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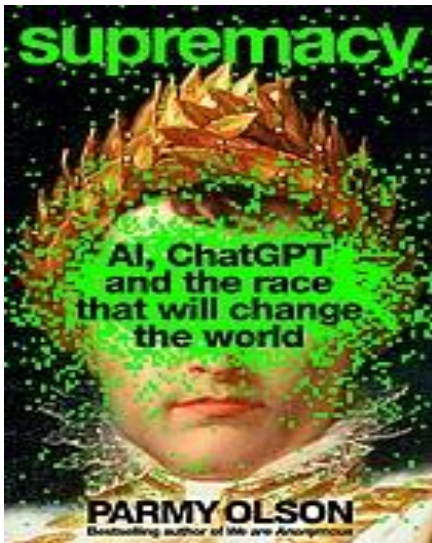


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NEW ARRIVALS

December 2024





Supremacy: AI, ChatGPT and the race that will change the world by Olson, Parmy

Macmillan 2024

Acc. No.: 52098 Call No.: 006.3 ISBN: 9781035038237

Summary: In November of 2022, a webpage was posted online with a simple text box. It was an AI chatbot called ChatGPT, and was unlike any app people had used before. It was more human than a customer service agent, more convenient than a Google search. Behind the scenes, battles for control and prestige between the world's two leading AI firms, OpenAI and DeepMind, who now steers Google's AI efforts, has remained elusive - until now. In *Supremacy*, Olson, tech writer at Bloomberg, tells the astonishing story of the battle between these two AI firms, their struggles to use their tech for good, and the hazardous direction they could go as they serve two tech monopolies whose power is unprecedented in history. The story focuses on the continuing rivalry of two key CEOs at the center of it all, who cultivated a religion around their mission to build god-like super intelligent machines: Sam Altman, CEO of OpenAI, and Demis Hassabis, the CEO of DeepMind.



Fake news: spot it, stop it by Sood, Gaurav

Penguin Business 2023

Acc. No.: 52113 Call No.: 070.43 ISBN: 9780143461319

Summary: The news is a public good and needs to be handled with care and integrity. Even though lies and misinformation campaigns have been around for years maybe since the dawn of journalism the rate at which fake news is being spread these days is both alarming and preposterous. Almost every institution public or private uses fake news to further its own agenda. Governments and corporate houses spread fake news either through their own agencies or by influencing the popular media. In the business sector, fake news manifests itself in the form of exaggerated company returns and false data.

This book analyses the impact of fake news both on products and personalities. Foregrounded in rigorous research, it examines how fake news is used by companies, political parties, and leaders to create, amplify, and even tarnish a brand's image and equity. It emphasizes how the customers' perception of a brand impacts and influences its reputation, and acts as a decisive force in them gaining or losing competitive advantages.

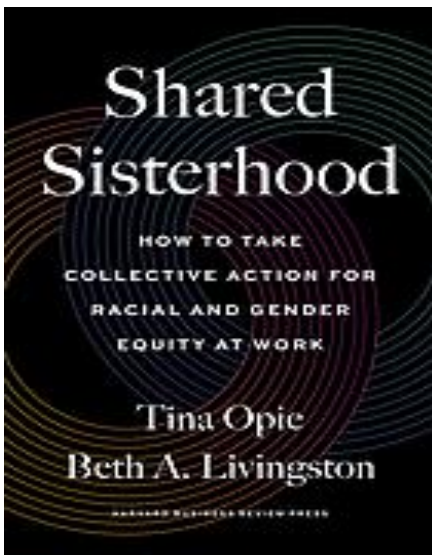


Set-theoretic methods for the social sciences: a guide to qualitative comparative analysis by Schneider, Carsten Q

Cambridge University Press 2013

Acc. No.: 52111 Call No.: 300.72 ISBN: 9781107601130

Summary: A 'user's guide' to Qualitative Comparative Analysis (QCA) and the methodological family of set-theoretic methods in social science.

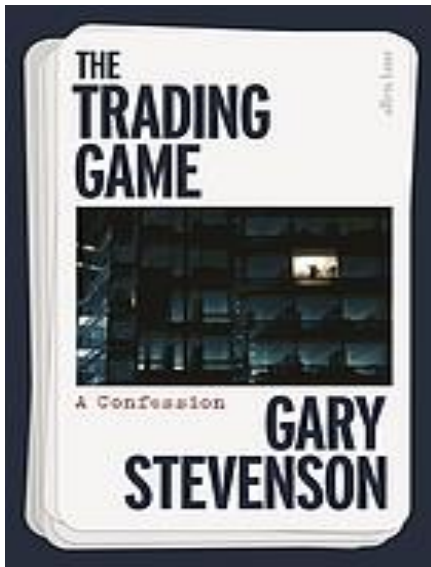


Shared sisterhood: how to take collective action for racial and gender equity at work by Opie, Tina

Harvard Business Review Press 2022

Acc. No.: 52099 Call No.: 305.42 ISBN: 9781647822835

Summary: Gender and racial bias persist in organizations and in society. And though strides have been made toward equity in the last few decades, it still has not been reached. Even more disconcerting, Black women and other women of color are being held back more than their white counterparts. Most advice for women encourages individuals to speak up, be assertive, or lean in-to assimilate into a system modeled after white men. But individual action is not enough. We need collective action, where marginalized individuals work together, so all women experience the benefits of professional growth and equality. We need Shared Sisterhood, and anyone, regardless of gender, can join in. In this book, Tina Opie and Beth A. Livingston explain how to build this crucial alliance through vulnerability, trust, empathy, and risk-taking, so that all women can advance in the workplace and create systemic change.



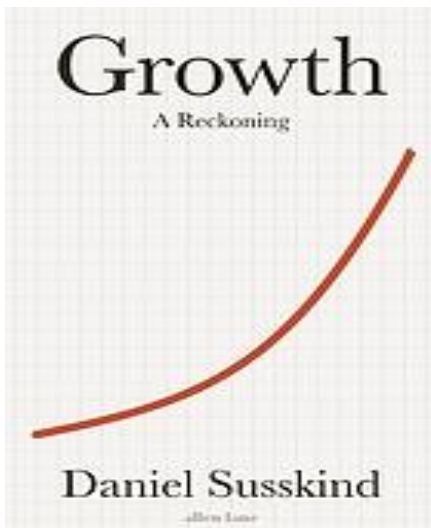
The Trading Game: a confession by Stevenson, Gary

Allen Lane 2024

Acc. No.: 52094 Call No.: 332.6092 ISBN: 9780241688274

Summary: Ever since he was a kid, kicking broken footballs on the streets of East London in the shadow of Canary Wharf's skyscrapers, Gary wanted something better. Something a whole lot bigger. Then he won a competition run by a bank: 'The Trading Game'. The prize: a golden ticket to a new life, as the youngest trader in the whole city. A place where you could make more money than you'd ever imagined. Where your colleagues are dysfunctional maths geniuses, overfed public schoolboys and borderline psychopaths, yet they start to feel like family. Where soon you're the bank's most profitable trader, dealing in nearly a trillion dollars. A day. Where you dream of numbers in your sleep and then stop sleeping at all.

But what happens when winning starts to feel like losing? When the easiest way to make money is to bet on millions becoming poorer and poorer - and, as the economy starts slipping off a precipice, your own sanity starts slipping with it? You want to stop, but you can't. Because nobody ever leaves.

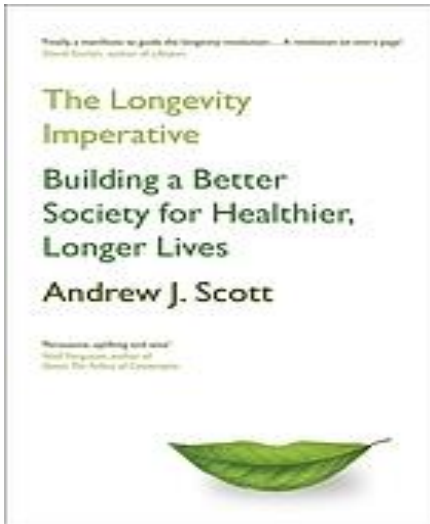


Growth: a reckoning by Susskind, Daniel

Allen Lane 2024

Acc. No.: 52093 Call No.: 338.9 ISBN: 9780241703137

Summary: Daniel Susskind traces the rich, surprisingly brief history of economic growth and responds to its ills. We cannot focus only on growth's upsides, but nor is regrowth a viable policy: the benefits of prosperity are too great to discard. Instead we must face hard trade-offs, demoting growth from our top priority and reckoning with its moral challenges.

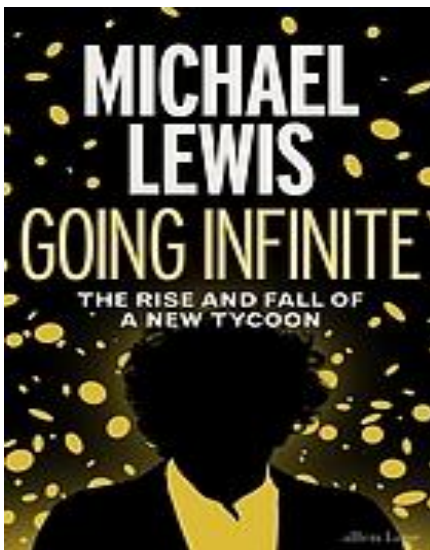


The longevity imperative: building a better society for healthier, longer lives by Scott, Andrew J

Basic Books 2024

Acc. No.: 52095 Call No.: 362.1068 ISBN: 9781399801072

Summary: Alongside climate change and inequality one of the biggest challenges facing the world today paradoxically arises from one of the greatest achievements of the twentieth century. For the first time in human history, thanks to advances in medical science and public health, the majority of people will live into their 70s and 80s and there are more people alive aged over 60 than under 5. Rather than celebrating this extraordinary achievement, however, we see an ageing society as a threat, we worry about a growing care burden and the challenges of financing these longer lives, we fear a shrinking economy and a society riven by inter-generational conflict. These concerns are all entirely legitimate if we don't make urgent and major reforms to every aspect of society and the economy.



Going infinite: the rise and fall of a new tycoon by Lewis, Michael

Allen Lane 2023

Acc. No.: 52102 Call No.: 364.168 ISBN: 9780241651117

Summary: The high-octane story of the enigmatic figure at the heart of one of the 21st century's most spectacular financial collapses 'I asked him how much it would take for him to sell FTX and go do something other than make money. He thought the question over. "One hundred and fifty billion dollars," he finally said-though he added that he had use for "infinity dollars"...' Sam Bankman-Fried wasn't just rich. Before he turned thirty he'd become the world's youngest billionaire, making a record fortune in the crypto frenzy. CEOs, celebrities and world leaders vied for his time. At one point he considered paying off the entire national debt of the Bahamas so he could take his business there. Then it all fell apart. Who was this Gatsby of the crypto world, a rumpled guy in cargo shorts, whose eyes twitched across TV interviews as he played video games on the side, who even his million-dollar investors still found a mystery? What gave him such an extraordinary ability to make money and how did his empire collapse so spectacularly?

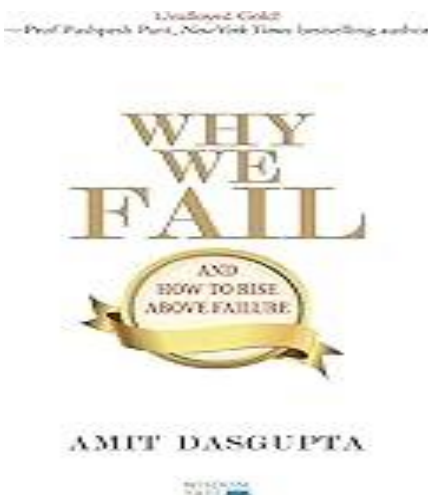


The medieval super-companies: a study of the Peruzzi Company of Florence by Hunt, Edwin S

Cambridge University Press 2002

Acc. No.: 52105 Call No.: 380.1 ISBN: 9780521894159

Summary: This 1994 analysis of the Peruzzi Company produces a radical reassessment of what made the medieval Florentine 'super-companies' so exceptional: commodity trading, especially in grain, which required heavy capital, sophisticated organisation, and an international network.

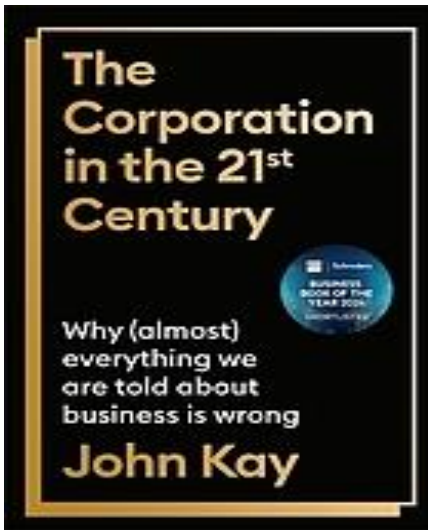


Why we fail: and how to rise above failure by Dasgupta, Amit

Wisdom Tree 2023

Acc. No.: 52108 Call No.: 650.13 ISBN: 9788183285919

Summary: We are taught to conform from an early age. Concepts, such as, success, failure or happiness are externally determined. Our very approach to failure, then, is mechanical and binary. We see it as the opposite of success. Breaking such barriers, 'Why We Fail' suggests that our perception of success and failure is contingent on what we consider to be our purpose in life. And to find our life's true purpose, it inspires us to move to a continuum approach, with an elevating interplay of passion, compassion and dispassion. This thought-provoking book, written by a scholar-diplomat, offers a refreshingly alternate perspective on how it is within our power to rise above failure and lead a fulfilling life.

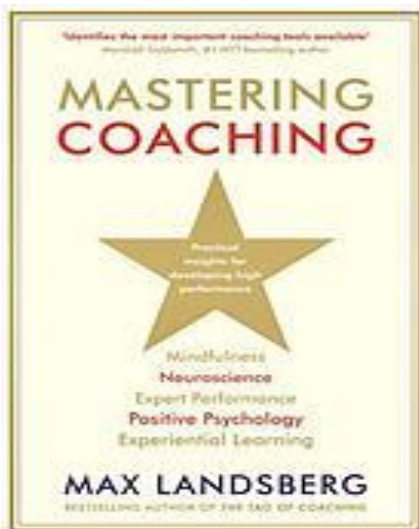


The corporation in the 21st century: why (almost) everything we are told about business is wrong by Kay, John

Profile Books 2024

Acc. No.: 52097 Call No.: 658 ISBN: 9781805224235

Summary: For generations, we have defined a corporation as a business run by a capitalist elite that uses its accumulated wealth to own the means of production and exercise economic power. That is no longer the reality. In the twenty-first century, our most desired goods and services aren't stacked in warehouses or on container ships: they appear on your screen, fit in your pocket or occupy your head. But even as we consume more than ever before, big business faces a crisis of legitimacy. The pharmaceutical industry creates life-saving vaccines but has lost the trust of the public. The widening pay gap between executives and employees is destabilising our societies. Facebook and Google have more customers than any companies in history but are widely reviled.

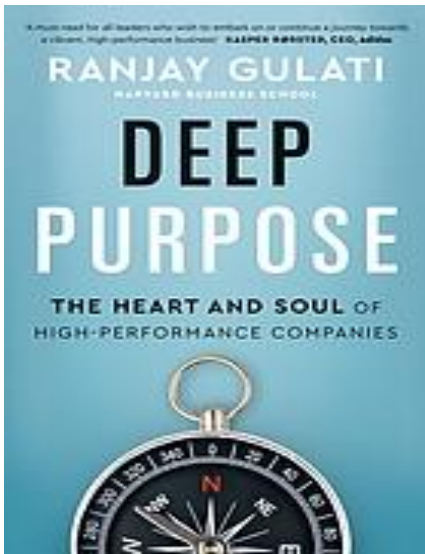


Mastering coaching: practical insights for developing high performance by Landsberg, Max

Profile Books 2015

Acc. No.: 52100 Call No.: 658.3124 ISBN: 9781781254073

Summary: Coaching is one of the most sought-after leadership skills - vital for anyone who wants to develop a team of people who will perform effectively, but are also motivated and relish working together. It's also a dynamic discipline which, in recent years, has developed and grown to embrace theory and practice from a wide range of other disciplines, frameworks and models. Mastering Coaching starts by asking what skills an effective coach must now possess to boost the performance of their coaches. In response, it summarises the most important research in areas such as neuroscience, sports psychology and mindfulness, positive psychology, mastery and goal-setting and offers a clear, simple and practical guide to how this new thinking can help coaches and managers to develop their own coaching practice. Written by Max Landsberg, executive coaching and professional development expert and author of the perennial bestseller The Tao of Coaching, Mastering Coaching goes beyond the basics of coaching by providing insights which offer a proven route map to coaching success.

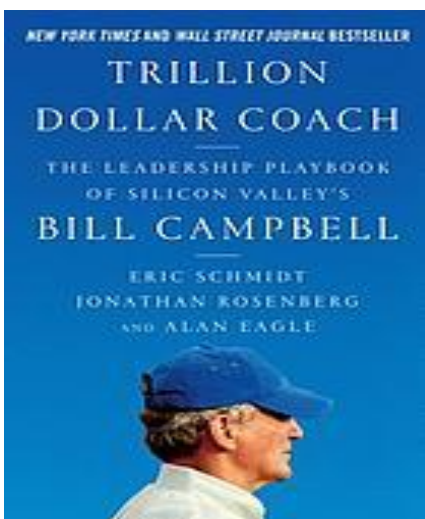


Deep purpose: the heart and soul of high-performance companies by Gulati, Ranjay

Penguin Business 2022

Acc. No.: 52103 Call No.: 658.4012 ISBN: 9780241513392

Summary: Many companies have used purpose as a corporate buzzword to appear virtuous internally, and look good to the outside world. But a poor understanding of the importance of real purpose can have detrimental consequences for the profitability and sustainability of a business. Deep purpose is the essential guide to putting purpose at the core of a company, and in doing so, understanding its very soul. Drawing together years of research, including analysis of multinational corporations from Danone and PepsiCo to Microsoft and Patagonia, Harvard professor Ranjay Gulati has identified eight conceptual barriers that are dooming leaders and their companies to a more superficial engagement with purpose. In this book, he shows you how to understand and overcome these obstacles, in order to find your company's deep purpose and supercharge its capacity to serve all stakeholders and shareholders. By fusing commercial and social logic, business leaders can enhance financial performance, boost employee morale and retention, and leave a positive mark on society. Deep purpose has the power to transform the business landscape and usher in a new era of ethical corporate leadership.

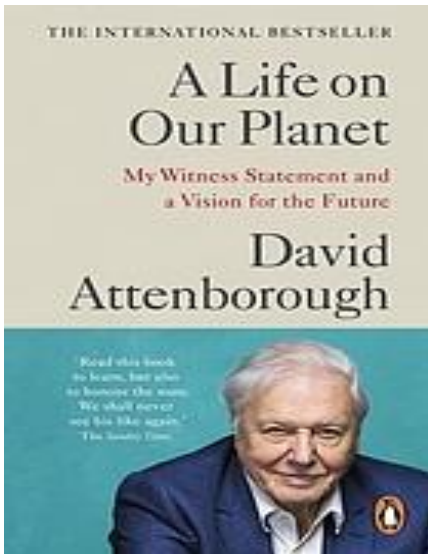


Trillion-dollar coach: the leadership playbook of Silicon Valley's Bill Campbell by Schmidt, Eric

HarperCollins Publishers 2019

Acc. No.: 52104 Call No.: 658.407124 ISBN: 9780062839268

Summary: Eric Schmidt, Jonathan Rosenberg and Alan Eagle, the team behind How Google Works, return with the story of Bill Campbell, the greatest executive business coach the world has ever seen, responsible for creating more value than just about anybody else on the planet.

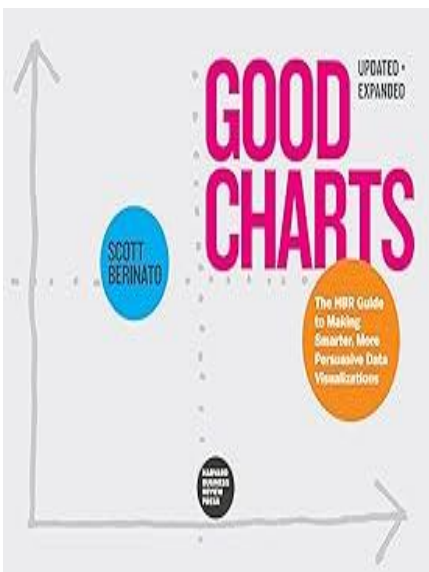


A life on our planet: my witness statement and a vision for the future by Attenborough, David

Witness Books 2022

Acc. No.: 52101 Call No.: 658.4094 ISBN: 9781529108293

Summary: I've had an extraordinary life. It's only now that I appreciate how extraordinary. As a young man, I felt I was out there in the wild, experiencing the untouched natural world -- but it was an illusion. The tragedy of our time has been happening all around us, the loss of our planet's biodiversity. I have been witness to this decline. This book contains the story of how we came to make this, our greatest mistake, and how, if we act now, we can yet put it right.



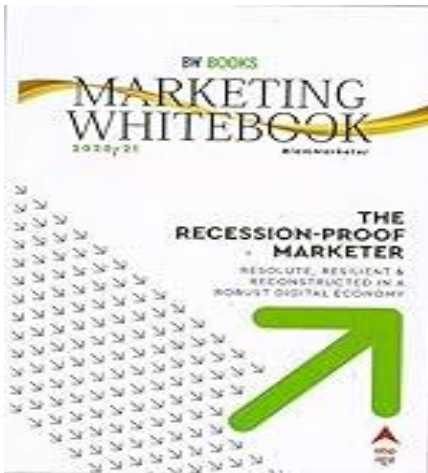
Good charts: the HBR guide to making smarter, more persuasive data visualizations by Berinato, Scott

Harvard Business Review Press 2023

Acc. No.: 52112 Call No.: 658.452 ISBN: 9781647825133

Summary: The best, most powerful way to communicate the nature and potential impact of data is visually. For a long time "dataviz" was left to specialists-data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. The companies that invest in improving their visual communication will gain a competitive advantage, seeing threats and finding opportunities others don't. For individuals like you, building good charts is a need-to-have skill. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. In this updated and expanded edition of Good Charts, dataviz maven Scott Berinato provides the essential guide to how visualization works and how to use this new language to impress and persuade. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. From tips and tricks for upping your visualization's clarity to laying out a system for storytelling with data, Good Charts covers all the core skills you need and can develop.

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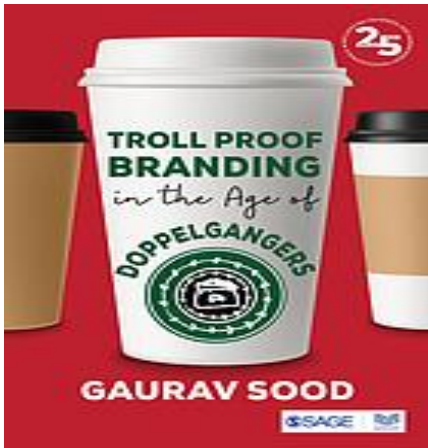


Marketing whitebook 2021-2022 by Business world

Business world 2022

Acc. No.: 52106 Call No.: 658.8 ISBN: 9788193306451

Summary: The essential Handbook for Marketers, which focuses on the characteristics that makes marketers 'future ready'.

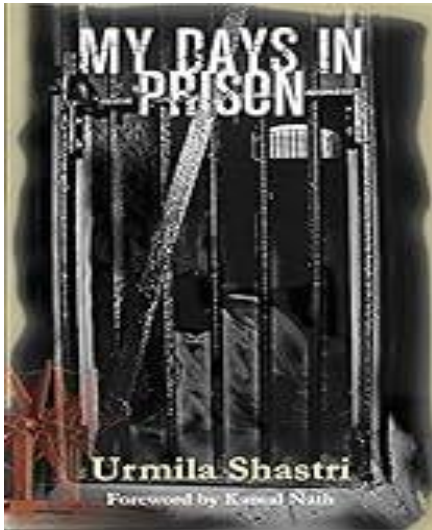


Troll proof branding in the age of doppelgangers by Sood, Gaurav

Sage Publications 2022

Acc. No.: 52114 Call No.: 658.827 ISBN: 9789354793530

Summary: Countering the doppelganger effect and boosting brand positivity in the age of consumerism.



My days in prison: Kaaragaar by Shastri, Urmila

Happer Vantage 2012

Acc. No.: 52107 Call No.: 920 ISBN: 9789350292358

Summary: Mahatma Gandhi called Indians to Civil Disobedience, with his Dandi March and the plea to boycott British goods. Millions of Indians bought and publicly set British goods on fire, exhorting others to follow suit - Urmila Shastri among them. She joined the Satyagraha Movement as a volunteer for the Congress in Meerut. On 17 July 1930, twenty-one-year-old Urmila was arrested on charges of picketing and instigating university students against the government. The case went to trial and the British magistrate offered to acquit her if she apologized in court. Urmila chose to go to jail for six months. Once again, when Mahatma Gandhi announced the Quit India Movement in 1942, Urmila courted arrest. This time, though, she fell seriously ill in jail and was denied proper treatment. She witnessed the inhuman atrocities that the jail authorities heaped on freedom fighters and other prisoners. With no other outlet for her angst, she wrote about her days there.



Billionaire, nerd, saviour, king the hidden truth about Bill Gates and his power to shape our world by Das, Anupreeta

Simon & Schuster 2024

Acc. No.: 52096 Call No.: 920 ISBN: 9781398536883

Summary: Bill Gates is one of the most powerful figures of the past four decades. But the world-famous public image he has so carefully crafted is not the whole truth. In this explosive new book, Anupreeta Das (finance editor of the New York Times) takes you behind the façade. From his early years, when he was a divisive figure in the burgeoning tech industry, we see the Microsoft co-founder morph into a ruthless capitalist, only to change yet again when he fashions himself into a global do-gooder. But as Das's revelatory reporting shows us: billionaires have secrets and philanthropy can have a dark side. Drawing upon hundreds of interviews with current and former employees of the Gates Foundation, Microsoft, and those with insight into the Gates universe, Das delves into Gates's relationships with Warren Buffett, Jeffrey Epstein, Melinda French Gates and others to uncover the man behind the persona. In telling Gates's story, Das also provides a new way to think about how billionaires wield their influence, manipulate their image and pursue philanthropy to achieve their own ends.