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NEW ARRIVALS

June 2024



NEW ARRIVALS, JUNE 2024

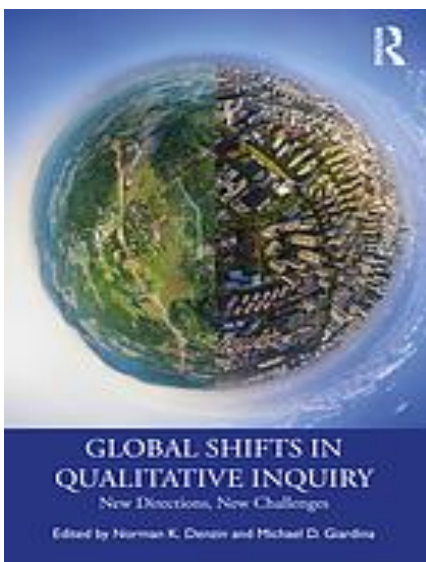


Thinking with theory in qualitative research by Jackson, Alecia Youngblood

Routledge 2023

Acc. No.: 51267 Call No.: 001.4 ISBN: 9781138952140

Summary: Thinking with Theory in Qualitative Research, Second Edition demonstrates how to enact various philosophical concepts in practices of inquiry, effectively opening up the process of thought in qualitative studies. Thinking with Theory in Qualitative Research functions as a refusal of pre given method, intensifying creativity, experimentation, and newness. Readers are invited into the threshold of theory to traverse philosophers and their concepts, reorienting conventional approaches to inquiry. Each chapter presents a thinking with process as a way of reading intensively through plugging in performative accounts of two first-generation academic women to philosophical concepts from Derrida, Spivak, Foucault, Butler, Barad, and Deleuze and Guattari. This book is a deliberate attempt to unsettle what is expected to be represented or recognized in terms of both meaning and method in traditional practices of qualitative research, which become unproductive and untenable in this different image of thought.



Global shifts in qualitative inquiry: new directions, new challenges by Denzin, Norman K

Routledge 2023

Acc. No.: 51271 Call No.: 001.4 ISBN: 9781032431895

Summary: Positioned within and against our changing pandemic conditions, Global Shifts in Qualitative Inquiry highlights multidirectional pathways between and across moments, formations, and interpretive communities within qualitative research. Contributors focus on a range of prevailing and emerging approaches that are held together by a commitment to a critical, performative, social justice inquiry--to method as praxis, method as a tool for social change, method to effect change in the world by creating texts that move persons to action, that move from personal troubles to public institutions. These include art as research, story as research, collage as method, performance, post humanism, Indigenous methods, and the use of absurdity to counter oppression.

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Research design: qualitative, quantitative and mixed methods approaches by Creswell, John W

Sage Publications 2023

Acc. No.: 51275 Call No.: 001.4 ISBN: 9781071870631

Summary: This classic text walks students through research methods, starting with a preliminary consideration of philosophical assumptions, continuing with a review of the literature, an assessment of the use of theory in research approaches, and ending with reflections about the importance of writing and ethics in scholarly inquiry in a way that is applicable to all types of research. Coverage of key elements of the research process helps readers organize and develop their research project, giving specific attention to each methodological approach.

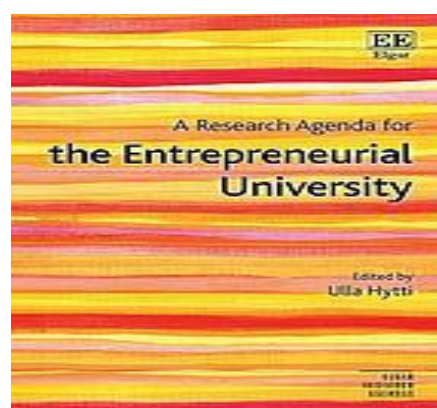


Advanced scientific business research by Pal, Bikramjit

Bloomsbury 2024

Acc. No.: 51316 Call No.: 001.4 ISBN: 9789356405721

Summary: Exploring the Nexus of Science and Business: Advances in Research is a comprehensive exploration of the intricate relationship between science and business, delving into the frontiers of knowledge that drive innovation, strategy, and decision-making in the contemporary global marketplace. This publication assembles a diverse collection of cutting-edge research, methodologies, and theoretical frameworks, offering a holistic understanding of how scientific advancements shape and are shaped by the complexities of business dynamics.



A research agenda for the entrepreneurial university by Hytti, Ulla

Edward Elgar 2022

Acc. No.: 51336 Call No.: 001.4 ISBN: 9781035300242

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.

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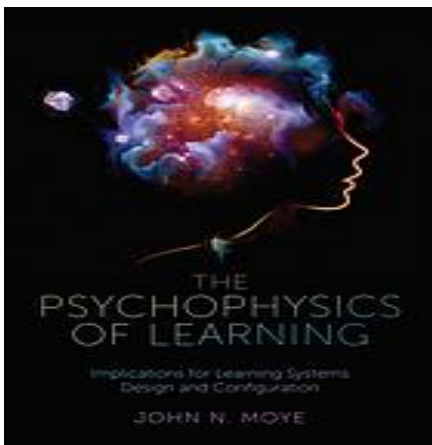


Research methodology: best practices for rigorous, credible, and impactful research by Aguinis, Herman

Sage Publications 2025

Acc. No.: 51441 Call No.: 001.42 ISBN: 9781071871942

Summary: Research Methodology: Best Practices for Rigorous, Credible, and Impactful Research takes a 360-degree view of understanding and doing research, helping readers become expert researchers, reviewers, and consumers of research. Renowned author, journal editor, and researcher Herman Aguinis distils the vast body of work on methodological best practices into a singular experience. Each of the 16 chapters thoroughly explains a different aspect of methodology step by step, from choosing useful and compelling research topics to reporting results accurately and credibly.

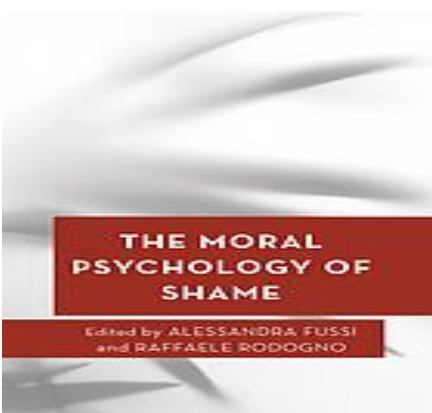


The psychophysics of learning: implications for learning systems design and configuration by Moye, John N

Emerald Publishing 2021

Acc. No.: 51294 Call No.: 152.1 ISBN: 9781801171144

Summary: The Psychophysics of Learning presents a learning system design approach that is formulated by the strategies and techniques the brain uses to process external information and make sense of that information to the learning ecology of all learners.



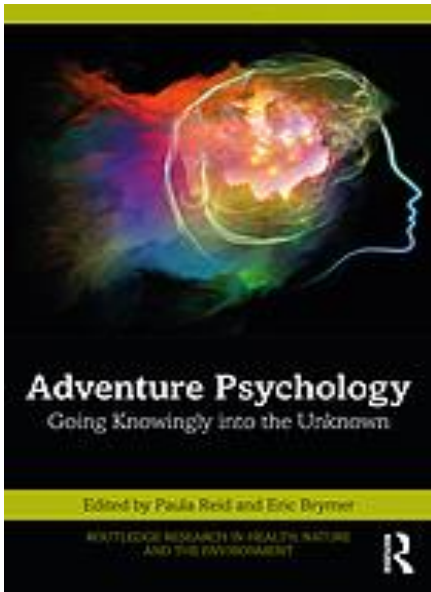
The moral psychology of shame by Fussi, Alessandra

Rowman & Littlefield 2023

Acc. No.: 51302 Call No.: 152.44 ISBN: 9781538177693

Summary: This collection presents the latest research on one of the most controversial moral emotions: shame. Eleven original essays reveal that complexities in the connections between self, other, and morality span millennia and cultures and currently animate important debates at the core of feminism and disability studies.

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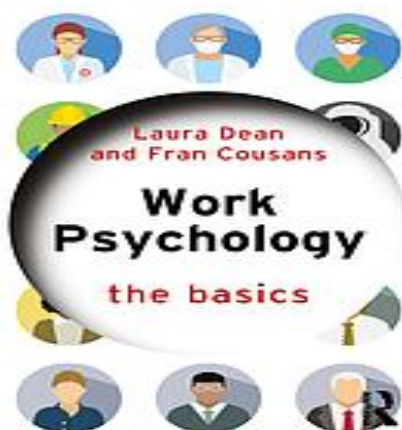


Adventure psychology: going knowingly into the unknown by Reid, Paula

Routledge 2023

Acc. No.: 51303 Call No.: 158 ISBN: 9781032003047

Summary: In recent years a new set of psychological principles has emerged from research investigating adventure and adventurous activities. Adventure involves a special type of physical activity in natural contexts where participants voluntarily participate in experiences where the environment and activity are challenging, perhaps dangerous and potentially life threatening. To go on an adventure is to participate in an enduring event requiring sustainable effort, where effective performance is measured not only by success but also by survival. This book brings together the emerging literature in Adventure Psychology' that supports enduring performance and wellbeing. The first section examines sustaining performance and wellbeing. The second section studies the transformative aspect of adventure. Adventure Psychology is of use in everyday life and the techniques and understandings can help people and business prepare for the future. This book will help us all thrive despite adversity, volatility and uncertainty. Written for trainers, educators, researchers and students of sports, performance and organisational psychology as well as adventurers and endurance athletes, Adventure Psychology is designed to meet the needs of specialists across a variety of fields but importantly also to be accessible and applicable for those wanting to live life fully.



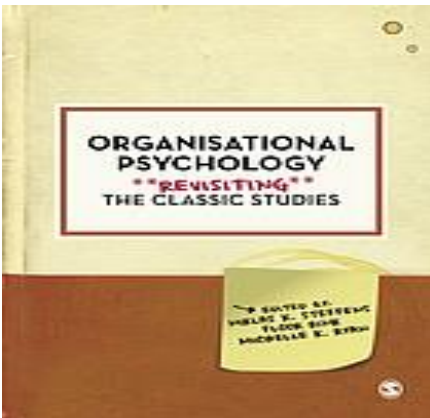
Work psychology: the basics by Dean, Laura

Routledge 2024

Acc. No.: 51268 Call No.: 158.7 ISBN: 9781138048966

Summary: Work Psychology: The Basics provides an accessible, jargon-free introduction to the fundamental principles of work and occupational psychology. Covering key theories and models in this dynamic area, it offers a solid understanding of both academic theory and practical applications.

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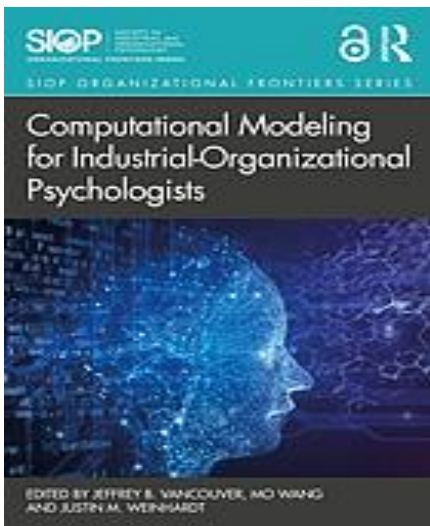


Organisational psychology: revisiting the classic studies by Steffens, Niklas K

Sage Publications 2023

Acc. No.: 51274 Call No.: 158.7 ISBN: 9781529706659

Summary: Taken together, these studies inspire the next generation of researchers to ask the big questions and answer them in meaningful and creative ways. This book is a must read for students of psychology and business who want to do work that makes a difference in organizations and society.

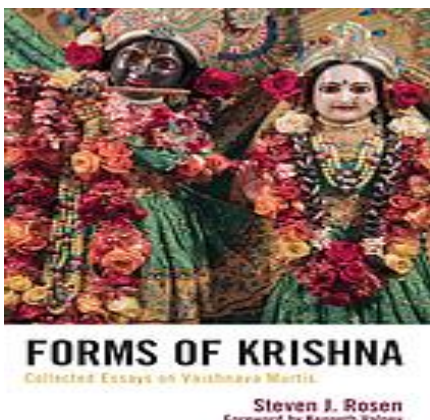


Computational modeling for industrial organizational psychologists by Vancouver, Jeffrey B

Routledge 2024

Acc. No.: 51368 Call No.: 158.7 ISBN: 9781032483856

Summary: This collection provides a primer to the process and promise of computational modeling for industrial-organizational psychologists. With contributions by global experts in the field, the book is designed to expand readers' appreciation for computational modeling via chapters focused on key modeling achievements in domains relevant to industrial-organizational psychology, including decision-making in organizations, diversity and inclusion, learning and training, leadership, and teams.



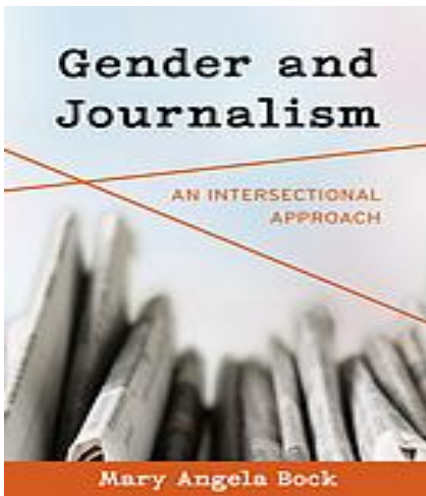
Forms of Krishna: collected essays on Vaishnava Murtis by Rosen, Steven J

Lexington Books 2023

Acc. No.: 51300 Call No.: 294.5 ISBN: 9781666930269

Summary: The first book of its kind, Forms of Krishna: Collected Essays on Vaishnava Murtis is an exotic journey into the heart of Indian spirituality, explaining the entire esoteric tradition, including yoga and meditation, through a sampling of revered Vaishnava icons, Deities worship in temples throughout the world.

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Gender and journalism: an intersectional approach by Bock, Mary Angela

Rowman & Littlefield 2023

Acc. No.: 51226 Call No.: 302.23 ISBN: 9781538159460

Summary: Gender is just a single aspect of our humanity, yet it has a tremendous effect on the people working in journalism; the subjects and framing of the stories they tell; and ultimately the people who consume those stories. Alongside histories of equal rights and feminist movements, this textbook explores a broad spectrum of gender, race, class, and sexuality including the experiences of men and LGBTQ communities.



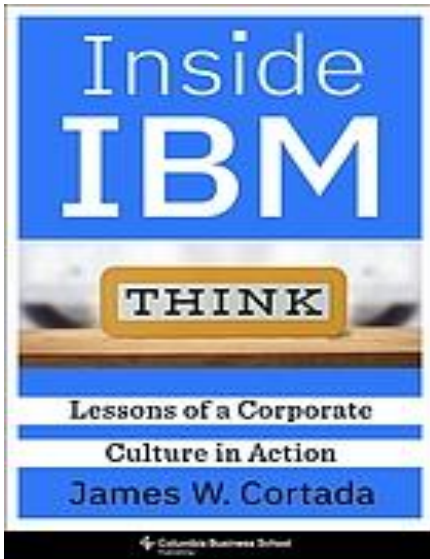
Psychological intergroup interventions: evidence-based approaches to improve intergroup relations by Halperin, Eran

Routledge 2024

Acc. No.: 51270 Call No.: 302.3 ISBN: 9781032264257

Summary: This book introduces a comprehensive and integrative collection of psychological intergroup interventions. These evidence-based interventions are scientifically established and tested in several real-world contexts of intergroup animosities and tensions, from prejudice and inequality reduction to peace promotion.

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Inside IBM: lessons of a corporate culture in action by Cortada, James W

Columbia Business School Publishing 2023

Acc. No.: 51319 Call No.: 302.35 ISBN: 9780231213004

Summary: On August 19, 2019, the Business Roundtable released a statement signed by 181 CEOs announcing that they would lead their companies for the benefit of customers, employees, suppliers, communities, and shareholders. To many current corporate employees and their management this was a revelation, because during their time shareholder values dominated the priorities of senior corporate executives. As readers will learn, American corporations-many members of the Business Roundtable-decades ago had functioned profitably, operating with a larger variety of stakeholders in mind. IBM was one such company. Yet as successful as this company was in serving multiple stakeholders, it was unable to sustain that way of managing. It too faltered, tempted into the world of financial acrobatics and interested only in prioritizing the interests of stockholders. This book provides a bottom-up look at IBM's corporate and material cultures and how they shifted from older stakeholder models to modern shareholder priorities, and how the company thrived in some ways and declined in others.



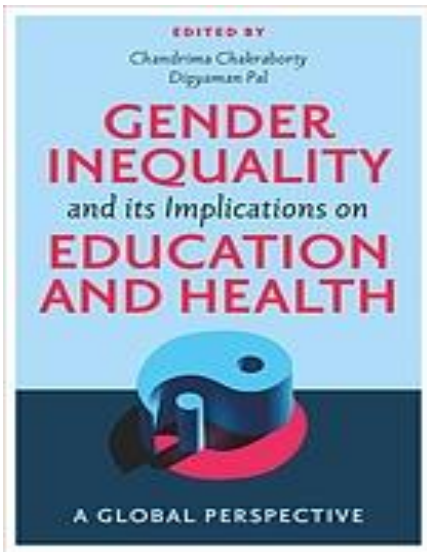
Hate speech against women online: concepts and countermeasures by Richardson-Self, Louise

Rowman & Littlefield 2021

Acc. No.: 51229 Call No.: 305.4 ISBN: 9781538147818

Summary: This book aims to understand why women are the targets of online hate speech and how we can stop this from occurring.

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Gender inequality and its implications on education and health: a global perspective by Chakraborty, Chandrima

Emerald Publishing 2023

Acc. No.: 51227 Call No.: 305.42 ISBN: 9781837531813

Summary: Gender inequality has wide-ranging and adverse implications for all of society. For this reason, the United Nations has made it a top priority to address this issue through the Sustainable Development Goals, which state that gender equality is not only a fundamental human right but a necessary foundation for a peaceful, prosperous, and sustainable world. Gender Inequality and its Implications on Education and Health explains the different implications of gender inequality and finds solutions to our most pressing issues. The authors of these collected studies show that though in various contexts around the globe, girls and women are discouraged and prevented from receiving quality education, proper health care, women empowerment and social justice, if this exclusion is eliminated it produces many additional socio-economic gains that benefit entire societies.



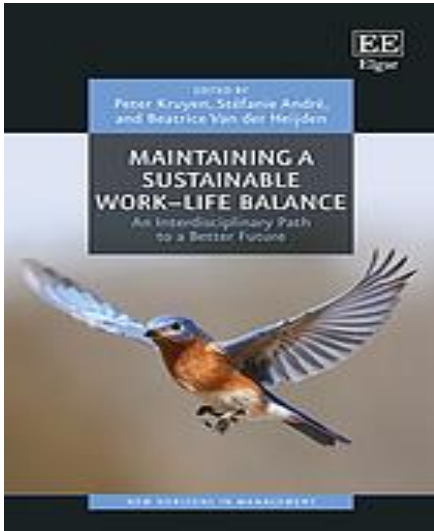
Social sector development and inclusive growth in India by Chadda, Ish

Emerald Publishing 2023

Acc. No.: 51231 Call No.: 306.0954 ISBN: 9781837531875

Summary: Many of India's most disadvantaged citizens face severe social and economic challenges. Social Sector Development and Inclusive Growth in India poses the essential question of whether growth strategies based on the human development approach, that is, social sector development, render growth inclusive. This comprehensive study considers all components of the social sector in aggregate and also covers both the financial and physical aspects to answer this question. Author Ishu Chadda examines the various World Bank reports and scholarly literature on this subject to quantify inclusiveness in India. Her research further highlights the major dimensions of inclusive development like poverty alleviation, employment generation, and access to equal participation. Chadda's research has been conducted to scrutinize the long-run and short-run association between the social sector and inclusive growth in India using the Autoregressive-Distributed Lag (ARDL) approach.

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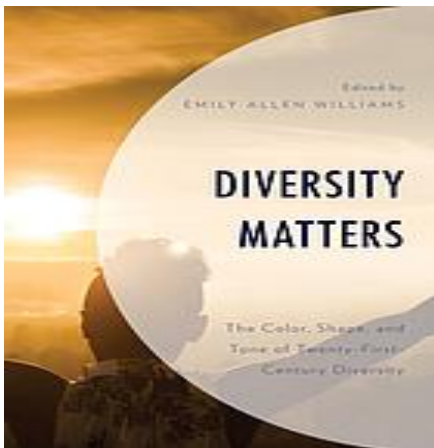


Maintaining a sustainable work-life balance: an interdisciplinary path to a better future by Kruijen, Peter

Edward Elgar 2024

Acc. No.: 51344 Call No.: 306.36 ISBN: 9781803922331

Summary: This thought-provoking book provides a detailed exploration of work-life balance, considering the perspectives of specific groups such as parents, academics, the self-employed, and migrants. Moreover, it sheds more light on the dynamics of self-care, childcare as well as informal care. Collaborative and interdisciplinary in its approach, featuring researchers ranging from quantitative to interpretative scholars, it highlights the importance of a sustainable work-life balance and the instruments needed to improve this.

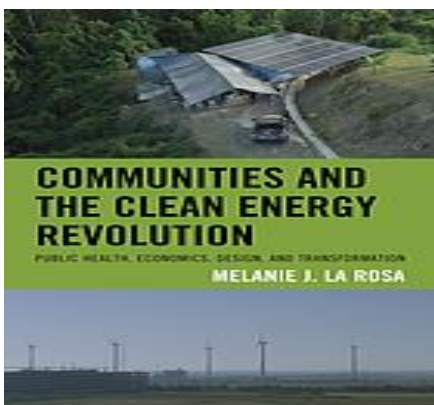


Diversity matters: the color, shape and tone of twenty-first-century diversity by Williams, Emily

Allen Lexington Books 2021

Acc. No.: 51225 Call No.: 306.44 ISBN: 9781793628312

Summary: This interdisciplinary essay collection explores how the rhetoric of social justice can become a reality in the United States by interrogating matters of inclusion, diversity, equity, and access in a variety of contexts ranging from the Black Lives Matter movement and children's literature to the contemporary workplace and university.



Communities and the clean energy revolution: public health, economics, design and transformation by Rosa, Melanie J La

Lexington Books 2022

Acc. No.: 51298 Call No.: 307 ISBN: 9781793639240

Summary: Communities and the Clean Energy Revolution profiles people in eight locations across the U.S. leading unique clean energy projects. This book provides unique insight into transitioning to solar, wind, and other types of clean, renewable power and the transformation of America's energy system.

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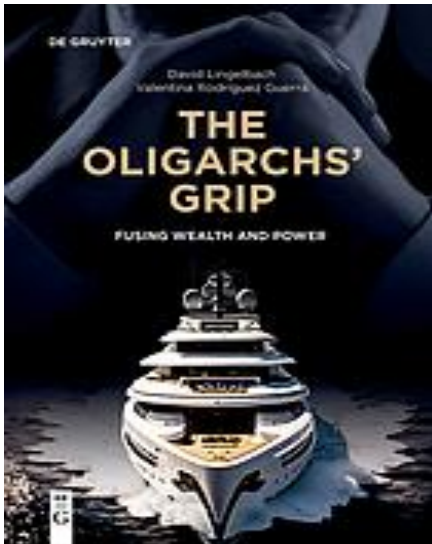


Beyond nudge: advancing the state-of-the-art of behavioural public policy and administration by Ewert, Benjamin

Policy Press 2024

Acc. No.: 51238 Call No.: 320.6 ISBN: 9781447369141

Summary: First published as a special issue of Policy & Politics journal, this book situates reforms known as 'nudges' or 'behavioural interventions' which have emerged in public policy and administration within a broader tradition of methodological individualism.



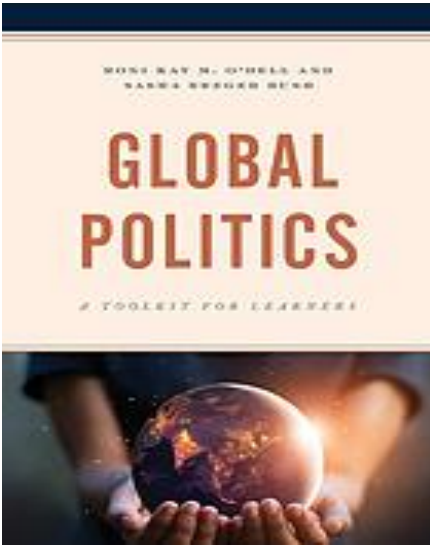
The oligarchs' grip: fusing wealth and power by Lingelbach, David

De Gruyter 2023

Acc. No.: 51307 Call No.: 321.5 ISBN: 9783111027760

Summary: The first ever guide to oligarchs as a global and historical phenomenon. Today, more than twenty oligarchs serve as heads of state or government in countries such as Russia, South Africa, Lebanon, and El Salvador. Many have a net worth in excess of \$1 billion, and they all -- whether directly or indirectly -- impact our daily lives. Who are they and how have they dominated our world? What lessons can we learn from them, and what might the future hold? In *The Oligarchs' Grip: Fusing Wealth and Power*, entrepreneurship professor David Lingelbach and oligarch researcher Valentina Rodríguez Guerra draw upon more than 25 years of research (including conversations with Vladimir Putin and other oligarchs), 16 case studies, and dozens of historical examples to develop the first-ever model revealing the strategies oligarchs employ to fuse wealth and power, and transition between the two. This model gives insight into how oligarchs use multiple control mechanisms to exploit an increasingly uncertain world. *The Oligarchs' Grip* is a fascinating read for economists, political scientists, business academics, policymakers, businesspeople and anyone interested in oligarchs and the wealth and power they wield on the politico-economic scene today.

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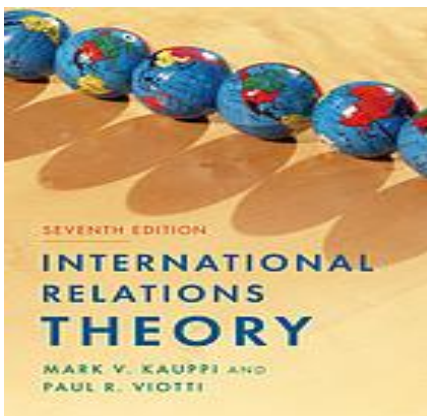


Global politics: a toolkit for learners by O'Dell, Roni Kay M

Lexington Books 2021

Acc. No.: 51228 Call No.: 327 ISBN: 9781793604781

Summary: Global Politics: A Toolkit for Learners is an innovative and exciting new learner-centered approach to the study of international relations. Leveraging decades of in-class teaching and learning experiences, authors Roni Kay M. O'Dell and Sasha Breger Bush have developed evidence-based teaching and learning practices which support a scaffolder, skills-oriented approach. Each chapter introduces historical documents from key political events, important concepts and the techniques learners need to independently and actively engage with primary sources. Readers are encouraged to develop a personal connection with global issues, to consider matters of justice, freedom and equality, and to think critically about possibilities for social transformation in the global arena.



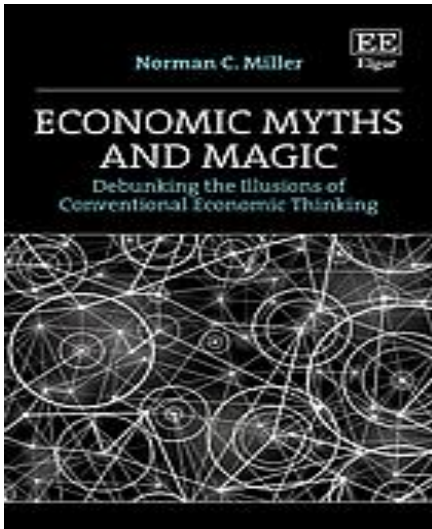
International relations theory by Kauppi, Mark V

Rowman & Littlefield 2024

Acc. No.: 51230 Call No.: 327 ISBN: 9781538171493

Summary: Long known for its concise presentation of the various images and interpretive understandings of how to approach the complexity of international politics, this edition presents a thoroughly reorganized section on the intellectual precursors who have informed current perspectives on international relations.

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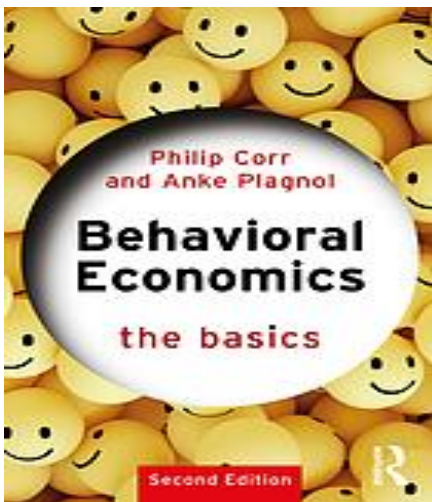


Economic myths and magic: debunking the illusions of conventional economic thinking by Miller, Norman C

Edward Elgar 2024

Acc. No.: 51331 Call No.: 330 ISBN: 9781035339037

Summary: This insightful and comprehensive book uses theory and empirical studies to debunk contemporary illusions about the functionality of economies and examines the phenomena of economic magic and economic black magic. Norman C. Miller considers 11 economic myths, three of which are the theory that excessive imports reduce employment as firms are forced to downsize or shut down, that a more equal distribution of income kills incentives and reduces economic growth rates, and the myth that a higher minimum wage always generates a net decrease in employment. Chapters examine the effects of advances in technology, poverty and income inequality, international trade, and trade deficits on employment and economic growth. The book concludes with discussions on three case studies demonstrating economic black magic, namely the Great Depression, the Great Recession, and the COVID-19 pandemic.



Behavioral economics: the basics by Corr, Philip J

Routledge 2023

Acc. No.: 51244 Call No.: 330.01 ISBN: 9780367764326

Summary: The second edition of Behavioral Economics: The Basics summarizes behavioral economics, which uses insights from the social sciences, especially psychology, to explain real-world economic behavior. Behavioral economic insights are routinely used not only to understand the choices people make but also to influence them, whether the aim is to enable citizens to lead healthier and wealthier lives, or to turn browsers into buyers. Revised and updated throughout with fresh current-event examples, Behavioral Economics: The Basics provides a rigorous yet accessible overview of the field that attempts to uncover the psychological processes which mediate all the economic judgements and decisions we make. The book showcases how behavioral economics is rooted in some now-old (philosophical, political, and moral) ideas surrounding economics, and in an important sense is a modern expression of some long-standing criticisms of mainstream economics.

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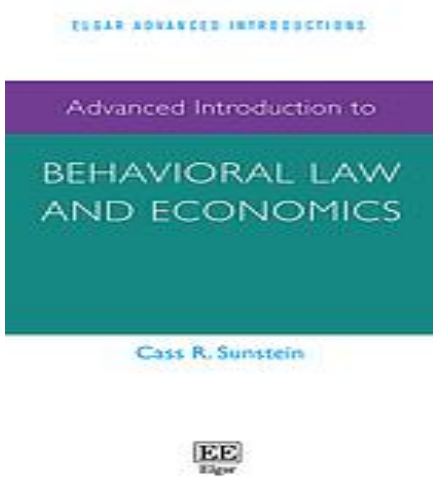


Behavioral political economy and democratic theory: fortifying democracy for the digital age by Specian, Petr

Routledge 2022

Acc. No.: 51242 Call No.: 330.019 ISBN: 9781032229737

Summary: Drawing on current debates at the frontiers of economics, psychology, and political philosophy, this book explores the challenges that arise for liberal democracies from a confrontation between modern technologies and the bounds of human rationality. With the ongoing transition of democracy's underlying information economy into the digital space, threats of disinformation and runaway political polarization have been gaining prominence. Employing the economic approach informed by behavioral sciences' findings, the book's chief concern is how these challenges can be addressed while preserving a commitment to democratic values and maximizing the epistemic benefits of democratic decision-making. The book has two key strands: it provides a systematic argument for building a behaviorally informed theory of democracy; and explores how scientific knowledge on quirks and bounds of human rationality can inform the design of resilient democratic institutions.



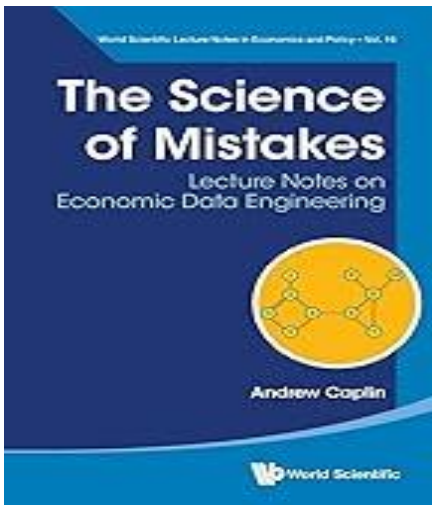
Advanced introduction to behavioral law and economics by Sunstein, Cass R

Edward Elgar Publishing 2023

Acc. No.: 51243 Call No.: 330.019 ISBN: 9781035323166

Summary: Elgar Advanced Introductions are stimulating and thoughtful introductions to major fields in the social sciences, business and law, expertly written by the world's leading scholars. Designed to be accessible yet rigorous, they offer concise and lucid surveys of the substantive and policy issues associated with discrete subject areas. This highly informative Advanced Introduction explores the diverse and far-reaching legal implications of some of the key findings of behavioral economics. Cass Sunstein, a leader in this field, adopts an interdisciplinary approach to examining cutting-edge topics such as air pollution and climate change; public health and safety; pandemic response; occupational safety; road safety; and contract, property, and tort law.

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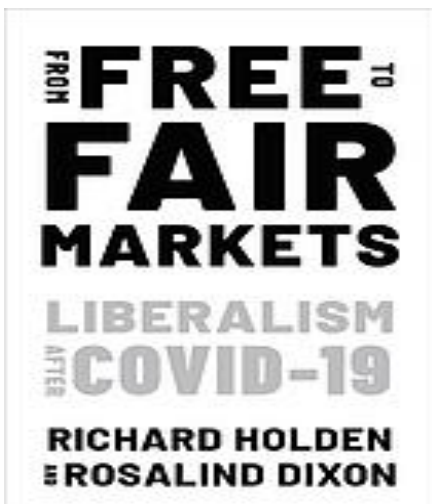


The science of mistakes: lecture notes on economic data engineering
by Caplin, Andrew

World Scientific 2023

Acc. No.: 51310 Call No.: 330.072 ISBN: 9789811282737

Summary: That mistakes are made is clear. What is meant by that is not. Measuring whatever might be meant and scientifically studying it is therefore even more challenging. These lectures introduce an interdisciplinary science of mistakes to cut the Gordian knot. The key building blocks are model constructs drawn from the economic tradition, methods of measurement drawn from the psychometric tradition, and analytic methods drawn from economic theory.



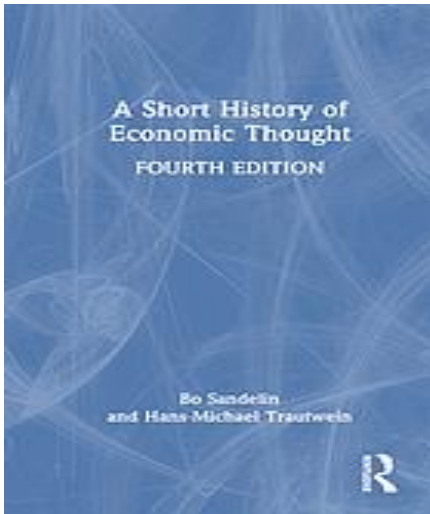
From free to fair markets: liberalism after Covid-19 by Holden, Richard T

Oxford University Press 2022

Acc. No.: 51235 Call No.: 330.122 ISBN: 9780197625989

Summary: Liberalism and its promise of market-led prosperity--was in crisis well before Covid-19. Recent decades have seen a rise in concentrated unemployment, and a long-term stagnation in real wages, in many of the world's leading economies. At the same time, the world has witnessed a dramatic rise of corporate power, and the wealth of the top 1%. Alongside this has been the failure of liberal societies to address some of the most pressing challenges of our time, including climate change. Covid-19 has only exacerbated the fragility of work, and the effects of corporate power and inequality. When Covid-19 is over, liberalism will therefore be badly in need of renovation. Indeed, to survive, liberalism will need a radical reboot--to find new ways of tackling the current challenges posed by corporate power, inequality, and climate change. This also means moving beyond recent "neoliberal" versions of liberalism toward a more truly democratic form of liberalism, or from the idea of free markets to a vision of fair markets. Fair market policies are not democratic socialist: they hold on to the idea of markets as promoting growth and freedom.

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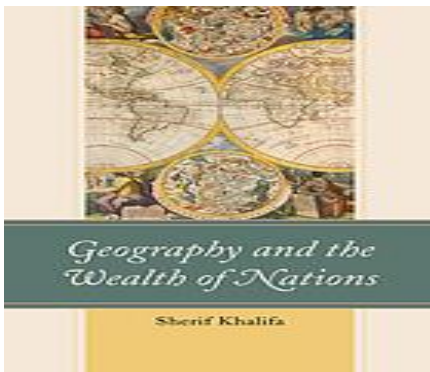


A short history of economic thought by Sandelin, Bo

Routledge 2024

Acc. No.: 51240 Call No.: 330.9 ISBN: 9781032515380

Summary: Now in its fourth edition, *A Short History of Economic Thought* provides an elementary overview of the history of economic thought. This new edition continues to offer its trademark of clear and concise coverage of the main schools of thought and paradigm shifts in the field of mainland Europe, as well as addressing Anglo-American trends. The book has been thoroughly updated throughout in order to reflect changes in the landscape of the field. Details on key thinkers, on early developments outside the Western world, and on the recent evolution of scholarship in quantitative and non-orthodox turns have been added or expanded, while not compromising on the book's concise approach.



Geography and the wealth of nations by Khalifa, Sherif

Lexington Books 2022

Acc. No.: 51301 Call No.: 330.9 ISBN: 9781666900521

Summary: In *Geography and the Wealth of Nations*, Sherif Khalifa argues that geography influences the factors that determine economic performance, such as the quality of institutions, the adopted cultural values, the systems of governance, the likelihood of conflict, the historical experiences, and the integration into the global economy.



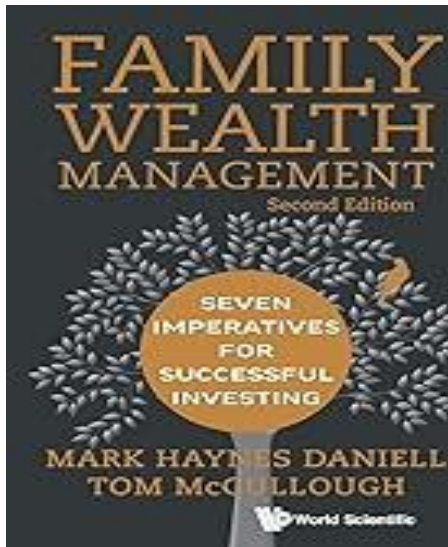
Twenty-first century workplace challenges: perspectives and implications for relationships in new era organizations by Rabenu, Edna

Lexington Books 2021

Acc. No.: 51273 Call No.: 331.256 ISBN: 9781498584579

Summary: In *Twenty-First Century Workplace Challenges*, Edna Rabenu examines shifting psychological relationships in the workplace. Rabenu debates a plethora of issues pertinent to employees, workers, managers, and organizations, offering timely recommendations on how organizations should respond to new developments.

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Family wealth management: seven imperatives for successful investing by Daniell, Mark Haynes

World Scientific 2024

Acc. No.: 51308 Call No.: 332.024 ISBN: 9789811265891

Summary: The successful management of family wealth has always been a challenge, even in the best of times. Requiring a careful balance of both family and financial considerations, the investment of family wealth for both lifetime and legacy purposes has become even more difficult in an increasingly complex world. Family Wealth Management addresses a family's philosophy of wealth, the development and prioritization of goals, and the understanding, structuring and allocation financial assets. In addition, the authors provide clear insights on the specifics of investment management and engaging and educating the family and its members in wealth management.



Exploring what drives Indian stock market during Covid-19: fads or fundamentals by Chakraborty, Indrani

Springer 2023

Acc. No.: 51249 Call No.: 332.642 ISBN: 9789811980008

Summary: This book analyses the dynamics of Indian stock market with a special emphasis during the period following emergence of Covid-19. Coming from the instability in stock market following Covid-19, it delves deeper into the dynamics and unfolds the causal relationship between various economic fundamentals and the stock prices. Observing short-term herding in the stock market following Covid-19, the book's finding suggests that investors in the Indian stock market made investment choices irrationally during Covid-19 crisis periods. It also showcases how the stock market became inefficient following the emergence of pandemic and did not follow the fundamentals. Interestingly, the findings suggest no relationship between stock returns and real economic activities in India. The format of presentation makes the book well suited not only for students, academics, policy makers and investors in the stock markets, but also people engaged or interested in business and finance. The book would thus be of interest to both specialists and the laity. Analysis contained in this book will help different readership groups in different ways.

NEW ARRIVALS, JUNE 2024



A research agenda for international political economy: new directions and promising paths by Deese, David A

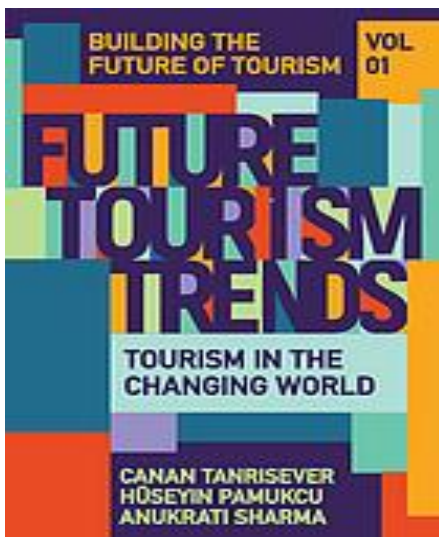
Edward Elgar Publishing 2024

Acc. No.: 51245 Call No.: 337 ISBN: 9781035339013

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.

With contributions from an international range of experts, this cutting-edge Research Agenda collates the most important and emerging research in the field to map out the new directions and promising paths ahead for the international political economy (IPE).

Probing the most promising lines of research on the crucial interconnections of globalization and socioeconomic inequality, the book opens with an investigation into our understanding of how externally generated financial, health, and migration crises affect political economic systems worldwide.



Future tourism trends volume 1: tourism in the changing world by Tanrisever, Canan

Emerald Publishing 2024

Acc. No.: 51280 Call No.: 338.4791 ISBN: 9781837532452

Summary: The world is entering the Third Millennium in which great changes are expected in all areas of human interest, life, and activity. These changes have been brought on by past and present man-made events, which have had both positive and negative consequences. The coming millennium will be marked by significant social, political, demographic, and technological changes, and will definitely differ from the last century. The future will bring more leisure time, a higher standard of living, and a better quality of life for us all. Future Tourism Trends examines recent and the most probable changes and answers questions such as: Who is 'the new tourist' - if there is one - and what is she looking for? Is the new post-technological era transforming the very essence of travelling? The authors present a wide range of visionary insights, as well as operational takeaways.

NEW ARRIVALS, JUNE 2024



The business of tourism by Holloway, J Christopher

Sage Publications 2022

Acc. No.: 51288 Call No.: 338.4791 ISBN: 9781529780987

Summary: This is the twelfth edition of 'The Business of Tourism' by J. Christopher Holloway and Claire Humphreys.

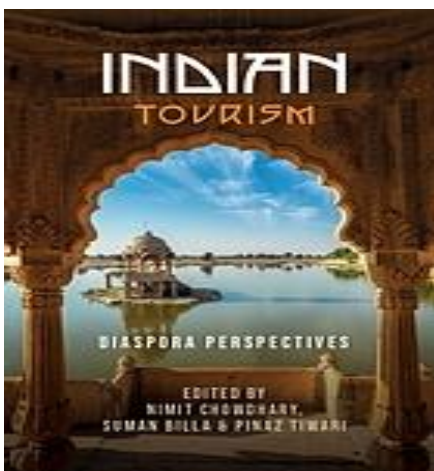


Future tourism trends, volume 2: technology advancement, trends and innovations for the future in tourism by Tanrisever, Canan

Emerald Publishing 2024

Acc. No.: 51291 Call No.: 338.4791 ISBN: 9781837539710

Summary: The world is entering a new technological age in which great changes are expected in all areas of human interest, life, and activity. These changes have been brought on by past and present man-made events, which have had both positive and negative consequences. Learn how AI, service robots, and voice control will affect tourism.



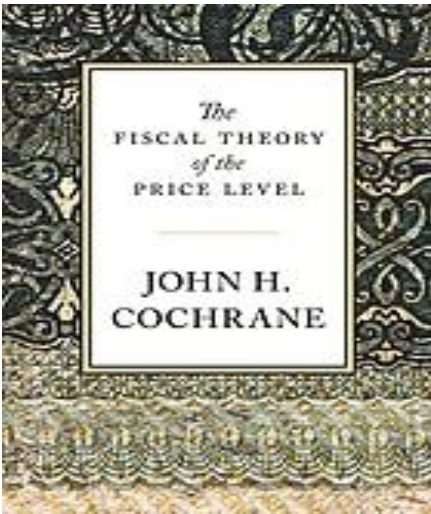
Indian tourism: diaspora perspectives by Chowdhary, Nimit

Emerald Publishing 2022

Acc. No.: 51292 Call No.: 338.4791 ISBN: 9781802629385

Summary: Indian Tourism brings together leading experts from all over the world to assess the challenges and opportunities of the tourism sector in India and its correlation to the country's economic performance and prospects.

NEW ARRIVALS, JUNE 2024

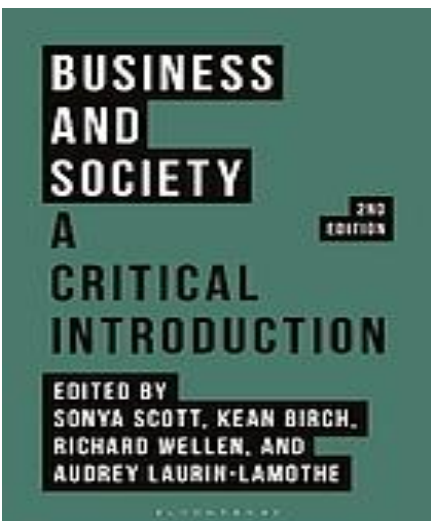


The fiscal theory of the price level by Cochrane, John H

Princeton University Press 2023

Acc. No.: 51239 Call No.: 338.521 ISBN: 9780691242248

Summary: Inflation, in which all prices and wages in an economy rise, is mysterious. If a war breaks out in the Middle East, and the price of oil goes up, the mechanism is no great mystery-supply and demand often work pretty visibly. But if you ask the grocer why the price of bread is higher, he or she will blame the wholesaler, who will blame the baker, who will blame the wheat supplier, and so on. Perhaps the ultimate cause is a government printing more money, but there is really no way to know this for certain but to sit down in an office with statistics, armed with some decent economic theory. But current economic theory doesn't really explain why we haven't seen inflation for so long, and more and more economists think that current theory doesn't hold together, or provide much guidance for how central banks should behave if inflation does break out. Many also worry that central banks have much less power over the economy than they think they do, and much less understanding of the mechanism behind what power they do have. The Fiscal Theory of the Price Level is a comprehensive new approach to monetary policy.



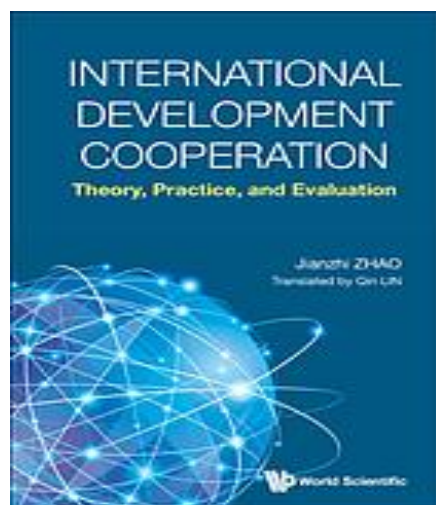
Business and society: a critical introduction by Birch, Kean

Bloomsbury 2023

Acc. No.: 51317 Call No.: 338.7 ISBN: 9781350357068

Summary: Corporations dominate our worlds. They employ us, sell to us and influence how we think and who we vote for. All aspects of this relationship are explored, from an historical analysis of the spread of capitalism to the regulation, ethics and exclusionary implications of business in contemporary society. The book also examines how corporate power and capitalism might be resisted and outlines a range of alternatives, from the social economy through to new forms of open access or commons ownership. This second edition includes new chapters that explore how global crises such as the Covid-19 pandemic and the climate emergency have exposed tensions within and among national business systems. It also addresses the need for new ways of holding business accountable in the era of digital platforms like Facebook, Google and Amazon, which use algorithmic personalization to exert private control over the infrastructure of our societies.

NEW ARRIVALS, JUNE 2024

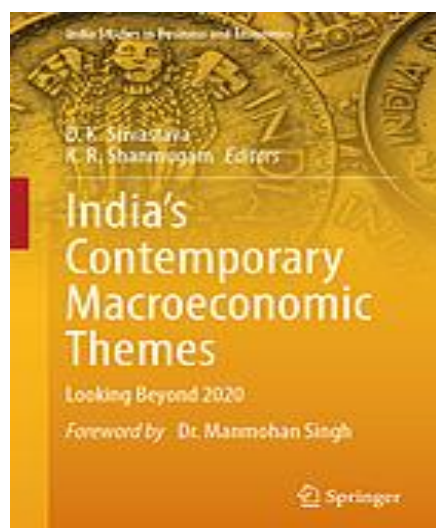


International development cooperation: theory, practice and evaluation by Zhao, Jianzhi

World Scientific 2023

Acc. No.: 51309 Call No.: 338.951 ISBN: 9789811258879

Summary: This book studies the theory, practice and evaluation methods of international development cooperation, aid and assistance management in detail from a global perspective. It attempts to answer the following questions: How effective are the current Western aid methods? How should China optimize current international development cooperation? How to effectively design an aid management system in the international community? How to assess the effectiveness of aid? The book contributes to studies in international development cooperation. The theoretical part analyzes the main concepts, viewpoints, theories, and disputes in current international development cooperation, primarily focusing on the differences in concepts between traditional development donors and emerging donors represented by China. The practical part studies the roles and importance of different subjects in international development assistance. This part also explores the impact of different aid management institutions on international development cooperation.



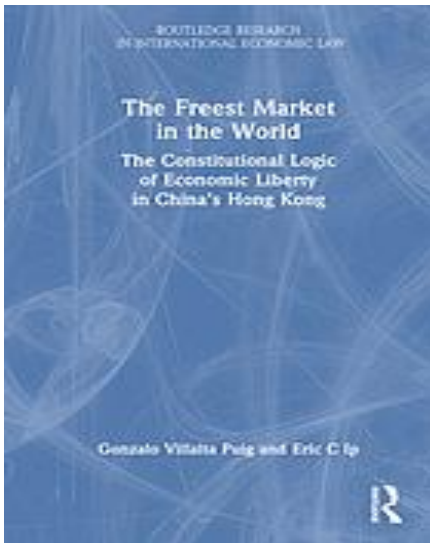
India's contemporary macroeconomic themes: looking beyond 2020 by Srivastava, D K

Springer 2023

Acc. No.: 51237 Call No.: 339 ISBN: 9789819957279

Summary: This book extensively examines various contemporary macroeconomic themes of India, namely growth and macro policies, tax reforms, government finances and intergovernmental fiscal transfers, banking and monetary policy, and environment and social sector policies. It has three to six chapters devoted to each of these broad themes, with the contributors being eminent economists from the region. The book serves as an excellent reference for students in economics, finance, and management, and a valuable tool for professionals such as policymakers and investment analysts and other stakeholders in the areas of global economics and finance, in general, and India in particular.

NEW ARRIVALS, JUNE 2024



The freest market in the world: the constitutional logic of economic liberty in China's Hong Kong by Puig, Gonzalo Villalta

Routledge 2023

Acc. No.: 51236 Call No.: 342.5125 ISBN: 9781032419718

Summary: This is the first book about the Hong Kong Basic Law as an economic document. Its publication coincides with the twenty-fifth anniversary of the establishment of the Hong Kong Special Administrative Region of the People's Republic of China, whose Basic Law serves as the lion rock of what Professors Gonzalo Villalta Puig and Eric C Ip call free market constitutionalism, the foundation of much of the Region's economic success as the freest market in the world. The book, which is the outcome of several years of study financed by a General Research Fund from Hong Kong's Research Grants Council, explores the public choice architecture of the Basic Law as well as its impact on the Hong Kong economy, with particular emphasis on how it facilitates economic liberty internally and free trade externally. Drawing from the academic tradition of Buchanian constitutional political economy, the book traces the origins of Hong Kong's constitutional principles of economic liberty in the nineteenth century, documenting how they evolved along Hayekian lines under British colonial rule, were codified into the Basic Law, and are interpreted and applied by the various branches of government.



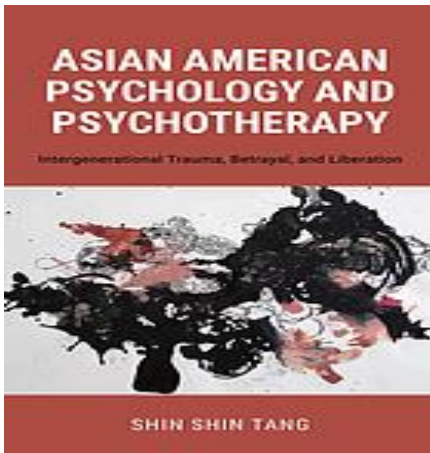
Leading innovation and entrepreneurship in healthcare: a global perspective by Kearney, Claudine

Edward Elgar 2022

Acc. No.: 51343 Call No.: 362.1068 ISBN: 9781035300280

Summary: This ground-breaking book specifically focuses on the leadership of innovation and entrepreneurship in healthcare by providing a detailed step-by-step framework for effective leadership in the challenging and dynamic healthcare environment. Taking a fresh approach, it utilizes resources within healthcare organizations and the creative abilities of their people to provide a long-term solution to address key global issues, including the aging population, rising costs and long waiting lists, together with the challenges of staff recruitment and retention.

NEW ARRIVALS, JUNE 2024

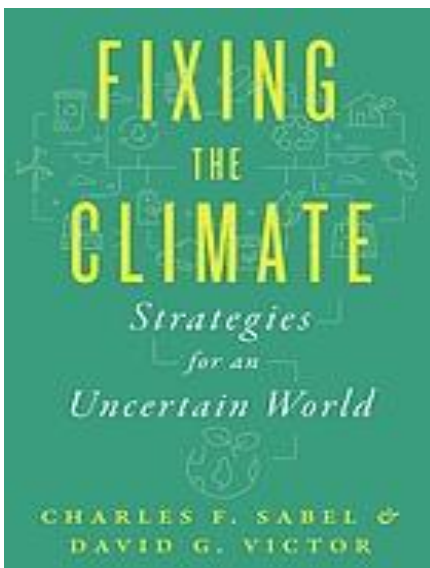


Asian American psychology and psychotherapy: intergenerational trauma, betrayal and liberation by Tang, Shin Shin

Rowman & Littlefield 2024

Acc. No.: 51295 Call No.: 362.2089 ISBN: 9781538167212

Summary: Decolonizing Asian American Psychology addresses the double-bind Asian diaspora in the West commonly find themselves in—that of having to cope with high rates of maltreatment within the family, as well as racism and other forms of discrimination from without.



Fixing the climate: strategies for an uncertain world by Sabel, Charles F

Princeton University Press 2022

Acc. No.: 51221 Call No.: 363.738 ISBN: 9780691224558

Summary: Can the world stop climate change? The prognosis is bleak. Most efforts to tackle the problem have focused on treaties that require virtually global consensus, yet meaningful consensus has been elusive because deep cuts in emissions are expensive and antagonize well-organized interests. Predictably, diplomacy has swung between gridlock and superficial agreements with little impact. After three decades of sustained negotiations on global warming, emissions have risen by one third. Stopping climate warming requires that they be cut essentially to zero. Sabel and Victor look to offer a case for optimism by proposing a different strategy: to recast climate change as a problem best addressed piecemeal. Rather than seeking a grand, global bargain, they argue that the problem should be broken down into local challenges. They call this concept "experimentalist governance"—massive simultaneous searches for local solutions that are scalable to the global level, with a focus not on marginal incentives for success but on penalties for repeated, egregious failure.

NEW ARRIVALS, JUNE 2024



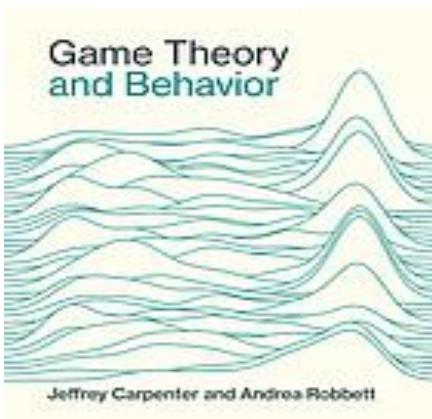
The transport system and transport policy: an introduction by Wee, Bert van

Edward Elgar 2023

Acc. No.: 51366 Call No.: 388 ISBN: 9781802206760

Summary: This is a thoughtfully-organized, comprehensive, yet accessible introduction to the transportation system, its effects on society, and policies designed to guide it. Chapter authors are top scholars in their respective domains, and the result is richly informative. I have already enthusiastically recommended this book to colleagues and students alike.

This may well be the transport policy textbook staff and students on transport degree courses have been waiting for. With contributions from world experts in their fields, it covers the full range of transport policy topics, is bang up to date, and offers in-depth explanation and analysis, all in an accessible writing style. Highly recommended.



Game theory and behavior by Carpenter, Jeffrey P

The MIT Press 2022

Acc. No.: 51241 Call No.: 519.3 ISBN: 9780262047296

Summary: An undergraduate game theory text that integrates behavioural economics and applications to other economic sub disciplines.

NEW ARRIVALS, JUNE 2024

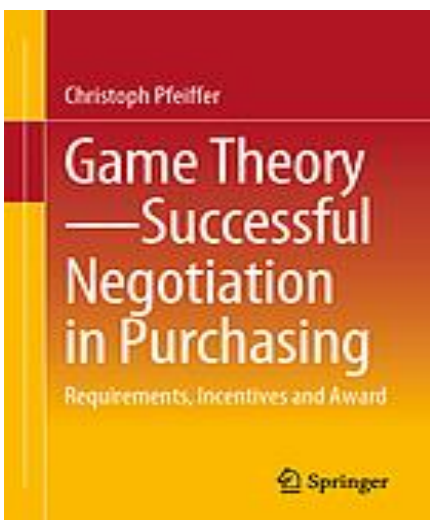


Critical game theory: humanistic and radical alternatives to the mainstream by Eastman, Wayne Nordness

Routledge 2024

Acc. No.: 51246 Call No.: 519.3 ISBN: 9781032326115

Summary: The models in mainstream game theory generally assume that actors act according to a single, consistent utility function. Empirical studies, common sense, and humanistic wisdom all suggest that that assumption is too simple. This book starts with an assumption that actors are controlled by diverse, inconsistent forces and demonstrates that introducing this level of complexity allows for the creation of a wide array of critical game theory models that can help to attain new insights into nature, human nature, human institutions, and human behaviour. Along with a review of existing critical game theory, the book will focus on surfacing and explaining an array of potential critical game theory approaches (including Leftist/Neo-Marxist, Empirical, Entropic, Four Temperaments, and Neurodivergence). As a rule, these models will not be mathematically tractable-but the more complex accounts of interactions that they suggest will often be truer to life, more resonant in humanistic terms, and more compelling as bases for action and for change than mainstream models are.



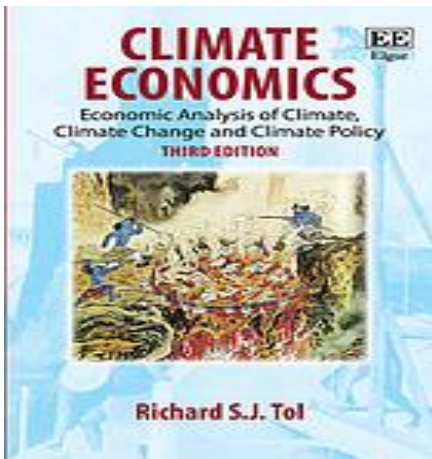
Game theory successful negotiation in purchasing: requirements, incentives and award by Pfeiffer, Christoph

Springer 2023

Acc. No.: 51424 Call No.: 519.3 ISBN: 9783658408671

Summary: Applied game theory in procurement has become an essential tool in many companies for systematically achieving successful negotiations. Reverse auctions are a central building block of game-theoretically optimized negotiations. A foundational knowledge of auctions and game theory has thus become vital for procurement professionals. This book clearly describes many helpful methods and their application in practice. Procurement projects with a high volume, which are interesting for suppliers and whose performance can be well specified, are particularly suitable for using game theory in purchasing. The author also shows how cartels or restrained competition between suppliers can be identified using a purely data-based method. Every purchase involves a sale.

NEW ARRIVALS, JUNE 2024

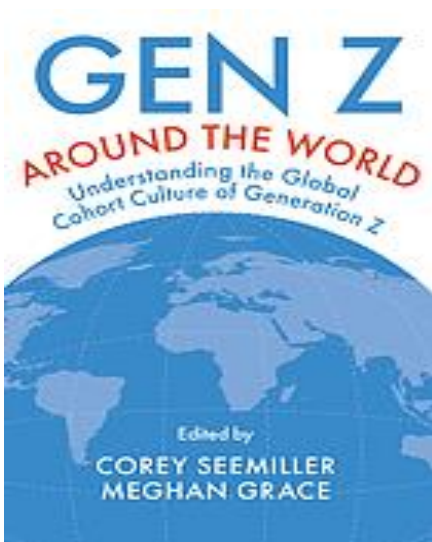


Climate economics: economic analysis of climate, climate change and climate policy by Tol, Richard S J

Edward Elgar 2023

Acc. No.: 51224 Call No.: 551.6 ISBN: 9781802205459

Summary: This thoroughly revised third edition offers comprehensive coverage of the economics of climate change and climate policy, and is a suitable guide for advanced undergraduate, postgraduate, and doctoral students. Topics discussed include the costs and benefits of adaptation and mitigation, discounting, uncertainty, equity, policy instruments, the second best, and international agreements.



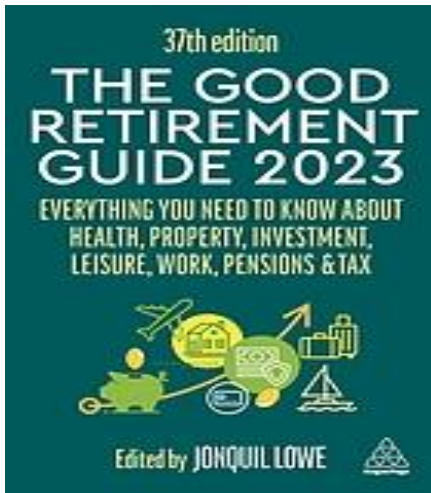
Gen Z around the world: understanding the global cohort culture of Generation Z by Seemiller, Corey

Emerald Publishing 2024

Acc. No.: 51264 Call No.: 616.8522 ISBN: 9781837970933

Summary: As Generation Z transitions into adulthood, communication, technology, commerce, education, politics, health, travel, and work have become increasingly globalized. But, most studies about Generation Z have been conducted independently by researchers in various countries regarding their specific populations. While this is useful from a national perspective, these studies typically employ different methodologies, survey questions, and even timing, making it challenging to compare data across geographic and cultural boundaries. More so, it becomes challenging to gain an understanding of the global Generation Z cohort. Gen Z Around the World, however, incorporates research from eighty-one countries to provide a holistic view of Generation Z. The researchers present chapters on everything ranging from communication, happiness, and learning styles to emotional wellbeing, career values, and social change. Learning about Generation Z from a worldwide perspective can expand our understanding to better work with, engage with, supervise, and educate young people in every corner of the globe.

NEW ARRIVALS, JUNE 2024



The good retirement guide 2023: everything you need to know about health, property, investment, leisure, work, pensions and tax by Lowe, Jonquil

Kogan Page 2023

Acc. No.: 51313 Call No.: 646.79 ISBN: 9781398609167

Summary: Inflation is at an all-time high, the cost of living crisis is among us, with no sign of disappearing, but what does this all mean for your retirement? With the latest insights on inflation and cost of living, investments, pensions, and tax, The Good Retirement Guide 2023 is the essential, updated guide to ensure you do not miss a step to a successful retirement.



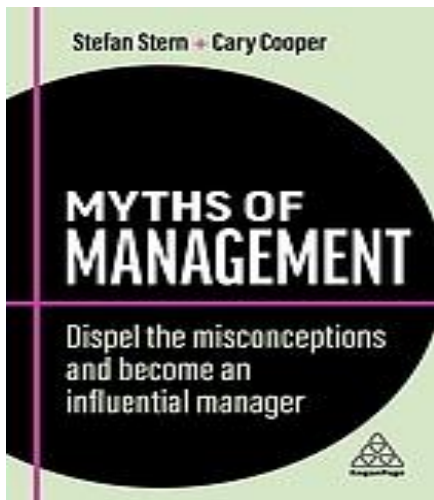
Winning through platforms: how to succeed when every competitor has one by Moser, Ted

Emerald Publishing 2024

Acc. No.: 51266 Call No.: 650.1 ISBN: 9781804553015

Summary: Every company needs a platform to thrive. How can you succeed when your markets get platform-crowded? This book - a how-to-win playbook - shows you the way.

NEW ARRIVALS, JUNE 2024

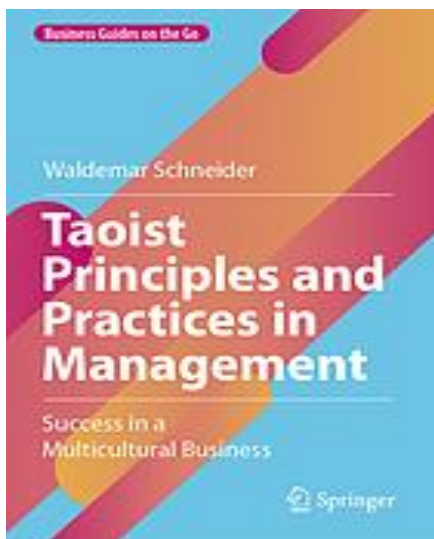


Myths of management: dispel the misconceptions and become an influential manager by Stern, Stefan

Kogan Page 2023

Acc. No.: 51233 Call No.: 658 ISBN: 9781398607743

Summary: Uncover the myths that dominate popular conceptions of management, and become a better manager with this compelling, entertaining and practical guide.



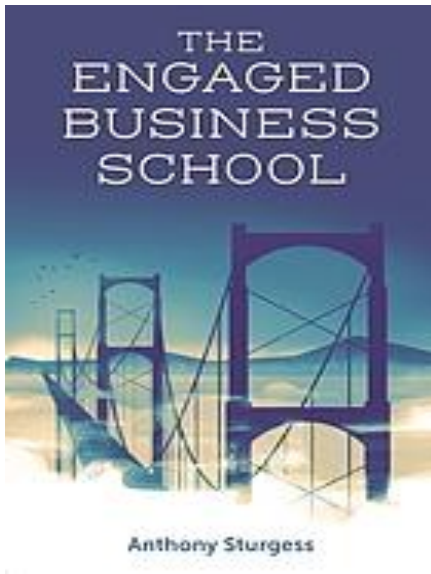
Taoist principles and practices in management: success in a multicultural business by Schneider, Waldema

Springer 2023

Acc. No.: 51315 Call No.: 658 ISBN: 9783031311758

Summary: The accelerated transformation of businesses poses major challenges to organizations. In its fundamental meaning, leadership is about a systematic way of highlighting the most important goals, combined with continuous execution along the most important principles. This book brings together key themes of Taoism, compiled for international managers who are on their way to becoming trusted leaders. After a brief outline of the guiding concepts, it discusses an application of selected teachings enriched by narratives from appropriate references and relevant verses from the Tao Te Ching (TTC). In this context, each individual yet coherent Taoist principle is applied in terms of its relevance to varying business environments. By providing embedded case studies, this book offers new ideas for managers to incorporate Taoist principles into their leadership strategies.

NEW ARRIVALS, JUNE 2024

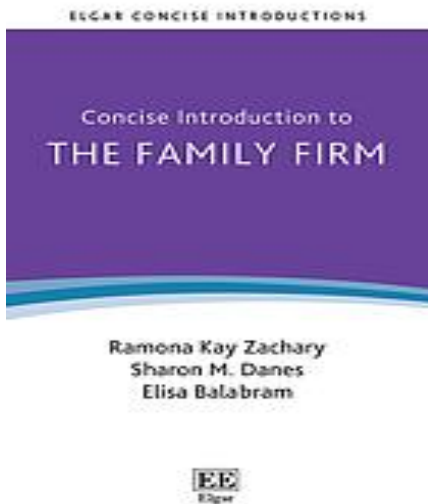


The engaged business school by Sturgess, Anthony

Emerald Publishing 2023

Acc. No.: 51265 Call No.: 658.007 ISBN: 9781803829425

Summary: Bridging the gap between business and business schools: fulfilling potential or thwarted ambition. The Engaged Business School is a road map to unlocking the potential between business and business schools at a time when it really matters: responding to a global, economic and social recovery. It is a call for academics and businesses to come together and realise the potential that is so often unfulfilled. On a practical level it presents the idea of an engaged business school using three tools--a model, a framework, and a process. The model shows how success factors are interconnected in order to bring engagement to life. The framework provides a structure to clarify the building blocks for effective engagement. Finally, the process identifies the steps and stages which will need to be considered to translate the model and framework into action.



Concise introduction to the family firm by Zachary, Ramona Kay

Edward Elgar 2023

Acc. No.: 51330 Call No.: 658.045 ISBN: 9781789907384

Summary: Our Elgar Concise Introductions are inspiring and considered introductions to the key principles in business, expertly written by some of the world's leading scholars. The aims of the series are two-fold: to pinpoint the essential concepts of business and management, and to offer insights that stimulate critical thinking. Building on the current structural focus of the family firm discipline, this Concise Introduction provides a function-based, processual approach to the area. It rethinks the nature of the family firm, advancing a deeper understanding of its internal dynamics. Ramona Kay Zachary, Sharon M. Danes and Elisa Balabram offer comprehensive theories of the family firm, the best methods of investigation, and the relationships among the owning family, its business as well as how these are interconnected. Key Features: - Accommodates cultural nuances - In-depth exploration of conceptualizations of the family firm - Addresses planned and unplanned change in family businesses - Focus on the interface between the owning family and its business - Analysis of the operational and relational processes in both the family and the business.

NEW ARRIVALS, JUNE 2024

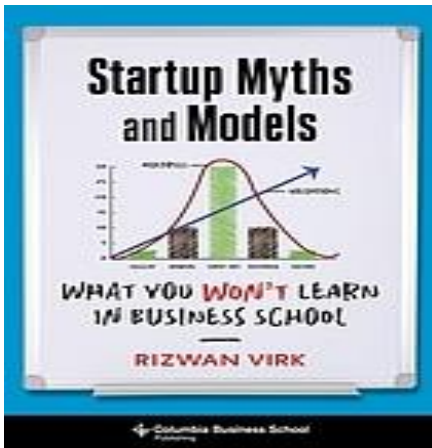


The rise of AI powered companies by Candelon, Francois

De Gruyter 2022

Acc. No.: 51324 Call No.: 658.0563 ISBN: 9783110775099

Summary: Artificial intelligence is emerging as a game-changer in the business world, with impacts across all sectors. AI allows business to process massive amounts of data instantaneously, and to scale solutions at almost zero marginal cost, forcing companies to adapt and reimagine their business and operations. The Rise of AI-Powered Companies examines some of the most successful examples of companies using artificial intelligence to their advantage. From AI-enabled countries across the globe that stayed resilient and strong in the face of COVID-19, to Business-to-Consumer businesses that transformed their product development processes thanks to unprecedented amounts of consumer data, increasing their revenues manifold along the way. The book then delves into the critical enablers to becoming AI-powered and the critical steps to activate and integrate them within business organizations. Starting with data strategy, it examines new forms of data sharing and how companies should think about governance and privacy risks.



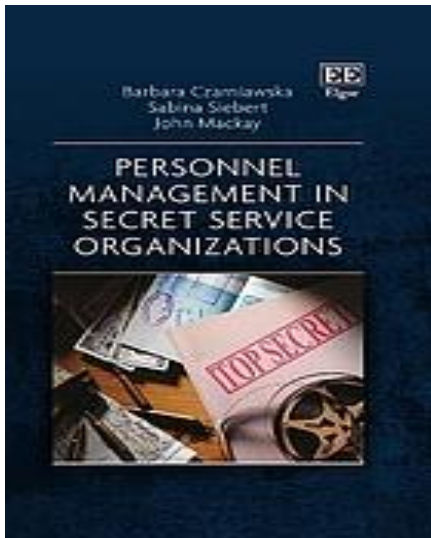
Startup myths and models: what you won't learn in business school by Virk, Rizwan

Columbia University Press 2023

Acc. No.: 51322 Call No.: 658.11 ISBN: 9780231194532

Summary: In this witty and wise guide to the dilemmas of entrepreneurship, Rizwan Virk debunks misconceptions about how the world of startups works and offers hard-earned advice for every step of the journey. Startup Myths and Models is an ideal companion for readers from those just embarking on the startup life to those looking for their next adventure.

NEW ARRIVALS, JUNE 2024



Personnel management in secret service organizations by Czarniawska, Barbara

Edward Elgar 2024

Acc. No.: 51333 Call No.: 658.3 ISBN: 9781035332120

Summary: While the careers of secret agents have inspired many genres of popular culture, relatively little research has been carried out until now on spying as a profession. Through the lens of personnel management, the authors offer a unique and compelling analysis of secret service employee biographies and autobiographies, giving the reader an improved understanding of people management in all organisations.

Personnel Management in Secret Service Organizations pinpoints key events in an agent's career, focusing on how they enter their profession, how they perform espionage work; how they are trained and managed and what the circumstances of promotion and demotion might be, up to the point of exit from the profession (through retirement, capture, or death). Within this framework, it illustrates the ways that secret service organizations play a crucial role in contemporary societies.



The global human resource management casebook by Christiansen, Liza Castro

Routledge 2024

Acc. No.: 51367 Call No.: 658.3 ISBN: 9781032308807

Summary: The third edition of the Global Human Resource Management Casebook provides a wide range of international teaching cases exploring contemporary human resource management challenges. Each case focuses primarily on one country and illustrates a critical HRM issue confronting managers and HRM practitioners. This real-world application provides students of HRM with a unique opportunity to examine how key HRM theories and ideas translate into practice. The case studies emphasize the national and cultural contexts of HRM, providing readers with global understanding of HRM practices like recruitment, reward systems, diversity and inclusion as well as recent developments including the impact of the Covid-19 pandemic, remote working, sustainability, and digital transformation.

NEW ARRIVALS, JUNE 2024

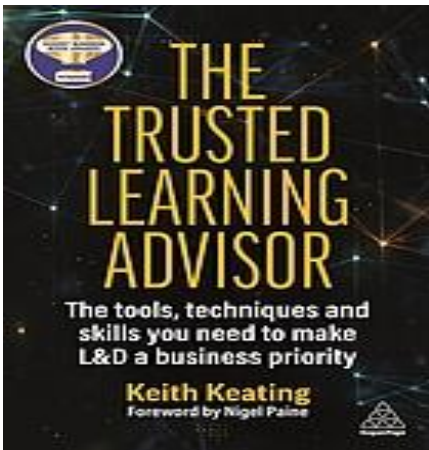


**The dynamics of managing diversity and inclusion: a critical approach
by Kirton, Gill**

Routledge 2022

Acc. No.: 51272 Call No.: 658.3008 ISBN: 9781032029375

Summary: The Dynamics of Managing Diversity and Inclusion was one of the first books to respond to growing academic coverage of the topic of diversity management at degree level. This fifth edition has been fully updated to reflect new working practices, labour market data, organisational policies and developments in equality and diversity law, as well as including new case studies and analysis of current and emerging areas of debate in the UK and across Europe. Diversity management is a term that covers not only policy and practice on race, disability and sex discrimination, but also broader issues including other identity and cultural differences. The Dynamics of Managing Diversity and Inclusion, fifth edition, provides future HR professionals and business/organisational managers of the future with the legal information and research findings needed to enable them to participate in the development and implementation of meaningful diversity and inclusion policies in their organizations.



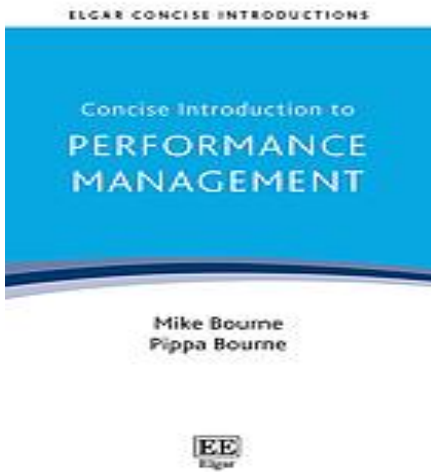
**The trusted learning advisor: the tools, techniques and skills you need
to make L&D a business priority by Keating, Keith**

Kogan Page 2023

Acc. No.: 51314 Call No.: 658.3124 ISBN: 9781398612457

Summary: Use this practical guide to develop the skills you need to become a trusted learning advisor to the business and make L&D part of the wider company strategy.

NEW ARRIVALS, JUNE 2024



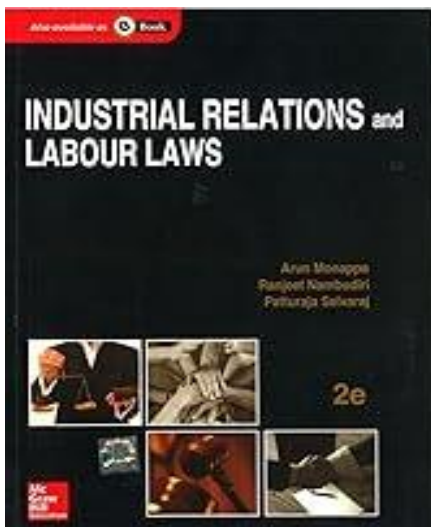
Concise introduction to performance management by Bourne, Mike

Edward Elgar 2023

Acc. No.: 51329 Call No.: 658.3125 ISBN: 9781803922300

Summary: Our Elgar Concise Introductions are inspiring and considered. They explain the key principles in business and are expertly written by some of the world's leading scholars. The aims of the series are two-fold: to pinpoint essential concepts of business and management, and to offer insights that stimulate critical thinking.

This Concise Introduction describes current approaches to measuring and managing performance in organisations and offers insights into how they may need to evolve as the working environment changes. It demonstrates the need to see performance management in the context of the culture and leadership of the organisation and not as a standalone activity.



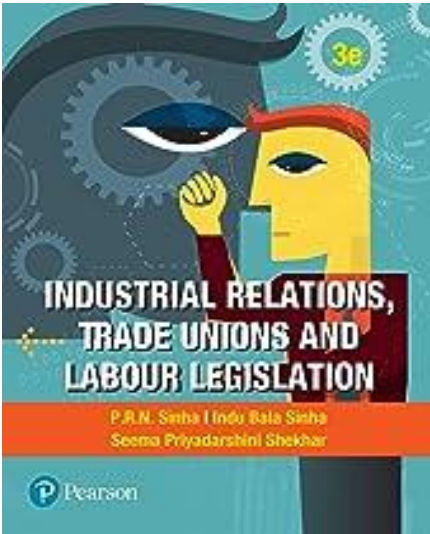
Industrial relations and labour laws by Manappa, Arun

McGraw Hill 2023

Acc. No.: 51411 Call No.: 658.315 ISBN: 9781259004926

Summary: Industrial Relations and Labour Laws is a conceptually strong text with examples and cases to portray all concepts. The much awaited Second Edition, though rejuvenated, keeps its originality intact while adding new vistas to concepts which have undergone numerous changes since the last edition. The book, with its comprehensive and systematic coverage, would be of immense use to students and instructors as well as practitioners who wish to engage themselves with the service sector.

NEW ARRIVALS, JUNE 2024

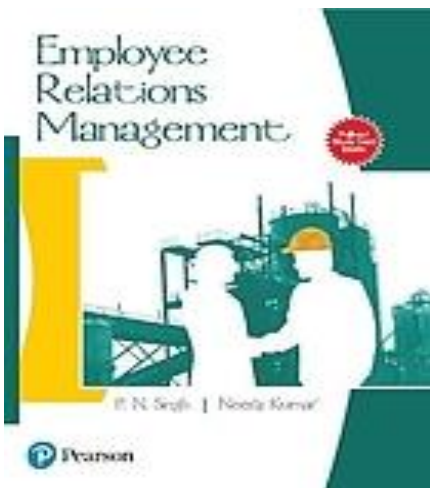


Industrial relations, trade unions and labour legislation by Sinha, P R N

Pearson 2023

Acc. No.: 51408-51410 Call No.: 658.315 ISBN: 9789332547537

Summary: The third edition of Industrial Relations, Trade Unions and Labour Legislations is an up-to-date interactive text, primarily related to issues in India. The book does, however, incorporate developments and practices in other countries, particularly the UK and the US. Primarily designed for students of management, economics, labour and social welfare, social work, commerce and similar disciplines, this book will also be of interest to professionals in the field of labour relations and management.



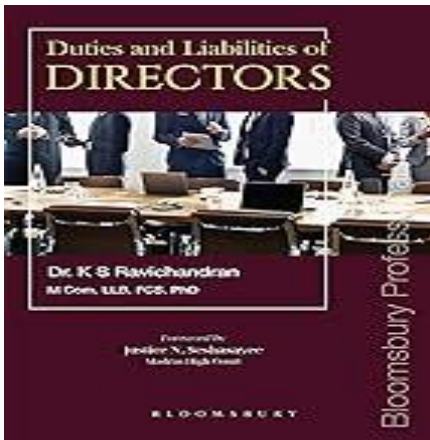
Employee relations management by Singh, P N

Pearson 2023

Acc. No.: 51405-51407 Call No.: 658.3153 ISBN: 9788131726013

Summary: The introduction of the new economic policy in 1991 had a significant bearing on industrial relations. Coupled with liberalization, these policies changed the way industries functioned in India. It forced the government, employers and trade unions to align themselves to new realities. There is an ongoing transition in industrial relations on the global scale as well. The focus is gradually shifting from traditional industrial relations, characterized by conflict resolution, to employee relations management, characterized by collaborative partnerships between the employers and the employees. Employee Relations Management focuses on this ongoing transition from industrial relations to employee relations. It introduces readers to the fundamental concepts and relevant pieces of legislation against the backdrop of globalization and the new economic policy.

NEW ARRIVALS, JUNE 2024



Duties and liabilities of directors by Ravichandran, K S

Bloomsbury 2022

Acc. No.: 51290 Call No.: 658.4 ISBN: 9789390513147

Summary: Reading books is a kind of enjoyment. Reading books is a good habit. We bring you a different kinds of books. You can carry this book where ever you want. It is easy to carry. It can be an ideal gift to yourself and to your loved ones. Care instruction keep away from fire.



Enhancing boardroom diversity in Saudi Arabia by Eskandarany, Abdullah

De Gruyter 2023

Acc. No.: 51305 Call No.: 658.4 ISBN: 9783110741612

Summary: This monograph contains an evaluation of the research dealing with the drivers and significance of corporate board diversity and corporate governance focused on Saudi Arabia. It specifically shows how to increase board diversity in a different culture and social setting. This is achieved by presenting more than two thousand items of secondary data and comparing these to data from 2020 to show the social change from the old to new diversity logics amidst the more general social change, with comparative analysis of global trends. The book will provide a clear picture of boardroom diversity in Saudi Arabia. This will contribute to knowledge through understanding board diversity and exploring whether there have been changes in the boardroom due to social structure shifts, and the extent of resistance. It will benefit both accounting and governance academics as well as the broader practitioner community.

NEW ARRIVALS, JUNE 2024



The boardroom: a guide to effective leadership and good corporate governance in Southeast Asia by Verhezen, Peter

De Gruyter 2022

Acc. No.: 51325 Call No.: 658.4 ISBN: 9783110787511

Summary: Most books about corporate governance are written for a Western audience. The Boardroom, however, takes a different approach to leadership development by emphasizing the unique socio-cultural and judicial features as well as idiosyncratic board structures in Asia, particularly in an Indonesian context. The principles of good corporate governance are accepted across borders, but the implementation and translation of transparency, fairness, accountability, and responsibility can differ quite distinctly from one country to another. Amidst global competitive turbulence, socio-economic volatility, and geopolitical uncertainty, The Boardroom analyses how Asian boardroom leaders steer organizations and how boards can be more effective. Board members appointed and entrusted by their owners are guardians with a fiduciary duty to safeguard an organization and prepare it for a viable and sustainable future.



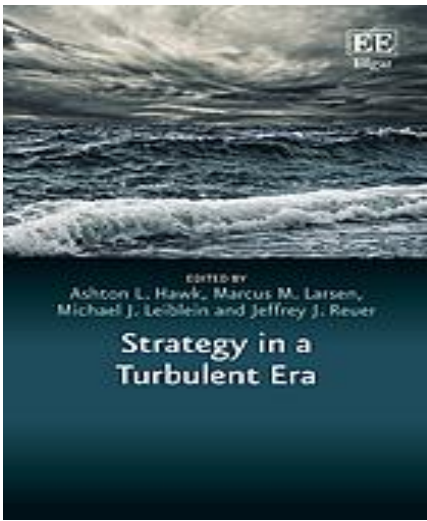
Evolution of scenario planning: theory and practice from disorder to order by Burt, George

De Gruyter 2023

Acc. No.: 51306 Call No.: 658.401 ISBN: 9783110792041

Summary: Scenario planning is a long and well-established approach to help leaders create novel insights and challenge what they know of the world to influence future action. But as the world becomes increasingly unpredictable, leaders must question the traditional mode of analysing the contextual environment and adopt new capabilities to embrace change while they redefine and reframe their organisation for the future. The Evolution of Scenario Planning explores the pervasive nature of change. It provides a contemporary approach to using scenarios as strategic conversation to embrace experiences - past and present - to create novel understanding and insights. The book uses case studies and practical examples to guide facilitators in applying the scenario process in their organisation.

NEW ARRIVALS, JUNE 2024

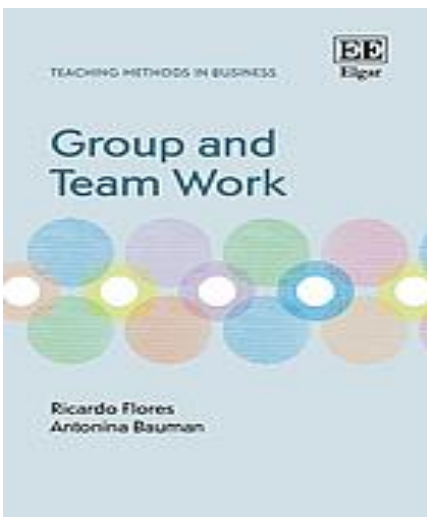


Strategy in a turbulent era by Hawk, Ashton L

Edward Elgar 2024

Acc. No.: 51345 Call No.: 658.4012 ISBN: 9781802201475

Summary: Offering a practical and phenomenon-driven perspective, *Strategy in a Turbulent Era* expertly analyses questions relating to strategy in light of different forms of turbulence. From the global COVID-19 pandemic outbreak to the escalation in number and far reaching implications of new technologies, such as artificial intelligence and cryptocurrencies, this timely book explores how recent sources of turbulence are rapidly transforming the nature and dynamics of global competition. Featuring contributions from leading experts in the fields of strategy, international business and entrepreneurship, the book provides a comprehensive overview of the impact of turbulence on global competition, with practical insights into navigating the ever-changing business landscape. Chapters identify the most significant ramifications of the current dimensions of turbulence, including environmental, organisational, political, societal, and technological, that executives encounter in strategy and management. This authoritative book will be welcomed by students, scholars, and researchers of international business, strategic management, and the wider field of organisational studies.



Group and team work by Flores, Ricardo

Edward Elgar 2024 Acc. No.: 51263 Call No.: 658.4036 ISBN: 9781800371101

Summary: Setting out a step-by-step guide to the implementation of a theoretically robust team work-centric approach to education, *Group and Team Work* explains valuable team work theory and its practical dynamics. It details specific approaches educators can take to effectively play different roles, such as that of facilitator, instructor and coach, thus depicting a varied and detailed picture of team work in higher education. Offering a concise overview of team learning pedagogies, this accessible book provides globally relevant teaching strategies alongside invaluable supplementary resources. Chapters discuss factors that may impact the way that team work can and should be structured in modern business schools. Ultimately, they insist that educators must reconsider current team work practices in order to achieve better results.

NEW ARRIVALS, JUNE 2024

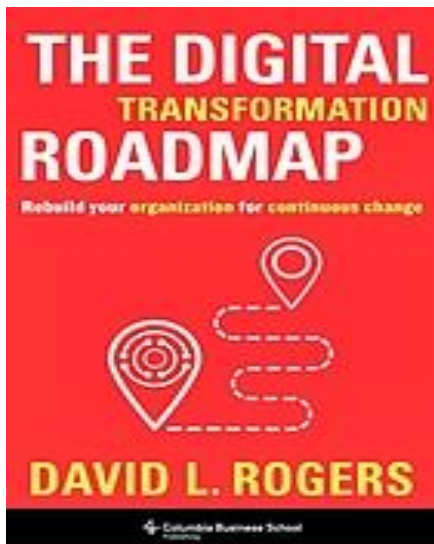


Advanced introduction to negotiation by Thompson, Leigh L

Edward Elgar 2022

Acc. No.: 51327 Call No.: 658.4052 ISBN: 9781789909135

Summary: Providing a comprehensive overview of the key theories and concepts that have guided the field of negotiation for several decades, Leigh Thompson and Cynthia Wang demonstrate how collaborative multi-disciplinary research has enriched the study of negotiation. Key Features: Reviews the fundamental constructs, measures and terms that are widely used in research and teaching; Examines how individual characteristics, situational contexts and ethical considerations of the negotiator influence negotiation processes and outcomes; Traces the roots of modern negotiation research and theory back to its economic and psychological origins, and outlines how behavioural decision-making and social utility research has shaped the contemporary study of negotiation. Cross-disciplinary in scope, this incisive Advanced Introduction will be an invaluable tool for early career academics of psychology, sociology, economics, and communication studies interested in conducting research on and teaching negotiation.



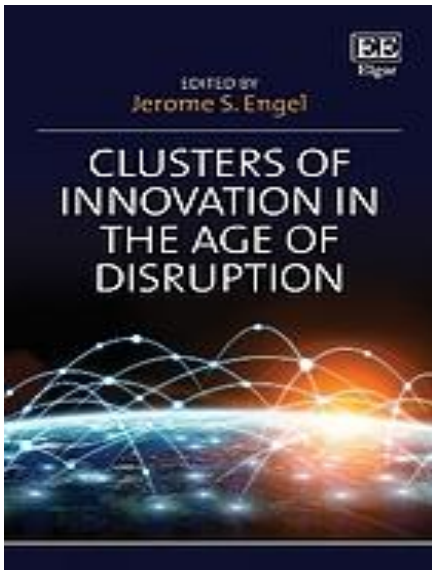
The digital transformation roadmap: rebuild your organization for continuous change by Rogers, David L

Columbia University Press 2023

Acc. No.: 51320 Call No.: 658.4062 ISBN: 9780231196581

Summary: The Digital Transformation Playbook was intended to help legacy businesses rethink their business strategies for the digital age. Interest in the subject has generated a host of new questions and methodological concerns, as have changes in the field. As a professional and a professor, the author has observed these common issues and is writing this new book to address them. These challenges begin with clarity (what does digital mean for our own organization?). They include issues of driving change across complex organizations (where do we start? how do we align diverse initiatives? how do we define the right metrics, funding, and process? how do we attract the right people and integrate them effectively?). And they include balancing near-term growth with long-term survival (how do we build our future business while still managing the old one?). All of these challenges stem from the fact that companies accustomed to operating in well-defined industries now find themselves facing massive uncertainty, and they simply lack the management tools to deal with it.

NEW ARRIVALS, JUNE 2024

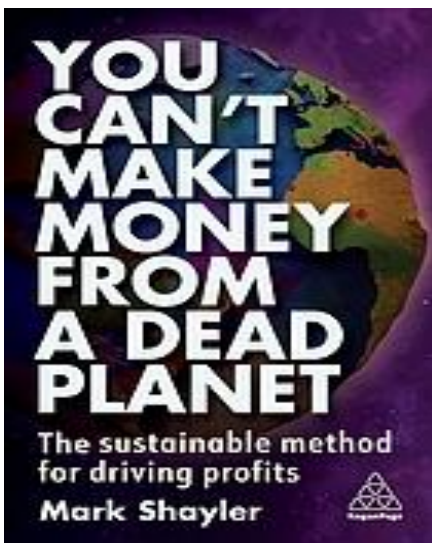


Clusters of innovation in the age of disruption by Engel, Jerome S

Edward Elgar 2023

Acc. No.: 51337 Call No.: 658.4063 ISBN: 9781035312146

Summary: This book is about innovation ecosystems, Clusters of Innovation (COI) and the Global Networks of Clusters of Innovation (GNCOI) they naturally form. What is innovation and why is it important to us? Innovation is nothing less than the ability for constructive response and adaptation to change. The cause and catalyst for that change is frequently identified as technology and its unceasing pressure to improve on existing solutions and address unmet needs. The last decade has painfully demonstrated that exogenous environmental shocks are also sources of change that call for innovative responses, ranging from the obvious challenges such as global warming and Covid-19 to the subtler social and political perturbations of our time.



You can't make money from a dead planet: the sustainable method for driving profits by Shayler, Mark

Kogan Page 2023

Acc. No.: 51234 Call No.: 658.408 ISBN: 9781398612020

Summary: Doing good is no longer a luxury or a 'nice to have', it's a necessity. While businesses, both big and small, have undoubtedly caused the majority of our environmental and sustainability problems, they are also the only thing that can solve these issues at scale. You Can't Make Money from a Dead Planet looks at the challenges we face and shows how business needs to change in order to be the driver of the solution. Bestselling author and sustainability strategist Mark Shayler explains why there is no contradiction between being profitable and doing the right thing for the planet and doing the right thing for your customers. Providing the insights, the enthusiasm and the tools to align your business with sustainability, it blends explanations of the challenges that we face, with stories from those business that have excelled in sustainability including Ford, McDonalds, Google, Bacardi and PROPERcorn. Exploring current sustainability approaches and trends including net-zero, circular economy, ESG, B-Corps, zero waste and environmental management systems, You Can't Make Money from a Dead Planet explains, debunks and helps you navigate the sustainable agenda while growing your business.

NEW ARRIVALS, JUNE 2024

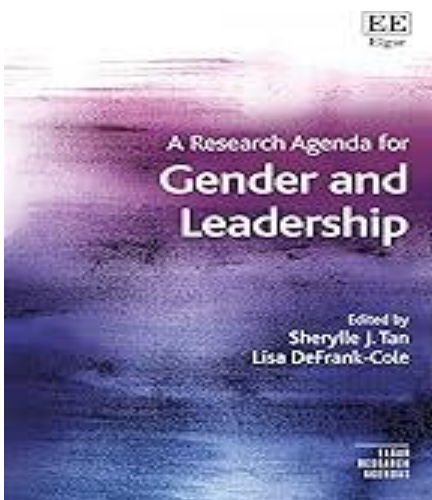


Alpha males and alpha females: male executives from around the world on how to increase gender diversity in senior management by Al-Sadik-Lowinski, Bettina

De Gruyter 2023

Acc. No.: 51260 Call No.: 658.409 ISBN: 9783111169422

Summary: What do international male business leaders have to say about gender diversity, the rise of talented women into management and the opportunities for the sexes to work together harmoniously in boardrooms - as well as the obstacles that stand in the way? When most people think manager, they think male. Boardrooms around the world are still dominated by 'alpha' men and their assertive, decisive leadership styles. Meanwhile, their female counterparts, alpha women, remain underrepresented in almost every country. Many women feel they've been excluded and are calling for equality. This book offers a fresh perspective on gender roles that moves away from the old paradigm of male domination and female victimhood. It argues that companies that want to succeed need to productively combine and leverage off the strengths offered by men and women. It covers how mixed leadership teams can be made the norm in international companies.



A research agenda for gender and leadership by Tan, Sherylle J

Edward Elgar Publishing 2023

Acc. No.: 51261 Call No.: 658.4092 ISBN: 9781800883819

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. With contributions from global leading scholars, this Research Agenda offers an interdisciplinary collection of ideas investigating gender and leadership; where we are today and where we are going. Using critical perspectives, chapters challenge the way we think about gender and leadership by questioning the status quo. Providing cutting edge discussion from authors of diverse genders, races, ages, ethnicities, and religions, this book provides analysis of the key issues and methodologies in modern leadership research. Forward thinking, it examines current guidelines and provides insight towards an equitable and positive change in leadership.

NEW ARRIVALS, JUNE 2024



Leading transformations: using the LEGO way of change to drive transformations effectively and successfully by Jakobsen, Gitte

Routledge 2024

Acc. No.: 51318 Call No.: 658.4092 ISBN: 9781032152219

Summary: In this book, you get a first-hand account of how the LEGO Group met these challenges by developing and implementing a framework for change to create a common approach to designing, leading, and anchoring change in a thoughtful, effective and impactful way.

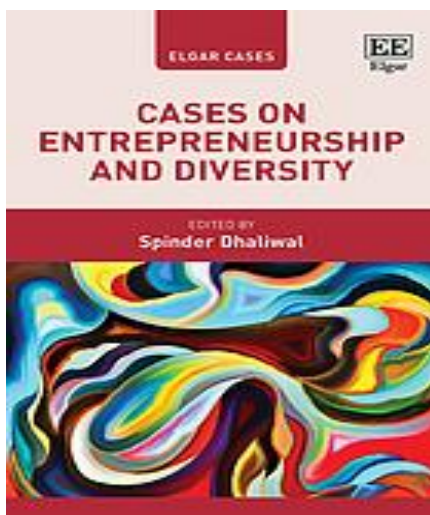


Entrepreneurial processes in the era of digital transformation by Matricano, Diego

De Gruyter 2023

Acc. No.: 51326 Call No.: 658.421 ISBN: 9783110790153

Summary: The book deals with the issue of entrepreneurial processes in the era of digital transformation, which is generating profound changes in the business environment, blurring industry boundaries, and creating unprecedented threats and opportunities for firms.



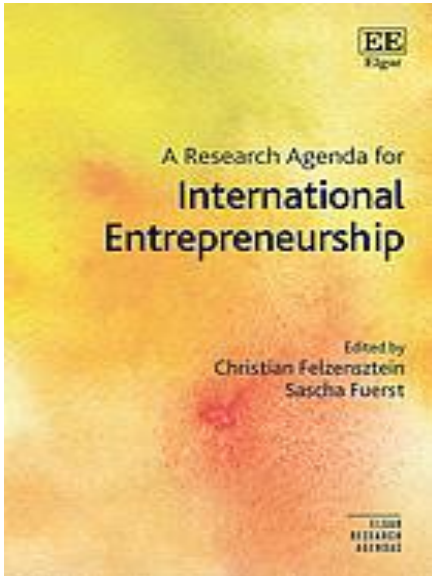
Cases on entrepreneurship and diversity by Dhaliwal, Spinder

Edward Elgar 2024

Acc. No.: 51328 Call No.: 658.421 ISBN: 9781803923840

Summary: This erudite casebook draws from first-hand experiences to reflect upon different approaches to, mind-sets regarding and attitudes towards entrepreneurship. With contributions from highly experienced academics from a variety of backgrounds, it will help entrepreneurship educators and teachers to decolonise business and innovation curricula while reflecting on key academic questions relating to unique entrepreneurial journeys. Key Features: Contributions from leading international scholars. Practical and useful learning outcomes, discussion questions and teaching notes. True life experiences of entrepreneurs from around the globe to explore both their strengths and the challenges they face with their ventures.

NEW ARRIVALS, JUNE 2024

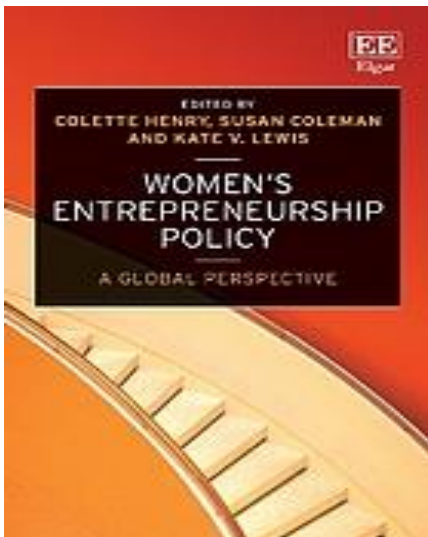


A research agenda for international entrepreneurship by Felzensztein, Christian

Edward Elgar 2023

Acc. No.: 51334 Call No.: 658.421 ISBN: 9781803925684

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. Addressing the intersection between the fields of international business and entrepreneurship, this topical Research Agenda wholly encapsulates the multi-dimensional nature of international entrepreneurship. It provides essential insight into themes for future research alongside their practical implications. This crucial Research Agenda proposes a fully up-to-date definition for international entrepreneurship, discussing how particular new ventures may be effective in assessing factors such as the abilities of firms to collaborate and solve problems. Authors offer significant insight into contemporary topics within the study of international entrepreneurship, including the effects of digital technology on market strategy and post-pandemic entrepreneurial undertakings.



Women's entrepreneurship policy: a global perspective by Henry, Colette

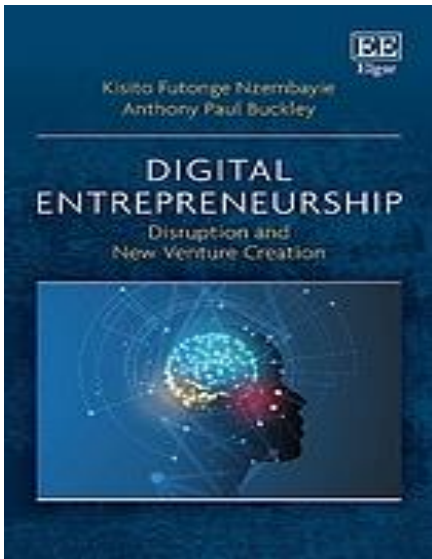
Edward Elgar 2024

Acc. No.: 51335 Call No.: 658.421 ISBN: 9781035339006

Summary: Bringing together scholars from around the world, this book provides extensive coverage of the academic literature and research on women's entrepreneurship policy.

Featuring contributions from members of the Global Women's Entrepreneurship Policy Research Network, the book explores and critiques contemporary policy instruments while also pointing toward potential policy solutions. Chapters aim to deepen understanding of women's entrepreneurship policy and raise awareness among policy makers, programme managers and academics of the dangers associated with gender-blind entrepreneurship policies. The book concludes that 'one size fits all' policies that ignore the gender dimension do not support women entrepreneurs effectively.

NEW ARRIVALS, JUNE 2024



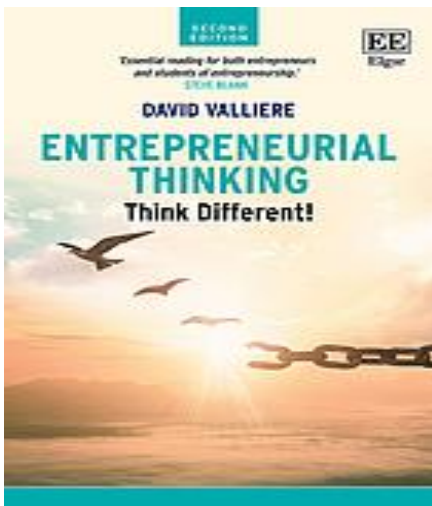
Digital entrepreneurship: disruption and new venture creation by Nzembayie, Kisito Futonge

Edward Elgar 2023

Acc. No.: 51338 Call No.: 658.421 ISBN: 9781035316946

Summary: Recognizing how the lines between digital and traditional forms of entrepreneurship are blurring, this forward-thinking book combines digital technology and entrepreneurship perspectives to advance knowledge on this paradigm-shifting typology of entrepreneurship.

Kisito Futonge Nzembayie and Anthony Paul Buckley explore how in the digital age, the micro-level activities of digital entrepreneurs in new venture creation continue to digitally transform and disrupt economic systems at macro-levels. As digital entrepreneurship and other typologies of entrepreneurship in the digital age become increasingly conceptually fuzzy, the book sets out to define the digital entrepreneurship domain; what it is and why it is distinctive and disruptive. It concludes by offering a pragmatic framework for digital entrepreneurship implementation and demonstrates how the authors have put this into practice in their own work.



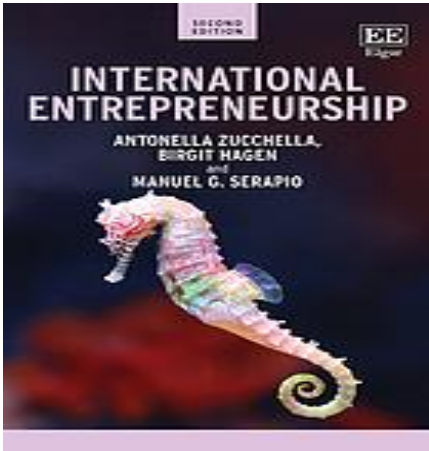
Entrepreneurial thinking: think different by Valliere, David

Edward Elgar 2023

Acc. No.: 51339 Call No.: 658.421 ISBN: 9781035309412

Summary: Dispelling common entrepreneurship myths, this updated textbook introduces the cutting-edge knowledge of entrepreneurship: the theories and empirical evidence rigorously developed by leading researchers. Helping aspiring entrepreneurs to think from a different perspective and avoid preventable mistakes, Entrepreneurial Thinking offers a summary of the most valuable and surprising contemporary research, translating it into clearly beneficial lessons, while emphasizing the entrepreneurial mind-set crucial to venture success.

NEW ARRIVALS, JUNE 2024

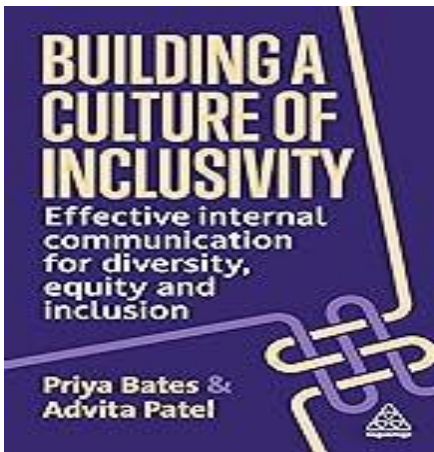


International entrepreneurship by Zucchella, Antonella

Edward Elgar 2023

Acc. No.: 51342 Call No.: 658.421 ISBN: 9781802204858

Summary: Thoroughly revised and updated, International Entrepreneurship explains the opportunities and challenges facing internationalising entrepreneurial ventures. With a new section on international sustainable entrepreneurship and new cases and examples throughout, this second edition of a successful textbook will be indispensable for students of international entrepreneurship.

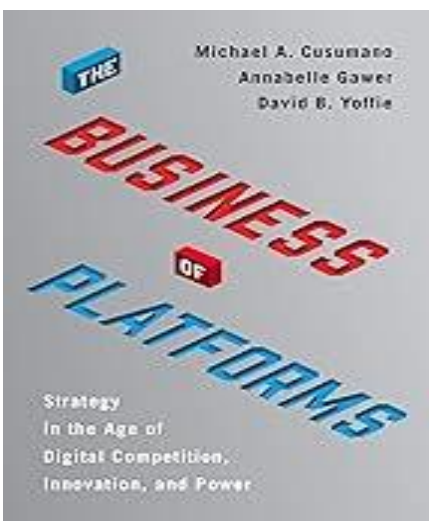


Building a culture of inclusivity: effective internal communication for diversity, equity and inclusion by Bates, Priya

Kogan Page 2023

Acc. No.: 51232 Call No.: 658.45 ISBN: 9781398610392

Summary: Diversity, equality and inclusion (DEI) have never been so important in organizations and yet many feel inadequately prepared. In this guide, the authors combine their expert knowledge to provide a practical approach to bridge this skills and knowledge gap for those delivering Internal Communications.



The business of platforms: strategy in the age of digital competition, innovation and power by Cusumano, Michael A

Harper Business 2019

Acc. No.: 51222-51223 Call No.: 658.514 ISBN: 9780062973474

Summary: Managers and entrepreneurs in the digital era must learn to live in two worlds conventional economy and the platform economy. Platforms that operate for business purposes usually exist at the level of an industry or ecosystem, bringing together individuals and organizations so they can innovate and interact in ways not otherwise possible. Platforms create economic value far beyond what we see in conventional companies. The business of platforms is an invaluable, in-depth look at platform strategy and digital innovation. Cusumano, gamer and yoffie address how a small number of companies have come to exert extraordinary influence over every dimension of our personal, professional and political lives.

NEW ARRIVALS, JUNE 2024



Creativity and marketing: the fuel for success by Pantano, Eleonora

Emerald Publishing 2021

Acc. No.: 51279 Call No.: 658.8 ISBN: 9781800713314

Summary: Creativity and Marketing: The Fuel for Success presents a diverse collection of theoretical analysis, real world evidence, and case study applications to synthesize emerging studies on how creativity is important for marketing success.



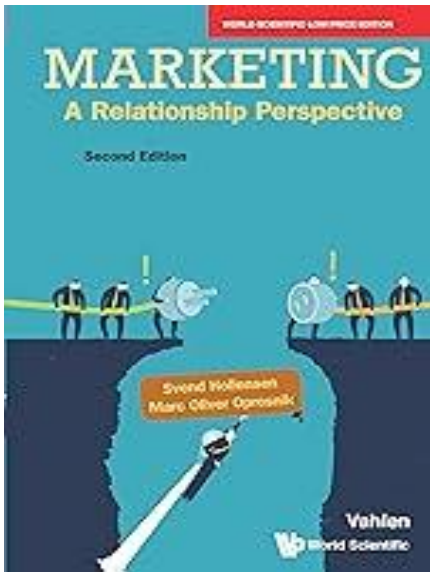
Practice-oriented marketing: basics instruments case studies by Kreutzer, Ralf T

Springer 2023

Acc. No.: 51283 Call No.: 658.8 ISBN: 9783658397166

Summary: This book introduces the fundamentals of marketing and is consistently oriented to the following guiding ideas: Ensuring a consistent transfer of theoretical approaches into practical implementations throughout all chapters. Integration of a variety of examples in order to make marketing directly comprehensible at all times. Clear presentation of goals, strategies, instruments and psychological explanations of marketing. A marketing book that has been consistently developed with and for its target group. The Author Prof. Dr. Ralf T. Kreutzer is Professor of Marketing at the Berlin School of Economics and Law as well as a marketing and management consultant, trainer and coach. He spent 15 years in various management positions at Bertelsmann, Volkswagen and Deutsche Post before being appointed Professor of Marketing in 2005.

NEW ARRIVALS, JUNE 2024

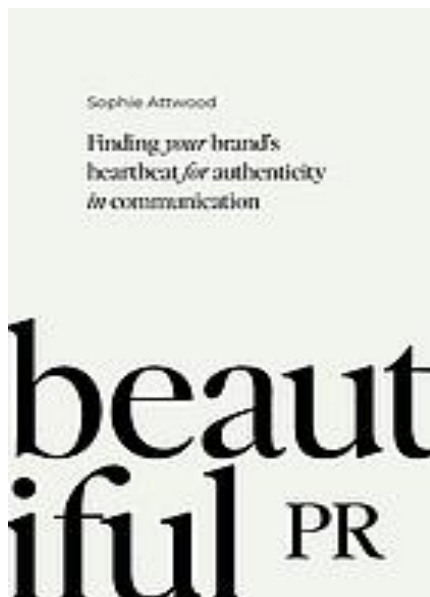


Marketing: a relationship perspective by Hollensen, Svend

World Scientific 2024

Acc. No.: 51289 Call No.: 658.8 ISBN: 9798886130669

Summary: Marketing: A Relationship Perspective is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses across Europe. It is a comprehensive, broad-based, and challenging basic marketing text, which describes and analyzes the basic concepts and strategic role of marketing and its practical application in managerial decision-making. It integrates the 'new' relationship approach into the traditional process of developing effective marketing plans. The book's structure fits to the marketing planning process of a company. Consequently, the book looks at the marketing management process from the perspective of both relational and transactional approach, suggesting that a company should, in any case, pursue an integrative and situational marketing management approach.



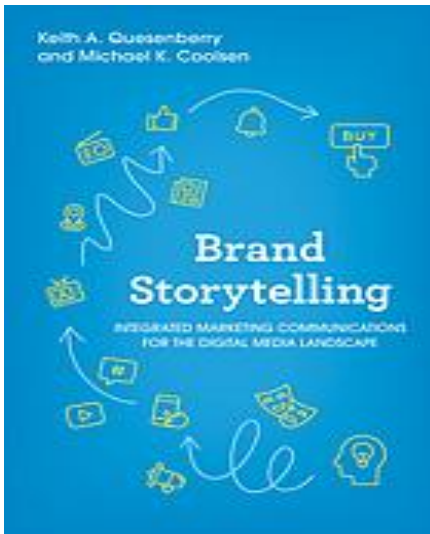
Beautiful PR: finding your brand's heartbeat for authenticity in communication by Attwood, Sophie

Practical Inspiration Publishing 2024

Acc. No.: 51251 Call No.: 658.827 ISBN: 9781788604802

Summary: Navigating the world of PR is no easy feat - but this book is an indispensable guide to doing just that! Francesca Ogiermann-White, Health and Beauty Editor-at-Large, Tatler A more beautiful way to connect with customer's PR and marketing have traditionally been seen as deceit and spin: Beautiful PR offers a new manifesto rooted in integrity. Discover how to find your true brand voice so that you can create a clear and compelling communication strategy that connects with your customers at an emotional level. In a heavily filtered world, building a communications strategy based on honesty and authenticity is more important than ever before. Elevate your reputation and secure your place in your industry by identifying and amplifying your authentic brand heartbeat, for a more beautiful way to grow. Sophie Attwood is an award-winning global communications expert specialising within the beauty, wellness and health sectors.

NEW ARRIVALS, JUNE 2024

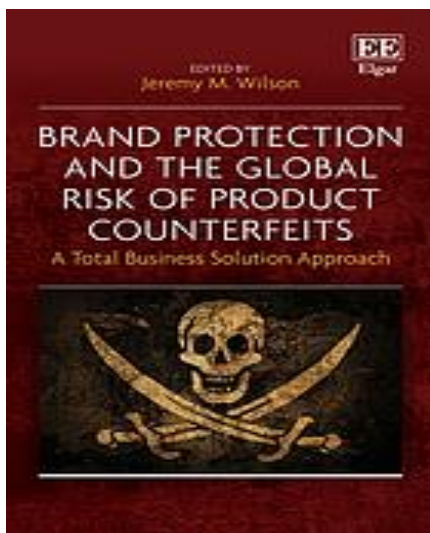


Brand storytelling: integrated marketing communication for the digital media landscape by Quesenberry, Keith A

Rowman & Littlefield 2023

Acc. No.: 51286 Call No.: 658.827 ISBN: 9781538176382

Summary: This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in a digital-first integrated marketing communications plan. From the earliest works on storytelling to the latest research, this text explains why and how storytelling works, the forms storytelling takes, and how to develop an integrated advertising, PR, and strategic marketing communications campaign that leverages the power of story within the reality of today's digital-first media landscape. Queensberry and Coolen present a balance of research and theory with practical application and case studies within a classroom-friendly framework for undergraduate or graduate courses or for the marketing communications professional looking for a guide to integrate storytelling into their brand communications.



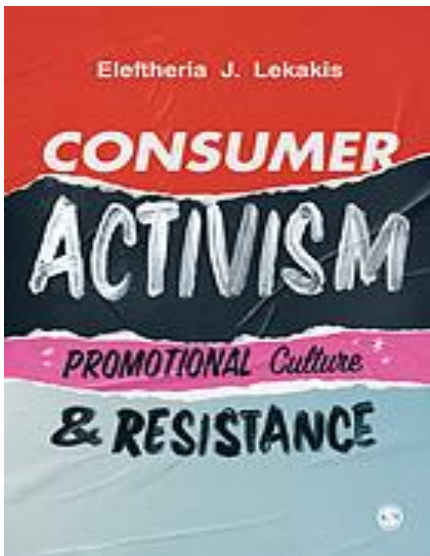
Brand protection and the global risk of product counterfeits: a total business solution approach by Wilson, Jeremy M

Edward Elgar 2023

Acc. No.: 51346 Call No.: 658.827 ISBN: 9781035322084

Summary: Product counterfeits and other brand infringements represent a growing and substantial risk to firms, consumers, and society. While policing such illicit activity is important, there is much that firms can do to protect themselves and their customers. Grounded in field research and practice, this book presents a total business solution approach to brand protection that enables firms to prevent infringement from occurring and to respond efficiently when it does. This total business solution provides a framework for building and advancing brand protection programs that are strategic, comprehensive, and evidence based. Coupling perspectives and illustrations from several academic disciplines and industries, this book serves as a road map or blueprint for companies to develop and implement a proactive strategy to protect their brands. It serves as a guide to help firms to continuously learn, innovate, and efficiently allocate resources in a way that maximizes brand protection performance.

NEW ARRIVALS, JUNE 2024

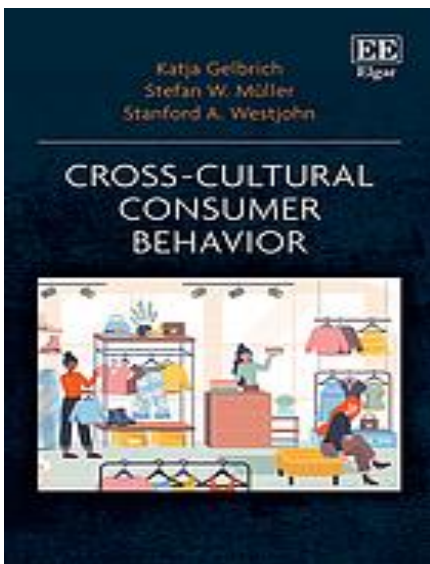


Consumer activism: promotional culture and resistance by Lekakis, Eleftheria J

Sage 2022

Acc. No.: 51256 Call No.: 658.8342 ISBN: 9781529723090

Summary: A crucial intervention to both critical studies of consumption and research into activism. It authoritatively explores the complex and multiplying links between branding and neoliberal culture, consumer practices and social justice. Professor Mehita Iqani, Stellenbosch University "Eleftheria Lekakis reminds us that as consumers, we can do much more than just buy our way out of social or political problems." Professor Melissa Aronczyk, Rutgers University "Consumption and resistance are entwined. From buying fair-trade, to celebrity advocates for social causes, to subvertising and anti-consumerist grassroots movements, consumer activism is now a key part of our fight for social and environmental justice. This book is a comprehensive exploration of the complexities and dilemmas of using the marketplace as an arena for politics. It goes beyond simply buying or boycotting to critically explore how individuals, collectives, corporations and governments do politics with and through consumption."



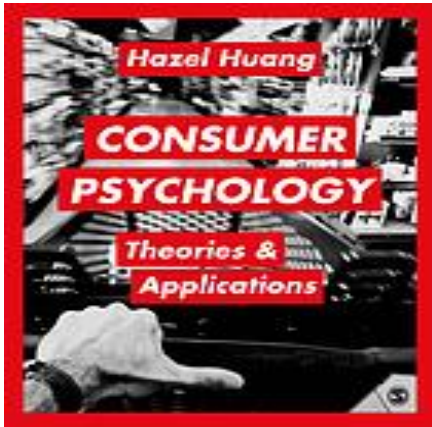
Cross-cultural consumer behavior by Gelbrich, Katja

Edward Elgar Publishing 2023

Acc. No.: 51277 Call No.: 658.8342 ISBN: 9781803923208

Summary: This cutting-edge book unpacks the relationship between culture and consumer behavior to present the state-of-the-art in cross-cultural consumer research. Examining how culture shapes what consumers seek, evaluate and choose to purchase, Cross-Cultural Consumer Behavior explains why and how cultural values such as individualism, indulgence, or uncertainty avoidance influence consumers' buying behavior. With a balanced approach, the book explores not only how cultural differences between countries shape our decisions but also outlines the basic concepts of cross-cultural consumer research, the measurement of cultural values proposed in the Hofstede, Schwartz and GLOBE models, and the psychological foundations of culture-specific consumer behavior. Based on these conceptual foundations, the authors explain how cultural values shape consumers' buying processes, from information searches through post-purchase behavior.

NEW ARRIVALS, JUNE 2024



Consumer psychology: theories and applications by Huang, Hazel

Sage Publications 2023

Acc. No.: 51287 Call No.: 658.8342 ISBN: 9781473906983

Summary: Consumer Psychology: Theories and Applications is the first textbook that systematically discusses a wide range of the psychological theories and their applications in consumer behaviour in an accessible style.

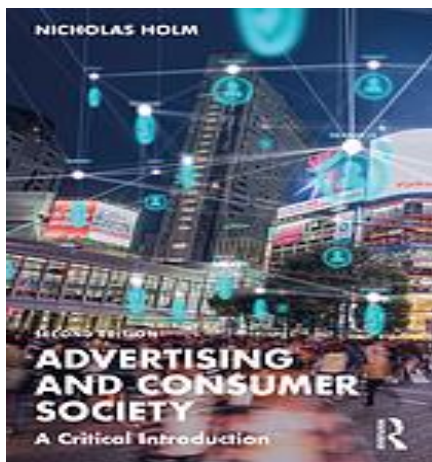


The impact of digitalization on current marketing strategies by Matosas-Lopez, Luis

Emerald Publishing 2024

Acc. No.: 51281 Call No.: 658.872 ISBN: 9781837536870

Summary: Digitalization has completely transformed marketing. It has changed consumption habits, consumer behaviour, and purchasing processes. In addition, it has modified marketing strategies, tactics, and processes, offering a wide range of mechanisms that allow companies, of all types and sizes, to enhance their commercial actions. The Impact of Digitalization on Current Marketing Strategies is the first volume in the Marketing and Technology: New Horizons and Challenges series.



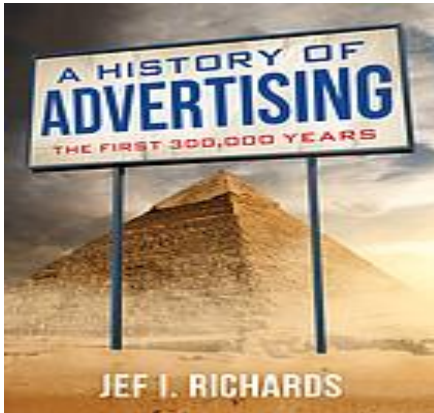
Advertising and consumer society: a critical introduction by Holm, Nicholas

Routledge 2023

Acc. No.: 51252 Call No.: 659.1 ISBN: 9781032181363

Summary: This critical introductory text explores the role of advertising in contemporary culture and its connections to larger economic, social and political forces. Written in an engaging and accessible style and incorporating a wide range of examples from around the world, the chapters introduce the key concepts, methods and debates needed to analyse and understand advertising.

NEW ARRIVALS, JUNE 2024

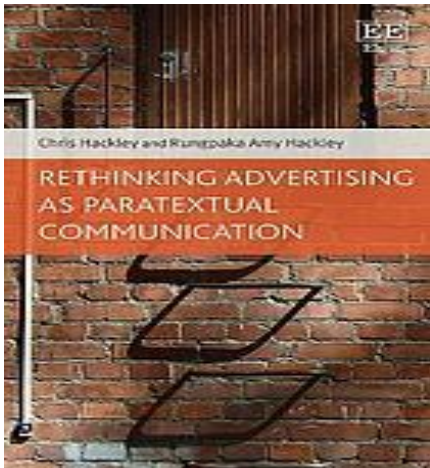


A history of advertising: the first 300,000 years by Richards, Jef

Rowman & Littlefield 2022

Acc. No.: 51285 Call No.: 659.1 ISBN: 9781538141212

Summary: This full-color book offers a sweeping history of advertising. It places developments in the advertising and marketing industries within a framework of major cultural events to help readers understand the conditions under which advertising developed. Timelines of historical and advertising industry events begin each chronological section.

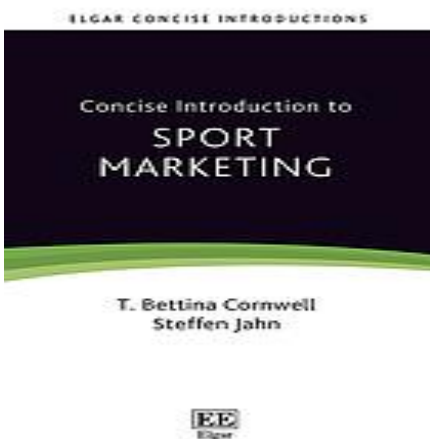


Rethinking advertising as paratextual communication by Hackley, Christopher E

Edward Elgar Publishing 2023

Acc. No.: 51278 Call No.: 659.104 ISBN: 9781035312139

Summary: Providing new insights into the textual and paratextual character of brands and advertising, this innovative book showcases an extensive selection of vivid and topical case examples that assist the practical understanding of advertising paratexts.



Concise introduction to sports marketing by Cornwell, T Bettina

Edward Elgar 2023

Acc. No.: 51413 Call No.: 659.19796 ISBN: 9781802208429

Summary: Our Elgar Concise Introductions are inspiring and considered introductions to the key principles in business, expertly written by some of the world's leading scholars. The aims of the series are two-fold: to pinpoint the essential concepts of business and management, and to offer insights that stimulate critical thinking. This engaging Concise Introduction offers meaningful insight into sport marketing from the central perspectives of authenticity and engagement. It explores new thinking on a variety of key subjects such as sport participation, fan experience and shared brand equity.

NEW ARRIVALS, JUNE 2024



Pioneering new perspectives in the fashion industry: disruption, diversity and sustainable innovation by Ritch, Elaine L

Emerald Group Publishing 2023

Acc. No.: 51250 Call No.: 746.92 ISBN: 9781803823485

Summary: Amidst an increasingly conscious consumer market, the fashion industry now faces more external pressures than ever. Highlighting new advances that are responsive to societal concerns while still maintaining commerciality and innovation, *Pioneering New Perspectives in the Fashion Industry: Disruption, Diversity and Sustainable Innovation* examines critical new perspectives on the fashion marketplace that have been driven by both technological advances and widespread concerns over climate change.



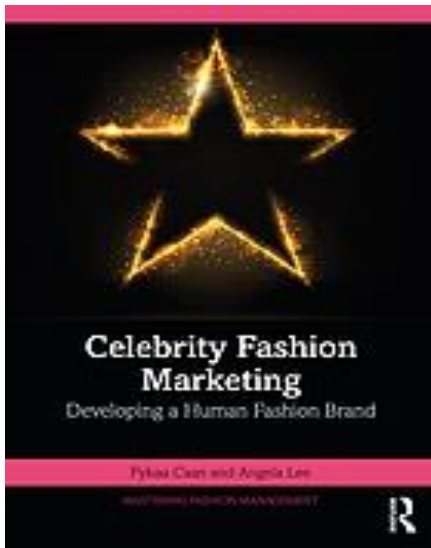
A fashion retailer's guide to thriving in turbulent times by Boustani, Ghalia

Routledge 2023

Acc. No.: 51253 Call No.: 746.92 ISBN: 9781032002255

Summary: By raising questions and providing scenarios for success, this book embraces fashion brand development in current turbulent retail environments. A brand must have an essence, a heart; it needs to respect a philosophy or abide by values. A brand's success and sustainability follow specific rules, nonetheless for fashion brands. But do fashion brand identity rules apply in today's turbulent times? Acknowledging and going beyond branding theory, this book challenges knowledge and practices that have been guiding fashion retail brands for many years. Co-written by a Sorbonne researcher and a retail consultant with 30 years' experience, this practical guide offers not a process that fashion brands must follow, but potential avenues for survival in today's retail market and facing today's customers.

NEW ARRIVALS, JUNE 2024



Celebrity fashion marketing: developing a human fashion brand by Caan, Fykaa

Routledge 2023

Acc. No.: 51254 Call No.: 746.92 ISBN: 9781032007359

Summary: This book explores the concept of the celebrity as a human fashion brand, and the effectiveness of the celebrity in promoting fashions and shaping the identity and decisions of fashion consumers. Beginning with an overview of the background and context of the fashion celebrity, the authors consider celebrity fashion classifications, fashion influencers, explore existing theory, models and tools, and the role of technology, and explain how celebrity-endorsed products impact on fashion consumers and trends. The book defines and develops a 'Human Fashion Brand Model', which describes the relationship between the fashion celebrity, fashion celebrity marketers and fashion consumer behaviour choices in celebrity fashion emulation. Coupled with reflective questions to aid learning, every chapter is illustrated by case studies of celebrities as fashion brands, as well as their impact on fashion, including Kylie Jenner and Kim Kardashian West, Beyoncé and Madonna.



Marketing fashion: critical perspectives on the power of fashion in contemporary culture by Ekstrom, Karin M

Routledge 2023

Acc. No.: 51255 Call No.: 746.92 ISBN: 9781032204802

Summary: Fashion as a societal phenomenon has fascinated scholars in different disciplines such as history, sociology, anthropology, psychology, and marketing often from an interdisciplinary perspective. Fashion mirrors societal changes, cultural norms and values over time. It can be interpreted as mundane everyday practices, constructions of identity and status as well as being associated with the art world. In this book, the focus lies on marketing and the role of marketers when fashion permeates society in deliberate and subtle ways. This edited collection critically reflects upon the power of fashion in contemporary society and the role marketing and marketers have in the process of defining, creating and preserving fashion, but also for divesting fashion that is no longer up to date. It expands on existing knowledge to better understand the role marketers play as cultural agents in determining fashion and its markets.

NEW ARRIVALS, JUNE 2024

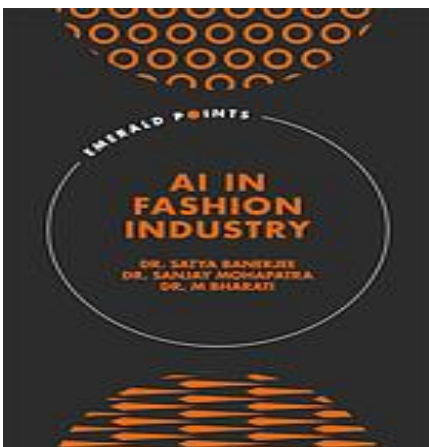


Luxury fashion brand management: unifying fashion with sustainability by Mitterfellner, Olga

Routledge 2023

Acc. No.: 51284 Call No.: 746.92 ISBN: 9780367643607

Summary: This textbook examines fashion luxury brand management, providing students with a comprehensive understanding of its origins, unique components, current practices, global trade and most importantly, the application of sustainable models to the industry. It also highlights what makes brands fail and how they can become more resilient. The key content covers the heritage of luxury brands, the importance of craftsmanship and creative direction, the role of luxury conglomerates, cultural awareness and internationalisation, risks of failure and opportunities for revitalisation as well as the application of sustainable measures for a resilient and ethical brand future. Each chapter includes a combination of industry insights, case studies or expert interviews. Coupled with theory frameworks and business models, these examples and case studies show how sustainable models can be applied to existing luxury brands and how practices can be embedded into the brand concept. Students are encouraged to think about opportunities and solutions, unique to luxury brand management, and will gain knowledge and skills for a successful future career.



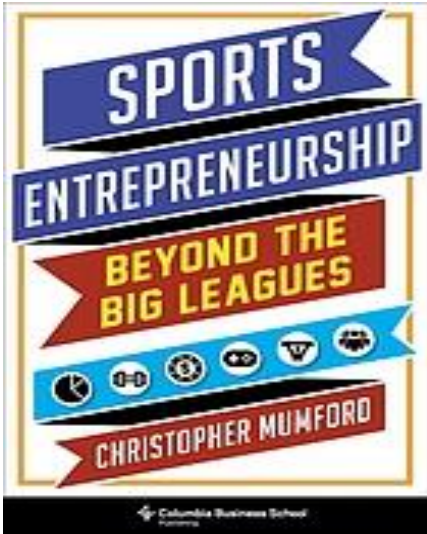
AI in fashion industry by Banerjee, Satya

Emerald Publishing 2022

Acc. No.: 51403 Call No.: 746.92 ISBN: 9781802626346

Abstract: AI in Fashion Industry discusses recent developments in fashion forecasting, developing a 'framework of AI-based fashion forecasting' and validates the framework with a qualitative case study of the world's first fashion intelligence company based in Bengaluru, India.

NEW ARRIVALS, JUNE 2024

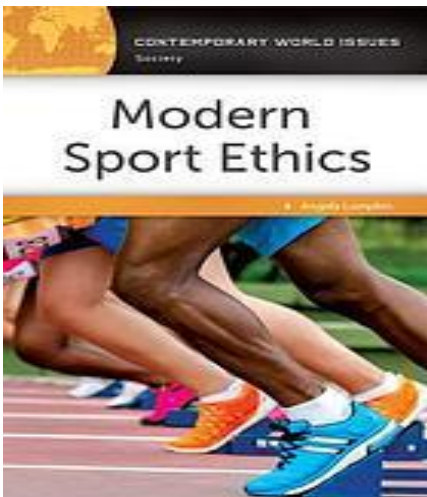


Sports entrepreneurship: beyond the big leagues by Mumford, Christopher

Columbia University Press 2023

Acc. No.: 51321 Call No.: 796.069 ISBN: 9780231196109

Summary: Now is the best time in human history to launch a sports startup. Many opportunities will be created given the combination of disruptive technologies, segmentation of entertainment and the low cost of starting businesses. While there are clear distribution channels to the fast growing entrepreneurship minors across campuses, this book is aimed at practitioners and mainstream audiences; most current books on sports entrepreneurship fall firmly into the academic textbook category. The Big Six Sports - NFL, NCAA, NBA, MLS, MLB and NHL - have limited startup opportunities, unless one has an extra \$250 million in the bank. However, fields such as eSports, analytics, personal performance, and youth sports have more flexibility. The book explores entrepreneurship opportunities in seven such areas. In addition, it introduces a process to map out the reader's interests and goals, recognize opportunities, validate with users and accelerate growth.



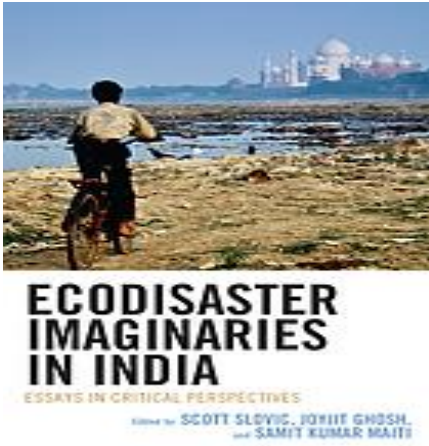
Modern sport ethics: a reference handbook by Lumpkin, Angela

Bloomsbury 2024

Acc. No.: 51414 Call No.: 796.069 ISBN: 9798765115114

Summary: Sport potentially can teach character as well as social and moral values, but only when these positive concepts are consistently taught, modeled, and reinforced by sport leaders with the moral courage to do so. The seeming moral crisis threatening amateur and youth sport-evidenced by athletes, coaches, and parents alike making poor ethical choices-and ongoing scandals regarding performance-enhancing drug use by professional athletes make sports ethics a topic of great concern. This work enables readers to better understand the ethical challenges facing competitive sport by addressing issues such as gamesmanship, doping, cheating, sportsmanship, fair play, and respect for the game.

NEW ARRIVALS, JUNE 2024

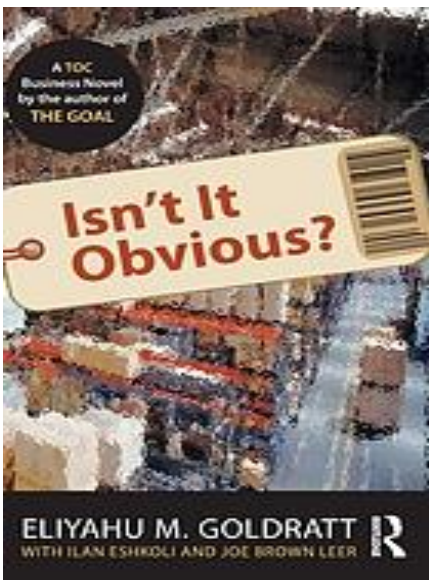


Ecodisaster imaginaries in India: essays in critical perspectives by Slovic, Scott

Lexington Books 2023

Acc. No.: 51299 Call No.: 820.9 ISBN: 9781666936414

Summary: Ecodisaster Imaginaries in India: Essays in Critical Perspectives contains 15 essays that approach contemporary literary and cultural representations of ecological disaster in India from various theoretical angles. The studies engage with many of today's pressing ecological issues by carefully examining these diverse texts.



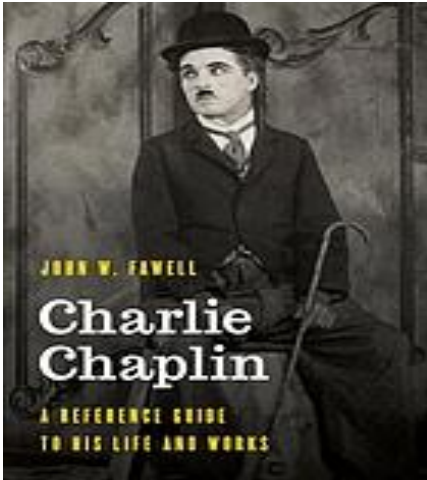
Isn't it obvious? by Goldratt, Eliyahu M

Routledge 2023

Acc. No.: 51269 Call No.: 823 ISBN: 9781032445168

Summary: This book does for retailing what Goldratt's international bestseller The Goal did for manufacturing. A breakthrough solution is exposed when some unexpected events force Caroline and Paul, a married couple working for their family's retail business, to make a few small changes in the way things are done. A solution that propels the family's regional chain of stores into a very profitable, rapidly growing, international enterprise. If there is a hint of Jonah, from The Goal, reappearing in this novel, it is Henry, the soon-to-retire president and majority owner of the company who logically states that, "if you do not deal directly with the core problem, don't expect significant improvement." Eli Goldratt's Theory of Constraints is woven throughout this book but answers are not handed to you. The reader and the characters in the book work through the process together to discover solutions. Dr Goldratt deals with core problems inherent in the retail industry: the inability to forecast future demand accurately enough; a very long supply time (often much longer than anyone thinks it is); retailers purchasing too few of some items and too many of others; the way today's approach to logistics is forcing the inventory that is in the supply chain to be unavailable where and when it is needed.

NEW ARRIVALS, JUNE 2024

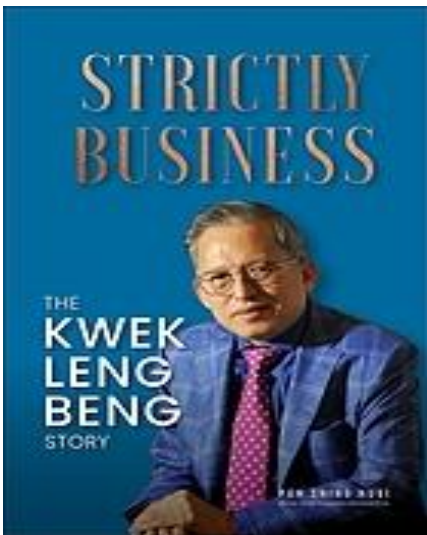


Charlie Chaplin: a reference guide to his life and works by Fawell, John Wesley

Rowman & Littlefield Publishing 2023

Acc. No.: 51296 Call No.: 920 ISBN: 9781538146057

Summary: Charlie Chaplin: A Reference Guide to His Life and Works captures his life, and legacy. It features a chronology, an introduction offers a brief account of his life, a dictionary section lists entries on Chaplin's childhood, career, family, and associates. The bibliography is one of the largest available bibliographies of works concerning Chaplin.



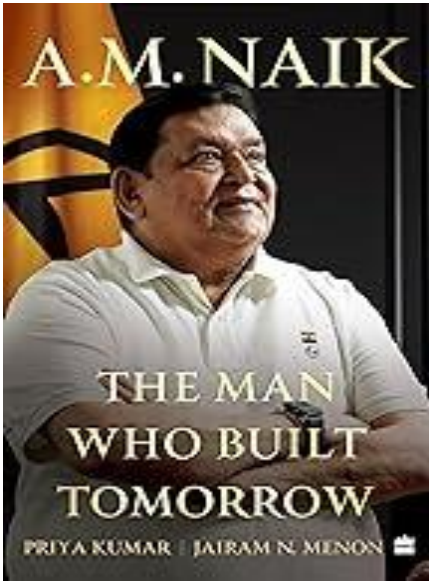
Strictly business: the Kwek Leng Beng story by Huei, Peh Shing

World Scientific 2024

Acc. No.: 51311 Call No.: 920 ISBN: 9789811284519

Summary: Kwek Leng Beng may be one of Singapore's most successful businessmen, but he is also among the country's most enigmatic. While his companies and brands are blue-chip counters and household names, the man behind one of Asia's largest conglomerates has steadfastly remained reticent and at times mysterious. As his business empire extends into five continents and includes some of the most prestigious hotels in the world, the man often avoids the limelight. Few can recall that he once had the measure of Donald Trump in New York, was welcomed by Boris Johnson in London, and went into a venture with Prince Alwaleed of Saudi Arabia. Even at home in Singapore, many have only a faint inkling that he has had a hand in the iconic architectures that dot the Marina Bay skyline, from The Sail to The South Beach, and also Marina Bay Sands. For the first time, the legendary dealmaker opens up on his six decades of breakthroughs in sectors ranging from real estate to hospitality, from finance to manufacturing. Strictly Business tells the story of a maverick tycoon whose outfits Hong Leong and City Developments have consistently overcome crises and recessions with aplomb.

NEW ARRIVALS, JUNE 2024



A M Naik: the man who built tomorrow by Kumar, Priya

Harper Collins 2024

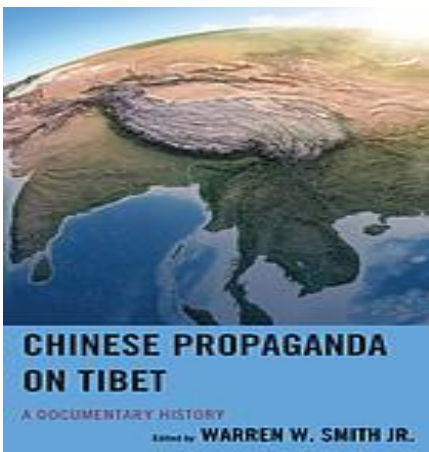
Acc. No.: 51404 Call No.: 920 ISBN: 9789356997479

Summary: 'Passion, devotion, conviction, commitment - four words that can change your life.' A.M. Naik

In 1964, A.M. Naik, a twenty-two-year-old engineering graduate, chanced upon a recruitment advertisement for Larsen & Toubro.

Despite almost botching up his final interview, Naik was hired. 'I've sacked thirty-eight engineers-don't be number thirty-nine' is what Naik's boss T. Baker told him on his first day at work. Thus began an era of relentless hard work, infectious zeal and remarkable achievements, which not only elevated Naik in the L&T hierarchy, but also helped transform the company into a multinational conglomerate with presence in more than fifty countries.

What makes Naik the energy powerhouse he is and a workaholic, even at eighty-one? What motivates him to forge selfless relationships? What is it about him that inspires those who work alongside him to walk that extra mile for any assignment? A powerful story of grit and determination, passion and resilience, A.M. Naik: The Man Who Built Tomorrow presents a rare look at the person behind the leader and the many worlds he inhabits-from business and industry to nation-building and philanthropy. What's next for the man whose motto in life is to start walking towards the next goalpost as soon as one is achieved?



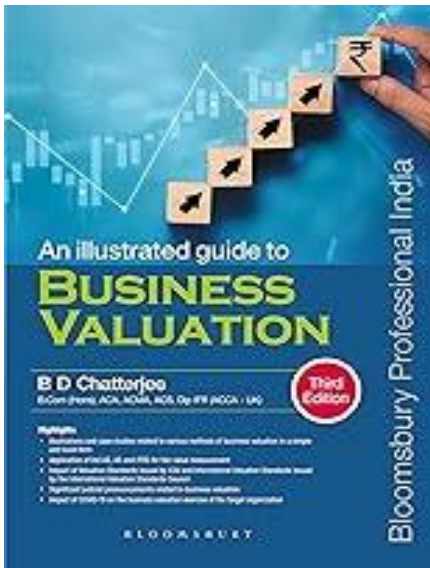
Chinese propaganda on Tibet: a documentary history by Smith, Warren W

Lexington Books 2023

Acc. No.: 51297 Call No.: 951.505 ISBN: 9781666916188

Summary: This volume is a collection of Chinese propaganda articles and documents justifying the invasion and occupation of Tibet. The content, which includes extensive commentary by the editor, reveals much about Chinese social, cultural, and political psychology regarding Tibet.

NEW ARRIVALS, JUNE 2024

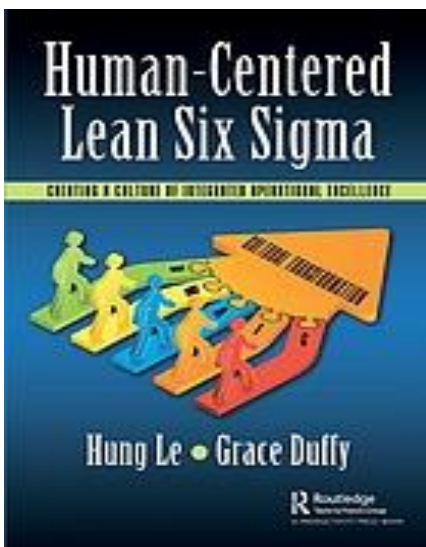


An illustrated guide to business valuation by Chatterjee, B D

Bloomsbury 2021

Acc. No.: 51247 Call No.: 658.15(V) ISBN: 9789390358489

ABOUT THE BOOK AND KEY FEATURES In the complex world of business today, valuation has become an integral part of every sphere of day to day business activities. The term "fair value" is frequently used (and often misused) in every business transaction we enter into. The concept of "business valuation" in its various forms like historical cost, replacement value, net realisable value and present value are being used and interpreted to meet the requirements of varied and complex business transactions. On top of this, the onset of the pandemic (COVID-19) has thrown the business entities around the world into a whirlwind of uncertainties and challenges and has pushed the business valuation exercise into uncharted territories.



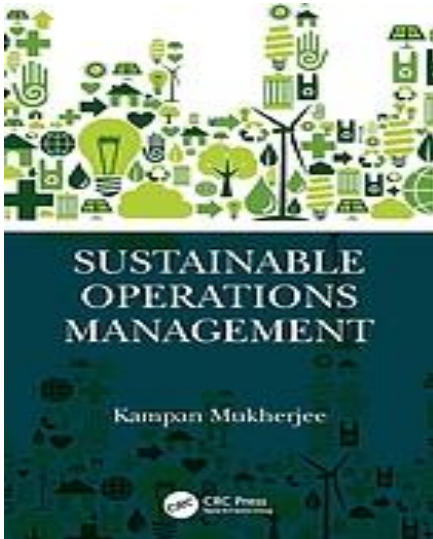
Human centered lean Six Sigma: creating a culture of integrated operational excellence by Le, Hung

Routledge 2024

Acc. No.: 51422 Call No.: 658.4013(SS) ISBN: 9781032594835

Summary: This book focuses on the human side of organizational culture. The authors approach organizational culture from the perspective of alignment to mission, vision, and values. Using a Lean Six Sigma structure, the sequence of chapters begins with the organization and its structure, then drills through strategic, operational, and tactical levels of process and behavior which establish and grow the overall culture of the organization over time. The book begins with foundational principles of organization, through the necessity of aligning processes and systems to mission and vision, assessment, gap analysis for improvement, prioritization, and chapters on qualitative and quantitative approaches for reducing variation and improving systems and behavior.

NEW ARRIVALS, JUNE 2024

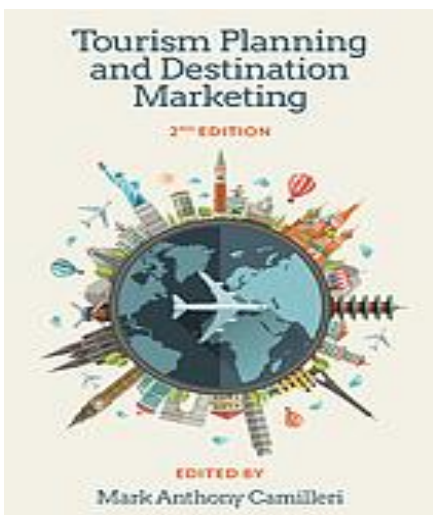


Sustainable operations management by Mukherjee, Kampan

CRC Press 2024

Acc. No.: 51442 Call No.: 658.5(OM) ISBN: 9781498796521

Summary: The proposed book includes concepts, methodologies, and practices for achieving sustainability in business operations. The underlying concept is explained from two perspectives - organizational level and policy level. In former, all principles, techniques, and decision-making issues relevant to, sustainability at unit level, management of product recovery processes, and sustainability at integrated level, are captured. Content on policy level perspective includes policies, norms, guidelines and regulatory measures both at global and national levels. Primary goal of this book is creation of an integrated and value rich platform for initiation and management of sustainable operations. Features: Comprehensive overview on environmental sustainability from the operations and supply chain perspective. Proposes an understandable and innovative viewpoint in explaining sustainable operations management comprehensively as managing operations sustainably at organizational level. Readers will learn the concepts, techniques and the core factors relating to managing operations keeping in view various dimensions of sustainability and the macro level guidelines, norms, regulatory measures etc. in this context.



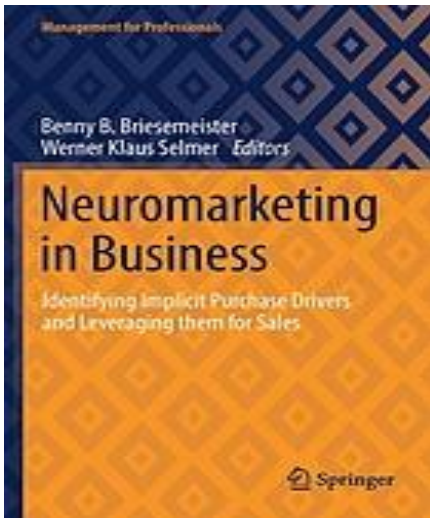
Tourism planning and destination marketing by Camilleri, Mark Anthony

Emerald Publishing 2024

Acc. No.: 51282 Call No.: 658.8(TM) ISBN: 9781804558898

Summary: This peer-reviewed publication adds value to the previous edition. Like its predecessor, it provides a strong pedagogical base for advanced post graduate students, researchers and aspiring practitioners in tourism. It presents informative, interesting and timely chapters from leading academics - hailing from diverse backgrounds around the globe. This book features case studies from real-life businesses as well as a thorough review of the relevant academic literature focused on this field of study. It describes different tourism marketing strategies related to cultural tourism, events tourism, food tourism, religious tourism, as well as spa and wellness tourism, among other segments.

NEW ARRIVALS, JUNE 2024



Neuromarketing in business: identifying implicit purchase drivers and leveraging them for sales by Briesemeister, Benny B

Springer 2022

Acc. No.: 51259 Call No.: 658.81(S) ISBN: 9783658351878

Summary: This book shows how neuromarketing works in practice. It describes how companies can use the methods and insights of neuroscience to make better decisions themselves. It brings together real-world use cases in the area of applied neuroscience, collected from the globally leading consumer neuroscience companies and their clients. The use cases come from a variety of business areas, from advertising research to store design, from finding the right name for a brand to designing a compelling website. The book reveals how clients engage in neuromarketing; the business problems they can encounter, and have encountered, solving with this new approach; and the values they generate.