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NEW ARRIVALS

June 2025



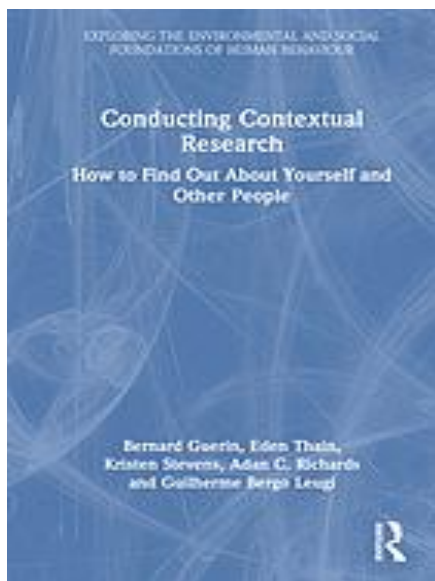


Qualitative research in marketing and management: doing interpretive research projects by Hackley, Chris

Routledge 2025

Acc. No.: 52392 Call No.: 001.4 ISBN: 9781032557809

Summary: This is a practical and accessible introduction to interpretive methods for doing qualitative marketing and management research projects. Bringing together concepts of qualitative research from ethnography, digital ethnography, phenomenology, assemblage theory, critical discourse analysis, semiotics, literary analysis, practice theory, postmodernism, poststructuralism and other areas, it has a uniquely pragmatic approach. The book bridges the gap between advanced, specialised books on research traditions with more general introductory business research books. The first half of the book considers the practicalities of research and writing a research project, including the craft of academic writing, the critical literature review, the role of the independent research project as part of university courses, suggested projected structures, standards of academic scholarship, and the main techniques for gathering qualitative data.



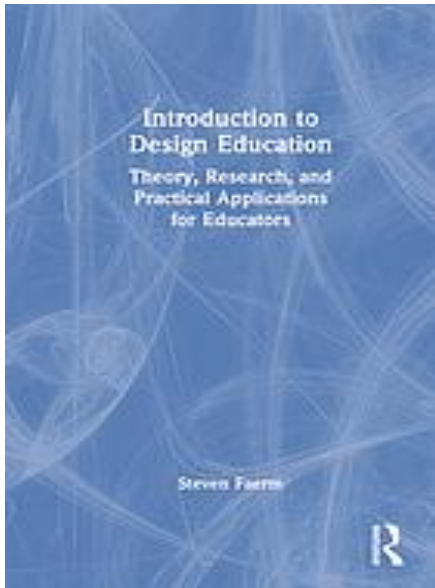
Conducting contextual research: how to find out about yourself and other people by Guerin, Bernard

Routledge 2024

Acc. No.: 52443 Call No.: 001.4 ISBN: 9781032608181

Summary: This innovative book proposes an entirely new approach to social research, presenting practical ways to discover people's life contexts in order to understand why they do what they do, which is essential for any forms of research that need to understand people. Taking a novel approach that goes beyond traditional categorisations of qualitative and quantitative research, the book starts by discussing the real basis of all research methods in social relationships, before detailing the methods for finding out about a person's life contexts in very practical terms, accompanied by suggested questions, advice, and research tricks to help you progress. The various life contexts are then worked through chapter by chapter. Drawing on the rich and varied research experiences of all the authors, examples are given throughout, with later chapters focusing on specific research areas.

NEW ARRIVALS, JUNE 2025



Introduction to design education: theory, research and practical applications for educators by Faerm, Steven

Routledge 2023

Acc. No.: 52465 Call No.: 001.4 ISBN: 9780367500078

Summary: This practical, engaging book offers design educators a comprehensive, hands-on introduction to design education and pedagogy in higher education. Featuring instructional strategies and case studies from diverse design disciplines including fashion design, architecture, and industrial design, from both the US and abroad, award-winning author Steven Faerm contextualizes design pedagogy with student development-a critical component to fostering successful teaching, optimal learning, and student success in this ever-evolving industry. Features include: Advanced pedagogical methods and strategies to improve design students' learning, holistic development, and design school experience. Insights into the changing nature of the design industries and future challenges faced by design educators within higher education, and how design programs can be strengthened to better respond to these challenges. A range of practical, flexible teaching methods and pedagogical techniques that design educators can easily adapt into their own settings. Diverse international case studies and interviews with thought leaders in design, design education, and higher ed. Written by a leading educator in fashion design, Faerm offers educators, school leaders, and administrators the context and skills to understand the evolving nature of the design industry and design education, and to improve design students' learning and design school experience.

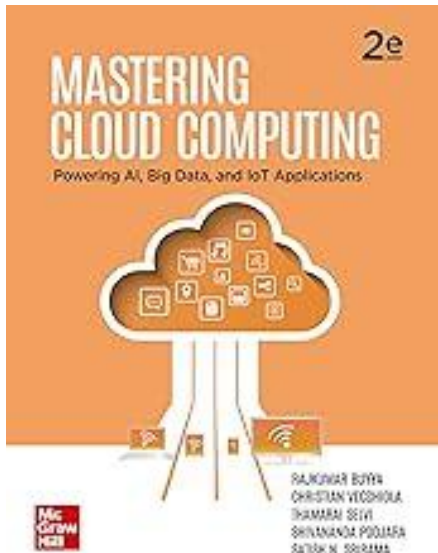


Research methodology by Panneerselvam, R

PHI Learning 2025

Acc. No.: 52359 Call No.: 001.42 ISBN: 9788120349469

Summary: This comprehensive text designed for MBA, MCom, MA (Economics), MA (Sociology) and PhD (Management, Commerce, Economics, and Engineering) courses continues to give complete account of concepts and statistical tools of research methodology in its Second Edition. The textbook also serves as a reference for consultants to carryout [sic] projects/consultancies in industries or service organizations.

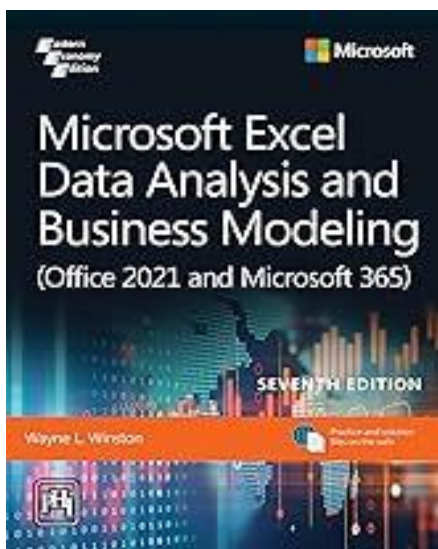


Mastering cloud computing: powering AI big data and IoT applications
by Buyya, Rajkumar

McGraw Hill 2024

Acc. No.: 52424 Call No.: 005.131 ISBN: 9789355329509

Summary: Key Features: Explains how to make design choices and trade-offs to consider when building applications to run in a virtual cloud environment; Test and experiment with a live cloud system on the Aneka platform; Real-world case studies include scientific, business, and energy-efficiency considerations; Download examples and instructor support materials on the book's companion page. Cloud computing is a technological advancement that focuses on the way in which we design computing systems, develop applications, and leverage existing services for building software. It is based on the concept of dynamic provisioning, which is applied not only to services, but also to compute capability, storage, networking, and IT (Information Technology) infrastructure in general. Resources are made available through the Internet and offered on a pay-per-use basis from Cloud computing vendors. Today, anyone with a credit card can subscribe to Cloud services and deploy and configure servers for an application in hours, growing and shrinking the infrastructure serving its application according to the demand, and paying only for the time these resources have been used.



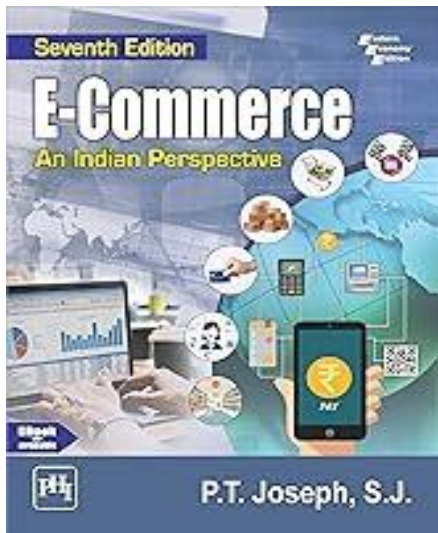
Microsoft excel data analysis and business modeling: office 2021 and Microsoft 365
by Winston, Wayne L

PHI Learning 2024

Acc. No.: 52355 Call No.: 005.369 ISBN: 9788119364947

Summary: Master business modeling and analysis techniques with Microsoft Excel and transform data into bottom-line results. Award-winning educator Wayne Winston's hands-on, scenario-focused guide helps you use today's Excel to ask the right questions and get accurate, actionable answers. More extensively updated than any previous edition, new coverage ranges from one-click data analysis to STOCKHISTORY, dynamic arrays to Power Query, and includes six new chapters. Practice with over 900 problems, many based on real challenges faced by working analysts. Solve real problems with Microsoft Excel and build your competitive advantage • Quickly transition from Excel basics to sophisticated analytics • Use recent Power Query enhancements to connect, combine, and transform data sources more effectively • Use the LAMBDA and LAMBDA helper functions to create Custom Functions without VBA.

NEW ARRIVALS, JUNE 2025

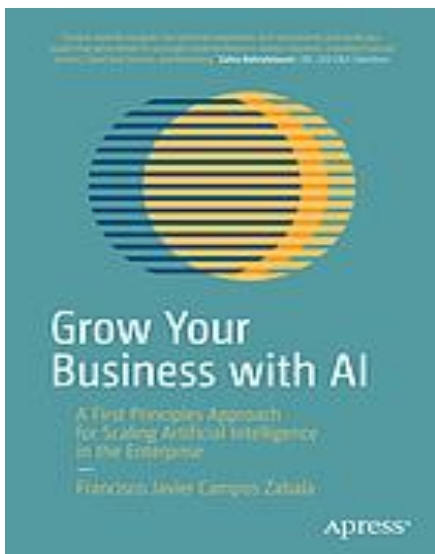


E-commerce: an Indian perspective by Joseph, P T

PHI Learning 2024

Acc. No.: 52360 Call No.: 005.376 ISBN: 9789391818920

Summary: The comprehensive coverage of the Seventh Edition equips students with the latest information on e-commerce—concepts, models, strategies, and techniques that can be used to build useful e-commerce applications. The book features several comprehensive and diverse case studies and data on Indian corporations, as well as multinational companies showing success and failure of their Web-based electronic business models. Coverage of a broad range of topics, including the latest developments in technology as well as taxation issues, makes the book a solid introductory text for the rapidly expanding number of courses in e-commerce for the students of business management and commerce at undergraduate and postgraduate level, and also, for the students pursuing courses in computer applications, information technology and computer science engineering.

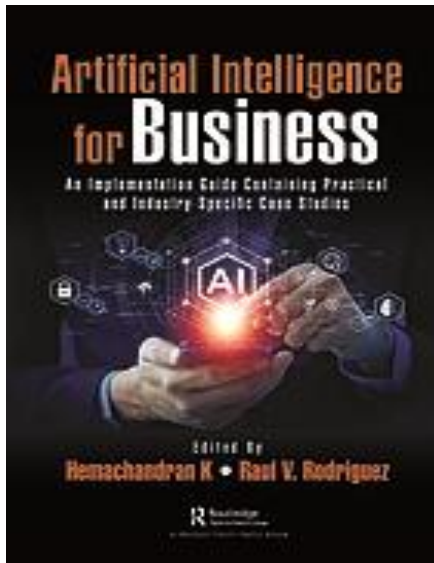


Grow your business with AI: a first principles approach for scaling artificial intelligence in the enterprise by Javier, Francisco

Apress 2023

Acc. No.: 52409 Call No.: 006.3 ISBN: 9781484296684

Summary: Leverage the power of Artificial Intelligence (AI) to drive the growth and success of your organization. This book thoroughly explores the reasons why it is so hard to implement AI, and highlights the need to reconcile the motivations and goals of two very different groups of people, business-minded and technical-minded. Divided into five main parts (First Principles, The Why, The What, The How, The Future), you'll review case studies and examples from companies that have successfully implemented AI. Part 1 provides a comprehensive overview of the First Principles approach and its basic conventions. Part 2 provides an in-depth look at the current state of AI and why it is increasingly important to businesses of all sizes. Part 3 delves into the key concepts and technologies of AI. Part 4 shares practical guidance and actionable steps for businesses looking to implement AI. Finally, Part 5 explores how AI may continue to evolve. Grow Your Business with AI is a must-read for anyone looking to understand and harness the power of AI for business growth and to stay ahead of the curve.

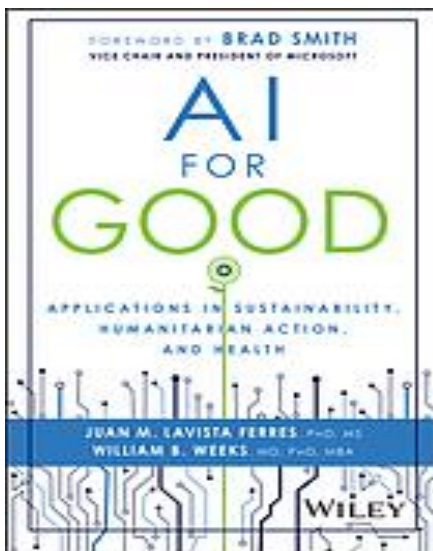


Artificial intelligence for business: an implementation guide containing practical and industry-specific case studies by K, Hemachandran K

Routledge 2024

Acc. No.: 52416 Call No.: 006.3 ISBN: 9781032415079

Summary: Artificial intelligence (AI) is transforming the business world at an unprecedented pace. From automating mundane tasks to predicting consumer behaviour, AI is changing the way businesses operate across all sectors. This book is an exploration of AI in business applications, highlighting the diverse range of ways in which AI is being used across different industries. The book begins with an overview of AI in business and its impact on the workforce. It then explores the role of AI in marketing, advertising, and tourism. The use of AI in personalized recommendations and chatbots is discussed in detail. The book then moves on to examine how AI is changing the retail industry, improving supply chain management, and enhancing the customer experience. The media and entertainment industry are also examined, with a focus on how AI is being used to personalize content and improve the user experience. The book also explores the use of AI in human resources, insurance, legal, and finance.

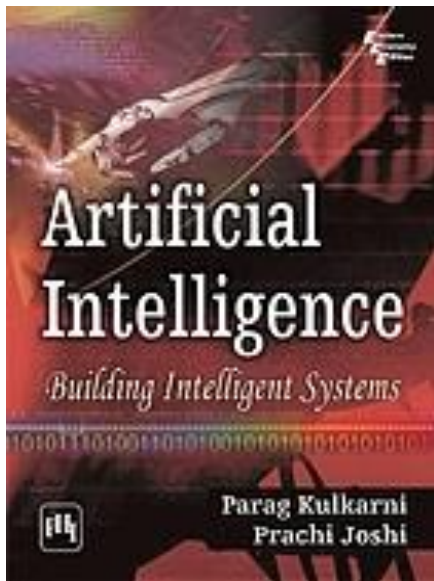


AI for good: applications in sustainability, humanitarian action and health by Ferres, Juan M Lavista

John Wiley & Sons 2024

Acc. No.: 52619 Call No.: 006.3 ISBN: 9781394235872

Summary: FOREWORD BY BRAD SMITH, VICE CHAIR AND PRESIDENT OF MICROSOFT Discover how AI leaders and researchers are using AI to transform the world for the better In AI for Good: Applications in Sustainability, Humanitarian Action, and Health, a team of veteran Microsoft AI researchers delivers an insightful and fascinating discussion of how one of the world's most recognizable software companies is tackling intractable social problems with the power of artificial intelligence (AI). In the book, you'll see real in-the-field examples of researchers using AI with replicable methods and reusable AI code to inspire your own uses.

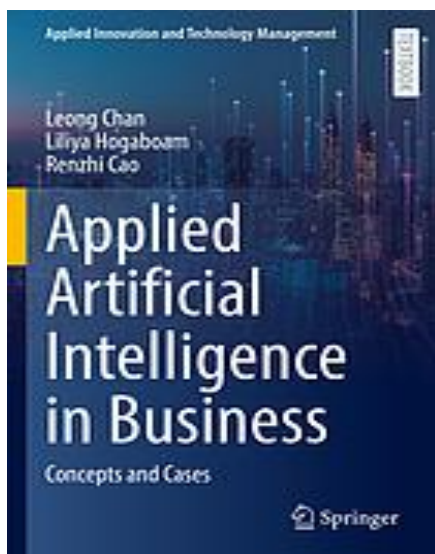


Artificial intelligence: building intelligent systems by Kulkarni, Parag

PHI Learning 2024

Acc. No.: 52364 Call No.: 006.3 ISBN: 9788120350465

Summary: There has been a movement over the years to make machines intelligent. With the advent of modern technology, AI has become the core part of day-to-day life. But it is accentuated to have a book that keeps abreast of all the state-of-the-art concepts (pertaining to AI) in simplified, explicit and elegant way, expounding on ample examples so that the beginners are able to comprehend the subject with ease. The book on Artificial Intelligence, dexterously divided into 21 chapters, fully satisfies all these pressing needs. It is intended to put each and every concept related to intelligent system in front of the readers in the most simplified way so that while understanding the basic concepts, they will develop thought process that can contribute to the building of advanced intelligent systems. Various cardinal landmarks pertaining to the subject such as problem solving, search techniques, intelligent agents, constraint satisfaction problems, knowledge representation, planning, machine learning, natural language processing, pattern recognition, game playing, hybrid and fuzzy systems, neural network-based learning and future work and trends in AI are now under the single umbrella of this book, thereby showing a nice blend of theoretical and practical aspects. With all the latest information incorporated and several pedagogical attributes included, this textbook is an invaluable learning tool for the undergraduate and postgraduate students of computer science and engineering and information technology.

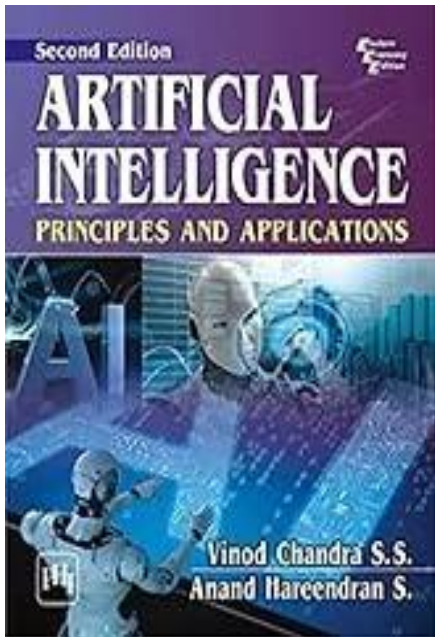


Applied artificial intelligence in business: concepts and cases by Chan, Leong

Springer 2022

Acc. No.: 52417 Call No.: 006.3 ISBN: 9783031057427

Summary: This book offers students an introduction to the concepts of big data and artificial intelligence (AI) and their applications in the business world. It answers questions such as what are the main concepts of artificial intelligence and big data? What applications for artificial intelligence and big data analytics are used in the business field? It offers application-oriented overviews and cases from different sectors and fields to help readers discover and gain useful insights. Each chapter features discussion questions and summaries.



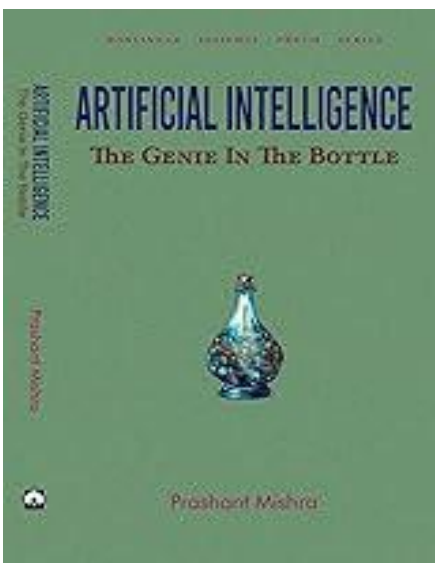
Artificial intelligence: principles and applications by Chandra, Vinod

PHI Learning 2024

Acc. No.: 52358 Call No.: 006.3 ISBN: 9789389347838

Summary: Primarily intended for the undergraduate and postgraduate students of computer science and engineering, this textbook (earlier titled as Artificial Intelligence and Machine Learning), now in its second edition, bridges the gaps in knowledge of the seemingly difficult areas of artificial intelligence. This book promises to provide the greatest number of case studies and worked-out examples among the books of its genre. The text is written in a highly interactive manner which fulfils the curiosity of any reader.

Moreover, the content takes off from the introduction to artificial intelligence, which is followed by explaining about intelligent agents. Various problem-solving strategies, knowledge representation schemes are also included with numerous case studies and applications. Different aspects of learning, nature-inspired learning, along with natural language processing are also explained in depth. The algorithms and pseudo codes for each topic make this book useful for students.

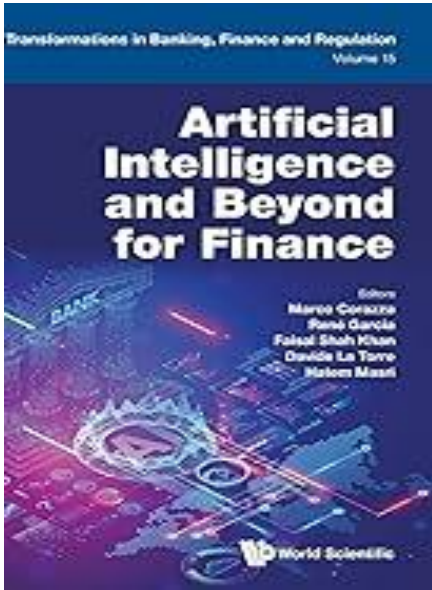


Artificial intelligence: the genie in the bottle by Mishra, Prashant

Nonlinear Insights 2024

Acc. No.: 52422 Call No.: 006.3 ISBN: 9788196908829

Summary: The influence of Artificial Intelligence continues to expand day by day and it will have a major effect on our lives. AI is a complex, interdisciplinary, evolutionary, and philosophical domain that requires a holistic understanding. In this informative guide, readers, whether new entrants in the job market, seasoned professionals, students, or the casually curious, will gain deep insights into how AI pervades every facet of human existence. Unravel how AI impacts the economy, culture, art, social institutions, jobs, companies, and communities. It is an essential companion rather than a book for anyone who wishes to grasp the imminent changes that AI will bring. The readers, most of the time while dealing with AI, are intimidated by technical jargon, data science concepts, or passages on computer engineering approaches. In this book no such technical expertise is required and the book seamlessly navigates the vast landscape of AI, making it accessible to everyone. The readers will discover how AI will shape humanity's future, prompting questions about ethics, morality, law and the very essence of being human.

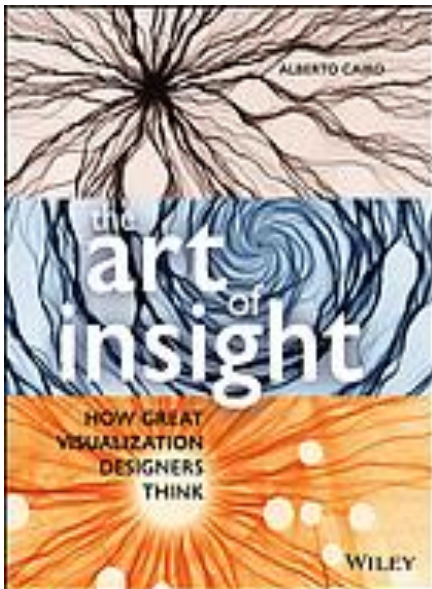


Artificial intelligence and beyond for finance by Corazza, Marco

World Scientific 2024

Acc. No.: 52377 Call No.: 006.3 ISBN: 9781800615205

Summary: We wrote this book to help financial experts and investors to understand the state of the art of artificial intelligence and machine learning in finance. But first, what is artificial intelligence? The foundations of artificial intelligence lie in the human desire to automate. Often this desire has had foundations in grand civilization-defining visions or economic needs, such as the Antikythera mechanism, circa 200 BCE. Considered to be the oldest known example of an analog computer, it is thought that the mechanism automated the prediction of the positions of the sun, the moon, and the planets to assist in navigation. No matter the specific industry or application, AI has become a new engine of growth. Both finance and banking have been leveraging AI technologies and algorithms, applying them to automate routine tasks, procedures and forecasting, thereby improving overall customer experience. The topics covered in this book make it an invaluable resource for academics, researchers, policymakers, and practitioners alike who want to understand how AI has affected the banking and financial industries and how it will continue to change them in the years to come.

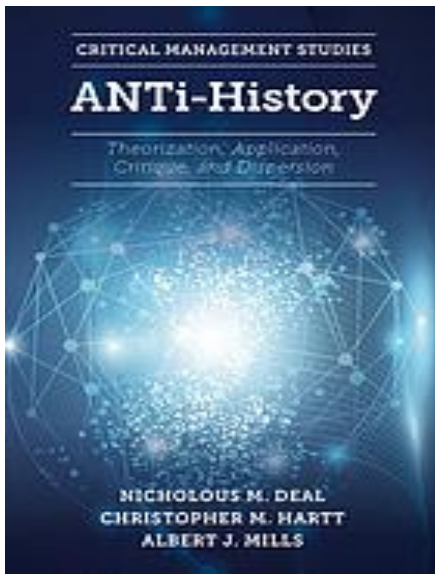


The art of insight: how great visualization designers think by Cairo, Alberto

John Wiley & Sons 2024

Acc. No.: 52448 Call No.: 153.4 ISBN: 9781119797395

Summary: The Art of Insight: How Great Visualization Designers Think is a book about making design decisions in difficult situations. Decision-making is an essential skill for designers because anyone can create a data visualization with just a few clicks. Data is easily available online, and multiple free and easy-to-use software tools have appeared in the past few years. These developments have led to an explosion in the amount and variety of graphs, charts, and maps. We see them everywhere, from news publications to social media. Cairo explains this is a positive phenomenon, but only if the creators of those visualizations are able to think clearly and ethically about what they are doing. As the famous line from the 2002 Spider-Man movie says, with great power comes great responsibility. Visualization books often focus on rules for creating charts and maps, but rarely explain the origin of those rules. Readers are told to start all graphs at a zero baseline, never use pie charts, maximize the data-ink ratio, and so on.

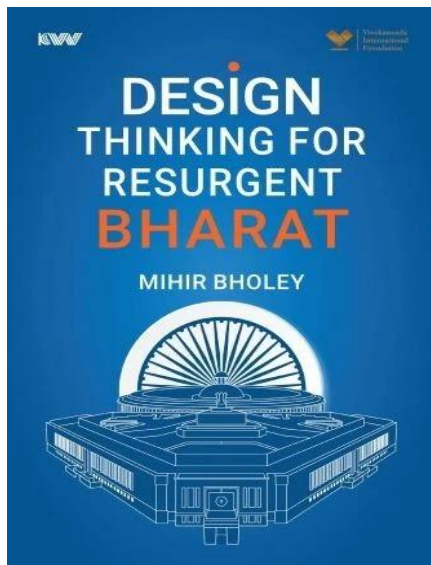


Anti-history: theorization, application, critique and dispersion by Deal, Nicholous M

Emerald Publishing 2024

Acc. No.: 52449 Call No.: 153.4 ISBN: 9781804552421

Summary: There has been a surge of ANTi-History research over the last 15 years. ANTi-History brings together the most impactful efforts to develop, apply and critique ANTi-History in one comprehensive book. Deal, Hartt and Mills make sense of and organize the ongoing conversation around ANTi-History, using it as a lens to assess both the future and the potential of the budding field of historical organization studies and business history. They offer a systematic close reading of ANTi-History through its introduction to the field nearly two decades ago; the literatures that theorize it as an approach for 'doing history' and how others have contributed to its usefulness to scholars, practitioners, and students. In addition, they offer an exploration of the empirical research areas, settings, and contexts - especially its position within an archival zeitgeist in critical management studies - that scholars have engaged in; and the international character that it has taken across numerous countries around the world.



Design thinking for resurgent Bharat by Bholey, Mihir

KW Publishers 2024

Acc. No.: 52456 Call No.: 153.4 ISBN: 9788197519017

Summary: Design, an ancient human endeavour, evolved into a profession in the early twentieth century when Walter Gropius founded the Bauhaus. He aimed to unify craftsmen, artists, and architects to break down the futile class distinctions prevailing in the fascinating realm of creativity. Inherently interdisciplinary, design initially bridged art, craft, architecture, and technology to solve product and communication issues. However, over time, its scope has expanded significantly. Today, design's creative and innovative approaches address challenges in public policy, climate change, sustainable development, urbanization, healthcare, and more. This book Design Thinking for Resurgent Bharat explores the foundational elements of design, such as aesthetics, creativity, innovation, and technology, through both Eastern and Western lenses. It delves into applying design thinking to public policy to enhance Bharat's resurgence and improve the nation's quality of life as it enters its Amrit Kaal.



Toxic cultures at work: the eight drivers of a toxic culture and a process for change by Cannon, James

Routledge 2023

Acc. No.: 52399 Call No.: 302.35 ISBN: 9781032309354

Summary: Around the world and across industries, toxic workplaces are in the news. Taking a holistic approach, this book gives a succinct summary of how toxic cultures develop and shows how they can be remedied with practical takeaways for organizations. Existing books on toxic culture either skim the surface of the latest scandal or take a theoretical approach of limited use to practitioners trying to improve their organizations. Now, organizational development expert James Cannon presents an all-in-one resource based in organizational and individual psychology research that offers actionable suggestions for needed change. Cannon provides a framework to understand the complexities of a toxic culture, identifying eight drivers: power, leadership personalities, values, organization design, formal and informal systems, relations with the external environment and individual systems of motivation and reward. The book also offers a comprehensive toolkit with questionnaires and checklists to manage and achieve cultural change.

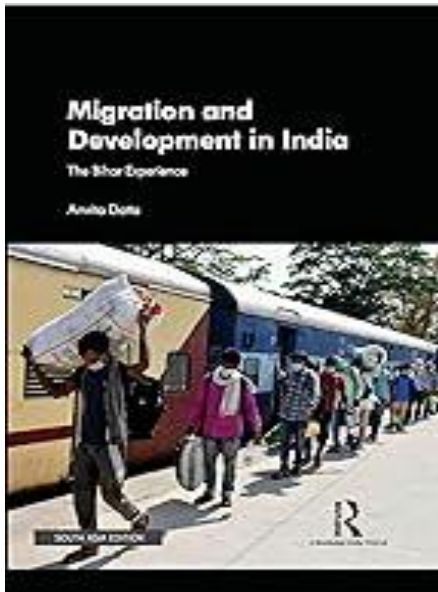


Future human behavior: understanding what people are going to do next by Jong, Thimon De

Routledge 2023

Acc. No.: 52389 Call No.: 303.4 ISBN: 9781032129914

Summary: The world continues to develop at an astonishing speed - socially and technologically. Human behavior is continually influenced by this ever-changing environment. Is it possible to predict what those new behaviors will be? And what are their implications for our future societies? Thimon de Jong's Future Human Behavior is a unique and accessible examination of our thrilling, challenging and unpredictable world and how we respond, react and shape it. Using insightful and original examples aligned with pertinent analysis, the author takes the reader on a compelling journey through future behavioral dynamics. He engages with a wide variety of topics, from digitalisation to trust, from ethics to mental health. Future Human Behavior is your inspirational guide to a number of possible futures, and the book you need to be ready for them all.

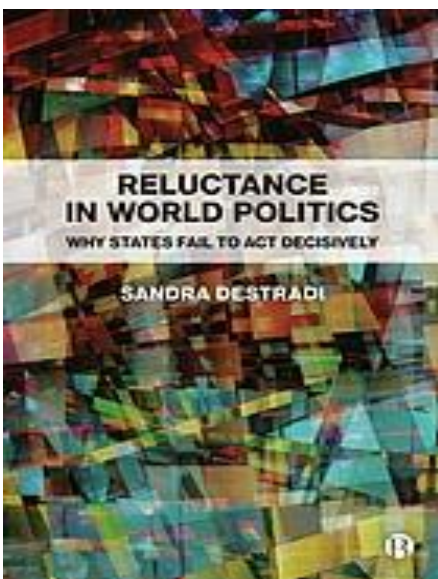


Migration and development in India: the Bihar experience by Datta, Amrita

Routledge 2024

Acc. No.: 52420 Call No.: 307.240954 ISBN: 9781032669144

Summary: This book deals with a wide range of issues related to rural-urban migration in the context of neoliberal economic development in India. Focusing on three core areas, first it traces state discourses on rural-urban migration in India since the 1930s critically analysing its industrial, labour, rural and urban programmes, and policies. Second, through data on longitudinal surveys undertaken in rural Bihar in 1999, 2011 and 2016, it examines changes in patterns of migration and sources of income; estimates determinants and impacts of migration. Third, based on fieldwork in the village and the city, it presents an in-depth account of a rural-urban migration stream in contemporary India. It shows how, contrary to the results of conventional data sources such as the Census and NSSO, that mobility is high in rural Bihar, and has significantly increased over time as a result of rising labour demand in distant urban markets elsewhere in India. Further, it also provides evidence of decoupling of agriculture from the 'rural' in India.

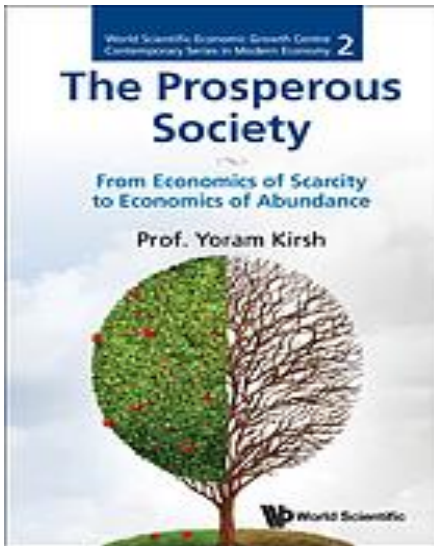


Reluctance in world politics: why states fail to act decisively by Destradi, Sandra

Bristol University Press 2023

Acc. No.: 52459 Call No.: 327.101 ISBN: 9781529230246

Summary: Why do international actors, including powerful states, often fail to develop clear foreign policies and instead adopt indecisive, 'muddling-through' approaches? This book develops a concept and a theory of reluctance in world politics. Applying it to the study of regional crisis management by India, Germany and Brazil, it finds that reluctance emerges when governments fail to devise clear foreign policy preferences and face competing international pressures. The study of reluctance in world politics sheds new light on some of the most pressing problems of our time, from weak crisis management to cooperation deficits in global governance.

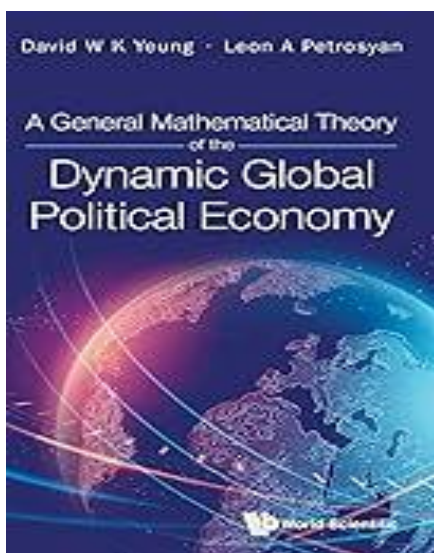


The prosperous society: from economics of scarcity to economics of abundance by Kirsh, Yoram

World scientific 2024

Acc. No.: 52378 Call No.: 330 ISBN: 9789811283710

Summary: The classical economic theory fails to truly describe the economies of prosperous societies. This is because traditional economics deals with the allocation of resources in conditions of shortage, while the urgent economic problems of a prosperous society are mainly associated with conditions of abundance. This book presents the hallmarks of a prosperous society and analyzes the special problems that it faces. It differentiates between the two types of economies: the traditional one which is based on scarcity, and the prosperous economy which is able to fulfill almost everyone's needs. The book analyzes what motivates these two types of economies, what challenges them, and what features or manifestations of success and failures characterize their current statuses and their futures. This book is an original and pioneering work. It analyzes the economy of the prosperous society from the perspective of the third decade of the 21st century. It is an interesting, engaging text on a theme that we seldom see and read about.



A general mathematical theory of the dynamic global political economy by Yeung, David W K

World Scientific 2025

Acc. No.: 52372 Call No.: 330.0151 ISBN: 9789811294556

Summary: William Jevons (1866 and 1871) established a ground-breaking milestone with 'A General Mathematical Theory of Political Economy' for economic analysis. Jevons' work was praised as the start of the mathematical method in the discipline of economics, which is inherently a subject involved with mathematics and quantities. This book focuses on the most fast-evolving and encompassing area in political economy -- the dynamic global political economy. Under the high level of globalization currently, intertemporal and cross-boundary interactive elements are present in political-economic encounters. Indeed, almost all studies in the political economy may fall into the study of dynamic global political economy. Since the world has changed significantly, new mathematics developed by the authors of this book is used to formulate a general mathematical theory for the dynamic global political economy nowadays.

ECONOMETRICS

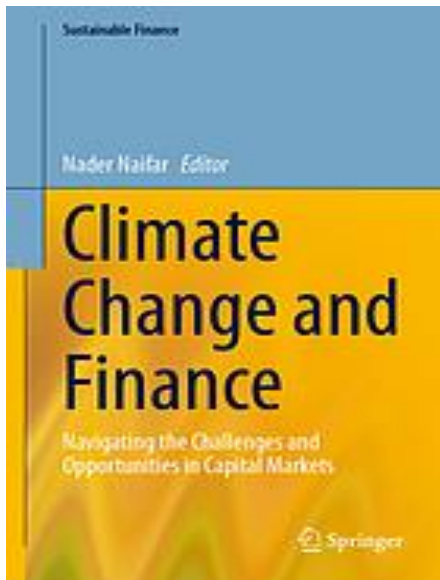


Econometrics by Hansen, Bruce E

Princeton University Press 2022

Acc. No.: 52430 Call No.: 330.015195 ISBN: 9780691235899

Summary: An introductory PhD-level textbook for one of the first and most foundational courses every economics graduate student must take.



Climate change and finance: navigating the challenges and opportunities in capital markets by Naifar, Nader

Springer 2024

Acc. No.: 52439 Call No.: 330.122 ISBN: 9783031564185

Summary: Financial markets play a critical role in climate finance as they are a major source of funding for many of the projects and initiatives aimed at addressing climate change. For instance, banks and investors can provide loans and capital to companies that are developing renewable energy projects, building energy-efficient infrastructure, or implementing climate-smart agricultural practices. Moreover, the importance of climate finance in financial markets goes beyond just funding environmental initiatives. Investors and financial institutions are increasingly factoring in climate risks and opportunities into their decision-making processes, including assessing the financial risks posed by climate change and the potential impact of new regulations and policies aimed at reducing greenhouse gas emissions. This book is a collection of recent developments in climate change and climate finance. As the global community seeks to address the impacts of climate change, financial institutions are being called upon to play a larger role in supporting the transition to a sustainable economy. This includes incorporating climate risks into investment decisions, developing new financial products that support climate-friendly investments, and promoting greater transparency and accountability in the financial sector.

NEW ARRIVALS, JUNE 2025

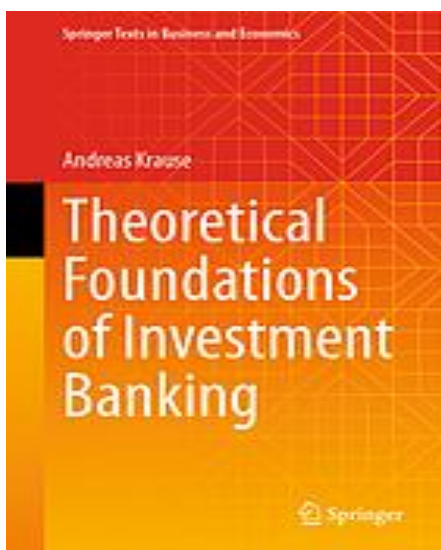


Data, digitalization, decentralized finance and central bank digital currencies: the future of banking and money by Dombret, Andreas

De Gruyter 2023

Acc. No.: 52382 Call No.: 332.1 ISBN: 9783111001876

Summary: What is the future of banking and money? The road passes through data and digitalization at all levels of activity, from personal banking through publicly and privately issued digital currencies. But who is winning and losing ground in the banking sector? Do we really need central bank digital currencies and how should they and private digital currencies be designed and regulated to yield the maximum benefits while reducing the obvious dangers? How should we regulate the new digital technologies? This book brings you the answers of senior public sector officials, industry leaders and leading academics. It is the tenth title in the Institute for Law and Finance's series on the future of the financial sector.



Theoretical foundations of investment banking by Krause, Andreas

Springer 2024

Acc. No.: 52414 Call No.: 332.1 ISBN: 9783031580598

Summary: Banking, and investment banking in particular, is to a large extent investigated empirically in the academic literature. The theory of investment banking behaviour and the relationship between investment banks and their clients is not widely known and applied to analyse developments in this industry. This book provides readers with a comprehensive and state-of-the-art overview of the theories of investment banking. It presents theories in all areas that investment banks are active, using a consistent and coherent framework, that allows combining different theories to develop more comprehensive analysis of developments in this important industry. Going beyond the activities of investment banks, this book also includes an analysis of some of the employment practices and strategies found in investment banks. The book is intended for students. However, it will also benefit practitioners working in the field and professionals who aspire to such professional activities in the financial industry.



Blockchain for big data: AI IoT and cloud perspectives by Peng, Shaoliang

CRC Press 2022

Acc. No.: 52419 Call No.: 332.178 ISBN: 9781032063133

Summary: In this work, the author investigates the researches and applications of blockchain technology in the field of Big Data and assesses the advantages and challenges that blockchain technology may bring to big data. The author also analyses possible future directions of the convergence of blockchain and big data.



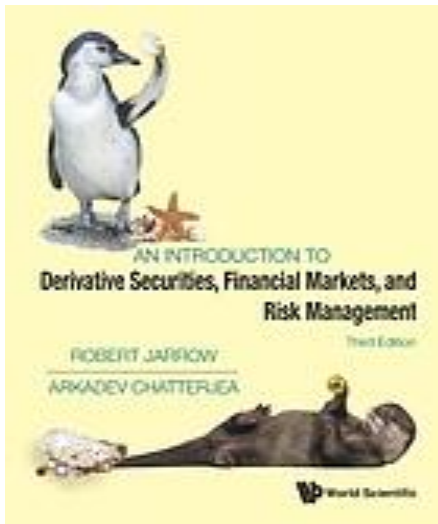
Responsible investing: an introduction to environmental, social and governance investments by Sherwood, Matthew W

Routledge 2023

Acc. No.: 52410 Call No.: 332.6 ISBN: 9781032100975

Summary: Responsible Investing is a holistic resource on Environmental, Social, and Governance (ESG) investing for undergraduate and graduate programs. It provides a thorough background and history of ESG investing, as well as cutting-edge industry developments, introducing the reader to the rapidly evolving field of responsible investing. Building from the first volume, this second edition provides new updates where appropriate as well as new emphasis on the development of standards in terminology and metrics. Opening with the background of ESG investing, the book discusses the development of ESG risks and provides an overview of ESG rating systems. It outlines the current position of ESG investing in portfolio management through granular analysis, provides insight into common investor concerns about ESG investments, presents qualitative theories, and reviews literature modelling ESG investment performance. Finally, the authors provide readers with a foundation on the development of financial models measuring risk and return, which can be used to evaluate the performance of ESG investments. This new edition offers updated statistics and a new chapter on regulation, reporting and taxonomy in ESG investing, as well as new international case studies. Following a summary approach, Responsible Investing is a valuable textbook which provides a context in which upper-level students of ESG investment and sustainable finance can specialise.

NEW ARRIVALS, JUNE 2025

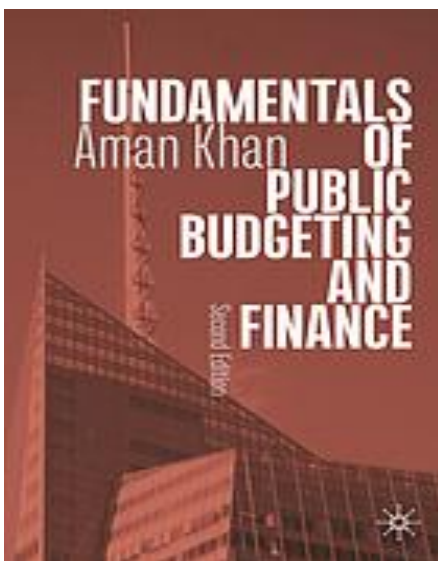


An introduction to derivative securities financial markets and risk management by Jarrow, Robert

World Scientific 2024

Acc. No.: 52375 Call No.: 332.645 ISBN: 9789811292507

Summary: The third edition updates the text in two significant ways. First, it updates the presentation to reflect changes that have occurred in financial markets since the publication of the 2nd edition. One such change is with respect to the over-the-counter interest rate derivatives markets and the abolishment of LIBOR as a reference rate. Second, it updates the theory to reflect new research related to asset price bubbles and the valuation of options. Asset price bubbles are a reality in financial markets and their impact on derivative pricing is essential to understand. This is the only introductory textbook that contains these insights on asset price bubbles and options.

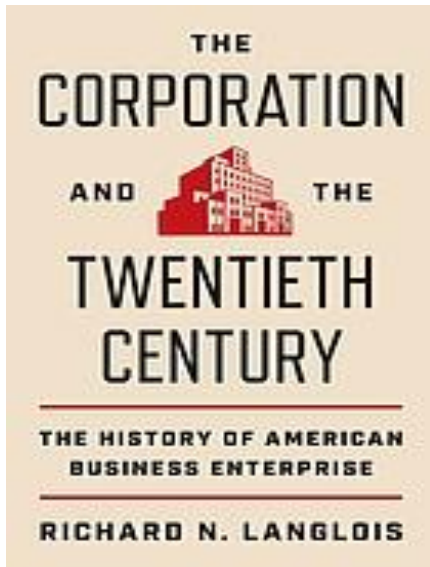


Fundamentals of public budgeting and finance by Khan, Aman

Palgrave Macmillan 2024

Acc. No.: 52415 Call No.: 336 ISBN: 9783031536731

Summary: Dr. Khan has written a masterful budgeting book that allows even a novice to understand the economic, structural, and political aspects of the governmental budgetary process. Most importantly, he provides ample analytical tools along with numerous examples to help a student or practitioner make budget forecasts and prepare an operating or capital budget. This book will not only be a great benefit to students but also to those who prepare budgets for governments. Terry Patton, Robert Madera Distinguished Professor of Accounting, Midwestern State University, USA Budgeting is arguably the single most important function in government. Every year governments spend considerable sums on expenditure programs and activities, as well as time preparing and executing the budget. It is therefore crucial that anyone interested in a career in public administration has a fundamental grasp of these basics. This second edition textbook integrates theory and practice of public budgeting into a single volume. The first part introduces the background to budgeting, focusing especially on taxation, government expenditure and revenue. The second part focuses on budgeting basics, in particular operating and capital budget.

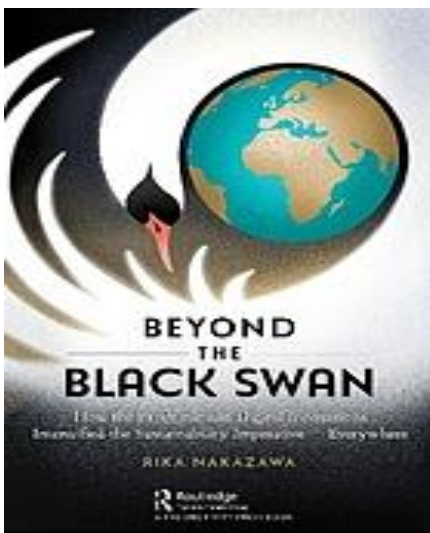


The corporation and the twentieth century: the history of American business enterprise by Langlois, Richard N

Princeton University Press 2023

Acc. No.: 52436 Call No.: 338.0973 ISBN: 9780691246987

Summary: A definitive reframing of the economic, institutional, and intellectual history of the managerial era. The twentieth century was the managerial century in the United States. An organizational transformation, from entrepreneurial to managerial capitalism, brought forth what became a dominant narrative: that administrative coordination by trained professional managers is essential to the efficient running of organizations both public and private. And yet if managerialism was the apotheosis of administrative efficiency, why did both its practice and the accompanying narrative lie in ruins by the end of the century? In *The Corporation and the Twentieth Century*, Richard Langlois offers an alternative version: a comprehensive and nuanced reframing and reassessment of the economic, institutional, and intellectual history of the managerial era. Langlois argues that managerialism rose to prominence not because of its inherent superiority but because of its contingent value in a young and rapidly developing American economy.

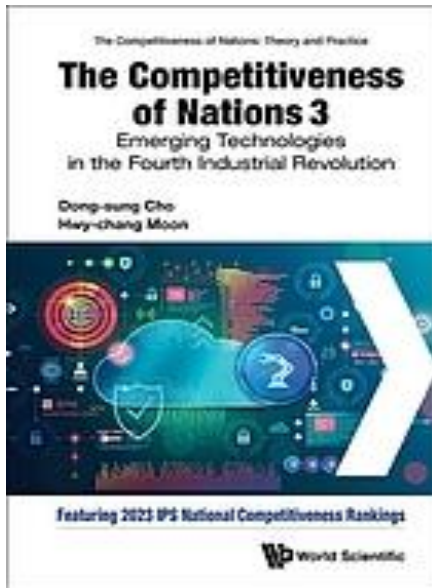


Beyond the black swan: how the pandemic and digital innovations intensified the sustainability imperative everywhere by Nakazawa, Rika

Routledge 2024

Acc. No.: 52437 Call No.: 338.4791 ISBN: 9781032611686

Summary: Of course, anyone would want to wake up from a really bad dream - especially one that seemed like it may never end, while successively stripping away joys and conveniences of our modern living. The COVID-19 pandemic bestowed on us a collective nightmare experience of varying intensity, akin to a "Black Swan" event, as author and mathematical philosopher Nassim Taleb might describe--given its universal rarity and devastating effects and seeming predictability in hindsight. However, we may remember this remarkable time in our history rather as a "White Swan" event--one that catalyzed a more common occurrence of evolving Environmental, Social, and Governance (ESG) principles, a mainstreaming of sustainability fuelled by the digital innovations that designed ways to survive and thrive into a new, and more holistic, world order.

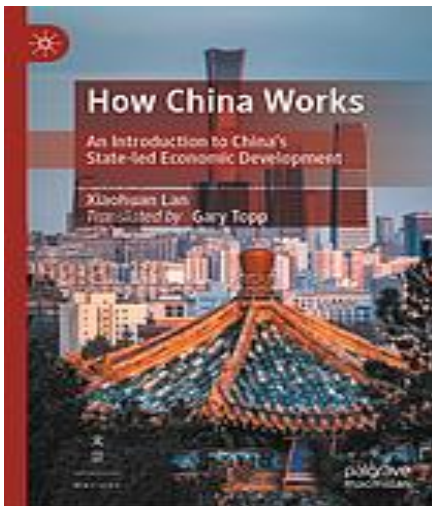


The competitiveness of nations 3: emerging technologies in the fourth industrial revolution by Cho, Dong-sung

World Scientific 2024

Acc. No.: 52379 Call No.: 338.6048 ISBN: 9789811282225

Summary: In the existing reports on national competitiveness and rankings such as IMD World Competitiveness Yearbook and WEF Global Competitiveness Report, there are sizable discrepancies in the ranking order for the same countries. As a result, the reader is often confused because such an outcome creates difficulties for government officials when translating these findings into real-world policies. These discrepancies are actually due to the differences in logic and analytical models used by IMD and WEF. Therefore, in recognizing the problems and limitations of these models, this book presents the IPS model as a new approach. As an extension of Michael Porter's diamond model, it demonstrates a robust set of methodologies as well as offers a number of key policy implications for countries around the world that wish to enhance their national competitiveness. The analytical tools used in this book can be further utilized for other units of analysis such as industries and firms. As this book provides a series of sophisticated methodologies and specific guidelines for enhancing national competitiveness, both academics and practitioners can derive useful implications from this research.



How China works: an introduction to China's state-led economic development by Lan, Xiaohuan

Palgrave Macmillan 2024

Acc. No.: 52463 Call No.: 338.9 ISBN: 9789819700790

Summary: This book, a bestseller in China with over a million copies sold, depicts the role played by the Chinese government in China's economic development. It explains how the Chinese government has gradually established and improved market mechanisms while promoting economic growth. The book particularly points out that the Chinese government not only governs the economy through policy guidance but also directly participates in the process of urbanization and industrialization as part of the market. It also introduces the specific mechanisms of government involvement in economic activities, which forms a bridge between economic theory and the reality of China. This book, a winner of the Wenjin Book Award by the National Library of China, will be an invaluable reference for scholars seeking to understand China's economic policy and government system reform in the years to come.

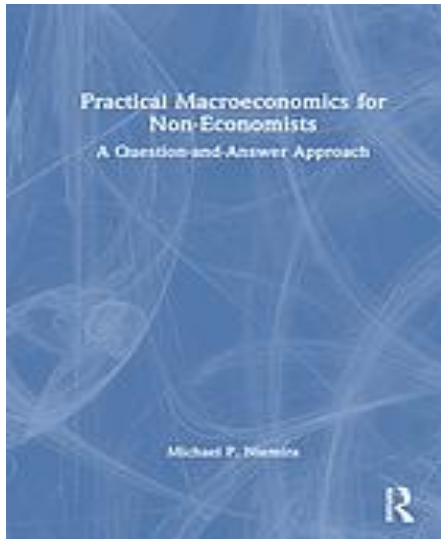


Economic policy uncertainty and the Indian economy by Ghosh, Raktim

Emerald Group Publishing 2023

Acc. No.: 52464 Call No.: 338.954 ISBN: 9781804559376

Summary: As businesses, consumers, and investors make key financial decisions amid Economic Policy Uncertainty (EPU), there is the danger that many might freeze investment projects and hiring, leading to contractions of the economy. This book examines this and makes important recommendations.

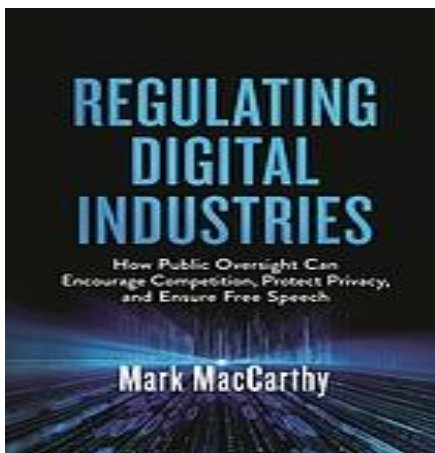


Practical macroeconomics for non-economists: a question and answer approach by Niemira, Michael P

Routledge 2024

Acc. No.: 52407 Call No.: 339 ISBN: 9781032488400

Summary: Practical Macroeconomics for Non-Economists provides the tools, the theory, and the empirical understanding of macroeconomics without the heavy lifting of the mathematical and econometric models. This accessible book introduces the building blocks of macroeconomic thinking and challenges the reader to apply these insights to learn why economists say what they do and what guides economic policymakers. Linking actual data to theoretical concepts, it explores competing economic theories, and uncovers some of the key controversies in macroeconomic theory and how different perspectives lead to alternative and vastly different policy recommendations. Key features include: - Coverage of all the key macroeconomic topics, such as GDP, inflation, unemployment, output and productivity, business cycles, aggregate demand/supply, and fiscal and monetary policy. Question-and-answer format, covering the foundations of each topic in a logical progression, to provide the reader with a quick reference and more focused discussion.

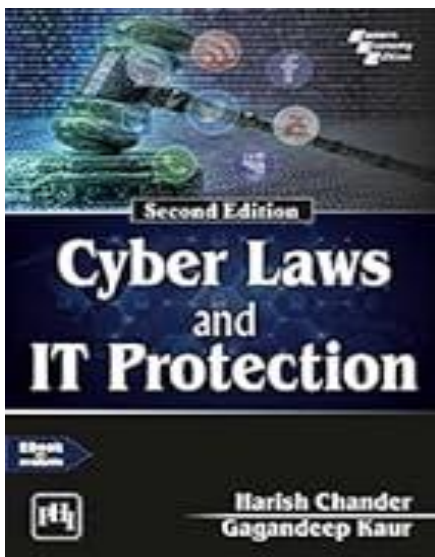


Regulating digital industries: how public oversight can encourage competition, protect privacy and ensure free speech by MacCarthy, Mark

Brookings Institution Press 2023

Acc. No.: 52461 Call No.: 343.09 ISBN: 9780815739814

Summary: This book calls for a single industry regulatory agency to promote competition, privacy and free speech in digital industries.

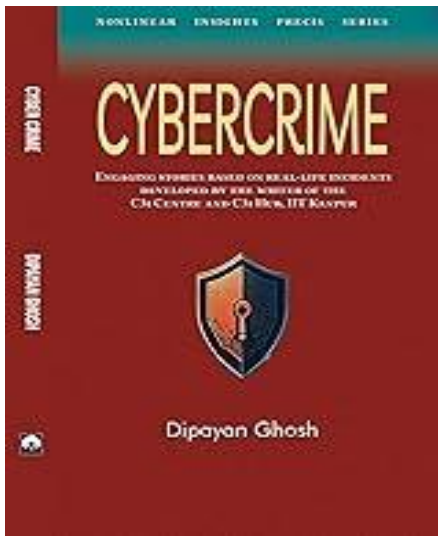


Cyber laws and IT protection by Chander, Harish

PHI Learning 2024

Acc. No.: 52350 Call No.: 343.7309 ISBN: 9789391818463

Summary: India has emerged as a hub of the IT industry due to the phenomenal growth of the IT sector. However, this huge growth has brought legal complications due to a switch from paper-based commercial transactions to e-commerce and e-transactions. This book, now in its Second Edition, discusses the legal position of Information Technology (IT), e-commerce and business transaction on the cyberspace/Internet under the Information Technology (IT) Act in India. Divided into five parts, Part I of the text deals with the role of the Internet, e-commerce and e-governance in the free market economy. Part II elaborates on various laws relating to electronic records and intellectual property rights with special reference to India. Efforts are being made internationally to rein in cybercrimes by introducing stringent laws; Part III deals with various rules and regulations which have been introduced to get rid of cybercrimes. Part IV is devoted to discussing various offences committed under the IT Act, penalties imposed on the offenders, and compensations awarded to the victims. Finally, Part V acquaints the students with electronic evidence, social media crimes and investigation in cybercrimes.

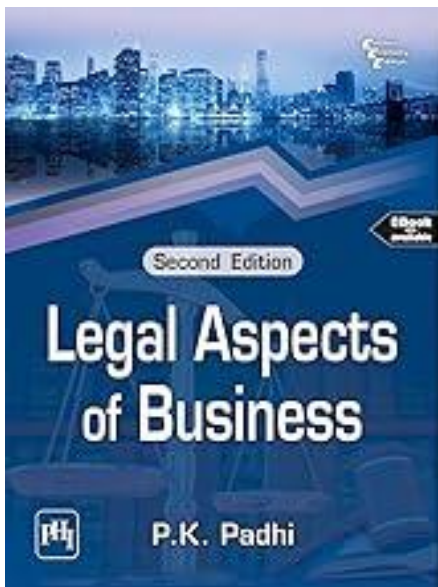


Cybercrime by Ghosh, Dipayan

Nonlinear Insights 2024

Acc. No.: 52423 Call No.: 345.0504 ISBN: 9788196908874

Summary: The author has delved into the dark world of cybercrime through gripping fictional stories. Each tale not only enthrals readers with suspenseful plots but also educates them on the nuances of digital threats. The intricacies of cybercrime have been skilfully navigated, offering practical advice on how to safeguard against these modern dangers. This book is a must-read for anyone looking to understand and protect themselves from the ever-evolving realm of cyber threats. The storytelling ability of the author ensures that the readers are both entertained and informed.

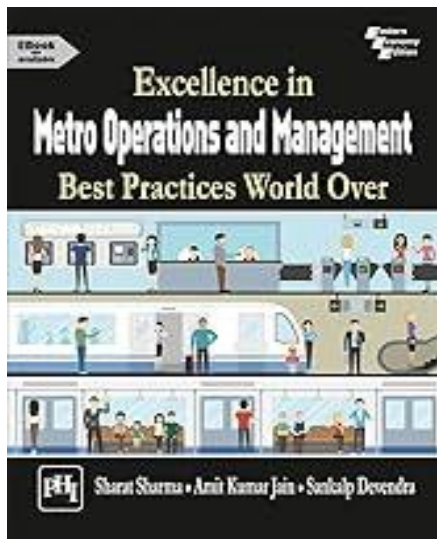


Legal aspects of business by Padhi, P K

PHI Learning 2024

Acc. No.: 52353 Call No.: 346.065 ISBN: 9788119364824

Summary: The legal landscape is constantly evolving, and it is essential to keep academic resources up-to-date to reflect these changes. The second edition of "Legal Aspects of Business" has been thoroughly revised to incorporate significant legislative amendments. • Consumer Protection Act, 1986: This pivotal legislation has undergone substantial revisions with the Consumer Protection Act, 2019, which modernizes consumer rights and addresses contemporary consumer issues. • Companies Act, 2013: The second edition discusses all the latest amendments to the Act to ensure that readers are well-versed in the latest legal requirements and regulatory changes. • Arbitration and Conciliation Act, 1996: The new edition covers all the amendments in 2015, 2019, and 2021, offering insights into the improved arbitration framework. • Negotiable Instruments Act, 1881: Amendments in 2003, 2015, and 2018 have been included providing a clear understanding of the current legal provisions. Additionally, the second edition features discussions on landmark decisions by the Supreme Court of India, enriching the readers' knowledge and interest in the subject.

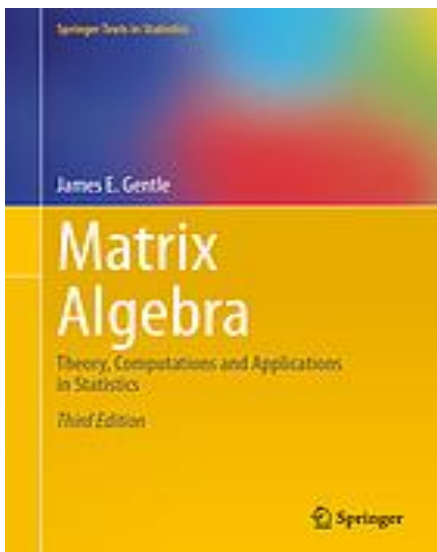


Excellence in metro operations and management: best practices world over by Sharma, Sharat

PHI Learning 2023

Acc. No.: 52349 Call No.: 385.37 ISBN: 9789391818630

Summary: The challenges in metro operations keep the operations managers on their toes to continually explore innovative ways to resolve the day-to-day issues and keep the organization sustainable. In absence of any precedence, often solutions are tried ab initio. The book presents comprehensive coverage of various operational issues such as running of trains, customer-centric timetabling, management of stations, depot, control center, crew, collection of fare and non-fare revenue, maintenance of assets, human resources management, integrated transport, driverless trains, adoption of AI/ML/IoT, and predictive maintenance. The book is designed for transport professionals engaged in management of urban transportation services. It will also be very useful for students undertaking courses on Urban Transport and Railway Systems.

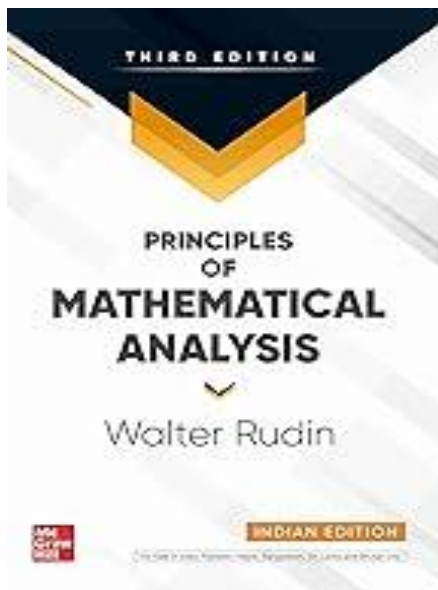


Matrix algebra: theory, computations and applications in statistics by Gentle, James E

Springer 2024

Acc. No.: 52429 Call No.: 512 ISBN: 9783031421433

Summary: This book presents the theory of matrix algebra for statistical applications, explores various types of matrices encountered in statistics, and covers numerical linear algebra. Matrix algebra is one of the most important areas of mathematics in data science and in statistical theory, and previous editions had essential updates and comprehensive coverage on critical topics in mathematics. This 3rd edition offers a self-contained description of relevant aspects of matrix algebra for applications in statistics. It begins with fundamental concepts of vectors and vector spaces; covers basic algebraic properties of matrices and analytic properties of vectors and matrices in multivariate calculus; and concludes with a discussion on operations on matrices, in solutions of linear systems and in eigenanalysis. It also includes discussions of the R software package, with numerous examples and exercises. Matrix Algebra considers various types of matrices encountered in statistics, such as projection matrices and positive definite matrices, and describes special properties of those matrices; as well as describing various applications of matrix theory in statistics, including linear models, multivariate analysis, and stochastic processes.

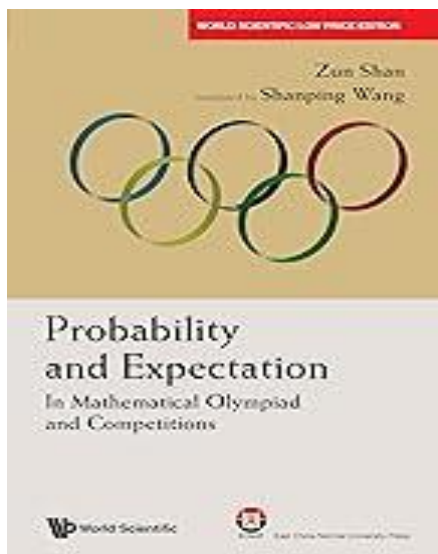


Principles of Mathematical Analysis by Rudin, Walter

McGraw Hill 2024

Acc. No.: 52425 Call No.: 515.13 ISBN: 9789355325969

Summary: Principles of Mathematical Analysis by Walter Rudin is a classic and rigorous textbook that serves as a fundamental guide to the principles and techniques of mathematical analysis. It presents a comprehensive and systematic exploration of the foundations of analysis, covering topics such as real numbers, sequences, continuity, differentiation, integration, and more. With a clear and concise writing style, Rudin emphasizes the importance of rigorous proofs and logical reasoning, challenging readers to develop their problem-solving skills. This book is widely regarded as a definitive resource for students, researchers, and mathematicians seeking a deep understanding of the fundamental concepts of mathematical analysis.

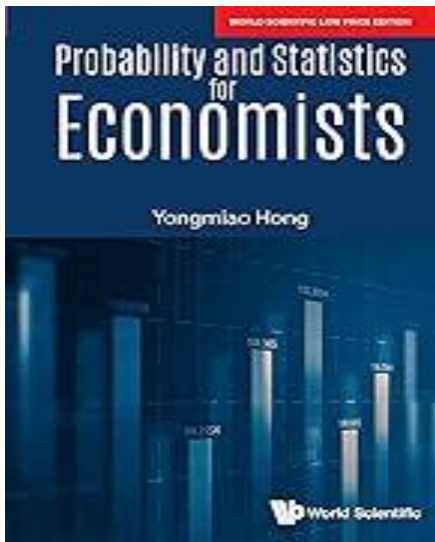


Probability and expectation: in mathematical Olympiad and competitions by Shan, Zun

World Scientific 2024

Acc. No.: 52371 Call No.: 519.2 ISBN: 9798886130454

Summary: In China, lots of excellent students who are good at maths take an active part in various maths contests and the best six senior high school students will be selected to form the IMO National Team to compete in the International Mathematical Olympiad. In the past ten years China's IMO Team has achieved outstanding results — they have won the first place almost every year. The author is one of the senior coaches of China's IMO National Team, whose students have won many gold medals many times in IMO. This book is part of the Mathematical Olympiad Series which discusses several aspects related to maths contests, such as algebra, number theory, combinatorics, graph theory and geometry. This book will, in an interesting problem-solving way, explain what probability theory is: its concepts, methods and meanings; particularly, two important concepts probability and mathematical expectation (briefly expectation) are emphasized. It consists of 65 problems, appended by 107 exercises and their answers.

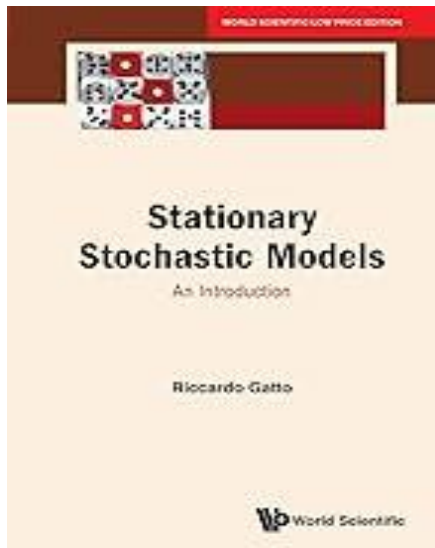


Probability and statistics for economists by Hong, Yongmiao

World Scientific 2024

Acc. No.: 52370 Call No.: 519.2 ISBN: 9798886130072

Summary: Probability and Statistics have been widely used in various fields of science, including economics. Like advanced calculus and linear algebra, probability and statistics are indispensable mathematical tools in economics. Statistical inference in economics, namely econometric analysis, plays a crucial methodological role in modern economics, particularly in empirical studies in economics. This textbook covers probability theory and statistical theory in a coherent framework that will be useful in graduate studies in economics, statistics and related fields. As a most important feature, this textbook emphasizes intuition, explanations and applications of probability and statistics from an economic perspective.



Stationary stochastic models: an introduction by Gatto, Riccardo

World Scientific 2025

Acc. No.: 52369 Call No.: 519.232 ISBN: 9798886131178

Summary: This volume provides a unified mathematical introduction to stationary time series models and to continuous time stationary stochastic processes. The analysis of these stationary models is carried out in time domain and in frequency domain. It begins with a practical discussion on stationarity, by which practical methods for obtaining stationary data are described. The presented topics are illustrated by numerous examples. Readers will find the following covered in a comprehensive manner: Autoregressive and moving average time series. Important properties such as causality. Autocovariance function and the spectral distribution of these models. Practical topics of time series like filtering and prediction. Basic concepts and definitions on the theory of stochastic processes, such as Wiener measure and process. General types of stochastic processes such as Gaussian, self-similar, compound and shot noise processes. Gaussian white noise, Langevin equation and Ornstein Uhlenbeck process. Important related themes such as mean square properties of stationary processes and mean square integration. Spectral decomposition and spectral theorem of continuous time stationary processes. This central concept is followed by the theory of linear filters and their differential equations. At the end, some selected topics such as stationary random fields, simulation of Gaussian stationary processes, time series for planar directions, large deviations approximations and results of information theory are presented.

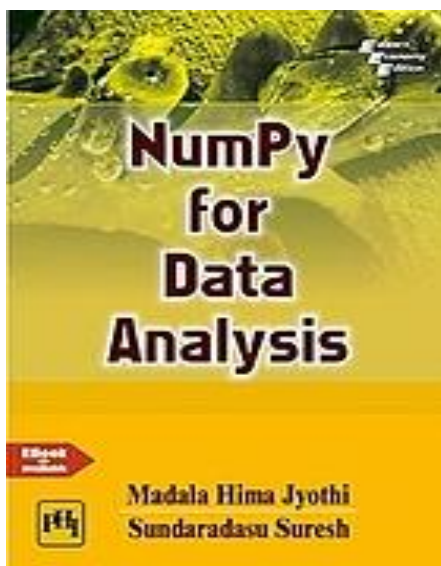


Introducing game theory and its applications by Mendelson, Elliott

CRC Press 2025

Acc. No.: 52384 Call No.: 519.3 ISBN: 9781032811802

Summary: This classic text, originally from the noted logician Elliot Mendelson, is intended to be an easy-to-read introduction to the basic ideas and techniques of game theory. It can be used as a class textbook or for self-study. Introducing Game Theory and its Applications, Second Edition presents an easy-to-read introduction to the basic ideas and techniques of game theory. After a brief introduction, the authors begin with a chapter devoted to combinatorial games--a topic neglected or treated minimally in most other texts. The focus then shifts to two-person zero-sum games and their solutions. Here the authors present the simplex method based on linear programming for solving these games and develop within this presentation the required background. The final chapter presents some of the fundamental ideas and tools of non-zero-sum games and games with more than two players, including an introduction to cooperative game theory. The book is suitable for a first undergraduate course in game theory, or a graduate course for students with limited previous exposure. It is useful for students who need to learn some game theory for a related subject (e.g., microeconomics) and have a limited mathematical background. It also prepares its readers for more advanced study of game theory's applications in economics, business, and the physical, biological, and social sciences.

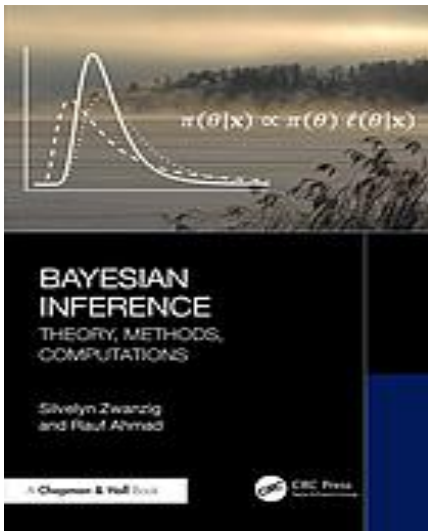


NumPy for data analysis by Jyothi, Madala Hima

PHI Learning 2024

Acc. No.: 52363 Call No.: 519.535 ISBN: 9789391818357

Summary: Democracy and the Market" is a thought-provoking book that delves into the intricate relationship between democratic governance and market forces. This scholarly work explores how these two powerful forces shape our modern societies, economies, and political landscapes. With a nuanced analysis, the author examines the tensions, synergies, and trade-offs that arise when democratic principles intersect with market dynamics. Whether you're a student of political science, economics, or simply an inquisitive reader, this book offers invaluable insights into the complex interplay of democracy and the market, challenging you to ponder the implications for policy-making, social justice, and sustainable development.



Bayesian inference: theory, methods, computations by Zwanzig, Silvelyn

CRC Press 2024

Acc. No.: 52428 Call No.: 519.542 ISBN: 9781032118093

Summary: Bayesian Inference: Theory, Methods, Computations provides a comprehensive coverage of the fundamentals of Bayesian inference from all important perspectives, namely theory, methods and computations. All theoretical results are presented as formal theorems, corollaries, lemmas etc., furnished with detailed proofs. The theoretical ideas are explained in simple and easily comprehensible forms, supplemented with several examples. A clear reasoning on the validity, usefulness, and pragmatic approach of the Bayesian methods is provided. A large number of examples and exercises, and solutions to all exercises, are provided to help students understand the concepts through ample practice. The book is primarily aimed at first or second semester master students, where parts of the book can also be used at Ph.D. level or by research community at large. The emphasis is on exact cases. However, to gain further insight into the core concepts, an entire chapter is dedicated to computer intensive techniques.



The precariat: the new dangerous class by Standing, Guy

Bloomsbury 2023

Acc. No.: 52620 Call No.: 616.2414 ISBN: 9780755637072

Summary: This book presents the new Precariat - the rapidly growing number of people facing lives of insecurity, on zero hours contracts, moving in and out of jobs that give little meaning to their lives. The delivery driver who brings your packages, the uber driver who gets you to work, the security guard at the mall, the carer looking after our elderly...these are The Precariat. Guy Standing investigates this new and growing group, finding a frustrated and angry new underclass who are often ignored by politicians and economists. The rise of zero hours contracts, encouraged by fat cat corporations as risk-free employment, and by Silicon Valley as a way of outsourcing costs and responsibility, has been exacerbated by the COVID pandemic. At the same time, in its experience of lockdown, the western world is realizing the true value of these nurses, carers and key workers. The answer? The return of income security and meaningful work - the principles 20th century capitalism was built on. By making the fears and desires of the Precariat central to economic thinking, standing shows how concepts like Basic Income are not just desirable but inevitable, and plots the way to a better future.

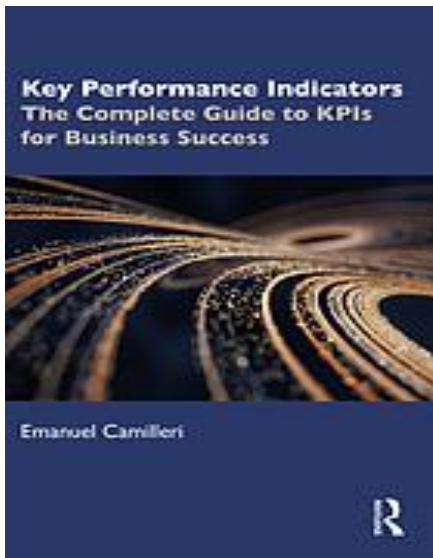


Concise encyclopedia of green technology in China by Liu-Sullivan, Nancy Y

Rowman & Littlefield 2024

Acc. No.: 52458 Call No.: 628.095103 ISBN: 9781538176863

Summary: Concise Encyclopedia of Green Technology in China documents the dramatic shifts in environmental policy and practice in China, with development of the rich varieties of green technology from eye-catching EVs to mundane systems of converting the enormous wastes produced by a population of 1.4 billion people.

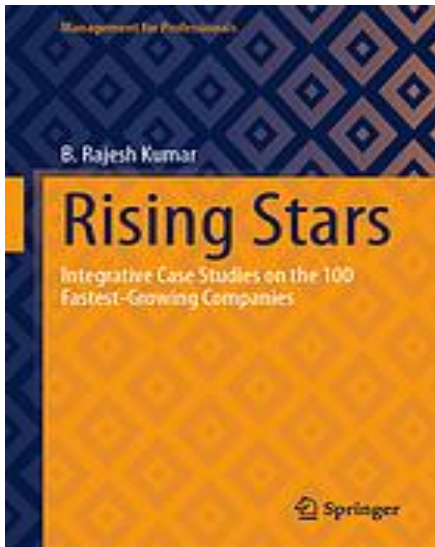


Key performance indicators: the complete guide to KPIs for business success by Camilleri, Emanuel

Routledge 2024

Acc. No.: 52434 Call No.: 650.1 ISBN: 9781032648897

Summary: Key Performance Indicators (KPIs) are widely used across organizations. However, are they fully understood in how they can properly shape, improve or even undermine organizational systems and outcomes? This book presents a framework and tools for measuring and managing performance at various levels within an organization, and helps managers re-think the ways to implement KPIs to meet organizational goals. Innovative performance measurement and management is a vital function within any organisation irrespective of its size and industry. Measuring and managing performance (whether on an individual, team or departmental basis) assists management in calibrating their established strategic goals by providing an insight into how well their employees and the organisation are doing and identifying areas of concern for rectification and improvement. This book focuses on the practicality of the performance management tools (for example, Performance Analytics; Performance Reporting; Critical Success Factors; Balanced Scorecard; Benchmarking; Six Sigma; Business Excellence Models; Enterprise Risk Management) and illustrates their use, and the changing nature in relation to how organisational performance will be evaluated in the future. This includes the application of Artificial Intelligence as an important trend in performance measurement and management. Through providing a universal framework for implementing a performance measurement and management system that is applicable to both the private and public sectors, the book is particularly relevant to HR and operational managers and organizational leaders and public administrators at all levels.



Rising stars: integrative case studies on the 100 fastest-growing companies by Kumar, B Rajesh

Springer 2024

Acc. No.: 52446 Call No.: 651.5042 ISBN: 9783031500312

Summary: Companies focus on both organic and inorganic mechanisms in its pursuit for growth. The growth strategies of companies are determined by the industry sector and target market influence. Successful companies utilize multiple growth strategies like market development, disruption, product and channel expansion, strategic alliances, Mergers and Acquisitions and organic growth stimulus. In the modern world, a firm's success depends on innovation. Fast paced growth for a firm is a function of the extent to which company must learn how to scale up and extend its business, lengthen its expansion phase, accumulate and apply new knowledge to new products and markets faster than competitors. Therefore, there is no 'best strategy'. This book discusses and analyses the strategies of growth of the fastest 100 companies as ranked by the Fortune Survey. Each case study focuses on market overview, business segments, SWOT analysis, growth strategy, ESG initiatives, risk factors and mitigation strategy, financial strategy, performance and valuation.



Qualitative inquiry in the present tense: writing a new history by Denzin, Norman K

Routledge 2024

Acc. No.: 52447 Call No.: 651.74 ISBN: 9781032618807

Summary: In *Qualitative Inquiry in the Present Tense*, contributors engage with epistemological and philosophical questions concerning the conduct of qualitative inquiry in the present moment, and especially as it relates to various understandings of writing in/as inquiry. Topics addressed include methodological processes, questions of narrative up rootedness, relational inquiry, Indigenous ethico-onto-epistemologies, storytelling, and transformative writing forms and practices. This is a messy, often unruly collection (in the best way possible) of disparate ideas strung tightly together by literal and metaphorical questions of the research act of writing. Contributors from the United States, Australia, Canada, England, and Scotland imaginatively conceive of new qualitative futures--and how we might write ourselves there.

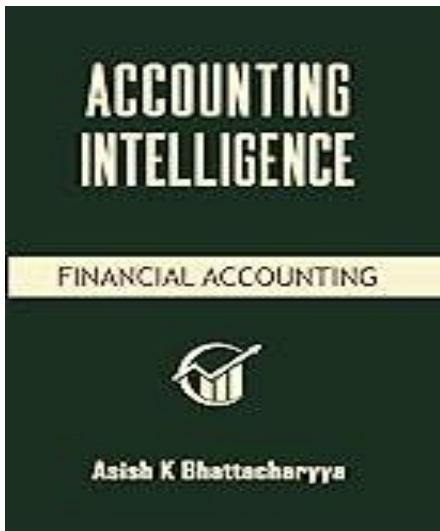


Cost accounting: a decision-oriented approach by Friedl, Gunther

World Scientific 2025

Acc. No.: 52374 Call No.: 657.42 ISBN: 9798886131062

Summary: Analyzing and managing costs is crucial for business success. Industrial, service, and non-profit companies will not be successful in the long-term if they do not understand their costs. This textbook introduces the basic concepts and current developments in cost accounting. The book features numerous anecdotal examples from a wide range of industries, case studies, Microsoft Excel examples, and exercises to ensure a sustainable learning success.



Accounting intelligence: financial accounting by Bhattacharyya, Asish K

Nonlinear Insights 2024

Acc. No.: 52421 Call No.: 657.48 ISBN: 9788196908843

Summary: This book is for everyone who is not an accountant but who has ever felt a need to develop their accounting intelligence. Accounting intelligence is the ability to acquire understanding and insight from the accounting information that companies communicate through financial statements. This book is for executives, journalists, investors and every interested citizen who would like to make sense of accounting terms and ratios and figure out the story that accounting numbers tell. It is for business leaders and entrepreneurs who want to get a big picture view of a business from studying its financial statements. Prof. Bhattacharyya has distilled his wisdom of many decades in academia and industry in this jargon-free and approachable introduction to financial accounting. It is designed both for self-study and for use in management development programmes.

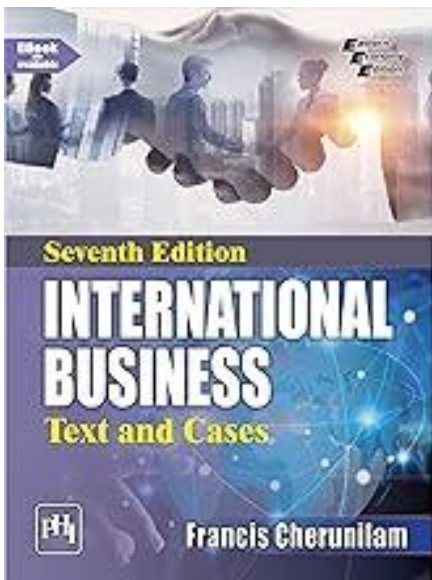


Peter Drucker and management by Linkletter, Karen E

Routledge 2024

Acc. No.: 52442 Call No.: 658 ISBN: 9781032531328

Summary: Peter Drucker is arguable the world's most influential management writer, but his contributions as a social theorist and philosopher are also notable. This book presents Drucker as a key thinker, whose work encompasses ideas about management practice, technology, social developments and trends, the nature of human beings, matters of theology, and, most of all, how to avoid extremes. By positioning Drucker in a wider context, this book is valuable reading for scholar, students and reflective practitioners of management as well as those with an interest in intellectual history more broadly.



International business: text and cases by Cherunilam, Francis

PHI Learning 2024

Acc. No.: 52354 Call No.: 658.049 ISBN: 9789354439780

Summary: Business is increasingly becoming global in its scope, orientation and strategic intent. This book by a renowned author provides a comprehensive yet concise exposition of the salient features, trends and intricacies of international business. The subject matter is presented in a lucid and succinct style so that even those who do not have a basic knowledge of the subject can easily understand it. The text is enriched and made more interesting by a number of illustrative diagrams, tables and insightful boxes of examples. Another significant feature is the profuse references to Indian contexts and examples. **NEW TO THE EDITION** • The seventh edition of the book is characterised by: • Restructuring of the contents making it concise • Revision of data and illustrations • Addition of latest information and revisions in the chapters, wherever necessary • Introduction of two new case studies on 'Globalization of Pop Culture' and 'Trials, Tribulations and Triumphs of P&G', besides updating the remaining cases.

NEW ARRIVALS, JUNE 2025

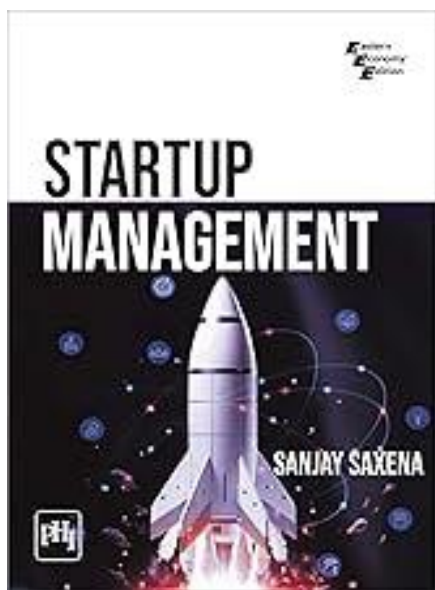


Digital consumer management: understanding and managing consumer engagement in the digital environment by Mogaji, Emmanuel

Routledge 2024

Acc. No.: 52393 Call No.: 658.05 ISBN: 9781032486024

Summary: Integrating consumer behaviour, digital marketing, digital platform management, web analytics and marketing insights, Digital Consumer Management provides a holistic understanding - from a brand perspective - of the management of consumers and consumption in the digital ecosystem. Chapters explore the key stakeholders in platform management, the multiple types of platforms used by brands, the various consumer-brand touchpoints, how the platforms are developed and with what goals in mind, managing consumer engagement and activities on these platforms, how the platforms are regulated, and the dark side of digital consumption. Theory is brought to life by practical examples and case studies from across sectors, and reflective questions and activities allow students to critically reflect on their learning.

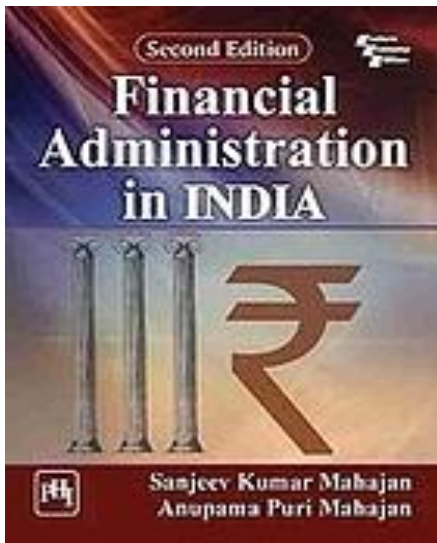


Startup management by Saxena, Sanjay

PHI Learning 2025

Acc. No.: 52348 Call No.: 658.11 ISBN: 9789354439728

Summary: In the next two decades, startups will be key drivers of India's economic growth and job creation. They have already created over 1.3 million jobs and are expected to continue generating more opportunities. Startups will provide significant employment for skilled individuals and young graduates. In India, many startups fail because of poorly identified problems, inappropriate business solutions, lack of scalability, underdeveloped business models, poor profitability, and insufficient knowledge of business management functions. To ensure the success of startups, this book will serve as a comprehensive guide for business students and entrepreneurs on starting, managing, and scaling up their businesses. The book will also be useful for the students who come from other disciplines like engineering and technology and aspire to start their own ventures. The book providing a comprehensive understanding of startups and unicorns, including strategies for transforming startups into unicorns moves on to identifying the core problems and discovering effective business solutions to address them. Finally, it offers in-depth, practical knowledge of various business functions, including strategy, operations, finance, marketing, sales, and distribution.



Financial administration in India by Mahajan, Sanjeev Kumar

PHI Learning 2025

Acc. No.: 52351 Call No.: 658.15 ISBN: 9788194685142

Summary: Comprehensively covers the vast subject of financial administration in a coherent and simple language. Providing vivid explanation with suitable examples of the topics prescribed in the core paper offered to undergraduate and postgraduate students of public administration, it thoroughly discusses all the key topics as per the UPSC syllabus.

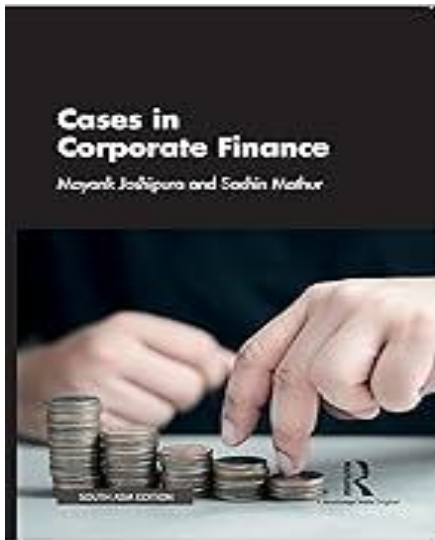


Capital and ecology: developmentalism, subjectivity and the alternative life worlds by Bhattacharya, Rakhee

Routledge 2024

Acc. No.: 52396 Call No.: 658.152 ISBN: 9781032763927

Summary: This volume studies the intersection of capital and ecology primarily in one of the most sensitive geographies of the world, the Eastern Himalayan region. It looks at how the region has become a melting ground of neoliberal developmentalism and ecological subjectivities with the penetrating forces of global and state capitalism, economic projects, and complex power relations. The essays in the volume argue that specific focus on energy infrastructure and energy production has pushed technology and capital towards asset building which has had an adverse effect on the environment, labour relations, indigenous knowledge systems, and traditional livelihood practices in the area. They look at assets like mega dams, electricity transmission networks, natural gas grids, infrastructural and developmental projects, and other alternative ventures which require interventions in the natural world and its resource deposits.

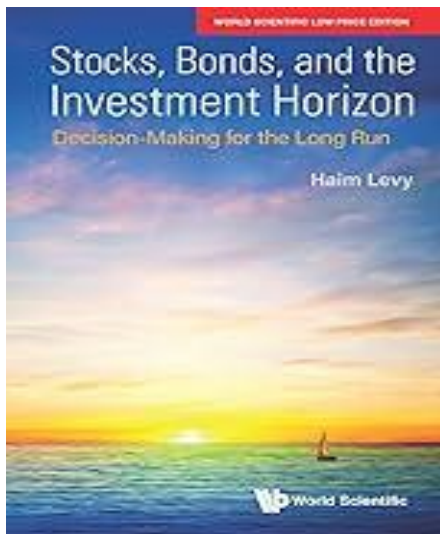


Cases in corporate finance by Joshipura, Mayank

Routledge 2024

Acc. No.: 52418 Call No.: 658.152 ISBN: 9781032889252

Summary: Cases in Corporate Finance includes 60 unique case studies that illustrate the application of finance theories, models, and frameworks to real-life business situations. The topics cover a wide range of sectors and different life cycle stages of firms. The book bridges a crucial gap in topical emerging market case coverage by presenting industry-relevant case studies in the Indian context and on themes pertinent to the current business environment. Through the case studies included in the book, the authors offer insights into the essential areas of corporate finance, including risk and return, working capital management, capital budgeting and structure, dividend decisions, business valuation, and long-term financing. Cases included in the book are decision-focused and provide opportunities to carefully analyse risk-return trade-offs and apply tools to evaluate critical financial decisions.



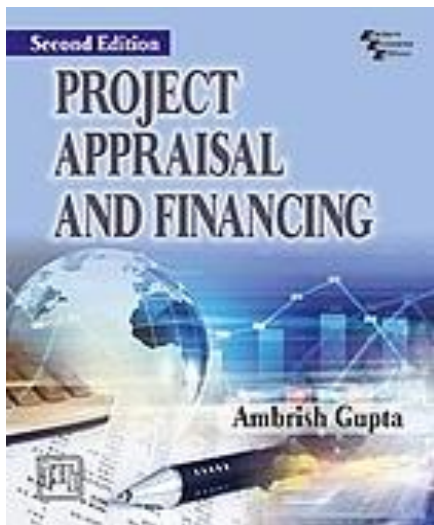
Stocks, bonds and the investment horizon: decision-making for the long run by Levy, Haim

World Scientific 2025

Acc. No.: 52376 Call No.: 658.15224 ISBN: 9798886131109

Summary: A century ago, life expectancy was roughly 40 years, hence all income could be consumed, as for most people, there was no need to save for retirement. Today, things have drastically changed: Life expectancy exceeds 80 years in many countries, and one should expect to live and consume many years after retirement. Thus, we have many investors with various investment horizons, where the length of the investment horizon becomes a crucial factor in determining the best investment diversification. This book analyzes the effect of the investment horizon on the optimal diversification, specifically between stocks and bonds: Should a young investor and an older investor have the same portfolio? Is it recommended to savers for retirement to change the asset allocation between stocks and bonds as they grow older, as life cycle mutual funds do in practice? Is the idiom "stocks for the long run" backed by scientific evidence? We analyze for which horizons it is recommended to employ the popular Mean–Variance rule and for which horizons employing this rule induces an economic distortion, hence a loss to the investors.

NEW ARRIVALS, JUNE 2025



Project appraisal and financing by Gupta, Ambrish

PHI Learning 2024

Acc. No.: 52352 Call No.: 658.1554 ISBN: 9788196378998

Summary: Project Appraisal and Financing, now in its Second Edition, is thoroughly revised and updated. While retaining its basic character, the subject matter has been further simplified, rationalized, abridged and enhanced qualitatively in virtually every chapter. In view of the ever-growing ecosystem of startups in our country, a new chapter on Startups and Their Funding has been added in the book. Primarily intended for the students of MBA/PGDM/PGDBM and other allied courses such as MFC and MBE, the latest edition will also be of immense value to the students of CA, CWA, CS, CFA, CPA and CAIIB. Besides, it will be equally beneficial for the executive development and in-company training programmes on project appraisal and financing. Project finance executives in consulting firms and lending institutions and banks will also be benefited from the book due to its practical orientation.

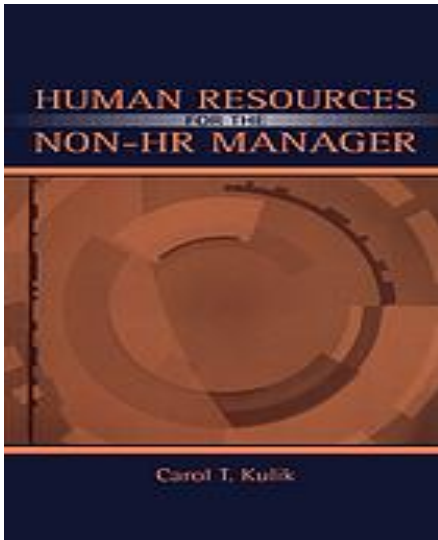


The global challenge: managing people across borders by Pucik, Vladimir

Edward Elgar 2023

Acc. No.: 52454 Call No.: 658.3 ISBN: 9781035300730

Summary: In this extensively revised fourth edition textbook, authors Vladimir Pucik, Ingmar Björkman, Paul Evans and Günter Stahl take a people management and organizational perspective on the complex issues involved in successfully managing today's multinational firms. Taking account of contemporary business challenges of digitalization, inclusion, and sustainability, The Global Challenge explores how international strategies are executed through people management. Key Features: - Practical examples from leading and emerging multinational firms from around the world - Connected yet self-contained chapters to be used as teaching material in courses and programs - Critical insights provided by a team of scholars with extensive teaching, research, and consulting experience worldwide - Focus on topical issues such as mechanisms of cross-border control and coordination, virtual work and collaboration, diversity and inclusion, management of knowledge and innovation, and the role of people management in tackling societal problems and global sustainability challenges Balancing thoroughly updated case studies with the latest academic research, this cutting-edge fourth edition textbook will be an invaluable resource for students enrolled in MBA, EMBA, and Master's programs worldwide.

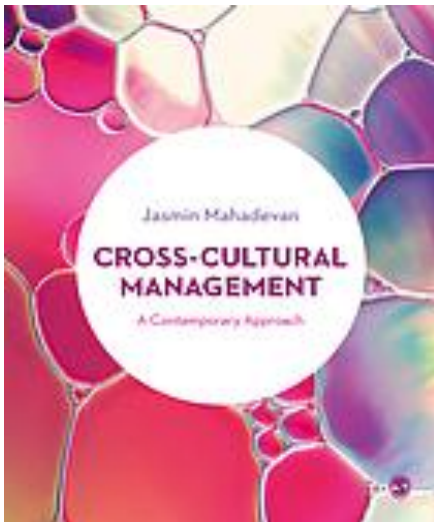


Human resources for the non-HR manager by Kulik, Carol T

Routledge 2023

Acc. No.: 52405 Call No.: 658.3 ISBN: 9781848724914

Summary: Human Resources for the Non-HR Manager gives every manager, regardless of their functional role, access to cutting-edge research and evidence-based recommendations so they can approach their people management responsibilities with confidence.

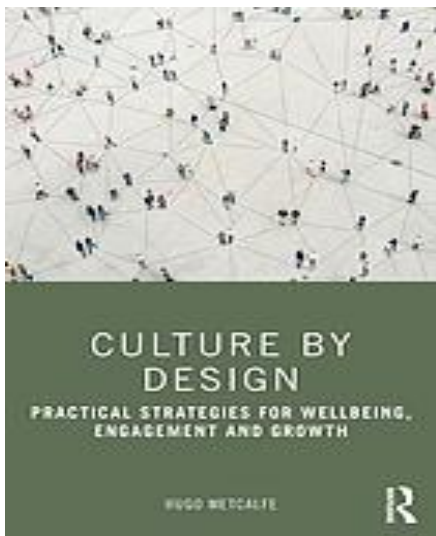


Cross-cultural management: a contemporary approach by Mahadevan, Jasmin

Sage Publications 2023

Acc. No.: 52368 Call No.: 658.3008 ISBN: 9781526459244

Summary: This timely textbook is contemporary and comprehensive in its coverage of Cross-Cultural Management, and unique in its approach which fosters a multi-paradigmatic mindset among readers; embraces problem-based and experiential learning; and acknowledges the many diverse identities of cross-cultural managers. Part I provides an overview on how Cross-Cultural Management emerged and why it is unique, and Part II integrates the functionalist, interpretive and critical perspectives underpinning it. Part III transfers this learning to areas of application, including international business, organizations, technology and social media, and Part IV focuses on key skillsets such as developing your managerial competencies and designing your own research.

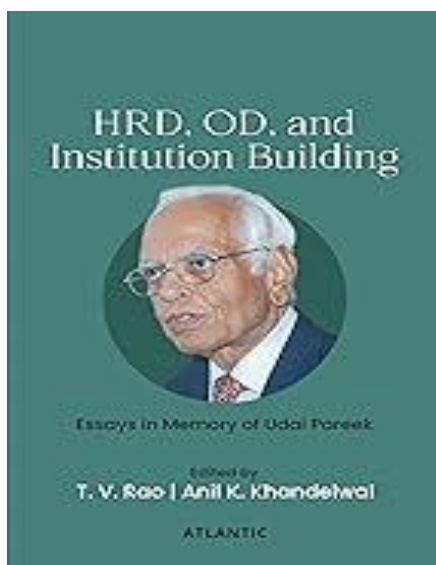


Culture by design: practical strategies for wellbeing, engagement and growth by Metcalfe, Hugo

Routledge 2025

Acc. No.: 52444 Call No.: 658.30089 ISBN: 9781032526225

Summary: Culture by Design is about shifting focus from solely organisational outcomes and performance towards organisational culture and wellbeing. It bridges the gap between two key organisational goals: (a) the drive for improving performance, outcomes and staff retention, and (b) strategies to encourage employee wellbeing, motivation and engagement within the workplace. For too long, organisations have focussed on each of these goals individually, with improvements in one area often coming at the expense of the other. This book demonstrates that this does not need to be the case, that what is required is a shift in perspective towards a culture-focussed approach where improved outcomes, performance and engagement are the added bonuses of a happy, connected staff team. You may be familiar with the phrase 'Happy bees work harder'; this book demonstrates the fundamental truth in that statement and illustrates that 'What is good for the bees is good for the hive'.



HRD, OD and institution building: essays in memory of Udai Pareek by Rao, T V

Atlantic Publishers 2024

Acc. No.: 52404 Call No.: 658.312404 ISBN: 9788126939909

Summary: Dr Udai Pareek, one of India's most influential social scientists of yesteryears, has changed the thought process of many organizations and individuals. He was fondly known as the "Father of HRD" in India. In this book, leaders from both industry and academia give their original contributions in extending those of Dr Pareek's in HRD, OD, and institution building in India.

The learnings from their experiences will serve as a valuable guide to leaders in all walks of life ranging from industry to education and social development.

The book showcases Dr Pareek's contributions to HRD, OD, and institution building through the eyes of experts from the industry and academia.

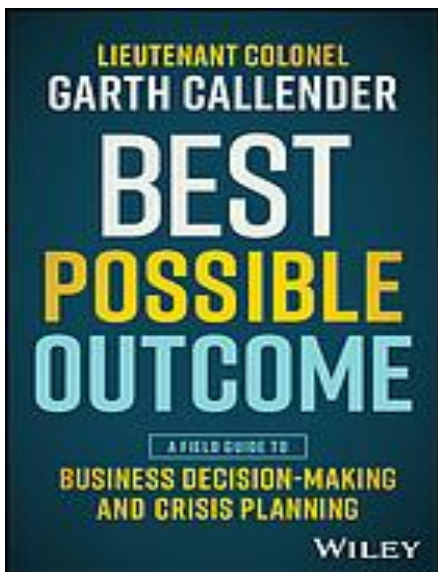


Effective strategy execution: business intelligence using Microsoft Power BI by Heesen, Bernd

Springer 2024

Acc. No.: 52433 Call No.: 658.4012 ISBN: 9783662688069

Summary: Turbulent times require new approaches to strategy execution. This book demonstrates how the use of business intelligence can enhance performance by fostering a shared understanding of the strategy through a Value Scorecard. It also outlines the Strategic Alignment Process for measuring and monitoring performance. The Strategic Alignment Remote Control is presented as the ultimate tool for managers to maintain control of their business. The third edition of this book has been updated and improved. Seven case studies utilizing business intelligence applications such as Microsoft Excel and Microsoft Power BI have been added in Chapter 6, titled 'Business Intelligence in Practice.' These case studies enable readers to learn how to work with key performance indicators and visualize them.

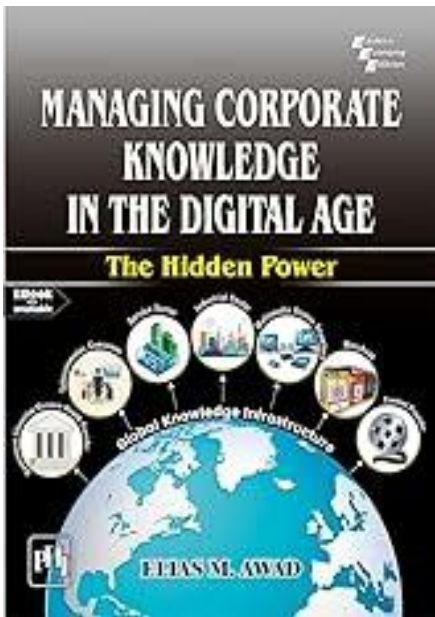


Best possible outcome: a field guide to business decision-making and crisis planning by Colonel, Lieutenant

John Wiley & Sons 2023

Acc. No.: 52438 Call No.: 658.403 ISBN: 9781394203321

Summary: Learn how to make hard decisions in difficult situations and ensure a successful outcome in boardrooms and workplaces, as in war zones, there is a simple truth: leaders must make hard decisions. It's only through timely decision-making and clear, considered strategy that leaders can cut through ambiguity and chaos -- and protect their people and their organisation. With Best Possible Outcome, you'll learn how the military cultivates the mindset, the people, and the processes that ensure success even in tough times. What's more, you'll discover how to systematically implement those lessons within your business. With over 25 years' experience in the Australian Army, from on-the-ground combat to intelligence, Lieutenant Colonel Garth Callender has learned what it takes. In Best Possible Outcome, he shares remarkable stories from his time in service and delivers insightful lessons about risk, resilience, and agility. You'll discover a pragmatic, three-pillar leadership framework that allows leaders in any field to embrace challenges, drive innovation, and maximise results. Ultimately, you'll establish a system that ensures the best possible outcome in any situation.

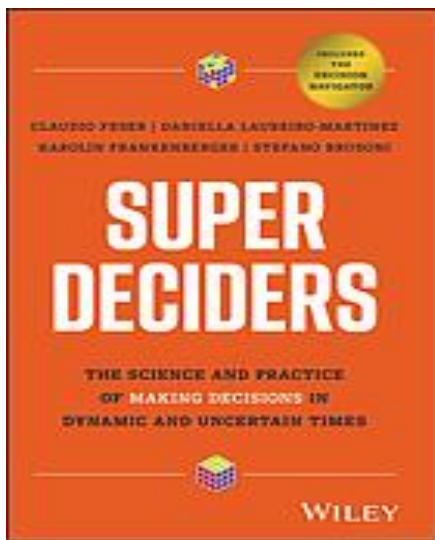


Managing corporate knowledge in the digital age: the hidden power
by Awad, Elisa M

PHI Learning 2024

Acc. No.: 52356 Call No.: 658.403 ISBN: 9788119364749

Summary: There is an old saying that people change the world, books pave the way. This timely book is about Corporate Knowledge: how to capture it, how to network it, and how to manage it for competitive advantage. It is an era of digital connectivity where 20 percent of a company's core knowledge can effectively operate 80 percent of the business. The text takes the readers through a logical, process-oriented examination of the topic, striking a balance between the behavioral and the technological aspects of Corporate Knowledge Management in today's digital age. Remembering Dalai Lama when he said "The human mind is like a parachute. It works best when it is open."



Super deciders: the science and practice of making decisions in dynamic and uncertain times by Feser, Claudio

John Wiley & Sons 2024

Acc. No.: 52431 Call No.: 658.403 ISBN: 9781394239771

Summary: We make hundreds of decisions daily, from small ones such as what to wear today and how to drive to work to big ones such as the company strategy and whether to launch a restructuring program that may impact thousands of people. In business, studies suggest that company executives spend 40% of their time making decisions and that the effectiveness of their decisions largely drives the results of the companies that they lead. In Super Deciders: The Science and Practice of Making Decisions in Dynamic and Uncertain Times, a team of renown researchers and business advisors deliver an application of the latest advances in neuroscience to effectively making the most difficult decisions, those we make in dynamic environments, in situations of uncertainty when we need to predict outcomes, we're missing relevant information, time is scarce, and the environment is constantly changing.

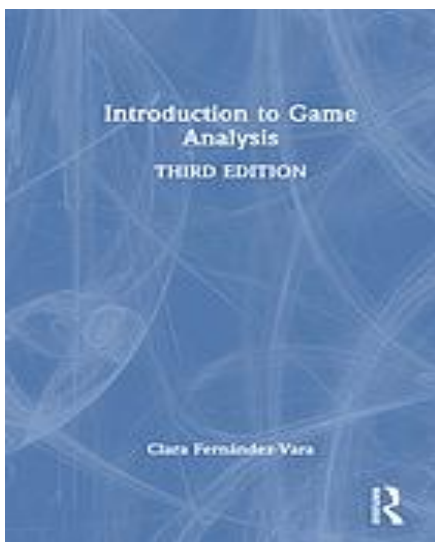


Operations research by Panneerselvam, R

PHI Learning 2024

Acc. No.: 52365 Call No.: 658.4034 ISBN: 9789354437892

Summary: The third edition of this well-organized and comprehensive text continues to provide an in-depth coverage of the theory and applications of operations research. It emphasizes the role of operations research not only as an effective decision-making tool, but also as an essential productivity improvement tool to deal with real-world management problems. In the growing field of analytics, this text serves to have thorough understanding of the Operations Models that form constituents of the model base, which is a component of Decision Support System. This edition includes new carefully designed numerical examples that help in understanding complex mathematical concepts better.



Introduction to game analysis by Fernndez-vara, Clara

Routledge 2024

Acc. No.: 52386 Call No.: 658.40353 ISBN: 9781032318349

Summary: This accessible, third edition textbook gives students the tools they need to analyze game using strategies borrowed from textual analysis. As game studies has become an established academic field, writing about games needs the language and methods that allow authors to reflect the complexity of a game and how it is played in a culture context. This volume provides readers with an overview of the basic building blocks of game analysis - examination of context, content and distinctive features, and formal qualities - as well as the vocabulary necessary to talk about the distinguishing characteristics of a game. Examples are drawn from a range of games, non-digital and digital, and across history - from Pong to Fortnite and the book includes a variety of examples, sample analysis, as well as a wealth of additional sources to continue exploring the field of game studies. This third edition revision brings the book firmly up-to-date, pulling in new examples and sources, and incorporating current key topics in this dynamic field, such as artificial intelligence and game streaming. Introduction to Game Analysis remains an essential practical tool for students who want to become fluent writers and informed critics of games, as well as digital media in general.

NEW ARRIVALS, JUNE 2025



Lean project management by Hüsselmann, Claus

Routledge 2024

Acc. No.: 52394 Call No.: 658.404 ISBN: 9781032556468

Summary: Many organizations face the challenge of making their project management more agile. However, the circumstances are often not suitable for this: the desired agility either does not fit the existing projects, or there is a lack of sufficient systematics. Lean Project Management shows how the advantages of different lean project management methods - adaptive, targeted and flexible - can be combined. In addition to the established methods of classic and agile project management, proven methods and tools from lean management are used and further developed with a view to the requirements of project management (such as Gemba, 5S, and more). The book shows how an organization can systematically professionalize its project management, and make it more flexible in a targeted manner, in order to achieve more value with less effort.

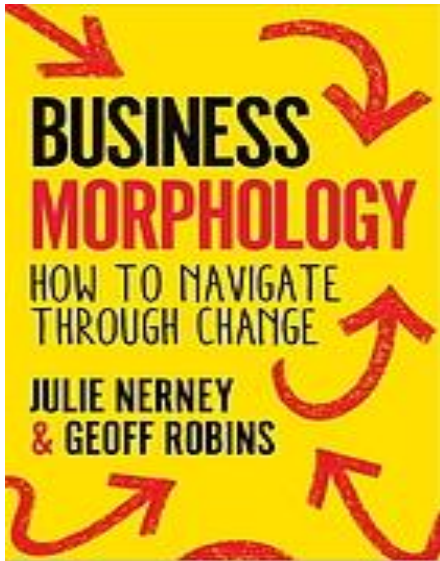


Conflict management and intercultural communication: the art of intercultural harmony by Dai, Xiaodong

Routledge 2023

Acc. No.: 52397 Call No.: 658.4053 ISBN: 9781032181219

Summary: Conflict management and harmony building are two key issues of intercultural communication research and merit particular attention in the globally interconnected world. In the expanded second edition, the book explores the effective ways to manage intercultural conflict and develop intercultural harmony, and takes an interdisciplinary approach to address the two issues. The book begins with the theoretical perspectives on conflict management and harmony building. It examines intercultural communication ethics, diversity and inclusion, conflict resolution, conflict face negotiation, and intercultural competence. It presents both Western and non-Western perspectives. The book then addresses in its second section conflict management and harmony building in specific contexts. These include communication in intergenerational relationships, multinational corporations, and virtual spaces, and covers a range of national cultures including the U.S., Japan, Germany, and China.



Business morphology: how to navigate through change by Nerney Julie

Practical Inspiration Publishing 2023

Acc. No.: 52445 Call No.: 658.406 ISBN: 9781788604741

Summary: Standing still in today's business environment is not an option if you are to survive and thrive. But navigating your way through change can be complex, challenging and daunting. Business Morphology is here to help break down this complexity. No matter what sector you're in or what challenges your organization is facing, there are five fundamental levers that you can apply to effect real change. This book explores each of those five levers through a Morphology Map - an easy-to-use visual tool to help guide your thinking and prioritisation, and create a plan of action to help ensure you reach your outcomes. As an added bonus, there is also a Morphology Map to help you maximise your own personal impact too. Julie Nerney, MBA, CDir, FloD has been a serial entrepreneur, and is now a business transformation expert, spanning private, public and not-for-profit sectors. Geoff Robins BSc, PhD has led a number of major transformation programmes in the private and public sectors and is now a strategic advisor and Non-Executive Director.



Organizational change, leadership and ethics: leading organizations towards sustainability by Todnem, Rune

Routledge 2023

Acc. No.: 52406 Call No.: 658.406 ISBN: 9780367477509

Summary: Organisations and societies are facing extreme challenges that require action (IPCC, 2021). The UN's sustainability goals, demographic change, and the green shift are knocking on the door, while traditional education, and ways of leading and managing this development, often fail to keep up. Organizational Change, Leadership and Ethics challenges leadership orthodoxy, assumptions, and myths currently preventing the further development of theory and practice. It encourages intelligent disobedience in support of greater leadership capabilities and capacity in organisations and societies. As such, the book is written for everyone who wants to be MAD to Make A Difference - students, scholars, and practitioners alike.

NEW ARRIVALS, JUNE 2025



Transformed: moving to the product operating model by Cagan, Marty

John Wiley & Sons 2024

Acc. No.: 52395 Call No.: 658.406 ISBN: 9781119697336

Summary: Help transform your business and innovate like the world's top tech companies! In Inspired, product thought leader Marty Cagan revealed the best practices and techniques used by the top product teams operating in the product model. Next, Empowered shared the best practices and techniques used by the top product leaders to provide their teams with the kind of environment they need to thrive in the product model. Yet, the most common question after reading Inspired and Empowered has been: "Yes, we want to work this way, but the way we work today is so different, and so deeply ingrained, is it even possible for a company like ours to transform to the product model?" Transformed was written to bridge the gap between where most companies are right now and where they need to be. The leaders of these companies know they must transform to compete in an era of rapidly changing enabling technology, but most of them have never operated this way before.

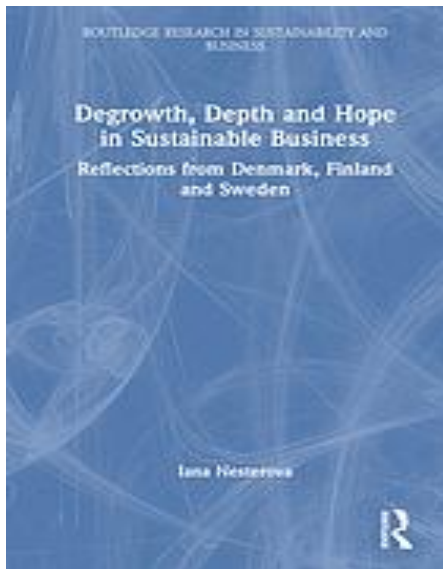


K-pop innovation: the future of Korean innovation that took the world by storm by Lee, Jangwoo

World Scientific 2024

Acc. No.: 52380 Call No.: 658.4063 ISBN: 9789811271717

Summary: Takes a refreshing perspective to explain K-pop's success by applying established business innovation theories to the uncharted area of pop music business. The first serious attempt of its kind to focus on the managerial and structural features of the K-pop industry. Contains more up-to-date information and provides an insider's view to the rare success case of the K-pop music industry, leading from the author's first-hand experience with SM Entertainment. Includes myriad first-hand interviews and comprehensive data from leading K-pop companies, including an in-depth case study on SM Entertainment.



Degrowth, depth and hope in sustainable business: reflections from Denmark, Finland and Sweden by Nesterova, Iana

Routledge 2025

Acc. No.: 52435 Call No.: 658.4083 ISBN: 9781032589589

Summary: This book takes degrowth theorising in the direction of honouring collaboration, creating new dialogues, emphasising growth and human capacities. Traditionally, degrowth theorising has focussed on reduction and non-growth. While the ecological concerns of degrowth scholarship are felt acutely by many, the suggestion of 'less' can be experienced as undesirable, going against who we are as humans, and even be false in some industries and spaces. Indeed, for a degrowth society to come into being, unprecedented (though not materialistic) growth is needed. This book unpicks the business and sustainability framework rooted in degrowth scholarship and proposes a gentler approach to business for a sustainable society living harmoniously with nature. Drawing on case studies from Finland, Sweden and Denmark, Iana Nesterova reflects on how degrowth manifests in imperfect and nuanced ways and examines the ways in which businesses navigate creatively and cautiously challenging socio-economic landscapes, and why they do this.

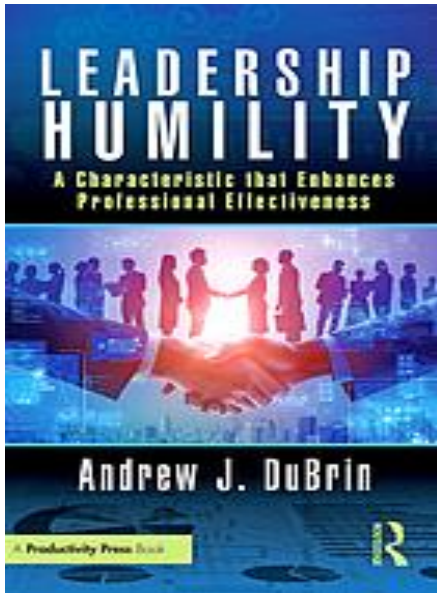


Don't wait for someone else to fix it: 8 essentials to enhance your leadership impact at work, home and anywhere else that needs you by Lennick, Doug

John Wiley & Sons 2023

Acc. No.: 52403 Call No.: 658.4092 ISBN: 9781394175796

Summary: The world needs positive leadership more than ever. Luckily, there is a large untapped source of leaders who can change the world for the better: all of us! Since each of us constantly influences those around us, by definition, everyone is a leader, not just people with formal titles. Don't Wait for Someone Else to Fix It will help everyone tap into the power of their influence to pursue a meaningful purpose, whether on the job, in the community, or at home. All it takes is "8 Essentials," a combination of moral, social, and technical imperatives core to our ability to positively influence others.

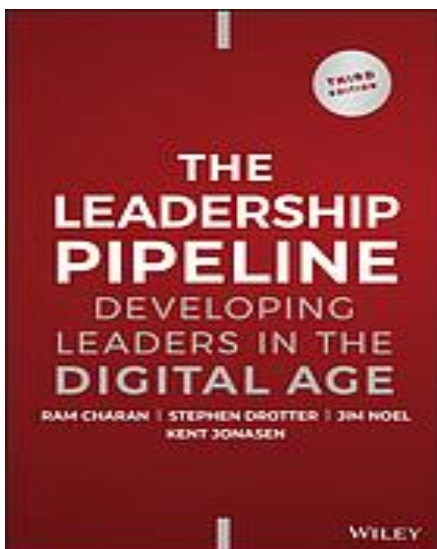


Leadership humility: a characteristic that enhances professional effectiveness by DuBrin, Andrew J

Routledge 2025

Acc. No.: 52451 Call No.: 658.4092 ISBN: 9781032610559

Summary: This book deals in depth with an ancient attribute of effective leaders that has in recent years caught the attention of leadership writers and researchers. Today's effective leader is expected to demonstrate humility in addition to standard leadership attributes such as self-confidence, high-level cognitive skills, creativity, charisma, and the ability to articulate visions. The theme of this book is that leadership and professional effectiveness are enhanced when interspersed with other key leadership attributes including those mentioned above, assertiveness, a sense of humor, and strategic thinking ability. Many brash and aggressive successful leaders would be even more successful if they sprinkled their leadership approach with humility. This book describes an opinion about the most relevant aspects of humility as it applies to leadership and professional effectiveness, yet the emphasis is on leadership. Equally important, each chapter contains suggestions for making better use of humility. Humility as it relates to leadership and professional effectiveness is covered from many angles. Among these topics are the many meanings and components of humility and how leadership humility impacts group member performance and behavior. We also describe the attributes of humble leaders and professionals and their type of interpersonal relationships.

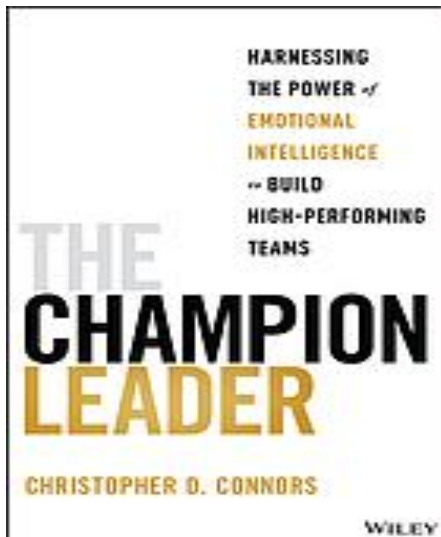


The leadership pipeline: developing leaders in the digital age by Charan, Ram

John Wiley & Sons 2024

Acc. No.: 52440 Call No.: 658.4092 ISBN: 9781394160976

Summary: Leadership has become among the handful of most critical elements for business success in the knowledge era. Companies increasingly compete on the strength of their intellectual capital, those intangibles but priceless assets that reside in the people and processes of the firm. But even the strongest intellectual capital base can be worthless if not guided by leaders at all levels of the organization. And having leaders at all levels requires a constantly renewing pipeline of new leaders. The problem is, the pipeline at most companies is bone dry. Companies invest in leadership development programs and establish elaborate succession frameworks, but don't knit the two together nor take into account the fact that talented people are often recruited away. They prepare leaders in the image of the existing leaders, assuming those same skills will be meaningful into the future - when, in fact, most companies don't have a clue about what skills will be needed of their leaders in the future.



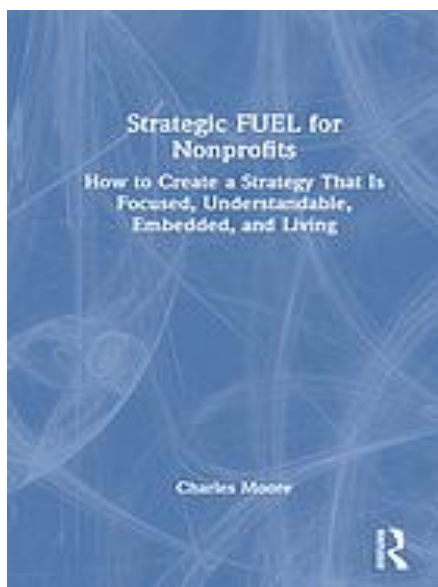
The champion leader: harnessing the power of emotional intelligence to build high-performing teams by Connors, Christopher D

John Wiley & Sons 2024

Acc. No.: 52441 Call No.: 658.4092 ISBN: 9781394211333

Summary: In the Champion Leader: Harnessing the Power of Emotional Intelligence to Build High-Performing Teams, bestselling author Christopher D. Connors delivers an invaluable, inspiring discussion of how to adapt to the rapidly changing rules of engagement in the modern workplace. You'll find out why so many employees feel disconnected from their leaders in today's remote and hybrid working environments and how to address that disconnect.

Connors explains how to prioritize one-on-one and team conversations focused on understanding employee needs, career development, and wellbeing to help foster a future-focused organization. He also walks you through how to maximize your emotional intelligence and enhance your leadership skills to assist in the development of a high-performing organization that delivers superior results.



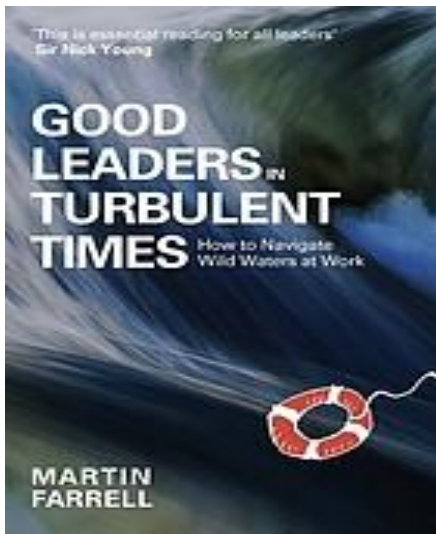
Strategic FUEL for nonprofits: how to create a strategy that is focused, understandable, embedded and living by Moore, Charles

Routledge 2025

Acc. No.: 52432 Call No.: 658.4092 ISBN: 9781032812731

Summary: Most nonprofits approach strategic planning in ways that take too much time and effort, focus on the wrong issues, and set up the plan to be something that gathers dust on a shelf rather than being implemented. If you want a different approach, this is the book for you. This book shows nonprofit leaders and organizations how to conduct strategic planning processes that deliver both a great strategy and an organization that can drive strategic change and continually refresh its strategy. It introduces a new framework-Strategic FUEL-and shows leaders how to map their organization's strategic situation to a planning approach that addresses the most important opportunities and challenges, without wasting time and effort. It also shows the actions leaders can take during strategic planning to increase the odds of successful strategy implementation. The core content of this book was developed while working with nonprofit leaders on strategic planning, so it converts the best research and ideas to practice and step-by-step guidance. This book will be a valuable resource for nonprofit CEOs and their teams, foundations looking to support their nonprofit grantees, and students in nonprofit management courses and programs. While the book is focused on the nonprofit world, the lessons are also applicable to any leader trying to drive strategy effectively.

NEW ARRIVALS, JUNE 2025

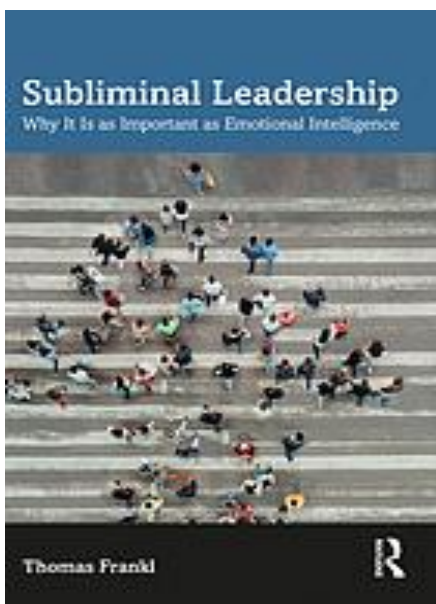


Good leaders in turbulent times: how to navigate wild waters at work
by Farrell, Martin

Practical Inspiration Publishing 2024

Acc. No.: 52452 Call No.: 658.4092 ISBN: 9781788605533

Summary: A true-to-life story crammed with wise words and practical advice drawn from leaders' own all-too-real experience of managing through crisis. Every civil society leader should keep this on their bedside table for those nightmare times when everything is going horribly.

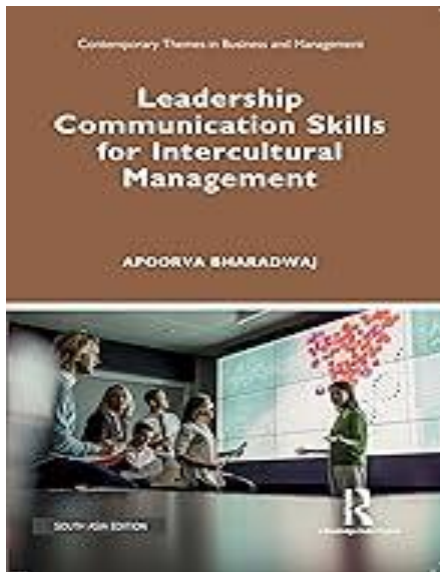


Subliminal leadership: why it is as important as emotional intelligence
by Frankl, Thomas

Routledge 2024

Acc. No.: 52453 Call No.: 658.4092 ISBN: 9781032585628

Summary: Understanding the power of subliminal influence makes or breaks leaders. What is it that subliminally motivates people to give their best, not just what's in their job description? How do you build an outstanding team? (Spoiler: it's not just by putting the best people in a team). The answer lies in the power of subliminal influence. This book explains in a clear and accessible way this important, yet little known and understood, area of psychology and leadership. As Emotional Intelligence helped managers and leaders to understand the importance of empathy in the workplace, Subliminal Leadership takes us to the next level by explaining how influence through non-verbal communication mostly happens below the threshold of our conscious awareness: subliminal forms of body language and communication which influence other people's attitudes, thinking and behaviour - and which may boost, or undermine a leader's authority, the performance of teams or the quality of key customer relationships. Readers will learn how we unconsciously communicate and how we positively or negatively influence other people in the process.

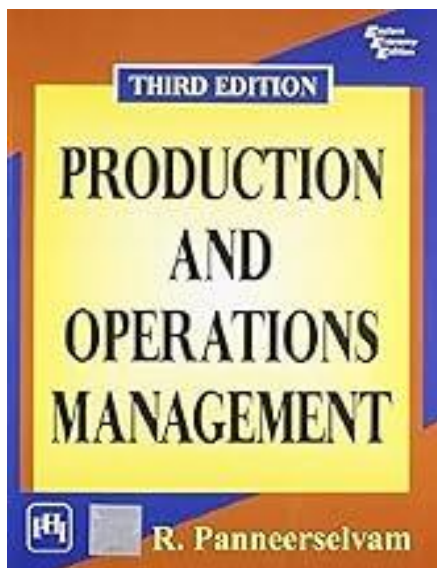


Leadership communication skills for intercultural management by Bharadwaj, Apoorva

Routledge 2024

Acc. No.: 52398 Call No.: 658.45 ISBN: 9781032861517

Summary: Intercultural business communication has assumed enormous significance in recent times for corporate leaders for transmitting and disseminating ideas across borders and for achieving organisational goals. This book provides a comprehensive introduction to communication strategies in business with a focus on diversity management skills. Culturally congruent communication competencies play an essential role in fostering productive conversations in transnational markets. This book includes in-depth research that explores key communication skills like negotiations, leadership, persuasion, argumentation, and corporate etiquette for professionals working in multinational realms of international commerce. It discusses intercultural management theories, non-verbal communications, and effective methods of communicating in virtual environments. The book also highlights the role and importance of diversity management in steering and helping multicultural teams and the expertise needed to manage stressful and challenging communication scenarios in variegated geo-cultural workspaces.



Production and operations management by Panneerselvam, R

PHI Learning 2024

Acc. No.: 52362 Call No.: 658.5 ISBN: 9788120345553

Summary: This widely adopted and well-established book, now in its Third Edition, provides the students of management and engineering with the latest techniques in production and operations management, considered so vital for maximizing productivity and profitability in business. What distinguishes the text is a comprehensive coverage of topics such as contract laws, capacity requirement planning, vendor evaluation including AHP method, quality function deployment, and enterprise resource planning. The new topics, which are of current interest, along with the characteristic features and easy-to-read style, would enhance the value of this text. The book is primarily intended as a text for postgraduate students of management, undergraduate students of mechanical engineering and undergraduate and postgraduate students of industrial, and production engineering courses. This profusely illustrated and well-organized text with its fine blend of theory and applications would also be useful for the practicing professionals.

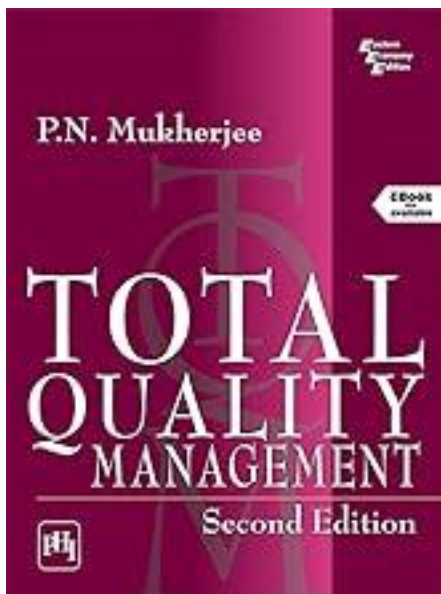


Total quality management and lean thinking 5.0: theories and methods by Ioppolo, Giuseppe

Routledge 2025

Acc. No.: 52385 Call No.: 658.562 ISBN: 9781032726731

Summary: In the era of Industry 4.0, the quality management paradigm is undergoing a dramatic transformation. The manufacturing and service industries are rapidly evolving, and businesses need to be agile and adaptive to stay competitive. Total Quality Management and Lean Thinking 5.0: Theories and Methods offers an integrated approach to quality management that combines the principles of Total Quality Management (TQM) and Lean Thinking. Covering vital topics including Lean 4.0, Lean Six Sigma, problem solving, statistical tools, managerial tools, Quality Function Deployment (QFD), risk management and customer analysis, the authors also offer insight into possible and probable future directions. A dedicated chapter of case studies centred on TQM issues furnished the reader with rich in-depth examples with which to advance and inform their understanding of TQM. Total Quality Management and Lean Thinking 5.0: Theories and Methods is an ideal textbook for quality management courses at the undergraduate or graduate level, and can also be used as a reference by managers, quality professionals, engineers, process improvement specialists, Six Sigma practitioners, engineers, data analysts, students studying quality management or related fields and anyone interested in learning about the latest concepts and tools of quality management.

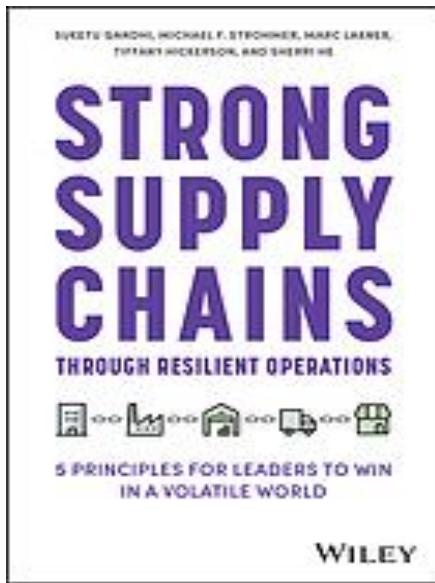


Total quality management by Mukherjee, P N

PHI Learning 2024

Acc. No.: 52361 Call No.: 658.562 ISBN: 9788119364299

Summary: This book, in its second edition, presents a comprehensive view of concepts, principles and practices of Total Quality Management (TQM) from basics through advanced tools and techniques for practical implementation. It is well known that 'Total Organization Involvement' in understanding and implementing TQM, along with the integrated business strategy, provided Japanese organizations with a strong platform for a meteoric rise to world-class performance and global leadership in every sphere of their operation. The success of TQM, therefore, depends a lot on the strong foundation and infrastructure of an organization. This is the crux of the author's theory of 'Holistic Management System for World-class Performance and Leadership' expounded in this book. It is a TQM-based model that helps create a world-class management system for performance excellence and global leadership.

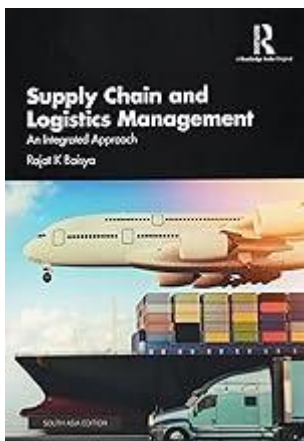


Strong supply chains through resilient operations: 5 principles for leaders to win in a volatile world by Gandhi, Suketu

John Wiley & Sons 2024

Acc. No.: 52383 Call No.: 658.7 ISBN: 9781394201587

Summary: Business leaders around the world are undertaking the biggest remaking of operations since World War II. Post-pandemic, every organization is grappling with the consequences of global supply chains that for years were optimized only around lowest cost supplies and labor. That changed with the pandemic, the global labor shortage, war in Ukraine, and other crises. To meet those disruptions--companies must transform their operations. But how? Today's buzz around resilience and reshoring shows that firms are ready to fundamentally change their global value chain configuration and to move away from "lean" tenets that optimize for "cost -- cash -- service" to be more resilient. To succeed now, firms now they must become more flexible, more innovative, more relationship-driven, and more sustainable.

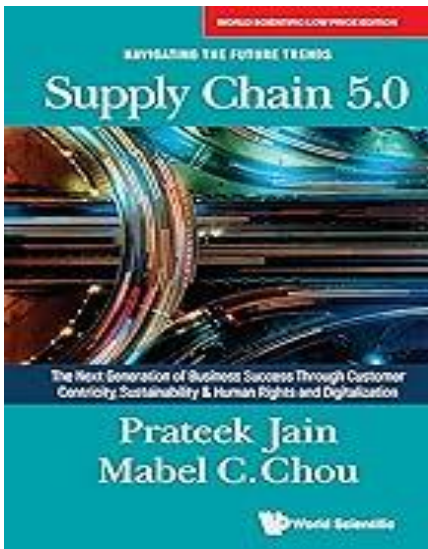


Supply chain and logistics management: an integrated approach by Baisya, Rajat

Routledge 2024

Acc. No.: 52412 Call No.: 658.7 ISBN: 9781032888002

Summary: This textbook discusses supply chain management and provides a comprehensive overview of all the key activities and issues of supply chain and logistics functions as an integrated discipline. Taking a comprehensive approach, it reviews end-to-end supply chain management from procurement to production to warehousing, distribution and customer service. It explores how each interface can be managed with the ultimate objective of providing superior customer experience to ensure satisfaction at the least cost while delivering incremental value in a competitive environment.

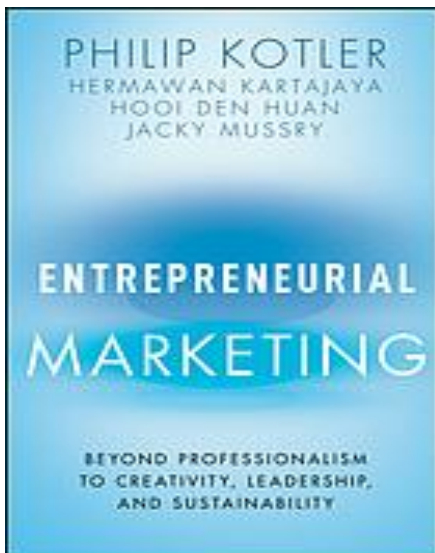


Supply chain 5.0: the next generation of business success through customer centricity, sustainability and human rights and digitalization by Jain, Prateek

World Scientific 2024

Acc. No.: 52373 Call No.: 658.7 ISBN: 9798886130751

Summary: Supply Chain 5.0: The Next Generation of Business Success through Customer Centricity, Sustainability & Human Rights and Digitalization" unveils a transformative era in supply chain management, presenting a ground-breaking business model that integrates three pivotal elements: Customer Centricity, Sustainability & Human Rights, and the interplay of Advanced Digitalization. This insightful book guides businesses through the evolving landscape, showcasing how they can synchronize these elements to revolutionize their operations and unlock unparalleled value, ensuring future success. As consumer expectations shift and the world demands responsible practices, embracing the new generation of Supply Chain isn't just an option — it's the only way for organizations to thrive and shape a profitable and sustainable future.

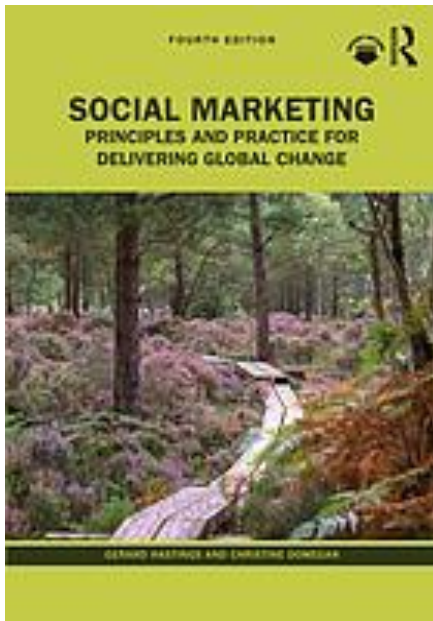


Entrepreneurial marketing: beyond professionalism to creativity, leadership and sustainability by Kotler, Philip

John Wiley & Sons 2023

Acc. No.: 52387 Call No.: 658.8 ISBN: 9781119835202

Summary: Marketing legend Phil Kotler and his colleagues explain why the conventional "professional" approach to marketing is no longer enough. Marketers must be more entrepreneurial, creative, and risk-taking, if they are to adapt to the challenges of the post-pandemic digital world. Entrepreneurial Marketing explains the basics of professional marketing and marketing operations, but also how this foundation must support entrepreneurial thinking and risk-taking. This marriage of professional and entrepreneurship is the new capability marketers need to grow their companies in the next ten years. Each chapter starts with a global or regional case study.

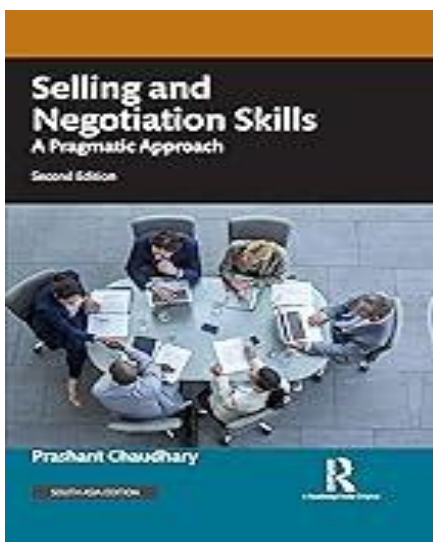


Social marketing: principles and practice for delivering global change
by Hastings, Gerard

Routledge 2023

Acc. No.: 52388 Call No.: 658.8 ISBN: 9781032059679

Summary: Social Marketing shows how marketing techniques can be used to social ends and tackle the immense challenges humankind faces. Social inequalities have driven popular revolts, from Black Lives Matter to Brexit, the climate is in crisis, and COVID-19 has highlighted power imbalances across the globe. In these turbulent times, this fourth edition will arm you with: Fresh content on climate breakdown, inequality and diversity, public health and poverty The critical capacity to analyse the origins, workings and future of our economic system Contemporary case studies from around the world demonstrating how change happens Reflective questions and critical thinking tasks to aid understanding This popular introductory textbook has been fully updated to enable you to challenge the bad, champion the good and enact meaningful change. If you already have marketing know-how, then it will help you apply this in a health, social and ecological context. If you come from a social science, public health or ecological background, and have little knowledge of marketing, it will introduce you to its key principles and give you the chance to apply these ideas in familiar settings.



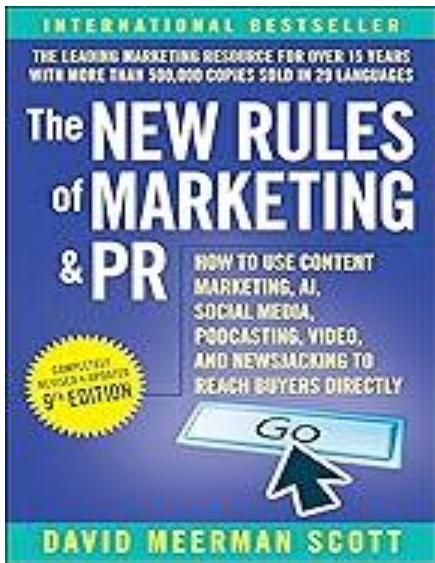
Selling and negotiation skills: a pragmatic approach
by Chaudhary, Prashant

Routledge 2025

Acc. No.: 52402 Call No.: 658.85 ISBN: 9781041034094

Summary: This book is a complete guide to learning the critical selling and negotiation skills to gain a competitive edge in a challenging business environment. The volume covers various negotiation approaches, strategies, tactics and styles that are adaptable and compatible with emerging business models and technologies. Businesses worldwide are adapting to changing consumer behaviour and focusing on more sustainable and future-ready selling and negotiation strategies. Richly illustrated with examples from diverse domains and real-life situations for an easy understanding of the subject, this book looks at strategies, tactics and styles for negotiation and the tools or technologies used for effectively selling; business cases and scenarios that illustrate the direct application of concepts, making the book practical, accessible and relevant and customer-centric selling and negotiation strategies, processes and approaches. A valuable companion for students, teachers, research scholars and professionals working in sales, business and management, this revised edition will also be of interest to those working in the areas of global business and trade, international affairs, marketing and economics.

NEW ARRIVALS, JUNE 2025



The new rules of marketing and PR: how to use content marketing, AI, social media, podcasting, video and newsjacking to reach buyers directly by Scott, David Meerman

John Wiley & Sons 2024

Acc. No.: 52621 Call No.: 658.872 ISBN: 9781394282166

Summary: As the ways we communicate continue to evolve, keeping pace with the latest technology—including generative artificial intelligence (AI) like ChatGPT—can seem an almost impossible task. How can you keep your product or service from getting lost in the digital clutter? The ninth edition of *The New Rules of Marketing and PR* offers everything you need to speak directly to your audience, make a strong personal connection, and generate attention for your business. An international bestseller with half a million copies sold in twenty-nine languages, this revolutionary guide gives you a proven, step-by-step plan for deploying the power of social media, AI, and content to maintain your competitive advantage and get your ideas seen and heard by the right people at the right time. You'll discover the latest approaches for highly effective public relations, marketing, and customer communications—all at a fraction of the cost of traditional advertising!



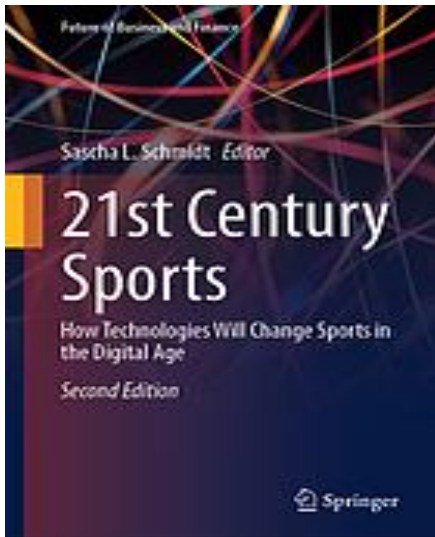
Fashion marketing and communications: theory and practice across the fashion industry by Mitterfellner, Olga

Routledge 2025

Acc. No.: 52390 Call No.: 746.92 ISBN: 9781032582320

Summary: *Fashion Marketing and Communications* draws together interdisciplinary approaches from marketing, branding, promotion and critical media studies. It provides a comprehensive and honest understanding of the commercial and ethical impact marketing has on the fashion industry. Offering a combination of marketing theory and practice, the book covers subjects including historical advertising and PR, modern consumerism, traditional and contemporary marketing techniques, international and inclusive marketing, outlining the opportunities and challenges facing the future of fashion marketers. This new edition has been fully revised to incorporate new chapters on sustainability marketing, digital marketing and future-facing trends within fashion marketing. Case studies and interviews with practitioners have been refreshed and broadened to include a diverse range of countries and perspectives from around the world. It also features updated and new theory frameworks, adding new and actionable frameworks to the discipline, whilst embedded activity sheets invite the reader to apply the frameworks.

NEW ARRIVALS, JUNE 2025



21st century sports: how technologies will change sports in the digital age by Schmidt, Sascha L

Springer 2024

Acc. No.: 52466 Call No.: 796.069 ISBN: 9783031389801

Summary: Discover the exciting future of sports in the digital age with "21st Century Sports: How Technologies Will Change Sports in the Digital Age." This thought-provoking book, now in its second edition, delves into the transformative power of technology on the world of sports within the next five to ten years and beyond. Written by esteemed academics from prestigious institutions like the Massachusetts Institute of Technology, Queensland University of Technology, and the University of Cambridge, alongside seasoned practitioners with extensive technological expertise, this collection of essays offers profound insights. Through their comprehensive analysis, the authors explore the profound impacts of emerging technologies such as artificial intelligence, the Internet of Things, blockchain, web3 and robotics on sports. Uncover how these technologies will revolutionize not only the nature of sports itself but also consumer behavior and existing business models.



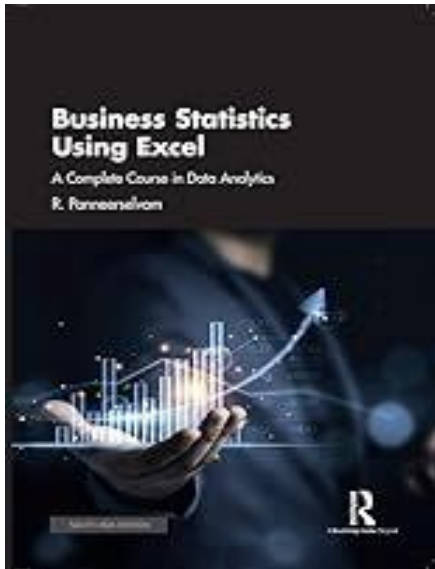
A practical guide to theoretical frameworks for social science research by Bingham, Andrea J

Routledge 2023

Acc. No.: 52450 Call No.: 001.42(SR) ISBN: 9781032199924

Summary: This practical book offers a guide to finding, choosing, and applying theoretical frameworks to social sciences research, and provides researchers with the scaffolding needed to reflect on their philosophical orientations and better situate their work in the existing landscape of empirical and theoretical knowledge. Using a multifaceted approach, the book provides clear definitions, primary tenets, historical context, highlights of the challenges and contemporary discussion and, perhaps more importantly, concrete and successful examples of studies that have drawn on and incorporated each theoretical framework. The authors define and explain the connections among such concepts as ontology, epistemology, paradigm, theory, theoretical frameworks, conceptual frameworks, and research methodology; describe the process of finding and effectively using theoretical and conceptual frameworks in research; and offer brief overviews of particular theories within the following disciplines: sociology, psychology, education, leadership, public policy, political science, economics, organizational studies, and business.

NEW ARRIVALS, JUNE 2025

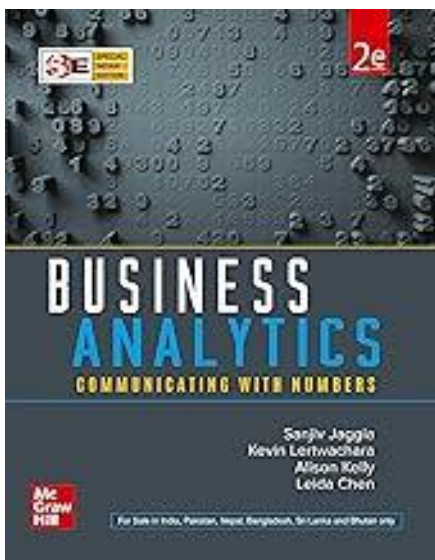


Business Statistics Using Excel: a complete course in data analytics by Panneerselvam, R

Routledge 2024

Acc. No.: 52411 Call No.: 658.47(A) ISBN: 9781032843407

Summary: This book gives readers a hands-on understanding of Excel-assisted statistical techniques to take effective business decisions. It showcases applications of the tools and techniques of statistics for analysing business data from the domain of business statistics. The volume provides an exhaustive introduction to the application of statistics in solving business problems and implementing data analytics for effective decision making in all kinds of business situations around the world. With an emphasis on simplicity in presentation of concepts of statistical methods and associated Excel functions, the volume explores the implementation of Excel functions through well-defined sequences of steps. It covers an array of key topics which include.



Business analytics: communicating with numbers by Jaggia, Sanjiv

McGraw Hill 2023

Acc. No.: 52426 Call No.: 658.47(A) ISBN: 9789355323491

Summary: This book, one of the most thorough texts on business analytics, is created especially for management students. It offers a comprehensive approach to business analytics that combines qualitative reasoning with quantitative tools to pinpoint important business issues. It turns analytics into decisions that boost company performance. In addition to rehashing the sections on R and R codes, the Special Indian Edition also includes cases, examples, and data that are relevant to India.

NEW ARRIVALS, JUNE 2025



Big data analytics: concepts, techniques, tools and technologies by Sudha, G

PHI Learning 2024

Acc. No.: 52367 Call No.: 658.47(A) ISBN: 9789391818364

Summary: Designed for the students of B.E./B.Tech (Computer Science and Engineering/IT), M.Sc (Computer Science), MCA, and M.Sc (Data Science), this textbook mainly focuses on issues and solutions concerned with data explosion problems. Without the prior knowledge of database world, the reader of this book can easily understand the evolution of database technology in handling big data.

With a focus on the analytical theory to handle high dimensional data, this text also presents illustrations using analytical tool R. The role of real-time system architecture and platforms, Hadoop ecosystem components and NoSQL database MongoDB to handle big data is also elaborated. Each chapter ends with exercise problems and multiple-choice questions, which will motivate the readers to further analyse the applicability of concepts.



Data analytics for business: lessons for sales, marketing and strategy by Haimowitz, Ira J

Routledge 2023

Acc. No.: 52408 Call No.: 658.47(A) ISBN: 9780367281489

Summary: Interest in applying analytics, machine learning, and artificial intelligence to sales and marketing has grown dramatically, with no signs of slowing down. This book provides essential guidance to apply advanced analytics and data mining techniques to real world business applications. The foundation of this text is the author's 20-plus years of developing and delivering big data and artificial intelligence solutions across multiple industries: financial services, pharmaceuticals, consumer packaged goods, media, and retail. He provides guidelines and summarized cases for those studying or working in the fields of data science, data engineering, and data-driven artificial intelligence. The book also offers a distinctive style: a series of essays, each of which summarizes a critical lesson or provides a step-by-step business process, with specific examples of successes and failures. Sales and marketing executives, project managers, business and engineering professionals, and graduate students will find this clear and comprehensive book the ideal companion when navigating the complex world of big data analytics.

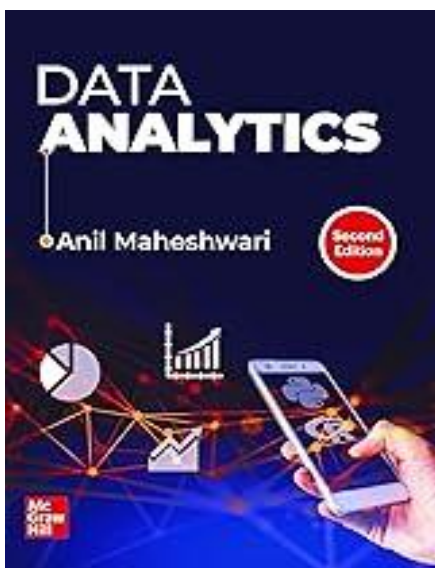


Digital analytics for marketing by Feroz, A Karim

Routledge 2024

Acc. No.: 52391 Call No.: 658.47(A) ISBN: 9780367456412

Summary: This second edition of Digital Analytics for Marketing provides students with a comprehensive overview of the tools needed to measure digital activity and implement best practices when using data to inform marketing strategy. It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective. Demonstrating how to integrate large amounts of data from web, digital, social, and search platforms, this helpful guide offers actionable insights into data analysis, explaining how to "connect the dots" and "humanize" information to make effective marketing decisions. The authors cover timely topics, such as social media, web analytics, marketing analytics challenges, and dashboards, helping students to make sense of business measurement challenges, extract insights, and take effective actions. The book's experiential approach, combined with chapter objectives, summaries, and review questions, will engage readers, deepening their learning by helping them to think outside the box.



Data analytics by Maheshwari, Anil

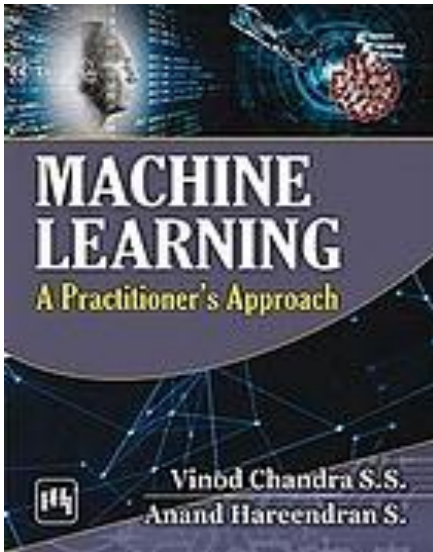
McGraw Hill 2023

Acc. No.: 52427 Call No.: 658.47(A) ISBN: 9789355324559

Summary: Data Analytics continues to be a sought-after discipline. This second edition of the popular textbook retains the concise and conversational style and extends the discussion in the first edition by including additional topics such as Data Privacy, Artificial Intelligence, and Data Wrangling. With insightful caselets in every chapter, review questions, objective-type questions, and a running case exercise, this book is designed to provide students with application-oriented knowledge of the subject.

In addition, this book provides a solid toolset of major data mining platforms, with easy tutorials on data mining techniques using Python, R, and Weka. This edition also includes a sample data analytics student project, that uses all the data mining techniques to solve a real socially relevant problem.

This book is designed to meet the requirements of students across a variety of academic disciplines. While primarily designed to meet the needs of students of Computer Science and Information Technology, this book will also serve the needs of students from other engineering disciplines as well as management stream.

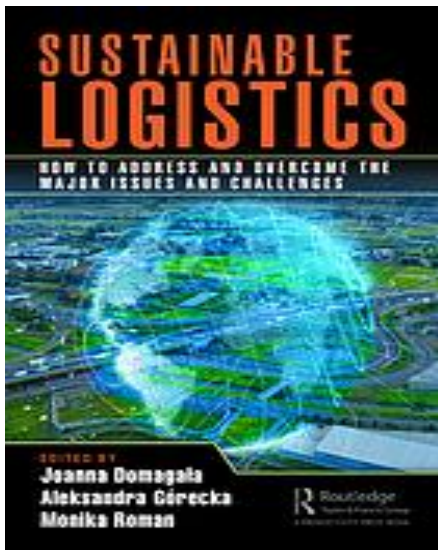


Machine learning: a practitioner's approach by Chandra, Vinod

PHI Learnig 2024

Acc. No.: 52366 Call No.: 658.47(ML) ISBN: 9789389347463

Summary: The present book is primarily intended for undergraduate and postgraduate students of computer science and engineering, information technology, and electrical and electronics engineering. It bridges the gaps in knowledge of the seemingly difficult areas of machine learning and nature inspired computing. The text is written in a highly interactive manner, which satisfies the learning curiosity of any reader. Content of the text has been diligently organized to offer seamless learning experience. The text begins with introduction to machine learning, which is followed by explanation of different aspects of machine learning. Various supervised, unsupervised, reinforced and nature inspired learning techniques are included in the textbook with numerous examples and case studies. Different aspects of new machine learning and nature inspired learning algorithms are explained in-depth. The well-explained algorithms and pseudocodes for each topic make this book useful for students. The book also throws light on areas like prediction and classification systems.



Sustainable logistics: how to address and overcome the major issues and challenges by Domagała, Johanna

Routledge 2023

Acc. No.: 52413 Call No.: 658.5(ML) ISBN: 9781032302966

Summary: This book explores how and where the innovations can be implemented to provide a wide approach to sustainability in logistics. It addresses the main challenges affecting modern and sustainable logistics and supply chains.