by Pal, M K

Niyogi Books 2013

Acc. No.: 53515 Call No.: 658.314(NY) ISBN: 9789381523483

Summary: Historical Gurdwaras of Delhi by M.K. Pal, a noted Art Historian and a distinguished Scholar in Arts, Crafts and Socio-cultural Studies, is the result of an in-depth research study that brings to the fore the importance of these shrines and their compelling historical and socio-cultural background. These Gurdwaras, many of which according to Sikh chronicles are consecrated by the Gurus' visits, are located in different parts of the city of Delhi. This book attempts to thread together the relevant information considered necessary to rightly understand the importance of these shrines for the followers of a great religion, Sikhism. The book reveals many intriguing legends and stories associated with the making of each of these Gurdwaras which stand as reminders of the struggles and hardships faced by the Gurus in upholding their faith, and helps in keeping the spirit of Sikhism alive in the minds and psyche of the Sikh population even today.



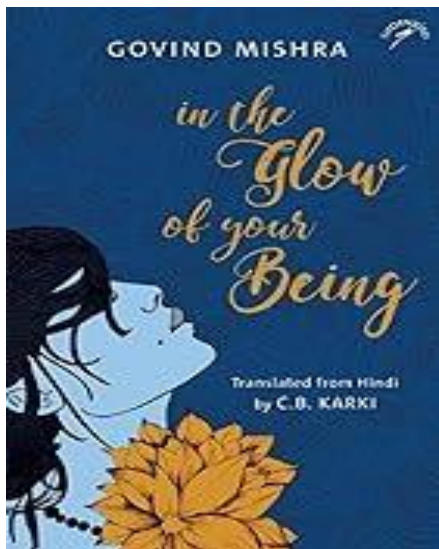
Homi J Bhabha: a renaissance man among scientists by Nath, Biman

Niyogi Books 2021

Acc. No.: 53424 Call No.: 658.314(NY) ISBN: 9789391125110

Summary: Homi Jehangir Bhabha was a nuclear physicist who pioneered the Indian nuclear research programme. Often hailed as the father of India's nuclear power project, his ambition, farsightedness and enterprise shaped the development of modern science in India. Understanding the need for achieving self-reliance, he laid the framework for nuclear research in India by founding the Tata Institute of Fundamental Research (TIFR) and the Atomic Energy Establishment, Trombay (AEET), later renamed Bhabha Atomic Research Centre (BARC) in his honour. Bhabha achieved international prominence for his trailblazing studies in the field of Atomic Energy, while his role of scientist-diplomat, handled with aplomb, gained worldwide recognition in the global arena.

This compelling monograph brings to light the life and times of Homi Jehangir Bhabha. It outlines the story of his life, his early work on cosmic rays which remained a lifelong obsession, his struggles to translate theories into experiments, and his achievements.

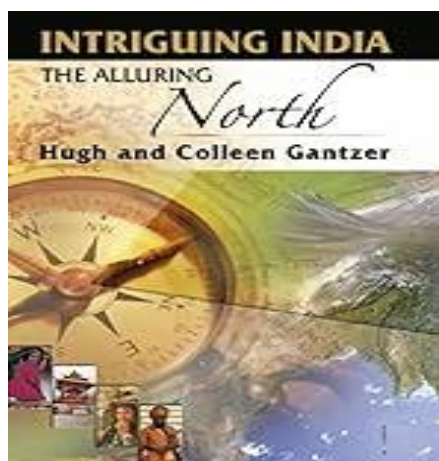


In the glow of your being by Mishra, Govinda

Niyogi Books 2020

Acc. No.: 53454 Call No.: 658.314(NY) ISBN: 9789389136333

Summary: The modern Indian woman – equal to her male counterpart in every aspect of life, be it education, career, intellect, ambition, and the rest – has no equality when it comes to individual freedom or choices, shackled as she is by the fetters variously named ‘tradition’, ‘Indian culture’, or ‘value systems’. and when she rebels, or asserts her right to her individuality, or dares to cross the ring of Fire that society has laid around her, she has to pay the price. Conditioned by a male-dominated society, she begins to doubt the free thinking or choices she has made and puts herself in the dock, becoming a self-appointed judge and executioner. In the glow of your being examines these issues and more and probes deep into the question of a woman’s freedom and its denial by society. It delves into an intelligent, working woman’s dilemma: how, though working alongside her male colleagues, she is expected to be unaffected by any emotional baggage that such close association triggers off, more so if the woman has both beauty and brains. It brings to light the hypocrisy of the male-dominated patriarchal society, which frowns at even a simple semi-platonic, non-physical relationship she might develop to fill some void in her life.



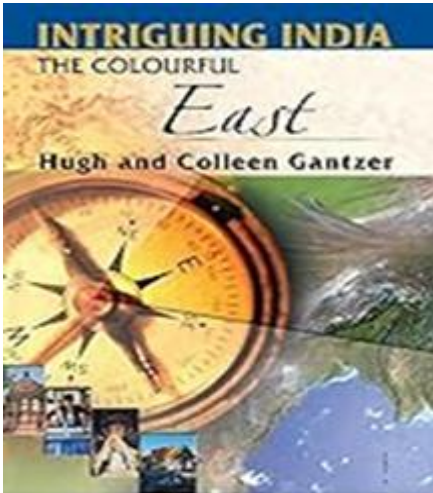
Intriguing India: the alluring North by Hugh

Niyogi Books 2011

Acc. No.: 53516 Call No.: 658.314(NY) ISBN: 9788192091273

Summary: The first in the series of four travel guides on India, this book takes the reader on an interesting journey across North India. An opportunity to share the author's fascinating encounters that they experienced in their quest.

NEW ARRIVALS, APRIL 2026

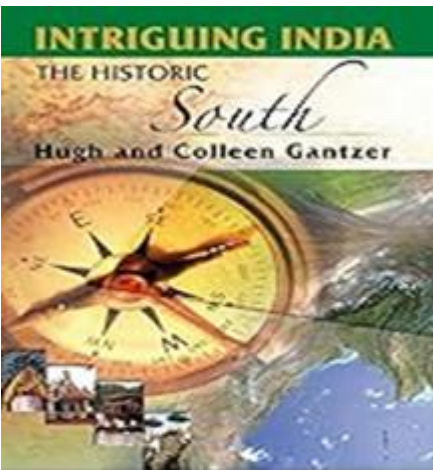


Intriguing India: the colourful East by Hugh

Niyogi Books 2013

Acc. No.: 53517 Call No.: 658.314(NY) ISBN: 9789381523551

Summary: In this, the fourth book in their Intriguing India series, the Gantzers describes the experiences they have had in the Eastern States. Once again, they bring their gentle curiosity to bear on questions that orthodox science does not want to ask.

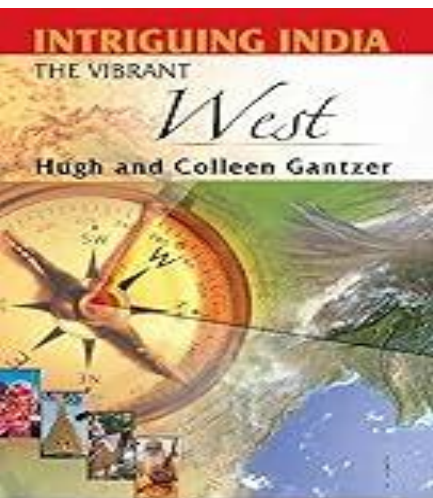


Intriguing India: the historic South by Hugh

Niyogi Books 2012

Acc. No.: 53518 Call No.: 658.314(NY) ISBN: 9789381523414

Summary: The second in the series, this book on western India unfolds an intriguing world that covers Bollywood and its big business, Gujarat and its achievements, Goa and its beaches, Madhya Pradesh and its big heart.

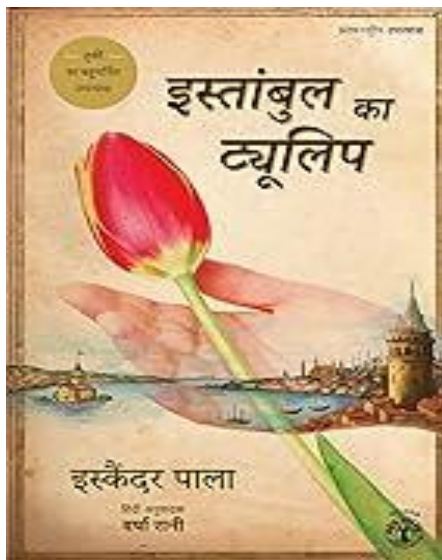


Intriguing India: the vibrant West by Hugh

Niyogi Books 2012

Acc. No.: 53519 Call No.: 658.314(NY) ISBN: 9789381523100

Summary: The second in the series, this book on western India unfolds an intriguing world that covers Bollywood and its big business, Gujarat and its achievements, Goa and its beaches, Madhya Pradesh and its big heart.



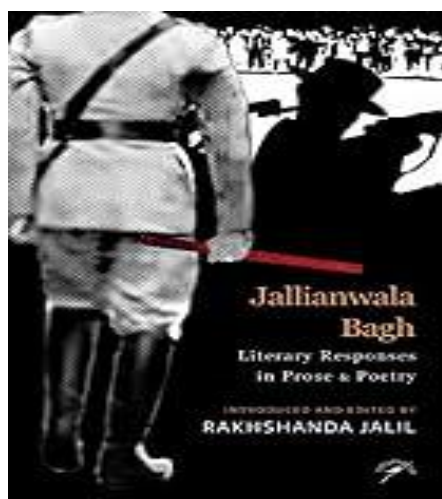
Istambula ka tyulip by Pala, Iskender

Niyogi Books 2024

Acc. No.: 53489 Call No.: 658.314(NY) ISBN: 9788119626915

Summary: इस्तांबुल का किस्सा- एक ऐतिहासिक उपन्यास है, जो कला, सौंदर्यशास्त्र, कल्पना की सुंदरता और भव्यता के परिप्रेक्ष्य में तुर्क साम्राज्य के सबसे शानदार कल को दर्शाता है। यह आर्थिक और सामाजिक पतन का, फिजूलखर्ची और बर्बादी का समय था, यह भी बतलाता है। ट्यूलिप युग के रूप में जाना जाने वाला यह काल, 1730 में उस महान जन विद्रोह का साक्षी बना, जिसने तुर्की के भाग्य की दिशा ही पलट दी।

उपन्यास का आरंभ एक ऐसे युवक के किस्से से होता है, जिसकी सुहागरात को ही उसकी सुंदर पत्नी की हत्या कर दी जाती है। इससे भी ज़्यादा विचित्र बात यह है कि उस निरपराध युवक को अपनी ही पत्नी की हत्या के आरोप में कैद करके जेल में डाल दिया जाता है। अपनी बेगुनाही साबित करने और अपनी पत्नी के हत्यारे को खोजने के लिए, उसका एकमात्र सुराग एक ट्यूलिप का बल्ब है, जो उसे अपनी मृत पत्नी की हथेली में मिला था। युवक अपनी असली पहचान से अनजान है कि-वह एक शहज़ादा है, एक सुल्तान का बेटा, जो महल के बाहर पला-बढ़ा है। राजसी सत्ता के घेरे में उसकी मौजूदगी की अफवाह को लेकर बाद में एक षड्यंत्र रचा जाता है।

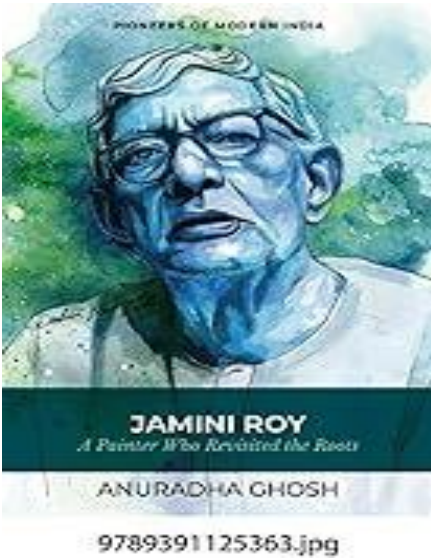


Jallianwala Bagh: literary responses in prose and poetry by Jalil, Rakshanda

Niyogi Books 2019

Acc. No.: 53490 Call No.: 658.314(NY) ISBN: 9789386906922

Summary: Jallianwala Bagh massacre, the butchering of unarmed innocents, is a historic event that haunts the human mind even after the lapse of a century. 1650 rounds fired in a matter of ten minutes, the blocking of exits, preventing help reaching the injured are all acts of unmitigated bestiality. Through a selection of prose and poetry – The direct outcome of this horrific event and an introduction that traces the history of events leading to the massacre – Rakshanda Jalil, a literary historian and translator from Urdu and Hindi, attempts to open a window into the world of possibilities that literature offers to reflect, interpret and analyse events of momentous historical import. The selection offers ways of 'seeing' history, of exploring how an incident that stirred the conscience of millions, one that had far-reaching implications for the National freedom struggle and British rule, found its way through pen and Paper to reach the nooks and crannies of popular imagination filtered through the mind of the creative writer.



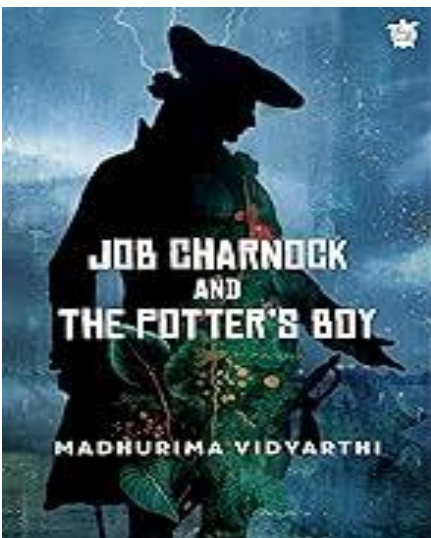
Jamini Roy: a painter who revisited the roots by Ghosh, Anuradha

Niyogi Books 2022

Acc. No.: 53425 Call No.: 658.314(NY) ISBN: 9789391125363

Summary: The humble man who began his early meditation in the narrow, serpentine lanes of a North Calcutta neighbourhood, became a silent revolutionary. Inspired by the folk traditions of Bengal, he created a unique artistic vision. Thus was the euphoric trajectory of Jamini Roy, the first native genius to have connected rural art to the global.

Jamini Roy: A Painter Who Revisited the Roots explores the remarkable career of the maestro from the late 1910s till his very last days. It closely examines not only the steep bends of Roy's art that culminated in his signature style, but also the very process through which he reconnected with his indigenous rootedness. It engages in detail with the influence that various forms of folk art wielded over him. However, Roy's located identity was mediated by the contemporary Modernist idiom, and the elements in his uniquely Bengal-based visual narratives are underpinned by a conscious intention to simplify, abbreviate, and thus reveal the essential, 'significant' form. It also addresses the plural lines of conflicts that underlie the very making of his art—between the urban and the rural, local and the global.



Job Charnock and the potter's boy by Vidyarthi, Madhurima

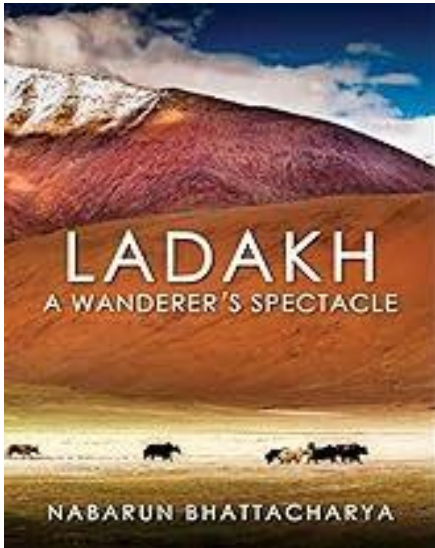
Niyogi Books 2024

Acc. No.: 53520 Call No.: 658.314(NY) ISBN: 9788119626083

Summary: Jadu is twelve when his parents are burnt to death in front of his eyes, innocent bystanders in the struggle for power between the East India Company and the Nawab of Bengal. By a quirk of fate, he is drawn into the whirlwind of events that follow, till at last he stands face to face with the architect of his misfortune—Job Charnock himself.

Set in the later part of Aurangzeb's reign, this work of historical fiction charts the turbulent history of an insignificant hutment that becomes one man's unyielding obsession. It sets the stage for its subsequent metamorphosis from a humble trading post into Calcutta, the second-most important city in the British Empire.

In exploring the how, but more importantly, the why of this coming into being, it speaks of the motivations of the great and good and the helplessness of the not-so-great, all of whom form the *mise en scène* of the city's birth.

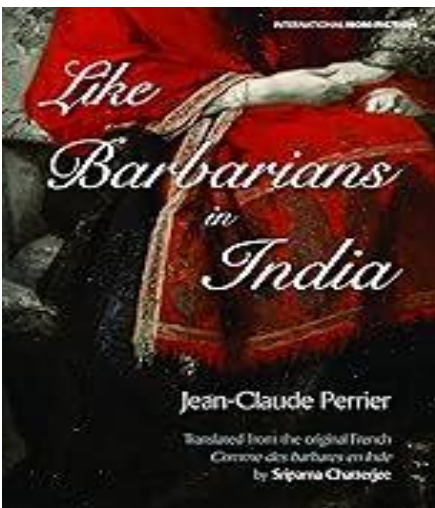


Ladakh: a wanderer's spectacle by Bhattacharya, Nabarun

Niyogi Books 2020

Acc. No.: 53521 Call No.: 658.314(NY) ISBN: 9789389136463

Summary: Ladakh! The name conjures up images of a barren land with arid terrain, jagged peaks, and pristine lakes. Ladakh has been accorded an almost mythical status by the people who know of it from the fact that the place is sometimes referred to as Shangri-La. In this illustrated book, the author captures the various hues and topographical nuances of Ladakh's alluring and awe-inspiring landscapes in a passionate response to the site. Splendid compositions and panoramas take the reader on a visual experience akin to being transported to the 'land of high passes' that is Ladakh. Nevertheless, the author feels that the mythical image of the place has been detrimental to the people of the land. Few studies have dealt with how the landscape shapes the life of the people making a living there and the problems they face. This volume thus also gives voice to the common folk, delineating how traditions of frugality and cooperation, coupled with detailed location-specific knowledge, has enabled Ladakhis to thrive.



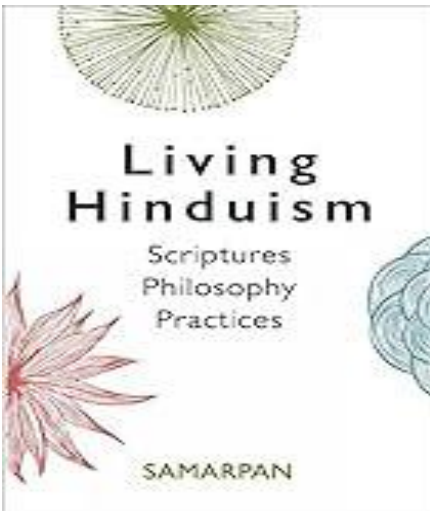
Like barbarians in India by Perrier, Jean-Claude

Niyogi Books 2022

Acc. No.: 53477 Call No.: 658.314(NY) ISBN: 9789391125165

Summary: Like Barbarians in India is a heartfelt tribute to India and to four French writers—Pierre Loti, Henri Michaux, André Malraux and André Gide—who felt a common attraction to this country of 'ancient civilization'. The author discusses these writers and their interaction with India, as well as his love for the country. Each chapter in the book details the impact or influence that India had on these French writers individually. Pierre Loti, whose original name was Julien Viaud, discovered India in 1931 and wrote India (without the English), which describes India as if it had not been colonized. About half of Henri Michaux's Barbarian in Asia is devoted to India. André Malraux knew Jawaharlal Nehru and Indira Gandhi and had read Tagore and the Indian sacred texts. André Gide also knew Nehru and had translated Tagore and Kabir into French. The author has travelled and lived in India and was a friend of the sitar maestro Pandit Ravi Shankar. In this work he comments on India of the past and present and shares his deep love of this land, its people and culture.

NEW ARRIVALS, APRIL 2026

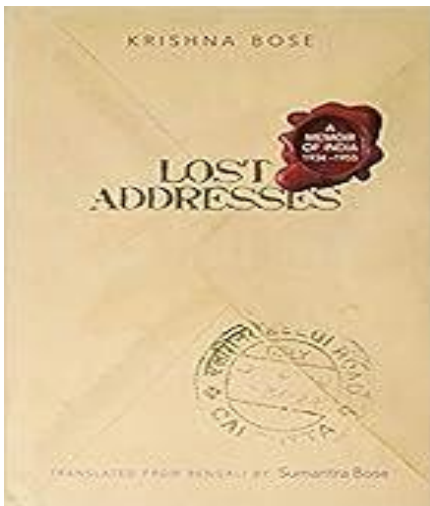


Living Hinduism: scriptures, philosophy practices by Samarpan

Niyogi Books 2024

Acc. No.: 53455 Call No.: 658.314(NY) ISBN: 9789385285806

Summary: Hinduism is neither an organized religion nor a proselytising one. It is often described as a way of life, which gently nudges its followers—through its scriptures, mythologies, rituals and practices—to question deeply, live fully and grow wholesomely in compassion and universal acceptance. Hinduism believes whatever inspires one to stay truly unselfish, be it a vocation, an ideology or a faith, can lead one towards greater self-realization and ultimate freedom. Living Hinduism by Samarpan encapsulates this essence of Hinduism in a language that can be understood and appreciated by all, especially the younger generation, who need to know and understand what it means to be a Hindu, in an age of strident opinions and changing values.



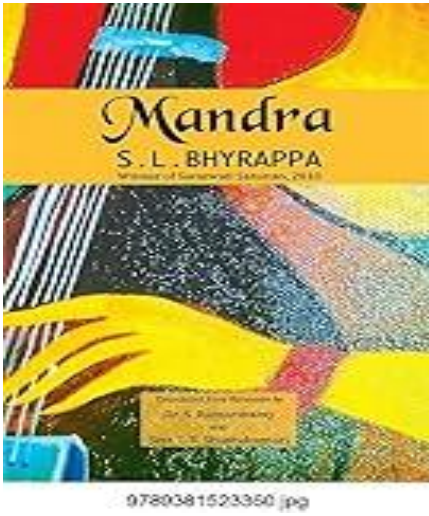
Lost addresses: a memoir of India 1934-1955 by Bose, Krishna

Niyogi Books 2014

Acc. No.: 53478 Call No.: 658.314(NY) ISBN: 9789385285066

Summary: Krishna Bose was born Krishna Chaudhuri on 26 December 1930 in Dhaka, to East Bengali parents settled in Calcutta. In December 1955 she married Sisir Kumar Bose, son of the barrister and nationalist leader Sarat Chandra Bose and nephew of Netaji Subhas Chandra Bose. She is a multifaceted personality—a professor, writer, researcher, broadcaster, social worker and politician. Lost Addresses is Krishna's story of her childhood, adolescence and young adulthood. It vividly describes Calcutta, Bengal and India in the 1930s and 1940s and the early years after Independence. Krishna's memories of growing up and coming of age are set in the social, cultural and political milieus of the time. The East Bengal heritage and the life of the Calcutta intelligentsia at its prime feature prominently, but this is no private nor provincial memoir. Bengal, India and the world were then in great ferment and transition. Krishna relives how she experienced World War II, the Quit India movement of 1942, the Bengal Famine of 1943–1944, the Red Fort trials of the Indian National Army (INA) officers in 1945–1946, the Great Calcutta Killings of 1946, and Partition and Independence in Delhi in 1947. Illustrated with old photographs, this memoir is a valuable historical record, told in flowing literary style.

NEW ARRIVALS, APRIL 2026

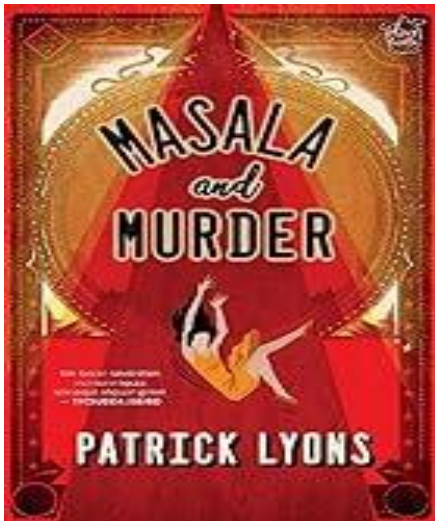


Mandra by Bhairappa, S L

Niyogi Books 2020

Acc. No.: 53522 Call No.: 658.314(NY) ISBN: 9789381523360

Summary: Mandra Mandra, the Saraswati Samman winner for 2010, is one of the most acclaimed epic novels of Bhyrappa. Though it takes its theme from the classical question of art versus morality, many more subtle and complex issues haunting human life are marvelously interwoven. Rooted deeply in the harsh realities of the world, the governing theme evolves like a banyan tree in all directions and pictures many home-truths that are inseparable with art, artist, art-tradition, art-criticism and the world of connoisseurs. About the Author: S L Bhyrappa S L Bhyrappa is a Kannada novelist, whose works are immensely popular both within and beyond Karnataka.



Masala and murder by Lyons, Patrick

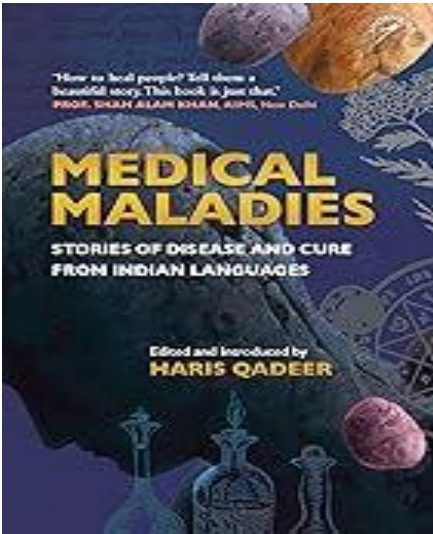
Niyogi Books 2021

Acc. No.: 53479 Call No.: 658.314(NY) ISBN: 9789391125158

Summary: TIMES ARE TOUGH FOR SAMSON RYDER, a Melbourne-based, Anglo-Indian private investigator who likes his facts cold and his curries hot. A secret guilt over the death of his sister has left him guarded and closed, costing him his relationship with his girlfriend, his parents and his faith.

When a wealthy Indian industrialist engages him to investigate how his daughter, a rising Bollywood starlet, died on a location shooting in Australia, Samson treats it as easy money. After all, the police had ruled out foul play. He soon comes to realise that this is also his opportunity for redemption, to help a family find the answers to their grief, the answers he couldn't give to his own parents.

To uncover the truth, Samson goes back to the city of his birth, Mumbai and teams up with Mabel, his interpreter, Godmother and second-best cook in the world. Together, they prise off the glittering mask of Bollywood and unveil an industry where friendships are fickle, affairs are currency, black magic and curses are rampant and hidden dangers lurk all around. Will Sam uncover the truth or will he be the next victim?

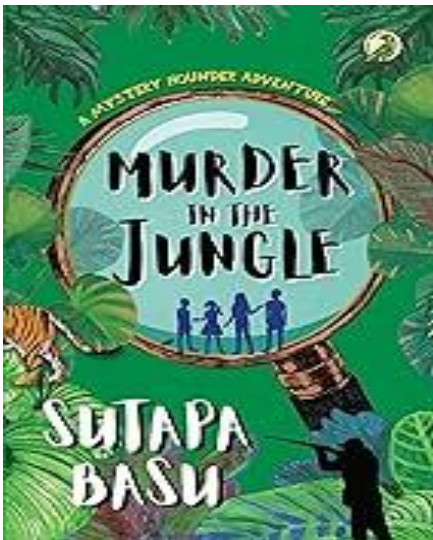


Medical maladies: stories of disease and cure from Indian languages
by Qadeer, Haris

Niyogi Books 2022

Acc. No.: 53491 Call No.: 658.314(NY) ISBN: 9789391125752

Summary: This pioneering anthology brings together 19 fascinating short stories, translated into English from Indian languages— Assamese, Bengali, Hindi, Kashmiri, Marathi, Malayalam, Punjabi, Odia, and Urdu— demonstrating a spectrum of medical cultures in India. The thought provoking and compelling stories address a wide array of themes and topics, including the individual and social crises during epidemics, medical pluralism, patient care, medical paternalism, disease-mongering, medicalization, and medical ethics, amongst others. Delineating a range of diseases, healing, and allied concerns in India, the stories depict modern medical professionals such as doctors, nurses, surgeons, as well as traditional practitioners such as vaidis, hakims, Kavirajs, quacks, and folk healers. A few of the stories also engage with aspects of women’s mental and physical health, including pregnancy, childbirth, abortion, and depression.



Murder in the jungle: a mystery hounder adventure by Basu, Sutapa

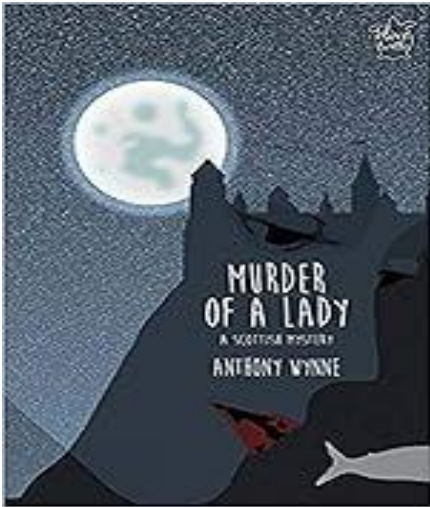
Niyogi Books 2024

Acc. No.: 53456 Call No.: 658.314(NY) ISBN: 9789389136937

Summary: Evil is stalking the jungle. As tiger after tiger vanishes from Nagarhole Wildlife Reserve, despite sophisticated digital and human eyes on the ground, DFO Vinay Mishra and his team of forest officials are left puzzled. Also, what is the role of a Nawab, who is obsessed with history, in the midst of this mystery?

Faced with this Murder in the Jungle while on their summer vacation, young Kabir, Tara, Vicky, Ishi and their white hamster, Ripper, get into their best investigative mode. Can the five Mystery Founders combine their online and on-ground detective skills to solve the mystery? Will they be able to track the crafty criminals, expose their nefarious plans, and save the DFO’s reputation—as well as the threatened tigers? Can they live up to their motto of ‘Together we hound mysteries to ground!’?

NEW ARRIVALS, APRIL 2026



Murder of a lady: a scottish mystery by Wynne, Anthon

Niyogi Books 2016

Acc. No.: 53457 Call No.: 658.314(NY) ISBN: 9789385285899

Summary: Duchlan Castle is a gloomy, forbidding place in the Scottish Highlands. Late one night the body of Mary Gregor, sister of the laird of Duchlan, is found in the castle. She has been stabbed to death in her bedroom – but the room is locked from within and the windows are barred. The only tiny clue to the culprit is a silver fish’s scale, left on the floor next to Mary’s body. Inspector Dundas is dispatched to Duchlan to investigate the case. The Gregor family and their servants are quick – perhaps too quick – to explain that Mary was a kind and charitable woman. Dundas uncovers a more complex truth and the cruel character of the dead woman continues to pervade the house after her death. Soon further deaths, equally impossible, occur and the atmosphere grows ever darker. Superstitious locals believe that fish creatures from the nearby waters are responsible; but luckily for Inspector Dundas, the gifted amateur sleuth Eustace Hailey is on the scene and unravels a more logical solution to this most fiendish of plots. Anthony Wynne wrote some of the best locked-room mysteries from the golden age of British crime fiction. This cunningly plotted novel – one of Wynne’s finest – has never been reprinted since 1931 and is long overdue for rediscovery.

NEW DELHI DOWN THE DECADES

A Behind-the-lens
View of the City



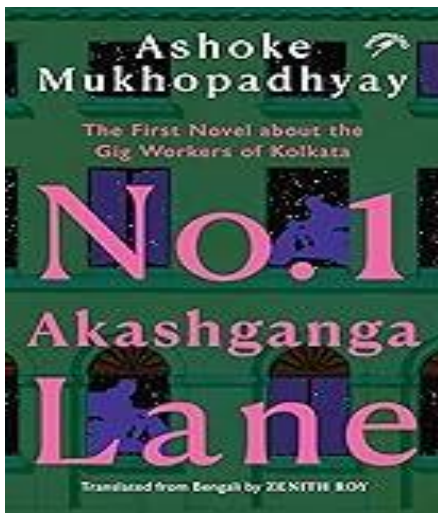
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New Delhi down the decades: a behind-the-lens view of the city by Chaudhuri, Dhruva N

Niyogi Books 2013

Acc. No.: 53486 Call No.: 658.314(NY) ISBN: 9789381523885

Summary: New Delhi Down the Decades: A Behind-the-lens Views of the City Ever wondered how New Delhi came into being? Who were the architects who created some of the capital city’s imposing buildings? New Delhi Down the Decades takes the reader through the days when iconic personalities such as Sir Edwin Lutyens and Sir Herbert Baker were working on a unique style of architecture that makes New Delhi special. New Delhi, or rather Lutyens Delhi as it is now known, was still young just over ten years of age when Dhruva N. Chaudhuri came to the city with his parents and brothers.



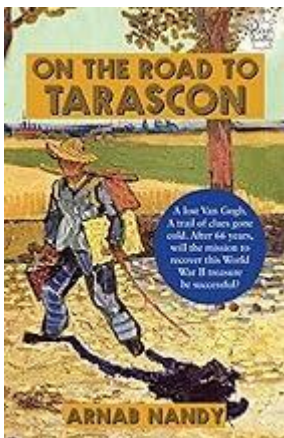
No 1 Akashganga lane: the first novel about the gig workers of Kolkata by Mukhopadhyaya, Asokakumara

Niyogi Books 2026

Acc. No.: 53492 Call No.: 658.314(NY) ISBN: 9788199249431

Summary: Sriman's job was a strange one, serving customers he knew nothing about and delivering food he had no stake in. Friendships were fleeting, and social events were calculated losses. The gig economy taught Sriman to swallow complaints. Mrittika Sen, a two-wheeler driver of a bike taxi app, knew life was precarious for female gig workers, vulnerable to erasure with a button's press. Sriman, Mrittika, and others found solace in Akashganga, a hundred-year-old house and its resident, Bishan Basu, who introduced them to the stars. As they gazed at the celestial universe, they wondered if they'd need a new planet to call home someday. And would they be delivering chicken butter masala to that planet too?

About the author: Ashoke Mukhopadhyay, a corporate communications professional, has worked with leading Indian corporations for over four decades. His acclaimed novels include Agnipurush, Aatta Natar Surya, and Abiram Jwarer Rupkatha. He has extensively documented Kolkata's social history and revolutionaries. He writes meticulously researched articles and his notable works, to name a few, include Tegarater Andaman Diary, Kali Mayer Boma and Lattuparar Lettikatha.



On the road to tarascon by Nandy, Arnab

Niyogi Books 2018

Acc. No.: 53437 Call No.: 658.314(NY) ISBN: 9789386906151

Summary: Magdeburg, Germany, 2011 A lover's note among a senile woman's possessions sets off a chain of events that could lead to the discovery of a Van Gogh masterpiece—one of the most important paintings to have been lost in World War II. Kolkata, India, 2012 When travel writer Neil Bose falls for Eva Schicktzan, he does not know he is getting involved with much more than a dimpled girl in nerd glasses. Neil and Eva must stay ahead of unknown pursuers after a common goal and follow an unusual trail charted in 1945. But after so many years, does the trail even exist? A quest spanning continents and seven decades, this edge-of-the-seat thriller keeps you hooked till the last page.

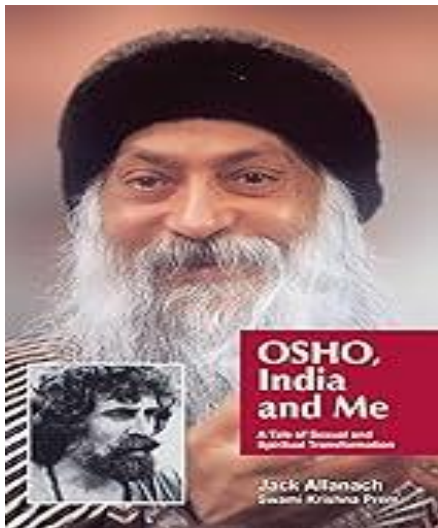


One rotten apple and other stories by Jena, Vandana Kumari

Nyogi Books 2018

Acc. No.: 53438 Call No.: 658.314(NY) ISBN: 9789386906175

Summary: "Frailty, thy name is woman," said Hamlet and indeed, women, stereotyped as being simple, kind and compassionate, lead multi-layered lives. This collection of short stories draws upon the vulnerabilities of women as well as their strengths and celebrates women's various shades of grey. The stories, which often end with a twist, will resonate with people of all genders.

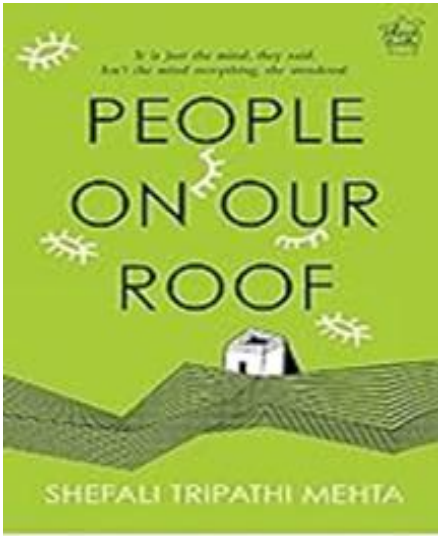


Osho, India and me: a tale of sexual and spiritual transformation by Allanach, Jack

Niyogi Books 2013

Acc. No.: 53458 Call No.: 658.314(NY) ISBN: 9789381523582

Summary: Early one morning in Montreal, an all-night party still raging at his PR company, Jack leaves to be alone. Looking down the tunnel of his future, the realization "this is not me" takes him straight to the airport and onto the first flight to London. There he meets a married man, Michael (whose wife he also marries several years later). Jack and Michael become lovers and set out to travel, finding themselves doing Dynamic Meditation at 5.30 one morning on a Bombay beach. A new life begins as they take Sannyas and become disciples of the Indian Mystic Osho. They are now Krishna Prem and Divyananda. They take part in a quasi-survivor experiment in a group of thirty people in the middle of India. They build huts by a river with their bare hands, subsist on clover and ward off vultures at morning toilet. A commune establishes around Osho in Pune. Word spreads rapidly and people from all over the world arrive for daily discourses, therapy and meditations.

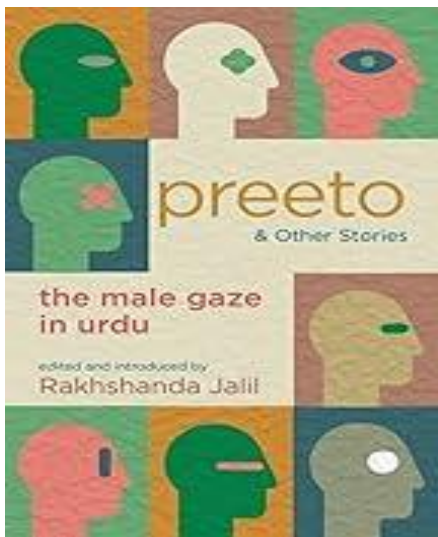


People on our roof by Mehta, Shefali Tripathi

Niyogi Books 2021

Acc. No.: 53469 Call No.: 658.314(NY) ISBN: 9789389136708

Summary: People on our Roof In a once-grand, now down-at-its-heels bungalow in a South Delhi colony lives Naina with her mother, sister, and the stigma that madness 'runs in the family. When a woman's face peeps in from the mists of her childhood memories, Naina sets out in search of the truth behind her father's disappearance. Then comes a call that begins to unspool the past. People on our Roof is a portrait of one woman's undying commitment to her kin; her struggle with relationships and a heart-wrenching story of indestructible love between two people.

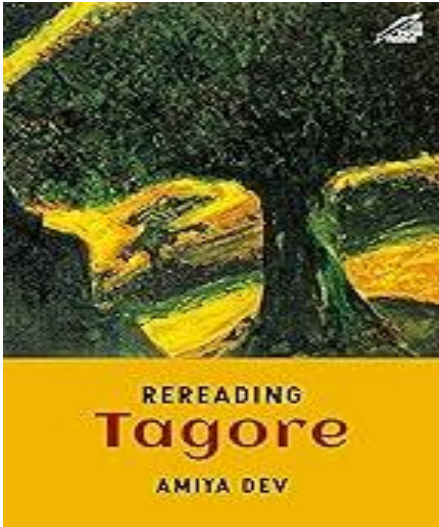


Preeto and other stories: the male gaze in Urdu by Jalil, Rakhshanda

Niyogi Books 2018

Acc. No.: 53480 Call No.: 658.314(NY) ISBN: 9789386906649

Summary: In a world where more women are joining the work force, where ever more are stepping out from their secluded and cloistered world and can be physically seen in larger numbers, this collection seeks to explore how male writers in Urdu view and consequently present or represent the women of their world. In her Introduction, Rakhshanda Jalil traces the history of 'writings on women' by both male and female writers - from the doyens of Urdu literature to contemporary writers dealing with contemporary issues, setting the mood for the stories in this collection and giving the reader a sampler of what to expect in the ensuing pages. The collection includes themes which are timeless as well as topics that are an outcome of the times we live in. Starting with two of the four pillars of the Urdu short story – Rajinder Singh Bedi and Krishan Chandar – who can be credited with introducing a realistic portrayal of women in Urdu fiction, the stories in this volume offer multiple ways of 'seeing' women.

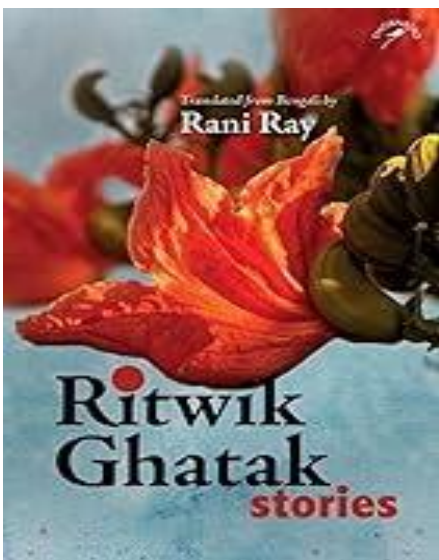


Rereading Tagore by Deva, Amiya

Niyogi Books 2018

Acc. No.: 53481 Call No.: 658.314(NY) ISBN: 9789386906304

Summary: This is a reader's book. It looks at Tagore through his texts. It reads his novels Gora and Jogajog in depth, and Char Adhyay as a crucible of our time. His plays Dakghar and Muktheadhara are taken up briefly but succinctly. That he is above all a poet is amply illustrated, not by his poems alone but songs—a principal thrust in these pages. His love of Nanak along with other medieval Sants is part of his vision of India.

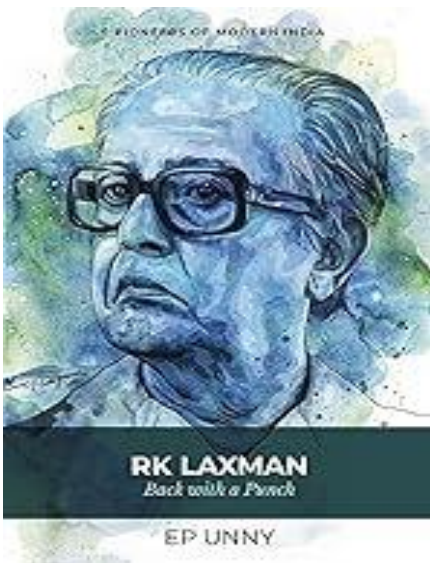


Ritwik Ghatak: stories by Ray, Rani

Niyogi Books 2018

Acc. No.: 53439 Call No.: 658.314(NY) ISBN: 9789386906434

Summary: Ritwik Ghatak, the famous filmmaker, is known all over India and abroad for some of the greatest films made in India, which set the scene for future film making. But his short stories work of miniaturist art in their own right are less known. The stories collected in this volume speak well for themselves as much as they remind his audience of another facet of his versatility which was eclipsed by the more obvious virtuosity of his filmography. The stories reflect his protest against 'the wickedness, villainy and oppression' he saw around him, his romantic nostalgia for a lost El Dorado, his intense feeling for man's natural environment the land, the sea and the sky. While the stories mirror the ethos of the tumultuous decade of India in the 40s, they go beyond that to reveal a vision of life that encompasses a compassion for human frailties and a deep commitment to humanism. Deftly crafted, easily rivalling the best in the genre, these stories are not only a living part of his development as a creative artist—as a writer and as a filmmaker—they are also essential for an understanding of the totality of being that went into the making of his films. The volume claims our attention as an important addition to the Ghatak archive, as a substantial source material for any ongoing research on his films.



RK Laxman: back with a punch by Unny, E P

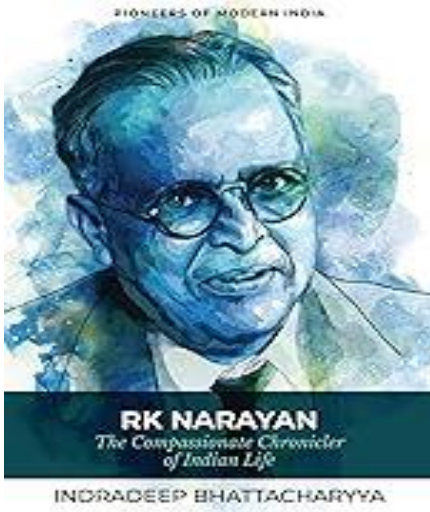
Niyogi Books 2022

Acc. No.: 53426 Call No.: 658.314(NY) ISBN: 9789391125271

Summary: RK Laxman was one of India's pre-eminent cartoonists for many decades. His creation, the 'Common Man', became an indispensable part of the morning newspaper for Indian readers. Laxman's insight into Indian life, his gentle humour and caricatures of the political leaders of a newly independent country, had a profound impact in India and abroad.

In this book EP Unny describes RK Laxman's life, the influences that led him to become a much-loved cartoonist, his work ethic and the nuances of his craft. It is a tribute from a leading cartoonist to a master of his art.

Written in Unny's succinct style, this monograph offers a concise chronicle of the master cartoonist's journey, as Laxman's pen captured modern Indian history for readers in India and across the world.



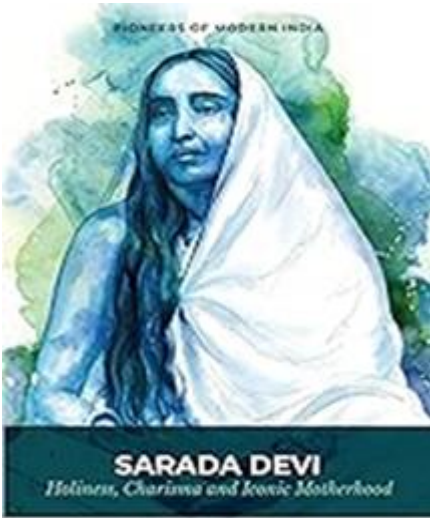
RK Narayanan: the compassionate chronicler of Indian life by Bhattacharyya, Indradeep

Niyogi Books 2023

Acc. No.: 53427 Call No.: 658.314(NY) ISBN: 9789391125561

Summary: RK Narayan is a much-loved Indian author, best remembered for creating the fictional town of Malgudi, where the schoolboy Swami and his friends had many memorable adventures. For millions of his readers, however, Malgudi is real, palpable, timeless and teeming with life. As readers, we grow with every new book or author we read. And finally, we come to love those who are without any pretence. Narayan was one such author. One of the earliest Indian English writers that readers—both in India and the West—took note of, RK Narayan is a household name today. This monograph presents the behind-the-scenes story of Narayan's becoming a writer, and narrates the circumstances of his life that shaped his vision—the defining quality of which is compassion. In the process, it also presents a broad estimate of his staggering literary achievements.

Indradeep Bhattacharyya studied at Ramakrishna Mission, Narendrapur, and Delhi University. He is a journalist by profession, and at present, a senior editor with Alt News. Apart from news and information, Indradeep is interested in academics.

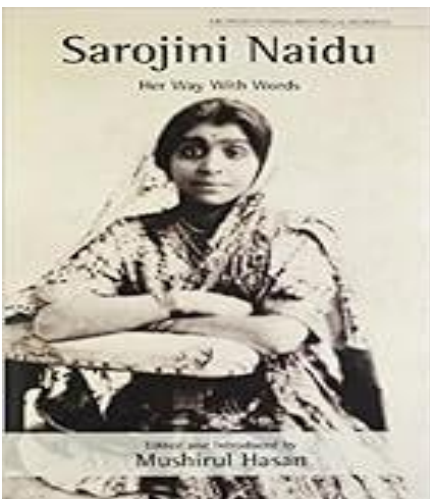


Sarada Devi: holiness, charisma and iconic motherhood by Sen, Amiya P

Niyogi Books 2022

Acc. No.: 53428 Call No.: 658.314(NY) ISBN: 9789391125707

Summary: Sarada Devi Holiness Charisma and Iconic Moterhood This is a short and accessible biography of Sarada Devi (1853-1920), the widow of Sri Ramakrishna Paramahansa and a cultic leader in her own right. It is the work of a historian of modern Bengal and meant to serve as a corrective to the hagiographic slant that has hitherto permeated writings on the subject. About the Author: Amiya P Sen Amiya P Sen retired as Professor of Modern Indian history from Jamia Millia Islamia, New Delhi. That apart, he has served Delhi University and Visvabharati, Santiniketan.

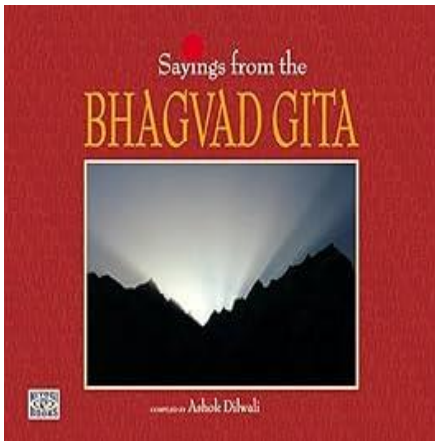


Sarojini Naidu: her way with words by Naidu, Sarojini

Niyogi Books 2012

Acc. No.: 53459 Call No.: 658.314(NY) ISBN: 9789381523438

Summary: Sarojini Naidu: Her Way with Words Sarojini Naidu (1879-1949) was one of the most outstanding women of her time. A poet, a freedom fighter and a woman with great oratorical skills, she was also known for her progressive thinking, her acerbic wit and her compassion. This book gives an insight into the life and times of this fascinating woman.

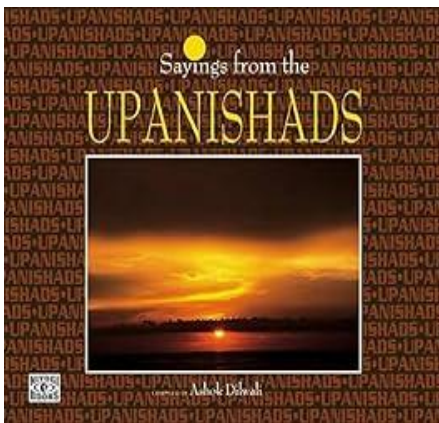


Sayings from the Bhagavad Gita by Dilwali, Ashok

Niyogi Books 2012

Acc. No.: 53416 Call No.: 658.314(NY) ISBN: 9788189738082

Summary: The Vedas are considered the oldest scriptures of mankind, the sermon by Lord Krishna is known as the Bhagavad Gita and The Upanishads are said to be divine revelations received by seers and saints. This set of three books is available as a gift pack.



Sayings from the vedas upanishads by Dilwali, Ashok

Niyogi Books 2012

Acc. No.: 53417 Call No.: 658.314(NY) ISBN: 9788189738280

Summary: The Vedas are considered the oldest scriptures of mankind, the sermon by Lord Krishna is known as the Bhagavad Gita and the Upanishads are said to be divine revelations received by seers and saints. This set of three books is available as a gift pack.

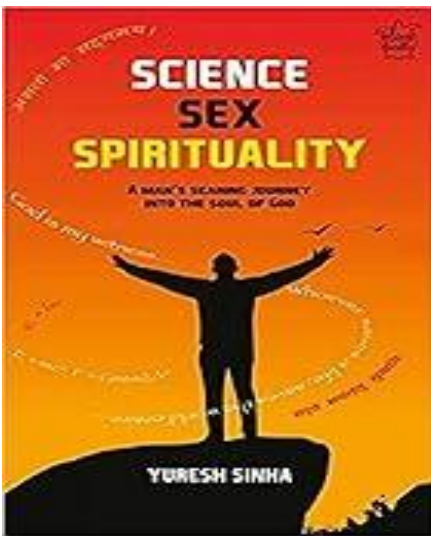


Scarlet dragonflies and other stories from the Sunderbans by Nilanjana, Amrita

Niyogi Books 2025

Acc. No.: 53494 Call No.: 658.314(NY) ISBN: 9788199024304

Summary: Man, and beast come together, rage together in the undulating staccato of Amrita Nilanjana's ambitious collection of short stories from Sundarbans and beyond. The shimmering waves of the Ganges, pungent tiger musk too close for comfort, the menacing, oppressive silence of the Sunderbans, it's terrifying beauty and the valiant perseverance of the people who inhabit it—make up the diegetic universe of this land. The velocity of being meets new limits in her prose, each detail only proving the accumulated gnosis of a well-examined life—Amrita Nilanjana's is a formidable talent to look out for.



Science, sex spirituality: a man's searing journey into the soul of God by Sinha, Yuresh

Niyogi Books 2017

Acc. No.: 53482 Call No.: 658.314(NY) ISBN: 9789385285790

Summary: A fascinating exploration of the three things that make the world go round, Science, Sex, Spirituality delves into the links between physics and metaphysics, as seen through the eyes of a man who desires to understand the universe. Saagar starts his journey as a precocious adolescent who brashly aims to find the Holy Grail of physics—the Theory of Everything. Life, however, takes an unexpected turn that forces him to question its very meaning and purpose. He sees his rock-solid world disappearing into a fog of unknowing, propelling him on a completely new path of self-discovery. Guided by his guru, Saagar discovers a delightful secret—he gains the knowledge that releases him from his self-perceived limitations. His creative instincts set free, he not only finds the logic of the Unified Field—that soup of creation from which everything emerges—but also reinvents his life. He becomes a famous inventor; whose life and achievements inspire an entire generation.

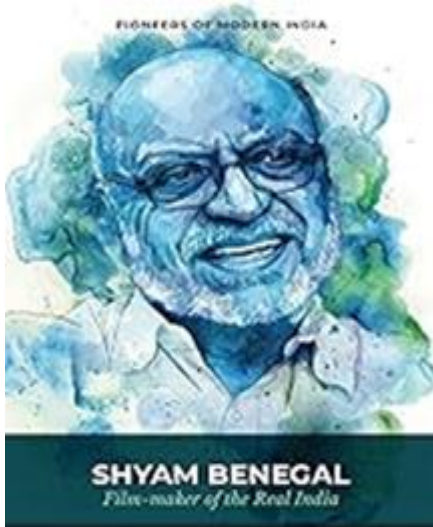


Second wind: caught between paycheck and passion by Gupta, Sanchit

Niyogi Books 2019

Acc. No.: 53460 Call No.: 658.314(NY) ISBN: 9789386906960

Summary: 'You have come into your comfort zone, haven't you? The comfort zone is the enemy of ambition. I am willing to try, and I might even fail miserably, but you won't even try. We have only one life, Sanjay, and time flies by. You won't even know when you grow old and realize, "Oh! There was a time when I wanted to start a theatre group, maybe I should have tried." That day, Sir, you might regret getting this high-paying job.' HAVE YOU EVER WONDERED—'I HAVE A DREAM, BUT WHAT SHOULD I DO ABOUT IT?' Sanjay Saklani is trapped and he knows it. His prestigious job offers him a comfortable lifestyle but leaves no time for him to pursue his passion of being a playwright. Captive of his pay package, EMI and social status, he has practically stopped living at 25. Until, one day, the 'swimming pool theory' of a salesman shakes him out of his slumber. Soon, when he is up against the roar of a tiger in Naxal-affected Chhattisgarh, he finally decides to take a leap of faith.



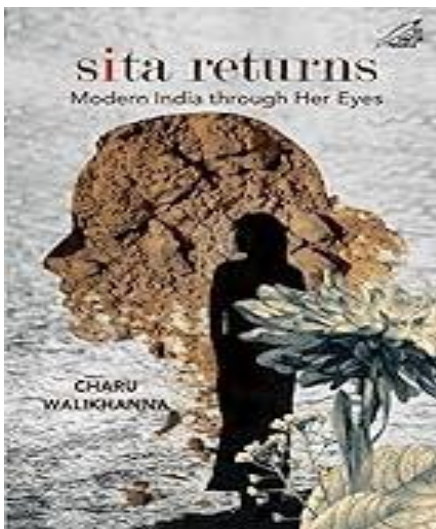
Shyam Benegal: film-maker of the real India by Sengupta, Arjun

Niyogi Books 2024

Acc. No.: 53429 Call No.: 658.314(NY) ISBN: 9788119626182

Summary: Shyam Benegal is one of India's greatest filmmakers. In a career spanning five decades, he has made films that have won numerous national and international awards. He was the pioneer of alternative cinema as a serious art form, holding up a mirror to the inequalities and injustices in Indian society. His work, which has inspired generations of filmmakers, is also responsible for introducing to the world some of the finest actors India has produced. His cinema is not bound to any particular region, and he is perhaps the only filmmaker whose broad subject has been India as a whole.

This book explores Benegal's evolution as a filmmaker, his choice and treatment of subjects, and how his use of cinematic techniques, as well as philosophical views, have changed and developed over the years. It also includes a chapter that discusses Benegal's work in television for the first time, and an interview in which he speaks about different aspects of his craft.



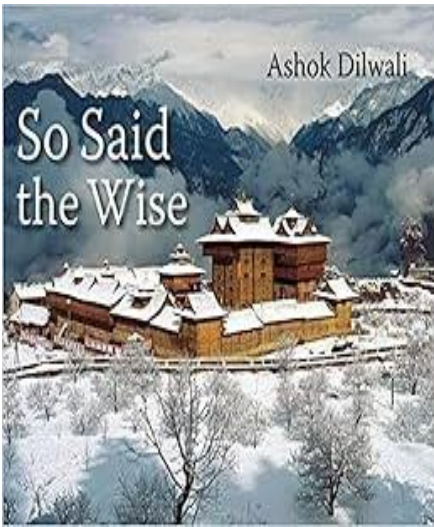
Sita returns: modern India through her eyes by WaliKhanna, Charu

Niyogi Books 2018

Acc. No.: 53495 Call No.: 658.314(NY) ISBN: 9789386906595

Summary: Sita is worshipped in India as a paragon of virtue. However, it is rarely mentioned that Sita often flouted the conventions and norms of her time; she defied Ram's aspersions, stood up to Ravan, and raised two children as a single mother. Sita Returns illustrates Sita's journey to learn about the condition of women in twenty-first century India. Epitomizing the struggles of women in Indian society, Sita relates her own experiences to those of women today, creating a contrast between past and present.

NEW ARRIVALS, APRIL 2026

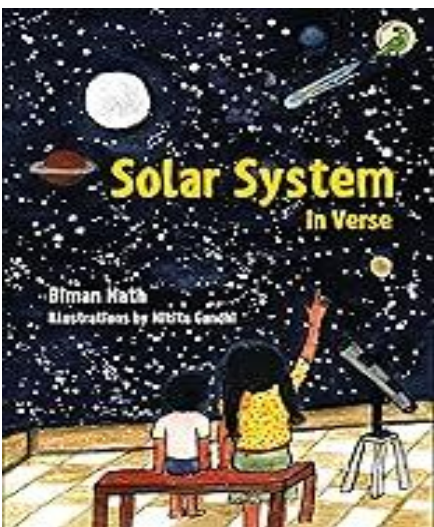


So said the wise by Dilwali, Ashok

Niyogi Books 2017

Acc. No.: 53496 Call No.: 658.314(NY) ISBN: 9788193393529

Summary: So Said the Wise is a collection of inspirational thoughts from some of India's greatest minds, combined with stunning photographs. The visionaries included come from many different walks of life, and, by virtue of their scholarship and erudition, have left indelible impressions on our country and indeed on the world. Ashok Dilwali, a professional photographer with four decades of experience, provides visuals that offer a striking complement to these timeless words of wisdom. He has travelled to many places in the Himalayas and as a result has captured thousands of images of nature in its pristine glory.

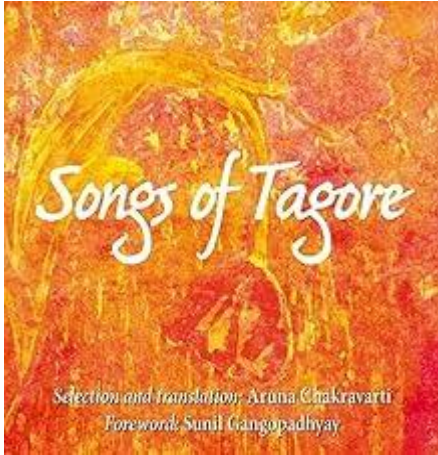


Solar system in verse by Nath, Biman

Niyogi Books 2022

Acc. No.: 53470 Call No.: 658.314(NY) ISBN: 9789391125387

Summary: The Solar System is our backyard in the vast universe, and yet it is full of surprises that keep astronomers on their toes. Solar System in Verse is sure to inform, entertain and make you open your eyes in wonder. The verses narrate the splendours of the Sun, the planets, comets, asteroids and other objects of the Solar System, and outline our place in the wider universe. These verses will acquaint you not only with the 'whats' and 'whens', but also the 'whys' and 'hows' of the solar family, and boggle your mind with questions that are topics of active research. Hop on a guided tour of the Solar System narrated in verse and marvel at the spectacular views depicted in the illustrations in the book, which will change the way you think of our place in the vast and fascinating universe.

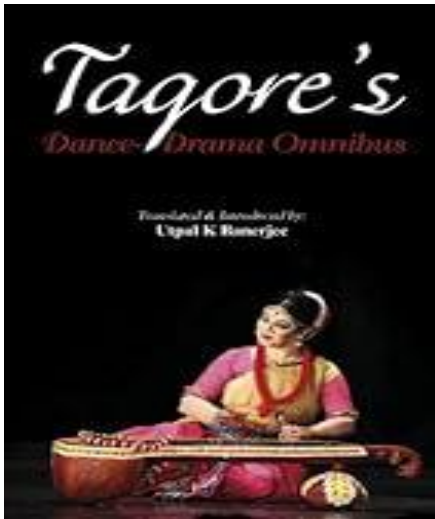


Songs of Tagore by Chakravarti, Aruna

Niyogi Books 2012

Acc. No.: 53418 Call No.: 658.314(NY) ISBN: 9789381523490

Summary: His publication of one hundred and twelve select songs of Tagore, is primarily for those Indian and non-Indian listeners who have no access to the original language of the poet, but enjoy listening to his songs and would like to understand what the song says.

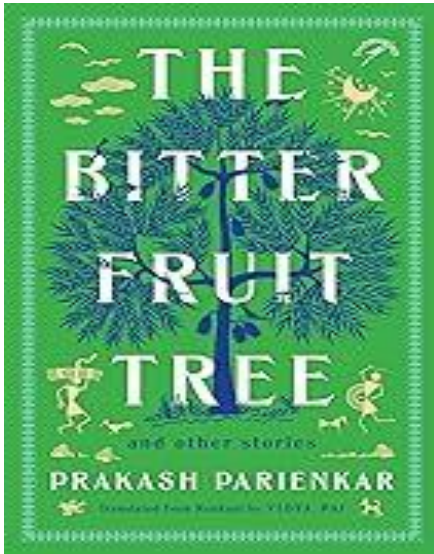


Tagore's: dance-drama omnibus by Banerjee, Utpal K

Niyogi Books 2013

Acc. No.: 53461 Call No.: 658.314(NY) ISBN: 9789381523537

Summary: The six dance-dramas translated in this book cover a culmination of Rabindranath Tagore's dance-interest in the latter's most effulgent manifestation. It was only in the last half decade of Tagore's life that his dance-consciousness reached its zenith and he could offer the best of his life-time passion for dance in the form of six dance-dramas, namely, two music-dramas: Taser Desh (interspersed with prose dialogue), Shapmochan (with narrator) and four full-bodied dance-dramas: Chitrangada, Shyama, Chandalika and MayarKhela (re-visited). All the dance-dramas are predominantly 'recitative' music dramas. The clear story-line is piggybacked mainly on the 'recitative' pattern of the melodiously articulated dialogues and narratives, interlaced with songs. The translation follows closely the letter and spirit of the original (including the lyrics), in trying to do justice not only to the rhythm and metre of the original, but also the internal rhymes, so that the exquisite poetry and lyrical beauty of Tagore can be savoured even in the translation.

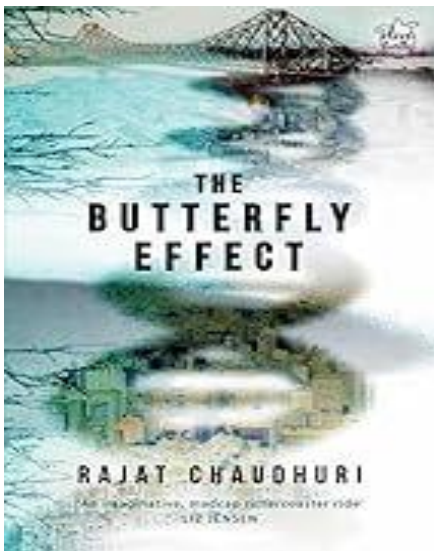


The bitter fruit tree: and other stories by Paryenkara, Prakasa

Niyogi Books 2025

Acc. No.: 53440 Call No.: 658.314(NY) ISBN: 9788119626885

Summary: Thirteen tales of village life in Sattari, a forested region in north-east Goa on the foothills of the Western Ghats. The stories are rooted in the joys and sorrows of poor villagers as they face Nature's fury or revel in her bounty. They focus on the social, cultural, religious and agricultural traditions on the banks of the Mhadei, as the river Mandovi is known in these parts. This rich tapestry of tales dwells on the diversity of flora and fauna and the paradoxes and inequalities in the social fabric in this little-known part of Goa. Pipelines break down leading to truncated water supply in these remote villages. The mighty Mhadei floods its banks causing havoc to crops. Tilgo the low-caste drummer cannot get a patch of land to bury his dead wife in the village he has always called home. Madhu the educated Mahar youth refuses to play the drum rebelling against the stranglehold of the upper caste. Slices of life that highlight the umbilical ties the people of Sattari share with their land, even as they touch a chord that is of universal import.

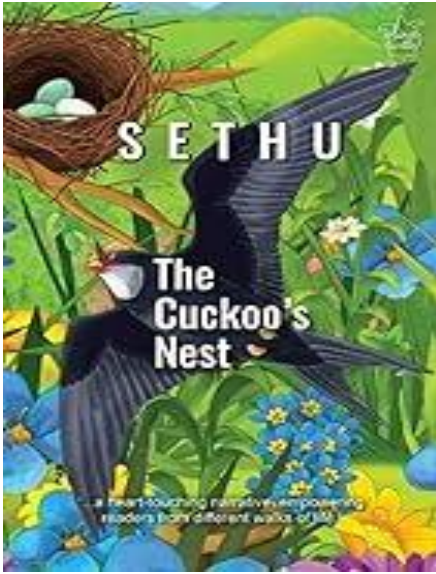


The butterfly effect by Chaudhuri, Rajat

Niyogi Books 2018

Acc. No.: 53497 Call No.: 658.314(NY) ISBN: 9789386906526

Summary: A self-obsessed Calcutta detective who goes by his last name 'Kar', an enigmatic internet cafe hostess in Seoul, and a hotshot geneticist labouring away on a top-secret corporate project. These are just a few pieces in the puzzle that need to be put together to explain a world sucked into the whirlpool of the 'butterfly effect'. In the decaying capital city of a near-future Darkland, which covers large swathes of Asia, Captain Old – an off-duty policeman – receives news that might help to unravel the roots of a scourge that has ravaged the continent. As stories coalesce into stories – welding past, present and future together – will a macabre death in a small English town or the disappearance of Indian tourists in Korea, help to blow away the dusts of time? From utopian communities of Asia to the prison camps of Pyongyang and from the gene labs of Europe to the violent streets of Darkland – riven by civil war, infested by genetically engineered fighters – this time-travelling novel crosses continents, weaving mystery, adventure and romance, gradually fixing its gaze on the sway of the unpredictable over our lives.

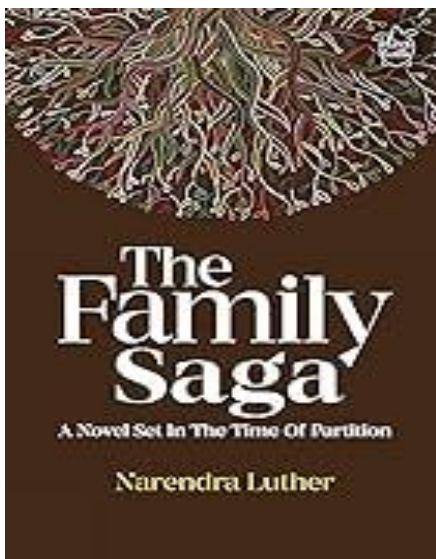


The cuckoo's nest by Setu

Niyogi Books 2019

Acc. No.: 53441 Call No.: 658.314(NY) ISBN: 9789389136210

Summary: The cuckoo's nest is the story of Madam Agatha, a former devout nun who, after renouncing the order, decides to take up the cudgels for the cause of tolerance and pluralism. She decides to set up a unique institution called 'nest' for empowering the hapless girls from all over the country, discarded by society. The paramount condition set by her is that none of the Resident girls are allowed to talk of their religion or caste inside the campus. The novelist attempts to portray the kind of challenges she has to face from vested interests all around while working towards secularism, and how she manages to swim against the tide. The Theme is quite contemporary and topical, and some of the issues treated in this novel are staring Indian society and Polity in the face today. One increasingly comes across certain divisive forces trying to promote othering in order to disturb the cultural and communal harmony in the country. It is significant here that the eternal optimistic Agatha believes strongly that even in this darkest hour, all is not lost. And she continues her fight for what she thinks is right. This novel works like a soothing balm for the human spirit, tired and beaten down by false ideologies.



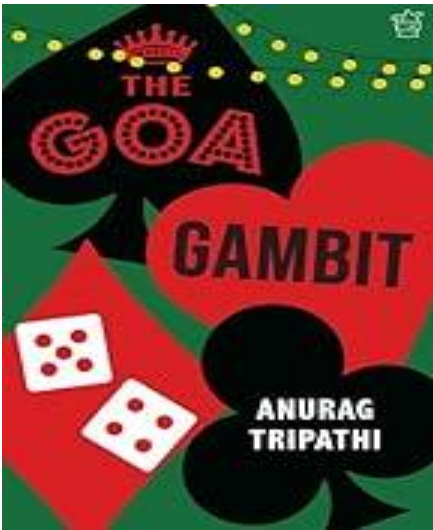
The family saga: a novel set in the time of partition by Luther, Narendra

Niyogi Books 2020

Acc. No.: 53442 Call No.: 658.314(NY) ISBN: 9789389136517

Summary: The Family Saga: A Novel Set in The Time of Partition The family saga is the Unravelling of a family from the pages of history, one which traces Partition, and flies into the modern times across global borders. It is the story of Ram Lal Khanna, a self-made man, who built up his business in one generation. From where it stood, it had only one direction to go forward. Suddenly, in one single evening, their mansion was put to torch, and their teenage daughter was reduced to scattered bones. In a matter of two weeks they were driven across the border and given.

NEW ARRIVALS, APRIL 2026



The Goa gambit by Tripathi, Anurag

Niyogi Books 2024

Acc. No.: 53483 Call No.: 658.314(NY) ISBN: 9788196405397

Summary: The Goa Gambit is set in the glamorous world of the casinos of Goa, where powerful politicians, famous celebrities, the ordinarily rich, even the hoi polloi with money to lose, and those with dreams of just making a fast buck all gather to play. There is glamour and high stakes and underlying menace in this fast-paced thriller, where a single roll of dice could win you an unimaginable fortune and a small misstep could cost you your life.

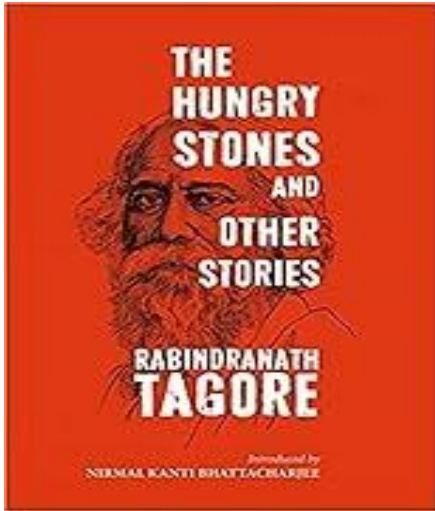


The haunted library: classic ghost stories by Kirk, Tanya

Niyogi Books 2017

Acc. No.: 53484 Call No.: 658.314(NY) ISBN: 9789385285752

Summary: 'Only one small book, yet it is evil itself. That one book seizes a man by the throat and strangles him to death. 'Dire warnings transmitted through the pages of an old Bible; a schoolboy imprisoned by a mysterious bookseller; libraries that hide unspeakable secrets; books that control or even possess their readers. The Haunted Library is a new collection of classic ghost stories from the golden age of the genre in the early twentieth century. Each of these stories reveals the arcane secrets and dark psychic traces to be found in occult books, shadowy libraries and other treasure troves of hidden knowledge. Includes work by major figures such as M.R. James alongside writers – such as Elizabeth Bowen – who are better known as literary novelists.



The hungry stones and other stories by Tagore, Rabindranath

Niyogi Books 2018

Acc. No.: 53462 Call No.: 658.314(NY) ISBN: 9789386906458

Summary: The thirteen stories in this compilation are the truest representation of life by the Bard of Bengal, Rabindranath Tagore. These heart-warming short stories are both dramatic and poetic in effect. The stories are aesthetically orchestrated and constructed and bring to light the trials and tribulations of human life, the simplicities and complexities of relationships, overlaid with supernatural issues, morality and the sufferings of the soul. The many shades and tones of various supernatural and mysterious experiences are portrayed by the two narrators in the 'The Hungry Stones' and 'The Victory' revolve around the central themes of love, loss and destiny. 'The Kabuliwallah', which has been adapted into a number of movies, focuses on an uncanny father-daughter relationship between a little girl and an Afghan trader in rural Bengal.



The huntsmen by Chakravarty, Bappaditya

Niyogi Books 2024

Acc. No.: 53498 Call No.: 658.314(NY) ISBN: 9789389136951

Summary: An explosion shatters a peaceful evening at the India Gate lawns in New Delhi.

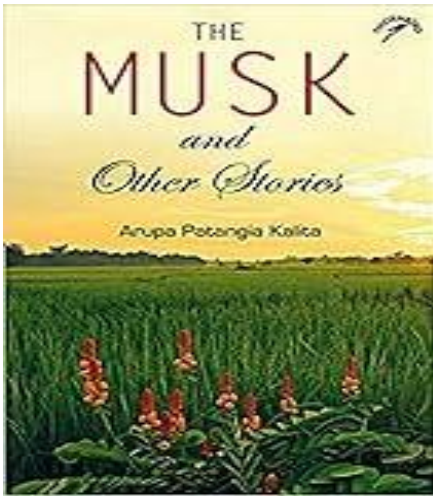
In London, two Muslim clerics are murdered. Police discover the tortured body of a prominent geologist in Goa.

Two women, on holiday in Mumbai, are kidnapped. Who is the mastermind behind these seemingly unrelated incidents, and what is their ultimate agenda?

Rudra, along with Vijay, agents of an unnamed, high-risk, high-security, Indian agency, race from Mumbai to Cairo and beyond in an exhilarating hunt for truth and justice.

Will the huntsmen pin down their prey?

Or will their quest come to an explosive end?

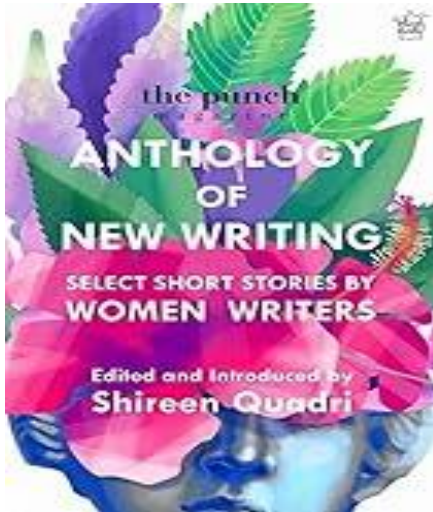


The Musk and other stories by Kalita, Arupa Paṭaṅgiya

Niyogi Books 2017

Acc. No.: 53463 Call No.: 658.314(NY) ISBN: 9788193393581

Summary: The Musk and Other Stories, an eclectic mix of short stories and a novella by acclaimed Assamese writer Arupa Patangia Kalita, sheds light on some of the burning issues that reverberate through the Assam Valley. Set against the breathtaking scenery of Assam with its lush green fields, meandering rivers and mighty mountains, the book pushes one to reflect upon the current political situation of Assam. 'While going to light an earthen lamp in Mineswar's paddy field for Kati Bihu, the royal princess stood still. The field leaned against the hill, the paddy stalks swayed with their heads bent—heavy with the milky-white liquid which hardened into grains of rice when mature. Everything had taken on a golden hue in the setting rays of the sun. All of a sudden, darkness descended on the field, as if the hill had hastily grabbed the sun and hidden it in its lap. In the darkening sky, a flock of herons were flying towards the hills. Were they going looking for the sun? This was the prince's magical kingdom.



The Punch magazine anthology of new writing: select short stories by women writers by Quadri, Shireen

Niyogi Books 2021

Acc. No.: 53464 Call No.: 658.314(NY) ISBN: 9789391125318

Summary: These questions gave shape to the idea of The Punch Magazine's inaugural anthology, comprising 18 short stories, selected from the pool of submissions by women writers in India and around the world, that showcase just how culture, besides the past, informs and illuminates literature.,

The stories featured in this anthology reflect a certain kind of sensibility and sensitivity. It takes us along the pathways these writers forge to create art out of the rhythms and ruptures of life, dwelling on their characters' experiences and memories of a thousand pleasures and pains suspended in the continuum of time. Steeped in the cultural moorings of the places they are set in—from Kashmir to Kerala, and from Washington and London to Rome—these stories portray the concerns and preoccupations of individuals both within and outside the precincts of home. They speak of our times—the way we live, the way we love.

NEW ARRIVALS, APRIL 2026

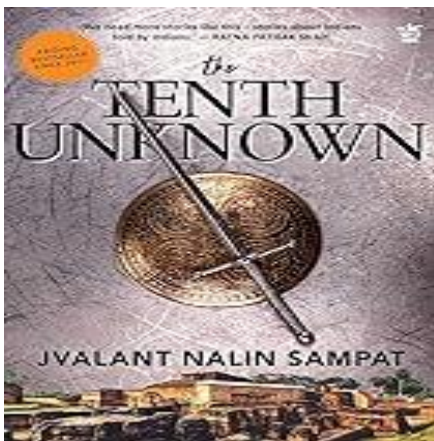


The scratch and sniff chronicles by Majumder, Hemangini Dutt

Niyogi Books 2025

Acc. No.: 53499 Call No.: 658.314(NY) ISBN: 9788119626809

Summary: As it happens, this unique trait serves her well as a rare female wine sommelier and beverage consultant, as she can sniff out and create complex flavour profiles. Ollie's life changes quite dramatically when she and her entire family decide to relocate to their ancestral estate, Neelbari, in Chandannagar. Strange and mysterious incidents start occurring as soon as Ollie, her aunt, cousin Laura, and their cat, Habey, move in. Is the malevolent spirit of her great-grandmother really haunting Neelbari? And why has their arrival caused so much alarm? What secrets are the walls and gardens of the hundred-year-old estate hiding? Why does no one seem to be telling the truth? Ollie and Laura try to solve these puzzles, only to find themselves in situations fraught with danger. As the finger of suspicion keeps moving, can Ollie sniff her way to solving this whodunnit? More importantly, can she save Fishy before it is too late? Read on to find out!

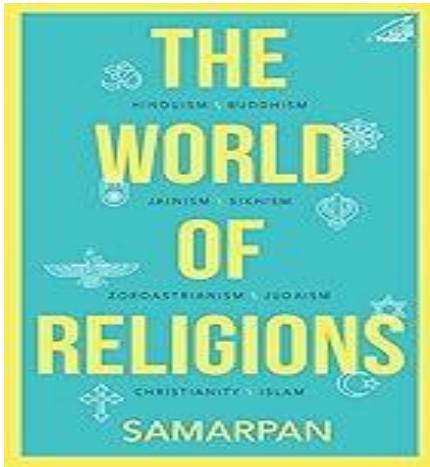


The tenth unknown by Sampat, Jvalant Nalin

Niyogi Books 2023

Acc. No.: 53500 Call No.: 658.314(NY) ISBN: 9789389136890

Summary: Borders change kingdoms empire and evening entire civilization rise and fall. You will see the entire history of political scenario, no matter how bleak it is. You will never pledge you loyalties to any kingdom or empire.

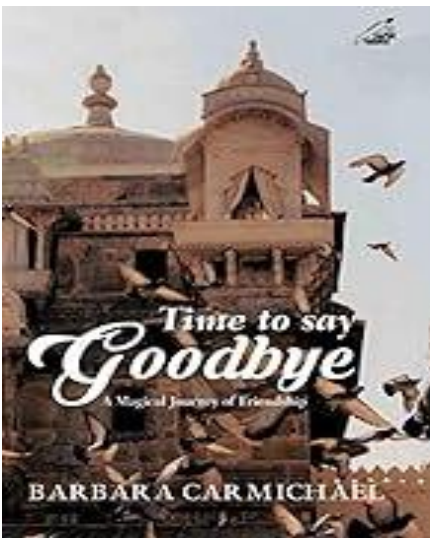


The world of religions by Samarpan

Niyogi Books 2022

Acc. No.: 53485 Call No.: 658.314(NY) ISBN: 9789386906465

Summary: Every religion is the product of the spiritual realisations of some of the greatest human minds, the likes of whom rarely walk on this earth. Religion becomes a unifying force when it focusses on the enlightening thoughts preached by these men; however, it tends to become disruptive when it depends on the limited knowledge of ordinary people to interpret them. The World of Religions presents eight major religions of the world and discusses their origin, growth and their impact on society. The chapters reveal the greatness of every religion, all of whom aspire to integrate purity, compassion and peace in everyday life.

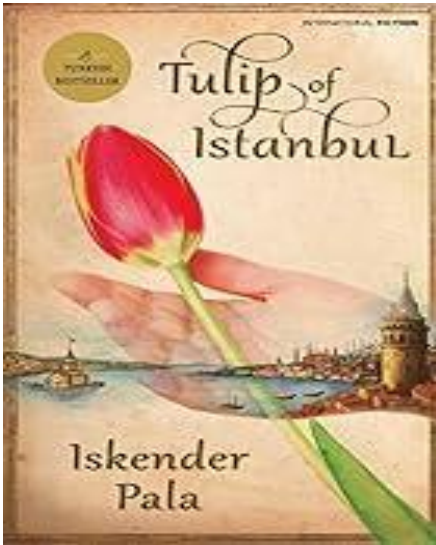


Time to say goodbye by Carmichael, Barbara

Niyogi Books 2020

Acc. No.: 53465 Call No.: 658.314(NY) ISBN: 9789389136371

Summary: For Barbara, an Australian artist and writer, Rajasthan proves to be a welcome breeze. To her it becomes a land of wonders, of colours, of warmth and of rule-breaking. In this roller-coaster ride of uncertainty, what connects her to this world is an unlikely friendship with tarun—an Indian man and his family. Time to say goodbye is a narrative of this journey of friendship, where Barbara travels back and forth to Udaipur over a decade and slowly makes it her second home. Gradually, it becomes a tale of attachment, love and loss. It becomes a tale for all who have made a home even outside their walls.



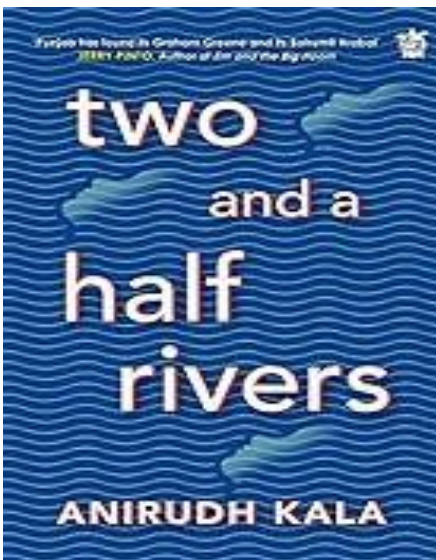
Tulip of Istanbul by Pala, Iskender

Niyogi Books 2021

Acc. No.: 53507 Call No.: 658.314(NY) ISBN: 9789391125233

Summary: Tulip of Istanbul is a historical novel depicting the Ottoman empire's most glorious times in art and aesthetic, elegance and grandeur of dreams. At the same time, it was an era of splurge and wastage, of economic and social collapse. Known as the Tulip Age, this period saw in 1730 a great public revolt which changed the course of Turkey's destiny.

The novel begins with the story of a young man who finds his beautiful wife murdered on the wedding night. What is more perverse, the innocent young man himself is charged with the murder of his own wife and thrown into prison. In order to prove his innocence and to find the murderer of his lover, his only clue is a tulip bulb that he found in the palm of his dead wife. He has a secret identity which he was initially unaware of; he is a prince, a sultan's son, who has grown up outside the palace. An intrigue develops in the power circle about his rumoured existence.



Two and a half rivers by Kala, Anirudh

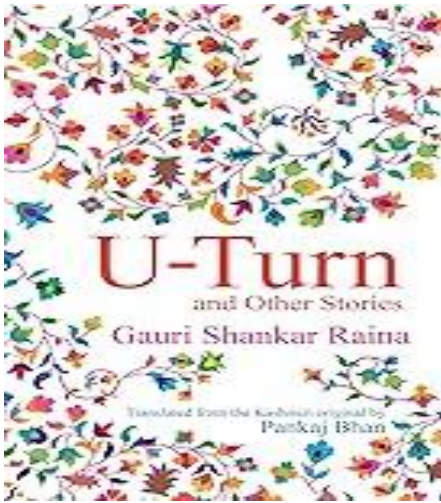
Niyogi Books 2021

Acc. No.: 53466 Call No.: 658.314(NY) ISBN: 9789391125202

Summary: A recently divorced doctor looking for seclusion, relocates to an isolated house on a riverbank. The following summer dead bodies start turning up in the river, on the roads, in trains and on city crossings. Everybody calls it the 'Punjab Problem', as if it were a stubborn crossword puzzle. The doctor is kidnapped and nearly killed, once by terrorists for helping the police and once by police for helping the terrorists.

A young Dalit girl, with the dream of becoming a dancer in her eyes, and her soulmate Bheem leave their caste-ridden existence behind and relocate to Bombay. They have learnt the hard way that the preaching of oneness by their religion does not work in the real world.

Drawing its title from the historicity of the Partition which has left in its wake only two and a half rivers to India from the land of the five rivers, Anirudh Kala's novel offers a poignant commentary on the turbulent connection between religion and terrorism.



U-turn and other stories by Raina, Gauri Shankar

Niyogi Books 2025

Acc. No.: 53501 Call No.: 658.314(NY) ISBN: 9788119626298

Summary: U-Turn and Other Stories unravel the lives of Kashmiri-speaking people, set against the socio-cultural backdrop of the land. There are stories that reflect the deteriorating environment of the valley, the plight of the minority community as well as the resolve of the younger generations to rise above the divides. From love at first sight between two youngsters from different worlds, colliding on a bus journey, to an archaeological longing for Kashmir's glorious past, there is hardly an aspect of the contemporary life in the valley and its environs that has not been explored by the author. In equal parts brooding and light-hearted, despondent and hopeful, these tales bring out the life and times of the people of Jammu and Kashmir in their manifold shades and echoes.

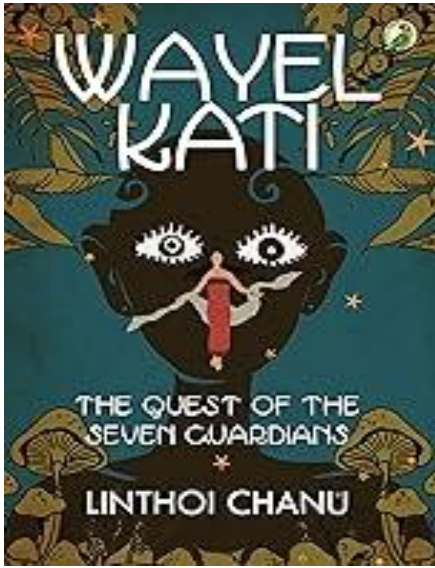


Verghese Kurien: the man who brought milk to a million homes by Meenakshi, M S

Niyogi Books 2024

Acc. No.: 53430 Call No.: 658.314(NY) ISBN: 9789391125981

Summary: Verghese Kurien, the 'Milkman of India' was a spearhead of the White Revolution, orchestrating a grid of small-scale cooperatives to make India a self-sufficient producer of milk in the 1970s. The resounding success of the initiative revolutionised the system of dairy management in the country, along with bringing about systemic changes in rural social milieus, industries and developmental policies. This book charts Kurien's journey as a precocious, misfit engineer in Anand, Gujarat, at the beginning of his career to his extraordinary achievements in dairy and agro-management as a formidable social entrepreneur and the architect of Operation Flood, by linking the country together through milk, a staple necessity. Creating establishments like AMUL and Institute of Rural Management, Anand, Kurien proved that his first fidelity was always towards rural stakeholders, standing his ground against bureaucratic corruption, inefficient officials and self-serving lobbies. This monograph illustrates his pragmatic leadership and vision for sustainable development as an inspiring road map for future thinkers of India.

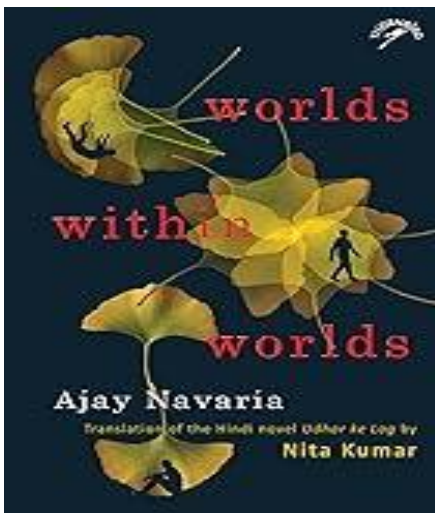


Wayel kati: the quest of the seven guardians by Chanu, Linthoi

Niyogi Books 2024

Acc. No.: 53502 Call No.: 658.314(NY) ISBN: 9789391125875

Summary: Myth, magic and prophecies—designating one or a group of people, the ‘chosen’, to look for a lost sacred item, stories of battles and marvels, the rise of heroes, magical kingdoms and fantastical creatures—are all perfect ingredients for a quest tale that Linthoi Chanu weaves in her Wayel Kati: The Quest of the Seven Guardians. Resourced from the heart and hills of Manipur, the story revolves around seven guardians ‘chosen’ to retrieve the scissor of justice, the Wayel Kati. None of them know much about the quest except for Laiba, the nine-year-old head priest. Dark creatures, who until now existed only in tales and ancient memories, have begun to invade the human realm. With the world at the brink of collapse, the guardians struggle to find their true selves, their purpose and deliver their one divine task. Will they succeed in their pursuit, or will the journey lead them to another gruelling quest? Crafted beautifully with words and illustrated with vivid imagination, the book delves into the themes of nature worship and environment preservation, as well as human inclination towards magic, myth and fantasy as a means to cope with reality.



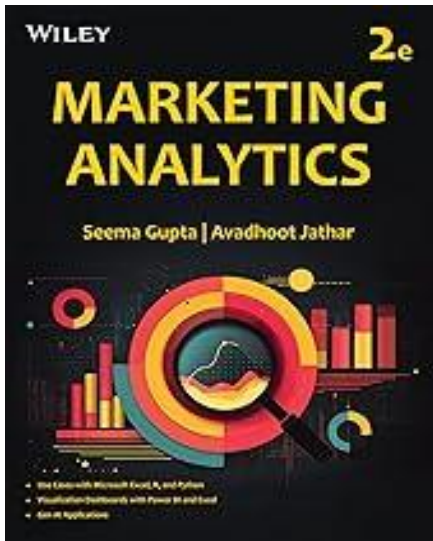
Worlds within worlds by Navariya, Ajaya

Niyogi Books 2024

Acc. No.: 53503 Call No.: 658.314(NY) ISBN: 9789391125806

Summary: Worlds within Worlds, translated from the Hindi original Udhar ke Log, is a novel true to life. Quiet and thoughtful, it is the first-person story of a young man in Delhi and his family. He is a lecturer at a university and has liberal views. His wife is a doctor and his friends are in civil services and private jobs. This would seem to be a familiar middle-class saga— except that they are all Dalit. At the heart of the story, lies the clash between caste and class: can you be middle-class and Dalit? Thus, opening discussions about the meaning of ‘caste’ and ‘untouchability’.

Is education an emancipatory force? The main characters are in conflict as they go through experiences of discrimination because of their names and backgrounds, and of liberation because of their education and qualifications. The story is also about a young man’s sexual and romantic experiences, family relationships and social consciousness, where caste does not play a defining role.

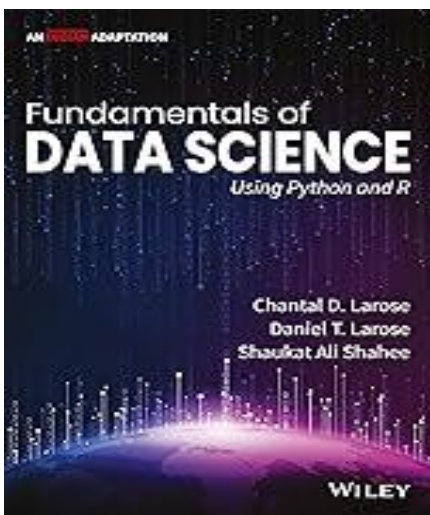


Marketing analytics by Gupta, Seema

Wiley India 2026

Acc. No.: 53768 Call No.: 658.47 (A) ISBN: 9789373320489

Summary: Marketing Analytics offers students, educators, and practitioners a practical guide to applying statistical, machine learning, and generative AI models to marketing decisions. The book serves as a unified reference for key marketing areas such as branding, product development, pricing, marketing mix, and customer journey. It addresses decision-making challenges across several industries, including CPG, hospitality and restaurants, e-commerce, retail, and entertainment. The text highlights trade-offs in inference based on industry-specific data, data limitations, and regulatory norms governing data usage. The book demonstrates use cases with models built using Microsoft Excel, R, and Python—three widely used tools in the analytics industry. In addition, the second edition introduces data visualization as a means of communicating insights and inferences, featuring Microsoft Power BI. Overall, the book provides a comprehensive introduction to making marketing decisions through data and analytics.

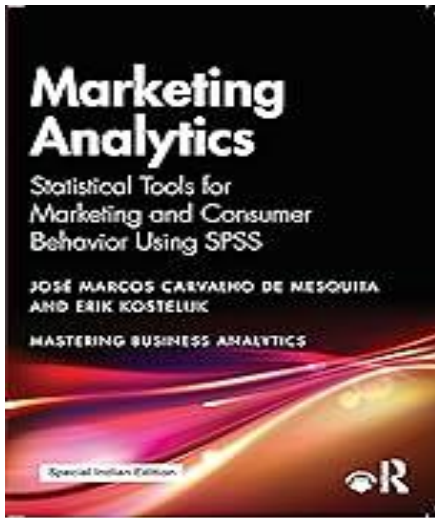


Fundamentals of data science: using python and R by Larose, Chantal D

Wiley India 2025

Acc. No.: 53773 Call No.: 658.47 (R) ISBN: 9789363860759

Summary: Fundamentals of Data Science Using Python and R is an essential resource for students and professionals eager to explore data science with Python and R, two of the most popular open-source tools. The book covers the entire Data Science Methodology—from problem understanding to model deployment—and has been widely praised for its clarity and practicality. This adapted edition retains the core structure of the original, while enhancing end-of-chapter questions to suit the Indian academic environment. New examples and exercises focus on India-specific datasets, encouraging students to apply their knowledge to real-world scenarios relevant to India's socio-economic and technological contexts. This hands-on approach ensures students gain both theoretical understanding and practical skills for a data-driven world.

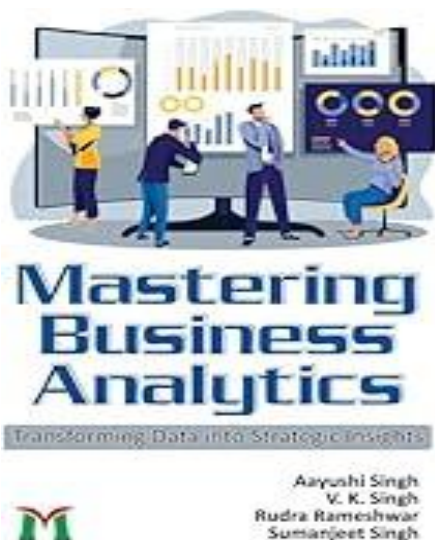


Marketing analytics: statistical tools for marketing and consumer behavior using SPSS by Mesquita, Jose Marcos Carvalho de

Routledge 2026

Acc. No.: 53603 Call No.: 658.47(A) ISBN: 9781041313076

Summary: Marketing Analytics provides guidelines in the application of statistics using IBM SPSS Statistics Software (SPSS) for students and professionals using quantitative methods in marketing and consumer behavior. With simple language and a practical, screenshot-led approach, the book presents 11 multivariate techniques and the steps required to perform analysis. Each chapter contains a brief description of the technique, followed by the possible marketing research applications. One of these applications is then used in detail to illustrate its applicability in a research context, including the needed SPSS commands and illustrations. Each chapter also includes practical exercises that require the readers to perform the technique and interpret the results, equipping students with the necessary skills to apply statistics by means of SPSS in marketing and consumer research. Finally, there is a list of articles employing the technique that can be used for further reading.



Mastering business analytics: transforming data into strategic insights by Singh, Aayshi

Misha Books 2025

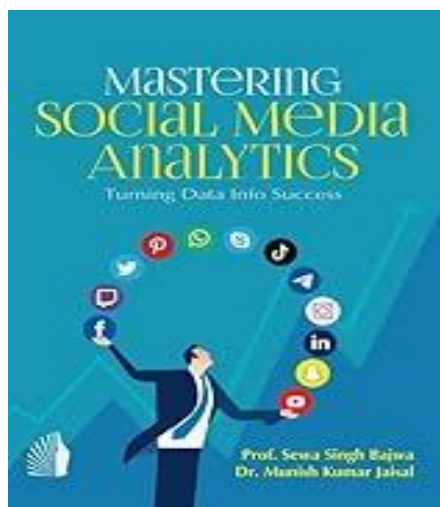
Acc. No.: 53734 Call No.: 658.47(A) ISBN: 9789391597627

Summary: Unlock the true potential of your business with Managing Business Analytics - Transforming Data into Strategic Insights. This comprehensive guide delves deep into the art and science of turning raw data into actionable intelligence that drives growth, innovation, and success. Whether you're a business leader, analyst, or strategist, this book is your essential companion to navigating the dynamic world of business analytics.

Explore the core pillars of analytics—Descriptive, Diagnostic, Predictive, and Prescriptive—and discover how to harness their power to make data-driven decisions. From foundational concepts to advanced applications, you'll gain insights into:

The fundamentals of data collection, management, and visualization. Tools and techniques for uncovering root causes, forecasting trends, and optimizing outcomes.

NEW ARRIVALS, APRIL 2026

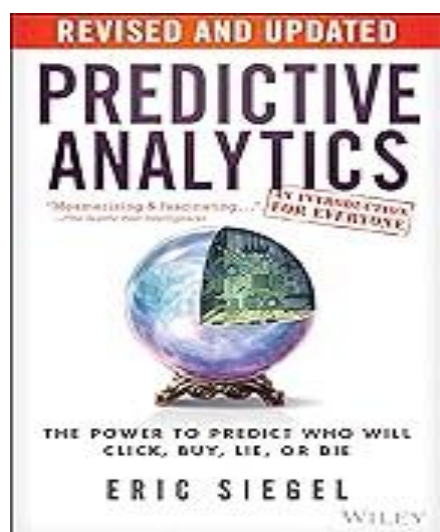


Mastering social media analytics: turning data into success by Bajwa, Sewa Singh

Kitabwallah 2025

Acc. No.: 53733 Call No.: 658.47(A) ISBN: 9789359261935

Summary: In the fast-paced world of digital engagement, data is more than numbers - it's your roadmap to real results. Mastering Social Media Analytics is the ultimate guide for marketers, analysts, brand strategists, and business leaders ready to transform raw metrics into meaningful insights that drive growth, innovation, and competitive advantage. This comprehensive, practical book demystifies the full spectrum of social media analytics - from foundational metrics like reach, engagement, and sentiment, to advanced techniques in machine learning, predictive analytics, and AI. Learn how to harness data from every major platform, monitor brand conversations in real time, uncover influencer impact, and analyse cross-channel campaigns with precision.



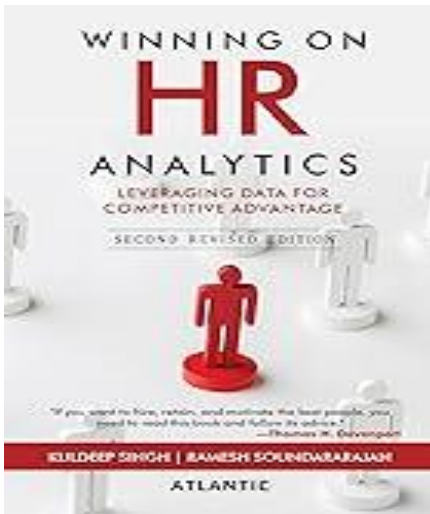
Predictive analytics: the power to predict who will click, buy, lie, or die by Siegel, Eric

John Wiley & Sons 2016

Acc. No.: 53612 Call No.: 658.47(A) ISBN: 9781119145677

Summary: An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a “how to” for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques.

Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die.



Winning on HR analytics: leveraging data for competitive advantage
by Singh, Kuldeep

Atlantic Publishers & Distributors 2025

Acc. No.: 53832 Call No.: 658.47(A) ISBN: 9788126941292

Summary: Predict which high performers are at risk of leaving 6 months before they walk out the door?

Merge external data with your own business metrics to project workforce demand 6, 9, or even 18 months from now?

Triage incoming resumes overnight to predict employee success and tenure before you hire?

All this and more is possible with analytics as demonstrated by companies such as Google, Walmart, and American Express. This book is a practical, do-it-yourself handbook to convert analytics into an area of strength and maintain competitive advantage.

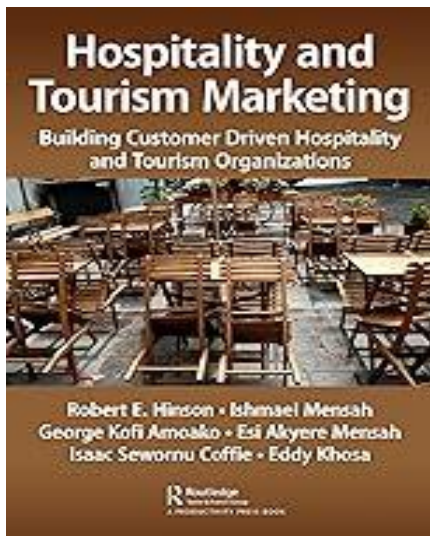


Simply data: data to decisions by Vora, Sejal

Kabdwal Book International 2023

Acc. No.: 53599 Call No.: 658.47(DS) ISBN: 9788196329600

Summary: Spreadsheets Databases Analytics Graphs Statistics Are these words enough to transport you into snooze mode? Data is not essential for my job / business? Is that what you think? Analytical skills require exceptional intellect which is bestowed upon only chosen few. Is that what you believe? The 'science of data' is an exclusive club meant for data scientists alone. Is that what you've been told? This book will bust all these myths surrounding Data and the data averse nature in most people. Data has become an inescapable reality of all our lives, professions, and businesses. And the need for driving decisions with data could not have been more pronounced than it is today. Data is not as complex as it has been made out to be. This book along with other books in the SIMPLY DATA series will simplify data for the most data-averse as also data-savvy person alike, enabling one and all to leverage the true power of data.



Hospitality and tourism marketing: building customer driven hospitality and tourism organizations by Hinson, Robert

Routledge 2024

Acc. No.: 53784 Call No.: 658.8(TM) ISBN: 9781032688473

Summary: Hospitality and Tourism Marketing: Building Customer Driven Hospitality and Tourism Organizations is an absolutely crucial book in light of the world post COVID-19. Following the pandemic, big hotel chains like the Accor Group and Marriot closed outlets, but post COVID-19, the global hospitality and tourism sector is bouncing back.

In bouncing back though, the pandemic brought to the fore the absolute need for high levels of customer centricity in a world that was gripped by fear. This new Hospitality and Tourism (H&T) Marketing book takes a customer-oriented approach to discussing marketing discipline in the global H&T sector. With chapters spanning topics like service characteristics of hospitality and tourism marketing, people management strategies for service businesses, consumer behaviour, designing and building brands, electronic marketing, internet marketing, database marketing, and direct marketing and relationship marketing, this book has the right balance of technology and consumer-oriented topics to provide the right balance for tourism marketing practitioners post pandemic.