



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



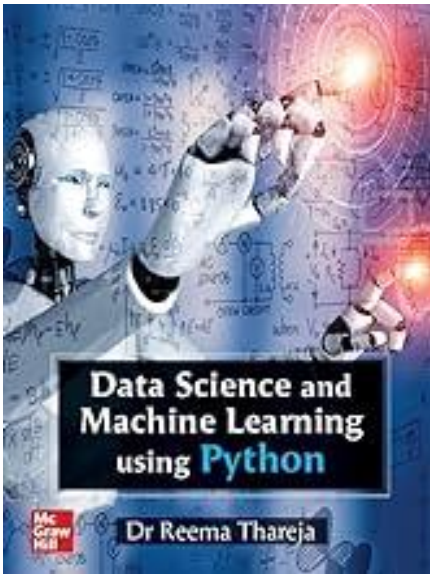
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NEW ARRIVALS

March 2024



NEW ARRIVALS, MARCH 2024



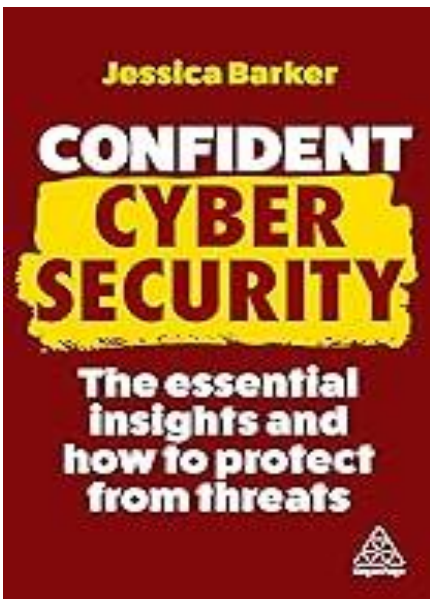
Data science and machine learning using Python by Thareja, Reema

McGraw Hill 2023

Acc. No.: 51127, 51177 Call No.: 005.74 ISBN: 9789355322142

Summary: The objective of this book is to introduce the concepts of Python programming language in a lucid way so that the reader can easily use these concepts to perform data science and machine learning applications for solving real world problems. The book has been specifically written to serve as a textbook for undergraduate and postgraduate students. It can also be used by professionals who either wish to work in the area of Data Science and Machine Learning using Python or are already working in it.

Every chapter in this book contains multiple programming examples to impart practically sound knowledge of the concept. To further enhance the understanding of the subject, there are numerous objective-type, subjective type and programming exercises at the end of each chapter.



Confident cyber security: the essential insights and how to protect from threats by Barker, Jessica

Kogan Page 2023

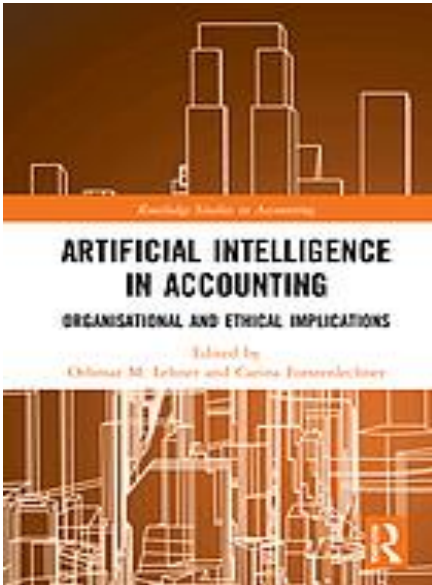
Acc. No.: 50918 Call No.: 005.8023 ISBN: 9781398611924

Summary: The world is more digitally connected than ever before and, with this connectivity, comes vulnerability. This book will equip you with all the skills and insights you need to understand cyber security and kickstart a prosperous career.

Confident Cyber Security is here to help. From the human side to the technical and physical implications, this book takes you through the fundamentals: how to keep secrets safe, how to stop people being manipulated and how to protect people, businesses and countries from those who wish to do harm.

Featuring real-world case studies including Disney, the NHS, Taylor Swift and Frank Abagnale, this book is packed with clear explanations, sound advice and practical exercises to help you understand and apply the principles of cyber security. This new edition covers increasingly important topics such as deepfakes, AI and blockchain technology.

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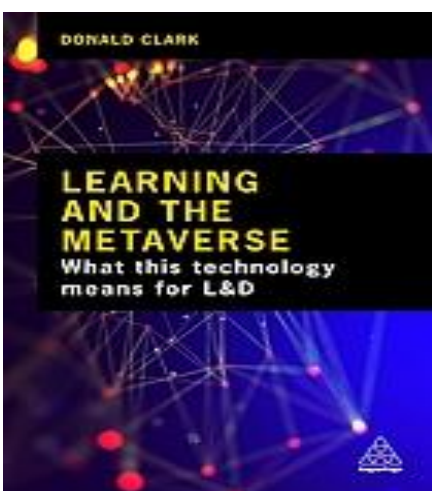


Artificial intelligence in accounting: organisational and ethical implications by Lehner, Othmar M

Routledge 2023

Acc. No.: 51074 Call No.: 006.3 ISBN: 9781032055626

Summary: Artificial intelligence (AI) and Big Data based applications in accounting and auditing have become pervasive in recent years. However, research on the societal implications of the widespread and partly unregulated use of AI and Big Data in several industries remains scarce despite salient and competing utopian and dystopian narratives. This book focuses on the transformation of accounting and auditing based on AI and Big Data. It not only provides a thorough and critical overview of the status-quo and the reports surrounding these technologies, but it also presents a future outlook on the ethical and normative implications concerning opportunities, risks, and limits. The book discusses topics such as future, human-machine collaboration, cybernetic approaches to decision-making, and ethical guidelines for good corporate governance of AI-based algorithms and Big Data in accounting and auditing. It clarifies the issues surrounding the digital transformation in this arena, delineates its boundaries, and highlights the essential issues and debates within and concerning this rapidly developing field. The authors develop a range of analytic approaches to the subject, both appreciative and sceptical, and synthesise new theoretical constructs that make better sense of human-machine collaborations in accounting and auditing.



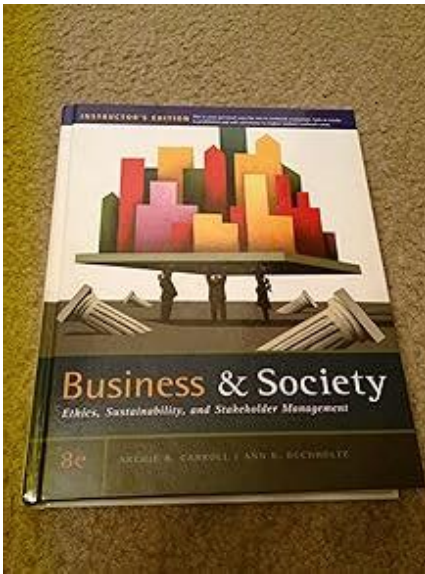
Learning and the metaverse: what this technology means for L & D by Clark, Donald

Kogan Page 2023

Acc. No.: 50921 Call No.: 006.8 ISBN: 9781398612105

Summary: Use this practical guide from a learning technology expert to understand what the metaverse is and how it applies to your L&D activities.

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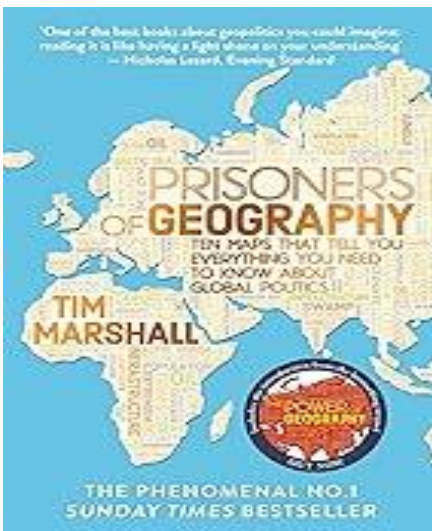


Business and society: ethics, sustainability and stakeholder management by Carroll, Archie B

Cengage Learning 2018

Acc. No.: 51164-51165 Call No.: 174.4 ISBN: 9789353737823

Summary: Learn to make strong business decisions with a better understanding of business ethics, sustainability and stakeholder management from a strong managerial perspective. BUSINESS AND SOCIETY: ETHICS, SUSTAINABILITY, AND STAKEHOLDER MANAGEMENT, 8E demonstrates how the most successful business decision makers balance and protect the interests of various stakeholders, including investors, employees, the community, and the environment -- particularly as business recovers from a perilous financial period. The authors effectively balance strong coverage of ethics and the stakeholder model with a new focus on one of business's most recent, urgent mandates: sustainability. Coverage highlights the connection between business and the natural, social, and financial environments, illustrating how all three must be maintained in balance to sustain current and future generations.



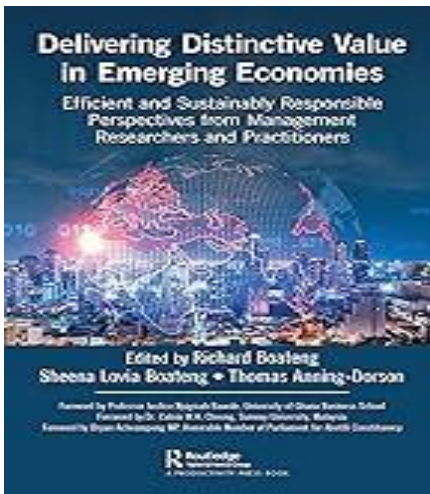
Prisoners of geography: ten maps that tell you everything you need to know about global politics by Marshall, Tim

Elliott and Thompson 2019

Acc. No.: 51166-51167 Call No.: 327 ISBN: 9781783962433

Summary: *Discover the ten maps that reveal the future of our world in THE POWER OF GEOGRAPHY? the sequel to PRISONERS OF GEOGRAPHY? OUT NOW* THE MILLION COPY INTERNATIONAL BESTSELLER Geography shapes not only our history, but where we're headed... All leaders are constrained by geography. Their choices are limited by mountains, rivers, seas and concrete. Yes, to follow world events you need to understand people, ideas and movements - but if you don't know geography, you'll never have the full picture. If you've ever wondered why Putin is so obsessed with Crimea, why the USA was destined to become a global superpower, or why China's power base continues to expand ever outwards, the answers are all here. In ten chapters and ten maps, Prisoners of Geography looks at the past, present and future to offer an essential insight into one of the major factors that determines world history. It's time to put the 'geo' back into geopolitics.

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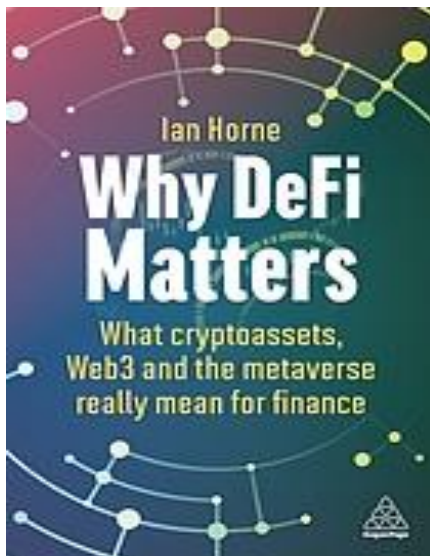


Delivering distinctive value in emerging economies: efficient and sustainably responsible perspectives from management researchers and practitioners by Boateng, Richard

Routledge 2022

Acc. No.: 50886 Call No.: 332 ISBN: 9780367714734

Summary: The idea behind editing this book is to present a contemporary reference that tells the story of how businesses and institutions in emerging economies are circumventing or can better circumvent institutional voids, in order to create distinct value for consumers, and develop resilient and sustainable economies.



Why DeFi matters: what cryptoassets, web3 and the metaverse really mean for finance by Horne, Ian

Kogan Page 2023

Acc. No.: 50890 Call No.: 332 ISBN: 9781398612938

Summary: There is a pressing need for a balanced account outlining what DeFi actually means for investors, banks and the finance industry. Why DeFi Matters cuts through the jargon and the hype to help people make more informed decisions in this space. It examines the evolution of DeFi and cryptocurrencies, analysing what it means for investors and the future of finance. It also outlines the developments that truly matter, distinguishing between longer-term trends and fads, and is a must-read for finance professionals, organizations and investors interested in moving into DeFi. Why DeFi Matters explores the rise of DeFi and provides focused, balanced analysis about this alternative financial system that is being built and how it will coexist with banks, institutions and traditional finance. It examines the aspects of DeFi that will materially change financial systems and how they will alter the nature of purchasing, lending, insurance and banking; the role of web3 and the metaverse in the new era of finance; and its role in the democratization of finance.

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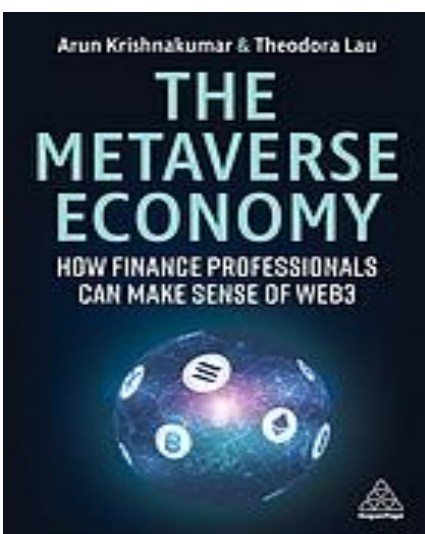


Venture capital investments by Kumar, Raj

Sage 2020

Acc. No.: 51139 Call No.: 332.0415 ISBN: 9789353884154

Summary: Venture Capital is a form of financing provided by wealthy investors, investment banks and other financial institutions to start-ups and small to medium-sized enterprises with strong growth potential in exchange of private equity stakes. These investors are also known as venture capitalists (VCs). With the rise of start-ups and small ventures, the market of VCs and the interest of people in venture capitalism are also increasing. The valuation of the firms done by the VCs at the beginning stage is not just a betting game. It is thorough research done using different strategies and computing formulas. This book gives a fundamental understanding of various aspects of venture capital covering the nature of investments, deal evaluation, valuation, structure, economics and fundraising. It begins by covering how the private market is different from the public market. The history of venture capital is discussed with the venture capital industry in the background. The authors also discuss the deal of valuation, valuation and fundraising from the perspective of a VC. Finally, the book discusses fund economics and fund structure in venture capital firms. It provides challenges a VC faces right from raising funds to evaluating a potential deal, deal evaluation and exit evaluation. The book will be a helpful read for entrepreneurs who want to get into the shoes of a VC and understand how they value a firm or a start-up.



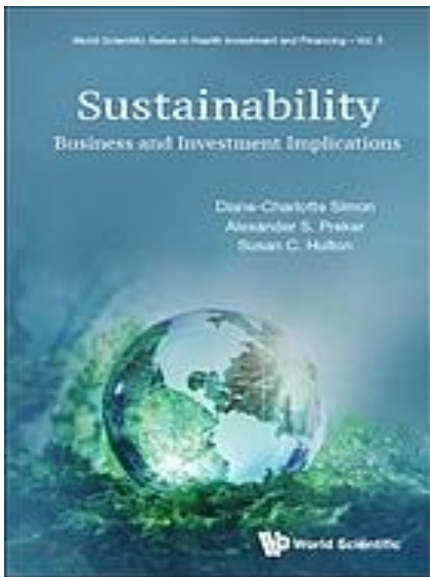
The metaverse economy: how finance professionals can make sense of web3 by Krishnakumar, Arunkumar

Kogan Page 2023

Acc. No.: 50887 Call No.: 332.10285 ISBN: 9781398610538

Summary: Offering a balanced insight into the complex world of the metaverse, THE METAVERSE ECONOMY demystifies the technology and economic paradigms that have triggered its rise. Arun Krishnakumar and Theodora Lau break down the new qualitative and quantitative attributes professionals must consider in order to capture the opportunities of the market, providing an essential overview of the types of economic models that companies can use to scale business in web3.

NEW ARRIVALS, MARCH 2024



Sustainability: business and investment implications by Simon, Diane-Charlotte

World Scientific 2024

Acc. No.: 50910 Call No.: 332.6 ISBN: 9789811240911

Summary: This book explores the business and investment implications of sustainability, both opportunities and challenges. The volume lays the groundwork for understanding the growing areas of sustainable business and sustainable finance. Over the past few decades, the world has witnessed significant improvements in economic development that meet a wide range of human needs. Ensuring that such development takes place in a "sustainable" way is the central focus of the book. The book provides insights for businesses, investors, and others on how to navigate this complex and evolving landscape.



Investments by Bodie, Zvi

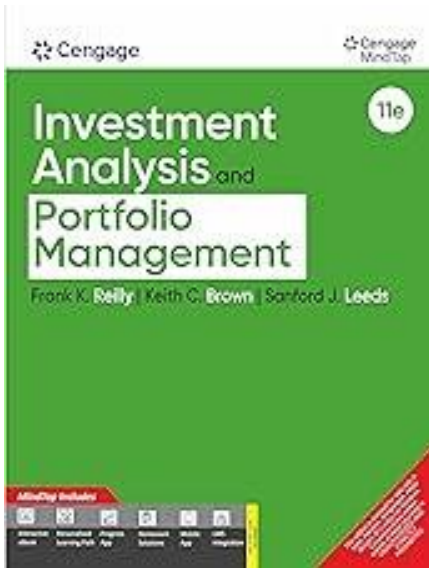
McGraw-Hill 2019

Acc. No.: 51118 Call No.: 332.6 ISBN: 9788194113850

Summary: The eleventh edition of Investments is a textbook for courses in investment analysis. The revised edition has been updated to encapsulate the changes in the investment environment along with the global impact of such fluctuations, including the unprecedented events surrounding the financial crisis. The book is simple and easy-to-comprehend, offers an expert instinct for confronting new ideas and challenges in decision making. It places greater emphasis on asset allocation and offers a much broader and detailed treatment of futures, options, and other derivative security markets which have become both crucial and integral to the rapidly evolving financial universe.

Highlights: ✓Up-to-date analysis and coverage of the changes in the investment environment ✓Examination of the subject matter in the local context with relevant examples of concepts in the subsequent scenario (FOREX Market, Securitization, Bond Market Indices, SEBI Regulations and more) ✓Provide readers with an expert instinct for decision making by offering them a methodical insight into major financial issues.

NEW ARRIVALS, MARCH 2024



Investment analysis and portfolio management by Reilly, Frank K

Cengage Learning 2023

Acc. No.: 51160 Call No.: 332.6 ISBN: 9789353506384

Summary: Learn to manage your money to maximize your earning potential with Reilly/Brown/Leeds' INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT, 11th Edition. Extremely reader friendly in a succinct 18 chapters, this text equips you with a solid understanding of investment instruments, capital markets, behavioral finance, hedge funds, international investing and much more. Real-world examples and hands-on applications bring chapter concepts to life as you learn to use the same tools as investment professionals. The 11th edition's unparalleled international coverage provides specific information on non-U.S. markets, instruments, conventions and techniques. New detailed discussions explain the impact of changes in both technology and regulations on global security markets. In addition, three chapters are devoted to derivatives securities--which are now standard investment instruments.



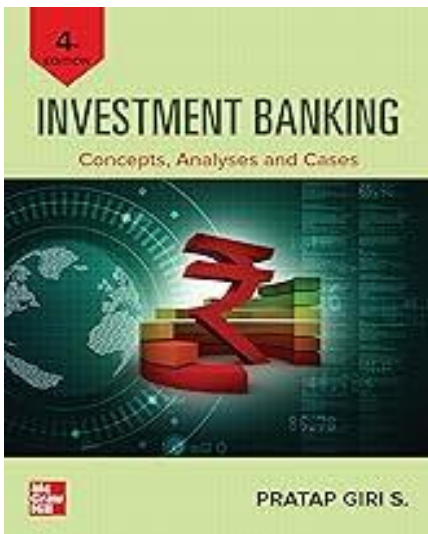
Options, futures and other derivatives by Hull, John C

Pearson 2023

Acc. No.: 51119-51120 Call No.: 332.645 ISBN: 9789392970962

Summary: A college textbook for courses in business, economics, financial mathematics and financial engineering. A reference book for practitioners in derivatives markets.

NEW ARRIVALS, MARCH 2024



Investment banking: concepts analyses and cases by Giri, Pratap

McGraw-Hill 2022

Acc. No.: 51171-51172 Call No.: 332.66 ISBN: 9789354600883

Investment Banking – Concepts, Analyses and Cases is a long-standing work in the subject and is positioned as a complete textbook for postgraduate level of study in Investment Banking. It covers exhaustively the history, market, business, industry, transaction and service perspective of this important area of financial services. It caters to all postgraduate courses with focus on finance and capital markets in general and investment banking in particular. It comprehensively meets the conceptual and learning requirements for MBA, CA, CS, CMA and other capital market-oriented courses in the Indian context. It will also serve as a useful reference book for CFOs, senior finance professionals, Investment Bankers, Consultants, Law Firms, Chartered Accountants, Company Secretaries and financial services professionals working in capital markets and corporate advisory services.



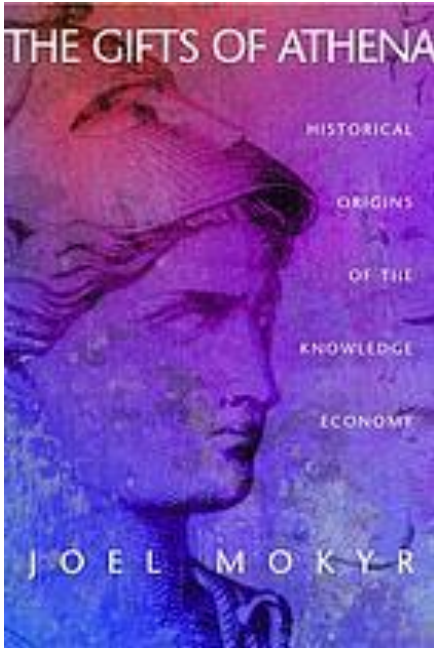
The political economy of digital ecosystems: scenario planning for alternative futures by Kitsing, Meelis

Routledge 2022

Acc. No.: 50875 Call No.: 338.064 ISBN: 9780367653972

Summary: The book connects political economy perspectives with scenario planning for mapping out future trajectories of digital ecosystems. The focus is purposefully on digital ecosystems as it encompasses economic, political and social contexts on a global, national and local level. The diversity of political economy approaches allows the author to explore alternative meanings of digital ecosystem development, which is particularly useful for envisioning alternative futures. Often visions about the future of digital ecosystems suffer from a lack of imagination and confirmation bias which is favorable to the extrapolation of current trends. A wide range of political economy perspectives applied through positivist theorizing in this book show different interpretations of developments in digital ecosystems. Scenario planning teams around the world have applied a collective imagination to show how future trajectories can be radically different from the current trends. The book outlines meta-scenarios for alternative futures of the political economy of digital ecosystems by reviewing and synthesizing work of foresight teams.

NEW ARRIVALS, MARCH 2024



The gifts of Athena: historical origins of the knowledge economy by Mokyr, Joel

Princeton University Press 2005

Acc. No.: 51109 Call No.: 338.064 ISBN: 9780691120133

Summary: The growth of technological and scientific knowledge in the past two centuries has been the overriding dynamic element in the economic and social history of the world. Its result is now often called the knowledge economy. But what are the historical origins of this revolution and what have been its mechanisms? In *The Gifts of Athena*, Joel Mokyr constructs an original framework to analyze the concept of "useful" knowledge. He argues that the growth explosion in the modern West in the past two centuries was driven not just by the appearance of new technological ideas but also by the improved ac.



Megathreats: the ten trends that imperil our future, and how to survive them by Roubini, Nouriel

John Murray 2022

Acc. No.: 51184 Call No.: 338.542 ISBN: 9781529373783

Summary: Renowned economist Nouriel Roubini was nicknamed "Dr. Doom," until his prediction of the 2008 housing crisis and Great Recession came true-when it was too late. Now he is back with a much scarier prediction, one that we ignore at our peril. There are no fewer than ten overlapping, interconnected threats that are so serious, he calls them Megathreats. From the worst debt crisis, the world has ever seen, to governments pumping out too much money, to borders that are blocked to workers and to many shipments of goods, to the rise of a new superpower competition between China and the U.S., to climate change that strikes directly at our most populated cities, we are facing not one, not two, but ten causes of disaster. There is a slight chance we can avoid them, if we come to our senses-but we must act now.

NEW ARRIVALS, MARCH 2024

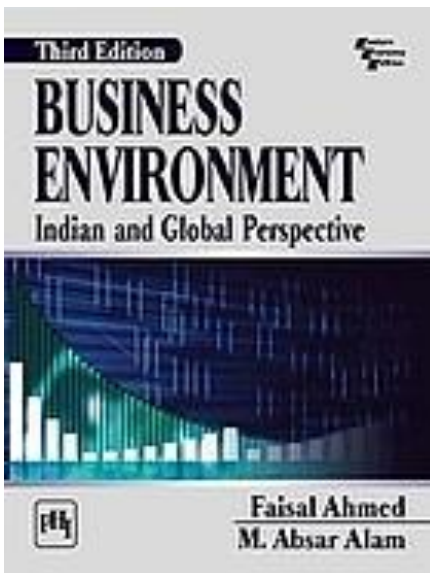


Business environment by Saleem, Shaikh

Pearson 2020

Acc. No.: 51110 Call No.: 338.911 ISBN: 9789353948160

Summary: Business environment 4E, is a revised edition that presents in-depth knowledge with updated information about latest developments in the business environments in India. This book is useful to understand the ever-changing environment in which businesses operate. The dynamism of the liberalised industrial and trade environment, the change in government structure, plans and policies (domestic and international), the growing competition, and market forces that guide investment decisions of which impact the operations and profits of businesses, have been discussed to provide a comprehensive reading. The book covers the restructuring of the erstwhile planning Commission and the formation of nitie aayog, its policies and objectives. The text has been carefully curated and updated to cater to the curriculum of business environment for B. Com, BBA, M. Com and MBA courses under the University Grants Commission outlined model.



Business environment: Indian and global perspective by Ahmed, Faisal

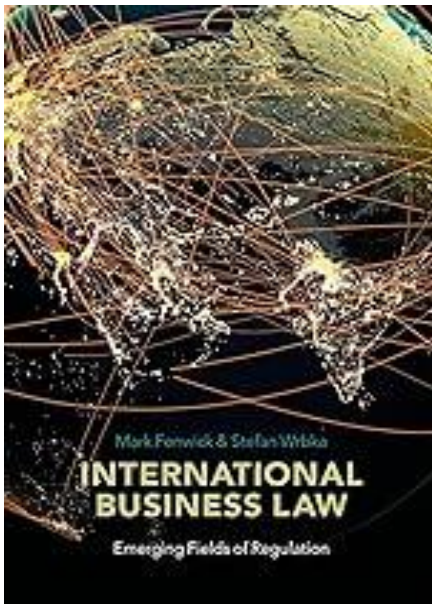
PHI Learning 2023

Acc. No.: 51158-51159 Call No.: 338.911 ISBN: 9789354437731

Summary: This fully revised and updated third edition carries a holistic approach to the new and emerging realities of Indian as well as the global business environment. It incorporates the new challenges emanating from Covid-19 outbreak and also other enablers shaping up the business environment. This new edition brings forth a contemporary and pragmatic appeal to the learners. The text provides an incisive insight into the subject via simple, elegant and explicit presentation that amalgamates theory logically and rigorously with the practical aspects.

Organised in 24 chapters, the book aims to develop a broader understanding of the concepts and their applications and dexterously assimilates the latest statistics depicting the national and global perspectives. This text is suitable for both PG and UG students of Management, Commerce, Economics, and Business Studies.

NEW ARRIVALS, MARCH 2024

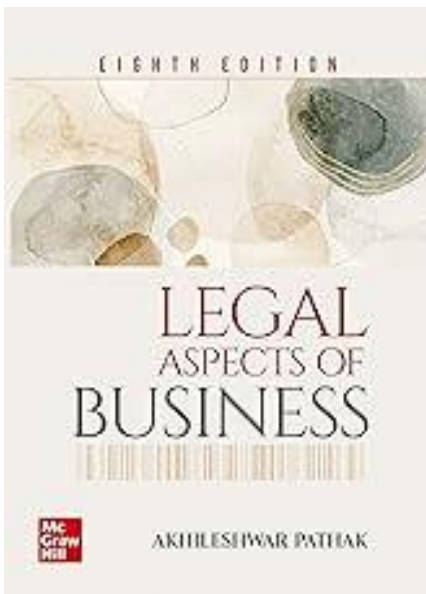


International business law by Fenwick, Mark

Bloomsbury Publishing 2023

Acc. No.: 50908 Call No.: 346.065 ISBN: 9789356403659

Summary: This book provides an accessible introduction to selected new issues in transnational law, and connects them to existing theoretical debates on transnational business regulation. More specifically, (i) it introduces the argument about the evolving character of contemporary international business regulation; (ii) it provides an overview of some of the main fields of law that are currently important for firms that operate across borders; and (iii) it sets out an interpretive framework for making sense of disparate developments occurring across a number of jurisdictions, among which are the form of regulation and style of enforcement, issues of legal certainty, and behavioural aspects of regulation. The selected topics are indicative of some key issues confronting businesses looking to operate across national borders, as well as policy makers seeking to introduce and enforce meaningful regulatory standards in an increasingly global society.



Legal aspects of business by Pathak, Akhileshwar

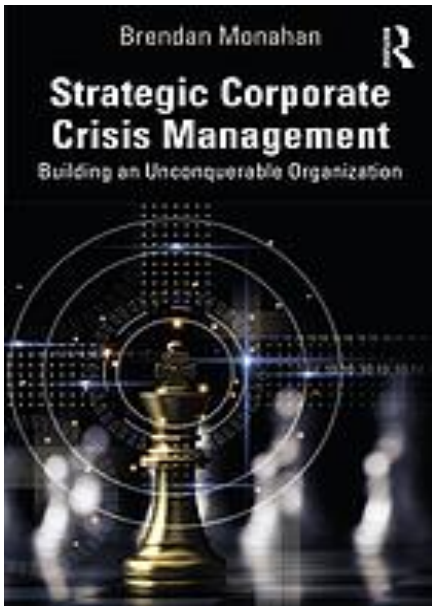
McGraw-Hill 2023

Acc. No.: 51186 Call No.: 346.065 ISBN: 9789355322081

Summary: This is one of the most popular titles on business law in India. Since its launch in 2005, Legal Aspects of Business has come a long way in winning hearts across the length and breadth of the country in the two decades of its existence. The focus of the book is making the teaching and learning of Business Laws interesting and engaging. The book has caught attention of the market especially for its unique application-based orientation. Each important theme opens with a section having unsolved cases that bring out disputes arising from business practices and other common incidents.

The eighth edition retains the core winning elements of its earlier editions and include new chapters on incorporation of contract terms, termination, damages, and sale of goods etc. Each chapter is updated with new court judgments that illustrate and develop the application of the legal principles.

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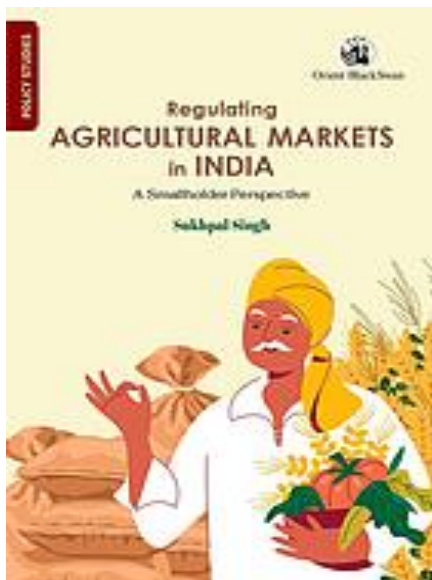


Strategic corporate crisis management: building the unconquerable organization by Monahan, Brendan

Routledge 2023

Acc. No.: 50884 Call No.: 363.34 ISBN: 9781032107370

Summary: Presenting an alternative to traditional models of centralized crisis management, this book makes the case for decentralizing crisis response and building resilience where it matters most, and provides an accessible, pragmatic approach for doing so. Focusing squarely on crisis management, the book challenges the notion that corporate crisis teams can be expected to swoop in and "save the day": the role of the crisis team should be to advance a culture of readiness across an organization, and to foster leadership and crisis competency where it's needed, when it's needed. Crisis management expert Brendan Monahan draws from current management and leadership thinking that challenges hierarchies, finds incredible potential in the power of an organization's people, and aligns with many of today's highest performing organizations that have already adopted this approach.



Regulating agricultural markets in India: a smallholder perspective by Singh, Sukhpal

Orient Blackswan 2023

Acc. No.: 51108 Call No.: 373.54 ISBN: 9789354424656

Summary: The Orient BlackSwan 'Policy Studies' series is designed to address, investigate, and analyse public policy in the field of governance. In 2020, contentious agricultural market Acts, popularly known as the Farm Laws, were passed. This led to massive protests by farmers at Delhi's borders for over a year, at great cost to their lives and livelihood. Though repealed in 2021, these Acts need urgent analysis as they represented a fundamental reorientation of the existing regulatory framework into a package of 'reform' measures, aimed at opening up the domains of agricultural production, trade, and storage to the private sector. Regulating Agricultural Markets in India, the first book in our 'Policy Studies' series to examine agricultural market reforms, offers a comprehensive view of changing regulations at the state and the Union levels. The book studies various agricultural market regulation reforms carried out over two decades, such as the Model APMC Act of 2003, the Model APLM Act of 2017, and the Model Contract Farming Act of 2018.

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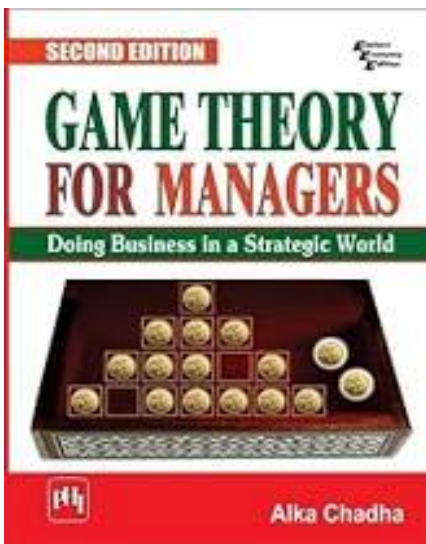


Disruptive platforms: markets, ecosystems and monopolists by Doligalski, Tymoteusz

Routledge 2021

Acc. No.: 50882 Call No.: 381.142 ISBN: 9781032075211

Summary: Over the last few decades platforms have become digital economy hubs that have changed markets, enterprises and society. They have expedited communication, collaboration, and trade for consumers, winning their attention and collecting their data. In doing so, they have made processes, products and industries obsolete, and disrupted the expectations and behaviours of market players. This raises the question, are digital platforms global innovators or disruptive monopolists? Are they a solution to problems of the past or emissaries of a problematic future? This book provides a multi-faceted approach to platforms and their profound impact on markets and ecosystems. Economic, managerial, social and political aspects are analysed, and the differentiation of platforms and their disruptive potential is reviewed. The book also examines the mechanism of achieving a monopolistic position, including in the international supply chain, and the greater influence of platforms on political activity and contemporary democracy.



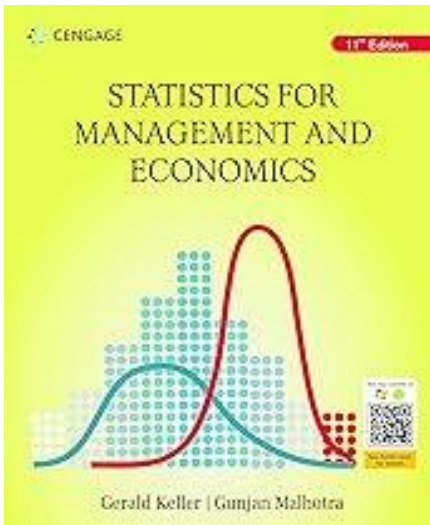
Game theory for managers: doing business in a strategic world by Chadha, Alka

PHI Learning 2022

Acc. No.: 51140 Call No.: 519.3 ISBN: 9789388028813

Summary: The new edition of the book has been streamlined for effective reading and clarity. It explains the concepts of game theory in a way that is easy to understand and will be useful for the students of MBA programmes. It will help the readers to think strategically in interactions that they may encounter as managers. The book uses a mix of mathematics and intuitive reasoning for efficient learning outcomes. The case studies dwell on diverse issues such as politics, diplomacy, geopolitics, movies, sports, health care, environment, besides business and economics. Each chapter includes Solved Examples, Summary, Key Words and Exercises. An Instructor's Manual is available for professors who adopt this book that includes PowerPoint slides, answers to select problems given in the text and a variety of multiple-choice questions.

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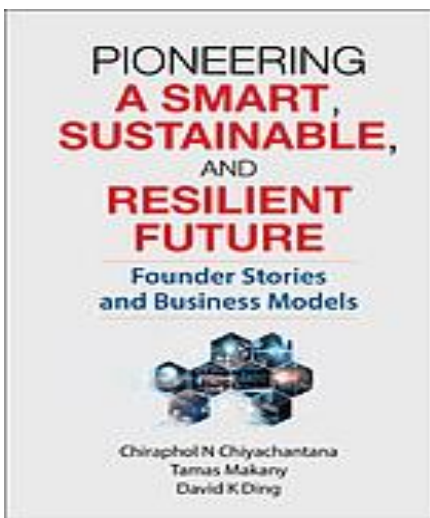


Statistics for management and economics by Keller, Gerald

Cengage Learning 2018

Acc. No.: 51188 Call No.: 519.5 ISBN: 9789387994010

Summary: Statistics for Management and Economics demonstrates that statistical methods are vital tools for today managers and economists. To bring home this objective, several features are required to be incorporated in this book. This book has data-driven examples, exercises and cases that demonstrate statistical applications that are and can be used by various marketing and financial professionals. The correct selection of statistical techniques and the concepts that are essential to interpret the statistical results are taught in the book. This book reinforces the problem-solving approach allowing students to hone their skills.



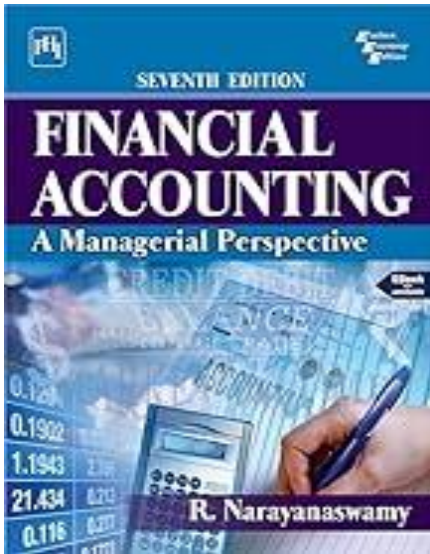
Pioneering a smart, sustainable and resilient future: founder stories and business models by Chiyachantana, Chiraphol N

World Scientific 2024

Acc. No.: 50911 Call No.: 651.5042 ISBN: 9789811267901

Summary: The Lee Kuan Yew Global Business Plan Competition (LKYGBPC) is a biennial university startup challenge in Singapore which is organized by the Institute of Innovation and Entrepreneurship (IIE) at Singapore Management University. The LKYGBPC derives its name from Singapore's founding Prime Minister, who developed the country's defining business plan bringing Singapore onto the global stage. It is this spirit of entrepreneurship, innovation and ambition that the competition enshrines. This book is a practitioner's guide to the entrepreneurial journey of selected start-ups — from cradle to success. By reflecting on their personal stories, the book provides aspiring entrepreneurs with potential roadmaps on how they, too, can chase their dreams and experiment with various business models to achieve success. With real-life case studies from the finalists of the 10th Lee Kuan Yew Global Business Plan Competition, Pioneering a Smart, Sustainable, and Resilient Future: Founder Stories and Business Models seeks to provide readers with the framework to elicit their own blueprint for a successful venture.

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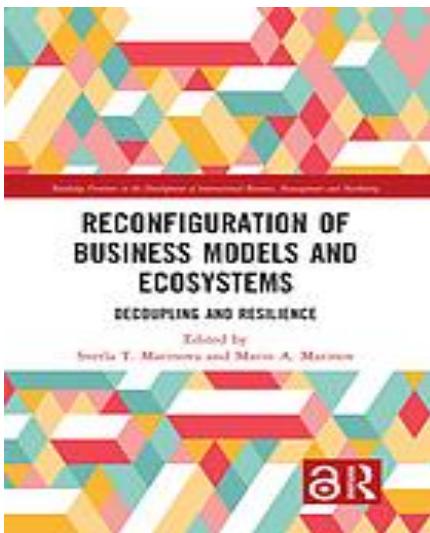


Financial accounting: a managerial perspective by Narayanaswamy, R

PHI Learning 2023

Acc. No.: 51128-51129 Call No.: 657.48 ISBN: 9789354437656

Summary: This highly acclaimed text, now in its seventh edition, is designed for a first-level course in MBA and professional programmes. It explains how to prepare, analyze, and interpret financial statements. NEW TO THE EDITION Topics: ESG, fraud analytics, fraud triangle and analysis of the statement of cash flows of Dr. Reddy's Laboratories. Major revisions: Revenue recognition, lease accounting and employee benefits. Expanded coverage: Fraud, earnings quality, earnings management, pro forma measures and short-sellers.



Reconfiguration of business models and ecosystems: decoupling and resilience by Marinova, Svetla Trifonova

Routledge 2023

Acc. No.: 50880 Call No.: 658 ISBN: 9781032354026

Summary: Decoupling of business models and ecosystems is the disconnection of certain characteristic activities originally planned and completed in coincidence. It could bring in an immense adverse shock in the functioning of established business models and ecosystems possibly bringing them to resilience. Core causes for decoupling and resilience of business models and ecosystems are jolts, known as global crisis, universal pandemics, etc. The undesirable outcomes of critical events can reveal unique circumstances for business model and ecosystem resilience. Business model and ecosystem resilience represents a mandatory prerequisite for firms challenging their functioning and even very existence. Research has been conducted thus far, nevertheless this theme requires significantly more consideration. The key objective of this book is to bring further insights in the field delivering a thorough examination of the ways in which business models and ecosystems can develop resilience under extraordinary conditions. In the book, the resilience of business models and ecosystems is analysed aiming to investigate further the specifics of the relevant processes securing resilience and its outcomes.

NEW ARRIVALS, MARCH 2024

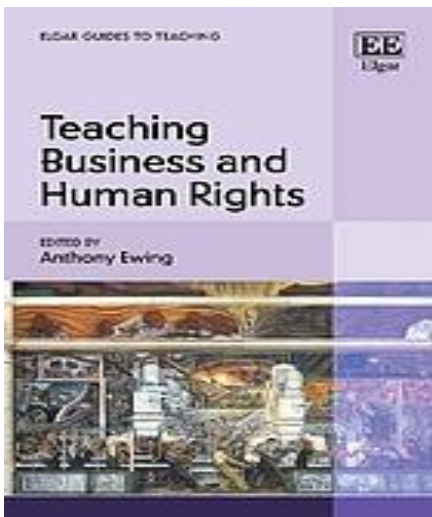


Families in business: the next generation of family evolution by Randerson, Kathleen

Routledge 2023

Acc. No.: 50885 Call No.: 658 ISBN: 9781032379890

Summary: Families in Business offers a 'contemporary' understanding of families in business and serves as a springboard for ongoing evolution of families, their composition, transformations, and activities. The chapters in this book were originally published as a special issue of Entrepreneurship & Regional Development.



Teaching business and human rights by Ewing, Anthony P

Edward Elgar Publishing 2023

Acc. No.: 50903 Call No.: 658.0071 ISBN: 9781035329199

Summary: Business and human rights (BHR) is a rapidly developing field at the intersection of business, law, and public policy. Teaching Business and Human Rights is a practical guide and resource for the growing community of BHR teachers, students, and practitioners – from advocates and policymakers to business managers and investors.

Chapter authors explain common BHR topics, suggest teaching approaches that work in the classroom, and identify helpful teaching resources. Chapters cover the building blocks of a BHR curriculum: foundational topics including corporate responsibility, human rights, and human rights due diligence; tools, such as legislation and litigation, to provide remedy and hold companies accountable for their human rights impacts; and the specific rights affected by businesses in different industries.

NEW ARRIVALS, MARCH 2024

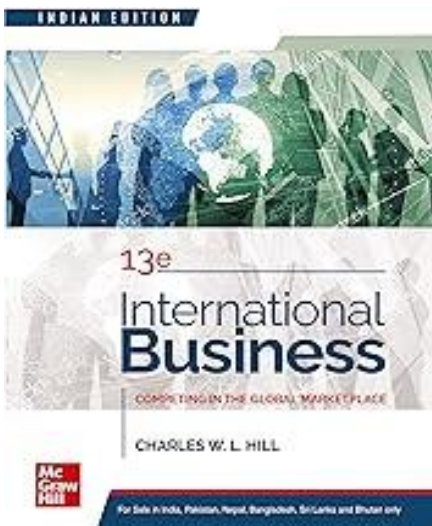


The corporation of the future by Orr, Stuart

Routledge 2023

Acc. No.: 50876 Call No.: 658.049 ISBN: 9781032025087

Summary: Although largely unseen, the industrial revolution taking place before us is picking up steam, dramatically. Dissolution of traditional global trading partnerships and the formation of new trading blocks, such as China's Belt and Road initiatives, are creating turmoil and rapid change in the international business domain. Continual advances in technology and health treatments, political and societal change are underpinning these transformations. It is unclear just how this revolution will unfold or what the role of the corporation will be in the long run. This book helps us navigate through these challenging times by identifying areas where opportunities will develop. Written by highly qualified experts from a diverse range of backgrounds, the book takes a novel backcast view to present more critical arguments. The book has been set in the not so distant future, reflecting back on the changes that have led to a new type of corporation and the conditions that have led to it. Each chapter presents a complimentary view about the nature of and context for the 2040 Future Corporation.



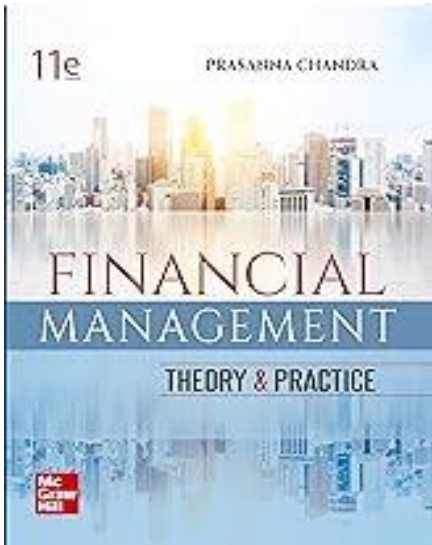
International business: competing in the global marketplace by Hill, Charles W L

Tata McGraw-Hill 2023

Acc. No.: 51147-51148 Call No.: 658.049 ISBN: 9789355324771

Summary: This popular textbook on International Business is comprehensive and descriptive in nature. It captures latest events, statistics, examples, and includes new insights from latest research and covers relevant topics. The rich pedagogy used in the text contains opening and closing cases, and managerial boxes which specifically focus on managerial implications of the topics. It also provides 20 integrated cases as a learning vehicle across multiple chapters. The book is authored keeping focus on the topics, issues, and events relevant for management and business administration and allied disciplines.

NEW ARRIVALS, MARCH 2024



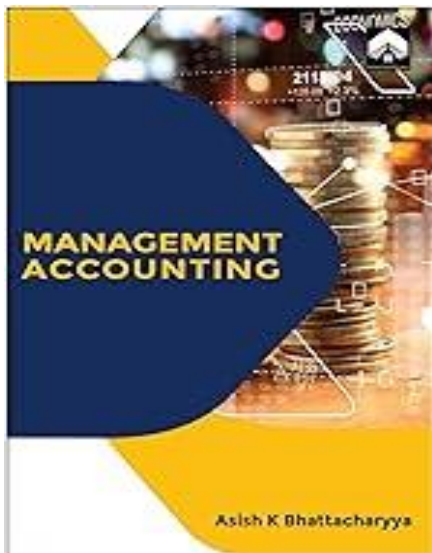
Financial management: theory and practice by Chandra, Prasanna

McGraw-Hill 2023

Acc. No.: 51111-51112 Call No.: 658.15 ISBN: 9789355322203

Summary: Dr Prasanna Chandra, Director of Centre for Financial Management, is an MBA, PhD. He has nearly five decades of teaching experience in postgraduate and executive education programmes. He was a professor of finance at Indian Institute of Management, Bangalore for nearly two decades and a visiting professor of finance at Southern Illinois University, USA for two years. He was appointed as a member of several committees including the Capital Issues Advisory Committee, the High-Powered Committee on Insurance Sector Reforms, and the SEBI Committee on Derivatives.

Dr Chandra has conducted executive seminars for several organizations. He has published more than ten books and has authored over 70 articles in professional journals and business periodicals. He has been a Fulbright Scholar and a UNDP Fellow. He has received several honours including the Best Teacher Award from the Association of Indian Management Schools.



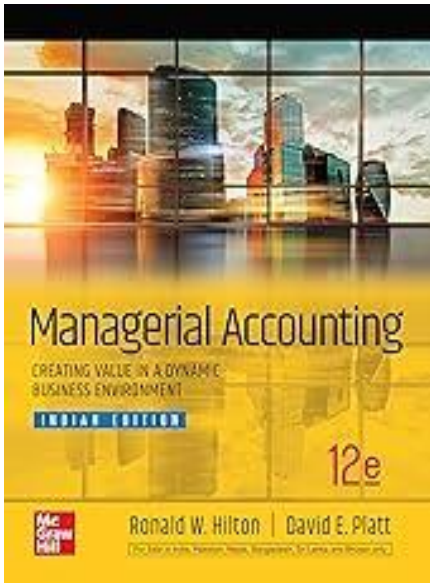
Management accounting by Bhattacharyya, Asish K

Nonlinear Insights 2023

Acc. No.: 51107 Call No.: 658.1511 ISBN: 9788196097820

Summary: An essential, must have book written by renowned author, Professor Dr. Asish K. Bhattacharyya for Managers, Chartered Accountants, Team Leaders, Department Heads and anyone else who wants to upgrade their knowledge of Management level accounting in any corporate company or business. This book will help the reader focus on the application of conventional and Contemporary accounting techniques., with real life examples and student friendly presentation. Professor Dr. Asish K Bhattacharyya is a former Director of IMT Ghaziabad and IMI Kolkata as well as a former Technical Director of the Institute of Chartered Accountants of India. He was a professor at the esteemed S.P. Jain Institute of Management and Research, Mumbai. He also has more than 30 years experience in teaching at various esteemed institutions like IIM Calcutta, IMT Gaziabad, IMI Kolkata to name a few.

NEW ARRIVALS, MARCH 2024

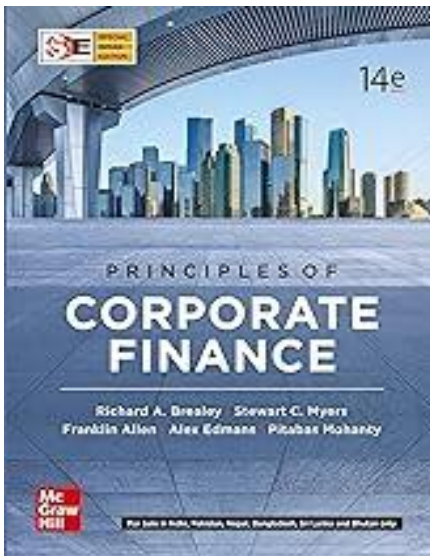


Managerial accounting: creating value in a global business environment by Hilton, Ronald W

McGraw-Hill 2023

Acc. No.: 51101-51102 Call No.: 658.1511 ISBN: 9789355324702

Summary: The 12th edition of Managerial Accounting focuses on teaching students to use accounting information to best manage an organization. Consistent with the practice Hilton pioneered in the first edition, each chapter is written around a realistic business or focus company that guides the reader through the topics of that chapter. Known for balanced examples of Service, Retail, Nonprofit and Manufacturing companies, the book offers a clear, engaging writing style that has been praised by instructors and students alike. It offers significant coverage of contemporary topics such as activity-based costing, target costing, the value chain, customer profitability analysis, and throughput costing while also including traditional topics such as job-order costing, budgeting, and performance evaluation.



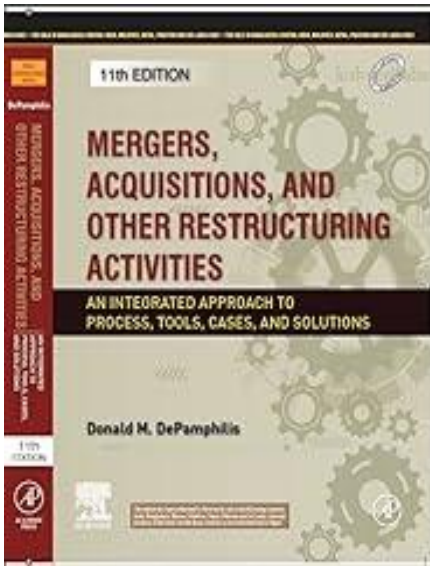
Principles of corporate finance by Brealey, Richard A

McGraw-Hill 2024

Acc. No.: 51130-51131 Call No.: 658.152 ISBN: 9789355325839

Summary: This book describes the theory and practice of corporate finance in the Indian context and provides an understanding of what financial managers do and why. It explains how managers use financial theory to solve practical problems. Presenting a judicious mix of discussions on corporate account theory and Indian finance environment, the book offers suitably modified theory of Indian capital market, regulatory environment, numerical examples for additional practice in the Indian context. It discusses the different money market instruments available in India and the different regulations that apply to these instruments. More so, this edition focuses on the applications of the theoretical concepts in the real-world scenarios and offers a number of new self-test questions in every chapter. In addition to new Indian examples, new topics such as role of promoters in Indian governance system, how to create pension fund for young Indians, Indian government securities among others have also been added to this edition. Rich in pedagogy, this book will be useful for students and teachers of finance, corporate finance, applied finance, finance and accounting, behavioral finance etc.

NEW ARRIVALS, MARCH 2024

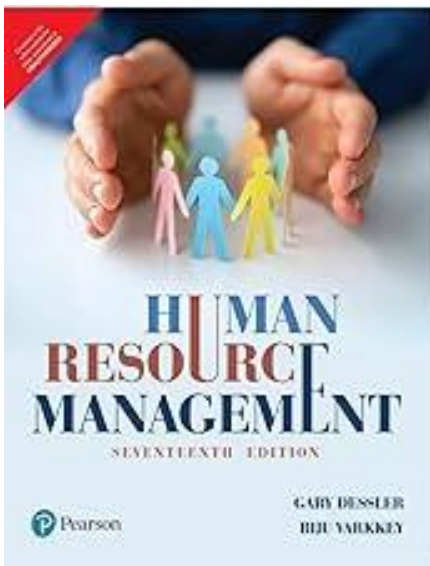


Mergers acquisitions and other restructuring activities by DePamphilis, Donald M

Elsevier 2022

Acc. No.: 51173-51174 Call No.: 658.16 ISBN: 9788131267646

Summary: The 11th edition of Mergers, Acquisitions, and Other Restructuring Activities presents the most current and comprehensive M&A information available anywhere. Organized according to the context in which topics normally occur in the M&A process, the book is divided into five parts: M&A environment, M&A process, M&A valuation and modeling, deal structuring and financing strategies, and alternative business and restructuring strategies. Covering industries worldwide, this new edition illustrates the most germane strategies and tactics in today's M&A marketplace.



Human resource management by Dessler, Gary

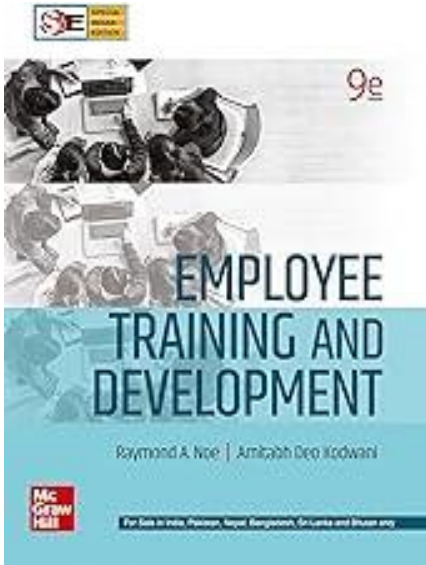
Pearson 2023

Acc. No.: 51103-51104 Call No.: 658.3 ISBN: 9789357054287

Summary: Human Resource Management, 17e provides students in human resource management courses and practicing managers with a full and practical introduction to the latest human resource management concepts and techniques in a highly readable and understandable form.

This book is a useful resource for readers as it delves into the fundamentals of HR practices and highlights the need for a strong foundation in HR/personnel management concepts and techniques for the effective execution of day-to-day management responsibilities. The Indian edition, enriched with examples and case studies of Indian companies, makes the discussion of topics an interesting read for the audience of this book in this subcontinent.

NEW ARRIVALS, MARCH 2024



Employee training and development by Noe, Raymond A

McGraw-Hill 2024

Acc. No.: 51175 Call No.: 658.3124 ISBN: 9789355325648

Summary: This book reflects on the traditional as well as the broadening role of training and development in organizations. It discusses how training practices and organization of training functions can support business goals and learning can be embedded through formal training and development programs. The ninth edition focuses on introducing new training concepts, corporate trends and practices in the area of training and development for students and professionals of human resources. It reflects on the latest hot topics in the area such as flipped classroom, adaptive learning, big data, workforce analytics, MOOCs, learning management topics among others. Rich in pedagogy, the book has chapter end discussion questions and cases, important terms and concepts used in training and development, and application assignments to put chapter content into practice.



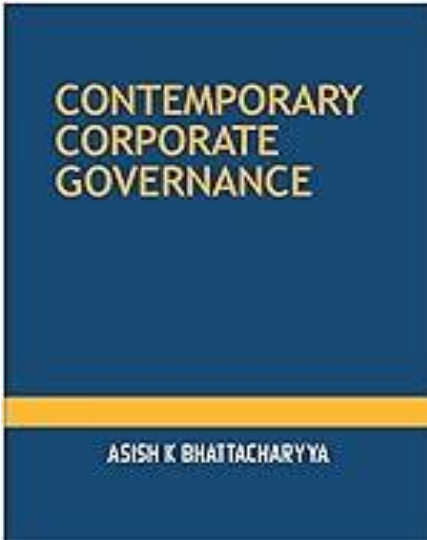
Compensation by Newman, Jerry M

McGraw-Hill 2020

Acc. No.: 51105 Call No.: 658.32 ISBN: 9789390185672

Summary: In its twelfth edition, Compensation, is a thoroughly revised text on the entire gamut of the subject area. It focuses on the strategic choices in managing Compensation. The text starts with a total Compensation model in the opening Chapter which becomes an integrating framework for the rest of the chapters. Major Compensation issues are discussed in the context of current theory, research and practice. The practices illustrate new developments as well as established approaches to Compensation decisions. This edition includes substantial content on the Indian context thereby infusing specific laws, rules, regulations, and practices that Indian students need to know.

NEW ARRIVALS, MARCH 2024



Contemporary corporate governance by Bhattacharyya, Asish K

Nonlinear Insights 2023

Acc. No.: 51106 Call No.: 658.4 ISBN: 9788196097837

Summary: Dr. Asish K Bhattacharyya (FCA, FCMA, DMA(ICA), ACMA (London), DPhil (Allahabad University), Distinguished Professor at Shiv Nadar Institution of Eminence Deemed to be University) is a renowned professor and author. This book is the culmination of his experience of 20 years of teaching corporate governance to management students and directors of large companies and over twenty years of experience serving corporate boards as an independent director. Interest in understanding corporate governance is growing among students, managers and even entrepreneurs. By reading this book, it will be easy to understand the concepts of corporate governance at all levels and enhance the knowledge of the reader, by blending theory with practices.



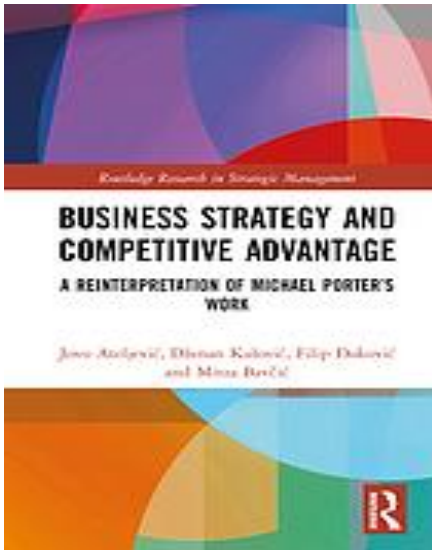
Foundations of coopetition strategy: a framework for competition and cooperation by Mina, Anna

Routledge 2022

Acc. No.: 50874 Call No.: 658.4012 ISBN: 9781032181271

Summary: This book disentangles the foundations of coopetition (i.e., concurrent competition and cooperation) by exploring in-depth the intellectual legacy of Eastern and Western perspectives. In particular, it detects the foundations of coopetition in three Chinese streams of thought; Confucianism, Taoism, and Legalism, and in five Western schools of thought; David Hume, Adam Smith, Immanuel Kant, Georg Wilhelm Frederick Hegel and Soren Kierkegaard. In such a way, it unveils four logics used to tackle the essence of coopetition, respectively either/or, both/and, both/or, and either/and. The key objectives of the book are: firstly, to adopt a paradoxical lens to investigate the foundations of coopetition strategy. Secondly, to offer an interpretive framework that detects the different forms, tactics and patterns of coopetition. Thirdly, to discuss the implications of the framework proposed for other paradoxical strategies and to distil a bouquet of managerial implications.

NEW ARRIVALS, MARCH 2024

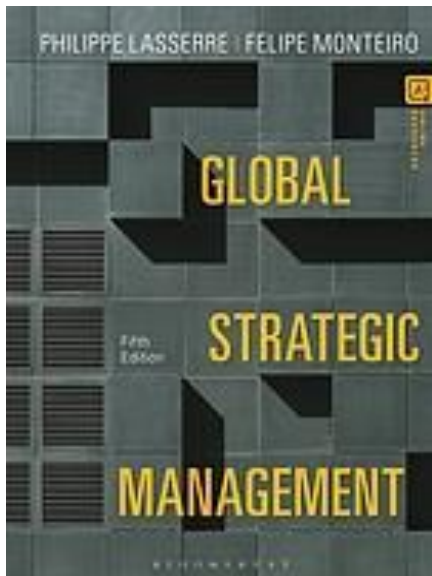


Business strategy and competitive advantage: a reinterpretation of Michael Porter's work by Ateljevic, Jovo

Routledge 2023

Acc. No.: 50877 Call No.: 658.4012 ISBN: 9781032416663

Summary: Michael Porter is recognized as one of the top authorities on corporate strategy and business competition. The historical review of strategic management clearly shows that Porter's research has bridged up two general paradigms (before and after the 1980s) thus helping both researchers and practitioners to better understand unanticipated global changes. His two generic strategies: costs and diversification, the two interdependent strategic options, are key in the context of the competitiveness of orthodox microeconomic theory. This is where Porter went further, constructing a popular value chain concept that provides the ability to disaggregate the key activities of business process in creating products and services in terms of cost analysis and value creation. This book is a collection of seven interconnected chapters that provides a coherent understanding of Michael Porter's contribution to the field of strategic management. It addresses key changes and challenges in the global business environment.



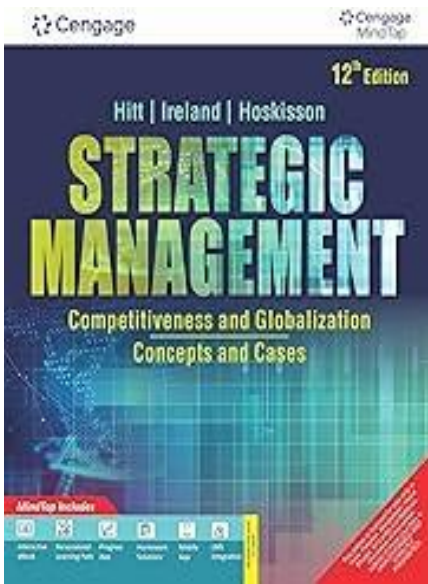
Global strategic management by Lasserre, Philippe

Bloomsbury Academic 2023

Acc. No.: 50907 Call No.: 658.4012 ISBN: 9781350932968

Summary: Global Strategic Management is a textbook that is targeted at discrete modules on Global Strategic Management. It provides a user-friendly yet comprehensive introduction to planning and making decisions for businesses on a global scale and is supported by ample pedagogical features, including many case studies and examples featuring an interesting mix of both established multinational companies and more unknown SMEs still developing their international presence. Lasserre is a highly regarded text and well-recognised for its ability to seamlessly blend academic rigour and practicality, making it one of the most accessible and engaging texts, one which students enjoy and from which they find it easy to learn. For this fifth edition, the author Philippe Lasserre has been joined by author Felipe Monteiro. Together they have written the 5th edition of Global Strategic Management.

NEW ARRIVALS, MARCH 2024

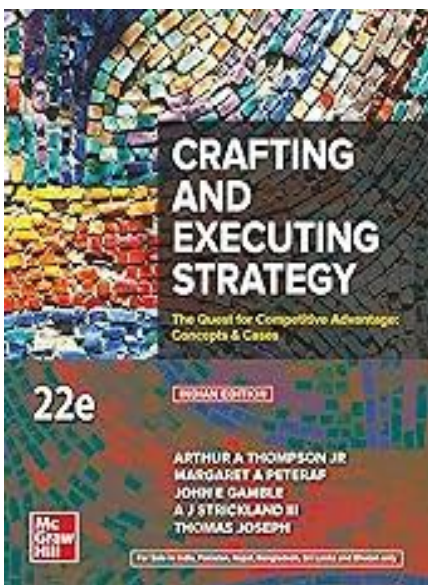


Strategic management: competitiveness and globalization concepts and cases by Hitt, Michael A

Cengage Learning 2023

Acc. No.: 51097-51098 Call No.: 658.4012 ISBN: 9789355731166

Summary: Examine strategic management with the market-leading text that sets the standard for the most intellectually rich, practical analysis of strategic management. Written by respected experts Hitt, Ireland, and Hoskisson, the 12th edition of STRATEGIC MANAGEMENT is steeped in cutting-edge research featuring more than 500 emerging and leading companies, and reveals trends you can implement immediately to succeed in your field. You'll discover how to integrate the classic industrial organization model with a resource-based view of the firm to give you a complete understanding of how today's businesses use strategic management to establish competitive advantages and create value for stakeholders in the global marketplace. The freshly reimagined MindTap learning solution provides you with real-world activities that will prepare you to excel as a leader and outperform rivals.



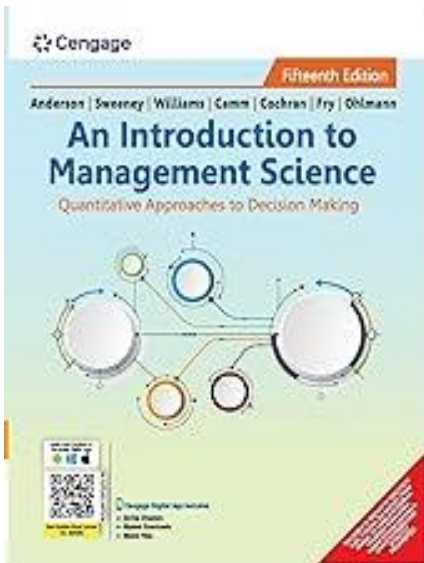
Crafting and executing strategy: the quest for competitive advantage concepts and cases by Thompson, Arthur A

McGraw-Hill 2023

Acc. No.: 51114-51115 Call No.: 658.4012 ISBN: 9789354600043

Summary: By offering the most engaging, clearly articulated, and conceptually sound text on strategic management, Crafting and Executing Strategy has been able to maintain its position as the leading textbook in strategic management for over 30 years. With this latest edition, the authors have built on this strong foundation, maintaining the attributes of the book that have long made it the most teachable text on the market, while updating the content, sharpening its presentation, and providing enlightening new illustrations and examples. This edition maintains the twelve-chapter structure, while updating the text, examples and cases in line with the latest developments in the theory and practice of strategic management.

NEW ARRIVALS, MARCH 2024



An introduction to management science: quantitative approaches to decision making by Anderson, David R

Cengage Learning 2022

Acc. No.: 51132 Call No.: 658.403 ISBN: 9789355730985

Summary: Now you can gain with a sound conceptual understanding of the role that management science plays in the decision-making process while mastering the latest advantages of Microsoft® Office Excel® 2016. The trusted market leader for more than two decades, Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's AN INTRODUCTION TO MANAGEMENT SCIENCE: QUANTITATIVE APPROACHES TO DECISION MAKING, 15E uses a proven problem-scenario approach to introduce each quantitative technique within an applications setting. All data sets, applications, and screen visuals reflect the details of Excel 2016 to effectively prepare you to work with the latest spreadsheet tools. In addition, the book's online content offers LINGO software and Excel add-ins.



Service management: operations strategy information technology by Bordoloi, Sanjeev K

McGraw Hill 2023

Acc. No.: 51134-51135 Call No.: 658.4034 ISBN: 9789355324870

Summary: Learning about the growing field of service operations management requires a textbook that embraces all service industries and addresses the most recent trends. The ninth edition of this text continues to acknowledge and emphasize the essential nature of service management. It maintains the engaging literary style of the prior editions and makes extensive use of examples. Emphasis is focused on the necessity for constant improvement in quality and productivity to effectively compete in a global environment.

This book is divided into four parts based on the authors' research and consulting experiences. Each chapter includes a preview, closing summary, key terms and definitions, service benchmark, topics for discussion, an interactive exercise, solved problems and exercises, and cases.

NEW ARRIVALS, MARCH 2024

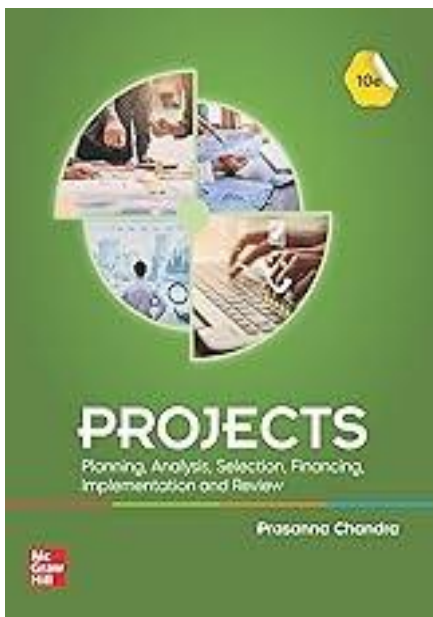


Project management: the managerial process by Larson, Erik W

McGraw Hill 2022

Acc. No.: 51162 Call No.: 658.404 ISBN: 9789354602078

Summary: Already established as a seminal textbook on project management, the 8th edition of Project Management continues to take the legacy forward with recent updates. The text is designed to cover syllabi requirements of Project Management. A comprehensive and highly application-oriented textbook, the title covers all major topics on project management and is held in high esteem by educators and students alike. The text is structured to meet the requirements of those preparing for PMP (Project Management Professional) and CAPM (Certified Associate in Project Management).



Projects: planning, analysis, selection, financing, implementation and review by Chandra, Prasanna

McGraw Hill 2024

Acc. No.: 51125-51126 Call No.: 658.404 ISBN: 9789355324993

Summary: The tenth edition of Projects is a comprehensive and up-to-date text that discusses key principles and techniques for evaluating capital expenditure proposals, as well as strategic, qualitative, and organizational considerations impacting capital budgeting decisions. The book presents the entire gamut of capital budgeting and suggests ways of improving its practices. It is the most contemporary Indian book available that describes and evaluates business practices in various areas. It helps readers develop a thorough understanding of the theories and concepts in a systematic way.

NEW ARRIVALS, MARCH 2024



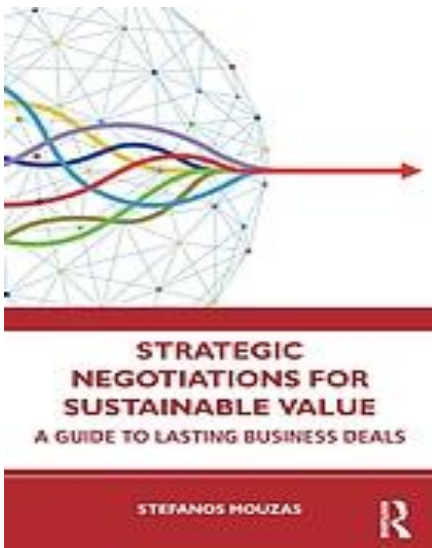
International project management by Koster, Kathrin

Sage 2010

Acc. No.: 51168-51169 Call No.: 658.404 ISBN: 9788132104469

Summary: With project management becoming an increasingly global endeavour, a comprehensive and international student text that reflects this reality is essential.

Koster's International Project Management does just that, systematically linking the key elements of cross-cultural management and the particularities of an international context, with the tools and techniques of project management.



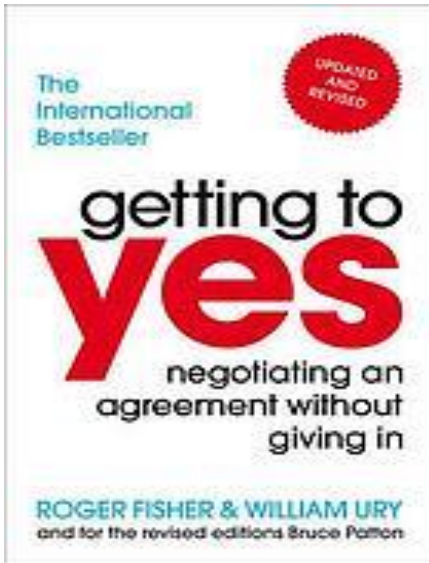
Strategic negotiations for sustainable value: a guide to lasting business deals by Mouzas, Stefanos

Routledge 2023

Acc. No.: 50878 Call No.: 658.4052 ISBN: 9780367430603

Summary: Strategic Negotiations for Sustainable Value is a practical guide to learning how to conclude lasting business deals that are environmentally, socially and economically sustainable in an international business context. Managers today need to negotiate with multiple stakeholders, such as suppliers, customers, agencies, governments and authorities to be able to access the resources that they need. Creating and capturing sustainable value is not a fixed entity but rather the outcome of long and time-consuming negotiations that affect further negotiations. Providing illustrative international case studies throughout each chapter, this book explores: the strategic challenges that managers face in their markets today; the practical, analytical tools that needed to create and capture value that is sustainable; the behavioral biases and cognitive errors in strategic negotiations; the various ways by which negotiators manifest their business agreements in contracts; and, the managerial implications of strategic negotiations. The book is ideal as a core textbook for advanced undergraduate and postgraduate students in negotiation, business administration, management, or related courses such as business marketing, customer or key account management.

NEW ARRIVALS, MARCH 2024



Getting to yes: negotiating an agreement without giving in by Fisher, Roger

Random House Business Books 2012

Acc. No.: 51155 Call No.: 658.4052 ISBN: 9781847940933

Summary: The world's bestselling guide to negotiation. 'Getting To Yes' has been in print for over thirty years, and in that time has helped millions of people secure win-win agreements both at work and in their private lives.



Negotiation by Lewicki, Roy J

McGraw-Hill 2019

Acc. No.: 51161 Call No.: 658.4052 ISBN: 9789353167035

Summary: Already established as a seminal textbook on negotiation, this edition continues to take the legacy forward by updating the new edition thoroughly. The text is designed to cover syllabi requirements of graduate students specializing in hrob taking up courses on negotiation. A detailed textbook on the area, the title covers all major topics on negotiation and is a highly application-oriented text. The seventh edition of negotiation is a thoroughly updated version and feedback from readers and academicians have been incorporated. The content has been reorganized and rewritten to present the material more coherently and effectively.

NEW ARRIVALS, MARCH 2024

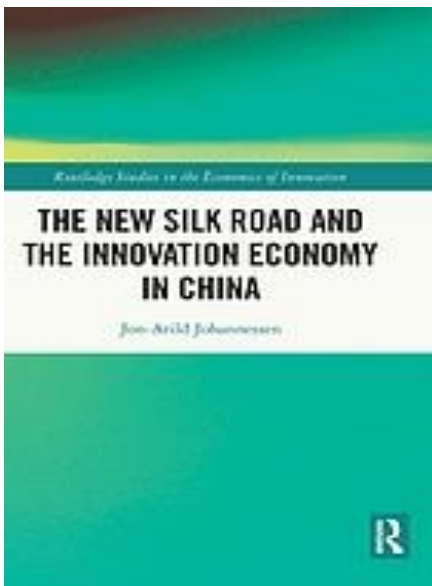


Data-driven innovation: why the data-driven model will be key to future success by Moesgaard Andersen, Michael

Routledge 2021

Acc. No.: 50879 Call No.: 658.4063 ISBN: 9780367485771

Summary: Today, innovation does not just occur in large and incumbent R & D organizations. Instead, it often emerges from the start-up community. In the new innovation economy, the key is to quickly find pieces of innovation, some of which may already be developed. Therefore, there is need, for more advanced means of searching and identifying innovation wherever it may occur. We point to the importance of data-driven innovation based on digital platforms, as their footprints are growing rapidly and in sync with the shift from analogue to digital innovation workflows. This book offers companies insights on paths to business success, and tools that will help them find the right route through the various options when it comes to the digital platforms where innovations may be discovered and from which value may be appropriated. The world hungers for growth and one of the most important vehicles for growth is innovation.



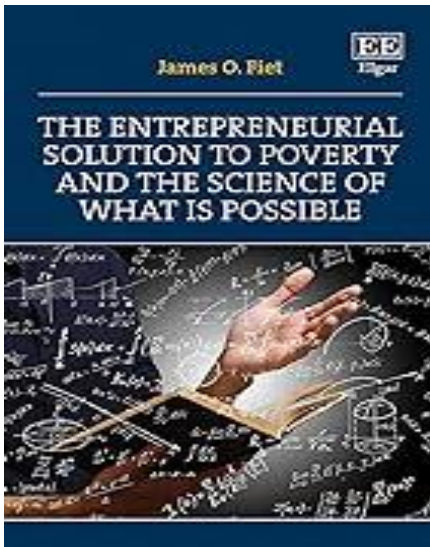
The new silk road and the innovation economy in China by Johannessen, Jon-Arild

Routledge 2023

Acc. No.: 50883 Call No.: 658.4063 ISBN: 9781032328362

Summary: This book provides deep insight into the emergent Chinese innovation economy, as we head towards the Fourth Industrial Revolution. It describes, discusses and analyzes the period from China's opening up to foreign investment in the 1980s until the New Silk Road project, from 2013 onwards. The developments are assessed from a systemic thinking and evolutionary economic standpoint. The book presents the latest research findings on the direction and achievements of the Belt and Road Initiative, and the results both for China, the countries along the new Silk Road, as well as for Europe and the United States are brought to light. The author asserts that the phenomenon of the New Silk Road as an innovation generator can be understood and explained through the effects of various social mechanisms. He labels these five social mechanisms as: the locomotive force; the explosive force of the butterfly effect; the force of co-creation; the force of expectation; and the force of competence.

NEW ARRIVALS, MARCH 2024

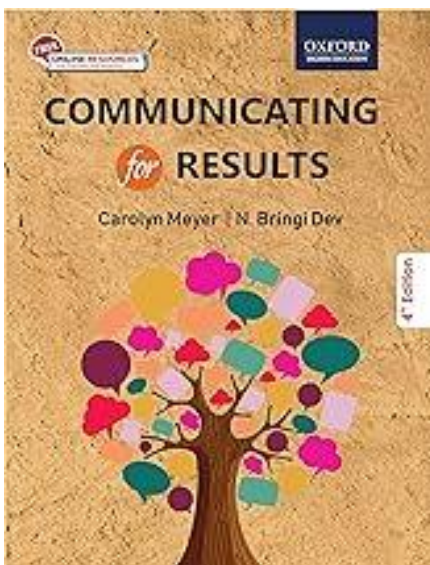


The entrepreneurial solution to poverty and the science of what is possible by Fiet, James O

Edward Elgar Publishing 2022

Acc. No.: 50902 Call No.: 658.421 ISBN: 9781803924380

Summary: Engaging and accessible, *The Entrepreneurial Solution to Poverty and the Science of What is Possible* examines the systematic practice of poverty alleviation. Using the science of informational economics (IE), based on leveraging specific information, as well as decades' worth of experimental evidence, James Fiet demonstrates how poverty may be mitigated through entrepreneurial practices. This visionary book suggests a number of key practical methods by which poverty can be alleviated, even without resources or personal connections. Classifying IE as 'the science of what is possible', Fiet demonstrates how to substitute information - the lowest common denominator of what individuals already possess or can acquire - for resources. The book employs 30 years of experimental results as the basis for its entrepreneurial approach to poverty alleviation, inviting its readers to extend the science of what is possible and succeed regardless of their circumstances.



Communicating for results by Meyer, Carolyn

Oxford University Press 2023

Acc. No.: 51181 Call No.: 658.45 ISBN: 9780199496570

Summary: The fourth edition of *communicating for results* provides practical, classroom-tested instruction for students to become effective business writers and speakers. Supplemented with abundant group and individual activities, this invaluable text will help management students at both undergraduate and postgraduate levels to hone their skills and communicate with confidence. This textbook opens with a Chapter on current issues and trends in management communication. It then addresses vital topics such as written and spoken business communication, positive, negative, and persuasive messaging, communication for employment, reports and proposals, and business presentations. The book concludes with chapters on interpersonal communication in organizations and digital and social media communication.

NEW ARRIVALS, MARCH 2024

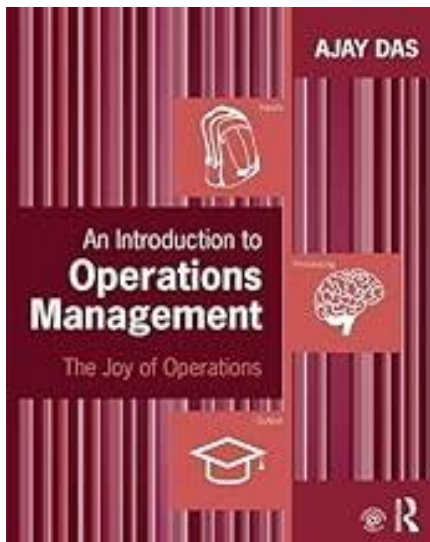


Operations strategy by Slack, Nigel

Pearson 2019

Acc. No.: 51133 Call No.: 658.5 ISBN: 9789353060459

Summary: The aim of the 5th edition of operations strategy is to provide a treatment of operations strategy that is clear, well-structured and interesting. The book seeks to apply some of the ideas of operations strategy to a variety of businesses and organizations. The text provides a comprehensive coverage of the more important ideas and issues, which are relevant to most organizations. Features The introduction of long case studies which can be used to form the basis of a whole course in operations strategy. The cases are long enough to provide depth and serve as illustrations and can be used to supplement class sessions. Many new and updated examples, which cover the topical issues in operations strategy, such as the VRIO framework and concepts related to product/service innovation have been discussed. Several caselets on Indian organizations like Patanjali, Akshaya Patra, Fabindia, Sun Pharma, etc., have been discussed. The case study section includes two major Indian case studies - Adani Agri Logistics Limited and Green Dust. Both these case studies highlight issues with technology and supply chain trust and culture and also bring the concept of reverse logistics and sustainability in an Indian context.



An introduction to operations management: the joy of operations by Das, Ajay

Routledge 2024

Acc. No.: 51178 Call No.: 658.5 ISBN: 9781032664101

Summary: An Introduction to Operations Management: The Joy of Operations covers the core topics of operations management, including product and service design, processes, capacity planning, forecasting, inventory, quality, supply chain management, and project management. Das provides a clear, connected, and current view of operations management and how it relates to a firm's strategic goals. Students will benefit from the real-world scenarios that foster an understanding of operations management tasks. Without relying heavily on statistics and mathematical derivations, the book offers applied models and a simple, predictable chapter format to make it easy to navigate. Students of introductory operations management courses will love this practical textbook.

NEW ARRIVALS, MARCH 2024

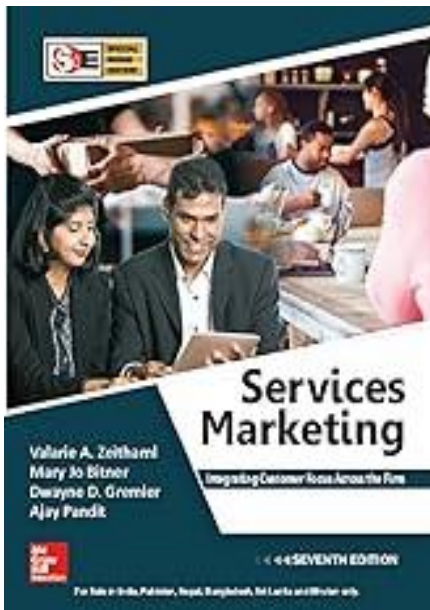


Technology strategy for managers and entrepreneurs by Shane, Scott

Pearson 2015

Acc. No.: 51187 Call No.: 658.514 ISBN: 9789332536616

Summary: This book emphasizes how the future manager or entrepreneur can use strategic management of innovation and technology to enhance firm performance. It helps students to understand the process of technological change the ways that firms come up with innovations the strategies that firms use to benefit from innovation and the process of formulating technology strategy.



Services marketing: integrating customer focus across the firm by Zeithaml, Valarie A

McGraw Hill 2018

Acc. No.: 51136 Call No.: 658.8 ISBN: 9789353160777

Summary: The seventh edition of our hallmarked text on Services Marketing by Zeithaml, Bitner, Gremler and Pandit, introduces readers to the vital role that services play in economy and its future. Services dominate the advance economy of the world and virtually all companies view services as critical to retaining their customers. The seventh edition maintains a managerial focus by incorporating company examples and strategies for addressing issues in every chapter and emphasizes the knowledge needed to implement service strategies for competitive advantage across industries.

NEW ARRIVALS, MARCH 2024



Using behavioral science in marketing: drive customer action and loyalty by prompting instinctive responses by Harhut, Nancy

KoganPage 2022

Acc. No.: 50889 Call No.: 658.80019 ISBN: 9781398606487

Summary: Apply behavioral science techniques in key areas of marketing to drive consumer action for increased engagement and conversion rates.



The digital-first customer experience: seven design strategies from the world's leading brands by Wheeler, Joe

Kogan Page 2023

Acc. No.: 50896 Call No.: 658.812 ISBN: 9781398612631

Summary: Create a digital experience that not only exceeds your customers' expectations but turns them into advocates who won't stop promoting your brand.



Customer relationship management by Mullick, N H

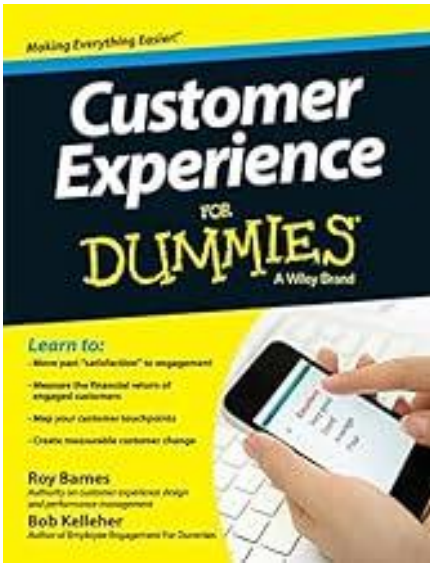
Oxford University Press 2023

Acc. No.: 51124 Call No.: 658.812 ISBN: 9780199456758

Summary: Customer Relationship Management (CRM) is a comprehensive textbook designed to meet the needs of postgraduate management students specializing in marketing. It explains the concepts and application of CRM through numerous examples, exhibits and cases.

The book is divided into four parts comprising twelve chapters. Part I on CRM Concepts and Processes introduces the subject and establishes the importance of understanding and collaborating with customers. Part II on Analytical CRM discusses database management, data mining and analysis. Part III on CRM Operations discusses the methods to design loyalty programs and role of marketing channels in CRM. The final part (IV) on CRM: Technology, Implementation and Applications includes discussions, technological developments of CRM, need for its implementation in the services sector and its assessment.

NEW ARRIVALS, MARCH 2024



Customer experience for dummies by Barnes, Roy

Wiley India 2019

Acc. No.: 51138 Call No.: 658.812 ISBN: 9788126554355

Summary: Customer Experience for Dummies helps you listen to your customers and offers friendly, practical and easy-to-implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises. The book shows you simple and attainable ways to increase customer experience and generate sales growth, competitive advantage and profitability. You'll get the know-how to successfully optimize social media to create more loyal customers, provide feedback that keeps them coming back for more, become a trustworthy and transparent entity that receives positive reviews and so much more.



Customer relationship management: concepts and technologies by Buttle, Francis

Routledge 2022

Acc. No.: 51143-51144 Call No.: 658.812 ISBN: 9780367376253

Summary: Customer Relationship Management, Fourth Edition continues to be the go-to CRM guide explaining with unrivalled clarity what CRM is, its uses, benefits and implementation. Buttle and Maklan take a managerial perspective to track the role of CRM throughout the customer journey stages of acquisition, retention and development. Theoretically sound and managerially relevant, the book is liberally illustrated with examples of technology applications that support marketing, sales and service teams as they interact with customers, but assumes no deep technical knowledge on the reader's part. The book is structured around three core types of CRM – strategic, operational and analytical – and throughout each chapter, case illustrations of CRM in practice and images of CRM software demystify the technicalities.

NEW ARRIVALS, MARCH 2024



Value first, then price: building value-based pricing strategies by Hinterhuber, Andreas

Routledge 2022

Acc. No.: 50881 Call No.: 658.816 ISBN: 9781032012124

Summary: Value-based pricing-pricing a product or service according to its value to the customer rather than its cost-is the most effective and profitable pricing strategy. Value First, Then Price is an innovative collection that proposes a quantitative methodology to value pricing and road-tests this methodology through a wide variety of real-life industrial and B2B cases. This book offers a state-of-the art and best practice overview of how leading companies quantify and document value to customers. In doing so, it provides students and researchers with a method by which to draw invaluable data-driven conclusions, and gives sales and marketing managers the theories and best practices they need to quantify the value of their products and services to industrial and B2B purchasers.



Brand love: building strong consumer-brand connections by Michael, Lydia

Kogan Page 2023

Acc. No.: 50892 Call No.: 658.827 ISBN: 9781398611276

Summary: The best brands evoke the emotions of their customers by tapping into their hearts and minds. Individuals connect with brands the same way they connect with people. As a marketer, it's your responsibility to cultivate that relationship with your consumers. In this book, marketing and brand strategist Lydia Michael breaks down the process of building culturally inclusive, long-lasting consumer-brand relationships. Brand Love describes how brands appeal to the emotions of their consumers and why everybody benefits when brands earn the love of their customers. The author explains what marketers need to do to make consumers fall for their brands. The book builds on in-depth brand interviews and insights from companies such as Huda Beauty, LEGO and Toyota. She also shares what she has learned through client work and her observations in multicultural settings. Offering insight into the use of emotional and rational drivers, she introduces a "brand love" model designed to inspire brand loyalty and advocacy.

NEW ARRIVALS, MARCH 2024



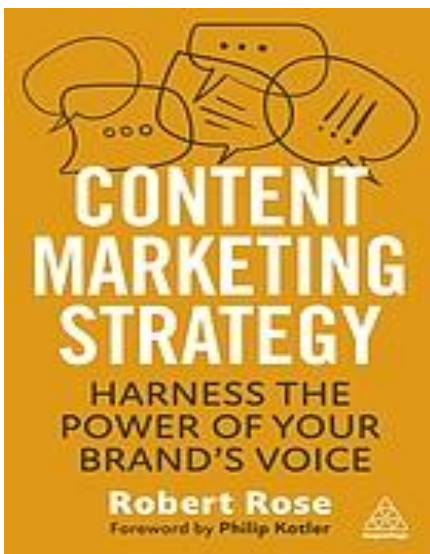
Brand storytelling: put customers at the heart of your brand story by Rodriguez, Miri

Kogan Page 2023

Acc. No.: 50893 Call No.: 658.827 ISBN: 9781398610088

Summary: Written by the award-winning storyteller Miri Rodriguez at Microsoft, this bestselling book gets back to the heart of brand loyalty, consumer behavior and engagement as a business strategy by using storytelling to trigger the emotions that humans are driven by.

Despite understanding essential storytelling techniques, brands continue to explain how their product or service can help the customer, rather than showcasing how the customer's life has changed as a result of them. This second edition of Brand Storytelling contains new trends in storytelling, as well as expanding on story experience and employee experience. This book explores the future of brand storytelling in a post pandemic era. New to this edition is also a 'How to Guide' taking readers through each step of the design thinking process in order to prototype their stories.



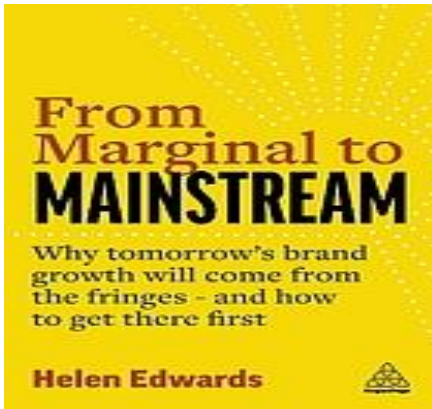
Content marketing strategy: harness the power of your brand's voice by Rose, Robert

Kogan Page 2023

Acc. No.: 50894 Call No.: 658.827 ISBN: 9781398611504

Summary: Do you know how to turn the attention your content receives into profit? With a meaningful content marketing strategy, you can. A business' content communicates everything to consumers. Content marketing is one of the most important external-facing pieces to the broader marketing strategy, but most businesses don't take a strategic approach to it. As the Chief Strategy Advisor for the Content Marketing Institute and CEO and Chief Strategy Officer for The Content Advisory, Robert Rose helps brands transform through their approach to content marketing. In this book, he walks readers through a scalable, strategic approach to content marketing. Content Marketing Strategy explains what top brands are doing to streamline their content and how marketing strategists can scale their approach to create broader business success. The chapters walk readers through stacking a team, working with marketing and branding professionals on a consistent tone and message, setting meaningful goals for the content strategy, implementing it and measuring the resulting outcomes.

NEW ARRIVALS, MARCH 2024

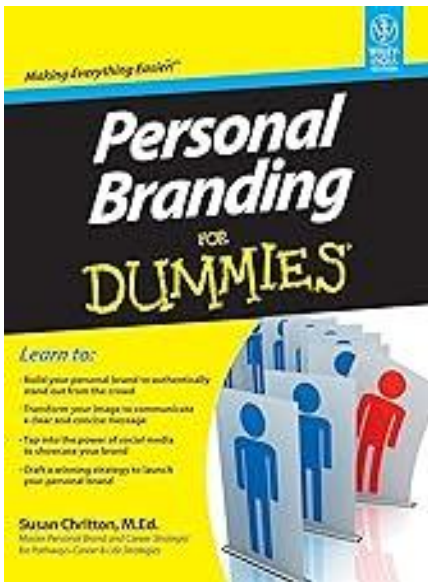


From marginal to mainstream: why tomorrow's brand growth will come from the fringes--and how to get there first by Edwards, Helen

Kogan Page 2023

Acc. No.: 50895 Call No.: 658.827 ISBN: 9781398604315

Summary: Understand how legacy and mainstream brands from B2B and B2C through to product and service companies can successfully harness the potential of marginal behaviours for new routes to growth.

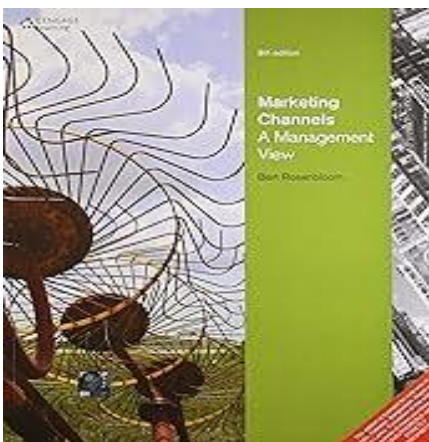


Personal branding: for dummies by Chritton, Susan

Wiley India 2023

Acc. No.: 51176 Call No.: 658.827 ISBN: 9788126538737

Summary: Personal branding is a marketing strategy that focuses on the most important asset you own--you. When it comes to any business, it is imperative to distinguish oneself from their competition, and create a niche for themselves. A clear image, a solid reputation, and reputable status can provide an edge when it comes to selling your concept or business, or simply yourself in any job interview. Personal Branding for Dummies has been segregated into five primary chapters, namely Why is personal branding important, knowing your brand, controlling your brand ecosystem, communicating your brand with the world, and Four sets of 10 things to do or not to do to protect your brand.



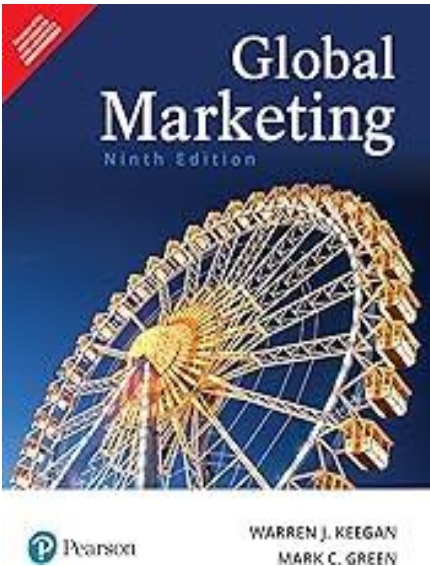
Marketing channels: a management view by Rosenbloom, Bert

Cengage Learning 2013

Acc. No.: 51137 Call No.: 658.84 ISBN: 9788131518427

Summary: Marketing Channels: A Management View, 8e, a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research and practice are covered thoroughly and blended into a discussion that stresses decision making implications. This new edition reflects global, socio-cultural, environmental and technological changes that have taken place within the industry.

NEW ARRIVALS, MARCH 2024



Global marketing by Keegan, Warren J

Pearson 2019

Acc. No.: 51156 Call No.: 658.848 ISBN: 9789352865284

Summary: Marking the 20th anniversary of this series of textbooks, this Ninth Edition of Global Marketing builds on the tradition and successes of previous editions. Its environmental and strategic approach outlines the major dimensions of the global business environment. In this edition, as in all previous editions, the authors' goal has been to write a book that's authoritative in content yet relaxed and assured in style and tone. Students have consistently praised Global Marketing for its simple, readable language and clarity. The Ninth Edition brings global marketing out of the classroom and into the real world with up-to-date examples of questions, concerns and crises facing global markets.

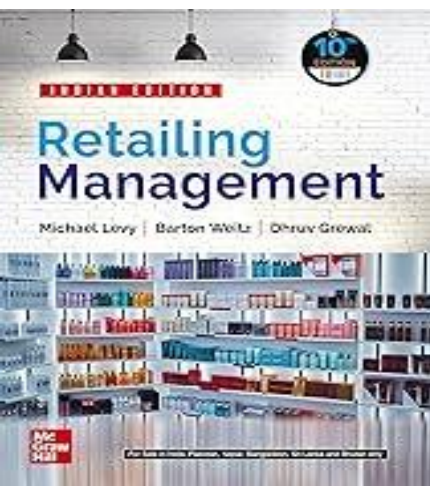


International marketing: strategy and theory by Onkvisit, Sak

Routledge 2017

Acc. No.: 51149-51150 Call No.: 658.848 ISBN: 9781138568365

Summary: Marketing is a universal activity that is widely applicable, regardless of the political, social or economic systems of a particular country.



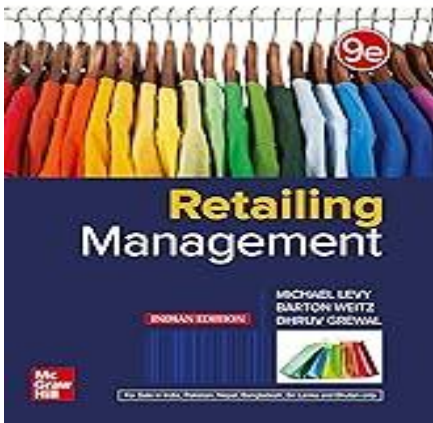
Retailing management by Levy, Michael

McGraw-Hill 2023

Acc. No.: 51121 Call No.: 658.87 ISBN: 9789355324641

Summary: Retailing Management, Tenth Edition, highlights the many ways the retail industry has transformed and evolved over the past few years. In keeping with its market-leading tradition, this tenth edition focuses on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. Strategic and tactical issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling both merchandise and services.

NEW ARRIVALS, MARCH 2024



Retailing management by Levy, Michael

McGraw-Hill 2022

Acc. No.: 51183 Call No.: 658.87 ISBN: 9789354601071

Summary: The ninth edition of Retailing Management builds on the basic philosophy reflected in the previous eight editions. The text continues to focus on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. These strategic and more tactical issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling merchandise and services.

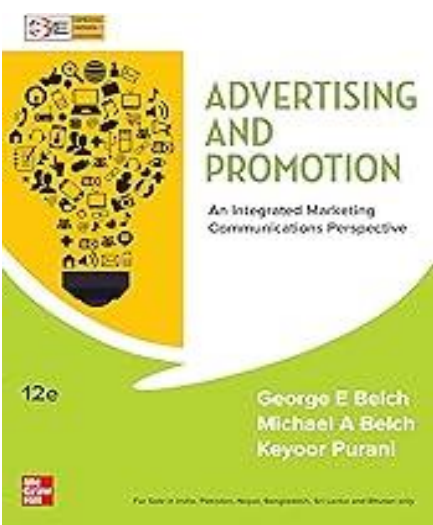


Digital marketing by Gupta, Seema

McGraw-Hill 2023

Acc. No.: 51116-51117 Call No.: 658.872 ISBN: 9789355320407

Summary: Built to focus on what matters most in today's high-tech, globalized world, the third edition of Digital Marketing combines curricula needs with practitioners' insights from across the entire spectrum of the subject area. The book takes a thoroughly application-based approach and is useful for both beginners trying to understand the nuances of the subject as well as practitioners needing managerial insights.



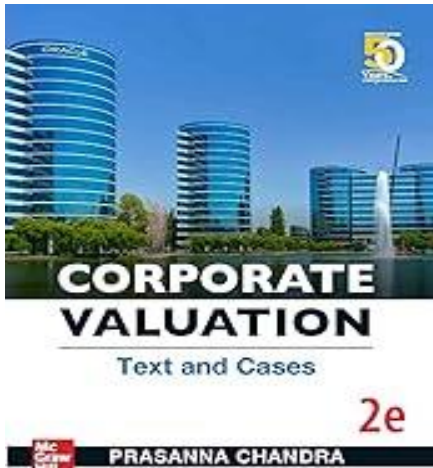
Advertising and promotion: an integrated marketing communications perspective by Belch, George E

McGraw Hill 2023

Acc. No.: 51095-51096 Call No.: 659.1 ISBN: 9789354600807

Summary: This book introduces students to this fast-changing field of marketing communications. While advertising is its primary focus, it is more than just an introductory advertising text because there is more to most organizations' promotional programs than just advertising. The twelfth edition of this text addresses the many changes taking place in the world of advertising and promotion by an integrated marketing communications (IMC) perspective. This new edition also places heavy emphasis on digital and social media by integrating discussion of these topics throughout the text.

NEW ARRIVALS, MARCH 2024

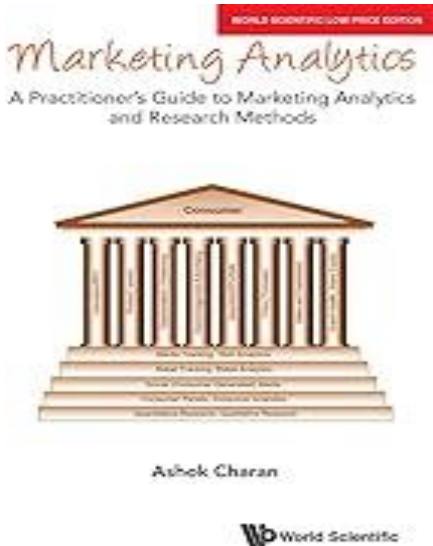


Corporate valuation: text and cases by Chandra, Prasanna

McGraw-Hill 2023

Acc. No.: 51163 Call No.: 658.15(V) ISBN: 9789390219230

Summary: The purpose of corporate valuation is basically to estimate a fair market value of a Company, which is a complex process. This book addresses this complexity with ease and discusses the various methods and techniques of Valuation in a step-by-step and student-friendly manner. The second edition of this book contains updated text and case studies and exhibits aligned with the current global business context as well The course curricula of majority of universities across the country.



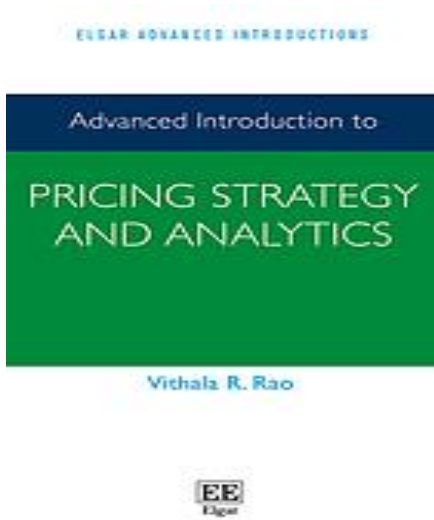
Marketing analytics: a practitioner's guide to marketing analytics and research methods by Charan, Ashik

World Scientific 2020

Acc. No.: 51170 Call No.: 658.47 (A) ISBN: 9780000988881

Summary: The digital age has transformed the very nature of marketing. Armed with smartphones, tablets, PCs and smart TVs, consumers are increasingly hanging out on the Internet. Cyberspace has changed the way they communicate, and the way they shop and buy. This fluid, de-centralized and multidirectional medium is changing the way brands engage with consumers. At the same time, technology and innovation, coupled with the explosion of business data, has fundamentally altered the manner We collect, process, analyse and disseminate market intelligence. The increased volume, variety and velocity of information enables marketers to respond with much greater speed, to changes in the marketplace. Market intelligence is timelier, less expensive, and more accurate and actionable. Anchored in this age of transformations, marketing analytics is a practitioner guide to marketing management in the 21st century. The text devotes considerable attention to the way market analytic techniques and market research processes are being refined and engineers. Written by a marketing veteran, it is intended to guide marketers as they craft market strategies, and execute their day to day tasks.

NEW ARRIVALS, MARCH 2024

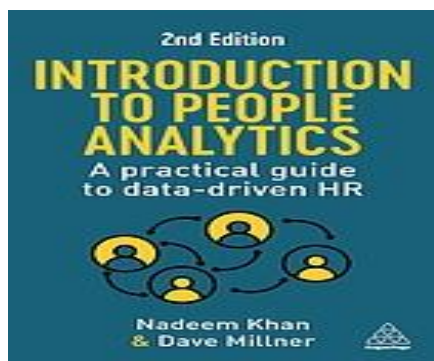


Advanced introduction to pricing strategy and analytics: by Rao, Vithala R

Edward Elgar Publishing 2023

Acc. No.: 50901 Call No.: 658.47(A) ISBN: 9781788110099

Summary: Elgar Advanced Introductions are stimulating and thoughtful introductions to major fields in the social sciences, business, and law, expertly written by the world's leading scholars. Designed to be accessible yet rigorous, they offer concise and lucid surveys of the substantive and policy issues associated with discrete subject areas. This Advanced Introduction explores strategies of pricing products (goods and services) that can be employed by a firm. The analytical techniques and data necessary for implementing the pricing strategies are described in an easy-to-understand manner, along with examples.



Introduction to people analytics: a practical guide to data-driven HR by Khan, Nadeem

Kogan Page 2023

Acc. No.: 50928 Call No.: 658.47(A) ISBN: 9781398610040

Summary: Understand the essentials of people analytics and learn how to find, collect, analyse and apply data to add business value with the second edition of this guide.



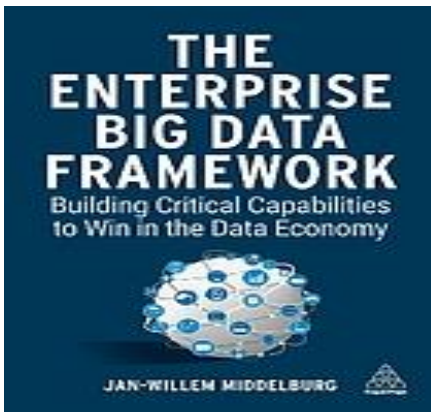
Financial analytics by Mohanty, Pitabas

Wiley India 2023

Acc. No.: 51141 Call No.: 658.47(A) ISBN: 9789354644177

Summary: Financial Analytics applies modern data science tools to explore and understand interesting financial data patterns. Though the use of quantitative tools is nothing new in finance, modern financial analytics is different due to three recent trends: i) improved computing power with the availability of GPUs and TPUs, ii) advanced ML and AI algorithms, and iii) access to large volumes of practically all types of data. The new-age Financial Analytics takes a data-driven approach to study finance.

NEW ARRIVALS, MARCH 2024

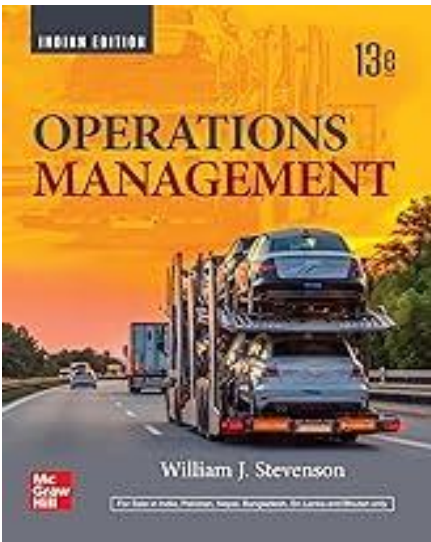


The enterprise big data framework: building critical capabilities to win in the data economy by Middelburg, Jan-Willem

Kogan Page 2024

Acc. No.: 50923 Call No.: 658.47(BD) ISBN: 9781398601710

Summary: Transform enterprise Big Data into valuable assets with this comprehensive guide to data analysis, data engineering, algorithm design and data architecture.



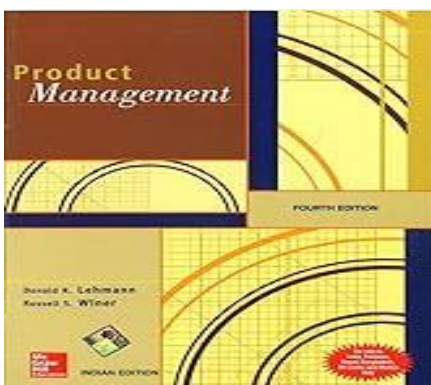
Operations management by Stevenson, William J

McGraw Hill 2022

Acc. No.: 51113, 51185 Call No.: 658.5 (OM) ISBN: 9789355322647

Summary: Operations management, 13e by William J Stevenson focuses on the latest developments in the subject area and captures a plethora of pedagogical features designed to help students learn and understand the subject better. The topics covered include both strategic issues and practical applications. Among the topics covered are forecasting, product and service design, capacity planning, management of quality and quality control, inventory management, scheduling, supply chain management, and project management.

A leading name in operations management, this book offers a comprehensive and flexible amount of content that can be selected as appropriate for different courses and formats.



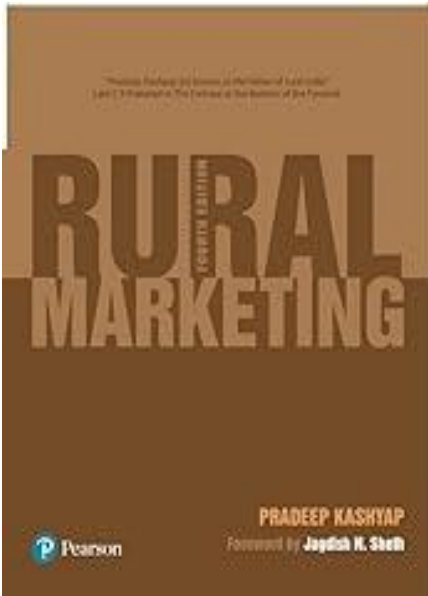
Product management by Lehmann, Donald R

McGraw-Hill 2018

Acc. No.: 51182 Call No.: 658.8 (P) ISBN: 9780070603486

Summary: Product Management doesn't just take you through the steps required to develop and sell a product or service-it employs a hands-on approach that gives you direct insight into how product management works in diverse markets. Other strengths that make Product management the best book.

NEW ARRIVALS, MARCH 2024



Rural marketing by Kashyap, Pradeep

Pearson 2023

Acc. No.: 51122-51123 Call No.: 658.8(RM) ISBN: 9789356063150

Summary: The unimaginable transformation of rural India in the last decade prompted me to revise the book, with the view to making it more relevant to today's Rural Marketing needs and challenges. In the first edition, the approach was to compare rural markets with urban ones, the second edition focussed on capturing the 'changing rural India' and the third edition focused on the huge opportunity presented by the rural markets. The theme of the current edition is how technology and digital inclusion is changing the rural consumer behaviour and presenting a new opportunity for marketers. The valuable feedback received from academia and industry has also helped in shaping this edition.



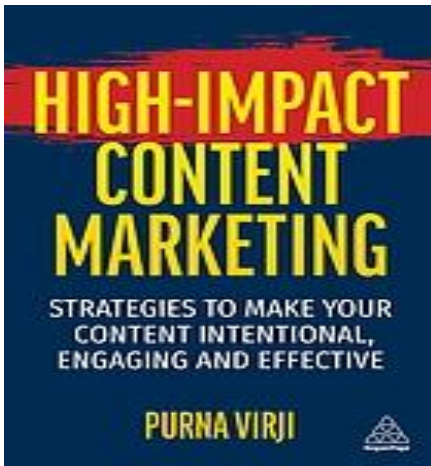
B2B digital marketing strategy: how to use new frameworks and models to achieve growth by Hall, Simon

Kogan Page 2023

Acc. No.: 50897 Call No.: 658.802(MS) ISBN: 9781398610170

Summary: B2B Digital Marketing Strategy is a clear and practical digital marketing guide that helps readers get to grips with some of the more advanced and complex elements of B2B marketing. It gives readers an overview of the latest approaches, models, processes and solutions, as well as examples of technologies to help them deal with key current B2B digital marketing challenges such as those associated with account targeting, data utilization and digital campaign management. It expertly explains how to incorporate the latest digital methodologies into critical processes such as lead generation, customer retention and customer experience personalization. This book is an invaluable resource for any professional or student in the B2B space. Newly updated, this second edition provides two new chapters on digital retention marketing and social media strategies as well as improved guidance on campaign tracking and gamification.

NEW ARRIVALS, MARCH 2024



High-impact content marketing: strategies to make your content intentional, engaging and effective by Virji, Purna

Kogan Page 2023

Acc. No.: 50898 Call No.: 658.802(MS) ISBN: 9781398608436

Summary: Increase engagement, brand reach and conversion rates by implementing a streamlined and inclusive content marketing strategy that successfully cuts through the noise.