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Ghaziabad, Delhi NCR

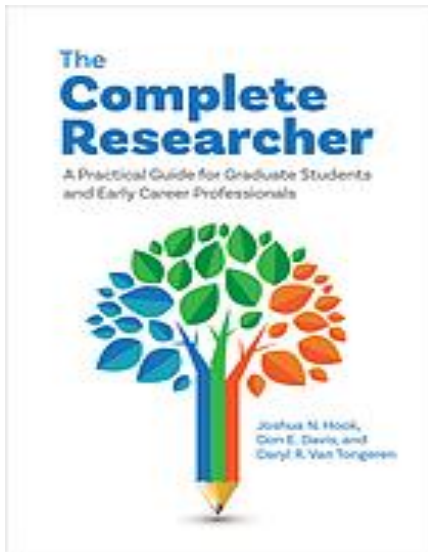


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NEW ARRIVALS

July 2025



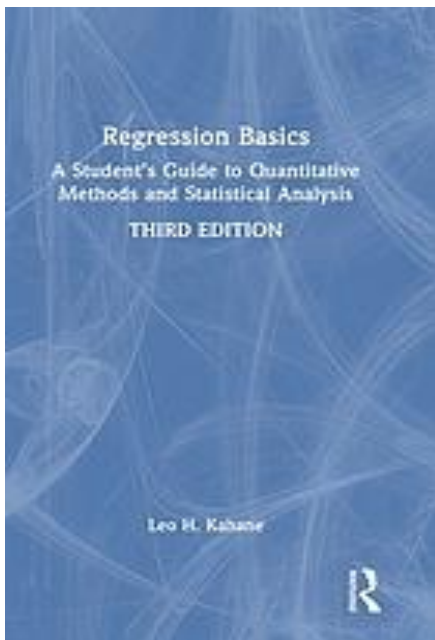


The complete researcher: a practical guide for graduate students and early career professionals by Hook, Joshua N

American Psychological Association 2024

Acc. No.: 52467 Call No.: 001.4 ISBN: 9781433839054

Summary: Learning how to do research well is not easy, and for newer scholars the process can feel overwhelming. Using clear and supportive language, this book is designed help graduate students and early career professionals in psychology develop skills to effectively work through the research process. Chapters cover the essential character traits and skills that are necessary to become an effective researcher, walk through the main steps for completing a research project from start to finish, and discuss considerations when building a career and research program. Rather than the nitty-gritty of research methods, authors Joshua N. Hook, Don E. Davis, and Daryl R. Van Tongeren focus on the big picture of what is required in research. Chapters in the first section address overarching principles-the personal growth, attributes, and habits that are important to develop to become a successful researcher.

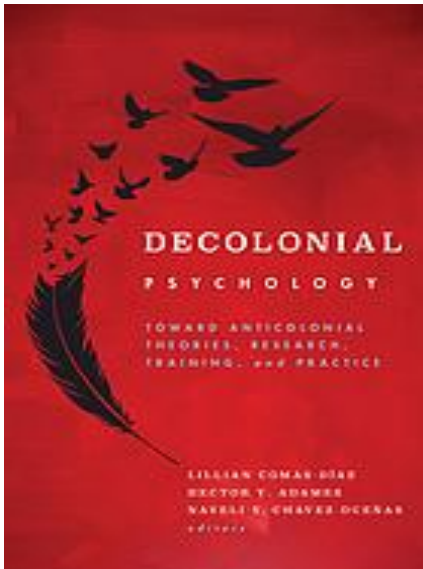


Regression basics: a student's guide to quantitative methods and statistical analysis by Kahane, Leo H

Routledge 2025

Acc. No.: 52512 Call No.: 001.4 ISBN: 9781032393186

Summary: Using an accessible, non-technical approach, the third edition of Regression Basics introduces readers to the fundamentals of statistical regression. Accessible to anyone with an introductory statistics background, the book draws on engaging examples using real-world data and software programs SPSS®, Stata®, and R to illustrate the key concepts of the least square's regression methodology. This well-paced book is ideal for advanced undergraduate and graduate students focusing on quantitative methods, research design and statistical regression in the social and behavioural sciences, political science and economics.

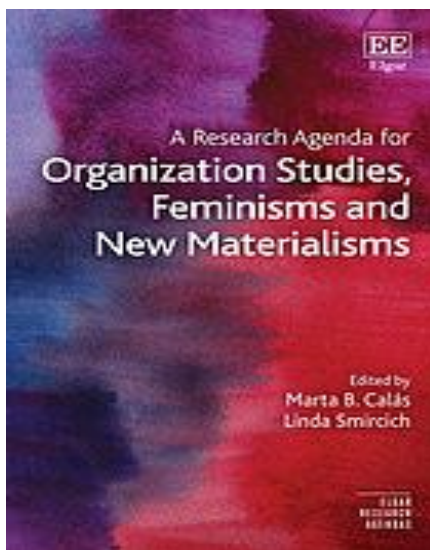


Decolonial psychology: toward anticolonial theories, research, training and practice by Comas-Diaz, Lillian

American Psychological Association 2024

Acc. No.: 52462 Call No.: 001.4 ISBN: 9781433838521

Summary: This book offers an expert synthesis of the scholarly literature on approaches to decolonial psychology, its historical foundations, education and training, and psychological practice. From its inception, psychological science and practice in the United States has been framed predominantly by Eurocentric epistemologies. As a result, oppressed people have internalized the belief that their culture and values are inferior to those of dominant groups. Infusing a decolonial lens into psychology is one way for the field to become more inclusive and relevant to the numerical majority worldwide. Decolonial psychology creates space and methods for oppressed and impoverished communities to radically imagine their existence outside of the superimposed borders of coloniality, neoliberalism, racism, and other systems of oppression. It emphasizes how people's subjectivity and connections to diverse social groups are influenced by history, context, and oppression; how these populations actively resist and survive.



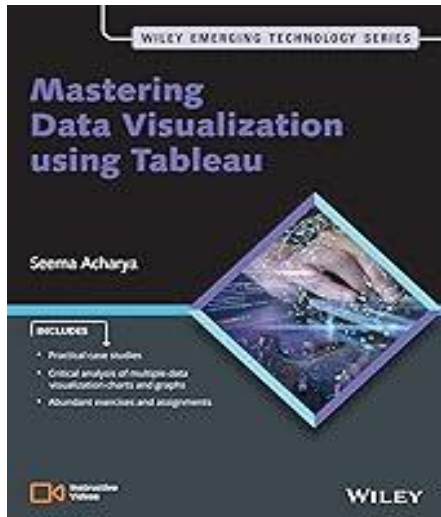
A research agenda for organization studies, feminisms and new materialisms by Calas, Marta B

Edward Elgar Publishing 2023

Acc. No.: 52637 Call No.: 001.4 ISBN: 9781800881266

Summary: Elgar Research Agendas outline the future of research in a given area. Leading scholars are given the space to explore their subject in provocative ways, and map out the potential directions of travel. They are relevant but also visionary. Explaining why contemporary problematic phenomena require a more expansive understanding than what is allowed in conventional organizational studies scholarship, this forward-looking Research Agenda brings insights from recent feminist new materialisms and critical posthumanism theorizing into the field of organization studies. Marta B. Calas and Linda Smircich have assembled herein an international and transdisciplinary community of scholars, whose research in fertile transnational spaces demonstrates the differences this novel scholarship could make in the domain of organization studies. The book serves as a tool and means for questioning fundamental metatheoretical premises and knowledge production practices, focusing particularly on those which, unwittingly.

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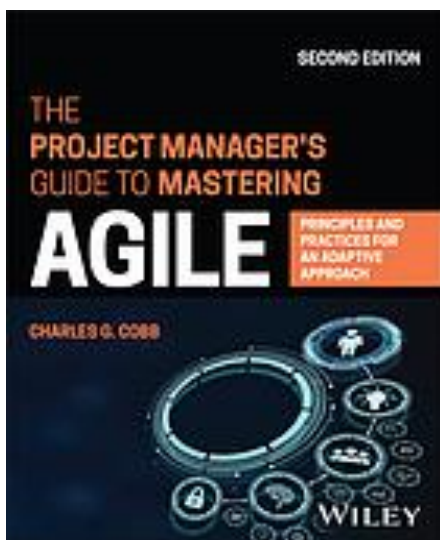


Mastering data visualization using tableau by Acharya, Seema

Wiley India 2024

Acc. No.: 52601 Call No.: 001.4 ISBN: 9789357462952

Summary: This is an extensive discourse on data visualization. This book provides comprehensive guidance on the practice of data visualization across diverse datasets. The learning experience transcends the mere mastery of Tableau and graph plotting, as it empowers readers to exercise careful consideration when selecting the most suitable chart or graph to effectively convey their data insights.



The project manager's guide to mastering agile: principles and practices for an adaptive approach by Cobb, Charles G

John Wiley & Sons 2023

Acc. No.: 52524 Call No.: 005.1 ISBN: 9781119931355

Summary: The Project Manager's Guide to Mastering Agile helps project managers who are faced with the challenge of adapting their project management approach to an Agile environment, showing how these approaches can work jointly to improve project outcomes in any project, with discussion topics and real-world case studies that facilitate hands-on learning. It also provides project managers with the fundamental knowledge to take a leadership role in working with companies to develop a well-integrated, enterprise-level Agile Project Management approach to fit their business. This new edition builds on the success of the original edition and includes updated content from the latest PMBOK Guide, updated sections on stakeholder management, value-driven delivery, adaptive planning, and distributed project management, with an all-new chapter on Hybrid project management. It also includes new case studies on applying an Agile Hardware Development at Tesla and Project Management in a non-software environment.

AN **EXPERT** ADAPTATION

TEACH YOURSELF **VISUALLY POWER BI**

Alexander Loth



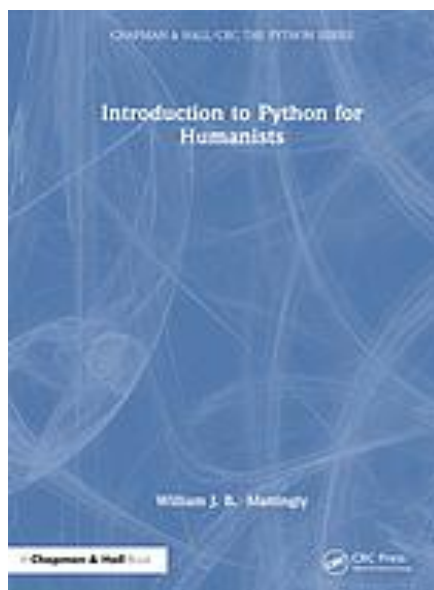
WILEY

Teach yourself Visually power BI by Loth, Alexander

Wiley India 2025

Acc. No.: 52602 Call No.: 005.54 ISBN: 9789363869554

Summary: Master Power BI with Teach Yourself VISUALLY Unlock the full potential of Microsoft's powerful data visualization software with Teach Yourself VISUALLY Power BI. This comprehensive guide brings together all the essential resources needed to master both basic and advanced Power BI functions in one convenient, easy-to-use volume. Featuring fully illustrated, step-by-step instructions and clear, high-quality screenshots, this book makes learning Power BI accessible and engaging. Whether you're just getting started or looking to refine your skills, this guide provides everything you need to navigate Power BI's robust features with ease.

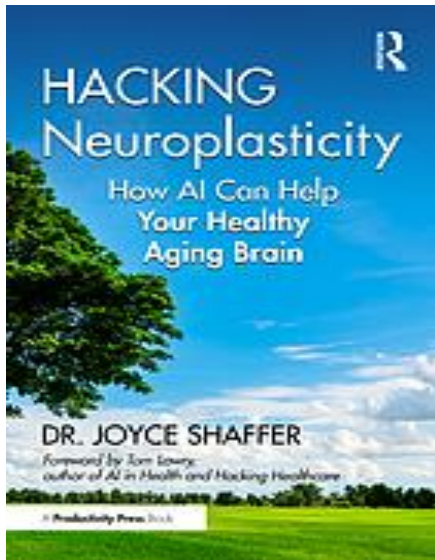


Introduction to Python for humanists by Mattingly, William J B

CRC Press 2023

Acc. No.: 52618 Call No.: 005.74 ISBN: 9781032378374

Summary: This book will introduce digital humanists at all levels of education to Python. It provides background and guidance on learning the Python computer programming language, and as it presumes no knowledge on the part of the reader about computers or coding concepts allows the reader to gradually learn the more complex tasks that are currently popular in the field of digital humanities. This book will be aimed at undergraduates, graduates, and faculty who are interested in learning how to use Python as a tool within their workflow. An Introduction to Python for Digital Humanists will act as a primer for students who wish to use Python, allowing them to engage with more advanced textbooks. This book fills a real need, as it is first Python introduction to be aimed squarely at humanities students, as other books currently available do not approach Python from a humanities perspective. It will be designed so that those experienced in Python can teach from it, in addition to allowing those who are interest.



Hacking neuroplasticity: how AI can help your healthy aging brain by Shaffer, Joyce

Routledge 2025

Acc. No.: 52504 Call No.: 005.8 ISBN: 9781032611716

Summary: Neuroplasticity is the ability of neural networks in the brain to change through growth and reorganization. It is when the brain is rewired to function in some way that differs from how it previously functioned. How does aging affect neuroplasticity? As we grow older, plasticity decreases to stabilize what we have already learned. What influence does the aging process have on memory? Forgetfulness can be a normal part of aging. As people get older, changes occur in all parts of the body, including the brain. As a result, some people may notice that it takes longer to learn new things, they don't remember information as well as they did, or they lose things like their glasses. This book on evolving neuroscience is unique in its lifespan focus on driving neuroplasticity in a positive direction to influence the Flynn effect of increasing human intelligence as the preferred way to prevent, delay onset, and/or reverse dementia. It considers potential impact from the first moments of life through end of life. It includes intergenerational activities. Its inclusion of centenarians and supercentenarians provides examples of "Super Agers" who have maintained and/or increased neurocognitive capacity, often with a health span that approximated their vigorous longevity.



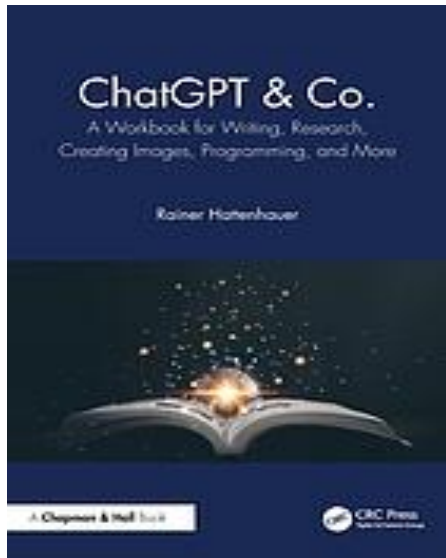
Artificial intelligence in information and communication technologies, healthcare and education: a roadmap ahead by Mahalle, Parikshit N

CRC Press 2023

Acc. No.: 52614 Call No.: 006.3 ISBN: 9781032374598

Summary: Artificial Intelligence in Information and Communication Technologies, Healthcare and Education: A Roadmap Ahead is designed as a reference text and discusses inter-dependability, communication and effective control for the betterment of services through artificial intelligence, as well as the challenges and path ahead for AI in computing and control across different domains of business and human life. The book accommodates technologies and application domains including backbone hardware, systems and methods for deployment, which help incorporating intelligence through different supervised and probabilistic learning approaches.

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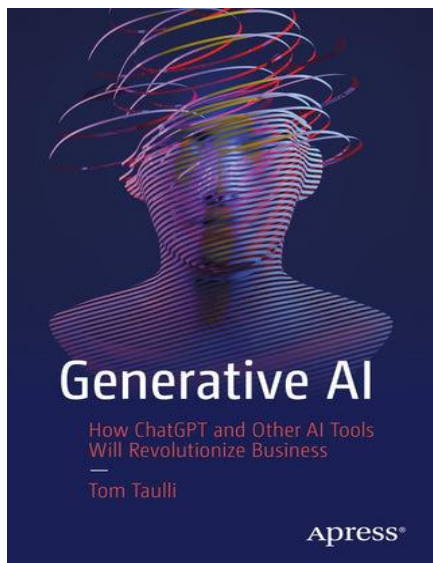


ChatGPT and Co.: a workbook for writing, research, creating images, programming and more by Hattenhauer, Rainer

CRC Press 2025

Acc. No.: 52508 Call No.: 006.3 ISBN: 9781032799520

Summary: Would you like to know how you can benefit from generative artificial intelligence (AI)? Then this book will be of great help to you. It shows you how AI can make your life easier, and it will teach you what added value the current application scenarios of ChatGPT, Mid journey and various other AI tools offer and where their limits lie. Whether you want to write text, conduct research, generate images or create your own program code, you can get started right away without any previous knowledge. Bolstered with many practical examples from the most diverse areas of application, this book presents ChatGPT as part of an ever-growing toolkit, and guides you on which tools to utilize and apply. This is a valuable workbook for those looking to harness and incorporate ChatGPT and generative AI into their work, studies or general life.



Generative AI: how ChatGPT and other AI tools will revolutionize business by Taulli, Tom

Apress Media 2025

Acc. No.: 52487 Call No.: 006.3 ISBN: 9781484299203

Summary: This book will show how generative technology works and the drivers. It will also look at the applications showing what various start-ups and large companies are doing in the space. There will also be a look at the challenges and risk factors.

During the past decade, companies have spent billions on AI. But the focus has been on applying the technology to predictions – which is known as analytical AI. It can mean that you receive TikTok videos that you cannot resist. Or analytical AI can fend against spam or fraud or forecast when a package will be delivered. While such things are beneficial, there is much more to AI. The next megatrend will be leveraging the technology to be creative. For example, you could take a book and an AI model will turn it into a movie – at very little cost. This is all part of generative AI. It's still in the nascent stages but it is progressing quickly. Generative AI can already create engaging blog posts, social media messages, beautiful artwork and compelling videos.

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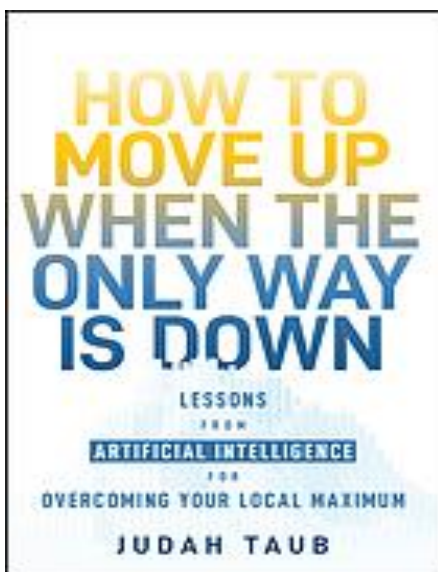


HRM, artificial intelligence and the future of work: insights from the Global South by Adekoya, Olatunji David

Palgrave Macmillan 2024

Acc. No.: 52634 Call No.: 006.3 ISBN: 9783031623684

Summary: The rise of artificial intelligence is having a profound impact on human resource management, as AI is being used to automate a wide range of HR tasks and functions, from recruiting and onboarding to performance management and compensation. However, the impact of AI on HRM is not evenly distributed. Due to a variety of factors, the Global South is lagging behind the Global North in terms of AI adoption, creating a widening disparity in the effectiveness and efficiency of HR operations. This edited book explores HRM, artificial intelligence and the future of work in the Global South. It addresses key elements of how technology is transforming the workplace and people management, including HR automation, robotisation, big data analytics, smart systems, virtualisation, AI, machine learning and the Internet of Things. The chapters offer a collection of cases from various Global South countries, draw on various types of research (empirical, review papers, conceptual and theoretical) and incorporate contextual issues such as technology, politics, culture, ethics and economics. Despite the relatively slow adoption of AI in the Global South compared to developed nations, its potential impact on the future of work remains significant, particularly in shaping the role of HR as a bridge between technology and human resources.

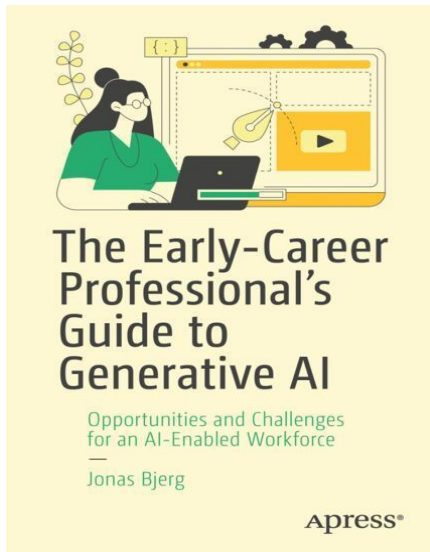


How to move up when the only way is down: lessons from artificial intelligence for overcoming your local maximum by Taub, Judah

John Wiley & Sons 2025

Acc. No.: 52523 Call No.: 006.3 ISBN: 9781394278091

Summary: Mathematicians and coders use the term "local minimum" to describe the challenge of optimization, or the best solution to a problem. It is not always obvious. "Maximum" represents the human search for the highest value while computers search for the lowest value, or the fastest and most cost-efficient solutions. To this end, AI itself has been recruited as a key player to figure out solutions problems posed by a Local Maximum.

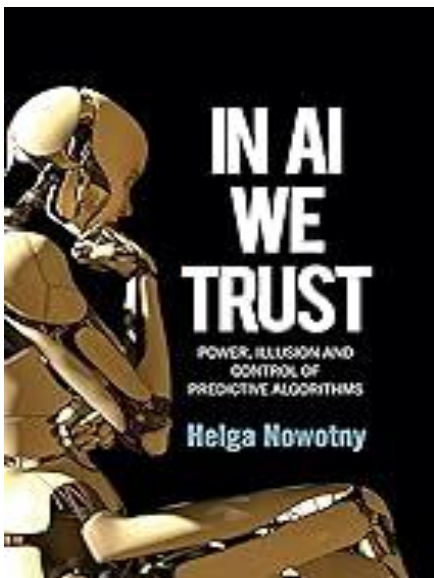


The early-career professional's guide to generative AI: opportunities and challenges for an AI enabled workforce by Bjerg, Jonas

Apress Media 2025

Acc. No.: 52488 Call No.: 006.3 ISBN: 9798868810947

Summary: The world stands at a pivotal moment due to the emergence of Generative AI, specifically ChatGPT. This ground-breaking technology has provoked and impressed almost every industry globally, evoking every emotion from awe to anxiety. Many are apprehensive about the future, fearing job losses due to rapid artificial intelligence (AI advancements). But if history has taught us anything, progress, while challenging, often paves the way for broader opportunities and growth. This book explains in depth the core building blocks that make up the current landscape of transformer and language models and, more broadly speaking, AI as a whole. We have seen how the internet and the mobile revolution changed our world. Is AI following a similar trajectory? Are we on the verge of something even more transformative? This book strives to provide a complete picture of the challenges and opportunities and the implications for our shared futures. In subsequent chapters, the book will discuss language models in depth.



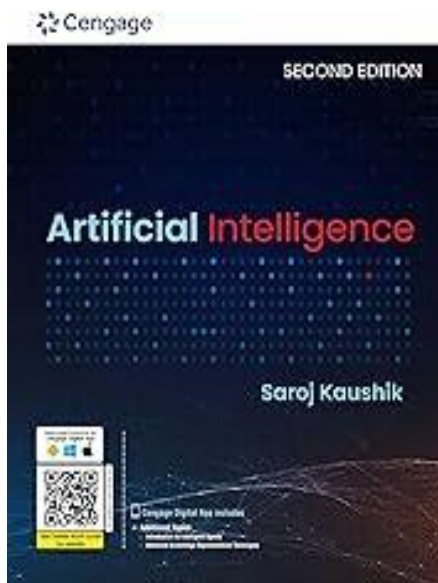
In AI we trust: power, illusion and control of predictive algorithms by Nowotny, Helga

Polity Press 2024

Acc. No.: 52534 Call No.: 006.3 ISBN: 9781509565467

Summary: One of the most persistent concerns about the future is whether it will be dominated by the predictive algorithms of AI – and, if so, what this will mean for our behaviour, for our institutions and for what it means to be human. AI changes our experience of time and the future and challenges our identities, yet we are blinded by its efficiency and fail to understand how it affects us.

At the heart of our trust in AI lies a paradox: we leverage AI to increase our control over the future and uncertainty, while at the same time the performativity of AI, the power it has to make us act in the ways it predicts, reduces our agency over the future. This happens when we forget that that we humans have created the digital technologies to which we attribute agency. These developments also challenge the narrative of progress, which played such a central role in modernity and is based on the hubris of total control. We are now moving into an era where this control is limited as AI monitors our actions, posing the threat of surveillance, but also offering the opportunity to appropriate control and transform it into care.

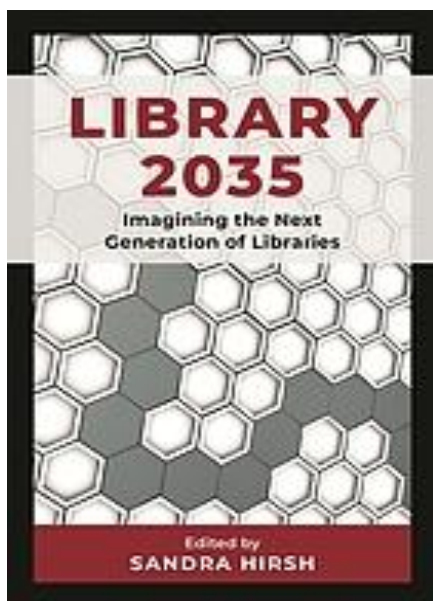


Artificial intelligence by Kaushik, Saroj

Cengage Learning 2025

Acc. No.: 52542 Call No.: 006.3 ISBN: 9789355730428

Summary: This second edition of Artificial Intelligence is designed to provide comprehensive material for undergraduate and graduate students on the vast and fast-growing subject of Artificial Intelligence. This book has been written keeping in mind the syllabi designed for courses on AI in various technical institutions and universities in India and abroad. It can serve as a textbook for one full-semester course on AI. It will also provide study material to computer professionals who wish to expand their knowledge on AI. The book is divided into 6 units with each unit containing related chapters. There are overall 16 chapters. Compared with the syllabi of UG programmes in Indian universities, there is about 40% extra material that might be useful for advanced AI courses. The main topics covered in the book include problem-solving using intelligent searches and planning, knowledge representation techniques, game playing, first-order predicate logic and programming language PROLOG (programming in logic), uncertainty handling, expert systems, knowledge representation, etc.



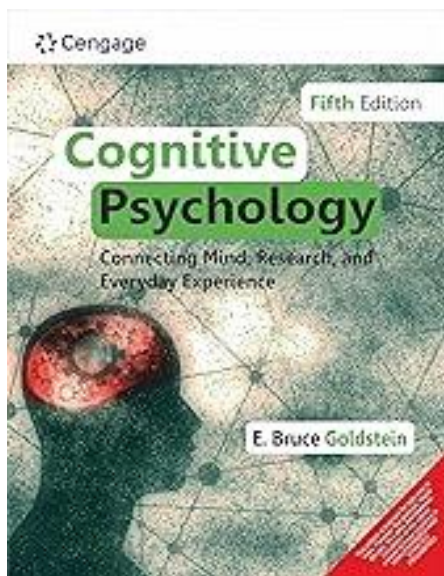
Library 2035: imagining the next generation of libraries by Hirsh, Sandra

Rowman & Littlefield 2024

Acc. No.: 52477 Call No.: 025 ISBN: 9781538180402

Summary: Building on the success and impact of 'Library 2020: today's leading visionaries describe tomorrow's library' by Joseph Janes, 'Library 2035: imagining the next generation of libraries' updates, expands upon, and broadens the discussions on the future of libraries and the ways in which they transform information services to best serve their communities. 'Library 2035' explores the lessons learned over the past decade and forecasts the opportunities, strengths, and challenges for libraries in the future. Contributors including R. David Lankes, Kelvin Watson, Annie Norman, Miguel Figueroa, and Nicole Cooke, along with 25 other library leaders, were asked to describe the 'library of 2035' in whatever way they wanted. Their responses to this question will inspire, provoke, challenge, and expand our thinking about the role and importance of libraries in the future. Library leaders, LIS students and faculty will find this book particularly meaningful and useful as we grapple with what the future of libraries and the profession will be.

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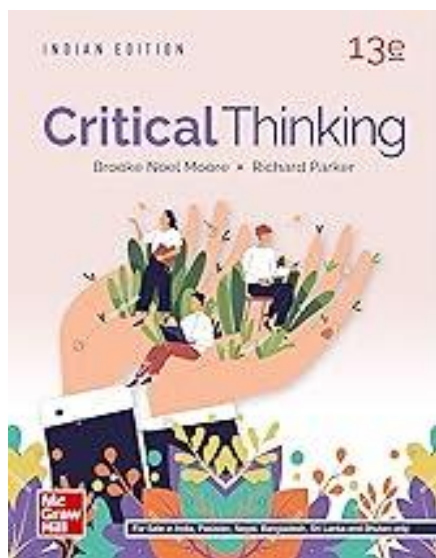


Cognitive psychology: connecting mind, research and everyday experience by Goldstein, E Bruce

Cengage Learning 2024

Acc. No.: 52481 Call No.: 153 ISBN: 9789355739001

Summary: A lot goes on in your head when you're doing something simple like remembering (or forgetting!) to do your next assignment. Bruce Goldstein explains all this activity going on in your mind in COGNITIVE PSYCHOLOGY: CONNECTING MIND, RESEARCH, AND EVERYDAY EXPERIENCE. Concrete examples and illustrations help you understand both the scientific importance of theories and their relevance to you, including research-based suggestions for better ways to study.



Critical thinking by Moore, Brooke Noel

McGraw Hill 2023

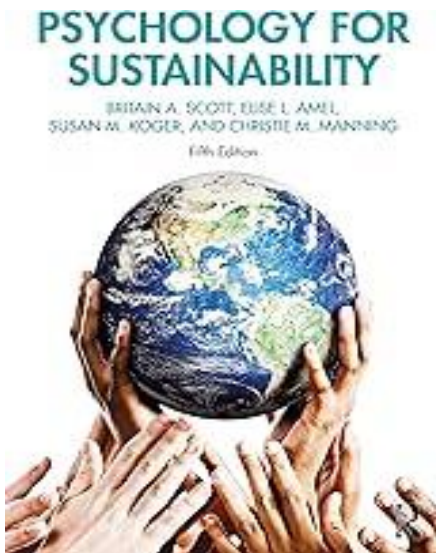
Acc. No.: 52538 Call No.: 153.4 ISBN: 9789355324764

Summary: Critical Thinking analyses the challenges of society and addresses the recent changes in behavioral aspects and flow of information in the light of contemporary developments. Information-acquisition skills, the skills people use to acquire veridical information and to segregate fake news sources, misinformation etc. have become one of the major requirements of current day. Therefore, skill of critically analysing the information has become significant in today's world.

Sections on inductive and deductive reasonings, as well as Moral, Legal, and Aesthetic Reasoning are included to capture the intricacies of this theme, while providing relevant case studies and examples. Art of Persuasion adds further value to the book.

The pedagogical feature of the book is specifically developed by keeping in mind the students of various disciplines who take a course on this subject. With emphasis on 'critical thinking' in the New Education Policy in India, this book will serve the needs of students and teachers across disciplines.

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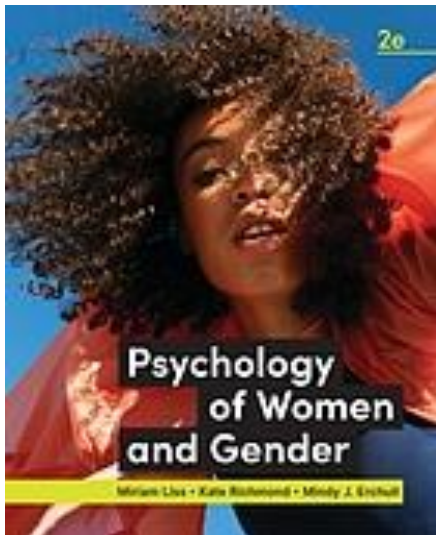
Psychology for sustainability by Scott, Britain A

Routledge 2021

Acc. No.: 52615 Call No.: 155.2 ISBN: 9780367480691

Summary: Psychology for Sustainability applies psychological science to so-called environmental problems that manifest when human behavior disrupts and degrades natural systems. Drawing on environmental psychology, ecopsychology, conservation psychology, and related disciplines, the authors provide an extensive review of relevant theory and research in a lively and easy-to-read style.

This edition represents a substantial revision and expansion spurred by a burgeoning body of research and by global ecological, political, and social developments. Particular attention is paid to environmental justice and collective action for systems change. More than one-third of the content is entirely new, and there are more than nine hundred new references. This edition also features a new full-color design and over two hundred full-color figures, tables, and photos. Timely topics include climate change, biodiversity loss, environmental racism, Indigenous perspectives, social media, and COVID-19 and other pandemics. Content retained from the previous edition has been updated throughout.



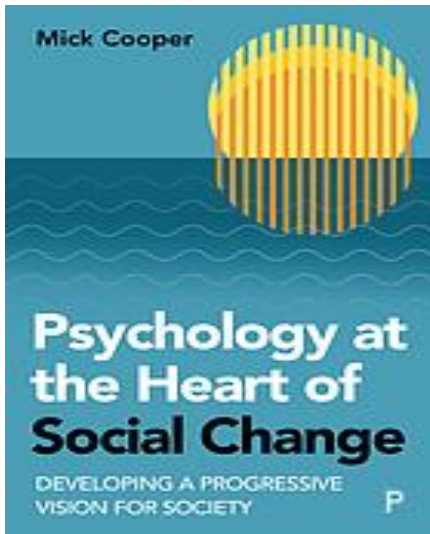
Psychology of women and gender by Liss, Miriam

W W Norton & Company 2024

Acc. No.: 52499 Call No.: 155.333 ISBN: 9781324070016

Summary: Providing an intersectional lens for interpreting the ever-changing issues that influence girls, women, and trans and/or gender nonbinary individuals today.

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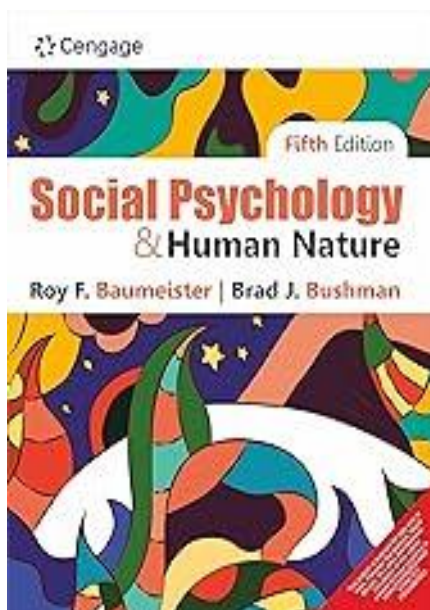


Psychology at the heart of social change: developing a progressive vision for society by Cooper, Mick

Policy Press 2023

Acc. No.: 52475 Call No.: 155.92 ISBN: 9781447361039

Summary: This book shows why we need, and can create, a progressive politics that is profoundly informed by insights from the psychotherapeutic and psychological domain, moving us from a politics of blame to a politics of understanding.

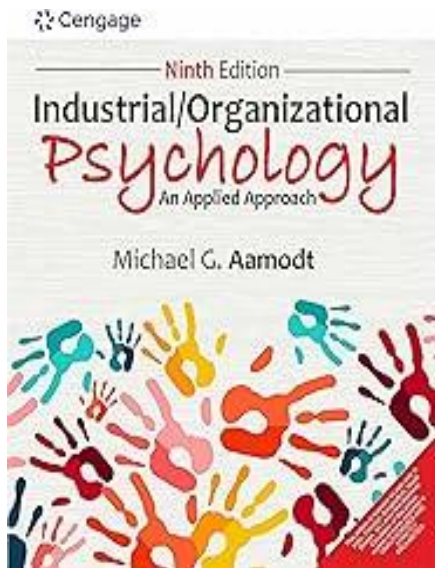


Social psychology and human nature by Baumeister, Roy F

Cengage Learning 2021

Acc. No.: 52483 Call No.: 155.92 ISBN: 9789355739049

Summary: Explore how social psychology can help you make sense of your own social world with this engaging and accessible book. Roy F. Baumeister and Brad J. Bushman's SOCIAL PSYCHOLOGY AND HUMAN NATURE, 5th Edition, can help you understand one of the most interesting topics of all -- the sometimes bizarre and baffling but always fascinating diversity of human behavior, and how and why people act the way they do. After reading this book, you will have a much better understanding of people. Thoroughly updated with the latest research and thinking, the new edition includes expanded coverage of social media use and loneliness, findings on mimicry, nonbinary gender theory, anti-LGBTQ+ prejudice and more.

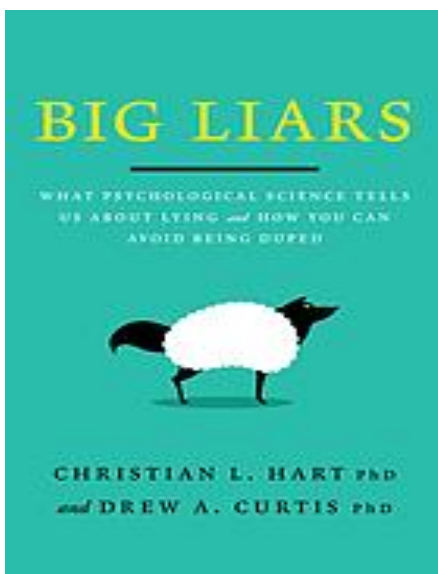


Industrial and organizational psychology: an applied approach by Aamodt, Michael G

Cengage Learning 2024

Acc. No.: 52622 Call No.: 158.7 ISBN: 9789355739032

Summary: Discover the importance of industrial and organizational psychology in everyday life with Aamodt's INDUSTRIAL/ORGANIZATIONAL PSYCHOLOGY: AN APPLIED APPROACH, 9E. This updated edition presents the latest developments and technology in use as the award-winning author balances recent research and proven theory with practical application. You master critical skills as you analyze in-depth topics such as interview survival, creating job descriptions, performance appraisals, the latest employment law, job satisfaction, work motivation and leadership. You also explore emerging topics such as gamification and the virtual workplace. This edition keeps your interest with humor, relevant case studies, real examples and a welcoming writing style. Innovative and up-to-date charts, tables and flowcharts reflect the latest statistics and developments in the field. In addition, meaningful exercises help you better understand today's complex industrial and organizational issues.



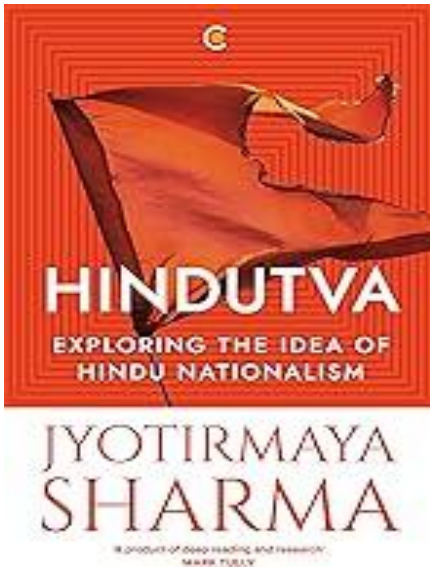
Big liars: what psychological science tells us about lying and how you can avoid being duped by Hart, Christian L

American Psychological Association 2023

Acc. No.: 52457 Call No.: 177.3 ISBN: 9781433837517

Summary: Most people are mostly honest, most of the time. And there aren't that many big, pants-on-fire liars in the population overall. But just a few big liars can have an outsized impact on the people around them--ruining personal relationships, bankrupting businesses, and even, when they attain political power, undermining the fabric of society.

Big Liars explores this small but dangerous group through the lens of psychological science. Fascinating new research gives us insight into the nature of dishonesty and dishonest people, explaining who lies, what types of people lie a lot, how often people lie, how big liars are created, how they operate, how we can recognize them, and how we can avoid being victimized by them. This book has crucial implications for mental health treatment, as well as our efforts to grapple with the effects of big liars and their big lies on social movements and society as a whole.



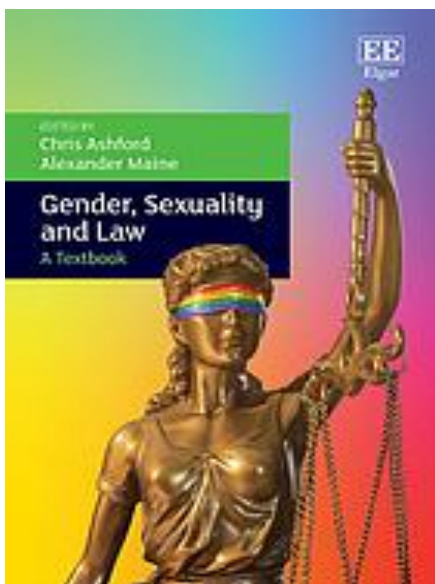
Hindutva: exploring the idea of Hindu Nationalism by Sharma, Jyotirmaya

Westland Books 2023

Acc. No.: 52515 Call No.: 294.5 ISBN: 9789395767743

Summary: The upsurge of militant Hindu nationalism in the recent past has brought to the fore questions of who a Hindu is, what Hinduism is and what Hindutva and Hinduism mean to Hindus. If Hindutva is a way of life, who are its followers? And for those who are, how necessary is it that its practice should prevail upon all others? These are questions of great relevance in today's India.

This book goes beyond the existing enquiry into Hindu identity, nationalism and culture, through the writings of thinkers Dayananda Saraswati, Sri Aurobindo, Swami Vivekananda and Vinayak Damodar Savarkar. With characteristic academic rigour and research, Jyotirmaya Sharma offers us original insights into the intellectual traditions that have nourished political Hindutva. The book calls for revisiting those traditions in which Hinduism is seen as being more inclusive and self-critical, at times even of its own fundamental premises.



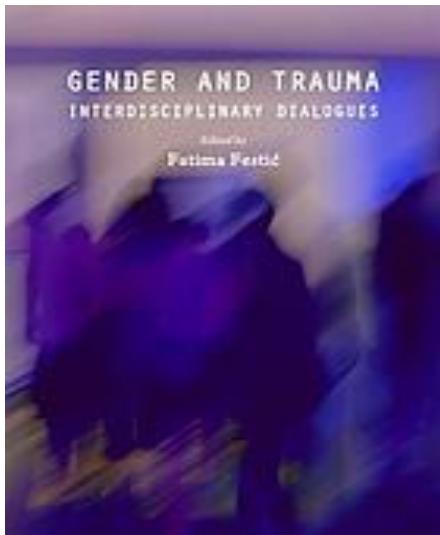
Gender, sexuality and law: a textbook by Ashford, Chris

Edward Elgar Publishing 2024

Acc. No.: 52473 Call No.: 305.42 ISBN: 9781800882676

Summary: This textbook combines pioneering feminist and queer judgements and statutes with critical and intersectional theories, to provide a comprehensive overview of the field of gender, sexuality and law. A diverse range of socio-legal experts set out the theoretical and legal foundations of the topic, before examining the ongoing struggle for rights and contemporary dissenting voices. Key Features: - Inclusion of feminist and queer judgments and statutes linked to gender and sexuality - Accessible and detailed discussion of feminist and queer theory, and critical race theory - Discussion of the decriminalisation of homosexuality, consent and sexual violence, hate crime, sex work and pornography - Exploration of trans identities, relationship recognition rights, parenthood and reproduction, pregnancy and abortion, gender and the legal profession, and identities and employment Accessibly written and carefully structured, this textbook is an important resource for undergraduate and postgraduate students of gender, sexuality, feminist law and queer legal studies. It is also a crucial read for those studying law and society, criminology and cultural studies.

NEW ARRIVALS, JULY 2025

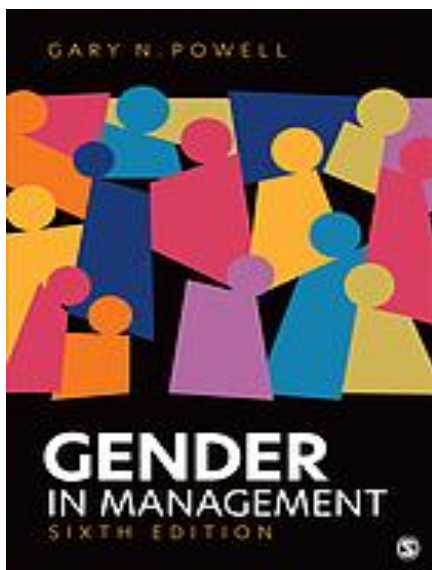


Gender and trauma: interdisciplinary dialogues by Festic, Fatima

Cambridge Scholars Publishing 2012

Acc. No.: 52474 Call No.: 305.42 ISBN: 9781443834964

Summary: This volume presents eight integrated essays that explore the intersection of the scholarly fields of gender and trauma, combining work that can broadly be located in the subject areas of literary studies, the humanities, and the social sciences. The contributors search for a more comprehensive theoretical ground to analyze the overlapping, inter-agency, and also, the lines that separate the issues of gender and trauma, to establish a more political linking of the materiality of the effects.



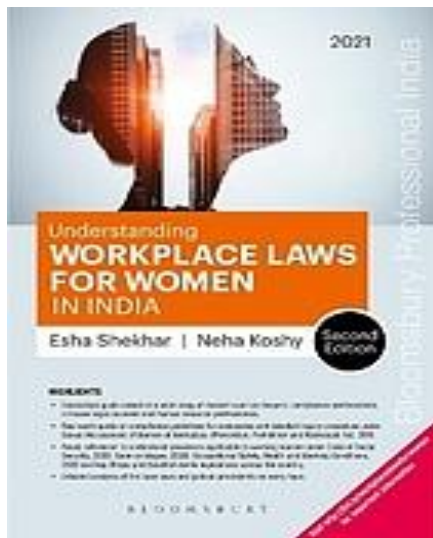
Gender in management by Powell, Gary N

Sage Publications 2024

Acc. No.: 52626 Call No.: 305.42 ISBN: 9781071910351

Summary: Formerly known as Women and Men in Management, the new Sixth Edition of Gender in Management, author Gary N. Powell provides a comprehensive survey and review of the literature on sex, gender, and organizations. A fully-updated chapter on Sexually-Oriented Behavior in the Workplace examines the widespread problem of sexual harassment and its underlying causes as well as dynamics of workplace romance. Powell provides specific research-based strategies for promoting an organizational culture of non-discrimination, diversity, and inclusion. Key Features: - More intersectional than ever, with expended coverage of how ethnicity, sexual orientation, gender identify and expression, and generational differences intersect with gender in the workplace. - Includes the latest research and statistics on a wide range of important issues like gender socialization, improving hiring decisions, and leading diverse teams. - A full-updated chapter on Managing the Work-Family Interface explores the complex relationship between work and family as well as strategies for creating more family-friendly organizational cultures.

NEW ARRIVALS, JULY 2025

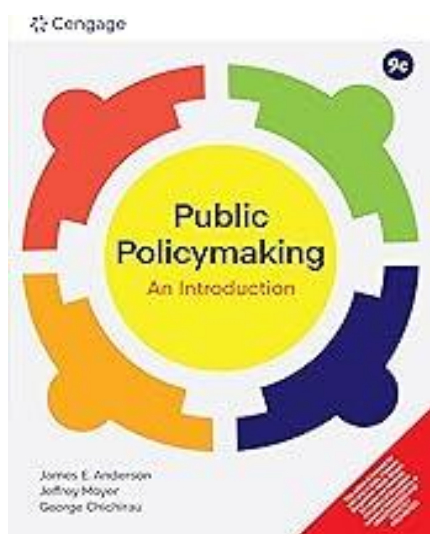


Understanding workplace laws for women in India by Shekhar, Esha

Bloomsbury 2022

Acc. No.: 52470 Call No.: 306.3 ISBN: 9789390513710

Summary: The second edition of this practical guide provides simplified and pragmatic analysis of the labour laws applicable to women at workplaces in India. It aims to provide a ready and updated reference book for understanding provisions of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and other provisions relating to female employees and workers under the 2020 Labour Codes. The book seeks to act as a guide on the concepts and procedures along with providing an in-depth analysis of relevant case laws. It is intended for use by the collective audience of lawyers, compliance professionals, in-house legal counsels and human resource professionals who wish to understand, implement and reliably interpret various provisions of labour laws geared towards female employees and workers at workplace.



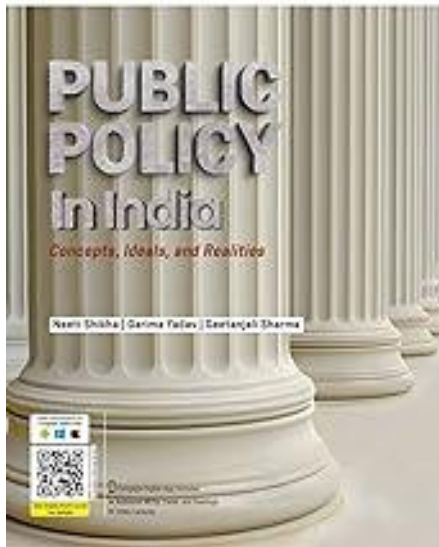
Public policymaking: an introduction by Anderson, James E

Cengage Learning 2024

Acc. No.: 52551 Call No.: 320.6 ISBN: 9789360530198

Summary: Anderson/Moyer/Chichirau's PUBLIC POLICYMAKING explains public policy fundamentals by emphasizing the process behind the creation of legislation. As you examine each individual step of the policymaking process -- from policy formation and budgeting to implementation and impact -- you will gain a thorough understanding of how different factors influence public policy creation.

Cengage

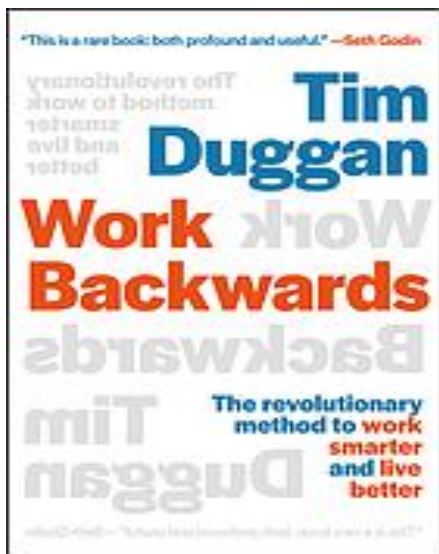


Public policy in India: concepts, ideals and realities by Shikha, Neeti

Cengage Learning 2025

Acc. No.: 52550 Call No.: 320.6 ISBN: 9789355739896

Summary: Public policies significantly impact across business and industry via economic conditions, regulations, research funding, environmental initiatives, social responsibility, health and safety standards, international trade, technology, and many more. Being aware of policy changes, regulations, and government initiatives is vital for business leaders as well as professionals to make informed decisions, adapt strategies, and ensure compliance. Adopting an interdisciplinary perspective essential for this domain it focuses on the legal, political, and economic history of India, which serve as a useful background and help to analyse the modern-day policy-formulation process, theoretical foundations of policy-making, and methods of policy evaluation adopted by various agencies. This text is addressed to not just public policy students, government officials, and enthusiasts but also modern-day professionals who should be aware of public policy-making regardless of their field of expertise.

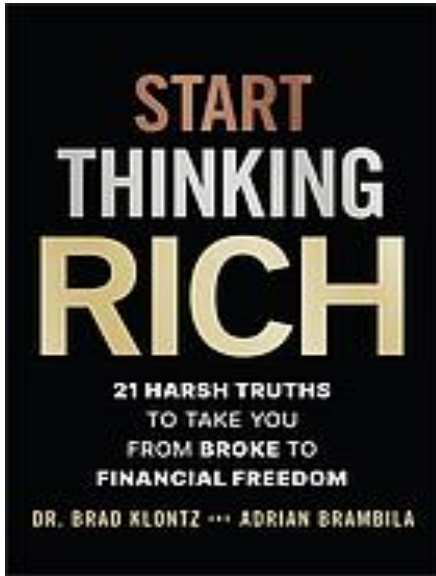


Work backwards: the revolutionary method to work smarter and live better by Duggan, Tim

John Wiley & Sons 2025

Acc. No.: 52525 Call No.: 331.256 ISBN: 9781394298174

Summary: Something's about to break, and if we don't change direction soon, it's going to be us. It doesn't matter in which industry or where: too many of us are overworked, disengaged and apprehensive about the future of work. In his life-affirming new book, bestselling author and founder Tim Duggan argues that we approach work and life the wrong way around. Fuelled by a powerful realignment that's questioning the way we traditionally think about and interact with our workplaces, in Work Backwards you'll discover: Why reversing your thinking can have such an oversized impact, the four things you need to live a full life right now, how to easily reset your life--work balance, how to use tools like remote, hybrid and flexible work properly, why this is the right moment to experiment with work. You'll also receive expert guidance from the world's leading work and happiness researchers and join a new army of people who are rethinking their relationship with work. Learn valuable, practical tools to work better and live a fulfilled and meaningful life that takes advantage of this once-in-a-generations opportunity to reverse your thinking and reclaim your life from work.



Start thinking rich: 21 harsh truths to take you from broke to financial freedom by Klontz, Brad

John Wiley & Sons 2025

Acc. No.: 52526 Call No.: 332.024 ISBN: 9781394276523

Summary: Start Thinking Rich tells the truth about getting rich, debunks the false beliefs that the majority of the population carries about money, and it gives actionable, research-based, and experience-backed strategies for the reader to use to build their own legacy of wealth.

A World Bank Group Flagship Report

WORLD DEVELOPMENT REPORT 2024

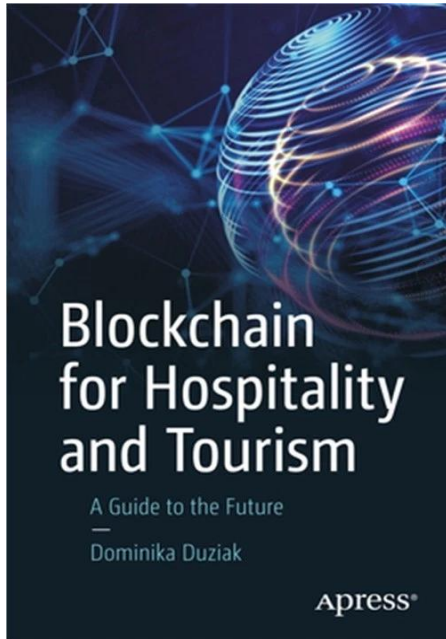


The middle-income trap by World Bank Group

World Bank Group 2024

Acc. No.: 52500 Call No.: 332.1532 ISBN: 9781464820786

Summary: Middle-income countries are in a race against time. Many of them have done well since the 1990s to escape low-income levels and eradicate extreme poverty, leading to the perception that the last three decades have been great for development. But the ambition of the more than 100 economies with incomes per capita between US\$1,100 and US\$14,000 is to reach high-income status within the next generation. When assessed against this goal, their record is discouraging. Since the 1970s, income per capita in the median middle-income country has stagnated at less than a tenth of the US level. With aging populations, growing protectionism, and escalating pressures to speed up the energy transition, today's middle-income economies face ever more daunting odds. To become advanced economies despite the growing headwinds, they will have to make miracles. Drawing on the development experience and advances in economic analysis since the 1950s, World Development Report 2024 identifies pathways for developing economies to avoid the "middle-income trap." It points to the need for not one but two transitions for those at the middle-income level: the first from investment to infusion and the second from infusion to innovation. Governments in lower-middle-income countries must drop the habit of repeating the same investment-driven strategies and work instead to infuse modern technologies and successful business processes from around the world into their economies. This requires reshaping large swaths of those economies into globally competitive suppliers of goods and services.



Blockchain for hospitality and tourism: a guide to the future by Duziak, Dominika

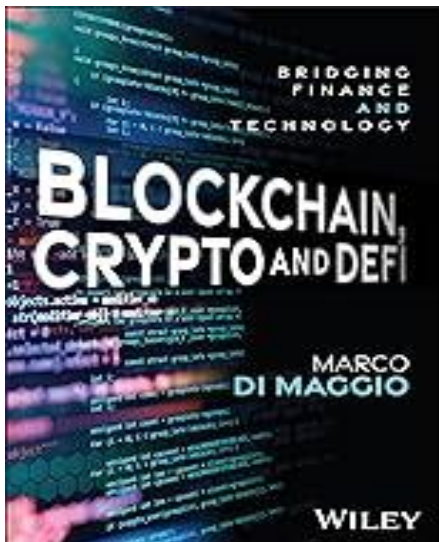
Apress Media 2025

Acc. No.: 52491 Call No.: 332.178 ISBN: 9798868806193

Summary: Learn blockchain in a simple, non-tech way and explore the different emerging technologies that open a world of opportunities in the space of tourism and hospitality. This book showcases examples of blockchain-based solutions implemented in different industries and connects them to use cases in hospitality and tourism (disintermediation, payments, loyalty programs, supply chain management, identity management etc.).

Blockchain is one of the disruptive technologies that lays foundations for Web3.0, NFTs, Metaverse and other innovations. Despite many benefits, its adoption in the hospitality industry is very slow. Lack of awareness and connection to clear return-on-investment, coupled with many misconceptions and general perception of complexity is one of the main reasons why hospitality managers are reluctant to embark on the blockchain train.

Blockchain for Hospitality and Tourism serves as a practical guide to the world of innovations, from the basics of blockchain to “how to start a project” with brief explanations of different technologies and capabilities.



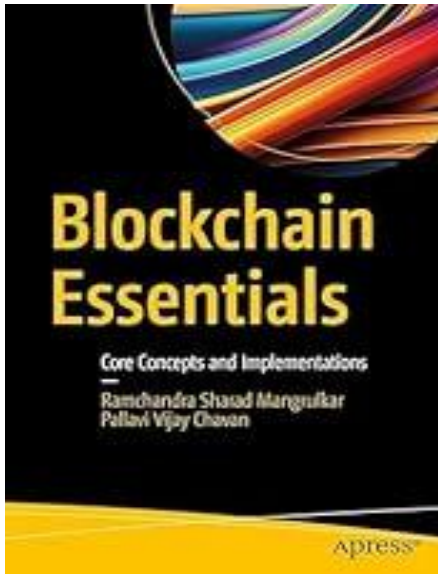
Blockchain, crypto and DeFi: bridging finance and technology by Maggio, Marco Di

John Wiley & Sons 2025

Acc. No.: 52528 Call No.: 332.178 ISBN: 9781394275892

Summary: Step into the realm of blockchain and cryptocurrency like never before with “Blockchain, Crypto, and DeFi: Bridging Finance and Technology.” Crafted by Marco Di Maggio, not just a Harvard Professor of Finance but an esteemed advisor to giants like Coinbase, this is your roadmap from foundational theories to cutting-edge applications. This is far from an academic discourse detached from reality; it seamlessly integrates theory with practice through detailed case studies and practical coding tutorials.

Navigating the digital landscape today demands more than just passing familiarity with the latest technologies. Delving deep into blockchain and cryptocurrencies has become a pivotal skill set for anyone looking to thrive in this constantly shifting digital era. Whether you're a student aiming for a career in finance and technology, an academic seeking to expand your knowledge base, or a professional looking to stay ahead of the curve, this textbook offers unparalleled insights into the mechanics and implications of blockchain technologies.

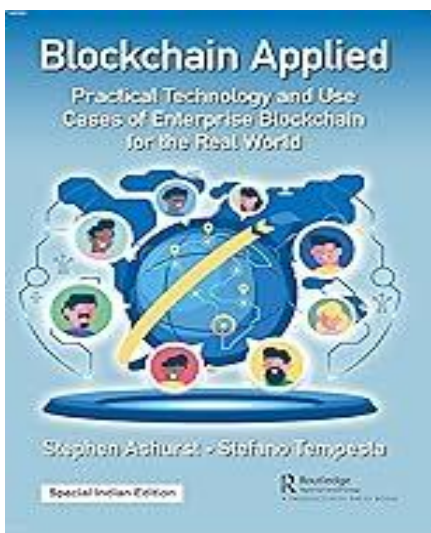


Blockchain essentials: core concepts and implementations by Mangrulkar, Ramchandra Sharad

Apress Media 2024

Acc. No.: 52490 Call No.: 332.178 ISBN: 9798868804052

Summary: This book will teach you the core concepts of blockchain technology in a concise manner through straightforward, concrete examples using a range of programming languages, including Python and Solidity. The 50 programs presented in this book are all you need to gain a firm understanding of blockchain and how to implement it. The book begins with an introduction to the fundamentals of blockchain technology, followed by a review of its types, framework, applications and challenges. Moving ahead, you will learn basic blockchain programming with hash functions, authentication code, and Merkle trees. You will then dive into the basics of bitcoin, including wallets, digital keys, transactions, digital signatures, and more. This is followed by a crash course on Ethereum programming, its network, and ecosystem. As you progress through the book, you will also learn about Hyperledger and put your newly-gained knowledge to work through case studies and example applications. After reading this book, you will understand blockchain's underlying concepts and its common implementations.



Blockchain applied: practical technology and use cases of enterprise blockchain for the real world by Ashurst, Stephen

Routledge 2024

Acc. No.: 52616 Call No.: 332.178 ISBN: 9781032906416

Summary: Blockchain is the popular name given to the exciting, evolving world of distributed ledger technology (DLT). Blockchains offer equitable and secure access to data, as well as transparency and immutability. Organisations can decide to use blockchain to upgrade whatever ledgers they are currently deploying (for example, relational databases, spreadsheets and cumbersome operating models) for their data and technology stack in terms of books and records, transactions, storage, production services and in many other areas. This book describes the applied use of blockchain technology in the enterprise world.



Blockchain in supply chain digital transformation by Clohessy, Trevor

CRC Press 2023

Acc. No.: 52627 Call No.: 332.178 ISBN: 9781032188782

Summary: Blockchain and distributed ledger technology (DLT) have been identified as emerging technologies that can enhance global supply chain management processes. Given the embryonic nature of the technology, use cases pertaining to how it can be adopted and deployed in supply chain contexts are scarce. This book shares blockchain supply chain use cases across a range of industries including smart cities, food imports, product traceability, decentralised finance, procurement, energy management, consensus mechanism security, and industry 4.0. Given its scope, it is primarily intended for academics, students, researchers, and practitioners who want to learn more about how blockchain can digitally transform global supply chains.



Blockchain, IoT and AI technologies for supply chain management by Chawla, Priyanka

CRC Press 2023

Acc. No.: 52507 Call No.: 332.178 ISBN: 9781032206400

Summary: Supply chain management, often known as SCM, refers to the extensive variety of operations that are required to plan, monitor, and coordinate the movement of a product from its raw materials to its finished state in the most time- and money efficient manner possible. How the supply chain is managed has an impact not only on the quality of the product and the service but also on distribution, costs, and the overall customer experience. Supply chain management is a massive undertaking that needs firms to re-evaluate the method in which they operate their supply chains. This book discusses the problems and difficulties that the facilitators of the supply chain confront, in addition to the possible solutions to such problems and difficulties. This book will be the only one of its kind to address the impact of COVID-19 on supply chain systems involving different stakeholders such as producers, dealers, and manufacturers, will provide a foundation for future research opportunities that will allow for the unrestricted expansion and prosperity of business.

NEW ARRIVALS, JULY 2025



Investing in cryptocurrencies and digital assets: a guide to understanding technologies, business models, due diligence and valuation by Black, Keith H

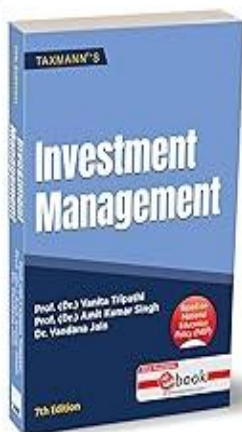
John Wiley & Sons 2025

Acc. No.: 52529 Call No.: 332.40285 ISBN: 9781394268627

Summary: In recent years, the global market capitalization of the cryptocurrency and digital asset market has ranged from less than \$1 trillion to over \$3 trillion. While still small relative to the global equity market or even single large companies, the sector has the potential to remake areas as diverse as equities, trading, exchanges, art, music, ticketing, as well as medical and educational records. In fact, the global property rights to a wide variety of assets may be eventually tracked and titled on blockchains and distributed ledger systems.

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Investment management by Tripathi, Vanita

Taxmann 2025

Acc. No.: 52573 Call No.: 332.6 ISBN: 9789357789356

Summary: This book extensively explores the art and science of investment management, offering students the tools to navigate the VUCA (Volatile, Uncertain, Complex, and Ambiguous) financial environment with confidence and competence.

Recognising that investment decisions form the crux of any financial plan; this book adopts a learner-centric approach. Each concept—from foundational theories to advanced valuation techniques is explained in simple, lucid language to facilitate ease of comprehension.

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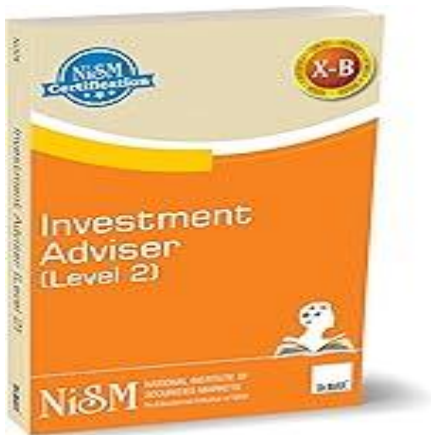
Investment adviser: level 1 by National Institute of Securities Markets

Taxmann 2025

Acc. No.: 52560 Call No.: 332.6323 ISBN: 9789364555548

Summary: Investment Adviser (Level 1) workbook is a comprehensive guide developed by the National Institute of Securities Markets (NISM). It is designed to help aspiring and existing investment professionals acquire a strong foundation in personal financial planning, the Indian financial markets, various investment products, portfolio construction, and pertinent regulatory norms. This workbook is a preparatory resource for the NISM Series X-A Certification Examination, ensuring learners have the essential knowledge and skills to become effective Investment Adviser.

NEW ARRIVALS, JULY 2025

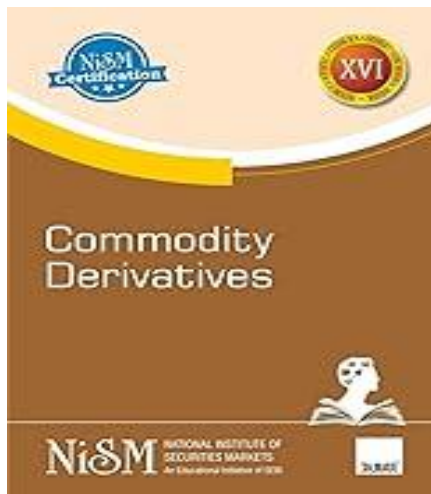


Investment adviser: level 2 by National Institute of Securities Markets

Taxmann 2023

Acc. No.: 52561 Call No.: 332.6323 ISBN: 9789357787888

Summary: The book aims to clarify and focus on the critical areas of investment advisory, enhancing the overall quality of services in the financial industry. It discusses various critical topics such as insurance planning, understanding different insurance products, and essential aspects of risk management. Additionally, the discussion includes retirement products, detailing their features and the pivotal role of Investment Advisers in effective retirement planning.



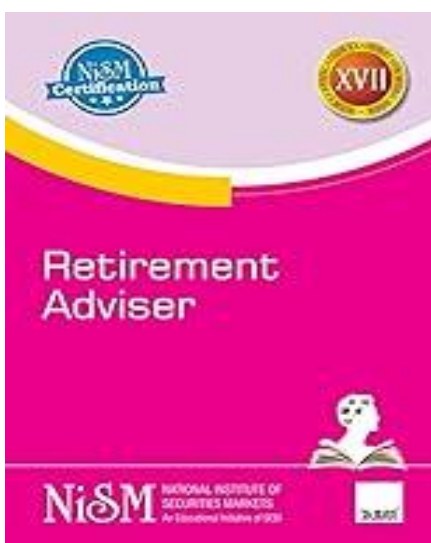
Commodity derivatives by National Institute of Securities Markets

Taxmann 2022

Acc. No.: 52564 Call No.: 332.6323 ISBN: 9789356224001

Summary: This book seeks to create a common minimum knowledge benchmark for trading members registered in the commodity derivatives segment of a recognized stock exchange. It also aims for the following:

- Better understanding of various derivatives products available in the commodity derivatives market
- Regulations and risks associated with the products
- Exchange mechanisms of trading, clearing and settlement



Retirement adviser by National Institute of Securities Markets

Taxmann 2022

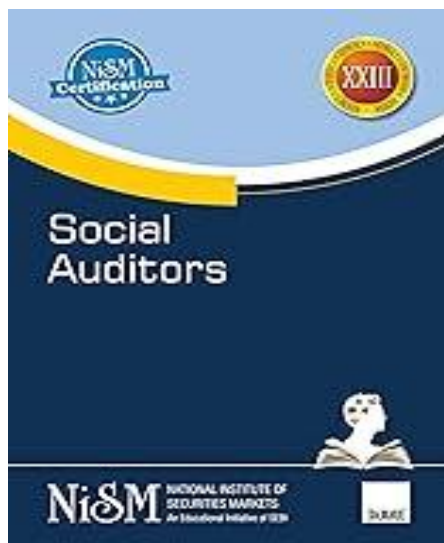
Acc. No.: 52565 Call No.: 332.6323 ISBN: 9789356224087

Summary: Retirement Adviser covers the following:

- Fundamental Concepts about Retirement Planning
- Retirement Planning Products
- Retirement Planning Process & Strategies
- National Pension System

This book has been accredited by Pension Fund Regulatory and Development Authority (PFRDA). It aims to enhance the knowledge level and the quality of services provided by individuals, proprietors, partners and representatives of retirement advisers registered under the PFRDA (Retirement Adviser) Regulations, 2016.

NEW ARRIVALS, JULY 2025



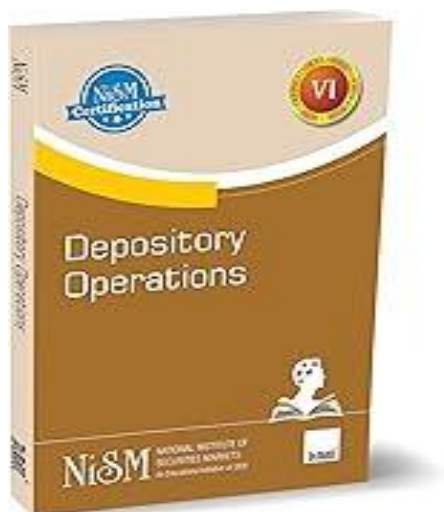
Social auditors by National Institute of Securities Markets

Taxmann 2023

Acc. No.: 52570 Call No.: 332.6323 ISBN: 9789356227354

Summary: This book is a joint publication by NISM & ICAI on various aspects of Social Stock Exchange and Social Auditing. It covers a wide range of topics related to the following:

- Social Sector Organisations
- Enterprises and Interventions
- Social Audit
- Social Audit Techniques
- Social Audit Standards
- Social Impact Assessment and Reporting



Depository operations by National Institute of Securities Markets

Taxmann 2023

Acc. No.: 52556 Call No.: 332.6323 ISBN: 9789357781206

Summary: The examination seeks to create a common minimum knowledge benchmark for associated persons engaged or employed by a registered depository participant in:

- Dealing or interacting with clients;
- Dealing with securities of clients;
- Handling redressal of investor grievances;
- Internal control or risk management;
- Activities having a bearing on operational risk;
- Maintenance of books and records pertaining to the above activities

NEW ARRIVALS, JULY 2025



Merchant banking by National Institute of Securities Markets

Taxmann 2023

Acc. No.: 52558 Call No.: 332.6323 ISBN: 9789357781534

Summary: This book covers all important topics of the functioning of merchant bankers. This book also covers knowledge competencies related to understanding the financial structure in India and the importance of the different rules and regulations governing the Indian securities market.

The coverage of the book is as follows:

- Basic understanding of the Indian securities markets
- Various terminologies used in the issue management process
- The process of issue management and underwriting; general obligations and due diligence to be taken care of during the issue management process
- The role of merchant bankers in acquisitions, takeovers, buyback of securities, disinvestment etc.

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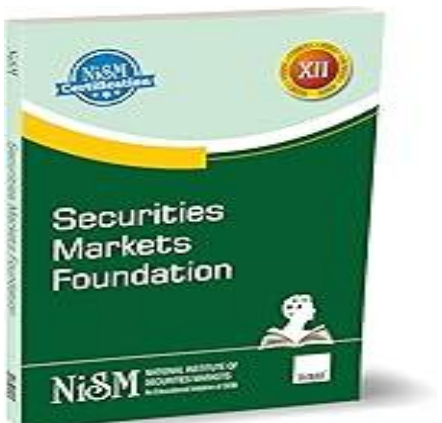


Interest rate derivatives by National Institute of Securities Markets

Taxmann 2025

Acc. No.: 52583 Call No.: 332.6323 ISBN: 9789357783743

Summary: Interest Rate Derivatives is a comprehensive reference developed by the National Institute of Securities Markets (NISM) to empower aspiring and existing professionals with a robust understanding of India's exchange-traded interest rate derivatives market. This workbook covers everything from the core concepts of fixed-income securities and interest rates to derivatives fundamentals, trading mechanisms, and regulatory Compliance, making it a one-stop guide for readers.



Securities markets foundation by National Institute of Securities Markets

Taxmann 2024

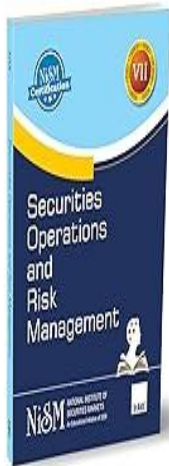
Acc. No.: 52562 Call No.: 332.6323 ISBN: 9789357785556

Summary: This book is a comprehensive guide to the Indian securities markets, designed to provide basic knowledge and understanding of the subject. It covers key topics such as:

- Basics of Indian Securities Markets
- Processes involved in Primary & Secondary markets
- Schemes and products in Mutual Funds and Derivatives Markets in India
- Financial Planning Process

NEW ARRIVALS, JULY 2025

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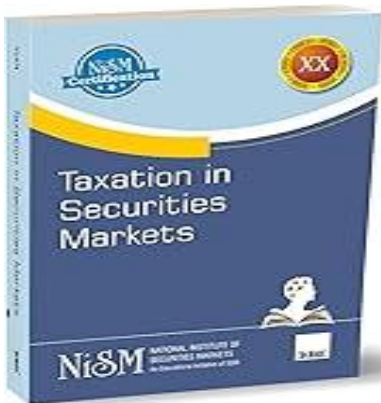
Securities operations and risk management by National Institute of Securities Markets

Taxmann 2024

Acc. No.: 52559 Call No.: 332.6323 ISBN: 9789357785563

Summary: This comprehensive book offers an in-depth analysis of the operational facets of stock brokerage, catering to individuals keen on mastering broker operations and risk management within the securities markets. It is structured to enhance understanding through a detailed examination of various critical areas, such as:

- Client Onboarding
- Trade Life Cycle
- Compliance Requirements Related to Report Submission
- Redressal of Investor Grievances



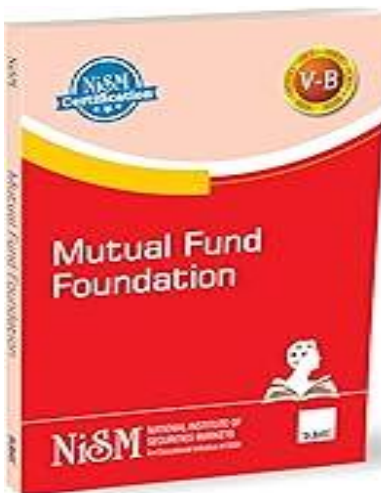
Taxation in securities markets by National Institute of Securities Markets

Taxmann 2023

Acc. No.: 52566 Call No.: 332.6323 ISBN: 9789357785730

Summary: This book provides complete information about the Income-tax & GST implications of the securities market transactions covering 30+ securities. This book is divided into three sections, covering provisions applicable to traders, & investors:

- Introduction to Securities Markets and Securities
- Provisions in Respect of Investors
- Provisions in Respect of Traders



Mutual fund foundation by National Institute of Securities Markets

Taxmann 2024

Acc. No.: 52555 Call No.: 332.6323 ISBN: 9789357786027

Summary: The book is a comprehensive guide on sales, distribution, and support services in the mutual fund industry.

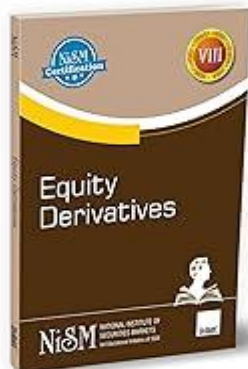
It covers mutual funds' basics, roles, structures, types, accounting, valuation, taxation, and distribution

Designed specifically to aid financial advisors, the book emphasizes understanding mutual funds and using this knowledge to develop and maintain client relationships. It will also benefit all those who want to understand the Indian mutual fund industry better.

NEW ARRIVALS, JULY 2025

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Equity derivatives by National Institute of Securities Markets

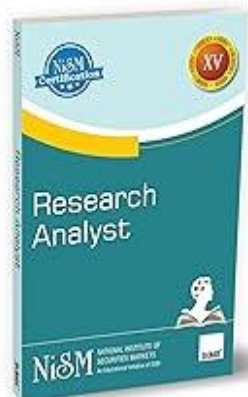
Taxmann 2025

Acc. No.: 52557 Call No.: 332.6323 ISBN: 9789364551090

Summary: Equity Derivatives offers a structured and comprehensive approach to understanding the concepts, mechanics, and regulatory frameworks governing equity derivatives in India. It seamlessly blends foundational knowledge of derivatives with current market practices, regulatory requirements, and practical trading insights.

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Securities Education and Training



Research analyst by National Institute of Securities Markets

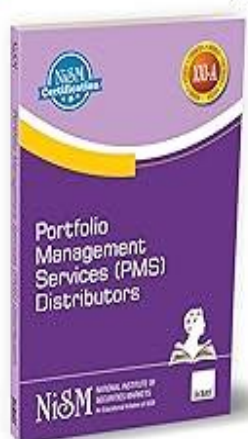
Taxmann 2025

Acc. No.: 52563 Call No.: 332.6323 ISBN: 9789364551182

Summary: Research Analyst offers a methodical and wide-ranging approach to mastering the concepts, practices, and regulatory frameworks that underpin the role of a Research Analyst in the Indian securities market. It seamlessly unifies foundational knowledge of equity and debt market research with contemporary regulations, market developments, and practical insights for evaluating companies, industries, and the macroeconomic environment.

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Portfolio management services PMS distributors by National Institute of Securities Markets

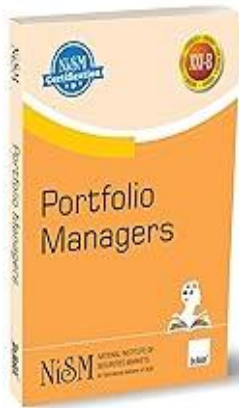
Taxmann 2025

Acc. No.: 52567 Call No.: 332.6323 ISBN: 9789364551366

Summary: Portfolio Management Services (PMS) Distributors lays out foundational concepts, regulatory frameworks, operational procedures, and best practices essential for anyone aspiring to operate in the PMS distribution domain. It equips readers with theoretical knowledge and practical insights, ensuring they understand the intricacies of the securities market, portfolio management strategies, and compliance requirements.

NEW ARRIVALS, JULY 2025

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The E-Commerce Giant of India



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Securities Markets
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Portfolio managers by National Institute of Securities Markets

Taxmann 2025

Acc. No.: 52568 Call No.: 332.6323 ISBN: 9789364552752

Summary: The Portfolio Managers workbook provides an in-depth and systematic exploration of the concepts, regulations, and best practices in Portfolio Management Services (PMS). It equips professionals and learners with the knowledge essential to understand the PMS landscape effectively. The content seamlessly combines foundational investment knowledge, advanced theoretical frameworks, and a thorough exposition of India's regulatory environment.

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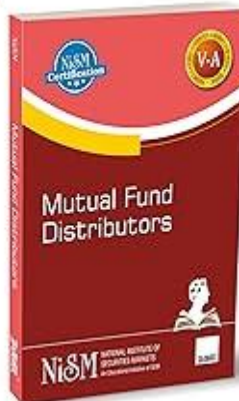
Currency derivatives by National Institute of Securities Markets

Taxmann 2024

Acc. No.: 52553 Call No.: 332.6323 ISBN: 9789364554770

Summary: Currency Derivatives is a comprehensive workbook designed to thoroughly understand the currency derivatives market, mainly focusing on exchange-traded derivatives in India. The primary objective of this book is to establish a common minimum knowledge benchmark for professionals engaged in the currency derivatives segment. It equips readers with a comprehensive understanding of the dynamics of currency markets, the nuances of trading strategies using currency futures and options, and the detailed mechanisms of trading, clearing, settlement, and risk management. Additionally, it thoroughly examines the regulatory environment governing currency derivatives in India, providing a complete picture of the operational and legal landscape.

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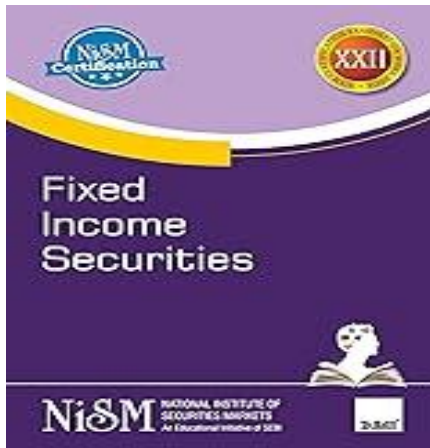
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Mutual fund distributors by National Institute of Securities Markets

Taxmann 2025

Acc. No.: 52554 Call No.: 332.6323 ISBN: 9789364558594

Summary: The Mutual Fund Distributor workbook offers a structured and comprehensive understanding of mutual fund concepts, regulatory frameworks, and best practices for distribution. It is tailored to empower the readers with the critical knowledge needed to navigate the mutual fund landscape effectively, blending foundational investment principles with current regulatory guidelines in India.

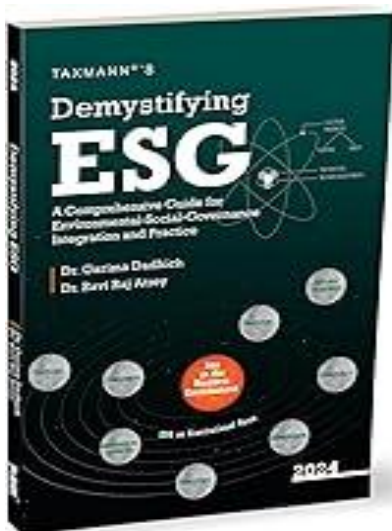


Fixed income securities by National Institute of Securities Markets

Taxmann 2021

Acc. No.: 52569 Call No.: 332.6323 ISBN: 9789392211775

Summary: Fixed Income Securities seeks to enhance the knowledge and proficiency in the Fixed Income Securities markets in India and aims to enhance the quality of services provided by the professionals in this market.



Demystifying ESG: a comprehensive guide for environmental-social-governance integration and practice by Dadhich, Garima

Taxmann 2024

Acc. No.: 52571 Call No.: 333.707 ISBN: 9789357789066

Summary: The book addresses the criticality of the Environmental-Social-Governance (ESG) framework in the contemporary business world, especially in the Indian context. It aims to provide a conceptual understanding of ESG, extensively detailing each component (Environmental, Social, Governance).

The book is a practical guide for stakeholders like Sustainability & ESG Professionals, Students, Non-Financial Audit & Assurance Professionals, Board Members, Investors, Consumers, and Employees.

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Corporate tax planning and business tax procedures: with case studies by Singhania, Vinod K

Taxmann 2024

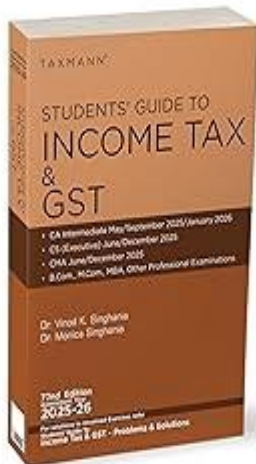
Acc. No.: 52579 Call No.: 336.201 ISBN: 9789364558778

Summary: This book is an in-depth publication that provides clear insights into corporate tax planning and business tax procedures in India. It strongly emphasises legitimate tax planning techniques, ensuring readers are equipped to reduce tax burdens while staying within the boundaries of the law. It explains the differences between tax planning, tax avoidance, and tax evasion, ensuring readers can make informed decisions while compliant with Indian tax laws.

The book's structure, practical tools, and extensive case studies make it ideal for independent learning and professional use, providing readers with actionable insights into various tax-related topics. It has been a trusted resource for tax professionals, corporate executives, students, and business owners seeking practical solutions for managing tax liabilities and compliance.

NEW ARRIVALS, JULY 2025

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Taxmann's students guide to income tax and GST by Singhania, Vinod K

Taxmann 2024

Acc. No.: 52582 Call No.: 336.24 ISBN: 9789364559843

Summary: Students' Guide to Income Tax & GST is designed to simplify the complexities of taxation by providing a methodical and student-friendly presentation on both Income-tax and GST. It employs a straightforward, step-by-step style, enabling learners of all levels to understand legal provisions without wading through paraphrased statutes and jargon. Each topic is illustrated with examples and solved problems, immediately reinforced by unsolved exercises—whose answers are provided in an appendix, closing the loop of learning and practice. Every chapter concludes with a point-wise recap, helping students revisit key concepts. This hands-on approach ensures active learning, boosting both competence and confidence.



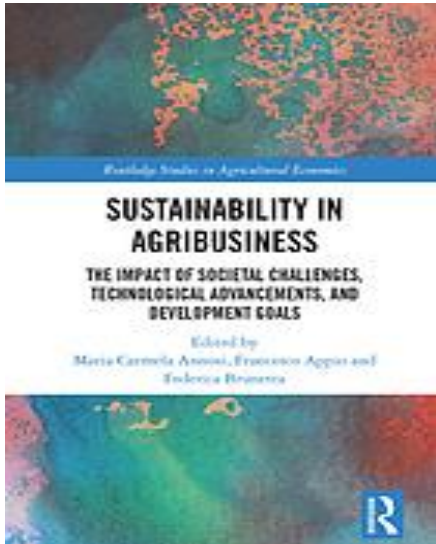
Productivity growth in the manufacturing sector: mitigating global recession by Pal, Mihir Kumar

Emerald Publishing 2021

Acc. No.: 52479 Call No.: 338.06 ISBN: 9781800710955

Summary: The growth of manufacturing industries can be a key factor in helping to mitigate global recession. Productivity Growth in the Manufacturing Sector highlights key issues and possible remedies facing the manufacturing sector in range of international contexts. Focusing on specific manufacturing sectors in emerging and developing economies, chapters examine themes including developing economies amidst changing world trade dynamics, and the role of smart, circular and competitive manufacturing practices in enhancing economic resilience, as well as presenting sector specific analysis, including the metal manufacturing industry, food & beverage industry, and the small-scale manufacturing sector.

Showcasing different demonstrative methods that can be adopted to grow manufacturing sectors in different contexts, Productivity Growth in the Manufacturing Sector is an important tool for economists and policy makers to understand the complexity and realities of these economies, using recent data and methodology.

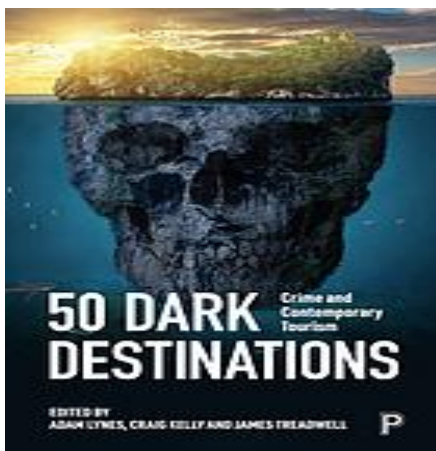


Sustainability in agribusiness: the impact of societal challenges, technological advancements and development goals by Annosi, Maria Carmela

Routledge 2023

Acc. No.: 52617 Call No.: 338.1 ISBN: 9781032122274

Summary: Accomplishing sustainability in the agribusiness sector is a significant, yet time-sensitive, challenge, especially when balanced with the need to grow sufficient quantity and quality of food to keep the growing global population healthy. Through both quantitative and qualitative methods, this book explores the extent to which the agribusiness sector is already evolving to become sustainable and the ways in which innovation in the industry can help address sustainable development goals, particularly around zero hunger, gender equality, decent work, responsible consumption and production, and climate action. The contributors to this volume address the following key questions: What are the drivers and barriers for the agribusiness sector to become sustainable? Which business models best facilitate the implementation of sustainable goals? How can we measure the extent to which the agribusiness sector is becoming more sustainable? How can the agribusiness sector leverage recent technological advancements to achieve its sustainability goals? The analysis of the sustainability challenges for the sector ranges across various facets of the industry including employment, pre-production industries, agriculture, food processing, distribution, and trade. This book will be of significant interest to readers in agribusiness, innovation management, and sustainability.



50 dark destinations: crime and contemporary tourism by Lynes, Adam

Policy Press 2023

Acc. No.: 52460 Call No.: 338.4791 ISBN: 9781447362197

Summary: From the Alcatraz East Crime Museum to Jack the Ripper guided tours, 'dark tourism' is now a multi-million-pound global industry. Highlighting 50 travel destinations across six continents, expert criminologists, psychologists and historians expose a worrying trend in contemporary consumer culture in which many of us partake.

NEW ARRIVALS, JULY 2025



The future of dark tourism: enlightening new horizons by Stone, Philip R

Channel View Publications 2024

Acc. No.: 52468 Call No.: 338.4791 ISBN: 9781845418977

Summary: This book offers critical scenarios of dark tourism futures and how our significant dead will be remembered in future visitor economies. It outlines key features of difficult heritage and future cultural trauma and highlights the role of technology, immersive visitor experiences and the thanatological condition of future dark tourism.

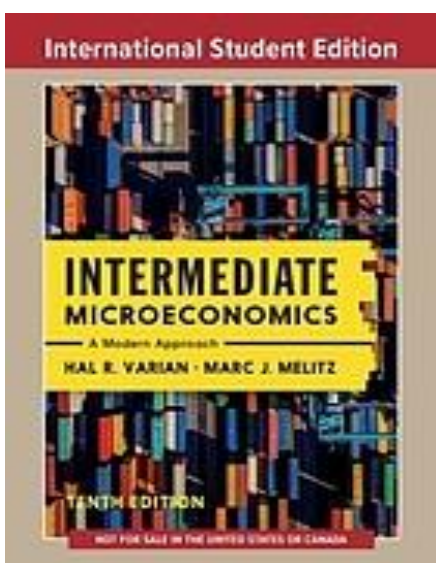


Future tourism in a robonomic world by Ivanov, Stanislav

Channel View Publications 2025

Acc. No.: 52469 Call No.: 338.4791 ISBN: 9781845419820

Summary: This book envisions the future of tourism in an economy that is largely automated. An economic system that relies on robots, AI and automation technologies for the production of goods and delivery of services instead of human labour is known as 'robonomics'. The volume explores the challenges of transitioning to a robonomic tourism ecosystem.



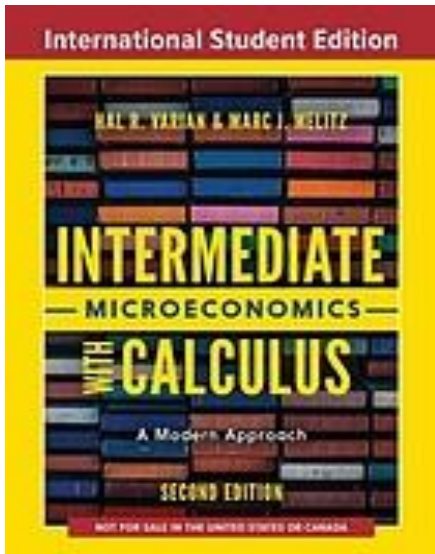
Intermediate microeconomics: a modern approach by Varian, Hal R

W W Norton & Company 2024

Acc. No.: 52493 Call No.: 338.5 ISBN: 9781324034308

Summary: Varian's Intermediate Microeconomics, long the gold standard, welcomes new co-author Marc Melitz. Informed by his extensive teaching experience, Melitz incorporates fresh examples and problems to modernize and enhance Varian's core approach to support today's students. A new interactive eBook supports provides unique interactives that explain challenging concepts, and Smart work online assessment tool offers ample opportunities for students to work through problem sets.

NEW ARRIVALS, JULY 2025

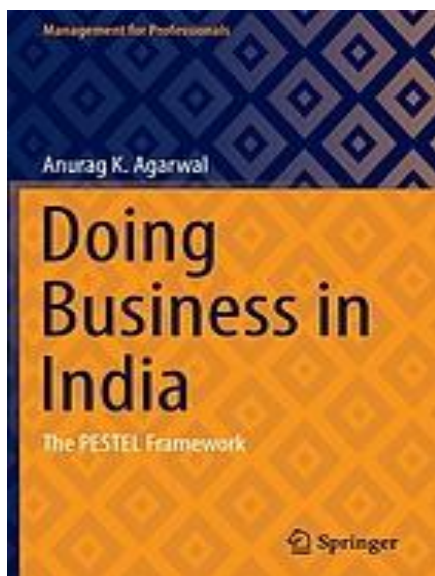


Intermediate microeconomics with calculus: a modern approach by Varian, Hal R

W W Norton & Company 2024

Acc. No.: 52494 Call No.: 338.5 ISBN: 9781324034438

Summary: Informed by his extensive teaching experience, Melitz incorporates fresh examples and problems to modernize and enhance Varian's core approach to support today's students. A new interactive eBook supports problem solving and includes interactives to explain challenging concepts. The Gold Standard, Now for Today's Students Varian's Intermediate Microeconomics, long the gold standard, welcomes new co-author Marc Melitz. Informed by his extensive teaching experience, Melitz incorporates fresh examples and problems to modernize and enhance Varian's core approach to support today's students. A new interactive eBook supports provides unique interactives that explain challenging concepts, and Smart work online assessment tool offers ample opportunities for students to work through problem sets.



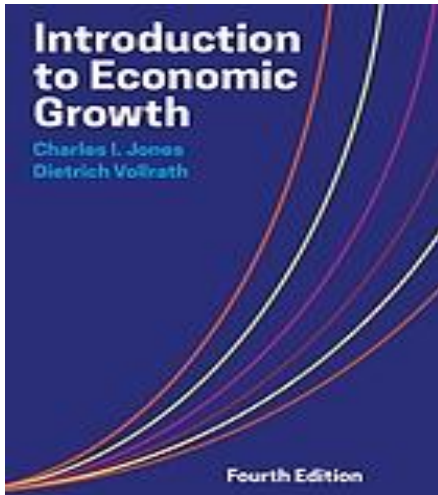
Doing business in India: the PESTEL framework by Agarwal, Anurag K

Springer 2022

Acc. No.: 52485 Call No.: 338.54209 ISBN: 9789811932199

Summary: The book focuses on the different aspects of business in India required to be taken care of by any businessperson, especially a foreigner, willing to do business in India. India is known for "unity in diversity." The country being a very old civilization, and of continental size with great diversity, often remains a mystery for most of the foreign investors and businesspersons who get very easily attracted to it because of the humongous market and its potential. The book goes deep into the various important aspects of business in India which essentially hold the key to success of a business venture. A good understanding of the political, economic, social, technological, environmental, and legal aspects (the PESTEL framework) of the business environment in the country holds a businessperson in good stead in comparison with others who have little or no idea of the big picture. The book discusses these aspects with pertinent examples to make understanding their interplay easy. Any person unfamiliar with India as a country will get a good idea of different aspects of the country through the PESTEL framework and will be able to understand the true meaning of unity in diversity.

NEW ARRIVALS, JULY 2025

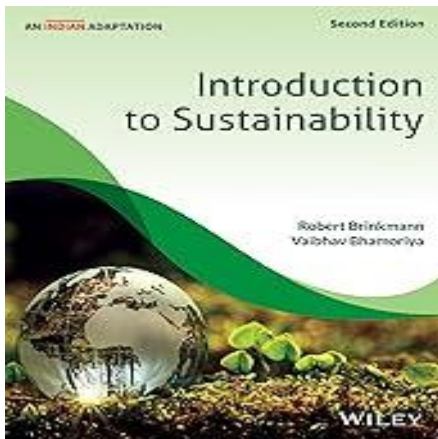


Introduction to economic growth by Jones, Charles I

W W Norton & Company 2024

Acc. No.: 52498 Call No.: 338.9 ISBN: 9781324063704

Summary: Introduction to Economic Growth, Fourth Edition is the only text to synthesize the research and thinking on growth in a way that is accessible to undergraduates. Highlights of this thorough revision are its emphasis and discussion of recent advancements in how we understand our economy of ideas and updates to show how core models Romer, Solow, and Schumpeter impact decision making.

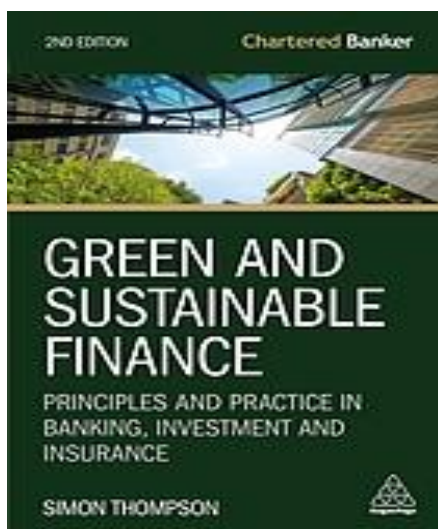


Introduction to sustainability by Brinkmann, Robert

Wiley India 2024

Acc. No.: 52594 Call No.: 338.9 ISBN: 9789357466356

Summary: This Indian adaptation provides a comprehensive compilation of theories, scenarios, events, strategies, and plans essential for holistically achieving sustainability. Every chapter now includes new questions to help readers test their understanding of the subject. There are also new mini cases that are contemporary and more relevant to the Indian scenario.

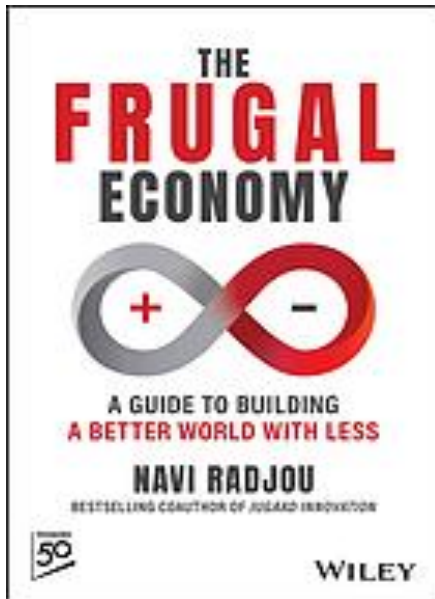


Green and sustainable finance: principles and practice in banking, investment and insurance by Thompson, Simon

Kogan Page 2023

Acc. No.: 52503 Call No.: 338.927 ISBN: 9781398609242

Summary: As nations continue to work towards a sustainable future, the finance sector has a crucial role to play in driving sustainable business and managing the transition to a net zero economy. To achieve this change, it is vital for the finance sector to allocate capital to the firms, investments and projects looking to create a low carbon world. Green and Sustainable Finance offers a comprehensive guide to the application of common green and sustainable principles and practices in banking, investment and insurance to manage risks and seize opportunities in the transition to net zero. As climate change becomes an ever more pressing issue, it is essential that finance professionals grasp these principles to combat the threat of climate change and maximize the opportunities of a low-carbon future.

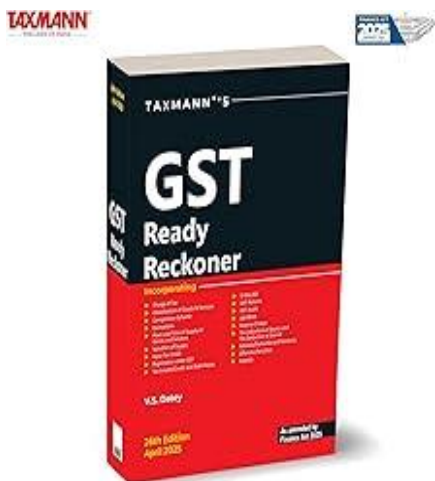


The frugal economy: a guide to building a better world with less by Radjou, Navi

John Wiley & Sons 2025

Acc. No.: 52527 Call No.: 338.973 ISBN: 9781394273058

Summary: As climate change worsens, businesses bear a moral responsibility to respect the planetary boundaries and reduce the "negative externalities" of their economic activities. This is why all businesses are now being asked to Do LESS (harm). But here is the big problem: we humans are not born to do LESS. We are wired to do MORE. Nothing in Nature is designed to do less. All creatures on Earth are animated by an evolutionary need to do and be(come) more. Certain limits like planetary boundaries are worth respecting and you need to "play within (those) limits" and DO LESS. But other limits physical, mental, scientific need to be crossed to push out the boundaries of what humans can achieve, so we can DO MORE.

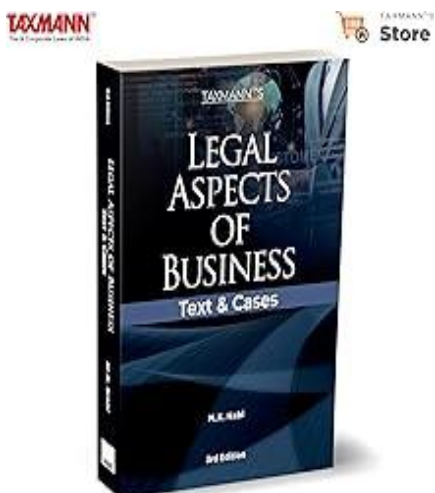


Taxmann's GST ready reckoner: as amended by finance act 2025 by Datey, V S

Taxmann Publications 2025

Acc. No.: 52580 Call No.: 343.93 ISBN: 9789364558617

Summary: GST Ready Reckoner is a widely acclaimed, comprehensive guide that provides a thorough and systematic understanding of all aspects of GST laws in India. The book is meticulously organised into 55 chapters, providing precise and detailed explanations on essential topics such as supply, valuation, input tax credit, sector-specific provisions, and procedural aspects, supported by relevant case laws, notifications, and circulars.



Legal aspects of business: text and cases by Nabi, M K

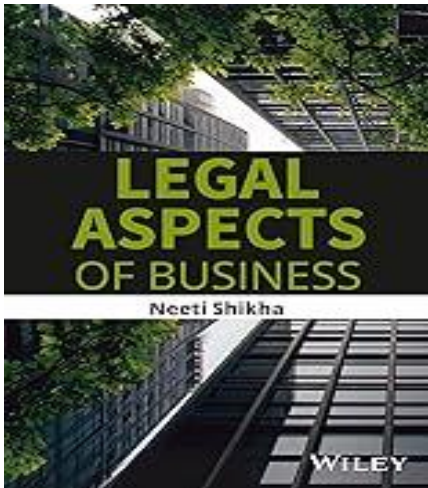
Taxmann 2024

Acc. No.: 52574 Call No.: 346.065 ISBN: 9789364557221

Summary: This book adopts a fresh approach to acquaint the readers with the nuances of various business laws. The methodology is curated for those venturing into the world of law for the first time; this book strikes a sublime balance between comprehensive content and ease of understanding.

It is designed to cater to the needs of MBA, PGP, M.Com. students. and other allied courses. It focuses on helping the reader grasp the basic tenets, terminologies, and legal jargon. This book covers the syllabus of legal aspects of business, business law, and company law prescribed by various Indian universities and institutions.

NEW ARRIVALS, JULY 2025

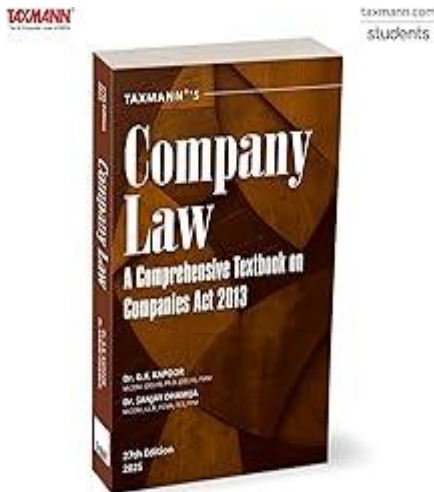


Legal aspects of business by Shikha, Neeti

Wiley India 2024

Acc. No.: 52607 Call No.: 346.065 ISBN: 9789357467483

Summary: Legal Aspects of Business provides readers with a clear understanding of the legal challenges that arise in the business world. A solid legal foundation enables business students to adeptly navigate the intricate legal terrain of the business sector, empowering them to make well informed decisions and contribute meaningfully to their organizations. This book clarifies "what" the law is, elucidates "why" the law exists, and for those seeking deeper insights, it directs readers to "where" they can find the law.



Company law: a comprehensive text book on companies act 2013 by Kapoor, G K

Taxmann 2024

Acc. No.: 52577 Call No.: 346.066 ISBN: 9789364558358

Summary: Spanning decades of authoritative scholarship and practical guidance, Company Law remains a trusted resource on the law relating to companies in India. Building on the foundation of the Companies Act, 2013, as further amended by various notifications and rules including the Companies (Amendment) Act, 2020 this comprehensive work guides readers through every aspect of company formation, management, governance, and compliance.



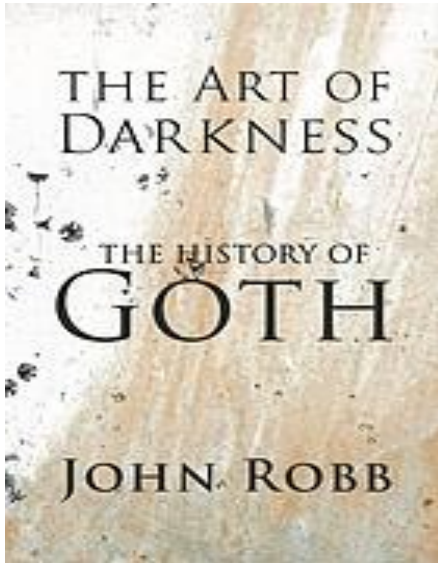
SEBI manual: 3 volume set by Taxmann

Taxmann 2025

Acc. No.: 52611 Call No.: 346.09 ISBN: 9789364559430

Summary: This book is the most updated & amended compendium of the annotated text of Acts, Rules, Regulations, Circulars, Master Circulars, etc., pertaining to SEBI & Securities Laws in India. It is unique because it includes all Circulars (including those that amend or clarify primary circulars), thus providing a complete & coherent picture.

NEW ARRIVALS, JULY 2025

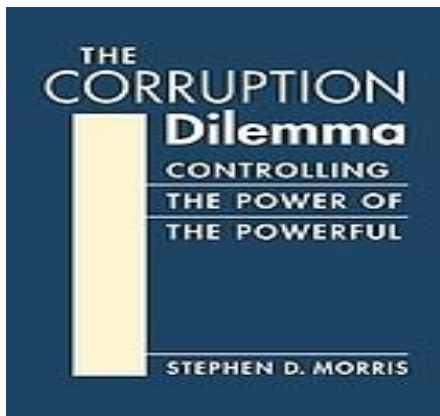


The art of darkness: the history of goth by Robb, John

Louder Than War Books 2023

Acc. No.: 52502 Call No.: 355.426 ISBN: 9781526173201

Summary: This is the first comprehensive history of goth music and culture. Across more than 500 pages, John Robb explores the origins and legacy of this enduring scene, which has its roots in the post-punk era. Drawing on his own experience as a musician and journalist, Robb covers the style, the music and the clubs that spawned the culture, alongside political and social conditions. He also reaches back further to key historic events and movements that frame the ideas of goth, from the fall of Rome to Lord Byron and the romantic poets, European folk tales, Gothic art and the occult. Finally, he considers the current mainstream goth of Instagram influencers, film, literature and music.

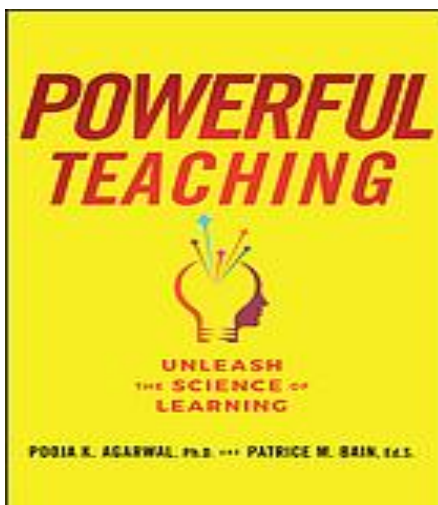


The corruption dilemma: controlling the power of the powerful by Morris, Stephen D

Lynne Rienner Publishers 2022

Acc. No.: 52471 Call No.: 364.168 ISBN: 9781955055284

Summary: Confronts a dilemma: How can we control the power of those actors who use that very power to define corruption and shape our efforts to fight it, all in accordance with their own interests?

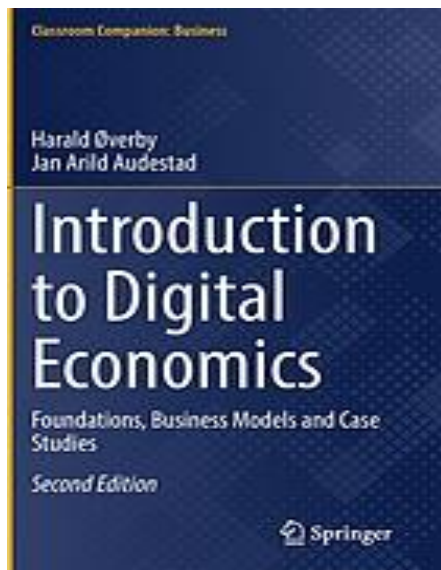


Powerful teaching: unleash the science of learning by Agarwal, Pooja K

Jossey-Bass 2025

Acc. No.: 52535 Call No.: 371.102 ISBN: 9781394324903

Summary: Unleash powerful teaching and the science of learning in your classroom Powerful Teaching: Unleash the Science of Learning empowers educators to harness rigorous research on how students learn and unleash it in their classrooms. In this book, cognitive scientist Pooja K. Agarwal, Ph. D., and veteran K-12 teacher Patrice M. Bain, Ed. S., decipher cognitive science research and illustrate ways to successfully apply the science of learning in classrooms settings.

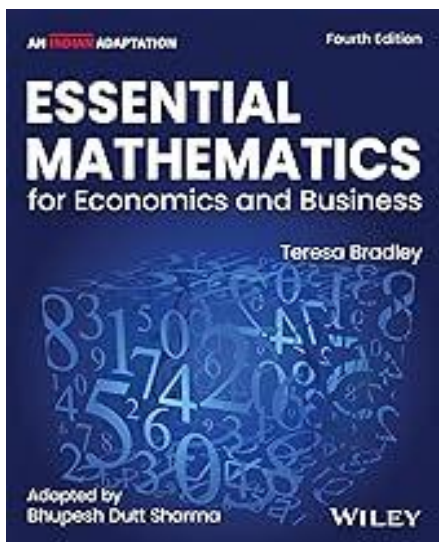


Introduction to digital economics: foundations, business models and case studies by Overby, Harald

Springer 2021

Acc. No.: 52514 Call No.: 384.3 ISBN: 9783030782368

Summary: Innovations and developments in technology have laid the foundations for an economy based on digital goods and services the digital economy. This book invites students and practitioners, to take an in-depth look at the impact that technological innovations such as social media, cryptocurrencies, crowdsourcing, and even online gaming is having on today's business landscape. Learn about the various business models available for the digital economy, including the business models used by Bitcoin, Spotify, Wikipedia, World of Warcraft, Facebook, and Airbnb. This book details the evolution of contemporary economics within the digital stratosphere and highlights the complex ecosystem that makes up the field of digital economics. The foundational text with case studies is also peppered with anecdotes on the various technological innovations which have shaped markets throughout history. The authors provide several models and tools that are essential for analysis, as well as activities that will allow the reader to reflect, analyze, and apply the knowledge and tools presented in each chapter. Introduction to Digital Economics is a definitive guide to the complexities and nuances of this burgeoning and fascinating field of study

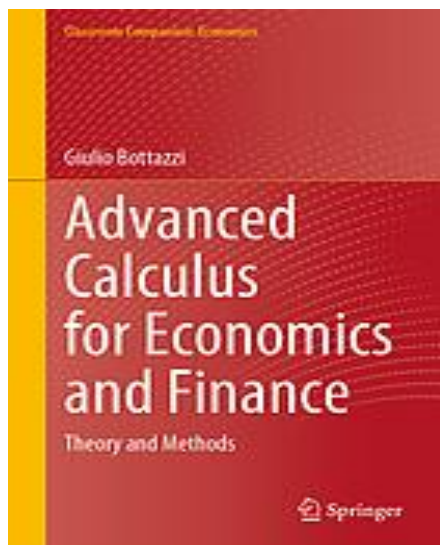


Essential mathematics: for economics and business by Bradley, Teresa

Wiley India 2025

Acc. No.: 52623 Call No.: 511 ISBN: 9789363863446

Summary: This comprehensive resource adopts a metacognitive approach to learning, empowering students and faculty to set clear objectives, develop structured plans, and assess progress effectively. Each chapter begins with an overview and clearly defined learning goals, with key concepts and formulas prominently highlighted for quick reference. Designed to make mathematics an indispensable analytical tool, the book seamlessly integrates practical applications in economics and business, including demand, supply, cost, and revenue functions. The text covers essential topics such as financial mathematics, calculus, and more, ensuring a well-rounded foundation for economics students. To enhance understanding, it features visual aids like graphs and charts, often created using Excel, making complex concepts accessible and engaging. Ideal for educators and students, Essential Mathematics for Economics and Business bridges the gap between theoretical concepts and real-world applications, ensuring success in both academic and professional pursuits.



Advanced calculus for economics and finance: theory and methods by Bottazzi, Giulio

Springer 2023

Acc. No.: 52513 Call No.: 515.15 ISBN: 9783031303159

Summary: This textbook provides a comprehensive introduction to mathematical calculus. Written for advanced undergraduate and graduate students, it teaches the fundamental mathematical concepts, methods and tools required for various areas of economics and the social sciences, such as optimization and measure theory. The reader will be introduced to topological, metric and normed spaces, learning about numerical sequences, series, and differential and integral calculus. These concepts are introduced using the axiomatic approach as a tool for logical reasoning, consistency, and formalization of ideas. The book follows a theorem-proving approach, stressing the limitations of applying the different theorems, while providing thought-provoking counter-examples. Each chapter features exercises that facilitate learning and allow students to apply and test important concepts and tools.



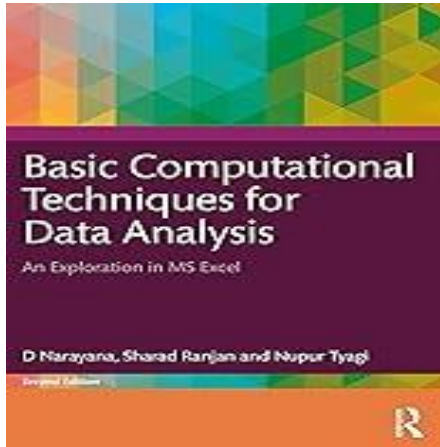
Economics and computation: an introduction to algorithmic game theory, computational social choice and fair division by Rothe, Jorg

Springer 2024

Acc. No.: 52645 Call No.: 519.3 ISBN: 9783031600982

Summary: This textbook connects three vibrant areas at the interface between economics and computer science: algorithmic game theory, computational social choice, and fair division. It thus offers an interdisciplinary treatment of collective decision making from an economic and computational perspective. Part I introduces to algorithmic game theory, focusing on both noncooperative and cooperative game theory. Part II introduces to computational social choice, focusing on both preference aggregation (voting) and judgment aggregation. Part III introduces to fair division, focusing on the division of both a single divisible resource ("cake-cutting") and multiple indivisible and unshareable resources ("multiagent resource allocation"). In all these parts, much weight is given to the algorithmic and complexity-theoretic aspects of problems arising in these areas, and the interconnections between the three parts are of central interest.

NEW ARRIVALS, JULY 2025

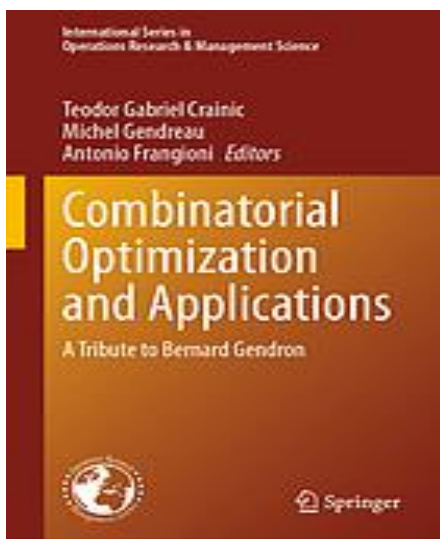


Basic computational techniques for data analysis: an exploration in MS excel by Narayana, D

Routledge 2024

Acc. No.: 52644 Call No.: 519.535 ISBN: 9781032705576

Summary: This book is designed to equip students to navigate through MS Excel and basic data computation methods which are essential tools in research or professional settings and in classrooms.

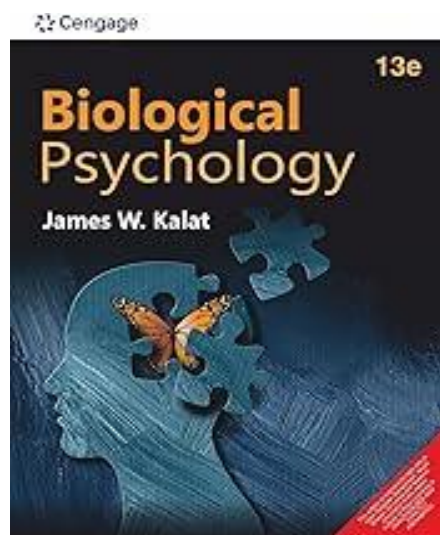


Combinatorial optimization and applications: a tribute to Bernard Gendron by Crainic, Teodor Gabriel

Springer 2024

Acc. No.: 52635 Call No.: 519.7 ISBN: 9783031576027

Summary: Combinatorial Optimization represents a major component of Operations Research, Mathematical Programming, and, in a broader sense, the development of digital intelligence (and society). It covers, in particular, such important areas as network design, location, routing, and scheduling, with major applications in transportation, logistics, health systems, production, communications, and energy. Starting from the exceptional contribution Professor Bernard Gendron made to combinatorial optimization and its applications in multiple areas, the book presents a state-of-the-art view on the field through a combination of surveys, expository articles, and focused methodological and applied research.

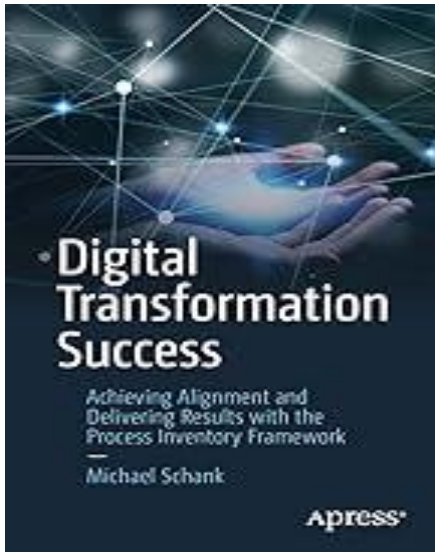


Biological psychology by Kalat, James W

Cengage Learning 2024

Acc. No.: 52484 Call No.: 612.8 ISBN: 9789355733788

Summary: The most widely used text in its course area, James W. Kalat's BIOLOGICAL PSYCHOLOGY has appealed to thousands of students before you. Why? Kalat's main goal is to make Biological Psychology understandable to Psychology students, not just to Biology majors and pre-meds and he delivers. Another goal is to convey the excitement of the search for biological explanations of behavior. Kalat believes that Biological Psychology is "the most interesting topic in the world," and this text convinces many students and maybe you, too with clear writing, amusing anecdotes and intriguing examples.



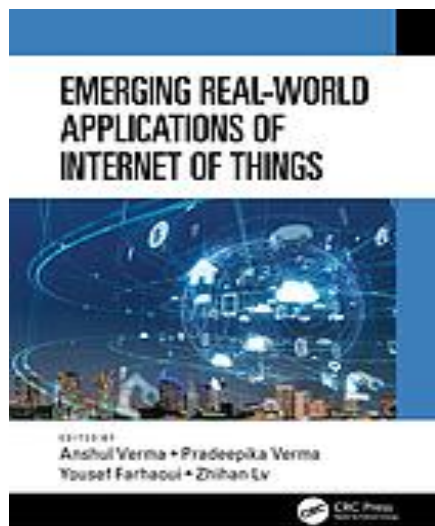
Digital transformation success: achieving alignment and delivering results with the process inventory framework by Schank, Michael

Apress Media 2025

Acc. No.: 52489 Call No.: 621.382 ISBN: 9798868806483

Summary: Discover the key to digital transformation success in this comprehensive guide. In today's rapidly advancing technological landscape, companies are promised innovative business models, enhanced customer experiences, and productivity improvements through digital initiatives. However, it's disheartening that 70% of these endeavours fail to meet their goals, resulting in lost investments and frustrated stakeholders.

The root cause of these failures often lies in the lack of alignment across organizations. Achieving alignment is crucial, encompassing both vertical alignment which involves aligning goals from the CEO down to even low-level single contributors and horizontal alignment which enables seamless collaboration across functional areas. To address this challenge, the book introduces Process Inventory, a powerful framework that not only establishes a common language but also aligns resources throughout the organization, driving a new level of operating efficiency and agility necessary to thrive in this digital era.



Emerging real-world applications of Internet of things by Verma, Anshul

CRC Press 2023

Acc. No.: 52476 Call No.: 629.8 ISBN: 9781032302607

Summary: The Internet of Things (IoT) is a network of connected physical objects or things those are working along with sensors, wireless trans-receiver modules, processors, and software required for connecting, processing and exchanging data among the other devices over the internet. These objects or things are devices ranging from simple handheld devices to complex industrial heavy machines. A thing in IoT can be any living and non-living object that can be provided capabilities to sense, process and exchange data over a network. The IoT provides people to handle their household works to industrial tasks smartly and efficiently without intervention of human. The IoT provides smart devices for home automation as well as business solutions for delivering insights into everything from real-time monitoring of the working system to supply chain and logistics operations. The IoT has become one of the most prominent technological inventions of the 21st century. Due to the versatility of IoT devices, there are numerous real-world applications of the IoT in various domain such as smart home, smart city, healthcare, agriculture, industry, transportation etc.

NEW ARRIVALS, JULY 2025

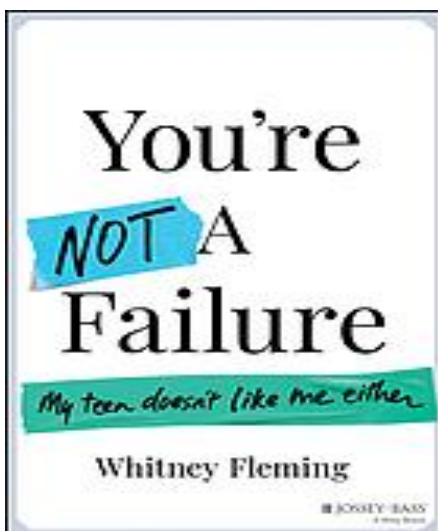


Managing hospitality organizations: achieving excellence in the guest experience by Ford, Robert C

Sage Publications 2025

Acc. No.: 52632 Call No.: 647.95 ISBN: 9781071876275

Summary: Welcome to Managing Hospitality Organizations: Achieving Excellence in the Guest Experience, THIRD EDITION. This new edition, like the two prior editions, continues to be based on the principles of guestology, and that means we practice in writing this book what we teach in class. So, we sought feedback from our customers, scanned the environment to stay current with changes to the competitive environment, changing customer expectations, and the amazingly rapid changes in technology, and ultimately sought to keep the positive features of the earlier two editions while revising and updating those that our readers said needed to be changed and improved. The book is based on much of what the first author learned when he came to Orlando to head the hospitality program at the University of Central Florida. There, he learned about many different aspects of the hospitality industry from The Walt Disney Company, and specifically about the principles of guestology from its "father," Bruce Laval. Disney was then and still is today a benchmark hospitality organization. People come from all over the world to learn how to use Disney's guestological techniques and apply those principles to their own guest-focused organizations. If there seems to be an abundance of examples in this book from Walt Disney World, there is a reason.

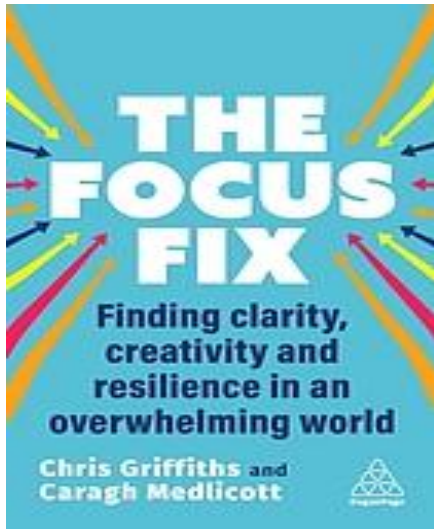


You're not a failure: my teen doesn't like me either by Fleming, Whitney M

John Wiley & Sons 2025

Acc. No.: 52531 Call No.: 649.125 ISBN: 9781394251988

Summary: There's no perfect guidebook for parenting tweens and teens because there is no one-size-fits-all approach that actually works when it comes to raising kids. Each parent/child dynamic is different, and each tween or teen has a unique personality and challenges all their own. But mostly, raising adolescents means parents will learn about themselves--the good, the bad, and the ugly. Sometimes kids will bring out the worst in their parents when they show their worst. Parents will make mistakes. The kids will make mistakes. But parents can still create a loving relationship by working on themselves and helping their tween or teen become their best selves.



The focus fix: finding clarity, creativity and resilience in an overwhelming world by Griffiths, Chris

Kogan Page 2024

Acc. No.: 52496 Call No.: 650.1 ISBN: 9781398616103

Summary: With focus and a clear mind, we can achieve almost anything. But we are constantly subjected to a deluge of distractions, from endless notification pings to anxiety and self-doubt. The Focus Fix explores how you can reset your mindset in order to reclaim your focus and achieve incredible results. In this fascinating book, leading creativity expert Chris Griffiths and journalist Caragh Medlicott unearth scientific studies and inspiring case studies to offer practical and proven techniques that will allow you to dispel distractions and maintain your focus. This book also uncover the numerous benefits of sustained focus: you can achieve more by doing less, improve your mental wellbeing and boost your creativity. Don't get distracted - maximize your potential and discover the antidote to burnout with The Focus Fix.



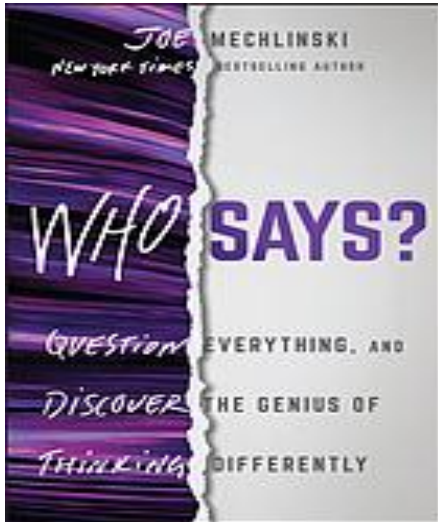
Migrant magic: transform your difference into your superpower for career success by Fardad, Elham

Practical Inspiration Publishing 2024

Acc. No.: 52455 Call No.: 650.1 ISBN: 9781788605649

Summary: The world is changing rapidly and to succeed you have to adapt and take on challenging opportunities in new geographies, organizations and roles. But do you fear that feeling of being different, or do you embrace it and use it to your advantage? Migrant Magic shows you how migrants have throughout history used their unique experiences to unleash a differentiation superpower to drive them to succeed beyond their own perceived abilities, resources and dreams. Discover 7 simple steps to unleash your own Migrant Magic: your unique authentic abilities, traits and personal purpose to give you drive and sustainable competitive advantage with integrity.

NEW ARRIVALS, JULY 2025



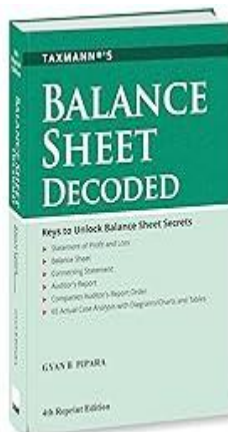
Who says: question everything and discover the genius of thinking differently by Mechliniski, Joe

John Wiley & Sons 2025

Acc. No.: 52532 Call No.: 650.101 ISBN: 9781394265510

Summary: Who Says? Question Everything and Discover the Genius of Thinking Differently is a manifesto for those who refuse to live life on autopilot. This book dares you to ask the questions no one else is asking, to defy the gravitational and seductive pull of the status quo, and to embrace a life of authenticity and boundless innovation. An invitation to venture into the unknown and transform you from a mere reader into a trailblazer, you'll learn about the grounding-breaking spaces of psychedelic therapy, the transformative powers of artificial intelligence, and the dismantling of outdated workplace hierarchies.

TAXMANN
The Accountants' Choice

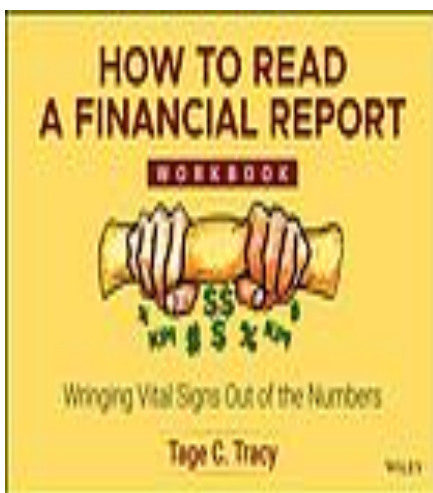


Taxmann's balance sheet decoded: keys to unlock balance sheet secrets by Pipara, G C

Taxmann 2024

Acc. No.: 52578 Call No.: 657.3 ISBN: 9789357785808

Summary: This book aims to explain how to read, analyse, and interlink the voluminous information available in financial statements using charts, case analysis, and other tools. It provides an in-depth, step-by-step approach to understanding and decoding financial statements.



How to read a financial report workbook: wringing vital signs out of the numbers by Tracy, Tage C

John Wiley & Sons 2025

Acc. No.: 52536 Call No.: 657.3 ISBN: 9781394263271

Summary: This book will target more experienced users that want to take their knowledge to the next level. It will be an active tool to use on a more frequent basis. It will follow the same logic as the 10th edition, but will eliminate text heavy chapters and focus on the big three financial statements, connections, and financial ration analysis.

NEW ARRIVALS, JULY 2025

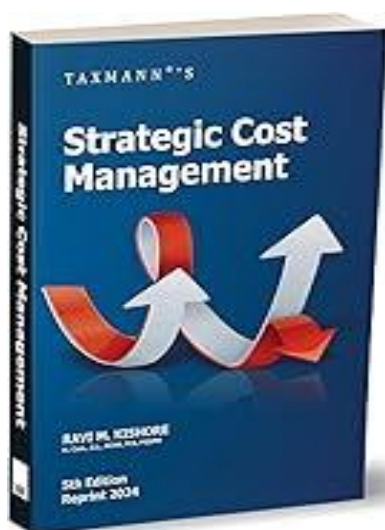


Understanding financial statements by Fraser, Lyn M

Pearson Education 2024

Acc. No.: 52537 Call No.: 657.3 ISBN: 9781292458489

Summary: The twelfth edition of Understanding Financial Statements includes major changes and additions that the authors hope will continue to improve the usefulness of the book for professors, students, and all other readers of the material. We have made many of the revisions in direct response to specific requests and comments from users of earlier editions of the text.



Strategic cost management by Kishore, Ravi M

Taxmann 2024

Acc. No.: 52576 Call No.: 657.42 ISBN: 9789357784719

Summary: This book is a comprehensive and authentic textbook for those seeking a thorough understanding of strategic cost management in the modern business environment. It emphasises the importance of cost consciousness in the competitive business world, highlighting its role in the survival and sustainability of business concerns.

Structured into 38 well-organised chapters, the textbook discusses traditional and modern cost management techniques, ensuring a broad and updated coverage of the subject matter. Special attention is given to Operations Research, simplifying complex topics like Simulation Modeling, Learning Curve Theory, Assignment Problems, Transportation Problems, Linear Programming, and Network Analysis for easier student comprehension.



Platform business models for executives by Srinivasan, R

Springer 2024

Acc. No.: 52492 Call No.: 658.044 ISBN: 9789819976645

Summary: This book takes a practice approach to studying platform business models. Drawing from the growing academic literature as well as the practice world, this book intends to provide a framework for analysing platform business firms. Leveraging on the early literature on network economics (that was largely analytical) and the popular writing about new organizations, this book takes a strategic perspective.

NEW ARRIVALS, JULY 2025

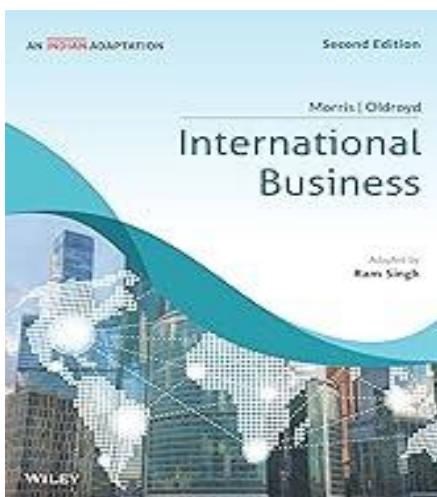


International business: perspectives from developed and emerging markets by Parboteeah, K Praveen

Routledge 2024

Acc. No.: 52518 Call No.: 658.049 ISBN: 9781032321226

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.

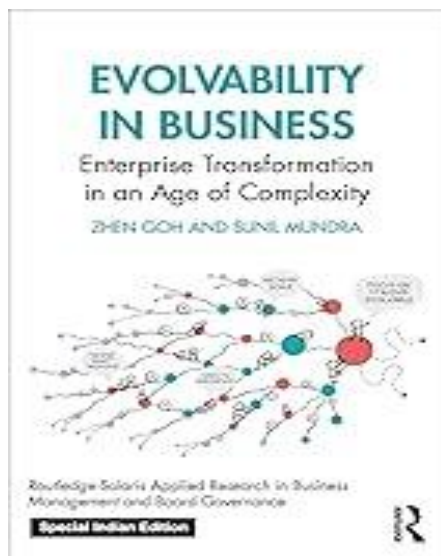


International business by Morris, Shad

Wiley India 2022

Acc. No.: 52608 Call No.: 658.049 ISBN: 9789354249334

Summary: This book on International Business focuses on issues of globalization demonstrating how it has helped nations and societies to transform their political and economic systems as well as how nations can further reorient their systems to specific national, industrial, and societal needs. It further demonstrates how companies can enter international markets, manage the marketing, financial, HR, and supply-chain operations of a business enterprise in diverse global markets, and expand and diversify in vast global markets with right business strategies for wealth maximization as well as ensuring sustainability.



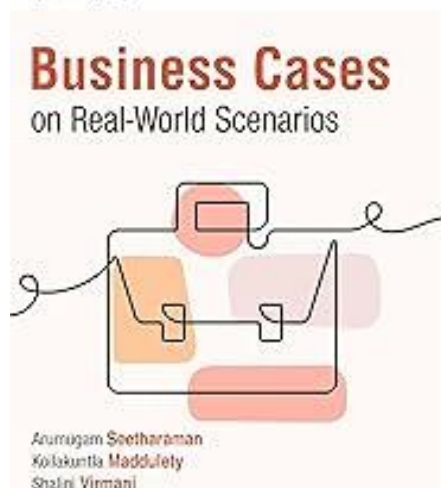
Evolvability in business: enterprise transformation in an age of complexity by Goh, Zhen

Routledge 2025

Acc. No.: 52521 Call No.: 658.11 ISBN: 9781041051756

Summary: Through the unique combination of evolutionary biology and management theory applied to business cases, and keeping in mind that organisations are fundamentally human systems, Goh and Mundra propose organisational evolvability as a new frame to guide enterprise transformation and change. Some of the topics covered in the book include: Understanding the differences between Complicated and Complex; Moving from Planned Change to Emergent Change; Applying principles of evolution to enterprise evolvability, and how to operationalise it using a Sense-Adapt-respond loop; Identifying and addressing Sensemaking gaps; including different approaches to scaling and repaying organisational debt; Measuring outcomes under conditions of complexity. This book proposes that transformation is not a one-and-done event but a continuous process of adapting to a dynamic and unpredictable environment.

 Cengage



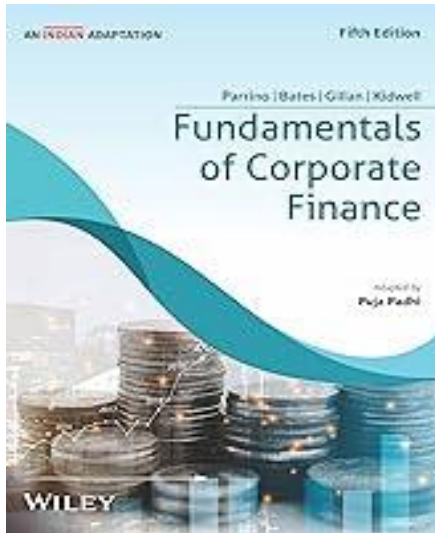
Business cases on real-world scenarios by Seetharaman, Arumugam

Cengage Learning 2025

Acc. No.: 52548 Call No.: 658.11 ISBN: 9789360533427

Summary: Business Cases on Real-World Scenarios is a compilation of cases from different domains of management. The cases have been classified into seven broad categories: Entrepreneurship, Finance, Information Technology, Marketing, Organisational Behaviour and Human Resources, Operations Management and Supply Chain Management, and Strategy and General Management. As a pedagogical approach, case study methodology has been proven to be instrumental in imparting management education. This book is a repository of interesting and real-life short cases from varied business domains aimed to assist a wide pool of academicians who follow experiential-based learning pedagogy. It gains even more significance in the field of executive education, where the time deficiency of working professionals can be solved by short cases positing application-based learning and integrated concepts. In addition to educators, the compilation also acts as a valuable resource for practitioners and students interested in learning the ropes of management who would be able to draw quick learnings from management cases.

NEW ARRIVALS, JULY 2025



Fundamentals of corporate finance by Parrino, Robert

Wiley India 2025

Acc. No.: 52604 Call No.: 658.152 ISBN: 9789354645648

Summary: Fundamentals of Corporate Finance develops the key concepts of corporate finance with an intuitive approach while emphasizing computational skills. Presenting the topics in a logical and stepped-out manner, this book helps students develop an understanding of key financial concepts while also enabling them to develop the critical judgments necessary to apply financial tools in real-world decision-making situations. It offers a level of rigor that is appropriate for both business and finance majors and yet presents the content in a manner that students find accessible.

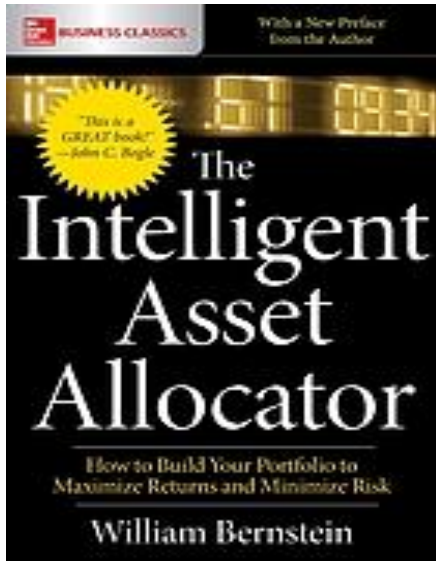


Deep risk: how history informs portfolio design by Bernstein, William J

Efficient Frontier Publications 2013

Acc. No.: 52648 Call No.: 658.155 ISBN: 9780988780316

Summary: This booklet takes portfolio design beyond the familiar "black box" mean-variance framework. Most importantly, the short-term volatility of financial assets, commonly measured as standard deviation, is a highly imperfect measure of the actual long-horizon perils faced by real-world investors subject to the vagaries of financial and military history. These risks have names--inflation, deflation, confiscation, and devastation--and any useful discussion of portfolio design of necessity incorporates their probabilities, consequences, and costs of mitigation. You're an investment adult, so you know that the future efficient frontier lies well beyond our ken; presumably you already know all about the mechanics, long-term benefits, as well as the uncertainties, of wide diversification and factor tilt using low-cost, efficient vehicles and the risk/reward spectrum between all-fixed-income and all-equity portfolios. This booklet contains no magic formula for the "perfect portfolio," but rather, with luck, a framework within which to think more clearly about risk. Note: the entire Investing for Adults series is not for beginners.

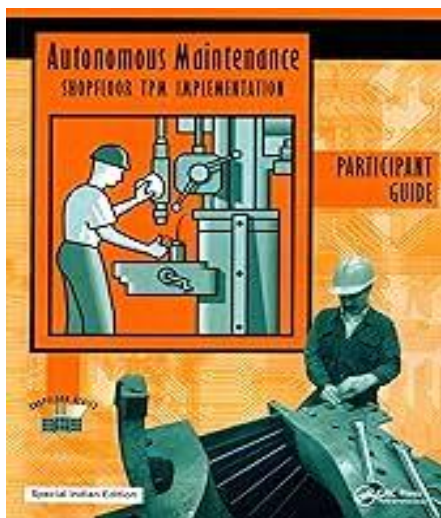


The intelligent asset allocator: how to build your portfolio to maximize returns and minimize risk by Bernstein, William J

McGraw-Hill 2017

Acc. No.: 52647 Call No.: 658.155 ISBN: 9781260026641

Summary: Profit through good times and bad with a resilient, diversified portfolio The Intelligent Asset Allocator has helped thousands of people like you build wealth through carefully diversified portfolios. Now, with global markets in constant flux, balancing risk and reward is more critical than ever. Self-taught investor William Bernstein offers no gimmicks, inside secrets, or magic solutions--just the facts about investing and calm, smart advice on how to build and manage a portfolio designed for the long run. This is all you need, despite claims of the advisors and pundits looking to profit from your hard-earned money. This easy-to-understand guide provides everything you need, including: * The basics of finance--historical, psychological, and institutional* Time-tested strategies for improving the risk/reward ratio* Ways to sharpen your focus to improve portfolio management Bernstein walks you through the fundamentals of important topics like multiple-asset portfolios, optimal asset allocations, market efficiency, and strategy implementation. No one knows the future of markets. Your forecast is as good as that of the last financial pundit you saw on TV.



Autonomous maintenance shopfloor TPM implementation: participant guide by Taylor & Francis Group

CRC Press 2025

Acc. No.: 52510 Call No.: 658.2 ISBN: 9781041002116

Summary: This is the Participant Guide to support team leaders in implementing an autonomous maintenance team. This is usually sold with Autonomous Maintenance: Shopfloor TPM Implementation. This is for extra copies.



Human resource management: concepts, practices and new paradigms by Sengupta, Amitabha

Cengage Learning 2024

Acc. No.: 52547 Call No.: 658.3 ISBN: 9789355739438

Summary: The book aims to fast-forward the students to the new paradigms of the HRM function while not losing foothold on the enduring, fundamental HR processes of planning, selection, development, and rewards. It attempts to provide a dual perspective of robust frameworks moored in sound theories and the experiential approaches to leverage them. Those familiar with the first edition will note that there have been substantial changes in the second edition. The book describes the shift in industrial relations and the rise of new employment relations. It balances theories with experiential approaches to facilitate the reader's understanding of the core concepts and frameworks. It presents the current HR practices in global organizations to acquaint readers with various strategic choices and initiatives within HRM. This second edition of the book is a thoroughly revised and updated treatise with complete chapters on new and upcoming topics.



Rethinking gender inequalities in organizations by Dick, Penny

Edward Elgar Publishing 2024

Acc. No.: 52636 Call No.: 658.3 ISBN: 9781802207378

Summary: In this thoughtful book, Penny Dick challenges orthodox views of gender inequality. Combining post-structuralist thinking with process ontology, the author presents a novel conceptual approach to rethinking gender inequalities in organizations and management settings. The author argues that current understandings of gender inequalities tend to focus too much on how to improve women's access to higher value roles and occupations rather than questioning why some roles and occupations are seen to be so valuable in the first instance. Positing that organizations tend to value people and roles that are seen to visibly contribute to bottom line outcomes such as profit and reputation, the book argues that the undervaluation of particular forms of work is related to its perceived lack of centrality to such outcomes. While this problem is certainly more often prevalent in the types of work typically performed by women, it is also one that affects many men. This accessible and provocative account of the application of social constructionism and post-structuralist thinking to the study of gender inequalities will be an important resource for academics, researchers, and students interested in gender and social justice, business and management, diversity and management, gender and management, and gender equality studies.

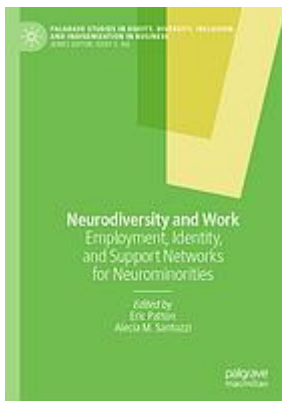


HRM 5.0: unpacking the digitalisation of human resource management by Adisa, Toyin Ajibade

Palgrave Macmillan 2024

Acc. No.: 52628 Call No.: 658.3(HR) ISBN: 9783031589119

Summary: Technology has affected almost all organisations in terms of process, procedures, and management and many organisations now seek technologically minded people to run their business at every level. It has also created new realms of employment, such as platform and virtual work, where HRM must play a part if employee wellbeing is to be preserved. This book sheds light on the current reality and future expectations of digital HRM and fills a gap in the existing literature of empirical studies into the forefront of HRM around the world. It will cover topics on algorithmics, artificial intelligence, and digitalisation of HRM practices and will be of great value to academics, international and domestic business organisations, policy makers, and undergraduate and postgraduate students.

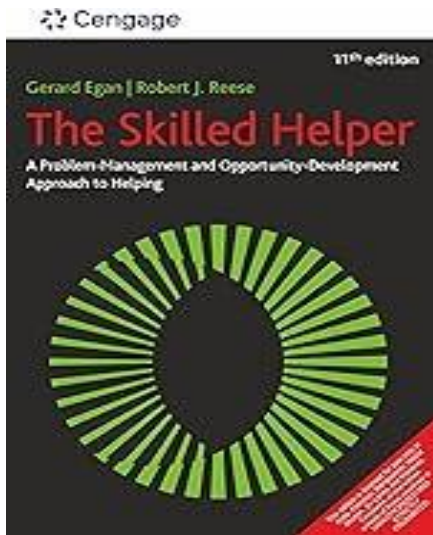


Neurodiversity and work: employment, identity and support networks for neurominorities by Patton, Eric

Palgrave Macmillan 2024

Acc. No.: 52630 Call No.: 658.300874 ISBN: 9783031550713

Summary: This interdisciplinary work explores creating more inclusive workplaces around neurodiversity. It focuses on how organizations can promote true inclusion for neurominorities, a large segment of the emerging workforce while underlining the difficulties as well as the strength-based characteristics faced by this population. Beyond social, learning or communication challenges, neurominorities are often highly intelligent, honest, authentic, hyper-focused, innovative, skilled in various forms of perception, reliable, and resilient. Discovering ways for true inclusion can add value to organizations, helping all employees to learn and develop as colleagues while also helping neurominorities fulfil the goals of achieving dignity, respect, independence, and flourishing through work. This volume connects neurodiversity to disability in the workplace and examines the factors that contribute to the successful employment and integration of neurodiverse workers, including the transition from school to the labor market. It also highlights barriers and challenges faced by neurominorities. This book will appeal to scholars across business and the social sciences looking to better understand how neurodiversity should be addressed in organizational contexts.

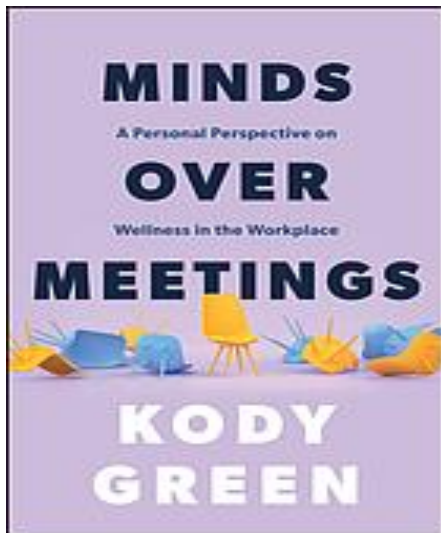


The skilled helper: a problem-management and opportunity-development approach to helping by Egan, Gerard

Cengage Learning 2024

Acc. No.: 52480 Call No.: 658.3044 ISBN: 9789353505905

Summary: The skilled Helper has taught thousands of students a proven, step-by-step counselling process that leads to increased confidence and competence. Internationally recognised for its successful approach to effective helping, the text emphasises the collaborative nature of the therapist-client relationship and uses a practical, three-stage framework that drives client problem-managing and opportunity-developing action. This eleventh edition emphasises the "power of basics," like decision-making skills, which are the key ingredients of successful therapy. You' all also gain a feeling for the complexity inherent in any helping relationship-but don' T let that reality intimidate you. The authors show you how to adopt a helping process to the needs of your clients. You' all learn not just what you need to know and understand-but also what you need to do to be an effective Helper.



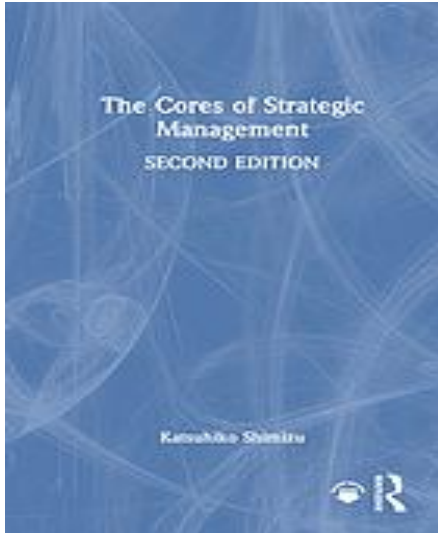
Minds over meetings: a personal perspective on wellness in the workplace by Green, Kody

John Wiley & Sons 2025

Acc. No.: 52533 Call No.: 658.382 ISBN: 9781394289592

Summary: As a mental health advocate and content creator with over 1.5 million followers, Kody Green brings his personal experiences and expertise to shed light on this often-neglected topic. Kody will utilize his combinations of lived experience as a diagnosed person with schizophrenia, and his success in finding and maintaining a job as a person with severe mental illness. This book aims to provide readers with practical strategies for fostering a supportive and inclusive work environment, emphasizing the significance of communication, coping mechanisms, and accessing additional resources. This book would be a combination of tips for not only individuals living with mental illness, but also; human resource teams, employers, and people simply looking to be able to manage their mental health in the everyday workplace.

NEW ARRIVALS, JULY 2025

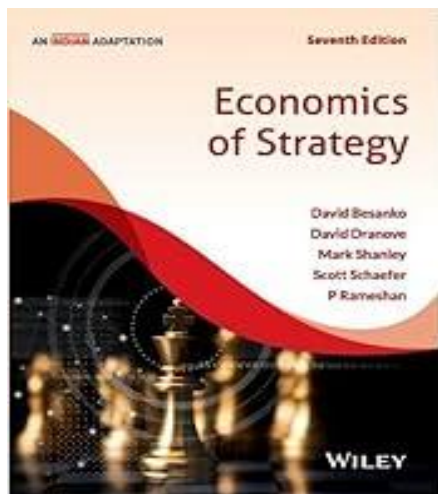


The cores of strategic management by Shimizu, Katsuhiko

Routledge 2025

Acc. No.: 52520 Call No.: 658.4012 ISBN: 9781032805771

Summary: The Cores of Strategic Management provides students with a concise introduction to the fundamentals of strategic management, including business-level and corporate-level strategy, leadership, decision making and strategy implementation. Designed to guide students to master the core concepts and learn how to apply these basics through case studies, students will be better equipped to approach and resolve even the most complex problems within the field. This second edition has been fully revised throughout to incorporate an international perspective, including examples and case studies from across borders that reflect the current state of the field. This text is core reading for undergraduate, postgraduate, and executive students of Strategic Management and will equip any student with the strategic management fundamentals and strategic thinking skills needed to succeed in continuously changing environments. This book will also be accompanied by online resources for the use of instructors, including PowerPoint slides.



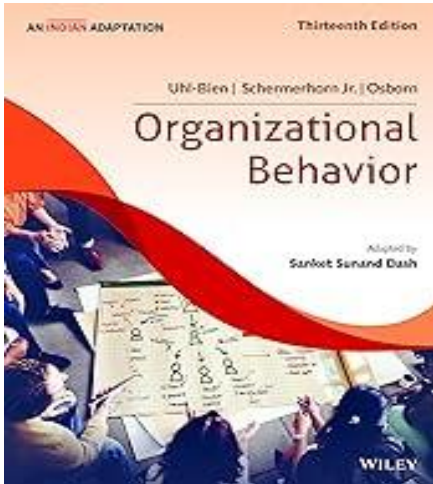
Economics of strategy by Besanko, David

Wiley India 2025

Acc. No.: 52605 Call No.: 658.4012 ISBN: 9789354644078

Summary: Economics of Strategy focuses on the key economic concept's students must understand and master to develop a sound business strategy. With a thorough and deep analysis, this Indian adaptation introduces the emerging business phenomena such as online network applications, business platforms, and big data. The inclusion of a completely new chapter on Business Platforms and Competition will help students in comprehending the role of platforms in today's competitive business era.

NEW ARRIVALS, JULY 2025

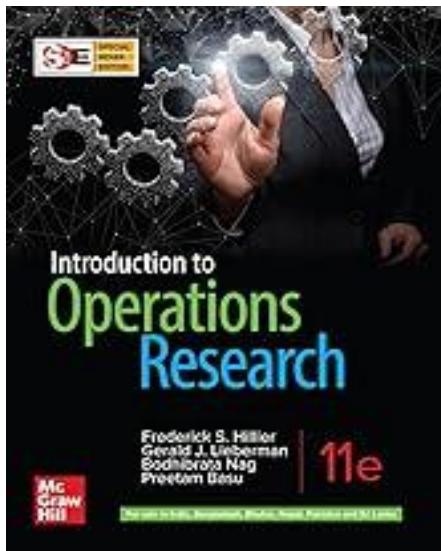


Organizational behavior by Uhl-Bien, Mary

Wiley India 2021

Acc. No.: 52599 Call No.: 658.402 ISBN: 9789354242847

Summary: Organizational behavior is written to engage and teach readers about the subject. The book presents organizational behavior in the workplace and for life. It introduces the subject, and the text then proceeds to cover a range of topics, including teamwork, individual performance, organizational cultures, and the role of communication. The book describes the importance of interpersonal relationships in organizational behavior, while giving special emphasis to relationship-building processes relative to communication, power, and leadership.

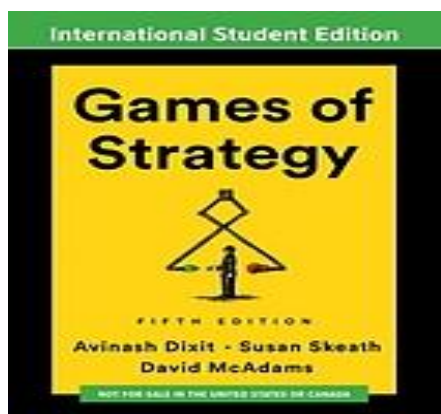


Introduction to operations research by Hillier, Frederick S

Tata McGraw-Hill 2024

Acc. No.: 52541 Call No.: 658.4034 ISBN: 9789354601200

Summary: For over four decades, Introduction to Operations Research has been the classic text on operations research. While building on the classic strengths of the text, the author continues to find new ways to make the text current and relevant to students. One way is by incorporating a wealth of state-of-the art, user-friendly software and more coverage of business applications than ever before. The hallmark features of this edition include new section and chapters, updated problems, clear and comprehensive coverage of fundamentals, an extensive set of interesting problems and Indian cases, and state-of-the-practice operations research software used in conjunction with examples from the text.



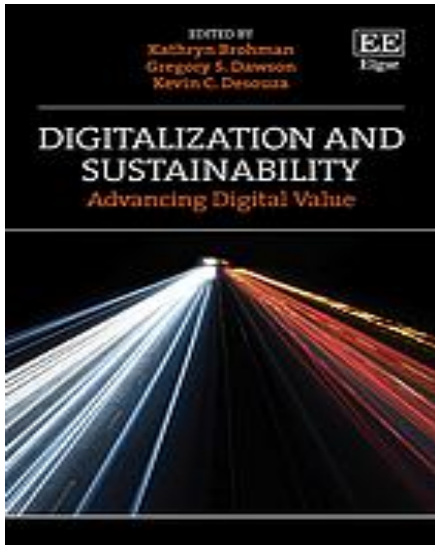
Games of strategy by Dixit, Avinash K

W W Norton & Company 2021

Acc. No.: 52501 Call No.: 658.40353 ISBN: 9780393422207

Summary: Comprehensive, clear, and approachable, with clever real-world examples that motivate students.

NEW ARRIVALS, JULY 2025

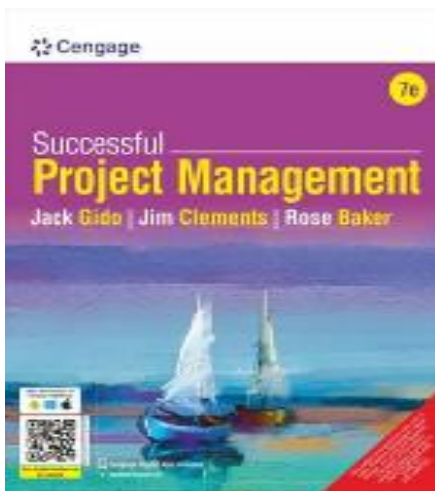


Digitalization and sustainability: advancing digital value by Brohman, Kathryn

Edward Elgar Publishing 2023

Acc. No.: 52633 Call No.: 658.4038 ISBN: 9781800888791

Summary: Addressing the key research question of how organizations transform to generate new forms of public and shareholder value by leveraging digital technology, expert contributors provide a deep dive into a diverse variety of business models from around the globe. The book also provides a timely focus on multisector ecosystems where organizations have limited, if any, ability to operate using monopolistic and/or command-and-control mechanisms. Digitalization and Sustainability examines how high-tech and information-intensive industries have brought to light the fundamental tenants of 'business ecosystems', illustrating how in other industries, the opportunities and practices for advancing performance by competing and cooperating in a network of organizations is less understood. It reviews how, in the context of technology management, digital value brings to light the reality that managers in specific organizations need to adopt a new set of cooperative and competitive practices.

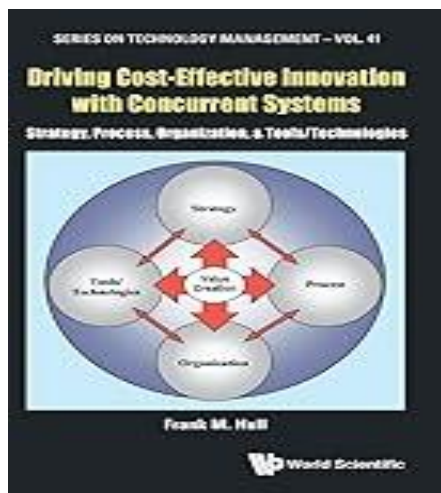


Successful project management by Gido, Jack

Cengage Learning 2024

Acc. No.: 52482 Call No.: 658.404 ISBN: 9789353509163

Summary: Equips readers with the necessary skills for effective project management in today's business environment. Covering topics such as team organization, planning, scheduling, cost management, and stakeholder concerns, the book aligns with PMBOK and offers real-world vignettes and interactive exercises. It emphasizes the importance of communication and strategic alignment in project management.



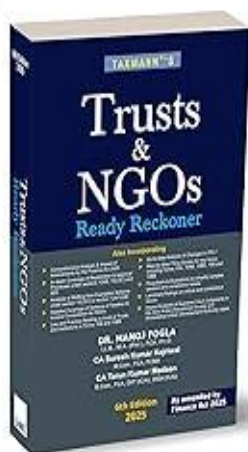
Driving cost-effective innovation with concurrent systems: strategy, process, organization and tools technologies by Hull, Frank Montgomery

World Scientific 2025

Acc. No.: 52640 Call No.: 658.4063 ISBN: 9781786343895

Summary: This book quantifies best practices for developing innovative products cost-effectively. Analyses of dozens of studies show how managing the work of people collaborating in parallel creates products faster, cheaper, and better in any organization. Concurrent systems deploy four kinds of practice simultaneously to synergistically achieve high performance: Strategy, Process, Organization, and Tools/Technologies (SPOT). Appendices in every chapter enable stakeholders to benchmark their practices against Best-in-Class standards and identify gaps. A "Big Bang" index prioritizes practices for improvement. Managers and stakeholders collaborate in building a "should be" vision of value development by closing gaps in their "as is" system. Leaders distribute responsibility to cross-functional stakeholders for deploying best practices to improve performance. Case studies highlight how dozens of enterprises successfully implemented SPOT practices to improve their performance.

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Trusts and NGOs ready reckoner by Fogla, Manoj

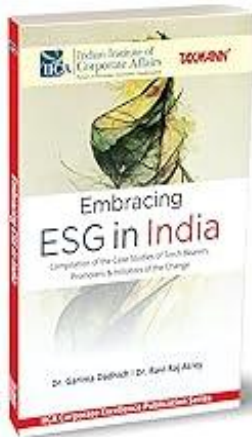
Taxmann 2025

Acc. No.: 52581 Call No.: 658.407 ISBN: 9789364556132

Summary: Trusts & NGOs Ready Reckoner (6th Edition | 2025) is a comprehensive guide that simplifies the laws governing charitable trusts, NGOs, religious institutions, and other non-profit organisations in India. This book provides an in-depth analysis of the latest amendments introduced by the Finance Act 2025, particularly regarding trusts and NGOs' registration, approval, and taxation. This Edition incorporates recent judicial rulings, including landmark Supreme Court judgments, and contains extensive practical guidance on preparing and filing Forms 10A, 10AB, 10BD, 10B, 10BB, and the revised ITR-7. It also offers flowcharts, illustrations, and step-by-step instructions to simplify critical procedures related to the registration, compliance, and audit processes under sections 12AB, 10(23C), 80G, and others.

NEW ARRIVALS, JULY 2025

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The & Corporate Series of IICA



Embracing ESG in India: compilation of case studies of torch bearers, promoters and initiators of change by Dadhich, Garima

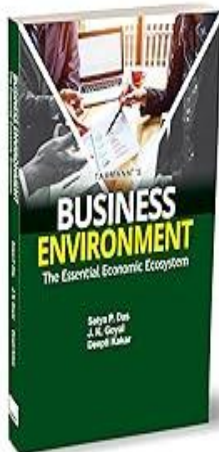
Taxmann 2024

Acc. No.: 52639 Call No.: 658.408 ISBN: 9789364551168

Summary: Embracing ESG in India – Compilation of Case Studies of Torch Bearers, Promoters & Initiators of Change is the second instalment in the IICA Corporate Excellence Publication Series, published in partnership with Taxmann. This book continues the journey started with the first volume, Benchmarking ESG & CSR – A Compendium of Best Practices.

This new volume presents a comprehensive analysis of innovative ESG initiatives undertaken by leading Indian companies. It provides an in-depth look at the Environmental, Social, and Governance (ESG) frameworks driving these efforts. Through detailed case studies, the book highlights how businesses integrate ESG practices and take charge of responsible and sustainable business operations. It also captures significant ESG efforts by various government ministries, agencies, and international organisations, providing a holistic view of ESG's evolving landscape in India.

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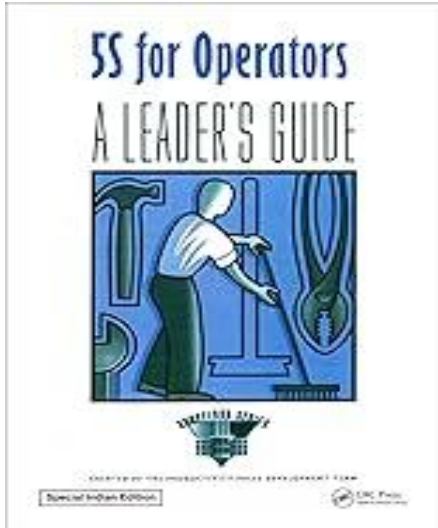
Business environment: the essential economic ecosystem by Das, Satya P

Taxmann 2024

Acc. No.: 52552 Call No.: 658.408 ISBN: 9789357788069

Summary: The textbook covers core subjects in managerial programs, focusing on Managerial Economics and the Business Environment, which are fundamental for understanding macro-economic analysis. This book discusses the multifaceted aspects of the business environment, with a special focus on the economic ecosystem. By integrating fundamental concepts with practical examples and exercises, it aims to facilitate comprehension, provide realistic insights, and offer practice opportunities for concept recall.

This comprehensive textbook is designed to be an invaluable resource for B-school students at both postgraduate and graduate levels, pursuing managerial programs. It is equally beneficial for traditional degree programs incorporating macroeconomics courses. The book caters to a diverse student body, including those from engineering, science, and liberal arts backgrounds, making complex economic principles accessible to all.

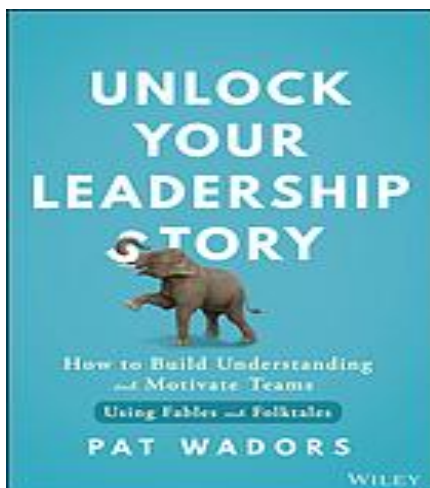


5S for operators: a leader's guide by Productivity Press

Productivity Press 2025

Acc. No.: 52511 Call No.: 658.4092 ISBN: 9781041001904

Summary: Sort, Set in Order, Shine, Standardize, Sustain. Together, these five simple principles form the basis of the 5S System - a powerful front-line tool for simplifying work processes, improving equipment maintenance, ensuring safety and product quality and eliminating waste. 5S is the basis for any on-the-floor improvement activity and the 5S for Operators Learning Package is a fantastic way to bring that knowledge to the shop floor. Thorough, flexible and almost infinitely customizable, the 5S for Operators Learning Package allows your instructor to conduct learning sessions tailored specifically to your organization. That customizability combined with modules specifically designed to encourage workers to become actively involved in the learning process makes for a high-impact learning experience your workforce won't soon forget. Based on the classic manufacturing text 5 Pillars of the Visual Workplace, the 5S for Operators Learning Package brings that knowledge to the shop floor and will prove to be an excellent support in your companies' continuous improvement efforts.

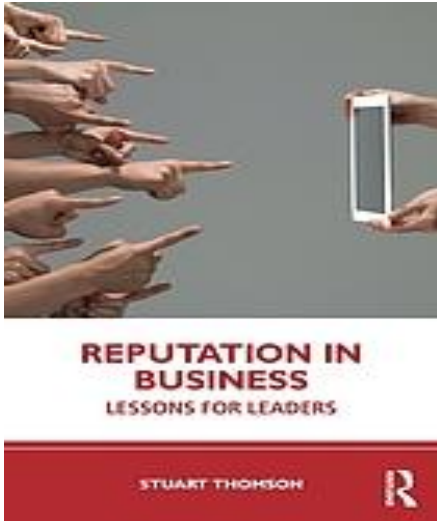


Unlock your leadership story: how to build understanding and motivate teams using fables and folktales by Wadors, Pat

John Wiley & Sons 2025

Acc. No.: 52522 Call No.: 658.4092 ISBN: 9781394264469

Summary: Too often we walk into life living through the expectations of what others or society tells us to do. We are not aware of how we "show up" for others and how that may get in our way of success and happiness.



Reputation in business: lessons for leaders by Thomson, Stuart

Routledge 2023

Acc. No.: 52519 Call No.: 658.4092 ISBN: 9781032277462

Summary: A compelling mix of reputation management, crisis leadership and the role of politics in business, this book provides unique practical steps that leaders can take to protect their reputations and those of the organisations they head in an ever more open social media-led world. Although leaders increasingly recognise the vital intangible asset that reputation represents, too many do not really understand what reputation is and the steps that should be taken to build it and their corporate value. Given the range of factors depending on the organisation, each aspect of its complex reputational story needs to be unpicked if a reputation is to be built, maintained and protected. This step by-step-guide offers advice on how to develop the strategies needed to do this, provides clear lessons throughout from a range of experts - and distinctively, looks beyond the corporate sector to charities, governments, NGOs and the public sector. Boards, trustees, non-executive directors, senior management, and leaders of all types of organisations need to consider the steps that should be taken to build, maintain and defend their reputation, and that means knowing what their reputation is and the audiences that matter most to them.



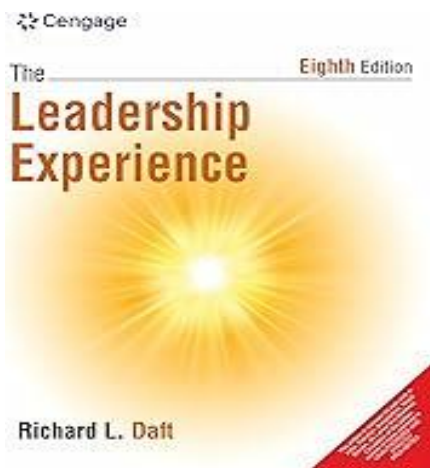
Mindshift: transform leadership, drive innovation and reshape the future by Solis, Brian

John Wiley & Sons 2025

Acc. No.: 52530 Call No.: 658.4092 ISBN: 9781394198597

Summary: The future isn't what it used to be... this is why we need unstoppable leaders help lead meaningful change and uncover brand new opportunities in a time of uncertainty. Every company faces an opportunity, and a need, to adapt for a post-industrial world, to create meaning in uncertainty, to add value in the lives of others, to embrace new ideas and possibilities, to continually learn, unlearn, and grow, and to help guide people in their journey adapt and thrive in this new future. But we don't need just any leader, especially those still rooted in industrial-era management, management hierarchies, and legacy mind-sets. We need a new genre of leaders, those who are inexperienced in leading transformation in a post-disruption world. This book will empower anyone who believes they can change the world for the better, and provide the tools, insights, and lessons they need to become an unstoppable leader, in any role, in every capacity.

NEW ARRIVALS, JULY 2025

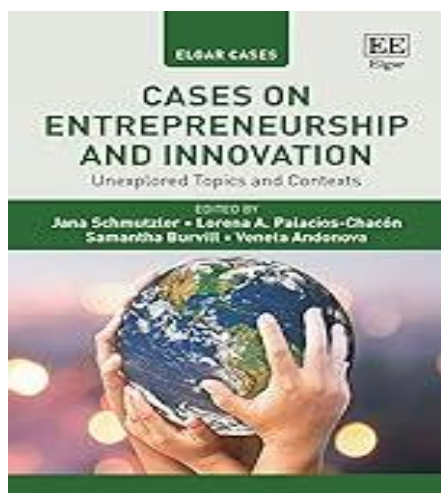


The leadership experience by Daft, Richard L

Cengage Learning 2024

Acc. No.: 52546 Call No.: 658.4092 ISBN: 9789353508852

Summary: Richard Daft's THE LEADERSHIP EXPERIENCE, 8E gives students the critical leadership skills and solid understanding of today's theory to become effective leaders during turbulent times as this edition presents deep research, hundreds of current examples from real leaders and new experiential exercises.

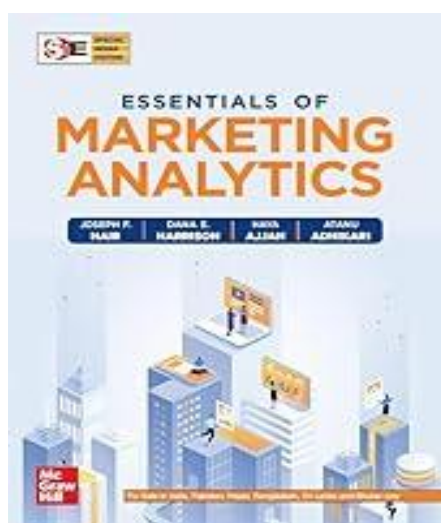


Cases on entrepreneurship and innovation: unexplored topics and contexts by Schmutzler, Jana

Edward Elgar Publishing 2024

Acc. No.: 52472 Call No.: 658.421 ISBN: 9781802204520

Summary: Cases on Entrepreneurship and Innovation bridges the gap between the real-world complexities of diverse innovative and entrepreneurial endeavours in challenging environments and the academic classroom setting. It serves as an essential toolkit for academics and instructors, providing clear teaching guidance and tailoring real-world scenarios to be more relatable and context-relevant for students across the globe.



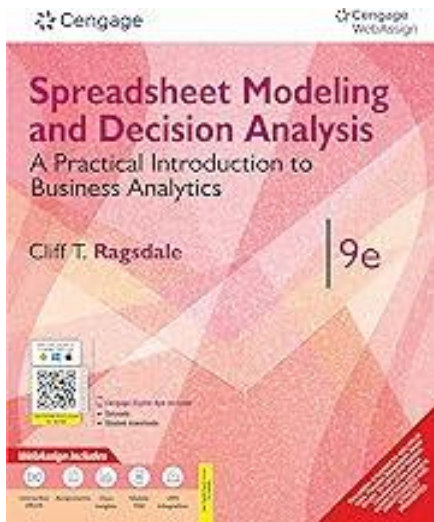
Essentials of marketing analytics: a practical guide to improving consumer insights using data techniques by Hair, Joseph F

McGraw Hill 2025

Acc. No.: 52575 Call No.: 658.47(A) ISBN: 9789355327192

Summary: We live in a global, highly competitive, rapidly changing world that is increasingly influenced by digital data, expanded analytical capabilities, information technology, social media and more. The era of Big Data has brought about huge amounts of data to review, analyze and solve. Today's students will need to have a keen understanding of not only the right types of questions to ask but also the tools available to help answer them. This book covers both, in a comprehensive, readable and flexible manner.

NEW ARRIVALS, JULY 2025

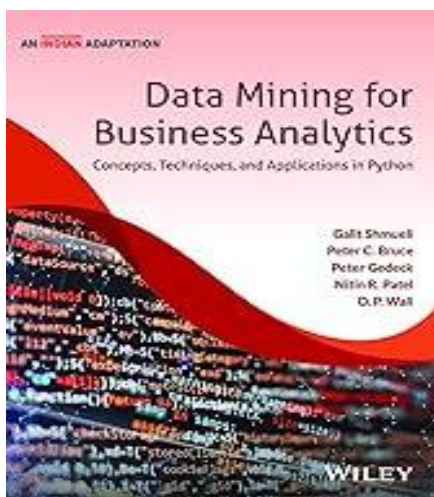


Spreadsheet modeling and decision analysis: a practical introduction to business analytics by Ragsdale, Cliff T

Cengage Learning 2022

Acc. No.: 52544 Call No.: 658.47(A) ISBN: 9789360532451

Summary: Master key spreadsheet and business analytics skills with SPREADSHEET MODELING AND DECISION ANALYSIS: A PRACTICAL INTRODUCTION TO BUSINESS ANALYTICS, 9E, written by respected business analytics innovator Cliff Ragsdale. This edition's clear presentation, realistic examples, fascinating topics and valuable software provide everything you need to become proficient in today's most widely used business analytics techniques using the latest version of Excel® in Microsoft® Office 365 or Office 2019.

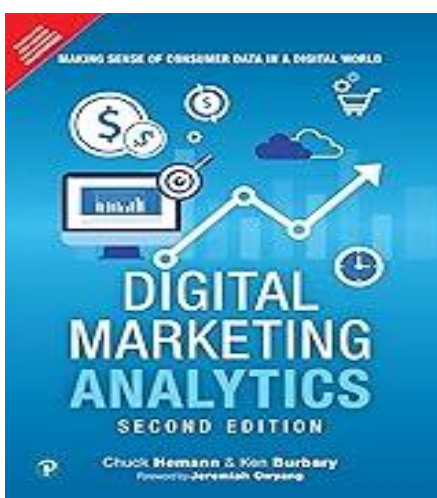


Data mining for business analytics: concepts, techniques and applications in Python by Shmueli, Galit

Wiley India 2025

Acc. No.: 52606 Call No.: 658.47(A) ISBN: 9789357461672

Summary: Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, using python software for illustration. Readers will learn how to implement a variety of popular data mining algorithms in Python to tackle business problems and opportunities. It is a comprehensive resource for students pursuing courses in data mining, business analytics, and related courses within the domain of AI.

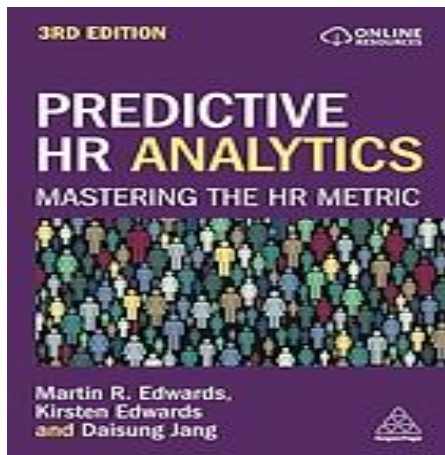


Digital marketing analytics: making sense of consumer data in a digital world by Hemann, Chuck

Pearson 2025

Acc. No.: 52609 Call No.: 658.47(A) ISBN: 9789353430191

Summary: The juxtaposition of a tourist-like welcome and the death imagery that follows Very physical descriptions of “unearthed bones” and “a city thrumming” Things are given agency that shouldn’t have agency: the city, dead children Intentions and desires are disconnected from people like bodies without a soul with carefully chosen language and imagery, the blurb transports us to a Buenos Aires that’s teeming with the dead. It’s what ties the short stories together. We don’t need to know about individual characters or plot lines because the setting is described so intentionally, it makes us feel uncomfortable with our own curiosity for this dark place: what ungodly thing is happening in this city?



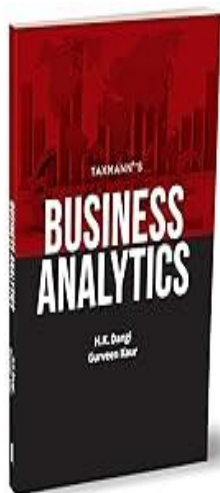
Predictive HR analytics: mastering the HR metric by Edwards, Martin R

Kogan Page 2024

Acc. No.: 52497 Call No.: 658.47(A) ISBN: 9781398615656

Summary: A guide for HR practitioners who want to gain the statistical and analytical knowledge to fully harness the potential of HR metrics and organizational people-related data.

TAXMANN
Tech Empowerment & Skills



Business analytics by Dangi, H K

Taxmann 2024

Acc. No.: 52572 Call No.: 658.47(A) ISBN: 9789357786690

Summary: This book emphasises the critical role of data in today's evolving business landscape. It highlights the increasing complexity of the business environment and the growing demand for professional's adept at analysing data patterns and translating them into actionable strategies.

This book is designed to progressively build the reader's knowledge in business analytics, from fundamental concepts to specialised techniques and ethical considerations, complete with practical applications and exercises for reinforcement.

AN **EMERSON** ADAPTATION

BIG DATA MBA

Driving Business Strategies
with Data Science

Bill Schmarzo



Big data MBA: driving business strategies with data science by Schmarzo, Bill

Wiley India 2025

Acc. No.: 52603 Call No.: 658.47(BD) ISBN: 9789363863088

Summary: Big Data MBA is the ultimate guide for tech enthusiasts, marketers, content creators, and data experts to harness the power of big data and advanced analytics. This practical book provides actionable strategies and hands-on exercises to help you optimize processes, uncover monetization opportunities, and drive competitive differentiation. Learn to leverage customer, product, and operational data with data science techniques to make smarter decisions, test hypotheses, and create accurate predictions. With insights on operationalizing analytics, structuring teams, and enhancing user experiences, this book equips you to think like a data scientist and lead your organization into a data-driven future.

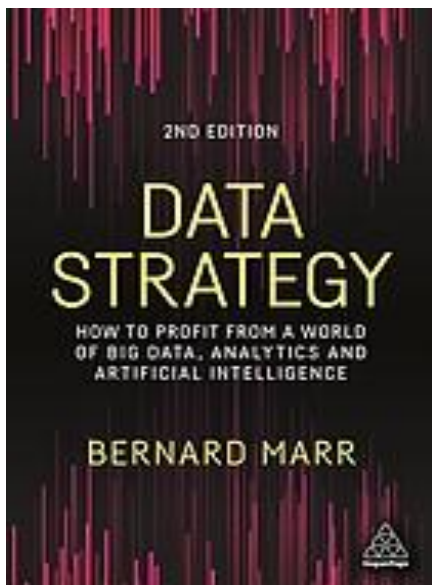


Cloud computing and big data: from the basics to practical use cases
by Elayidom, M Sudheep

Cengage Learning 2025

Acc. No.: 52543 Call No.: 658.47(BD) ISBN: 9789360533953

Summary: In today's rapidly evolving technological landscape, cloud computing stands tall as a transformative force, reshaping our perceptions, management strategies, and deployment practices of computing resources. Within this dynamic realm, this book finds its raison d'être, aiming to offer comprehensive insights into the fundamental principles, technologies, and applications of cloud computing. Each chapter of this meticulously crafted tome is tailored to furnish indispensable knowledge and practical skills essential for navigating the intricate domain of cloud computing. From unravelling network-based technologies to delving into virtualization concepts, from dissecting cloud security requisites to elucidating the intricacies of big data analytics, every section is thoroughly designed to serve as a stepping stone in your quest for cloud computing mastery.



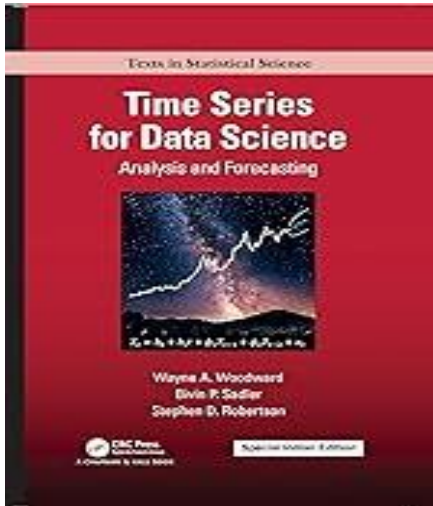
Data strategy: how to profit from a world of big data, analytics and artificial intelligence by Marr, Bernard

Kogan Page 2022

Acc. No.: 52495 Call No.: 658.47(BD) ISBN: 9781398602588

Summary: 90% of today's data was generated in the last two years and the amount of data we have available is predicted to double every two years. Data is an integral strategic asset for all businesses. Learn how to leverage this data and generate valuable insights from bestselling author and big data guru Bernard Marr. Data has massive potential for all businesses when used correctly, from small organizations to tech giants and huge multinationals. But this resource is too often not being fully utilized and is far from being arguably the world's most valuable resource. Data Strategy is the must-read guide on how to create a robust data-driven approach that will harness the power of data to revolutionize your business. Explaining how to collect, use and manage data, this book prepares any organization with the tools and strategies needed to thrive in the digital economy. This new edition of this bestselling title is fully updated with insights on understanding your customers and markets and how to provide them with intelligent services and products. With case studies and real-world examples throughout, Bernard Marr offers unrivalled expertise on how to gain the competitive advantage in a data-driven world.

NEW ARRIVALS, JULY 2025



Time series for data science: analysis and forecasting by Woodward, Wayne A

CRC Press 2025

Acc. No.: 52486 Call No.: 658.47(DS) ISBN: 9781032972190

Summary: Data Science students and practitioners want to find a forecast that works? and don't want to be constrained to a single forecasting strategy, Time Series for Data Science: Analysis and Forecasting discusses techniques of ensemble modelling for combining information from several strategies. Covering time series regression models, exponential smoothing, Holt-Winters forecasting, and Neural Networks. It places a particular emphasis on classical ARMA and ARIMA models that is often lacking from other textbooks on the subject. This book is an accessible guide that doesn't require a background in calculus to be engaging but does not shy away from deeper explanations of the techniques discussed.

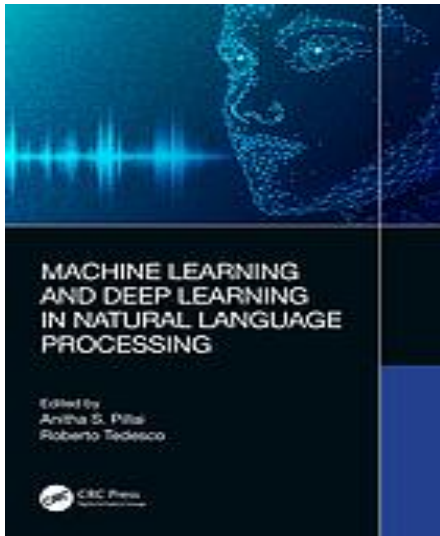


Machine learning for text and image data analysis: practical approach with business use cases by Motwani, Bharti

Wiley India 2024

Acc. No.: 52600 Call No.: 658.47(ML) ISBN: 9789354643606

Summary: Machine Learning for Text and Image Data Analysis: Practical Approach with Business Use Cases enables readers gain sufficient knowledge and experience to perform analysis for text and image data using different machine learning techniques available in Python. The objective is to explain the concepts and to simultaneously develop in readers an understanding of its application with case-based methodology. The book attempts to provide more meaningful and easier learning experience, it has been written with more interesting and relevant real-life examples.



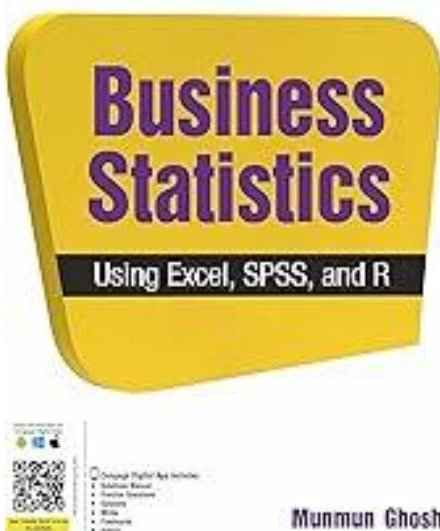
Machine learning and deep learning in natural language processing by Pillai, Anitha S

CRC Press 2024

Acc. No.: 52505 Call No.: 658.47(ML) ISBN: 9781032264639

Summary: Natural Language Processing (NLP) is a subset of AI, linguistics and computer science, and is concerned with generation, recognition and understanding of human language, both written and spoken. NLP systems examine the grammatical structure of sentences as well as the specific meanings of words, and then utilize algorithms to extract meaning and produce results. Machine Learning and Deep Learning in Natural Language Processing aims at providing a review of current Neural Network techniques in the Natural Language Processing field, in particular, about Conversational Agents (chatbots), Text-to-Speech, management of non-literal content - like emotions but also satirical expressions - and applications in the healthcare field. NLP has the potential to be a disruptive technology in the fields of healthcare, but so far little attention has been devoted to that goal. This book aims at providing some examples of NLP techniques that can, for example, restore speech, detect Parkinson's disease, or help psychotherapists.

Cengage



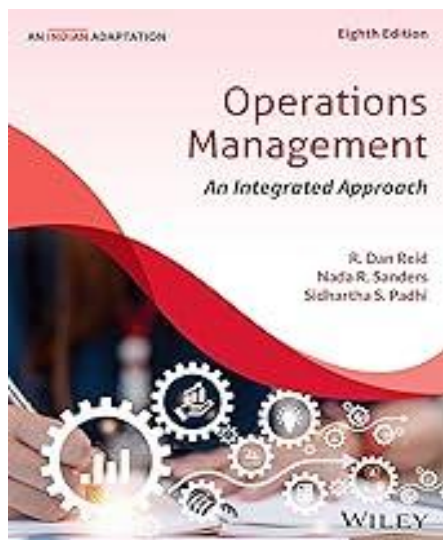
Business statistics: using excel, SPSS and R by Ghosh, Munmun

Cengage Learning 2024

Acc. No.: 52549 Call No.: 658.47(R) ISBN: 9789355737564

Summary: This textbook refreshingly offers a storied approach to statistics, working through examples and everyday lived experiences to explain statistical concepts. The stories depict the nature of numbers, the ways in which numbers offer us tools to grasp the world around us, and the possible uses of numbers in our everyday navigation of the world. This narrative-based approach is complemented by step-by-step guidance on the various tools to be used for statistical analyses. The book offers an aesthetic that celebrates creativity while grappling with data. Such an approach will draw in both undergraduate and graduate students, teaching them to engage with concepts of probability, estimation, prediction, experimentation, and so on, with excitement. The dialogic approach that is woven in throughout the book is likely to promote critical thinking, gently pushing students to engage with numbers in finding solutions emergent from the empirical. Statistics has gained more importance as it forms the base for the study of Data Analytics, which has become one of the most required disciplines in the industry. Decision-making by industry leaders is based on data analysis.

NEW ARRIVALS, JULY 2025

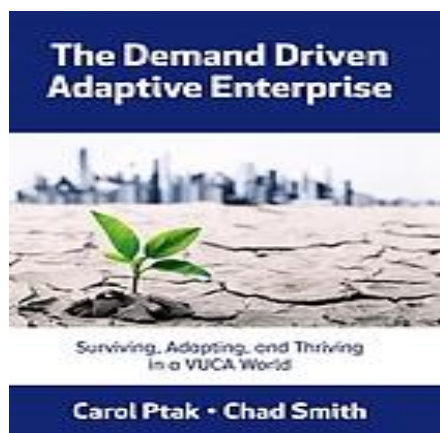


Operations management: an integrated approach by Reid, R Dan

Wiley India 2024

Acc. No.: 52595 Call No.: 658.5 ISBN: 9789363863262

Summary: In an era of unprecedented business evolution, marked by technological breakthroughs and global challenges, an Operations Management (OM) textbook emerges to equip students with the essential tools to navigate the complexities of the modern corporate environment. This textbook stands as a testament to the transformative power of global integration, AI advancements, sustainability imperatives, and the disruptive effects of the COVID-19 pandemic on traditional business practices, emphasizing the pivotal role of OM in maintaining a firm's competitive advantage. This textbook aims to provide a foundational knowledge of OM, blending classic and modern methodologies, including IT, robotics, AI, and sustainable practices. It covers strategic and tactical decision-making and the specific challenges of service and manufacturing sectors. The book is also designed for accessibility, with relatable introductory stories and clear explanations to cater to students with varying business acumen. It progresses from strategic to tactical OM topics, with self-contained chapters for teaching flexibility and upfront background knowledge summaries.

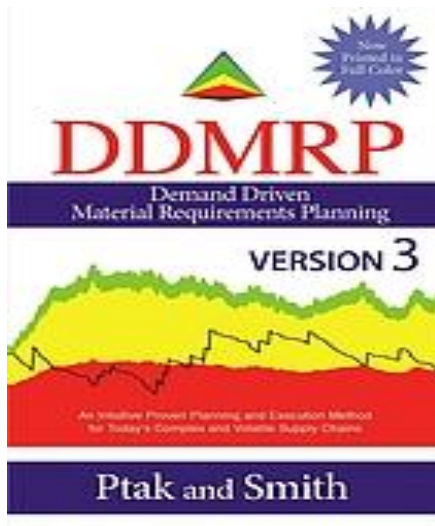


The demand driven adaptive enterprise: surviving, adapting and thriving in a VUCA world by Ptak, Carol

Industrial Press 2019

Acc. No.: 52642 Call No.: 658.503 ISBN: 9780831136352

Summary: Presents a new management framework rooted in science, mathematics, economics and most importantly, common sense. It enables an unprecedented level of visibility across resources, products, levels and time ranges to quickly and effectively produce the relevant information that companies are desperately seeking.

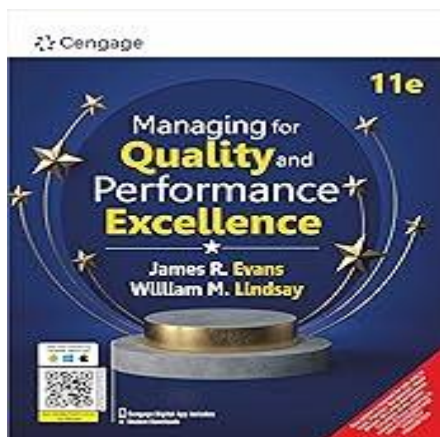


Demand driven material requirements planning DDMRP: version 3 by Ptak, Carol A

Industrial Press 2019

Acc. No.: 52641 Call No.: 658.503 ISBN: 9780831136512

Summary: In the 1950s, a method called Material Requirements Planning (or "MRP") changed the world of manufacturing forever. But times have changed--customer tolerance times are shorter, product variety and complexity has increased, and supply chains have spread around the world. MRP is dramatically failing in this 'New Normal'. Demand Driven Material Requirements Planning (DDMRP), Version 3 presents a practical, proven, and emerging method for supply chain planning and execution that effectively brings the 1950s concept into the modern era. The foundation of DDMRP is based upon the connection between the creation, protection, and acceleration of the flow of relevant materials and information to drive returns on asset performance in the New Normal. Using an innovative multi-echelon "Position, Protect and Pull" approach, DDMRP helps plan and manage inventories and materials in today's more complex supply scenarios, with attention being paid to ownership, the market, engineering, sales, and the supply base. It enables a company to decouple forecast error from supply order generation and build in line to actual market requirements, and promotes better and quicker decisions and actions at the planning and execution level. DDMRP is already in use by MAJOR Global 1000 companies. This book is THE definitive work on DDMRP, and will be required as courseware for all those taking the Certified Demand Driven Planner (CDDP) Program. New Features in Version 3 Full color, with the use in specific, consistent, and focused ways to clearly and effectively highlight planning, execution, and model reconfiguration priorities. Expanded Appendix E, looking at the most recent innovations of DDMRP. Revised graphics scattered throughout the book.

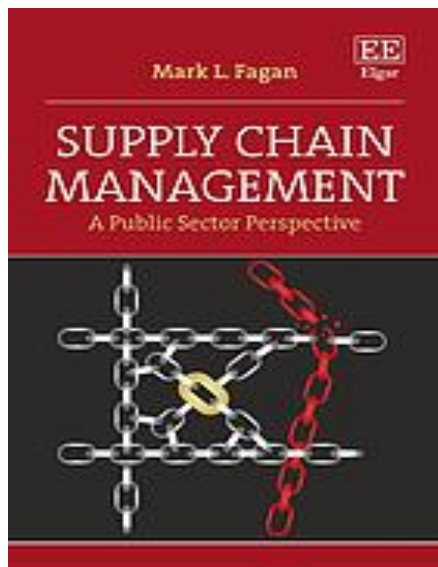


Managing for quality and performance excellence by Evans, James R

Cengage Learning India 2024

Acc. No.: 52545 Call No.: 658.562 ISBN: 9789355736987

Summary: This edition presents the latest developments in the field as you examine fundamental principles, criteria and the historic underpinnings of total quality. The authors provide a solid foundation for understanding and applying technical tools and performance excellence from an enterprise perspective.

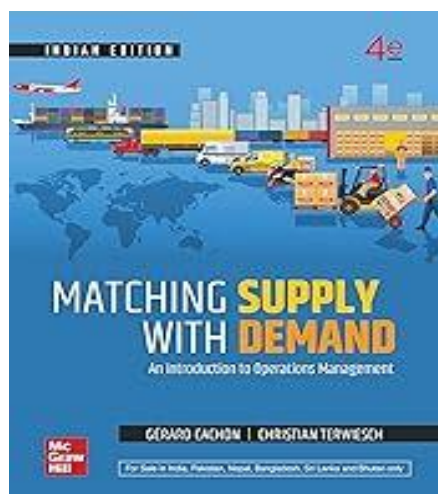


Supply chain management: a public sector perspective by Fagan, Mark L

Edward Elgar Publishing 2024

Acc. No.: 52478 Call No.: 658.7 ISBN: 9781035329595

Summary: This book provides practical insight into how to improve the effectiveness, resilience, and agility of supply chain operation in the public domain. Mark Fagan identifies key guiding principles and strategies based on past successes and failures, producing a roadmap for the future of supply chain management. Responding to the increased salience and fragility of supply chains in light of Covid-19, environmental concerns, and geopolitical factors, this book adopts a unique perspective by focusing on the public sector. It analyzes specific case studies, and examines how to build and manage supply chains at the systems level. Chapters investigate key issues including evaluation processes, AI in supply chains, friend shoring and near shoring, and ensuring human rights across the supply chain. Fagan highlights how supply chains can support public policy goals, and identifies how to create policy that enables this impact and minimizes unintended side effects. Providing a nuanced vision for the future of supply chains, this book is an invaluable resource for supply chain managers and policymakers in the public sphere.



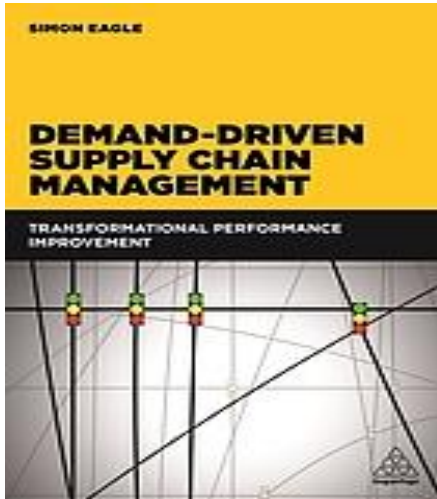
Matching supply with demand: an introduction to operations management by Cachon, Gerard

McGraw Hill 2024

Acc. No.: 52540 Call No.: 658.7 ISBN: 9789355325051

Summary: This book represents the essential body of knowledge for an introductory operations management course. It has been successfully used with all types of students, from freshmen taking an introductory course in operations management, to MBAs, to executive MBAs, and even PhD students. The guiding principle in the development of this text has been “real operations, real solutions.” “Real operations” means that most of the chapters in this book are written from the perspective of a specific company so that the material in this text will come to life by discussing it in a real-world context. “Real solutions” means that this text has demonstrated how to apply models from start to finish in a realistic operational setting. Furthermore, the implementation challenges of each model/strategy have been addressed so that students know what to expect when using models. The fourth edition has benefited from the comments and suggestions from students, faculty, and practitioners from around the world.

NEW ARRIVALS, JULY 2025

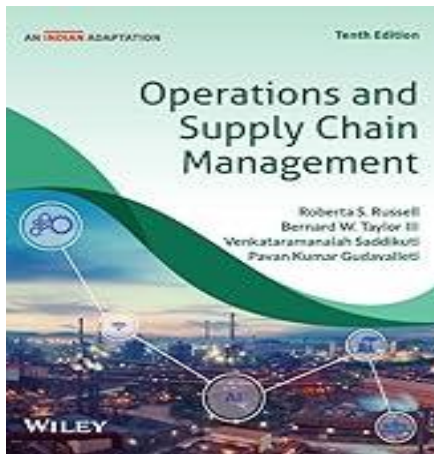


Demand-driven supply chain management: transformational performance improvement by Eagle, Simon

Kogan Page 2017

Acc. No.: 52643 Call No.: 658.7 ISBN: 9780749479978

Summary: Operate a demand-driven supply chain and adopt the process in your company successfully.

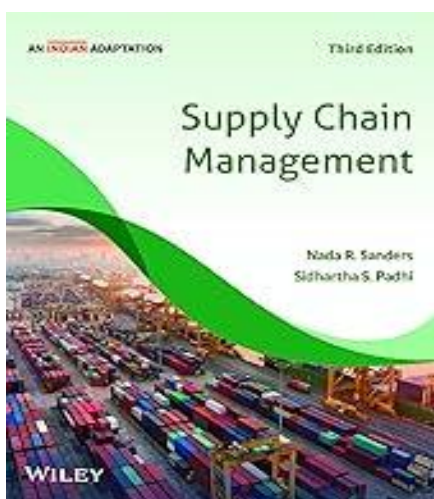


Operations and supply chain management by Russell, Roberta S

Wiley India 2025

Acc. No.: 52598 Call No.: 658.7 ISBN: 9789354644092

Summary: Russell and Taylor's Operations and Supply Chain Management, 10th Edition is designed to teach students to understand how to create value and competitive advantage along the supply chain in a rapidly changing global environment. Beyond providing a solid foundation, this course covers increasingly important OM topics of sustainability, corporate social responsibility, global trade policies, securing the supply chain, and risk and resilience.

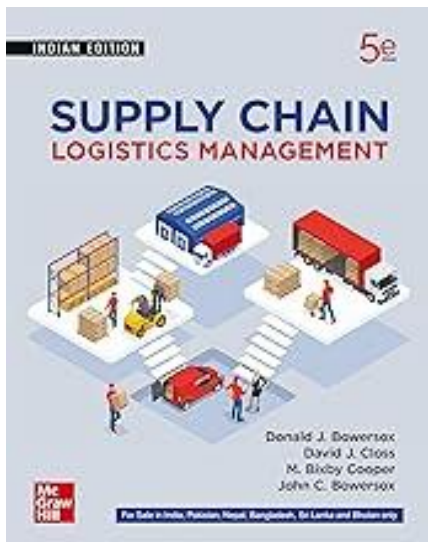


Supply chain management by Sanders, Nada R

Wiley India 2023

Acc. No.: 52593 Call No.: 658.7 ISBN: 9789354645792

Summary: This textbook provides a balanced and integrated perspective of both the foundational principles and pragmatic, business-oriented functions of SCM. Highlighting the holistic and interconnected nature of SCM, this comprehensive volume addresses supply chain strategy, design, planning, controlling, management and more. The text features numerous real-world business examples that illustrate SCM best practices while helping students understand the complexities of SCM decision making. This Indian adaptation Supply Chain Management, 3e, has been comprehensively updated and expanded to facilitate a clear and practical grasp of the topic.



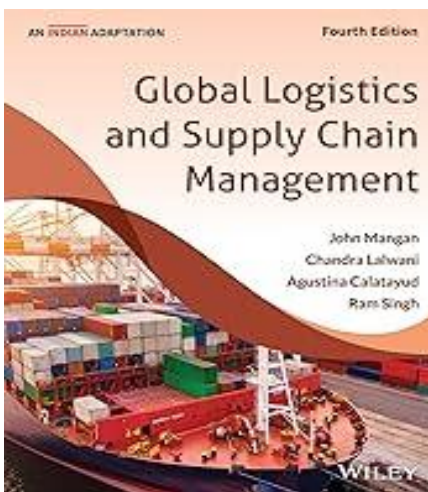
Supply chain logistics management by Bowersox, Donald J

McGraw-Hill 2024

Acc. No.: 52539 Call No.: 658.7 ISBN: 9789355327215

Summary: This text examines logistics within the broader context of a firm's supply chain strategy and operations. Part One establishes the strategic importance of logistics to achieving business success by creating value throughout supply chains. Part Two lays the groundwork for an in-depth exploration of the five key logistics operational components. Part Three discusses the challenges and strategies of integrating logistics within a global supply chain. Part Four addresses administrative challenges such as cross-organizational collaboration and performance measurement, concluding with managing risk and achieving sustainability.

The text incorporates topical materials and real-world examples into the discussion of value creation in supply chain logistics. The text is supplemented by study and challenge questions, as well as contemporary cases. Information technology is integrated throughout the discussion. Illustrations and examples demonstrate how firms navigate operational challenges and leverage logistics performance for a competitive edge.



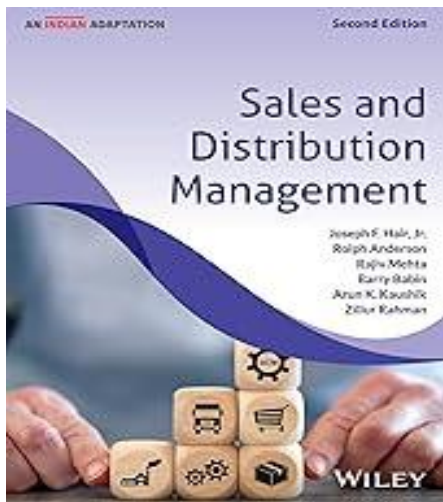
Global logistics and supply chain management by Mangan, John

Wiley India 2024

Acc. No.: 52597 Call No.: 658.7 ISBN: 9789357467971

Summary: Global Logistics and Supply Chain Management is a comprehensive, fully up-to-date introduction to the subject. Addressing both practical and strategic perspectives, this text offers readers a balanced and integrated presentation of Logistics and Supply Chain Management (LSCM) concepts, practices, technologies and applications. Contributions from experts in specific areas of LSCM provide readers with real-world insights on supply chain relationships, transport security, inventory management, supply chain designs, the challenges inherent to globalization and international trade, and more.

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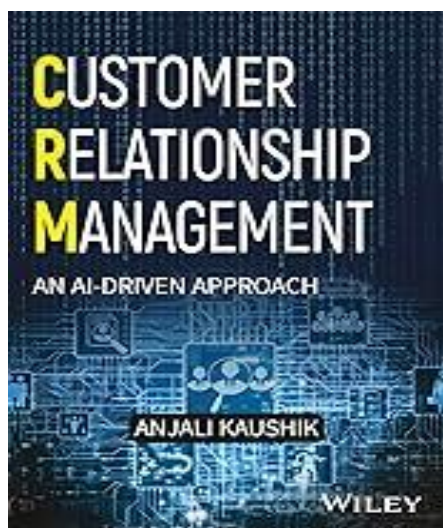


Sales and distribution management by Hair, Joseph F

Wiley India 2024

Acc. No.: 52596 Call No.: 658.81 ISBN: 9789357469517

Summary: It presents core concepts using a comprehensive pedagogical framework – featuring real-world case studies, illustrative examples, and innovative exercises – to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills. In addition to thoroughly revising all chapters, this Indian edition features a set of six new chapters, focusing on distribution channels, retailing, wholesaling, distribution channel systems, logistics and supply chain management, and international sales and distribution management. Each chapter also incorporates an updated set of real business examples and cases situated in the Indian context.

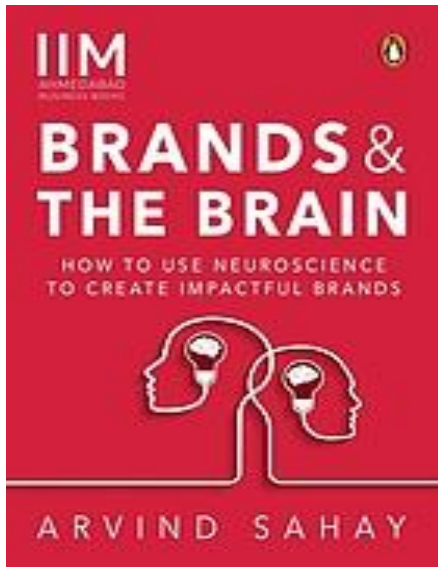


Customer relationship management: an AI-driven approach by Kausik, Anjali

Wiley India 2025

Acc. No.: 52592 Call No.: 658.812 ISBN: 9789363869943

Summary: In today's fast-evolving business environment, customer relationships are more important than ever, and Customer Relationship Management—An AI-driven Approach provides the essential roadmap for navigating this dynamic landscape. This comprehensive guide bridges traditional CRM methods with AI technologies, showing how AI technologies like machine learning, predictive analytics, and automation can transform customer engagement and streamline operations. Through detailed discussions on CRM fundamentals, the role of AI in driving marketing, sales, and customer service, and the importance of effective data management, this book offers practical insights backed by real-world examples and case studies. Special emphasis is given to the Indian market, exploring how businesses are leveraging AI to meet local challenges. This is an invaluable resource for professionals and academics looking to understand and apply AI-driven CRM strategies to stay ahead in today's competitive market.



Brands and the brain: how to use neuroscience to create impactful brands by Sahay, Arvind

Penguin Business 2022

Acc. No.: 52506 Call No.: 658.827 ISBN: 9780143452614

Summary: It is evident that some of the most powerful brands are deeply embedded in our unconscious emotions and memories. The purpose of this book is to develop an understanding of the link between the human brain and brand management principles as well as activities. It will educate readers about brain-operating principles and their impact on how humans perceive brands. The book also analyzes how modern brands are created by leveraging brain functioning. In a nutshell, the book explains the indispensable role that the human brain plays in creating, sustaining and rejuvenating brands.

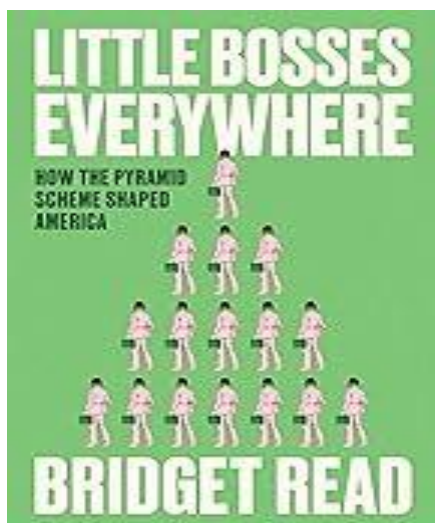


Brand psychology: the art and science of building strong brands by Busche, Laura

Routledge 2024

Acc. No.: 52638 Call No.: 658.827 ISBN: 9781032373720

Summary: Brand Psychology brings together theory and practice from the fields of psychology, design, and marketing to demystify the brand development process. It explores the behavioral science behind brand building, looking at the psychological principles at play whenever a brand is built and communicated.



Little bosses everywhere: how the pyramid scheme shaped America by Read, Bridget

The Crown Publishing 2025

Acc. No.: 52649 Call No.: 658.8720973 ISBN: 9780593443927

Summary: Companies like Amway, Mary Kay, and Herbalife advertise the world's greatest opportunity: the chance to be your own boss via an enigmatic business model called multilevel marketing, or MLM. They offer a world of pink Cadillacs, white-columned mansions, tropical vacations, and most precious of all financial freedom. If, that is, you're willing to shell out for expensive products and recruit everyone you know to buy them, and if they recruit everyone they know, too, thus creating the "multiple levels" of MLM.

Overwhelming evidence suggests that most people lose money in multilevel marketing, and that many MLM companies are pyramid schemes. Yet the industry's origins, tied to right-wing ideologues like Ronald Reagan, have escaped public scrutiny.

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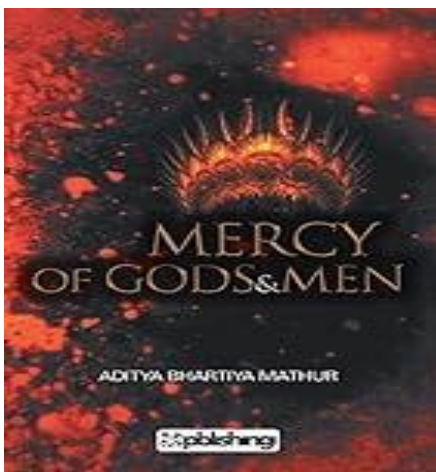


Digital transformation for fashion and luxury brands: theory and practice by Ozuem, Wilson

Palgrave Macmillan 2024

Acc. No.: 52631 Call No.: 746.92 ISBN: 9783031355882

Summary: This book re-evaluates the diffusion and positioning of fashion and luxury brands following the impact and disruption of digital transformations, particularly on existing omni-channel models and touchpoints and consumer behaviours. By exploring the importance of digital transformation and discussing the benefits and challenges it has created for the fashion industry, this book provides insights into the role of various digital technologies, systems and strategies in generating and maintaining brand value and equity, customer engagement and experiences and connecting the marketplace and marketspace. Wilson Ozuem teaches and supervises research projects in a number of UK universities, including Anglia Ruskin University, City University of London, Warwick University, University of Birmingham and the University of Cumbria. His specific research interest is understanding the impacts of emerging computer-mediated marketing environments (CMMEs) on the fashion industry. Professor Ozuem is acknowledged as one of the international leaders in the study of digital marketing and multichannel retailing. His research has been published in key journals, including the European Journal of Marketing, Journal of Business Research, and many others.

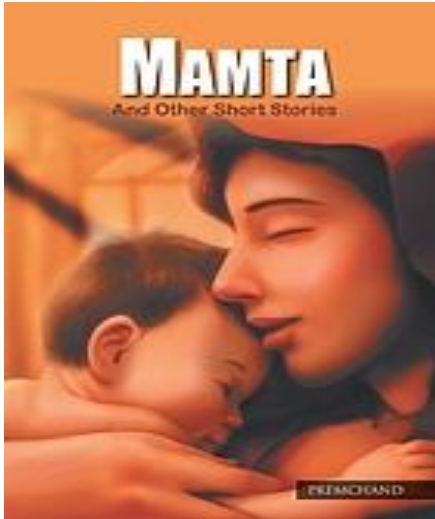


Mercy of Gods and men by Mathur, Aditya

Maple Press 2016

Acc. No.: 52517 Call No.: 823 ISBN: 9788193271193

Summary: Mercy is the story of multiple complex characters that face dire circumstances. Set in three kingdoms, the stories revolve around rebellions, wars and political agendas. Explore the story of these foreign lands as the destiny of the characters unfold over the span of the series.



Mamta and other stories by Premchand, Munshi

Maple Press 2019

Acc. No.: 52516 Call No.: 823 ISBN: 9789380816357

Summary: His real name was Dhanpat Rai but he is better known by his pen name Premchand or Munshi Premchand. He has been read and studied both in India and abroad as one of the greatest writers of the century. Premchand's literary career started as a freelancer in Urdu. In his early short stories, he depicted the patriotic upsurge that was sweeping the land in the first decade of the 19th century. In 1914, Premchand started writing in Hindi. Premchand was the first Hindi author to introduce realism in his writings. He pioneered the new art form of fiction with a social purpose. He wrote of the life around him and made his readers aware of the problems of the urban middle-class and the country's villages. He supplemented Gandhiji's work in the political and social fields by adopting his revolutionary ideas as themes for his literary writings. Besides being a great novelist, Premchand was also a social reformer and thinker.