



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

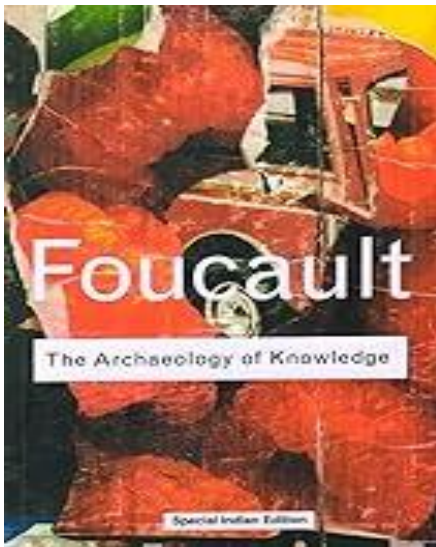


NEW ARRIVALS

May 2026



**Compiled by
Library**



Archaeology of knowledge by Foucault, Michel

Routledge 2025

Acc. No.: 53804 Call No.: 001.2 ISBN: 9781138370388

Summary: The Archaeology of Knowledge by Michel Foucault is a philosophical book that explores how knowledge is created and organized in different historical periods. Foucault argues that what people accept as truth is shaped by systems of ideas, language, and social institutions rather than by individual thinkers alone. The book introduces his method of studying history through the analysis of discourse and has had a major influence on philosophy, sociology, history, and cultural studies.

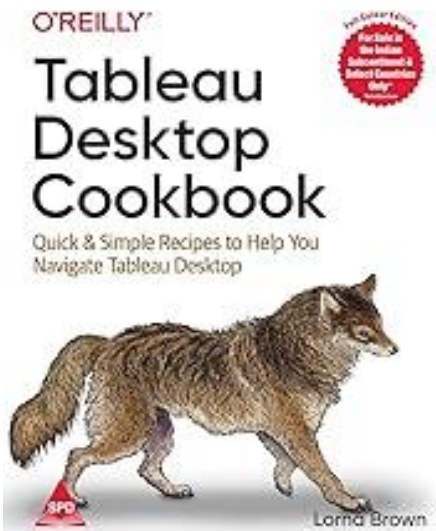


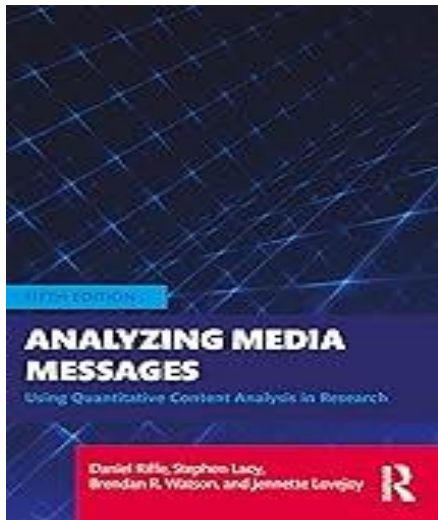
Tableau desktop cookbook: quick and simple recipes to help you navigate Tableau desktop by Brown, Lorna

Shroff Publishers & Distributors 2025

Acc. No.: 53948 Call No.: 001.4 ISBN: 9789355427311

Summary: Whether you're a beginner just learning how to create data visualizations or a Jedi who's already used Tableau for years, this cookbook has a recipe for everyone. Author Lorna Brown provides more than 100 practical recipes to enhance the way you build Tableau dashboards--and helps you understand your data through the power of Tableau Desktop's interactive data visualizations.

With this cookbook, Tableau beginners will learn hands-on how this unique self-serve tool works, while experienced users will find this book to be an ideal reference guide on how to employ specific techniques. It also links you to online resources and community features, such as Tableau Tip Tuesday and Workout Wednesday. By the time you reach the end, you'll be a competent user of Tableau Desktop.



Analyzing media messages: using quantitative content analysis in research by Riffe, Daniel

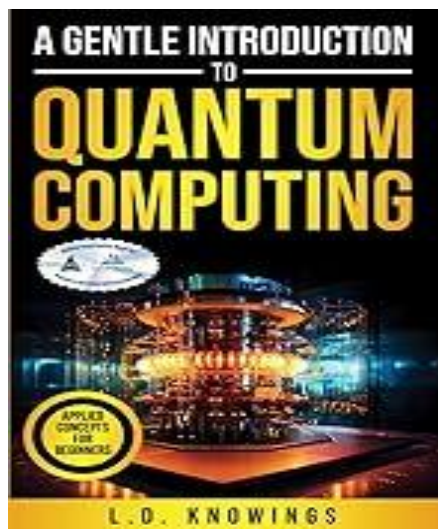
Routledge 2024

Acc. No.: 54022 Call No.: 001.4 ISBN: 9781032264677

Summary: The fifth edition of this comprehensive and engaging text guides readers through the essential tools and skills necessary to conduct quantitative content analysis research.

Readers will find a clear definition of quantitative content analysis and step-by-step instructions on designing a content analysis study, along with examples of content analysis studies and journal articles. This edition has been updated with the latest methods in sampling in the digital age, computerized content analysis, and the uses of social media in content analysis research. It maintains the concise, accessible approach of previous editions while including refreshed examples and discussions throughout.

This is an essential text for content analysis courses in communication and media studies programs at all levels, as well as a useful supplementary text in more general research methods courses.



A gentle introduction to quantum computing: applied concepts for beginners by Knowings, L D

Shroff Publishers & Distributors 2025

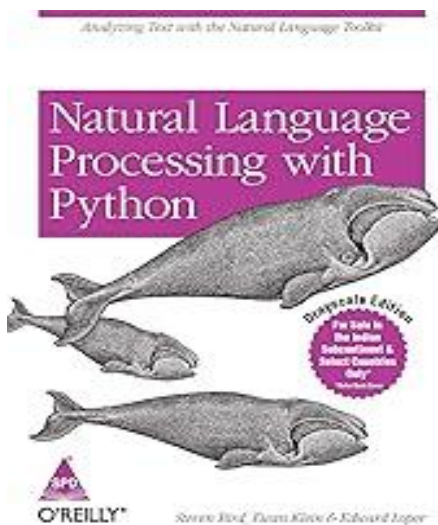
Acc. No.: 53972 Call No.: 004.36 ISBN: 9789355429360

Summary: Imagine a technology so powerful that it could redefine cybersecurity, data analysis, and problem-solving.

Imagine being left behind because it sounded too complex, too theoretical. This is the crossroads where many IT professionals stand today curious yet cautious, eager yet unsure how to proceed. Quantum computing is no longer the future; it's the present.

With giants in tech investing billions to harness its power, the question isn't if it will affect your career, but when. This book is your guide through the quantum leap. It cuts through the jargon, simplifying quantum concepts with analogies and examples.

You're adept at navigating network layers and coding algorithms, but quantum computing introduces a new layer of complexity with its qubits, superposition, and entanglement. It promises to crack problems deemed unsolvable, offering speeds impossible by today's standards.

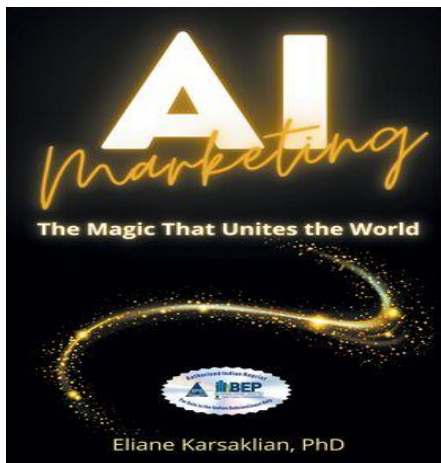


Natural language processing with Python by Bird, Steven

Shroff Publishers & Distributors 2026

Acc. No.: 53943 Call No.: 005.74 ISBN: 9788184047486

Summary: This book offers a highly accessible introduction to natural language processing, the field that supports a variety of language technologies, from predictive text and email filtering to automatic summarization and translation. With it, you'll learn how to write Python programs that work with large collections of unstructured text. You'll access richly annotated datasets using a comprehensive range of linguistic data structures and you'll understand the main algorithms for analyzing the content and structure of written communication.

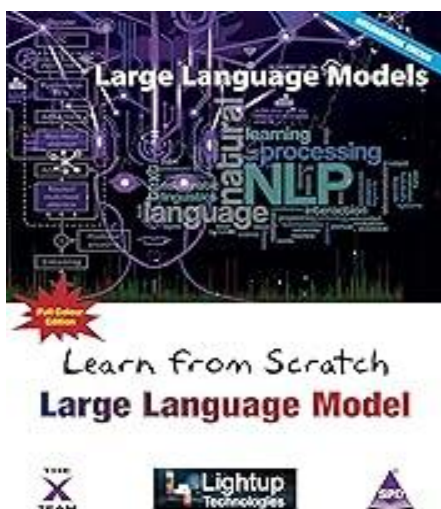


AI marketing: the magic that unites the World by Karsaklian, Eliane

Shroff Publishers & Distributors 2025

Acc. No.: 53934 Call No.: 006.3 ISBN: 9789355426901

Summary: AI Marketing: The Magic That Unites the World explores how artificial intelligence is transforming global marketing strategies, bridging cultural divides, personalizing customer experiences, and redefining the future of brand engagement across borders.

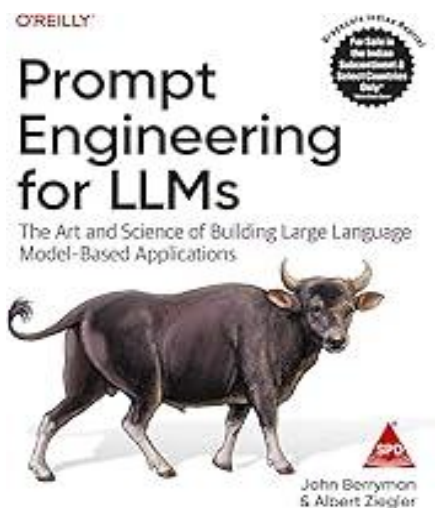


Learn from scratch: large language model by Soni, Manish

Shroff Publishers & Distributors 2025

Acc. No.: 53944 Call No.: 006.35 ISBN: 9789355427267

Summary: In this comprehensive and accessible resource, you'll embark on an exciting journey that begins with the fundamentals of Natural Language Processing and progresses to advanced topics like instruction Fine-tuning and task-specific optimisation. With hands-on examples, practical exercises, and detailed explanations, this book equips you with the tools and knowledge needed to master LLMs from the ground up.



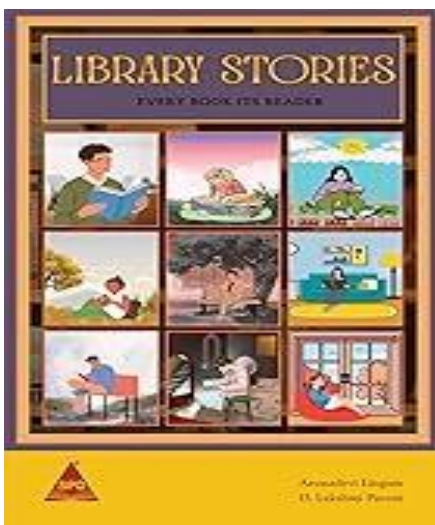
Prompt engineering for LLMs: the art and science of building large language model-based applications by Berryman, John

Shroff Publishers & Distributors 2024

Acc. No.: 53960 Call No.: 006.35 ISBN: 9789355428974

Summary: Large language models (LLMs) are revolutionizing the world, promising to automate tasks and solve complex problems. A new generation of software applications are using these models as building blocks to unlock new potential in almost every domain, but reliably accessing these capabilities requires new skills. This book will teach you the art and science of prompt engineering-the key to unlocking the true potential of LLMs.

Industry experts John Berryman and Albert Ziegler share how to communicate effectively with AI, transforming your ideas into a language model-friendly format. By learning both the philosophical foundation and practical techniques, you'll be equipped with the knowledge and confidence to build the next generation of LLM-powered applications.



Library stories: every book it's reader by Lingam, Arunadevi S

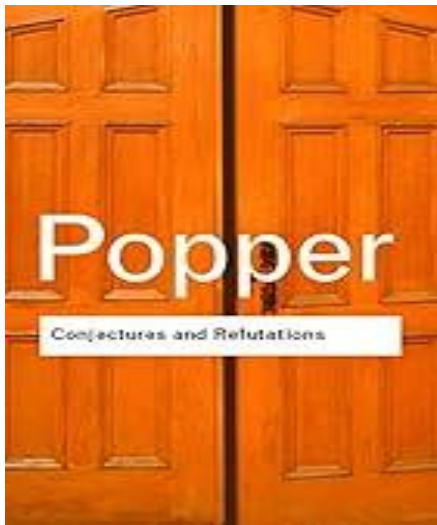
Shroff Publishers & Distributors 2025

Acc. No.: 53951 Call No.: 020.285 ISBN: 9789368081371

Summary: The Third Law of Library Science, "Every Book Its Reader", formulated by Dr. S.R. Ranganathan emphasizes the importance of making every book in a library accessible and useful by ensuring that it reaches right audience. It reflects the idea that no book should remain unused and that each book has potential value for someone. As the Father of Library Science, Dr. Ranganathan believed it was the responsibility of library staff to actively connect books with appropriate readers. This principle not only encourages maximum utilization of library resources but also supports the library's role in fostering knowledge, education, and personal growth.

Inspired by the Third Law of Library Science - Every Book Its Reader, this book celebrates the transformative power of reading. As a librarian, I am often asked by students, "Which book should I read first? and My answer always begins with a question: "What are you passionate about?: Based on their interests, I guide them to a book that can speak directly to their heart and aspirations.

This everyday experience sparked an idea that if one book can inspire a student, imagine the impact of stories where books have changed lives across professions. And thus, this book was born.

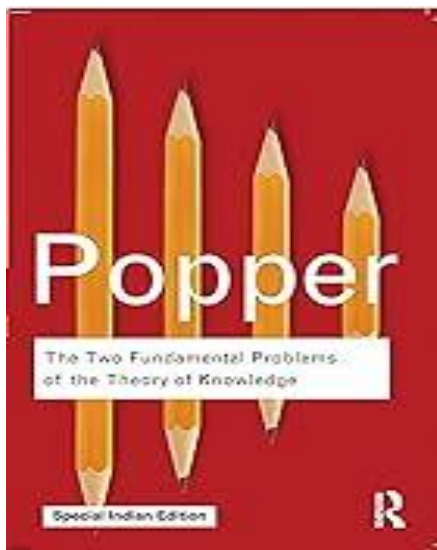


Conjectures and refutations: the growth of scientific knowledge by Popper, Karl

Routledge 2024

Acc. No.: 53816 Call No.: 112 ISBN: 9781032632858

Summary: Conjectures and Refutations is one of Karl Popper's most wide-ranging and popular works, notable not only for its acute insight into the way scientific knowledge grows, but also for applying those insights to politics and to history. It provides one of the clearest and most accessible statements of the fundamental idea that guided his work: not only our knowledge, but our aims and our standards, grow through an unending process of trial and error.

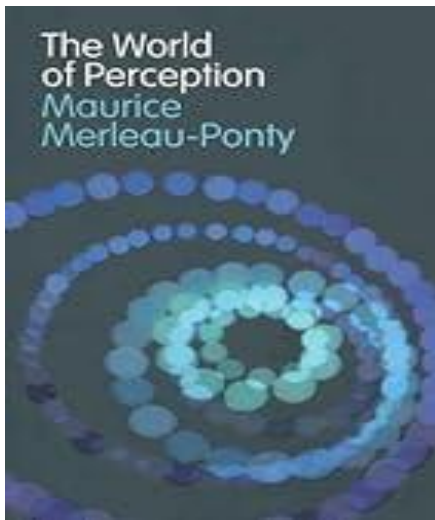


The two fundamental problems of the theory of knowledge by Popper, Karl

Routledge 2025

Acc. No.: 53819 Call No.: 121 ISBN: 9781032909929

Summary: In a letter of 1932, Karl Popper described – The Two Fundamental Problems of the Theory of Knowledge – as ‘...a child of crises, above all of ...the crisis of physics.’ Finally available in English, it is a major contribution to the philosophy of science, epistemology and twentieth century philosophy generally. The two fundamental problems of knowledge that lie at the centre of the book are the problem of induction, that although we are able to observe only a limited number of particular events, science nevertheless advances unrestricted universal statements; and the problem of demarcation, which asks for a separating line between empirical science and non-science.



The world of perception by Merleau-Ponty, Maurice

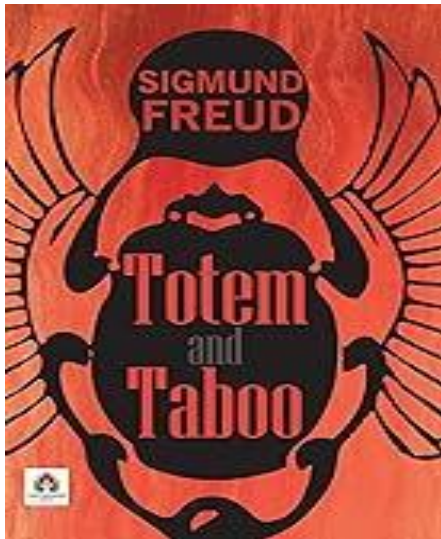
Routledge 2022

Acc. No.: 53875 Call No.: 121.34 ISBN: 9781032160849

Summary: In 1948, Maurice Merleau-Ponty wrote and delivered on French radio a series of seven lectures on the theme of perception. Translated here into English for the first time, they offer a lucid and concise insight into one of the great philosophical minds of the twentieth-century.

These lectures explore themes central not only to Merleau-Ponty's philosophy but phenomenology as a whole. He begins by rejecting the idea - inherited from Descartes and influential within science - that perception is unreliable and prone to distort the world around us. Merleau-Ponty instead argues that perception is inseparable from our senses and it is how we make sense of the world.

Merleau-Ponty explores this guiding theme through a brilliant series of reflections on science, space, our relationships with others, animal life and art. Throughout, he argues that perception is never something learned and then applied to the world. As creatures with embodied minds, he reminds us that we are born perceiving and share with other animals and infants a state of constant, raw, unpredictable contact with the world. He provides vivid examples with the help of Kafka, animal behaviour and above all modern art, particularly the work of Cezanne.



Totem and taboo by Freud, Sigmund

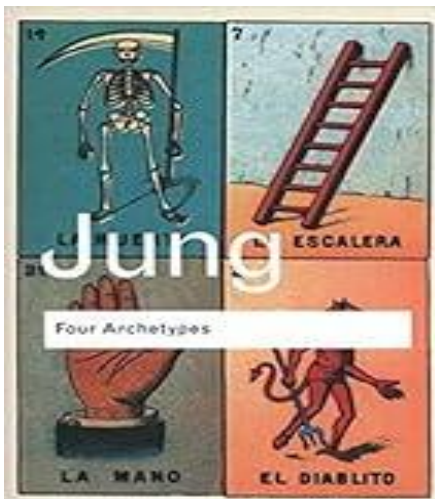
Routledge 2024

Acc. No.: 53870 Call No.: 150 ISBN: 9781032632636

Summary: Totem and Taboo by Sigmund Freud: Enter the world of psychoanalytic theory and cultural anthropology with the transformative work Totem and Taboo by the celebrated psychiatrist and psychoanalytic theorist Sigmund Freud. In this powerful book, Freud offers his insights into the nature of human culture, ritual, and behavior.

Through his accessible and engaging language, Freud shares his understanding of the mysteries of the human psyche, and offers practical advice for cultivating a deeper, more meaningful understanding of society and culture. The book remains a classic of the psychoanalytic and anthropological genres, offering readers a tangible pathway to greater understanding and insight.

Freud's impact on the development of psychoanalytic theory and the global intellectual community cannot be overstated. His commitment to empowering individuals to take control of their own psychological destiny remains a powerful inspiration to intellectuals and scholars around the world.

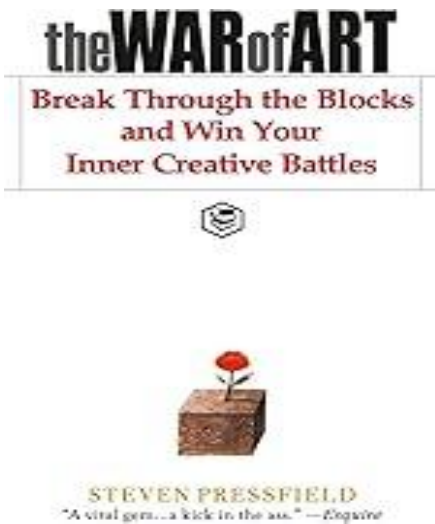


Four archetypes by Jung, C G

Routledge 2025

Acc. No.: 53840 Call No.: 150.1954 ISBN: 9780367678630

Summary: Jung believed that the unconscious is not merely the hiding place of demons but the province of angels and ministers of grace, which he called the 'archetypes', symbols of all the inner forces that work toward unity, health, fullness of life, and purposeful conscious development.' - Lewis Mumford, The New Yorker 'His idea of the archetype involves profound attitudes towards man's existence and intimate values through which very many people have found a new significance in their lives.

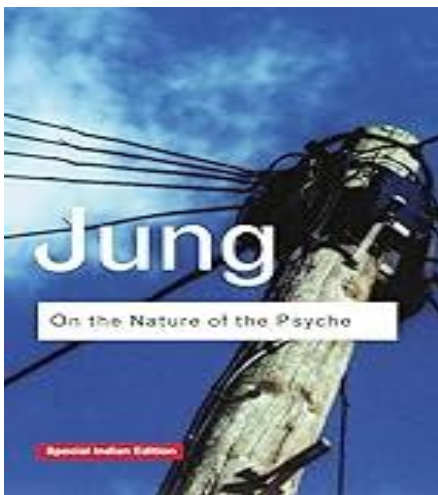


The War of art: break through the blocks and win your inner creative battles by Pressfield, Steven

Sanage Publishing House 2012

Acc. No.: 54049 Call No.: 153.35 ISBN: 9789395741538

Summary: A succinct, engaging, and practical guide for succeeding in any creative sphere, The War of Art is nothing less than Sun-Tzu for the soul. What keeps so many of us from doing what we long to do? Why is there a naysayer within? How can we avoid the roadblocks of any creative endeavour—be it starting up a dream business venture, writing a novel, or painting a masterpiece? Bestselling novelist Steven Press field identifies the enemy that every one of us must face, outlines a battle plan to conquer this internal foe, then pinpoints just how to achieve the greatest success. The War of Art emphasizes the resolve needed to recognize and overcome the obstacles of ambition and then effectively shows how to reach the highest level of creative discipline.

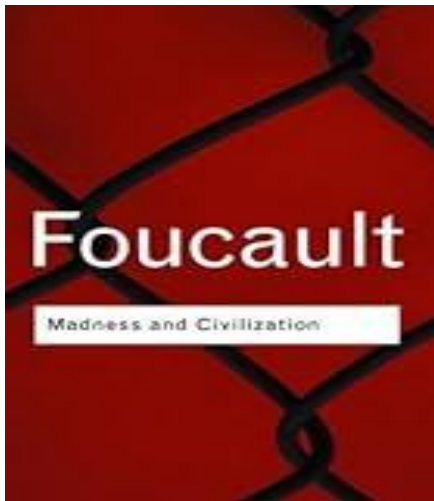


On the nature of the psyche by Jung, C G

Routledge 2026

Acc. No.: 53838 Call No.: 155.2 ISBN: 9781032160665

Summary: Jung's discovery of the 'collective unconscious', a psychic inheritance common to all humankind, transformed the understanding of the self and the way we interpret the world. In On the Nature of the Psyche Jung describes this remarkable theory in his own words, and presents a masterly overview of his theories of the unconscious, and its relation to the conscious mind. Also contained in this collection is On Psychic Energy, where Jung defends his interpretation of the libido, a key factor in the breakdown of his relations with Freud.



Madness and civilization: a history of insanity in the age of reason by Foucault, Michel

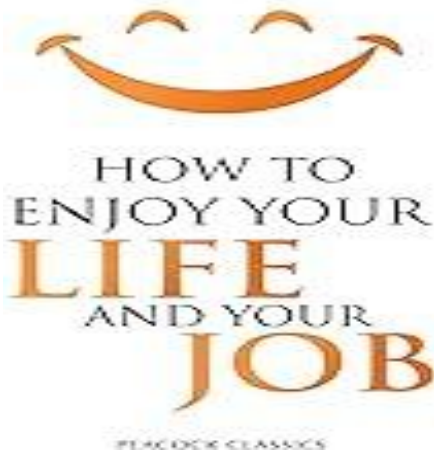
Routledge 2025

Acc. No.: 53810 Call No.: 157.209 ISBN: 9781138236295

Summary: Michel Foucault's *Madness and Civilization* explores how ideas about madness have changed throughout Western history. Rather than treating mental illness as a fixed medical condition, Foucault examines how societies have defined, confined, and managed people considered "mad." First published in 1961 and available in the 2016 Routledge Classics edition, the book is a landmark work in philosophy, history, and social theory, challenging readers to think critically about the relationship between knowledge, power, and mental health.

DALE CARNEGIE

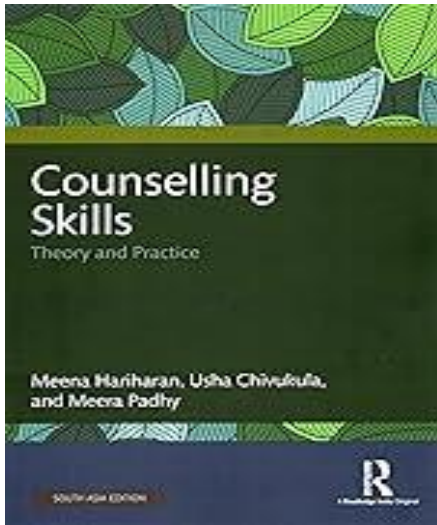
How to enjoy your life and your job by Carnegie, Dale



Peacock Books 2026

Acc. No.: 53863 Call No.: 158.1 ISBN: 9788124807491

Summary: *How to Enjoy Your Life and Your Job* by Dale Carnegie, first published in 1970, is a powerful and enduring guide to finding fulfilment both personally and professionally. Blending timeless wisdom with practical techniques, Carnegie draws from real-life examples to show how improved human relations, positive thinking and simple shifts in attitude can transform everyday experiences. The book offers clear strategies for reducing stress, increasing productivity, and cultivating genuine happiness-whether at work or in daily life. With his signature warmth and insight, Carnegie empowers readers to develop confidence, build meaningful connections, and approach challenges with resilience. Decades after its publication, this classic continues to inspire those seeking greater satisfaction, balance and purpose in all aspects of life.

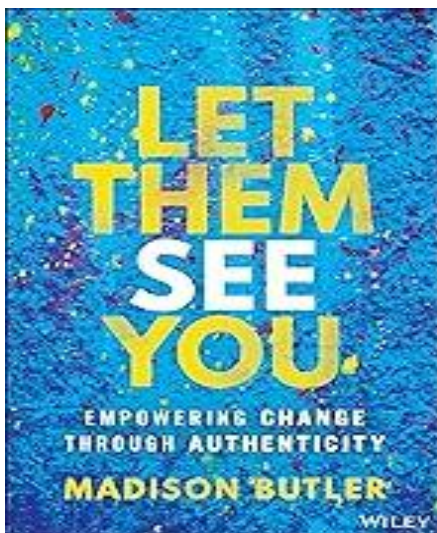


Counselling skills: theory and practice by Hariharan, Meena

Routledge 2024

Acc. No.: 53841 Call No.: 158.3 ISBN: 9781032888040

Summary: The book professionalises counselling through the scientific application of appropriate knowledge and skills at various stages of the counselling process. With the aim of equipping readers with fundamental and advanced counselling skills, this book: Examines a range of key skills from various theories and models of counselling to enable students and professionals to understand the underlying techniques which need to be applied from the time the client approaches the counsellor until the conclusion of the counselling process Sheds light on the complex psychological state of clients to discuss training for a holistic assessment in terms of emotions, cognition, motivation, and behaviour Presents extensive materials that train the students in skills to provide emotional relief to the client, to help the client change from self- defeating negative thoughts to promising positive thinking, enhancing motivation and self- confidence to initiate action Integrates discussions on case studies, live as well as hypothetical examples, traditional and contemporary theories on counselling with the art of communication An invaluable guidebook on developing counselling skills, this volume will be of immense interest to students, researchers, teachers, professionals, and practitioners of psychology, behavioural sciences, mental health, counselling, and education.



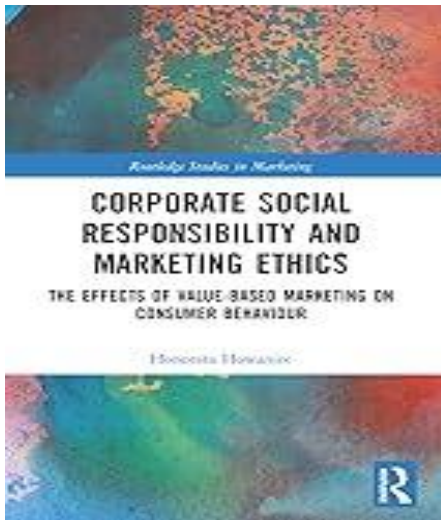
Let them see you: empowering change through authenticity by Butler, Madison

John Wiley & Sons 2026

Acc. No.: 53930 Call No.: 158.7 ISBN: 9781394294305

Summary: In Let Them See You, mental health advocate and DEI expert Madison Butler delivers an eye-opening and practical playbook for bringing your whole self to work. You'll learn what authenticity really looks like as you discover how to be authentic with yourself and with the world around you. The author also explains how to create an environment of authenticity that allows those around you to be their true selves at work.

The book walks you through the micro- and macro-traumas that impact how you show up at work, in your community, and everywhere else, every day. It unpacks the heartbreak, fear, and trauma experienced by members of every community, and gives you strategies for seeing people as they really are, bruises and all.



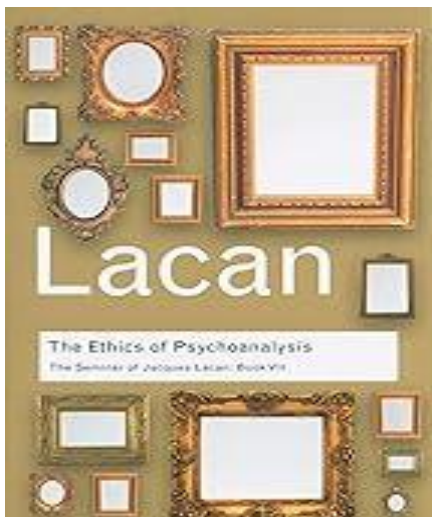
Corporate social responsibility and marketing ethics: the effects of value-based marketing on consumer behaviour by Howaniec, Honorata

Routledge 2023

Acc. No.: 54018 Call No.: 174.4 ISBN: 9781032329239

Summary: Changes in the economy and greater competition force us to adapt our business practices and to take greater account of the needs of consumers and the social problems they care about. Consumers are placing an increasing weight on the social responsibility of the organisations they choose to purchase from and associate with, and businesses must adopt corporate social responsibility (CSR) practices into their marketing strategies.

This book demonstrates the concept of CSR and how it is included as an element of value-based marketing. Using research from the Polish market, the author explores the concept of value-based marketing, how organisations are implementing CSR, and analyses the effect on consumer behaviour. It examines consumer awareness of CSR practices and the effect this has on their purchasing decisions and brand loyalty, making the argument that disregarding CSR can be detrimental to businesses success and profit.

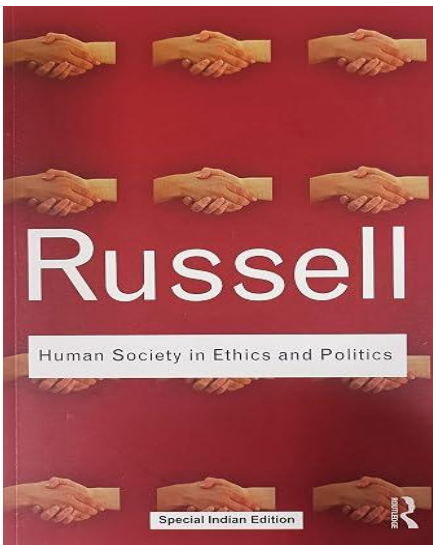


The ethics of psychoanalysis 1959-1960 by Lacan, Jacques

Routledge 2012

Acc. No.: 53839 Call No.: 174.4 ISBN: 9780415423618

Summary: A charismatic and controversial figure, Lacan is one of the most important thinkers of the twentieth century and his work has revolutionized linguistics, philosophy, literature, psychology, cultural and media studies. He gained his reputation as a lecturer, disseminating his ideas to audiences that included Jean-Paul Sartre and Luce Irigaray amongst other hugely influential names. The Ethics of Psychoanalysis is a transcript of his most important lecture series. Including influential readings of Sophocles' Antigone and Elizabethan courtly love poetry in relation to female sexuality, The Ethics of Psychoanalysis remains a powerful and controversial work that is still argued over today by the likes of Judith Butler and Slavoj Zizek.

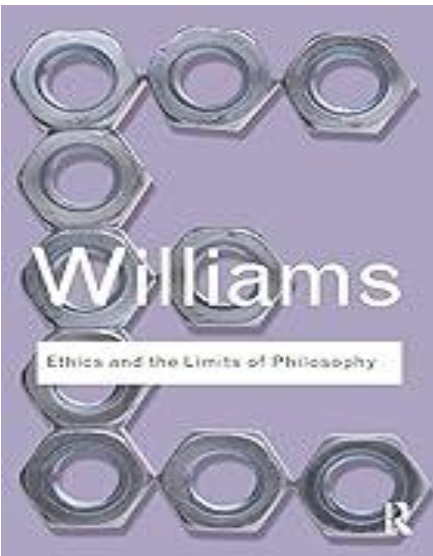


Human society in ethics and politics by Russell, Bertrand

Routledge 2023

Acc. No.: 53871 Call No.: 174.4 ISBN: 9781032449593

Summary: Human Society in Ethics and Politics by Bertrand Russell (1954) offers his final comprehensive exploration of moral philosophy and political theory, arguing that ethics emerges from the tension between human intelligence and raw impulses—making moral codes essential for harmonizing individual desires with collective welfare through praise, law, and social purpose—divided into ethics (analyzing moral obligation, sin, superstition, and ethical knowledge) and politics (examining power desires, myth, scientific foresight, and paths to stable peace), Russell critiques religious dogma while advocating rational governance over conquest or blind faith, delivering a lucid classic for philosophers, ethicists, and political thinkers that connects personal morality to global stability, urging science and forethought to resolve humanity's conflicting passions.

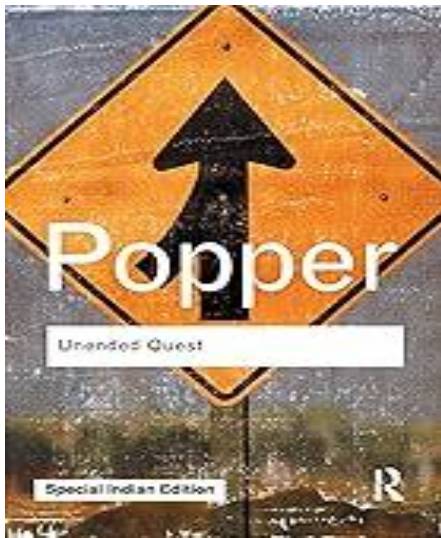


Ethics and the limits of philosophy by Williams, Bernard

Routledge 2012

Acc. No.: 53872 Call No.: 174.4 ISBN: 9780415610148

Summary: With a new foreword by Jonathan Lear 'Remarkably lively and enjoyable...It is a very rich book, containing excellent descriptions of a variety of moral theories, and innumerable and often witty observations on topics encountered on the way.' - Times Literary Supplement Bernard Williams was one of the greatest philosophers of his generation. Ethics and the Limits of Philosophy is not only widely acknowledged to be his most important book, but also hailed a contemporary classic of moral philosophy. Drawing on the ideas of the Greek philosophers, Williams reorients ethics away from a preoccupation with universal moral theories towards 'truth, truthfulness and the meaning of an individual life'. He explores and reflects upon the most difficult problems in contemporary philosophy and identifies new ideas about central issues such as relativism, objectivity and the possibility of ethical knowledge. This edition also includes a commentary on the text by A. W. Moore. At the time of his death in 2003, Bernard Williams was hailed by the Times as 'the outstanding moral philosopher of his age.' He taught at the Universities of Cambridge, Berkeley and Oxford and is the author of many influential books, including Morality; Descartes: The Project of Pure Enquiry (available from Routledge) and Truth and Truthfulness.

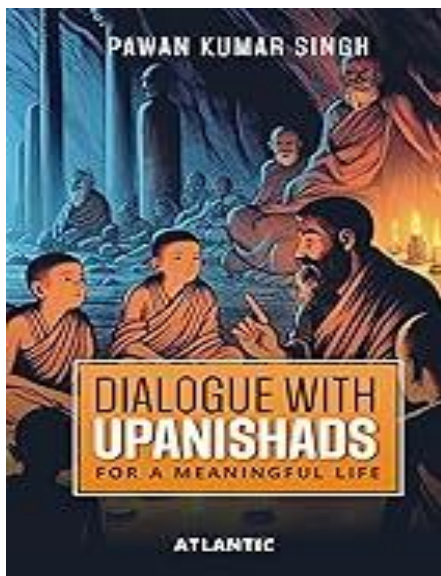


Unended quest: an intellectual autobiography by Popper, Karl

Routledge 2025

Acc. No.: 53812 Call No.: 192 ISBN: 9781041060321

Summary: At the age of eight, Karl Popper was puzzling over the idea of infinity and by fifteen was beginning to take a keen interest in his father's well-stocked library of books. *Unended Quest* recounts these moments and many others in the life of one of the most influential thinkers of the twentieth century, providing an indispensable account of the ideas that influenced him most. As an introduction to Popper's philosophy, *Unended Quest* also shines. Popper lucidly explains the central ideas in his work, making this book ideal for anyone coming to Popper's life and work for the first time.

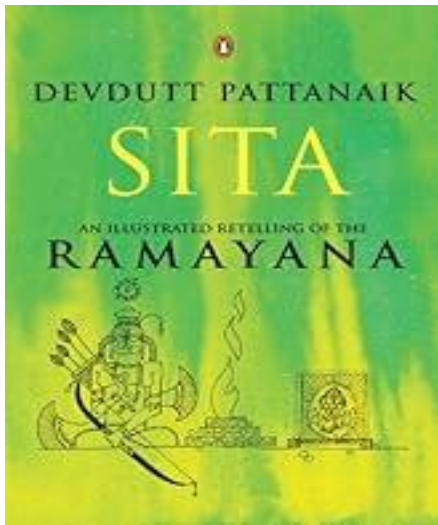


Dialogue with upanishads: for a meaningful life by Singh, Pawan Kumar

Atlantic Publishers & Distributors 2025

Acc. No.: 53913 Call No.: 294.59218 ISBN: 9788126941322

Summary: *Dialogue with Upanishads: For A Meaningful Life* offers an engaging and accessible introduction to the timeless wisdom of the Upanishads, the philosophical heart of India's spiritual heritage. Written in a reader-friendly question-answer format, the book explores 118 Upanishads, delving into the profound teachings and making it accessible to the global audience. The book questions the fundamentals about life, the self and the nature of ultimate reality, offering answers that resonate with practical wisdom for everyday living. The book aims to explicate how Upanishadic philosophy can guide them in their personal growth, ethical choices and a quest for deeper meaning in life. It draws connections between the ancient teachings and contemporary concerns, offering insights on topics like self-realisation, meditation and living a life of purpose and fulfilment. With its clear and concise language, simple English translations of Sanskrit verses, and an insightful glossary of key terms, this book is a valuable resource for anyone seeking to integrate Upanishadic wisdom into their daily life. By providing a bridge between profound philosophical insights and practical application, *Dialogue with Upanishads: For A Meaningful Life* invites readers to explore the wisdom of the ages, inspiring them to live a more meaningful, thoughtful and spiritually enriched life.



Sita: an Illustrated Retelling of the Ramayana by Pattanaik, Devdutt

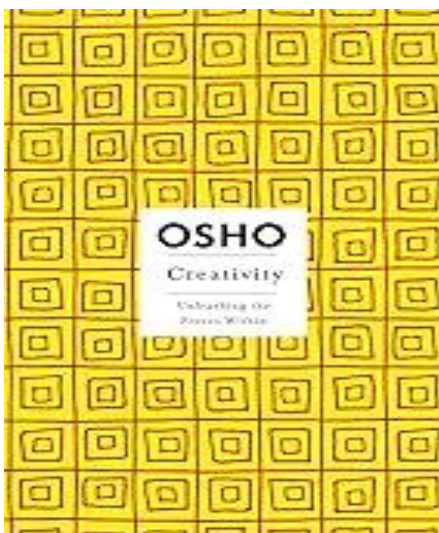
Penguin Books 2013

Acc. No.: 53909 Call No.: 294.5922 ISBN: 9780143064329

Summary: It is significant that the only character in Hindu mythology, a king at that, to be given the title of ekam-patni-vrata, devoted to a single wife, is associated with the most unjust act of abandoning her in the forest to protect family reputation. This seems a deliberate souring of the narrative, made even more complex by Ram's refusal to remarry despite the pressure on royalty to produce an heir. The intention seems to be to provoke thought on notions of fidelity, property and self-image.

And so mythologist and illustrator Devdutt Pattanaik narrates the Ramayan, drawing attention to the many oral, visual and written retellings composed in different times by different poets, each one trying to solve the puzzle in their own unique way.

This book approaches Ram by speculating on Sita—her childhood with her father, Janak, who hosted sages mentioned in the Upanishads; her stay in the forest with her husband who had to be a celibate ascetic while she was in the prime of her youth; her interactions with the women of Lanka, recipes she exchanged, emotions they shared; her connection with the earth, her mother; her role as the Goddess, the untamed Kali as well as the demure Gauri, in transforming the stoic prince of Ayodhya into God.



Creativity: unleashing the forces within by Osho

Griffin 1999

Acc. No.: 54050 Call No.: 299.93 ISBN: 9780312205195

Summary: From one of the greatest spiritual leaders of the twentieth century, Creativity: Unleashing the Forces Within will inspire you to nurture your inner ideas and innovations—and apply them in every aspect of your life. As Osho points out in this book's foreword, historically, the creative person has been all but forced to rebel against the society. But nowadays, the situation has dramatically changed. In today's world, the ability to respond creatively to new challenges is demanded of everybody, from corporate CEOs to "soccer moms." Those whose toolbox for dealing with life includes only what they have learned in the past from their parents and their teachers are at a distinct disadvantage both in their relationships and in their careers. Making a switch from imitative and rule-bound behavior to creative innovation and flexibility requires a profound change in our attitudes about ourselves and our capabilities.

SOCIOLOGY OF INDIA

Abhijit Kundu • Nupurnima Yadav



Sociology of India by Kundu, Abhijit

Atlantic Publishers & Distributors 2024

Acc. No.: 53845 Call No.: 301 ISBN: 9788126936298

Summary: This new textbook traces the evolution and development of sociology as a field of study in India and enumerates the key sociological aspects of the Indian society. This new textbook enumerates a sociological perspective by tracing the development and rise of sociology as a subject in India. Through an organized thematic understanding of the sociological aspects of Indian society, this textbook aims at analysing the continuity between the past and the present. It also brings into light the new challenges and concepts gaining ground for a fresh appraisal of the Indian society. The book refers extensively to research works beyond the disciplinary boundary of sociology to help develop a lucid yet critical understanding of a multifaceted society. Fulfilling the core requirements of UGC CBCS guidelines for undergraduate students of sociology, the book will prove to be a useful companion for students of political science, history and social work, and civil service aspirants.

WOMEN WHO RISE

Ambition, Motherhood, and the Right to Want More



**Women who rise: ambition, motherhood and the right to want more
by Izquierdo, Rocio**

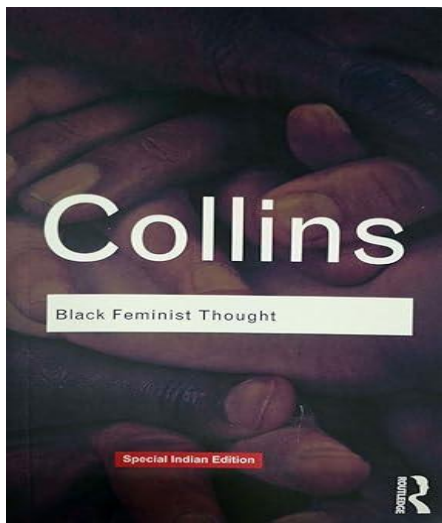
Ariel Business Expert Press 2026

Acc. No.: 53958 Call No.: 305.4 ISBN: 9789368089872

Summary: For far too long, women have been told that professional development and motherhood are a trade-off. That success in the boardroom means sacrifice at home. But while the path to professional excellence demands sacrifice, achieving both is not only possible - it's happening.

Drawing from over a decade of experience in business organizations that support managerial growth—and grounded in original research for her master's thesis - Rocio Izquierdo takes readers inside the real, unfiltered stories of women who've succeeded both at home and at the highest levels of leadership.

Through intimate case studies, this book reveals how these women made decisions, built leadership styles, and navigated the constant collision between ambition and care. Whether you're a business student, rising professional, policymaker, or executive, this is a practical and inspiring manual for designing a life and a career on your own terms.

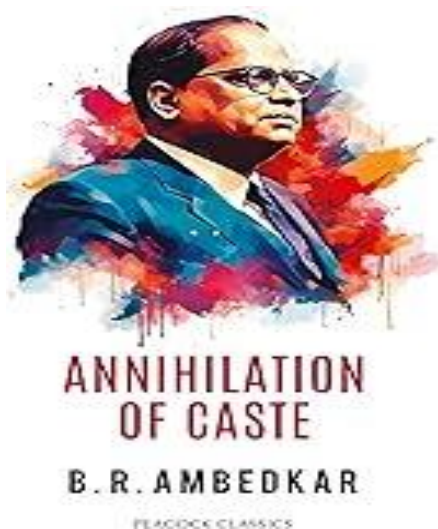


Black feminist thought: knowledge, consciousness and the politics of empowerment by Collins, Patricia Hill

Routledge 2017

Acc. No.: 53813 Call No.: 305.42 ISBN: 9781138302143

Summary: In spite of the double burden of racial and gender discrimination, African-American women have developed a rich intellectual tradition that is not widely known. In *Black Feminist Thought*, originally published in 1990, Patricia Hill Collins set out to explore the words and ideas of Black feminist intellectuals and writers, both within the academy and without. Here Collins provides an interpretive framework for the work of such prominent Black feminist thinkers as Angela Davis, bell hooks, Alice Walker, and Audre Lorde. Drawing from fiction, poetry, music and oral history, the result is a superbly crafted and revolutionary book that provided the first synthetic overview of Black feminist thought and its canon.



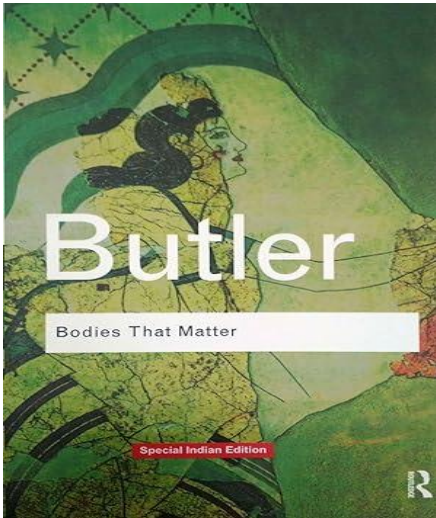
Annihilation of caste by Ambedkar, B R

Peacock Books 2026

Acc. No.: 53864 Call No.: 305.5122 ISBN: 9788124806005

Summary: *Annihilation of Caste* is a powerful and uncompromising critique of India's caste system, written by one of the most influential social reformers in Indian history, Dr. B.R. Ambedkar. Originally published in 1936, this ground breaking work challenges the deeply entrenched social hierarchies that perpetuate inequality and discrimination, particularly against Dalits, the so-called "untouchables." In this scathing and thought-provoking text, Ambedkar argues for completely dismantling the caste system and calls for social and political reform to create an egalitarian society. He critiques both Hindu orthodoxy and the religious elites in upholding caste-based oppression while offering a vision of empowerment for marginalised communities through education, political participation and social equality. *Annihilation of Caste* remains a seminal work in the fight for social justice, equality and human rights. Dr. Ambedkar's fearless examination of caste and its pervasive impact on Indian society is relevant even today and his call for social revolution continues to inspire movements challenging discrimination and demanding dignity for all people, regardless of caste.

NEW ARRIVALS, MAY 2026



Bodies that matter: On the discursive limits of "sex" by Butler, Judith

Routledge 2026

Acc. No.: 53809 Call No.: 306.701 ISBN: 9781138302112

Summary: In *Bodies That Matter*, renowned theorist and philosopher Judith Butler argues that theories of gender need to return to the most material dimension of sex and sexuality: the body. Butler offers a brilliant reworking of the body, examining how the power of heterosexual hegemony forms the "matter" of bodies, sex, and gender. Butler argues that power operates to constrain sex from the start, delimiting what counts as a viable sex. She clarifies the notion of "performativity" introduced in *Gender Trouble* and via bold readings of Plato, Irigaray, Lacan, and Freud explores the meaning of a citational politics. She also draws on documentary and literature with compelling interpretations of the film *Paris is Burning*, Nella Larsen's *Passing*, and short stories by Willa Cather.

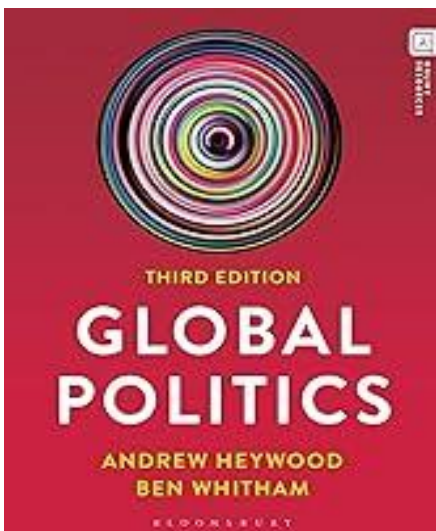


Colonialism and neocolonialism by Sartre, Jean-Paul

Routledge 2024

Acc. No.: 53874 Call No.: 307.76 ISBN: 9781032632568

Summary: *Colonialism and Neo-Colonialism* is a classic critique of France's policies in Algeria in the 1950s and 1960s and inspired much subsequent writing on colonialism, post-colonialism, politics, and literature. It includes Sartre's celebrated preface to Fanon's classic *Wretched of the Earth*. *Colonialism and Neo-Colonialism* had a profound impact on French intellectual life, inspiring many other influential French thinkers and critics of colonialism such as Jean-Francois Lyotard, Frantz Fanon, Pierre Bourdieu and Jacques Derrida.

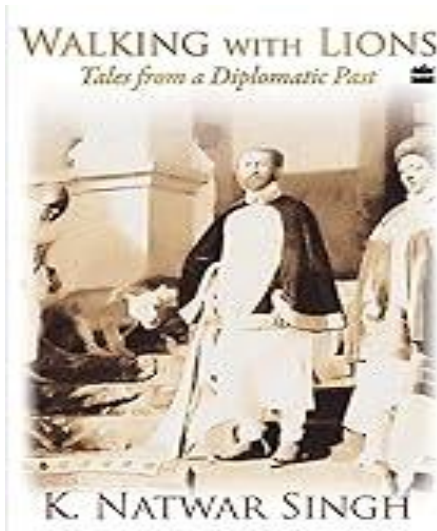


Global politics by Whitham, Ben

Bloomsbury 2024

Acc. No.: 54042 Call No.: 327 ISBN: 9789361310744

Summary: In turbulent global times, your study of this subject is increasingly necessary and urgent. Featuring a new chapter on critical theories, and revised to take a less Eurocentric approach to concepts and case studies, this new edition allows you to tackle global politics' important concepts, debates and problems: -How can theories help us to understand the politics of a global pandemic? -Do we live in a 'post-truth' world of 'fake news' and disinformation? -Does international aid work? -Does the United States remain a global hegemon? -What is the Anthropocene and how does it shape global politics? -Are global politics constrained by a 'North-South' divide? -What are the possible futures of global politics - and the politics of outer space?

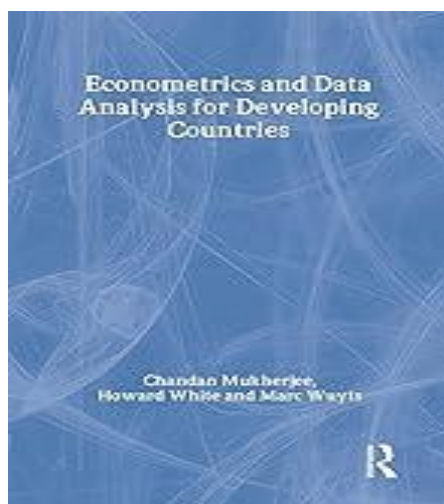


Walking with lions: tales from a diplomatic past by Singh, K Natwar

Harper Collins Publishers 2013

Acc. No.: 53837 Call No.: 327.101 ISBN: 9789350293461

Summary: The story goes, apocryphal perhaps, that one day the Ugandan dictator, Idi Amin, told his foreign minister that the country's name must be changed to Idi and he should inform the UN and all other international bodies. A week passed. President Amin then summoned the minister and asked, 'Did you carry out my orders?'. He replied saying that there was a problem. 'What problem?' the president inquired. 'Your Excellency, there is a country called Cyprus. The people are called Cypriots. If Uganda were to be called Idi, we would be called Idiots'. There are few leaders that K. Natwar Singh, in a diplomatic career spanning more than three decades, has not known and fewer still about whom he has no story to tell. In *Walking with Lions: Tales from a Diplomatic Past*, Singh puts together fifty episodes that entertain, inform and illuminate. Featured here is Indira Gandhi as a statesman and friend, alongside other renowned figures such as Fidel Castro, Haile Selassie and Zia-ul-Haq. Singh analyses some personalities with disarming candour, among them Morarji Desai and Lord Mountbatten, at other times, his admiration for leaders like C. Rajagopalalchari and Nelson Mandela shines through.

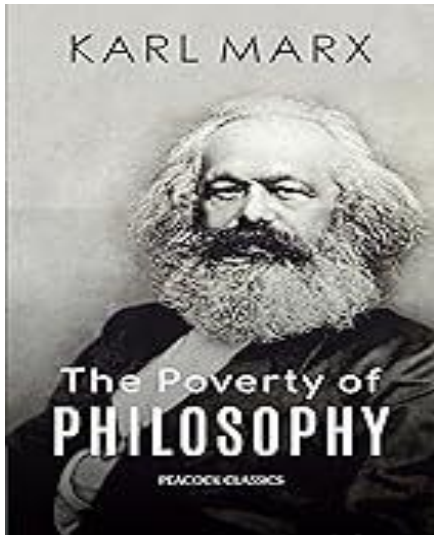


Econometrics and data analysis for developing countries by Mukherjee, Chandan

Routledge 2019

Acc. No.: 53843 Call No.: 330.015195 ISBN: 9781138205062

Summary: Getting accurate data on less developed countries has created great problems for studying these areas. Yet until recently students of development economics have relied on standard econometrics texts, which assume a Western context. *Econometrics and Data Analysis for Developing Countries* solves this problem. It will be essential reading for all advanced students of development economics.

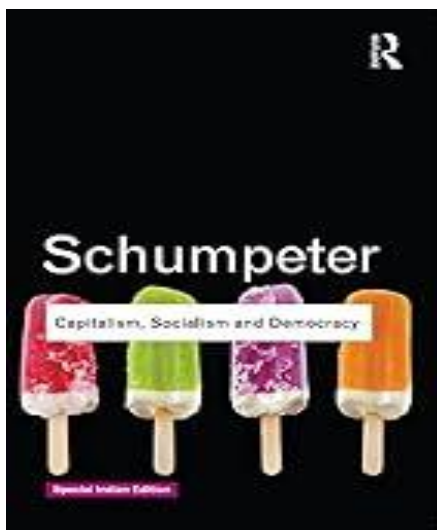


The poverty of philosophy by Marx, Karl

Peacock Books 2026

Acc. No.: 53878 Call No.: 330.1 ISBN: 9788124805558

Summary: The Poverty of Philosophy by Karl Marx is a ground breaking exploration of the economic and philosophical foundations of society, dissecting the contradictions within bourgeois economic theory given by the influential French philosopher Pierre-Joseph Proudhon. Marx conducted a rigorous analysis of political economy, exposing the inherent flaws and limitations of prevailing capitalist ideologies by offering a compelling critique of the socioeconomic structures that perpetuate inequality. Published in the revolutionary year of 1847, this seminal text laid the groundwork for Marx's later, more comprehensive works and remains an essential read for those seeking a deeper understanding of the roots of social and economic injustice. Engaging, incisive and timeless, Marx's critique challenges readers to reconsider prevailing notions of wealth, class and power in the pursuit of a more equitable and just society.

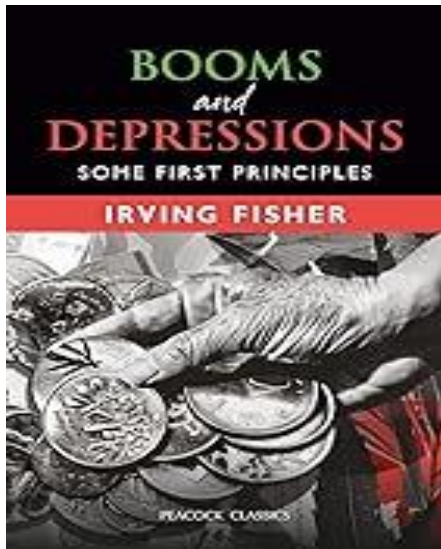


Capitalism, socialism and democracy by Schumpeter, Joseph A

Routledge 2010

Acc. No.: 53817 Call No.: 330.122 ISBN: 9781032160801

Summary: Capitalism, Socialism and Democracy remains one of the greatest works of social theory written in the twentieth Century. Schumpeter's contention that the seeds of capitalism's decline were internal, and his equal and opposite hostility to centralist socialism have perplexed, engaged and infuriated readers since the book's first publication in 1943. By refusing to become an advocate for either position, Schumpeter was able both to make his own great and original contribution and to clear the way for a more balanced consideration of the most important social movements of his and our time. This Routledge Classics edition includes a new Introduction by one of the world's leading economists, Joseph Stiglitz.

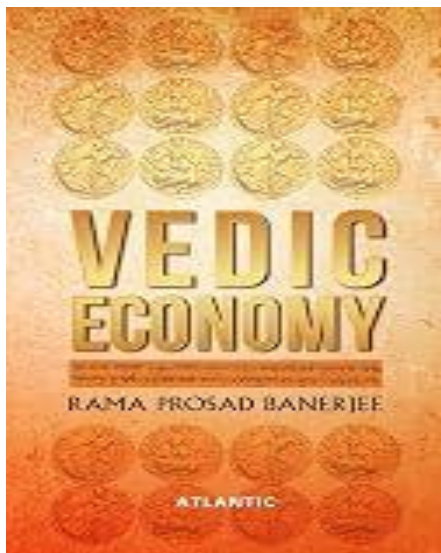


Booms and depressions: some first principles by Fisher, Irving

Peacock Books 2025

Acc. No.: 53879 Call No.: 330.904 ISBN: 9788124806449

Summary: In Booms and Depressions, economist Irving Fisher provides a ground breaking analysis of the cyclical nature of economic activity, focusing on the causes and consequences of financial booms and subsequent depressions. First published in 1932, Fisher's work remains a seminal contribution to the study of economic fluctuations, offering a clear and insightful examination of the interplay between speculation, debt and monetary policy. Drawing on historical examples and his own theoretical framework, Fisher delves into the psychological and institutional factors that drive market bubbles and collapse, making a compelling case for the role of credit in amplifying economic cycles. His exploration of "the debt-deflation theory" has influenced generations of economists, offering critical lessons on the dangers of unsustainable growth and the long-term impacts of financial instability. Booms and Depressions is not only a key text for understanding the Great Depression but also remains a vital resource for anyone seeking to understand the forces that shape modern financial systems.

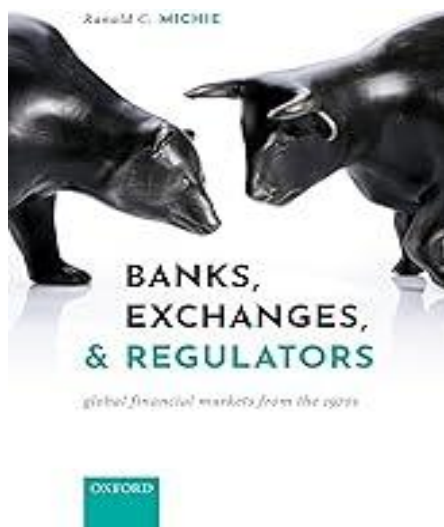


Vedic economy by Banerjee, Rama Prosad

Atlantic Publishers and Distributors 2025

Acc. No.: 53915 Call No.: 330.93402 ISBN: 9788126936373

Summary: Vedic Economy offers a profound exploration of the economic challenges that have plagued human civilization, including poverty, inequality, scarcity of resources and even impoverished mindsets. A series of impactful events, including the COVID-19 pandemic, the Russia-Ukraine war leading to food and energy crises, rising inflation, tightening debt and the climate emergency, has created severe and interconnected challenges. In response, the book draws upon the timeless values of ancient India. Amidst the growing influence of Westernization, the book turns to the scriptures of Kautilya's Arthashastra and Mahabharatha for profound insights and guidance on governance, economics, and social issues. It aims to inspire individuals to integrate the spirit of Vedic Economy into their own frameworks, fostering a transformative experience and contributing to the creation of a better world. The book will appeal to a wide audience including general readers, researchers and scholars.

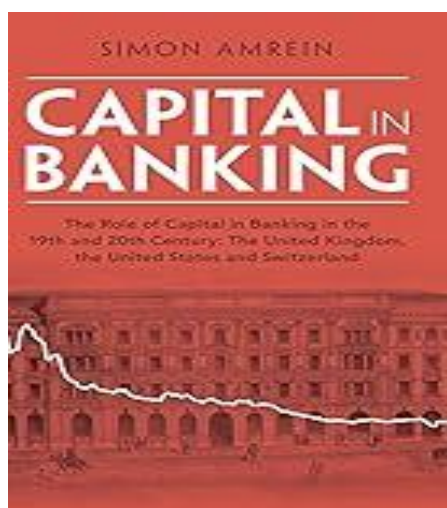


Banks, exchanges and regulators: global financial markets from the 1970s by Michie, Randal C

Oxford University Press 2021

Acc. No.: 53886 Call No.: 332.1 ISBN: 9780199553730

Summary: Never have financial markets been subjected to a period of change as rapid and extensive as took place from the 1970s onwards. In the 1970s global financial markets were controlled by governments, compartmentalized along national boundaries, and segregated according to the particular activities they engaged in. This all disintegrated in the decades that followed under the pressure of market forces, global integration, and a revolution in the technology of trading. One product of this transformation was the Global Financial Crisis of 2008, which exposed the fragility of the new structures created and cast a long shadow that we still live in today. The response to that crisis has shaped the global financial system, which has been tested once again by the coronavirus pandemic. However, none of the outcomes of this transformation were inevitable, despite the forces at work. They were the product of decisions taken at the time for a multitude of reasons.

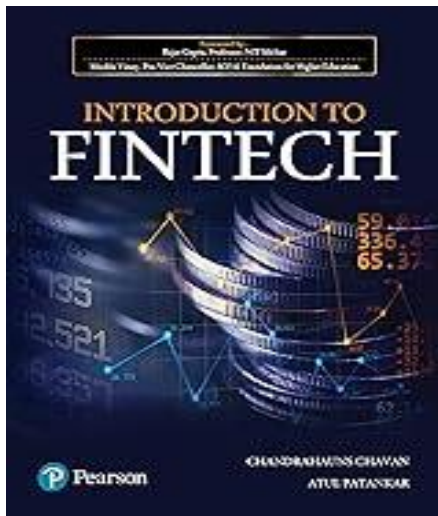


Capital in banking: the role of capital in banking in the 19th and 20th Century the United Kingdom, the United States and Switzerland by Amrein, Simon

Cambridge University Press 2025

Acc. No.: 53976 Call No.: 332.1 ISBN: 9781009276894

Summary: Capital in Banking traces the role of capital in US, British, and Swiss banking from the 19th to the 21st century. The book discusses the impact of perceptions and conventions on capital ratios in the 19th century, the effects of the First and Second World Wars, and the interaction of crises and banking regulation during the 1930s and the 1970s. Moreover, it emphasises the origins of the risk-weighted assets approach for measuring capital adequacy and explains how the 2007/2008 crisis led to a renaissance of unweighted capital ratios. The book shows that undisclosed reserves, shareholders' liability, and hybrid forms of capital must be considered when assessing capital adequacy. As the first long-run historical assessment of the topic, this book represents a reference point for publications in economics, finance, financial regulation, and financial history. This title is also available as Open Access on Cambridge Core.

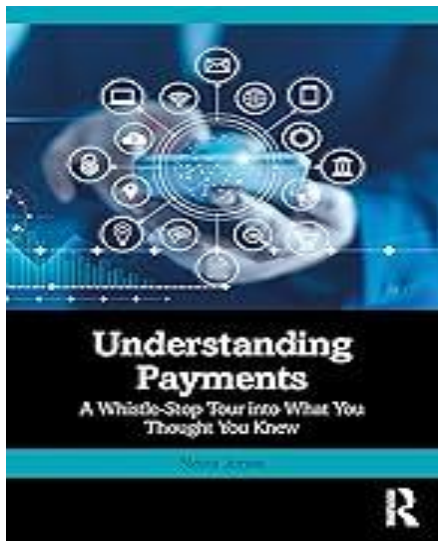


Introduction to fintech by Chavan, Chandrahauns

Pearson Education 2026

Acc. No.: 53919 Call No.: 332.10285 ISBN: 9789361594687

Summary: Introduction to FinTech Serves as a comprehensive guide in navigating the exhilarating world of FinTech. The delves into cutting-edge technologies such as Robo advisors, Blockchain, API banking, Digital Payment Solutions, etc. The text provides insights on how technological innovation is fundamentally reshaping how financial services are rendered and how customers use them. It also explains how the Government of India nurtured FinTech during its growth phase and how it helped create an inclusive and a matured ecosystem.



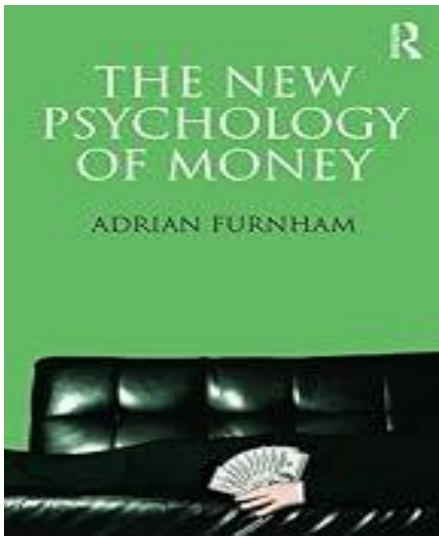
Understanding payments: a whistle-stop tour into what you thought you knew by Jones, Neira

Routledge 2024

Acc. No.: 54025 Call No.: 332.178 ISBN: 9781032631349

Summary: This is the book for professionals in the payments industry. Written in an engaging and accessible style, it enables new and experienced payments practitioners alike to understand the fundamentals of the various payment ecosystems, and to quickly get up to speed on developments in the industry.

From cards to bank and alternative payments, the jargon is debunked and myths are busted. For each ecosystem, a simple framework is used: mechanics, economics, risks, and future outlook, enabling comparison and the evaluation of the best applications in different scenarios. The book also provides an overview of the global regulatory landscape. Drawing on real examples throughout, it weaves together the underpinning ecosystem principles, legislation, and key stakeholders. It offers readers practical advice regarding, and insights into, the key disciplines and equips them with an understanding of the key issues and opportunities. Also including an extensive and comprehensive glossary of terms – the first of its kind in the payments industry – this book will be used as an essential reference for years to come.



The new psychology of money by Furnham, Adrian

Routledge 2026

Acc. No.: 54045 Call No.: 332.4019 ISBN: 9781041232506

Summary: The New Psychology of Money is an accessible and engrossing analysis of our psychological relationship to money in all its forms. Comprehensive and insightful, Adrian Furnham explores the role that money plays in a range of contexts, from the family to the high street, and asks whether the relationship is always a healthy one. Discussing how money influences what we think, what we say, and how we behave in a range of situations, the book places the dynamics of high finance and credit card culture in context with traditional attitudes towards wealth across a range of cultures, as well as how the concept of money has developed historically. The book is split into four sections: Understanding Money. What are our attitudes to money, and how does nationality, history and religion mediate those attitudes? Money in the Home How do we grow up with money, and what role does it play within the family? What role does gender play, and can we lose control in dealing with money? Money at Work.



Warren buffett invests like a girl: and why you should, too by Lofton, LouAnn

Harper Collins Publishers 2023

Acc. No.: 53848 Call No.: 332.6 ISBN: 9780061727634

Summary: Warren Buffett and the women of the world have one thing in common: They are better investors than the average man. Psychologists and scientists have shown that women have the kind of temperaments that help them achieve long-term success in the market. The calamities of the past several years have only provided more statistical and anecdotal evidence of the same.



Marketing case studies in emerging markets: contemporary multi-industry issues and best-practices by Mutum, Dilip S

Springer 2024

Acc. No.: 53993 Call No.: 332.64 ISBN: 9783031516887

Summary: There is an increasing interest in emerging markets because of the higher economic growth rates compared to developed economies. However, these markets have a diverse consumer base with unique needs and preferences. As a result, companies in these markets face different challenges and opportunities. Unfortunately, there is a lack of marketing cases from these markets. This book presents actual real-world marketing cases in these markets offering an in-depth look at some of the issues faced by companies in different industries. It is hoped that the cases would serve as valuable reference material for academics, students, professionals in marketing, business strategy, and other related fields as well as policymakers, to better understand the challenges of these markets, and develop strategies to succeed in them.

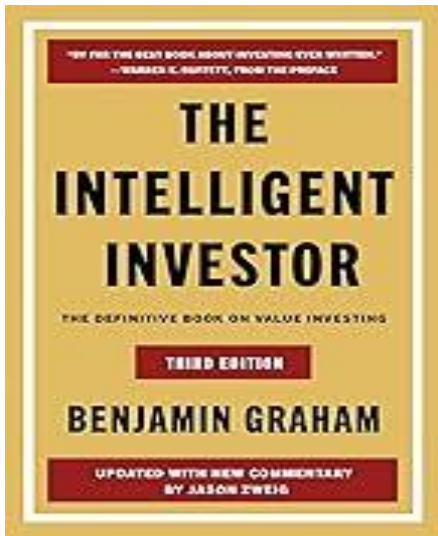


Financing climate action: India in a global context by Mohanty, Mritunjoy

Routledge 2026

Acc. No.: 53851 Call No.: 332.66 ISBN: 9781041279716

Summary: The urgency of mitigating climate change is mounting globally, and developing countries have a key role to play in ensuring a sustainable future. This book provides a comprehensive overview of all aspects of climate finance from the perspective of developing economies, with a focus on India. Catalysing climate action requires economic and societal adjustments, beginning with additional resource mobilisation, capital reallocation and financing structures supported by appropriate regulations, reasonably functioning markets and effective institutions. Through an integrated assessment of macro-financial policies and market microstructures, this book provides a thorough understanding of how countries in the Global South can effectively mobilise and deploy financial resources to address climate change challenges. It brings together the views of academics, bureaucrats, policy analysts and civil society organisations that are actively engaged in climate finance to discuss challenges and options for India as it seeks to finance effective climate action. It offers a plurality of often-opposing ideas and observations, rooted in the reality of India's political economy. The volume presents novel solutions as well as lessons from international experiences to initiate and accelerate the flow of finance into climate related activities.



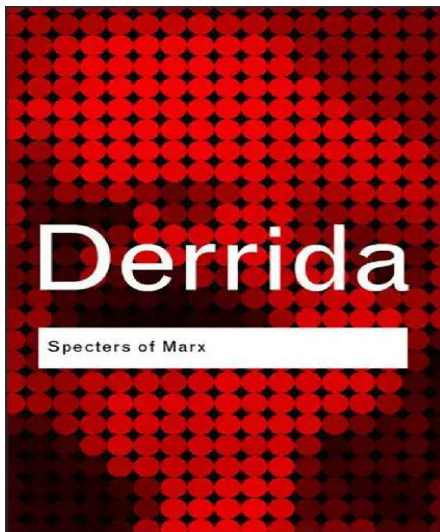
The intelligent investor: the definitive book on value investing by Graham, Benjamin

Harper Business 2024

Acc. No.: 53854 Call No.: 332.67 ISBN: 9780063444720

Summary: Since its original publication in 1949, Benjamin Graham's revered classic, *The Intelligent Investor*, has taught and inspired millions of people worldwide and remains the most respected guide to investing. Graham's timeless philosophy of "value investing" helps protect investors against common mistakes and teaches them to develop sensible strategies that will serve them throughout their lifetime.

Market developments over the past seven decades have borne out the wisdom of Graham's basic policies, and in today's volatile market, *The Intelligent Investor* remains essential. It is the most important book you will ever read on making the right decisions to protect your investments and make them grow.

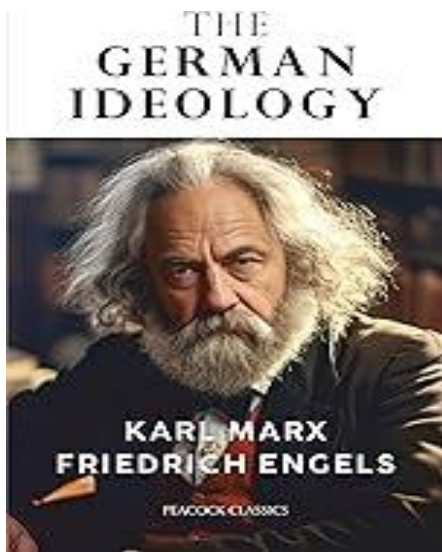


Specters of Marx: The State of the debt, the work of mourning and the new International by Derrida, Jacques

Routledge 2026

Acc. No.: 53811 Call No.: 335.4 ISBN: 9781138370463

Summary: *Specters of Marx* is a major new book from the French philosopher Jacques Derrida. It represents his first important statement on Marx and his definitive entry into social and political philosophy. 'Specter' is the first noun one reads in *The Manifesto of the Communist Party*. In *Specters of Marx*, Derrida questions the spectropoetics that Marx allowed to invade his discourse and undertakes this task within the context of a critique of the new dogmatism and new world order' that have proclaimed the death of Marxism and of Marx. Noting its resemblance to the manic discourse that prevails in what Freud called the triumphant stage of mourning work, Derrida likens this jubilant and obscene display (the body is rotting in a safe place; long live capitalism') to an exorcism and a conjuration. This disavowal attempts to neutralize a spectral necessity, but also the future of a spirit' of Marxism. Derrida argues that there is more than one spirit of Marx and it is the finite responsibility of his heirs (and we are all heirs of Marx) to sift through the possible legacies, the possible spirits, reaffirming one and not the other.

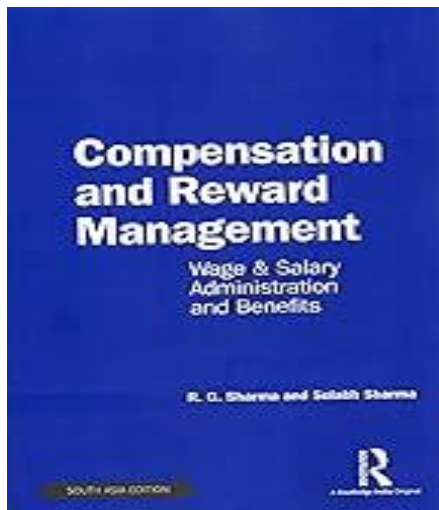


The German ideology by Marx, Karl

Peacock Books 2025

Acc. No.: 53868 Call No.: 335.411 ISBN: 9788124805596

Summary: The German Ideology by Karl Marx is a cornerstone of Marxist philosophy, offering a profound exploration of historical materialism and the foundations of societal structures. Co-authored with Friedrich Engels, this seminal work is an incisive critique of German philosophy, especially of the young Hegelians, and the contemporary social, political and economic systems. It dissects the prevailing ideologies of their time, discussing the relationships between ideas, material conditions and existing power structures. Written in 1846 and published only in 1932, it lays the groundwork for their revolutionary theories, shaping the intellectual landscape for generations to come. The German Ideology is an essential read for those seeking to understand the roots of Marxist thought and its enduring impact on the understanding of class, ideology and societal transformation.

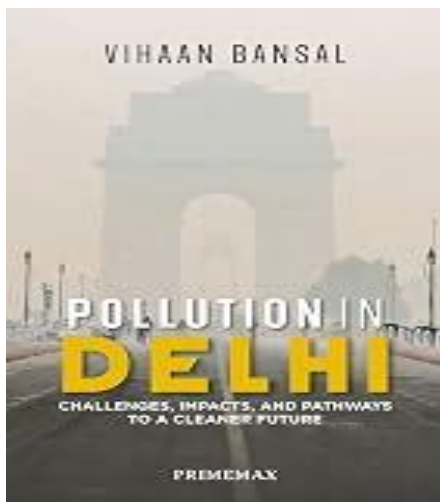


Compensation and reward management: wage and salary administration and benefits by Sharma, Sulabh

Routledge 2024

Acc. No.: 53904 Call No.: 355.134068 ISBN: 9781032888026

Summary: This book presents a comprehensive account of the intricacies related to compensation and reward management in Indian organizations—a vital strategic feature of HR management. It presents a blend of theoretical concepts, definitions, approaches, methods and techniques related to compensation practices being followed/likely to be followed in organizations. Starting with a conceptual framework, it discusses wage determination and wage fixation practices in India, salary reviews and reward management policies, and processes and procedures, in addition to international remuneration with special reference to expatriates and the remuneration of third country nationals. In addition to examining the designing and monitoring of salary grade structures including salary progression curves, it spells out divergent systems and institutions for wage determination/wage fixation practices in Indian organizations.

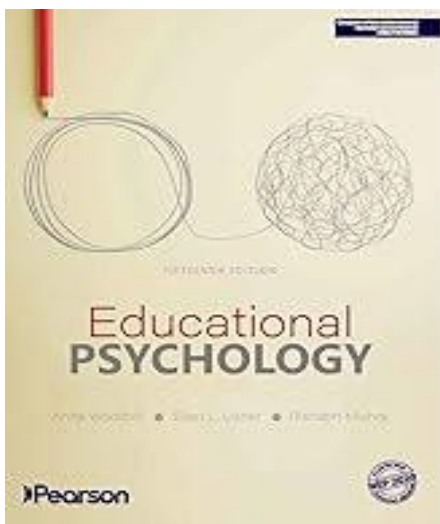


Pollution in Delhi: challenges, impacts and pathways to a cleaner future by Bansal, Vihaan

Primemax Books 2026

Acc. No.: 53867 Call No.: 363.73 ISBN: 9788126942343

Summary: Pollution in Delhi: Challenges, Impacts, and Pathways to a Cleaner Future is a comprehensive study on the rising menace of pollution in Delhi, with particular focus on its multidimensional nature: air, water, land, noise, light and thermal. It attempts to analyze the various reasons causing this decline in environmental equilibrium, including rapid urbanization and population growth, traffic emissions, unregulated industrial activity and poor waste disposal. It particularly highlights deplorable health, environmental and socio-economic implications, based on recent statistics and international research in the book. Critical evaluations of government policies, judicial efforts, scientific interventions as well as community efforts, such as tree-plantation drives in schools, have been considered. An entire chapter is dedicated to the effects of COVID-19 lockdowns on air pollution nationwide. The book serves as an essential guide for students and environmentally aware readers, offering valuable insights and practical strategies to build a sustainable future.

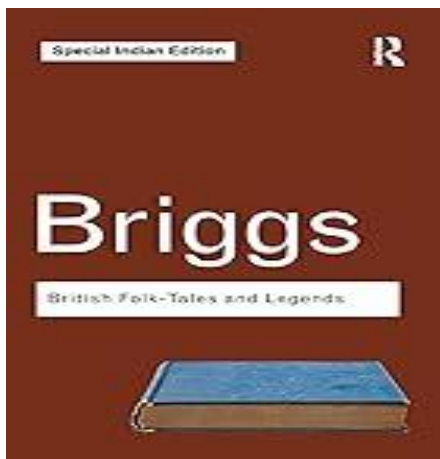


Educational psychology by Woolfolk, Anita

Pearson Education 2023

Acc. No.: 53918 Call No.: 370.7 ISBN: 9789367138540

Summary: Offers clear, accessible explanations of educational psychology research and its practical application in classrooms. Specifically tailored for the Indian context, incorporating local policies, cultural nuances, and NEP 2020 updates. Helps educators address everyday teaching challenges with evidence-based strategies. Bridges the gap between theory and practice, making content relevant and actionable. Includes real-world case studies, inclusive classroom strategies, and insights from Indian education experts.

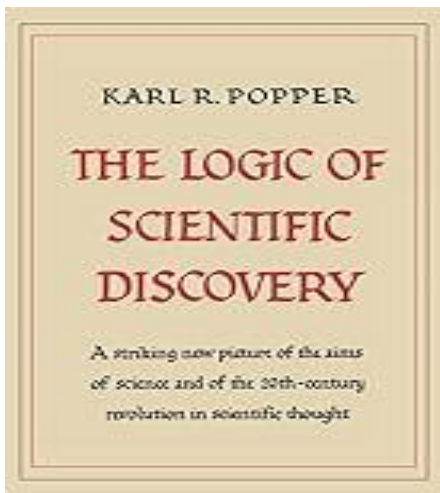


British folk-tales and legends: a sampler by Briggs, Katharine Mary

Routledge 2025

Acc. No.: 53869 Call No.: 398.2 ISBN: 9781041060567

Summary: In 1970 Katharine Briggs published in four volumes the vast and authoritative Dictionary of British Folktales and Legends to wide acclaim. This sampler comprises the very best of those tales and legends. Gathered within, readers will find an extravagance of beautiful princesses and stout stable boys, sour-faced witches and kings with hearts of gold. Each tale is a masterpiece of storytelling, from the hilarious 'Three Sillies' to the delightfully macabre 'Sammle's Ghost'.

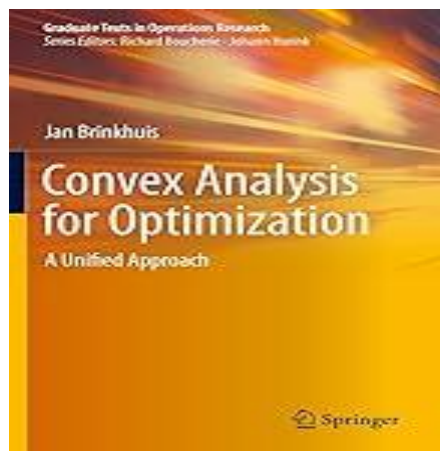


The logic of scientific discovery by Popper, Karl

Routledge 2026

Acc. No.: 53814 Call No.: 501 ISBN: 9780367678654

Summary: 2024 Hardcover Reprint of Original 1959 Edition. Exact facsimile of the original edition, not reproduced with Optical Recognition Software. This book by one of the world's foremost philosophers of science presented a striking new picture of the logical character of scientific discovery--a picture which does full justice to the liberating effect of the Einsteinian revolution in physics and its immense impact upon scientific thought in general. For this new English edition Dr. Popper did his own translation and has written 150 pages of entirely new text. Ernest Nagel considered this work "a first-rate contribution to the logic of scientific method."

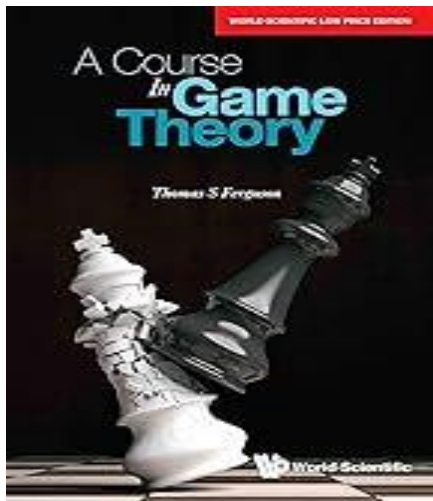


Convex analysis for optimization: a unified approach by Brinkhuis, Jan

Springer 2020

Acc. No.: 53994 Call No.: 515.8 ISBN: 9783030418069

Summary: It starts with the concept of convex sets, their primal description, constructions, topological properties and dual description, and then moves on to convex functions and the fundamental principles of convex optimization and their use in the complete analysis of convex optimization problems by means of a systematic four-step method.

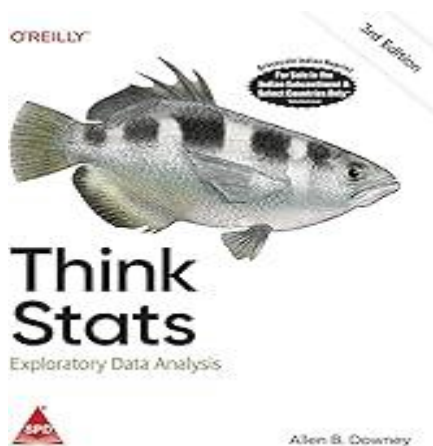


A course in game theory by Ferguson, Thomas S

World Scientific 2024

Acc. No.: 54043 Call No.: 519.3 ISBN: 9781944660970

Summary: Game theory is a fascinating subject. We all know many entertaining games, such as chess, poker, tic-tac-toe, bridge, baseball, computer games — the list is quite varied and almost endless. In addition, there is a vast area of economic games, discussed in Myerson (1991) and Kreps (1990), and the related political games [Ordeshook (1986), Shubik (1982), and Taylor (1995)]. The competition between firms, the conflict between management and labor, the fight to get bills through congress, the power of the judiciary, war and peace negotiations between countries, and so on, all provide examples of games in action. There are also psychological games played on a personal level, where the weapons are words, and the payoffs are good or bad feelings [Berne (1964)].



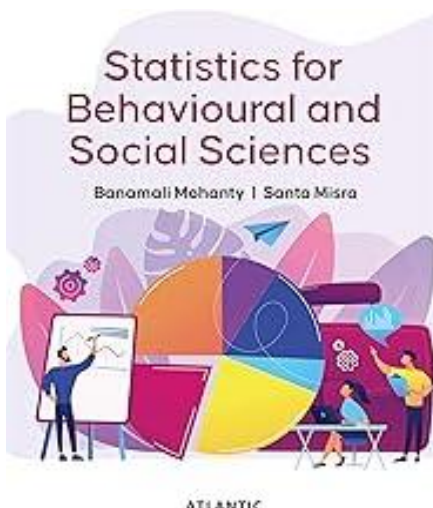
Think stats: exploratory data analysis by Downey, Allen B

Shroff Publishers & Distributors 2025

Acc. No.: 53965 Call No.: 519.5 ISBN: 9789368082552

Summary: If you know how to program, you have the skills to turn data into knowledge. This thoroughly revised edition presents statistical concepts computationally, rather than mathematically, using programs written in Python.

Through practical examples and exercises based on real-world datasets, you'll learn the entire process of exploratory data analysis—from wrangling data and generating statistics to identifying patterns and testing hypotheses.



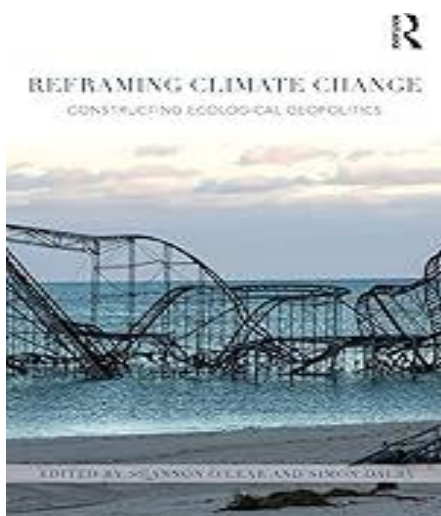
Statistics for behavioural and social sciences by Mohanty, Banamali

Sage Publications 2024

Acc. No.: 53865 Call No.: 519.5 ISBN: 9788126938827

Summary: Statistics for Behavioural and Social Sciences offers an integrated approach to the study of statistics, placing due emphasis on theory, application and computational procedures. A prominent feature of this book is that it deals with the fundamental ideas of experimental designs and the basics of test construction, including item and factor analysis, reliability and validity of tests, standardisation and norms in a manner that is accessible to students from non-mathematical background.

This book would prove to be an indispensable guide for students of psychology and other subjects in the domain of social sciences.

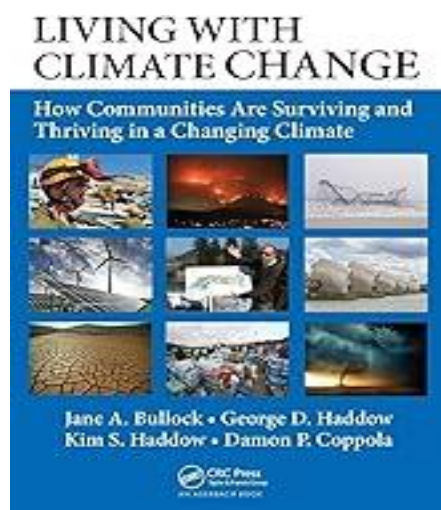


Reframing climate change: constructing ecological geopolitics/ by O'Lear, Shannon

Routledge 2016

Acc. No.: 54024 Call No.: 551.6 ISBN: 9781138794375

Summary: Change the system, not the climate" is a common slogan of climate change activists. Yet when this idea comes into the academic and policy realm, it is easy to see how climate change discourse frequently asks the wrong questions. Reframing Climate Change encourages social scientists, policy-makers, and graduate students to critically consider how climate change is framed in scientific, social, and political spheres. It proposes ecological geopolitics as a framework for understanding the extent to which climate change is a meaningful analytical focus, as well as the ways in which it can be detrimental, detracting attention from more productive lines of thought, research, and action. The volume draws from multiple perspectives and disciplines to cover a broad scope of climate change. Chapter topics range from climate science and security to climate justice and literacy. Although these familiar concepts are widely used by scholars and policy-makers, they are discussed here as frequently problematic when used as lenses through which to study climate change. Beyond merely reviewing current trends within these different approaches to climate change, the collection offers a thoughtful assessment of these approaches with an eye towards an overarching reconsideration of the current understanding of our relationship to climate change.



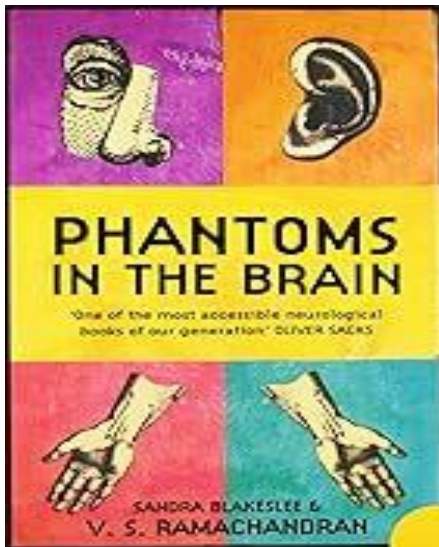
Living with climate change: how communities are surviving and thriving in a changing climate by Bullock, Jane A

CRC Press 2016

Acc. No.: 54023 Call No.: 551.6 ISBN: 9781498725361

Summary: The climate has changed and communities across America are living with the consequences: rapid sea level rise, multi-state wildfires, heat waves, and enduring drought. Living with Climate Change: How Communities Are Surviving and Thriving in a Changing Climate details the steps cities are taking now to protect lives and businesses, to reduce their vulnerability, and to adapt and make themselves more resilient.

The authors included in this book have been directly involved in the successful design and implementation of community-based adaptation and resilience programs. In this book, they apply decades of combined experience in hazard risk reduction, climate change adaptation, and environmental protection to provide timely and practical advice on how to plan for and live with a climate that is changing faster and more erratically than predicted.



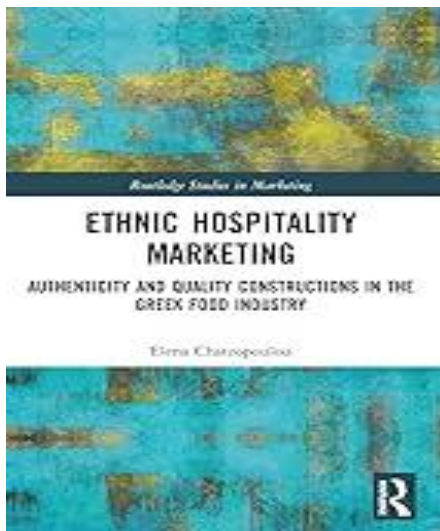
Phantoms in the brain: human nature and the architecture of the mind by Ramachandran, V S

Harper Collins Publishers 2025

Acc. No.: 53847 Call No.: 612.82 ISBN: 9780007253890

Summary: Phantoms in The Brain: Human Nature and The Architecture of The Mind has detailed information the intricacies of the brain. The book explores unexplored theories about the brain, by using several examples and experiments conducted by co-author, Ramachandran. Such case histories illustrate the fundamental principles of how the human brain works. The authors have discovered through research, that the brain is organising itself in response to change continuously. In spite of losing his right arm in a motorcycle accident, a young man continues to feel a phantom arm with lively sensations of movement. Through such experiments and by using only Q-tips and dribbles of warm water, the authors discovered how the brain is reorganised after an injury. The authors have brought a combination of clinical intuition and research knowledge to this book.

Phantoms In the Brain: Human Nature and The Architecture of The Mind was written by V S Ramachandran and Sandra Blakeslee. The reissue edition is available in paperback, and was published by Fourth Estate in 2006.



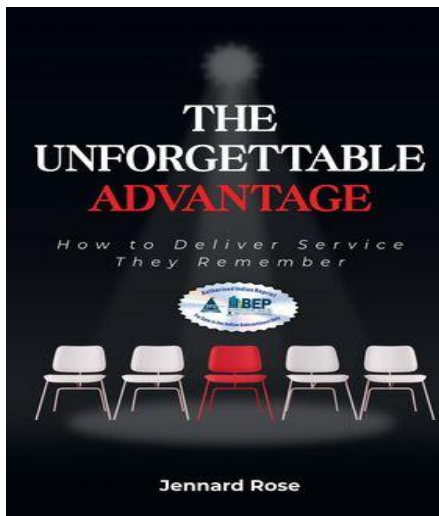
Ethnic hospitality marketing: authenticity and quality constructions in the Greek food industry by Chatzopoulou, Elena

Routledge 2023

Acc. No.: 54019 Call No.: 647.95 ISBN: 9781032130729

Summary: Ethnic-themed restaurants are informal but powerful ambassadors for a country's culture and contributors to local and national economies. Communicating authenticity and quality are essential characteristics in the development of a competitive and effective marketing strategy for restaurants. This book analyses how authenticity and quality perceptions are both constructed and communicated within the ethnic dining sector.

Drawing on qualitative research methods, the book explores examples from the Greek food industry to analyse restaurateurs' and consumers' constructed meanings of authenticity, and how it is transmitted and received. It follows by exploring the marketing implications of consumer constructs and effective promotional methods to aid restaurateurs to better engage with customers whilst also respecting their culinary culture. It also guides the reader through the use of NVivo for research purposes, and its utilisations to facilitate inductive and interpretive analyses.



The unforgettable advantage: how to deliver service they remember
by Rose, Jennard

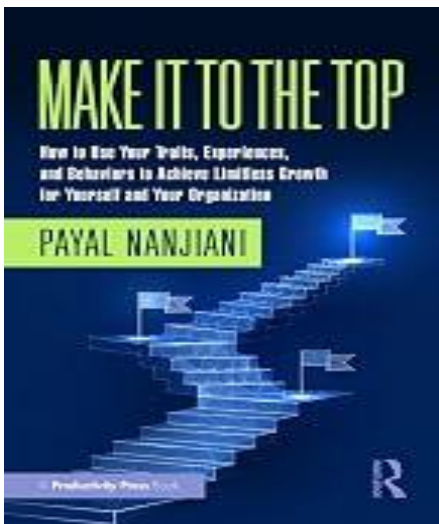
Business Expert Press 2026

Acc. No.: 53971 Call No.: 650.1 ISBN: 9789368086055

Summary: In the Unforgettable Advantage: How to Deliver Service They Remember, businesses in both B2B and B2C sectors will discover how to turn everyday customer interactions into extraordinary experiences that build loyalty, boost retention, and grow lasting brand value.

This isn't a book of theory or success stories—it's the missing manual on execution. With practical, step-by-step guidance, it empowers frontline teams, managers, and leaders to deliver consistently exceptional service in the real world.

From emotional intelligence and meaningful customer connection to service recovery and culture-building, The Unforgettable Advantage serves as both a leadership playbook and a frontline training tool. It equips your team to create service that not only delights but stays with people.

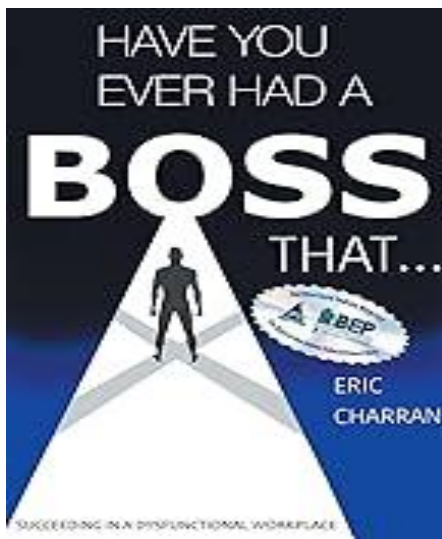


Make it to the top: how to use your traits experiences and behaviors to achieve limitless growth for yourself by Nanjiani, Payal

Routledge 2025

Acc. No.: 53901 Call No.: 650.1 ISBN: 9781041023456

Summary: You are working hard. You are sustaining your job. You are doing well in your field. Life seems fine. But there is something that's holding you back from making it to the top in your field of work. That something could be an annoying habit, a behaviour, or a trait that's getting you stuck in your career. All of us want promotions and salary increases. We desire to make it to the top. But most of us don't realize that these things cannot be asked for by putting our hands out. You can get that promotion, the salary raises, the new project, the visibility, the sponsors, the accolades, and the achievements only when you work on yourself harder than you work on your job. You must become such that success, promotion, and job offers begin to follow you everywhere. In this book, Payal Nanjiani points out that the reason why many do not make it to the top is not because of a lack of information, abilities or skills.



Have you ever had a boss that: succeeding in a dysfunctional workplace by Charran, Eric

Business Expert Press 2025

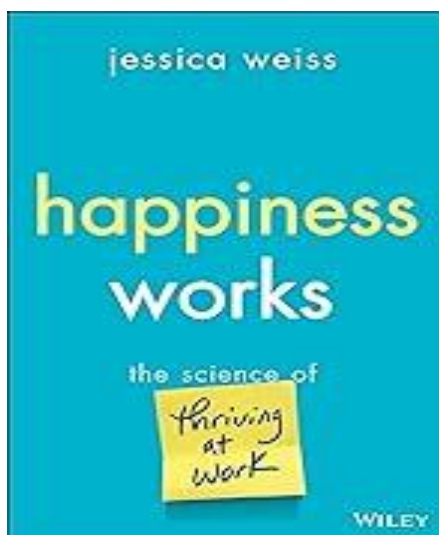
Acc. No.: 53954 Call No.: 650.1 ISBN: 9789355424785

Summary: Have You Ever Had a Boss That...? Succeeding in a Dysfunctional Workplace.

Eric Charran, a veteran technology executive with over 25 years of leadership experience at some of the world's largest organizations, including 18 years at Microsoft has worked under every kind of boss imaginable. From transformational leaders to those who thrive in chaos, he has seen firsthand how leadership dynamics shape workplace culture, employee engagement, and career progression.

In *Have You Ever Had a Boss That?*, Charran offers a compelling, research-backed guide for professionals at all career stages, from early-career employees to senior executives, providing actionable strategies to not just survive, but excel in dysfunctional workplaces.

Workplace dysfunction can drain productivity, stall careers, and create daily stress, but professionals who understand leadership behaviors and adapt strategically can navigate even the most challenging environments.



Happiness works: the science of thriving at work by Weiss, Jessica

John Wiley & Sons 2026

Acc. No.: 53926 Call No.: 650.1 ISBN: 9781394329182

Summary: At a time when American workplaces are in crisis, *Happiness Works: The Science of Thriving at Work* delivers a five-step framework to address the growing challenges they face, including the complexities of hybrid/remote work, rising mental health concerns, and a pervasive sense of disconnection and disengagement. Rooted in the latest research on psychology, this book offers a view of happiness at work that goes beyond hacks, cliches, and platitudes, enabling readers to create more inclusive, engaging, and ultimately more successful team environments.

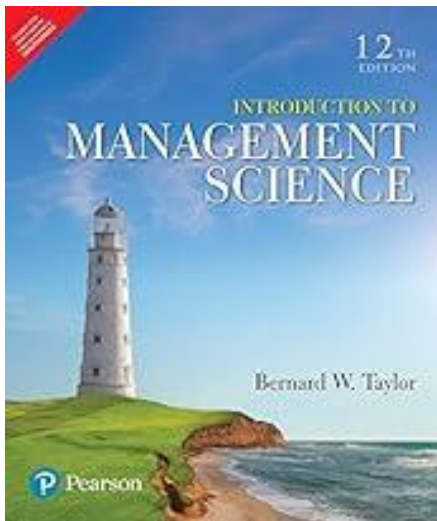


Cost accounting: a managerial emphasis/ by Datar, Srikant M

Pearson Education 2025

Acc. No.: 53923 Call No.: 657.42 ISBN: 9789352860197

Summary: Cost accounting provides key data to managers for planning and controlling, as well as costing products, services, even customers. Cost Accounting, 16e focuses on how this discipline would help managers make better decisions, as cost accountants are increasingly becoming integral members of company's decision-making teams. In order to emphasize this prominence in decision making, the authors have used the 'different costs for different purposes' theme throughout this book. By focusing on basic concepts, analyses, uses and procedures instead of procedures alone, they have recognized cost accounting as a managerial tool for business strategy and implementation. This textbook also prepares students for the rewards and challenges they face in the professional cost accounting world of today and tomorrow.



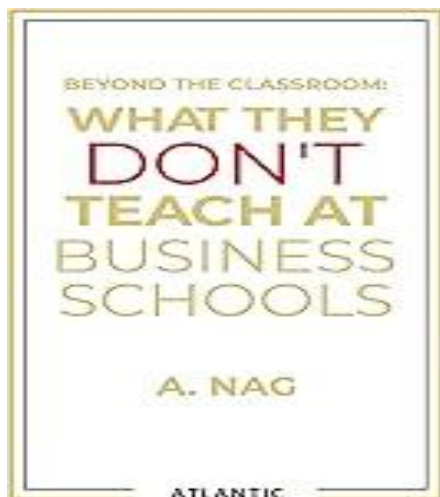
Introduction to management science by Taylor, Bernard W

Pearson Education 2025

Acc. No.: 53925 Call No.: 658 ISBN: 9789332579422

Summary: A logical, step-by-step approach to complex problem-solving Using simple, straightforward examples to present complex mathematical concepts, Introduction to Management Science gives students a strong foundation in how to logically approach decision-making problems. Sample problems are used liberally throughout the text to facilitate the learning process and demonstrate different quantitative techniques. Management Science presents modeling techniques that are used extensively in the business world and provides a useful framework for problem-solving that students can apply in the workplace.

NEW ARRIVALS, MAY 2026

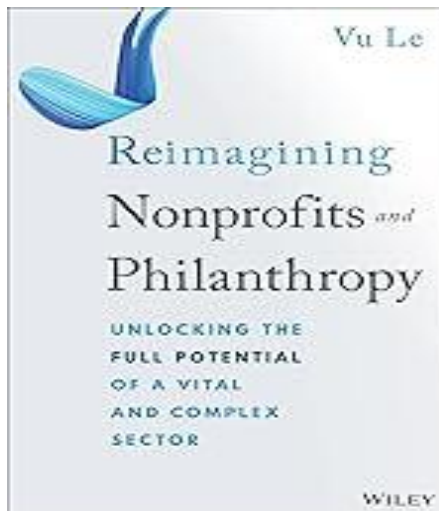


Beyond the classroom: what they don't teach at business schools by Nag, A

Atlantic Publishers and Distributors 2024

Acc. No.: 53887 Call No.: 658.0071 ISBN: 9788126938391

Summary: Unlock the essence of business with Beyond the Classroom: What They Don't Teach at Business Schools. In this insightful read, discover the invaluable lessons that extend beyond the confines of traditional business education, exploring the workings, distinctive thoughts, and unconventional practices that shape everyday business life.



Reimagining nonprofits and philanthropy: unlocking the full potential of a vital and complex sector by Le, Vu

John Wiley & Sons 2026

Acc. No.: 53928 Call No.: 658.048 ISBN: 9781394313129

Summary: Forward-thinking solutions to the foundational problems plaguing the world of modern nonprofits. Going where many dare not, Reimagining Nonprofit and Philanthropy: Unlocking the Full Potential of a Vital and Complex Sector challenges existing sacred cows across a variety of issues relevant to nonprofit and philanthropy. Each chapter delves into a specific area of work (fundraising, boards, hiring, and so on), analyzes the challenges, and provides concrete solutions for change.



Financial Management A Strategic Perspective

Nikhil Chandra Shil
Bhagaban Das

ATLANTIC

Financial management: a strategic perspective by Shil, Nikhil Chandra

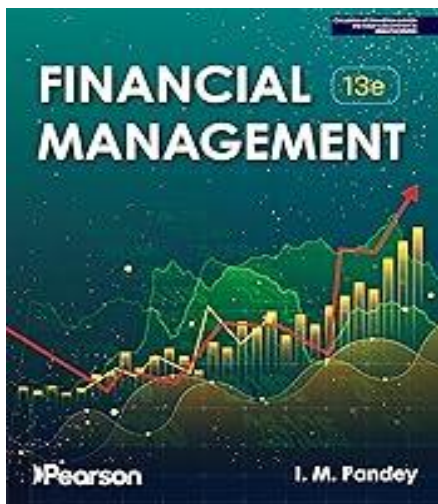
Sage Publications 2024

Acc. No.: 53852 Call No.: 658.15 ISBN: 9788126938797

Summary: This book discusses the concepts of financial management by using real-life corporate strategies to help understand the decision-making process of modern-day business enterprises.

Strategic financial management as a discipline has acquired critical significance because of continuing globalization and resulting cross-border flow of capital. Financial Management: A Strategic Perspective stresses upon the importance of applying knowledge and techniques of financial management to the planning, operating and monitoring of financial functions within the context of the strategic choices and issues that have an impact on an organization's long-term success.

Divided into four major sections, this book enables students to explore a wide range of concepts and issues related to an organization's strategic objectives and the internal and external analysis of those objectives.



Financial management by Pandey, I M

Pearson Education 2026

Acc. No.: 53920 Call No.: 658.15 ISBN: 9789367134092

Summary: Financial Management by I. M. Pandey, now revised and expanded in its 13th edition, remains a definitive text that seamlessly blends financial theory with practical application in the Indian corporate setting. This widely respected textbook continues to offer a comprehensive introduction to the principles and practices of Corporate Finance. Known for its clarity and practical approach, the book covers key financial concepts such as capital budgeting, cost of capital, financial planning, working capital management, and dividend policies. With a strong emphasis on decision-making, real-world examples, and Indian financial context, this text is ideal for students pursuing courses in Management, Accounting, and Financial Studies.



Corporate Finance

Text and Cases

Vishwanath S. R.

ATLANTIC

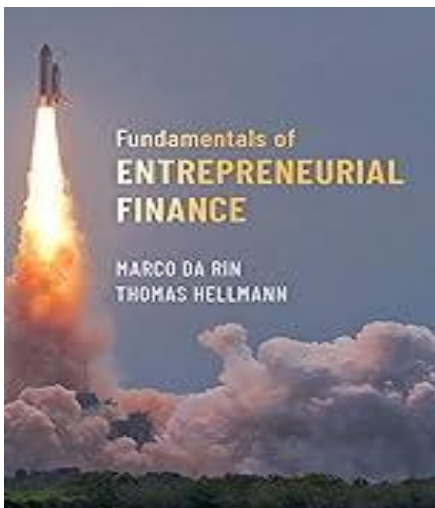
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Corporate finance: text and cases by Vishwanath, S R

Sage Publications 2024

Acc. No.: 53853 Call No.: 658.152 ISBN: 9788126939763

Summary: Woven around the theme of value-based management, Corporate Finance: Text and Cases offers a rigorous understanding of the role of finance in supporting other functional areas of a business, how and why firms arrive at particular financial decisions and the impact of these decisions on the shareholders. The book also helps to build a strong theoretical background and practical knowledge of doing business in emerging markets. Using cases developed on emerging market scenarios, it emphasizes the fact that financial strategy should be aligned with overall business strategy. It closely scrutinizes topics such as the execution of capital investment decisions, financial strategy, management of working capital, estimation of divisional cost capital and management of growth. This revised edition, designed as a core textbook, will be a suitable companion for students of business management and other professional courses. It will also be useful for those seeking a career in corporate finance, investment banking, general management, strategy consulting, securities analysis, turnaround management, commercial banking and investment management.



Fundamentals of entrepreneurial Finance by Rin, Marco Da

Oxford University Press 2021

Acc. No.: 53885 Call No.: 658.1592 ISBN: 9780197578797

Summary: Fundamentals of Entrepreneurial Finance provides a comprehensive introduction to entrepreneurial finance, showing how entrepreneurs and investors jointly turn ideas into valuable high-growth start-ups. Marco Da Rin and Thomas Hellmann examine the challenges entrepreneurs face in obtaining funding and the challenges investors face in attracting promising ventures. They follow the joint journey of entrepreneurs and investors from initial match to the eventual success or failure of the venture. Written with the goal of making entrepreneurial finance accessible, this book starts with the basics, develops advanced topics, and derives practical insights. Da Rin and Hellmann build on academic foundations from several disciplines and enrich the text with data, mini-cases, examples, and exercises.

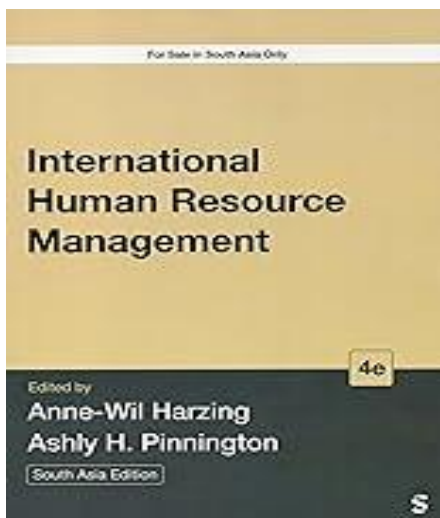


Human resource management: concepts, theories and contemporary practices by Sharma, Nipun

Routledge 2025

Acc. No.: 53908 Call No.: 658.3 ISBN: 9781041029496

Summary: This textbook introduces readers to an array of concepts and current practices of human resource management (HRM). It provides an understanding of the current problems in the area that require pragmatic research and realistic solutions. Using a blend of diverse concepts, theories, tools and techniques, the book discusses contemporary practices of HRM and the challenges related to acquiring and training people, human resource development, compensation and reward, employee relations, technological changes, HR records, audit, research and more. Supported by the authors' rich experience of over five decades in academics as well as in the corporate sector and case studies, the book will enhance conceptual understanding of HRM, throw light on recent developments in this subject area and offer management strategies for problems and challenges related to human resources. This book will be an essential textbook for students, professionals, corporate trainers and researchers of business studies, management studies, marketing, human resource management, resource management, work and organisational psychology, human resource development, risk management, economics and finance.



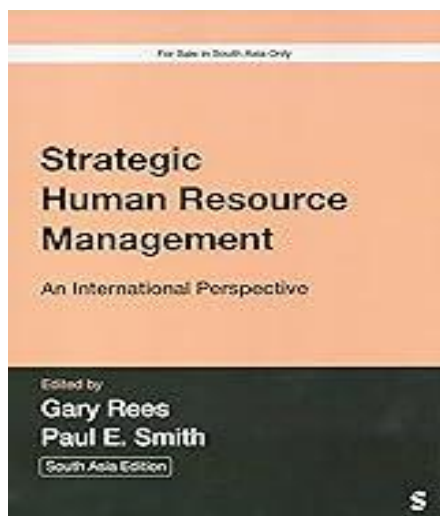
International human resource management by Harzing, Anne-Wil

Sage Publications 2024

Acc. No.: 53902 Call No.: 658.3 ISBN: 9789386062895

Summary: The earlier editions of this bestselling textbook have guided thousands of students through their International Human Resource Management studies. The fourth edition retains the critical edge, academic rigour and breadth of coverage, which have established this book as the most authoritative text in the market. The new edition by our international team of experts provides an even more stimulating journey through the core curriculum, contemporary debates and emerging issues in IHRM. New to the fourth edition: · Reduced number of chapters to allow for greater depth and an improved structure ensuring fundamental topics underpin your knowledge· Expanded coverage of Equality and Diversity, Corporate Social Responsibility and Sustainability and Cross-cultural Management in line with developments in the field· New Stop and Reflect feature, which provides an opportunity to test your understanding at regular intervals.

NEW ARRIVALS, MAY 2026

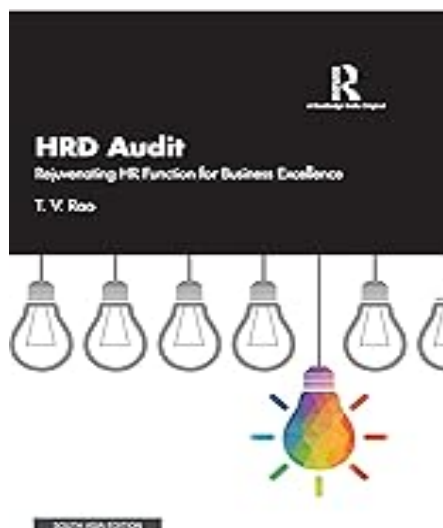


Strategic human resource management by Rees, Gary

Sage Publications 2024

Acc. No.: 53903 Call No.: 658.301 ISBN: 9789353286231

Summary: Provides tools for building up the student's confidence in various complex terminologies and models. The value and use of human resources are paramount to the continuing success of any organization. This textbook aims at providing a cogent and coherent explanation of human resource management from a strategic perspective. The approach adopted by the book is one of building students' confidence in various complex terminologies and models. It explores the current theoretical models, perspectives and researches, and their application through practical examples across three industrial sectors. It includes a series of reflective activities to help students deliberate on a range of relevant and topical HR issues.



HRD audit: rejuvenating HR function for business excellence by Rao, T Venkateswara

Routledge 2026

Acc. No.: 53835 Call No.: 658.312404 ISBN: 9781041034070

Summary: This book presents the first ever comprehensive approach to evaluating and redesigning Human Resource Development (HRD) function and intervention to maximise their contribution to business excellence. The HRD function recognises the significance of competent and committed people in helping organizations achieve excellence. Studies across the globe have indicated that good HR systems and practices go a long way to make firms effective. Competent employees, top management, HR staff and the HRD climate play a critical role. This book examines how users of HRD are partners in any review and evaluation. It uses multiple methods like interviews with stakeholders, observation, questionnaires, analysis of documents and workshops. The book also outlines key HRD audit methodologies to review and rejuvenate HRD and align it with business excellence including intellectual capital building for the long term. An incisive and invigorating read, this book would be useful to the students, researchers, line managers, CEOs, CXOs and faculty of Human Resource Management, Organizational Behaviour and Applied Psychology. It would also be an invaluable handbook for practising business executives to help them implement the performance management and other talent management systems for leading excellence.



Talent Management

A Contemporary Perspective

Edited by
Mamta Mohapatra
Swati Dhir

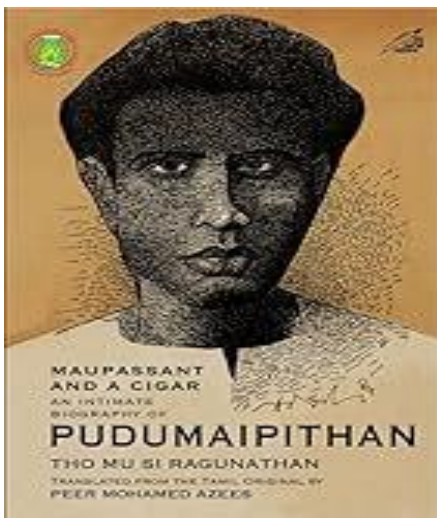
ATLANTIC

Talent management: a contemporary perspective by Mohapatra, Mamta

Sage Publications 2025

Acc. No.: 53834 Call No.: 658.3125 ISBN: 9788126937929

Summary: A must-have textbook for students and budding HR professionals that provides insights on attracting, retaining and motivating talent in organizations for sustained competitive advantage. This book provides the readers with a better understanding of devising talent strategies in an organization in contemporary times. From acquiring appropriate talent to the pipeline development for talent, motivating them in challenging times and retaining them—all the aspects of talent management have been covered in this resourceful collaboration. Talent Management: A Contemporary Perspective adopts a modern approach to the traditional concepts and shows how companies can adapt to the evolving issues and bring more agility to the overall system to maximize their performances. The real-life cases contained therein provide better understanding of the decision-making process of firms, offering invaluable teaching--learning opportunities.



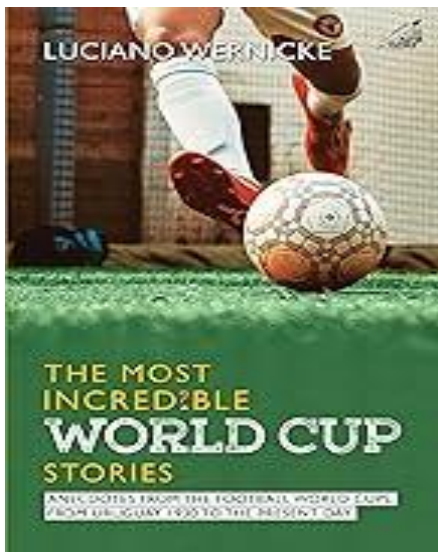
Maupassant and a cigar: an intimate biography of Pudumaipithan by Rakunatan, To Mu Ci

Niyogi Books 2024

Acc. No.: 53531 Call No.: 658.314 ISBN: 9788119626779

Summary: The life of a literary giant, equally lauded and criticized... Pudumaipithan (1906 -1948) is widely regarded as one of the greatest writers of short stories in Tamil, and as the harbinger of literary modernism in the language. He is remembered for having revolutionized Tamil prose into a medium through which he approached the lives and emotions of subaltern urban and rural characters, with a distinctly modern sensibility.

This biography, written immediately after Pudumaipithan's death, by someone very close to him, remains the most authentic biography of the writer till date. Translated into vivid, conversational English by Peer Mohamed Azees, this quirkily structured biography captures Pudumaipithan's brilliance as well as his steadfast unwillingness, indeed inability, to compromise; his endearing addiction to betel leaves, as well as his rigorous skepticism towards every shade of ideological hypocrisy.

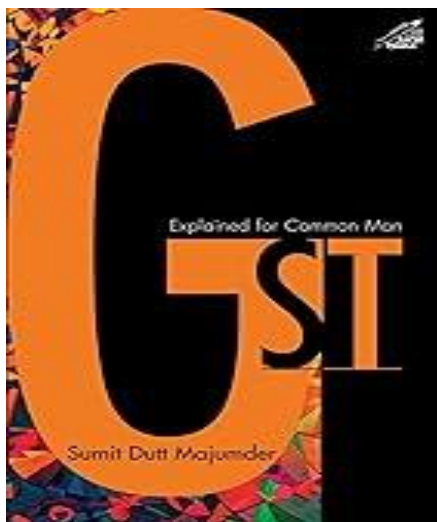


The most incredible world cup stories: anecdotes from the football world cups, from Uruguay 1930 to the present day by Wernicke, Luciano

Niyogi Books 2022

Acc. No.: 53530 Call No.: 658.314 ISBN: 9789391125868

Summary: Once Pele said, 'The World Cup is a very important way to measure the good players, and the great ones. It is a test of a great player'. Indeed, greatness goes hand in hand with the grandeur of this sporting event that, beyond the daily dose of human sufferings, has embraced humankind to show a parallel reality of life. The Most Incredible World Cup Stories traces the exhilarating journey of the biggest sporting contest through time immemorial—from its genesis to its more recent glories—with tales of grit, spirit and heroics in every turn of its long-trodden path. Far from listing out the number-heavy statistics, this book aims at digging up the narratives that became eternal subtexts in this phenomenal journey, where a game became a political statement, prides got tamed, revenge proved sweet and humiliation often cherished. Luciano has already unearthed numerous stories of sports, unveiling the myths behind, which have been read in 15 languages. This time he turns his gaze to the sport that has at times mattered more than life.

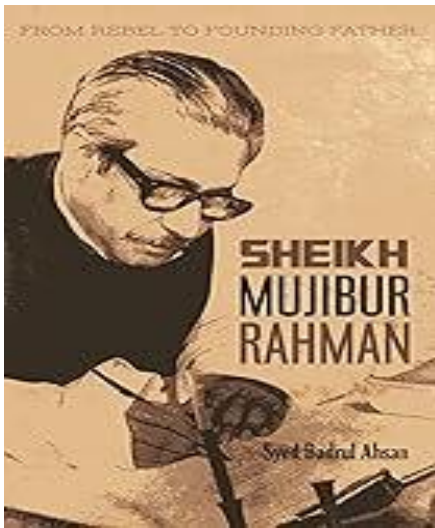


GST: explained for common man by Majumder, Sumit Dutt

Niyogi Books 2018

Acc. No.: 53533 Call No.: 658.314 ISBN: 9789386906694

Summary: GST in India has touched the lives of common men too. This book has explained for them the critical issues and concepts of GST in a simple language, often in a story-telling style. It covers the concepts of Supply, Input Tax Credit, IGST for inter-state trade, the Business Processes like Registration, Returns-filing, etc., and subjects like Composition Levy, Reverse, Charge Mechanism, and many more. Besides Manufacturing, Services and Trading, this book has also explained the GST application issues in sectors like Education, Health care, Cooperative Housing, Telecom, Tourism, etc. The narration has been backed by FAQs, to facilitate easy understanding. This book will also help the beginners among the consultants, GST officers and students. Updated till August, 2018 with the latest amendments in GST laws and latest decisions of the GST Council meetings, this book is a product of the author's rich experience and knowledge of GST.

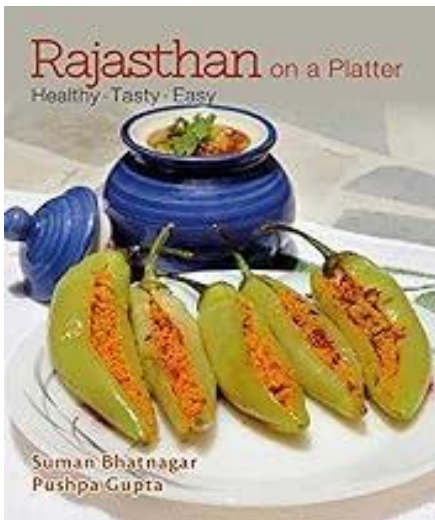


Sheikh Mujibur Rahman: from rebel to founding father by Ahsan, Syed Badrul

Niyogi Books 2023

Acc. No.: 53526 Call No.: 658.314 ISBN: 9789383098101

Summary: The emergence of Bangladesh as a sovereign state in 1971 is a tribute to the sagacity and leadership of Sheikh Mujibur Rahman. Through the long years spent in prison, Mujib, as he is known, burnished his political beliefs and eventually emerged as the single most significant spokesman for Bengali rights in East Pakistan. This biography sensitively portrays Mujib's transformation to Bangabandhu, the friend of Bengal. Author Syed Badrul Ahsan traces Mujib's meteoric evolution from a young follower of the All-India Muslim League, driven by a zeal for Pakistan in the 1940s, to a mature political leader who clearly believed that the Bengal of Pakistan needed to return to their secular traditions; the twists and turns of destiny, reminiscent of a Greek tragedy, played out in modern times.

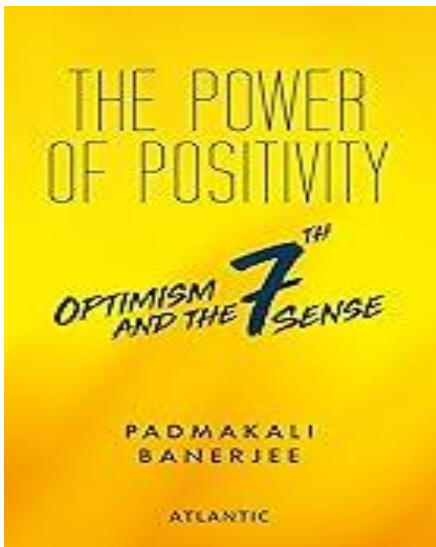


Rajasthan on a platter: healthy tasty easy by Bhatnagar, Suman

Niyogi Books 2015

Acc. No.: 53535 Call No.: 658.314 ISBN: 9789385285110

Summary: Rajasthan on a Platter: Healthy ° Tasty ° Easy offers a wide, select and unique variety of traditional and tasty but simple homemade recipes. It transfers home-grown knowledge to the young generation and caters to multicultural readership. Each recipe has been combined with supplementary food items to present the concept of a tasty, wholesome and nutritious meal. They focus on a fast-changing society where 'snacking' is replacing full sit-down meals and 'finger food' and 'quick bites' fulfil the purpose of a light dinner. The dishes add plenty of nutritive value to the diet and cater to the eating habits and fast lifestyle of the multi-tasking generation. The select recipes are grouped in five categories—cereals, pulses, vegetables, non-vegetarian dishes and special dishes for festivals. Each recipe follows a standard format of preparation time, cooking time, ingredients, nutritional value and its variations, with information on the recommended nutritional allowances for different body types, lifestyles, age groups and genders. Nutritive values of the recipes based on research and reference have been minutely calculated.

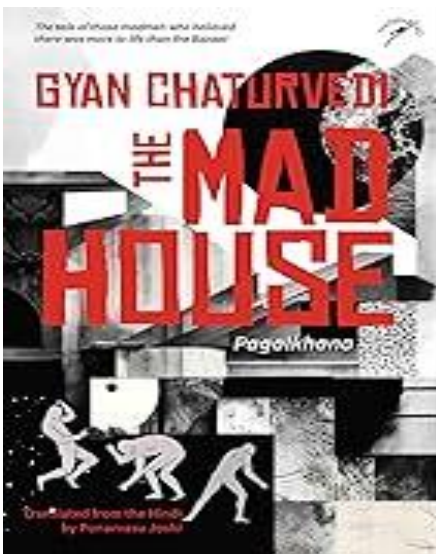


The power of positivity: optimism and the 7th sense by Banerjee, Padmakali

Sage Publications 2025

Acc. No.: 53836 Call No.: 658.314 ISBN: 9788126941650

Summary: The Power of Positivity: Optimism and the Seventh Sense introduces the concept of optimism as an intuitive force and provides a model for cultivating this crucial sense. With this miraculous tool, the book aims to empower readers from all walks of life—youth, practitioners, entrepreneurs and leaders to effectively navigate today's dynamic world characterized by innovation and disruptive technology with flexibility. The book also includes an Optimism Index test to evaluate a person's optimism score, based on which it provides suggestions for developing a positive attitude.



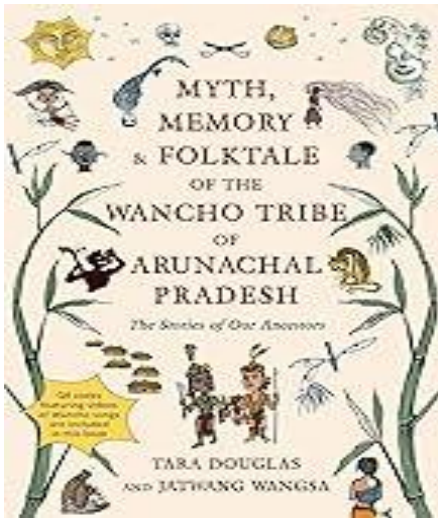
The mad house: pagalkhana by Caturvedi, Gyan

Niyogi Books 2024

Acc. No.: 53527 Call No.: 658.314 ISBN: 9788119626274

Summary: The novel The Madhouse is an allegorical novel that chronicles the jarring transformations occurring in the psyche of the Indian society by the onslaught of liberalisation in the 1990s. It is in this reign of the free-market economy and excessive consumption that the nameless characters of The Madhouse find themselves.

In fact, in a way, there are only two characters in this novel. There is 'The Bazaar', representing the free - market forces, and then there is 'The Citizen', whose reincarnations within the various vignettes of the novel are trapped in the vicious cycle of distress and fears which manifest themselves in myriad situations. But fundamentally, it is only one character. Somewhere, his dreams have been stolen, somewhere else, his memories have been abducted. In another situation, he has forgotten who he is and in yet another one, he is looking for a lock to safeguard himself from the prying eyes of the Bazaar— but the Bazaar is looking for him.



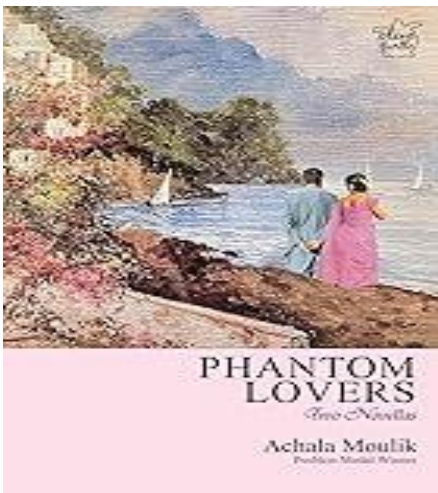
Myth, memory and folktale of the Wancho tribe of Arunachal Pradesh: the stories of our ancestors by Douglas, Tara

Niyogi Books 2024

Acc. No.: 53524 Call No.: 658.314 ISBN: 9788119626526

Summary: Where do stories come from? Is it about people making sense of their past, their history, the world around them? For the Wancho tribe of Arunachal Pradesh stories are part of the texture of their life, passed down from generation to generation. The Wancho tribe have lived in seclusion in the remote upper Wancho area nestled in the verdant green Patkai hills bordering Myanmar.

These stories are fascinating in their diversity, variety and scope. They come together to give us a sense of the rich, complex worldview of the Wancho tribe. The ancestors of the Wancho tribe were warriors. The elders are known as knowledge keepers, libraries in which the entire tribe finds all its stories-about their relationships with the community, the forests, hills and rivers, and with the world of plants, trees, insects, animals and supernatural beings. They share these memories about life, love and belonging; and about the age-old cultural traditions that are unheard and unknown beyond the region.

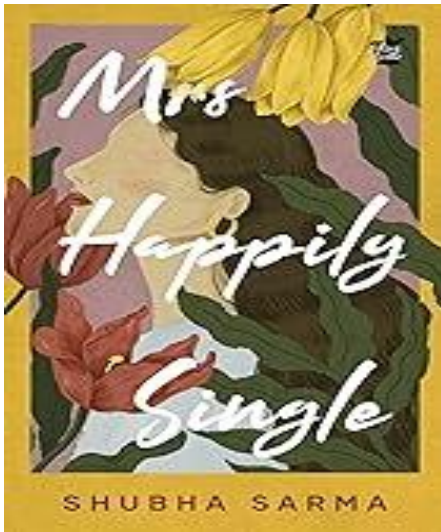


Phantom lovers: two novellas by Moulik, Achala

Niyogi Books 2023

Acc. No.: 53525 Call No.: 658.314 ISBN: 9788196405335

Summary: Phantom Lovers comprises two lyrical novellas—With Fate Conspire and Wait! With Fate Conspire narrates how, despite the antagonism between the imperial British and the subjugated Indians, a young British magistrate is entranced by a zamindar's daughter in Bengal. On a stormy night they elope to their planned paradise—until the Mutiny of 1857 intrudes on their lives. A century later in London their predicament is mysteriously reflected in the turbulent fate of another Englishman and an Indian girl. Wait! is about two lovers in Rome—an Afghan academic and an Indian woman who plan an idyllic life together. Then the violent coup of April 1978 in Afghanistan forever changes their destinies and of that nation. Caught in these tempests the separated lovers in both stories defy danger and despair as they travel across strange frontiers of time and space to find their lost beloveds.



Mrs happily single by Sarma, Shubha

Niyogi Books 2025

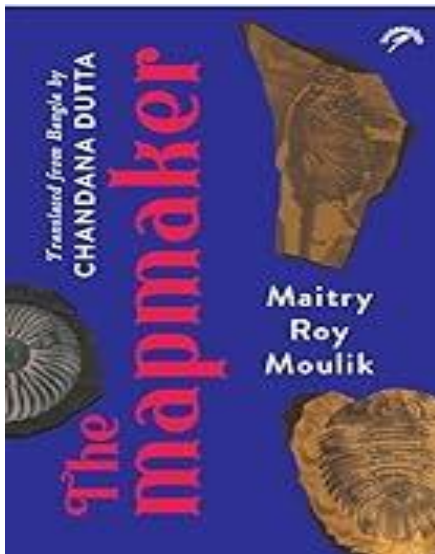
Acc. No.: 53523 Call No.: 658.314 ISBN: 9788119626434

Summary: There are some of us who are naturally sturdy, and then there are others who are like trailing vines.

In the aftermath of a mysterious disappearance and an unexplained pregnancy, Malini walked out of her marriage and the life she had painstakingly created to forge a new beginning with her daughter, Sonali, firmly shutting the door to her past.

But when the nuns in Sonali's convent school demand to see her child's father in flesh and blood, Malini is forced to revisit a world she had forced herself to forget. Eight years later, she has to make yet another life-altering decision—will she forgive and forget the bitterness of their brief marriage and start afresh or is she happier on her own?

As their fairy tale unravels, Aakash and Malini find out there are no easy choices in marriage—and life.



The mapmaker by Moulik, Maitry Roy

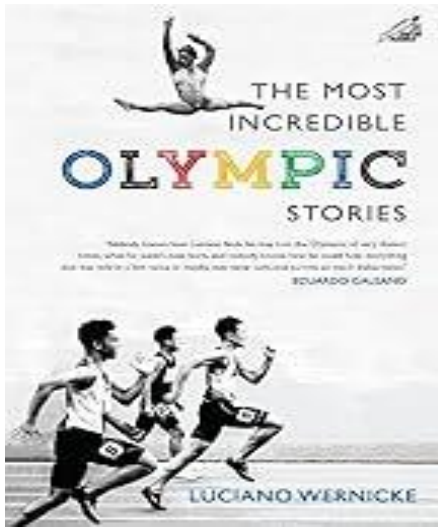
Niyogi Books 2025

Acc. No.: 53528 Call No.: 658.314 ISBN: 9788199249493

Summary: In the foggy alleys of Enlightenment-era England, where coffeehouse discourses could topple the limits of human knowledge over bites of squab pudding and dinner parties could determine the course of natural history, a singular mind moved in eccentric circles, crisscrossing paths

with the aristocracy, academia, and clergy, but always forging his own, off-beaten tract. His vision was steadfastly different—a map that could show the layers of the earth. What he envisioned was not just a map, but a subterranean archive of the earth's secrets.

Balancing between stumbling across a discovery and the manic rush of invention, Moulik reimagines William Smith's intellectual trajectory through the landscapes that shaped him—rural austerity, industrial upheaval, scientific circles marked by class division and exclusion, and long, labouring hours in canal routes and coal mines. The Mapmaker evaluates the cost of independent research, the ethics of 'owning' knowledge, and the often-overlooked private lives that underpin public contributions to human knowledge.



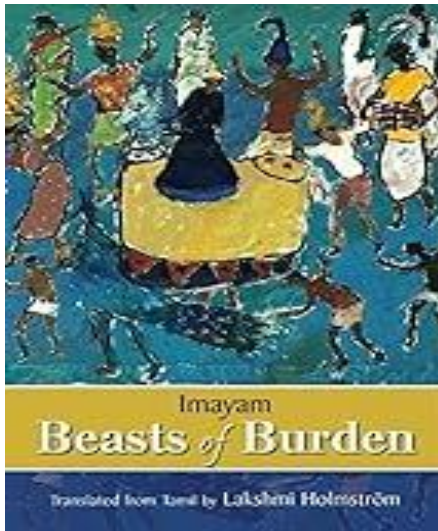
The most incredible Olympic stories by Wernicke, Luciano

Niyogi Books 2021

Acc. No.: 53529 Call No.: 658.314 ISBN: 9789391125141

Summary: The Most Incredible Olympic Stories maps down the phenomenal journey of this marvellous event through time immemorial—from its genesis to its glory days—with the lore of myth, magic, and gallantry in every turn of its long walked path, where dirty politics went hand in hand with fair play, the universal the fraternity was welcomed in the backdrop of genocide, a strong woman often denounced of having male genitalia, fair skin dared to disobey White norms, the dark horse failed to surprise and the unpredictable often surprised.

Read in 15 languages, Luciano has already unearthed numerous stories of sports that have crossed many skies, unveiling the myths behind them. This time he curates the oldest sporting tale—a tale that becomes the narrative of modern civilization.

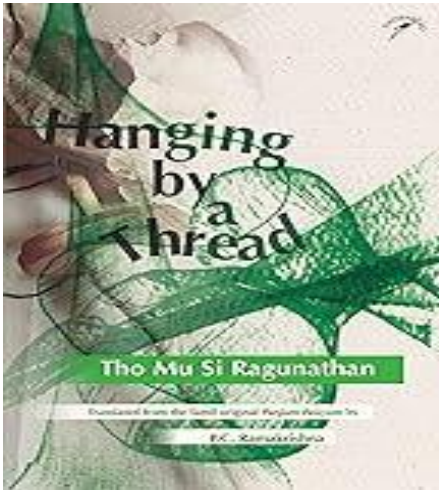


Beasts of burden by Imaiya

Niyogi Books 2019

Acc. No.: 53532 Call No.: 658.314 ISBN: 9789386906625

Summary: The first novel of one of the best writers today, Koveru Kazhuthaigal is located in the early 1970s when ritual status and payment in kind were giving way to cash wages. It is a tapestry of despair, courage and a journey both outward and inward and a story of decline and change in a village seen through the eyes of a washerwoman (Vannati) Arokkyam, who serves a Dalit community of agricultural labourers. The 'mules' of the title refers ironically to the Vannaan and Vannaatti themselves who traditionally carried their washing on donkeys. Although they play an important role in all Hindu rites of passage, it is striking that Arokkyam and Savuri are Catholics. Most importantly, they defer to the authority of the priest at the church of saint Antony and seek his blessing on family and community occasions. The novel gives us an extraordinarily detailed picture of a lifestyle that has now passed: reclaimed and told with pride. The worst oppression of the caste system, I may be suggesting, is that people are dependent upon it for their living.



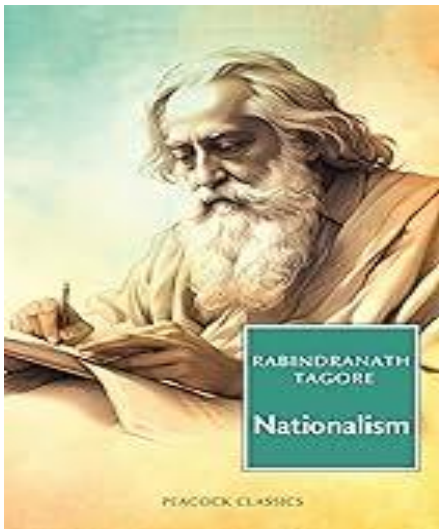
Hanging by a thread by Rakunatan, To Mu Ci

Niyogi Books 2024

Acc. No.: 53534 Call No.: 658.314 ISBN: 9788119626212

Summary: The human aspects of the story are brought in by the families of Thathulinga Mudaliar, an exploitative businessman, and Kailasa Mudaliar, who is in debt to the former. The stories of their children Sankar, Kamala and Mani and how the weavers of Madurai and Ambasamudram organise and protest against the government to seek their rights, makes for stirring reading.

In *Hanging by a Thread*, the travails of the weavers, the socio-political movements of the time and the human-interest stories interweave in a fluent translation. The different strands of the plot culminate in a victorious procession of the weavers of Ambasamudram seeking their rights from the government.

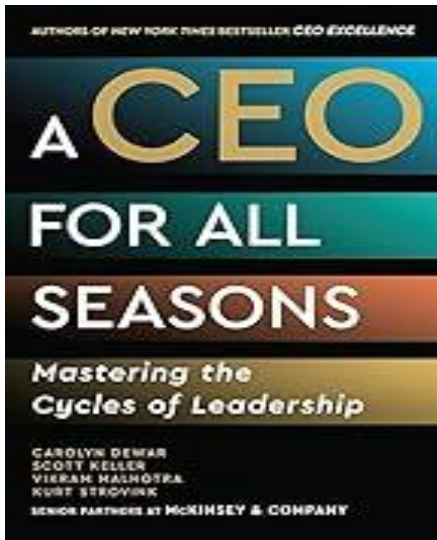


Nationalism by Tagore, Rabindranath

Peacock Books 2025

Acc. No.: 53862 Call No.: 658.314 ISBN: 9788124805299

Summary: In the words of a poet and in the shape of a prose, Rabindranath Tagore's *Nationalism* is the culmination of his lectures and ideas around the emergence, existence and epiphanies of the East and West on this subject. In line with his support for internationalism, he explored what nationalism looked like in the backdrop of World War I and the ongoing Swadeshi movement at home in India. He tore into Western ideas of modernity by emphasising moral and spiritual growth and rallied for the revival of the East's philosophy and value system. Holding immense relevance in the contemporary political situation, Tagore presents a solution of tolerance and a balance of traditionalism and modernity. These lectures, in their poetic charm yet vivid writing, are a must-read as our quest for true freedom continues.



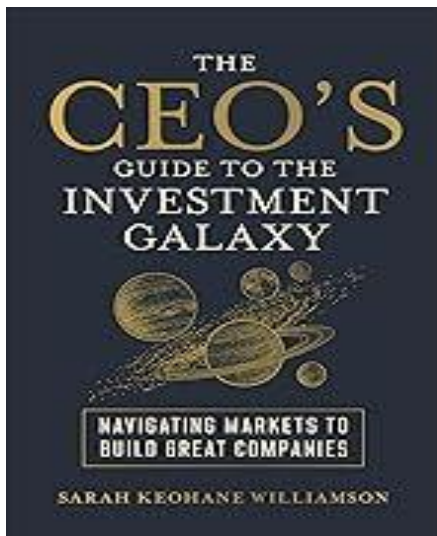
A CEO for all seasons: mastering the cycles of leadership/ by Dewar, Carolyn

John Murray Business 2025

Acc. No.: 53932 Call No.: 658.4 ISBN: 9781399825603

Summary: In the high-stakes world of corporate leadership, becoming a Fortune 500 CEO is an Everest-like ascent - with only the savviest managing to avoid falling off the mountain. In *A CEO for All Seasons*, you'll find an essential climbing route that will take you through every stage. Featured in this tip-dense guide is wisdom from some of the world's most iconic leaders, including Blackstone's Steve Schwarzman, Chevron's Mike Wirth, Merck's Ken Frazier, Nasdaq's Adena Friedman, ASML's Peter Wennink, Morgan Stanley's James Gorman, and Dell Technologies' Michael Dell.

Unique in applying a number of sophisticated metrics to isolate the world's top 200 CEOs, reduce them to a representative sample, and then reap their wisdom, the McKinsey team, in *A CEO for All Seasons*, spotlights the specific stage-based hurdles that CEOs face.

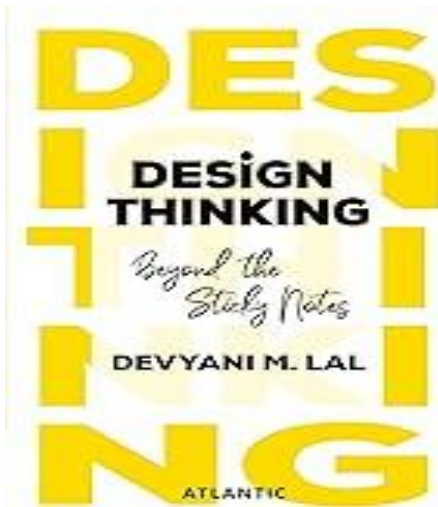


The CEO's guide to the investment galaxy: navigating markets to build great companies by Williamson, Sarah Keohane

John Wiley & Sons 2026

Acc. No.: 53929 Call No.: 658.4 ISBN: 9781394326730

Summary: Navigate the investment community with confidence to build great companies. *The CEO's Guide to the Investment Galaxy* by Sarah Keohane Williamson provides indispensable insights for business leaders navigating the landscape of the global investment community. Not all shareholders are created equal. Knowing who your shareholders and the other members of the investment community are—and what drives them—is key to your success. Whether you're stepping into a CEO role at an established company or spearheading a promising start-up, this guide demystifies the diverse members of the investment community you will encounter, from pension funds to private equity firms to proxy advisors, and provides practical advice to help attract the shareholders who can support you in building a great company. Williamson draws on her extensive research of and experience with the investment community to deliver actionable strategies for engaging with shareholders and insulating your company from short-term pressures. The book offers a roadmap to effective communication and capital raising, helping you succeed in today's complex business environment—and fortify you against future challenges.

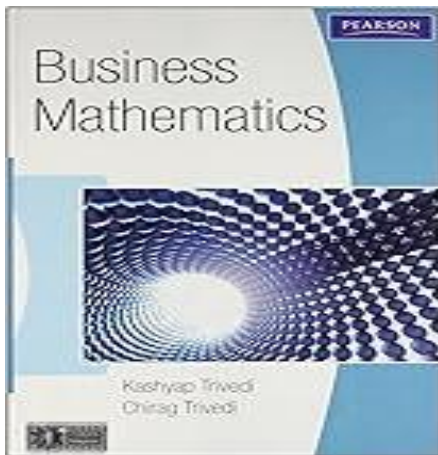


Design thinking: beyond the sticky notes by Lal, Devyani M

Atlantic Publishers & Distributors 2024

Acc. No.: 53914 Call No.: 658.401 ISBN: 9788126939855

Summary: While Silicon Valley experts have always been emulated for their unique thinking, the dynamic variables of Indian industry such as its competitive economy, evolving demographics, tastes and preferences prove that prescribed design thinking models may not effectively meet the solutions in unique real-world settings. Design Thinking: Beyond the Sticky Notes showcases how design practitioners in India such as BYJU'S, Microsoft, Zoom, Rovio Entertainment, Google and Palantir Technologies have been breaking traditional notions of design practice in the domains of consumer technology and education.

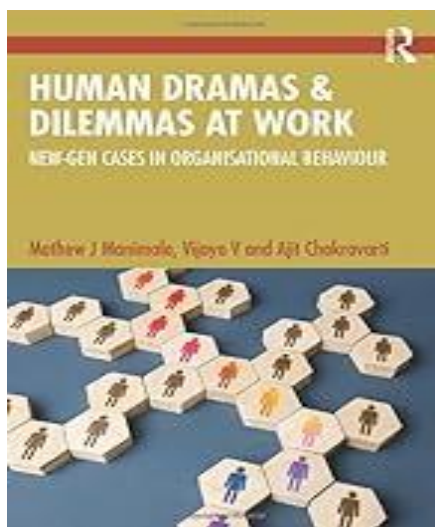


Business mathematics by Trivedi, Kashyap

Pearson Education 2023

Acc. No.: 53924 Call No.: 658.4013 ISBN: 9788131732182

Summary: Business Mathematics focuses on transforming learning and teaching math into its simplest form by adopting "learning by application" approach. The book is refreshingly different in its approach and endeavours to motivate student to learn the concept and apply them in real-life situations. It is purposely designed for the undergraduate students of management and commerce and covers wide range of syllabuses of different universities offering this course.

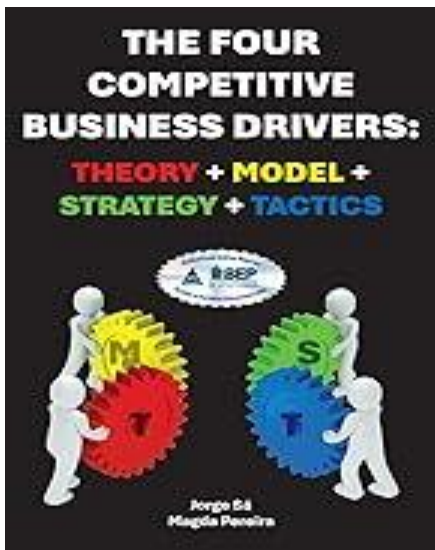


Human dramas and dilemmas at work: new-gen cases in organisational behaviour by Manimala, Mathew J

Routledge 2026

Acc. No.: 53900 Call No.: 658.402 ISBN: 9781041033943

Summary: This book presents 120 real-life case-studies collected from indigenous as well as multinational organizations operating in India in 18 different industry sectors. These cases provide the readers with insights into 'the good, the bad and the ugly' facets of the corporate lives of new-gen professionals in the last two decades. Based on real-life work experiences of corporate executives in India, these cases address a variety of the multitude of issues being faced by the professionals and their behavioural implications at the workplace. There is considerable diversity in the themes and issues discussed in these cases. To facilitate the teaching and learning, the book provides an introductory part comprising a brief exposition of 'OB as a discipline'.



The four competitive business drivers: theory, model, strategy, tactics
by Sa, Jorge

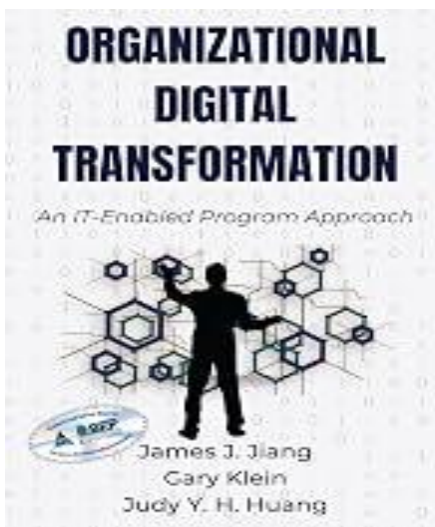
Shroff Publishers & Distributors 2026

Acc. No.: 53947 Call No.: 658.4032 ISBN: 9789368085003

Summary: Sometimes management books achieve a clear-cut distinction between strategy and tactics. Seldom they include the business model as a third competitiveness driver. And never so far, has the theory of business been considered as a fourth required performance vector, different from all other three. However organizational optimization requires all four: the why, where, what and how.

The theory of business (Drucker) is the why the company makes sense. The reality assumptions the organization is grounded upon. What it is paid for.

The business model (Porter) is the what: the basic pillars of a firm's organization. How it transforms client satisfaction into value for itself.



Organizational digital transformation: an IT-enabled program approach
by Jiang, James J

Business Expert Press 2026

Acc. No.: 53970 Call No.: 658.4038 ISBN: 9789368082798

Summary: Digital transformation is essential for modern enterprises striving to remain competitive in today's fast-evolving markets. Achieving transformation requires more than technology; it demands coordinated changes to business processes, models, and culture. Program management is the organizational backbone that successfully drives digital transformation by integrating multiple initiatives under one cohesive strategy.

Through a structured examination of the program management lifecycle phases, Organizational Digital Transformation provides practical tools, methodologies, and actionable steps. Key tools and processes, such as program vision statements, blueprints, and benefits realization management, are explored in depth. Insights are brought to life through a detailed case example illustrating how to apply program management concepts effectively in practice.



A modern playbook of digital transformation by Mishra, Amitabh P

Sage Publications 2024

Acc. No.: 53842 Call No.: 658.4038 ISBN: 9788126938940

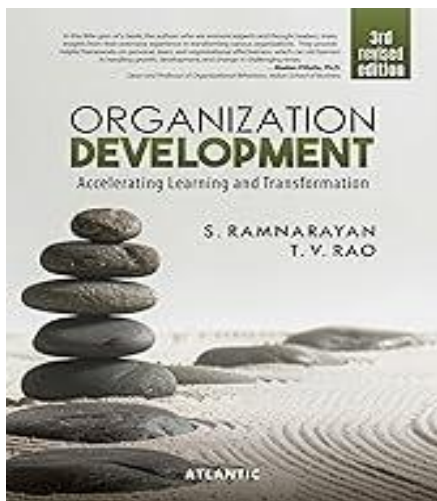
Summary: In order for successful business transformation to occur, there's an inner transformation that must happen. The innumerable professional forces that tug pell-mell from every imaginable quarter, need to be organized and personal demons exorcized or at least managed.

This book takes you through the transformative journey of Dillon, the presumptive Head of Digital in one of the world's largest footwear manufacturers, his private and professional struggle and victory. This modern parable answers the quintessential question:

What makes a leader great?

Read the step-by-step digital transformation execution plan, complete with tools, artefacts, lessons, pitfalls to avoid and best practices from the industry.

If you've ever wished for a book that didn't shy away from delving into the 'how' of the execution journey, and while doing so took you on an enjoyable roller coaster ride, look no further. Grab this!



Organization development: accelerating learning and transformation by Ramnarayan, S

Atlantic Publishers & Distributors 2025

Acc. No.: 53907 Call No.: 658.406 ISBN: 9788126940752

Summary: S. Ramnarayan and T. V. Rao build on the foundation of their extensive research and work with organizations over several decades to answer some of the most critical questions in Organization Development (OD) today:

How is OD taking shape in recent times post- pandemic?

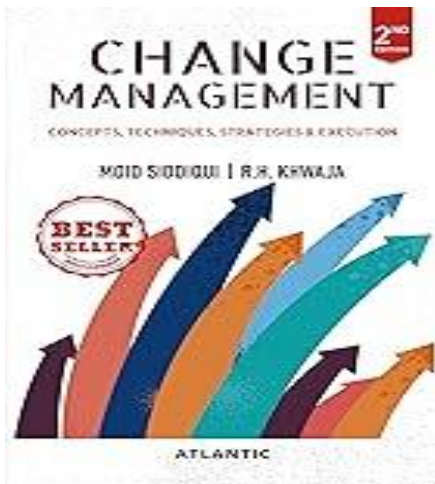
How do you alter mindsets of organizational members at different levels to tackle new challenges posed by the environment?

How do you overcome silo thinking and build collaboration?

How do you make mergers or acquisitions work?

How do you bring about cultural change?

How do you build managerial and organizational capability to effectively tap the opportunities available in the new environment?



Change management by Siddiqui, Moid

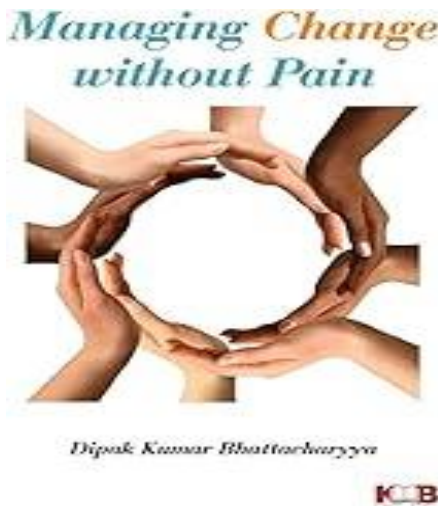
Atlantic Publishers & Distributors 2024

Acc. No.: 53912 Call No.: 658.406 ISBN: 9788126936328

Summary: 'Change or perish!' is an oft-repeated catchphrase. But many companies have changed and perished. Managing change is a delicate exercise that must be handled with utmost care, patience and expertise.

Change Management is a compelling treatise that shows that if change is managed without understanding the genetics of change and change dynamics, the chances are quite bright for, what is called, 'changed and perished'.

In this revised second edition, all existing chapters have been updated thoroughly to include latest developments in the area. With the addition of two new chapters, this edition is sharper and more focused.

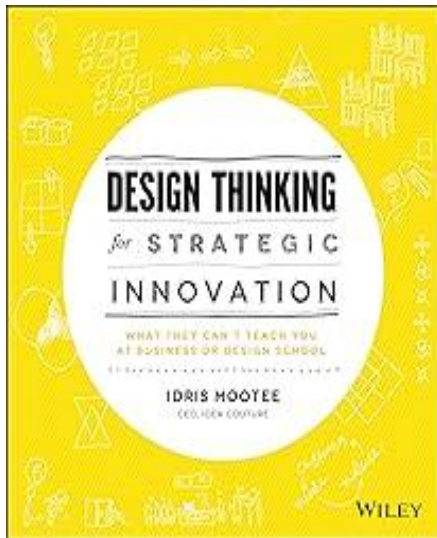


Managing change without pain by Bhattacharyya, Dipak Kumar

Kabdwal Book International 2024

Acc. No.: 53916 Call No.: 658.406 ISBN: 9788197922336

Summary: Managing Change without Pain is written based on my change management experience over several decades. In most of the cases, my scope of work as change management expert was for some process centric or transactional change. Although I did play the key role in transformational change process of some organizations. The book is written in narrative style, detailing the change interventions made by me. My experience with participative approach, partnering with your employees we can manage the change better. As I teach change management and organizational development subjects for several decades to MBA students of leading business schools of the country, I also leveraged my theoretical knowledge on this subject and aligned those with my change initiatives, to make this reading meaningful. I am sure this book will add value to change management professionals, students, researchers, and academia.

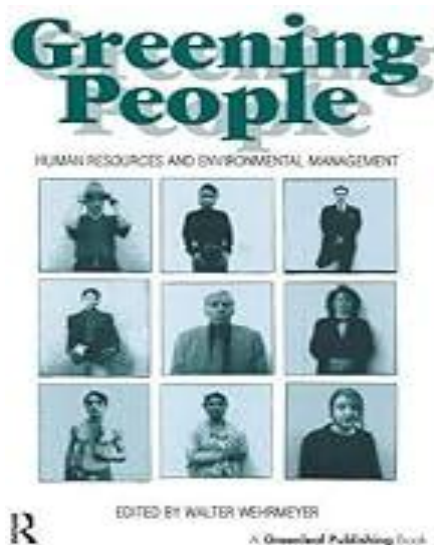


Design thinking for strategic innovation: what they can't teach you at business or design school by Mootee, Idris

John Wiley & Sons 2013

Acc. No.: 53927 Call No.: 658.4063 ISBN: 9781118620120

Summary: As many companies have lost confidence in the traditional ways of running a business, design thinking has entered the mix. Design Thinking for Strategic Innovation presents a framework for design thinking that is relevant to business management, marketing, and design strategies and also provides a toolkit to apply concepts for immediate use in everyday work. It explains how design thinking can bring about creative solutions to solve complex business problems. Organized into five sections, this book provides an introduction to the values and applications of design thinking, explains design thinking approaches for eight key challenges that most businesses face, and offers an application framework for these business challenges through exercises, activities, and resources.



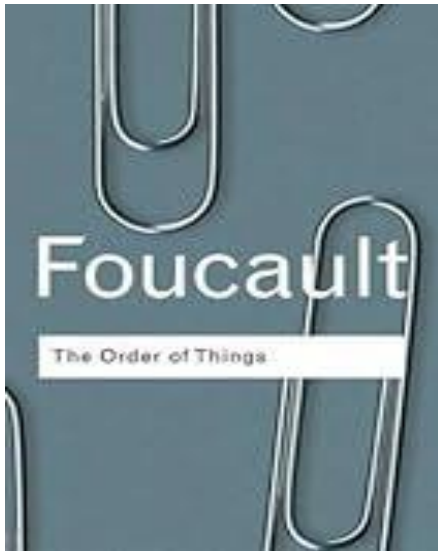
Greening people: human resources and environmental management by Wehrmeyer, Walter

Routledge 2017

Acc. No.: 54029 Call No.: 658.408 ISBN: 9781874719151

Summary: This major collection examines both the human resource dimensions of environmental management and how environmental management impacts on human resource departments. Contributions from international experts in both academia and business look at current theory and best practice in environmental TQM, education, training and communications. Greening People argues that, if a company is to adopt an environmentally-aware approach to its activities, the employees are the key to success or failure. Realistically, it is only through the energy, performance and personal commitment of each employee within an organization that business will move towards sustainable industrial development.

This book provides an important angle on the new complexities faced by environmental managers and human resource professionals and offers practical solutions drawn from some of the leading lights in the corporate environmental revolution. Greening People is divided into four parts.

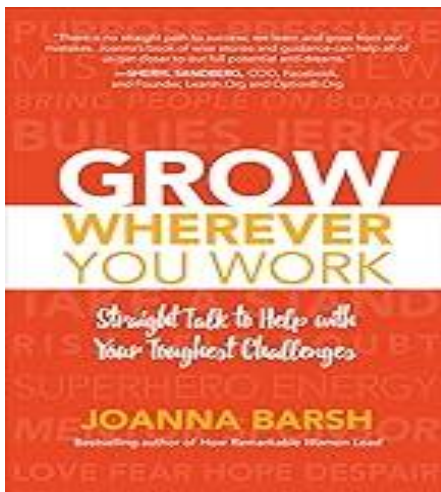


The order of things: an archaeology of the human sciences by Foucault, Michel

Routledge 2019

Acc. No.: 53818 Call No.: 658.409 ISBN: 9780367331252

Summary: Order of Things When one defines "order" as a sorting of priorities, it becomes beautifully clear as to what Foucault is doing here. With virtuoso showmanship, he weaves an intensely complex history of thought. He dips into literature, art, economics and even biology in The Order of Things, possibly one of the most significant, yet most overlooked, works of the twentieth century. Eclipsed by his later work on power and discourse, nonetheless it was The Order of Things that established Foucault's reputation as an intellectual giant. Pirouetting around the outer edge of language, Foucault unsettles the surface of literary writing.

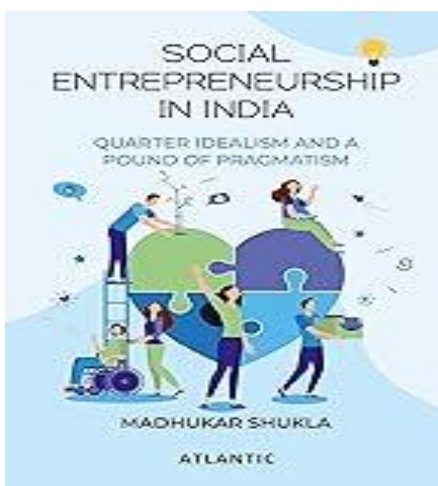


Grow wherever you work: straight talk to help with your toughest challenges by Barsh, Joanna

McGraw-Hill 2018

Acc. No.: 54044 Call No.: 658.4092 ISBN: 9781260026467

Summary: The business world is full of catchphrases: follow your passion; think positive; be authentic; suck it up; take risks; network. All well-intentioned, but let's be honest. This inch-deep advice just isn't very helpful. How do real people succeed in the real world of work? That's the question bestselling author Joanna Barsh sets out to answer—not by asking motivational gurus or well-established CEOs but by diving into the trenches with today's boldest, brightest, up-and-coming leaders.

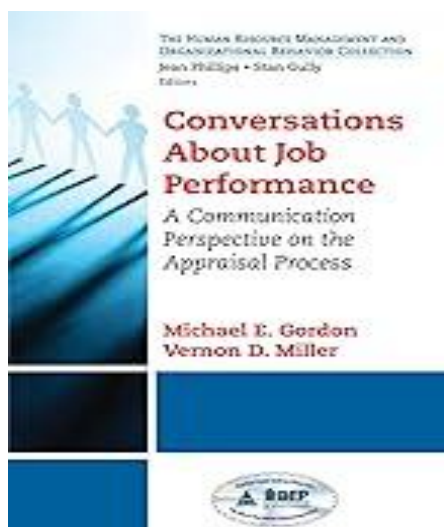


Social entrepreneurship in India: quarter idealism and a pound of pragmatism by Shukla, Madhukar

Atlantic Publishers & Distributors 2026

Acc. No.: 53897 Call No.: 658.421 ISBN: 9788126937745

Summary: What makes a social entrepreneur? A handful of pragmatism with a generous dose of idealism. How does one recognize a social entrepreneur? Look for the ones solving social problems strategically. Who do they serve? Under-served markets and communities. How are they different from other change agents? They have entrepreneurial thinking, sensitivity to social issues and loads of compassion for fellow human beings.



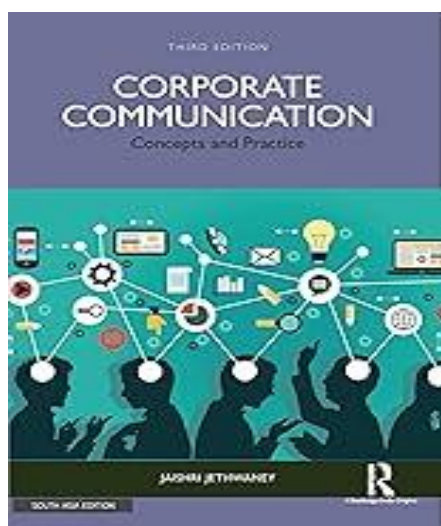
Conversations about job performance: a communication perspective on the appraisal process by Gordon, Michael E

Business Expert Press 2025

Acc. No.: 53953 Call No.: 658.45 ISBN: 9789368085904

Summary: For many years, researchers and practitioners have devoted substantial time and effort to develop satisfactory performance appraisal systems that impart useful information to employees about their job performance. Nonetheless, problems continue to arise, principally because managers often find it difficult to provide feedback on performance to their employees. If this sounds familiar to you, you'll need this book, which details the Communication-Centered Approach (CCA) to performance appraisal that is focused on its most challenging part—the appraisal interview.

The CCA described by authors Gordon and Miller is important because, despite the continuing evolution of performance appraisal, a conversation about the employee's performance is still a very important component of the latest systems. Also, focusing on communication offers a valuable perspective on all aspects of performance appraisal: the definition of performance and its various facets, how performance information is given and perceived, and the interactional context that affects the meaning of feedback.

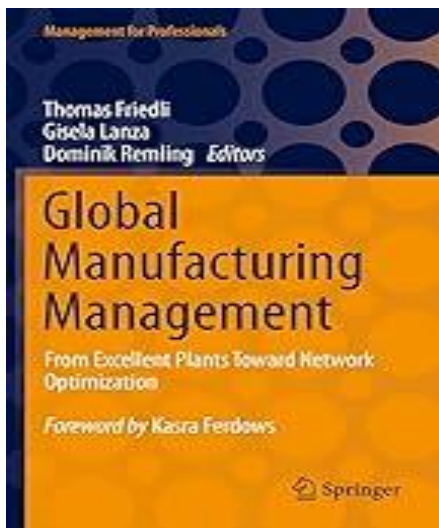


Corporate communication: concepts and practice by Jethwaney, Jaishri

Routledge 2024

Acc. No.: 53850 Call No.: 658.45 ISBN: 9781032861913

Summary: Corporate Communication: Concepts and Practice—a comprehensive and engaging textbook—helps in understanding the underlying concepts and real-life strategies of communication in modern-day corporate set-ups. One of the youngest management disciplines, corporate communication is used by companies to position themselves to the outside world in a highly competitive business environment and to build a “sense of being,” on the one hand, and creating a feeling of pride in being associated with the company for various stakeholders, especially the employees and investors. Some of the functions of corporate communication include identifying and segmenting stakeholders, articulating brand positioning, selecting appropriate channels of internal and external communication, and managing crises, conflicts, and reputations, among others.



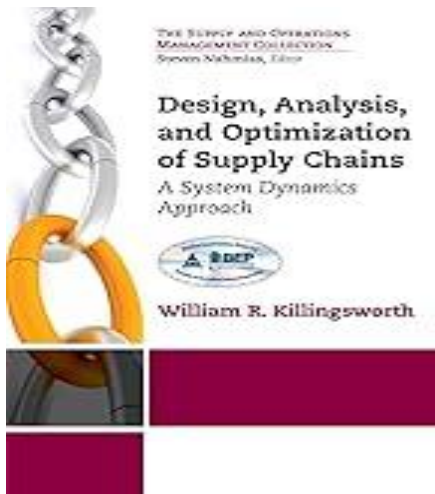
Global manufacturing management: from excellent plants toward network optimization by Friedli, Thomas

Springer 2021

Acc. No.: 54026 Call No.: 658.5 ISBN: 9783030727420

Summary: Using site-specific optimization approaches in international manufacturing networks is increasingly proving insufficient. To solve this problem, several holistic and integrated alternatives have been developed to reflect a global perspective. This book presents advances in the St. Gallen Global Manufacturing Network Model and its application in numerous industry-, benchmarking- and research projects. The contents combine data-driven solutions with qualitative management frameworks for the strategic optimization of international manufacturing networks.

In the first part, the book addresses the foundation of manufacturing network management and further describes the St. Gallen Operational Excellence approaches to manage plant performance. On this basis, the authors show how plant- and network-level performance can be enhanced via key improvement domains (e.g., strategy, configuration, coordination, performance management, digitalization). In turn, the second part demonstrates the application of the constructs in manufacturing companies from various industries.

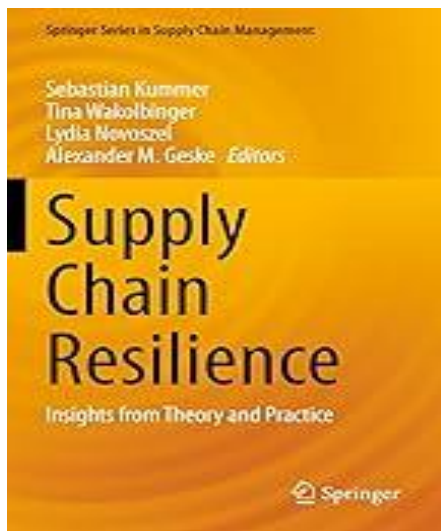


Design, analysis and optimization of supply chains: a system dynamics approach by Killingsworth, William R

Business Expert Press 2025

Acc. No.: 53957 Call No.: 658.7 ISBN: 9789368086338

Summary: Intended for an audience of graduate students, executive MBA students, and mid-to upper-level government and corporate managers, this book examines the complexity of the types of organizations that comprise a modern supply chain, the problems that arise as a result of this complexity, and the solutions and analytical approaches available to managers that can help resolve these real-world problems and dilemmas. The modern enterprise, be it a large corporation or a government agency, has two key dimensions of complexity: static and dynamic. The static complexity refers to the remarkable number of companies and agencies that enable delivery of the product or service. A static 'snapshot' of this end-to-end enterprise would reveal hundreds if not thousands of companies involved in the supply network and many additional firms involved in the distribution and delivery to customers.



Supply chain resilience: insights from theory and practice by Kummer, Sebastian

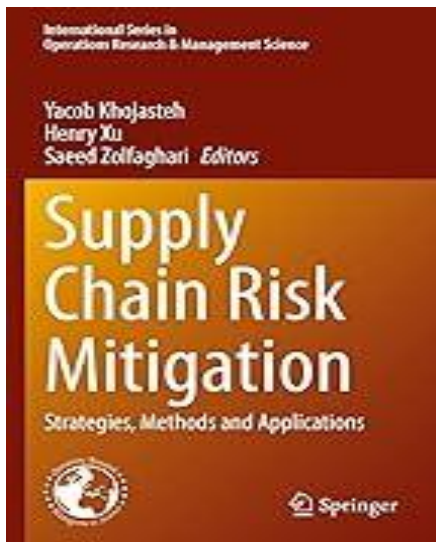
Springer 2022

Acc. No.: 53995 Call No.: 658.7 ISBN: 9783030954031

Summary: Every global crisis highlights the strategic importance of industrial and non-profit supply chains for society. In terms of coping with unforeseen and unpredictable events, supply chain resilience enables the parties and networks involved to stay successful during and after the disruption. Furthermore, a resilient supply chain contributes to the sustainable competitive advantage of the entire value chain.

Written by scholars and practitioners alike, this book not only puts forward a new framework for resilience in supply chain management, but also presents best practice cases from various areas and industries. As a particular highlight, it includes a Delphi study that gathers state-of-the-art insights from supply chain leaders.

In addition to practical approaches, methods and tools, the book also offers food for thought on the future of supply chain resilience. As such, it offers a valuable resource for current and future managers in the public and private sector, as well as researchers and students engaged in this field.



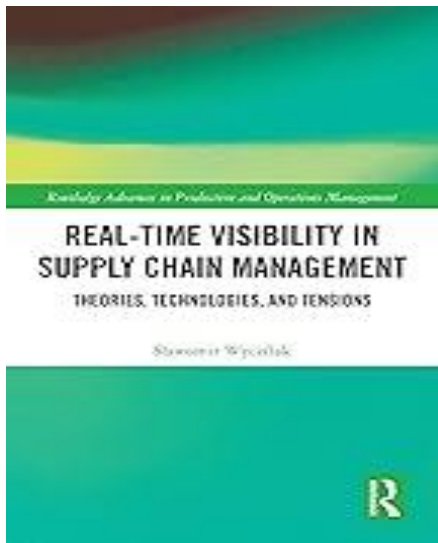
Supply chain risk mitigation: strategies, methods and applications by Khojasteh, Yacoub

Springer 2022

Acc. No.: 53996 Call No.: 658.7 ISBN: 9783031091858

Summary: This book covers central issues in mitigating supply chain risks from various perspectives. Today's supply chains are vulnerable to disruptions that can have a significant impact on firms, business and performance. The aim of supply chain risk management is to identify the potential sources of risks and implement appropriate actions in order to mitigate supply chain disruptions. In this regard, the book presents a wealth of methods, strategies and analyses that are essential for mitigating supply chain risks.

As a comprehensive collection of the latest research and cutting-edge developments in supply chain risk and its mitigation, the book is structured into four main parts, addressing supply chain risk strategies and developments; supply chain risk management review; supply chain sustainability and resilience; and supply chain analysis and risk management applications.



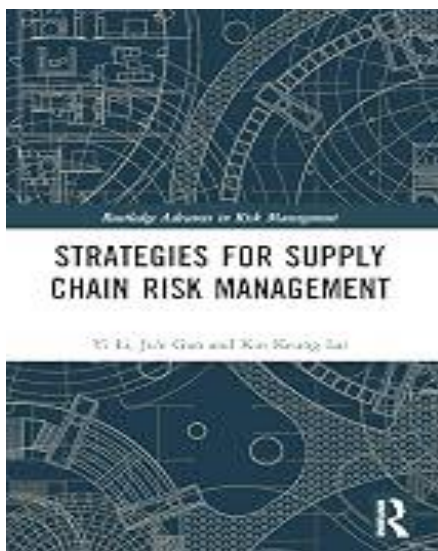
Real-time visibility in supply chain management: theories, technologies and tensions by Wycisłak, Sławomir

Routledge 2024

Acc. No.: 54027 Call No.: 658.7 ISBN: 9781032524856

Summary: Real-Time Visibility in Supply Chain Management applies the paradox theory to understand why real-time visibility expectations and aspirations do not meet supply chain realities. Providing an understanding of the governance of industrial digital platforms for real-time visibility, the book identifies paradoxical tensions among platform partners and explores how to navigate them.

The author conceptualizes dynamic patterns of tension evolution among supply chain platform partners and suggests future research directions to advance theorization regarding platform governance and tensions. The successful implementation of digital platforms requires understanding and navigating these paradoxical tensions. The perspective of paradox theory offered in this book can advance our supply chain digitalization understanding as it informs about gaps in thought processes, methodologies, tools, and solutions. The book also explores the role of multiple stakeholders, including platform owners, customers and complementors, in operationalizing real-time visibility to offer new theoretical insights.



Strategies for supply chain risk management by Guo, Yi Li, Ju'e

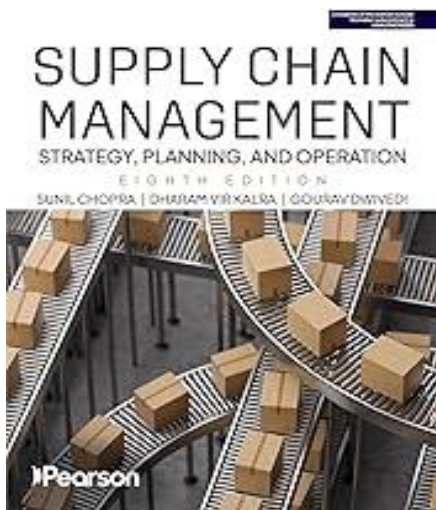
Routledge 2023

Acc. No.: 54013 Call No.: 658.7 ISBN: 9781032344218

Summary: Examining the negative consequences that arise from supply chain risks, this book systematically explores firms' responses to these risks in different situations. In particular, it focuses on sourcing strategies of firms under supply chain risks and the different mitigation tools they use, such as supplier development and multisource.

Supply chains have expanded extensively because many firms try to take advantage of outsourcing of their raw materials and critical components. Though firms can reap significant benefits due to the widespread use of outsourcing, they have to deal with increasing supply chain risks. In general, supply chain risks are various and may be originated from natural disasters, labor strikes, fires, and so on. These risk incidents can cause serious damage to firms' profit performance.

The analysis and insights from this book can be utilized by firms to alleviate the impact of supply chain risks in the sourcing process. It will also be of interest to researchers and students studying supply chain management.

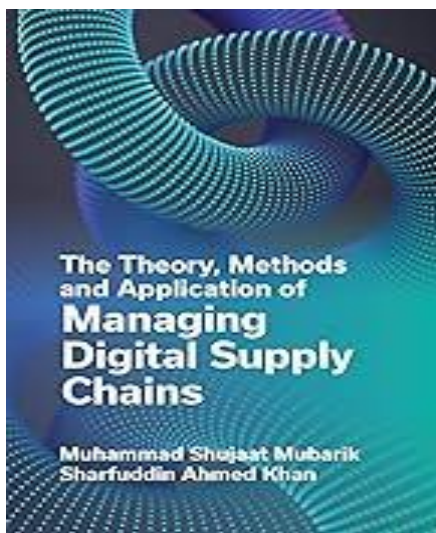


Supply chain management by Chopra, Sunil

Pearson Education 2026

Acc. No.: 54039 Call No.: 658.7 ISBN: 9789371360166

Summary: Masterfully bridges the gap between established theory and the unique, dynamic realities of the Indian business landscape. The text is enriched with dozens of new, contextually relevant real-world examples, including lessons learned from the COVID-19 pandemic, illuminating global concepts through the lens of business excellence. Meticulously tailored for Indian readers, this edition empowers learners with a comprehensive and practical understanding of building and managing modern, resilient supply chains. An indispensable resource for students, educators, and practitioners alike, this book is key to mastering the intricacies of supply chain management.



Theory, methods and application of managing digital supply chains by Mubarik, Muhammad Shujaat

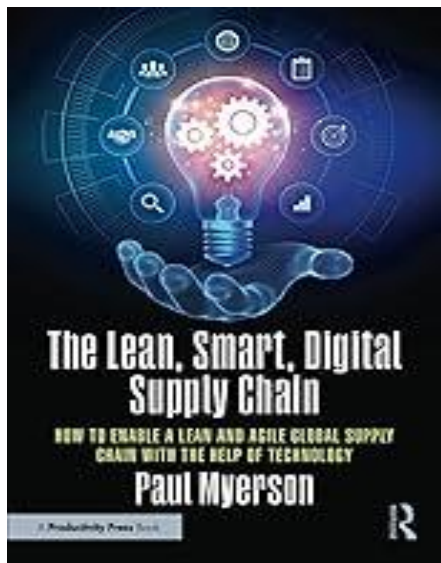
Emerald Group Publishing 2024

Acc. No.: 54052 Call No.: 658.7 ISBN: 9781804559697

Summary: Digital supply chain management (DSCM) is emerging as one of the key innovative strategies ready to transform how supply chains are managed. By enabling a faster and more cost-efficient delivery of products, improving products' traceability, enhancing coordination between supply chain entities, and helping with access to financing, DSCM is a powerful tool to address the supply chain issues of sustainability, traceability, verifiability and resilience.

Muhammad Shujaat Mubarik and Sharfuddin Ahmed Khan provide a comprehensive explanation of the digital technologies driving supply chain management.

Detailing the diverse aspects of digitalization in supply chain management, Digital Supply Chain Management helps business managers harness the cutting edge, guiding those early in their careers who seek a challenging new path whilst informing top-level managers who have their eye on the future.



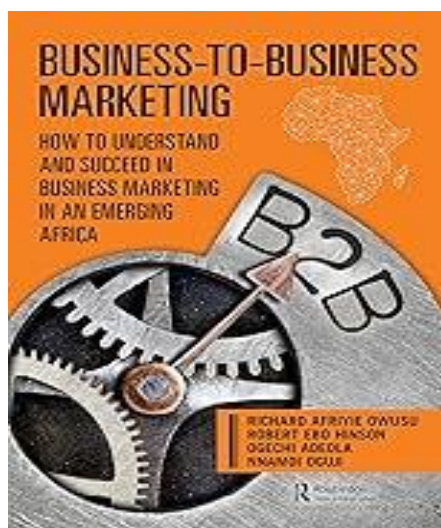
The lean, smart digital supply chain: how to enable a lean and agile global supply chain with the help of technology by Myerson, Paul

Routledge 2025

Acc. No.: 54028 Call No.: 658.70285 ISBN: 9781032445335

Summary: Technology plays a key role in enabling Lean and Agile Supply Chain operations. For example, connecting to suppliers in real-time facilitates re-supplying parts and materials for a just-in-time production environment. But choosing the wrong technology can create waste in terms of the time, effort, and money spent evaluating, selecting, implementing, and using it.

Furthermore, Lean has been traditionally thought of as a "pen and pencil" technique as they were mostly confined to a single facility. As a consequence, while there are many books written on Lean Manufacturing, Lean Office, and, to a lesser degree, Lean Global Supply Chain, most if not all barely discuss the role and impact of technology in process improvement, and there aren't many books that combine the topics of a Lean and Agile Supply Chain and Technology (Smart and otherwise) in this way.

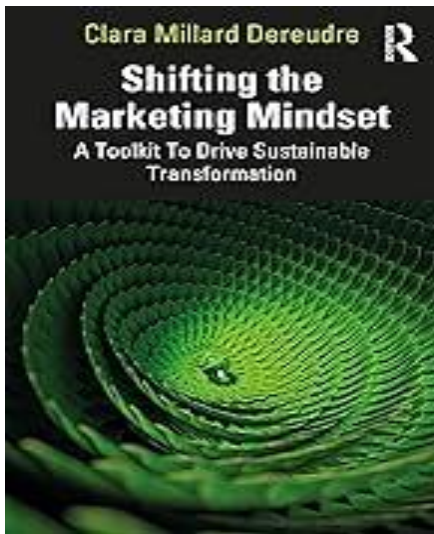


Business-to-business marketing: how to understand and succeed in business marketing in an emerging Africa by Owusu, Richard Afriyie

Productivity Press 2021

Acc. No.: 54030 Call No.: 658.8 ISBN: 9780367201470

Summary: How to Understand and Succeed in Business Marketing in an Emerging Africa is a comprehensive application of the most current research results, concepts and frameworks to the African business-to-business (B-to-B) context. The chapters are designed to provide the reader with a thorough analysis of b-to-b. Important aspects like competitive strategy in B-to-B, marketing mix strategies, relationship management and collaboration, business services, big data analysis, and emerging issues in B-to-B are discussed with African examples and cases. As a result, the book is easy to read and pedagogical. It is suitable for courses at universities and other tertiary levels, undergraduate and graduate courses, MBA and professional B-to-B marketing programmes. Working managers will find it a useful reference for practical insights and as a useful resource to develop and implement successful strategies.



Shifting the marketing mindset: a toolkit to drive sustainable transformation by Dereudre, Clara Millard

Routledge 2025

Acc. No.: 54021 Call No.: 658.802 ISBN: 9781032728032

Summary: A clarion call for marketing to return to its roots and integrate sustainability principles, this book illustrates how the marketing function can drive organizations, delighting customers and impacting positively on society and the environment.

Accused of manipulation and more, marketing is one of the most misused functions and misunderstood professions. The rise of “green marketing” could have been an opportunity for the profession to exhibit its potential to transform business—but instead, there has been a turn to greenwashing, with false claims of environmental friendliness. Now, businesses must evolve, rebalancing social and environmental priorities with economic ones, and it is time for a new era: Positive Impact Marketing. Drawing on almost 30 years of experience in global marketing, management, and strategy with private, public, and non-profit organizations, this book introduces a framework organized around four key principles, connect 4 Impact, and shows how these principles must govern marketing to achieve the desired net positive impact.



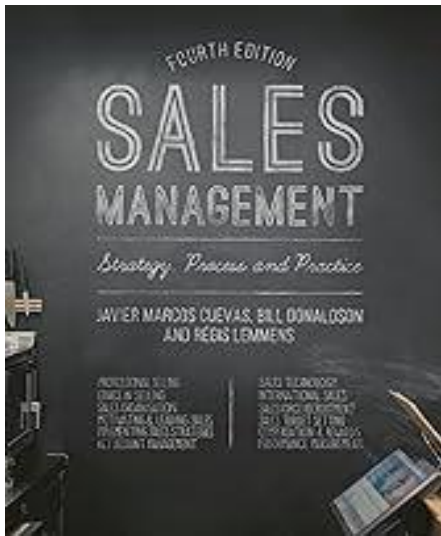
Marketing communications: objectives, strategy tactics by Rossiter, John R

Sage Publications 2025

Acc. No.: 53844 Call No.: 658.802 ISBN: 9789354792564

Summary: Marketing Communications is the natural successor to Rossiter and Percy's well-known textbook that was recommended by internationally renowned management institutes worldwide. This book combines marketing communications with a branding perspective to provide students with a seven-step approach that will help them create their own comprehensive marketing plan. Numerous examples are used to illustrate the theories explained in this book. The text refers to globally known brands such as Mercedes, Toyota, Gillette, and Revlon to ensure that the reader can link the contents of the book to the real world. The book seeks to reduce the academic - practitioner divide by including expertise from both areas and presenting a volume that includes the best of both worlds. The book will be an invaluable companion for students of management who wish to become well versed in marketing communication.

NEW ARRIVALS, MAY 2026



Sales management: strategy, process and practice by Donaldson, Bill

Bloomsbury Academic 2023

Acc. No.: 53890 Call No.: 658.81 ISBN: 9789356403260

Summary: This is a core textbook that provides a practical and comprehensive introduction to selling and sales management. Packed full of insightful real-world case studies, the fourth edition of this highly successful text has been fully updated and revised throughout to provide a truly contemporary overview of the discipline. This textbook offers a unique blend of academic rigour and practical focus based on the authors' invaluable combination of industry experience, expertise in sales consultancy and years of teaching and research in sales. Accessibly divided into three parts-'Strategy', 'Process' and 'Practice'-it presents a wide range of topics such as ethical issues in sales, key account management, international sales, recruitment, and compensation and rewards.



International marketing research: a transformative approach by Kumar, V

Palgrave Macmillan 2024

Acc. No.: 53997 Call No.: 658.83 ISBN: 9783031546495

Summary: This book provides a practical, detailed, and well-documented guide that takes students and market researchers through all phases of developing and conducting global marketing research. This book not only accounts for the recent developments in the scope and extent of global marketing research, but also examines advances in both quantitative and qualitative research techniques, and the impact of the Internet on research in the global environment.

It includes coverage of all phases involved in designing and executing global marketing research - from analyzing the nature and scope of the research to the preliminary stages, gathering data, designing the questionnaires, sampling, and presenting the data. Numerous country-specific examples and case studies will add to the understanding of the concepts laid out in the book.

This edition features updates related to leveraging the power of AI, Internet of Things, machine learning, blockchain, robotics, the metaverse, and other emerging technologies that are impacting the way in which marketing research is performed. With an instructor's manual as well as PPT slides covering major topics within the chapters, in addition to numerous cases, this text provides the most current and relevant information about the global marketing research industry and outlines the necessary techniques that can guide researchers in their work.

NEW ARRIVALS, MAY 2026



Doing marketing research: alternative methods for market sensing/
by Lawson, Alison

Routledge 2025

Acc. No.: 54015 Call No.: 658.83 ISBN: 9781032972244

Summary: Doing Marketing Research enables researchers to get greater depth and meaning from their research and organisations to make smarter strategic decisions. This unique book explains market sensing simply and practically and demonstrates how it can benefit researchers. It teaches non-mainstream and alternative research methods, which facilitate innovative research design and achieve deep insights into the mindsets of consumers. The methods explored in this book include sensory research using ZMET, discourse analysis, consumer ethnography, social media networks, narrative and storytelling and gamification. This second edition has been fully updated to include several new chapters covering newer methods and topics, including the Delphi method, archival research, visual methods and the decolonisation of research.

With a wealth of examples, diverse case studies and pedagogy, such as seminar activities to aid student learning, this textbook is recommended and core reading for advanced undergraduate and postgraduate students studying marketing research, and business research methods more generally, as well as marketing practitioners.

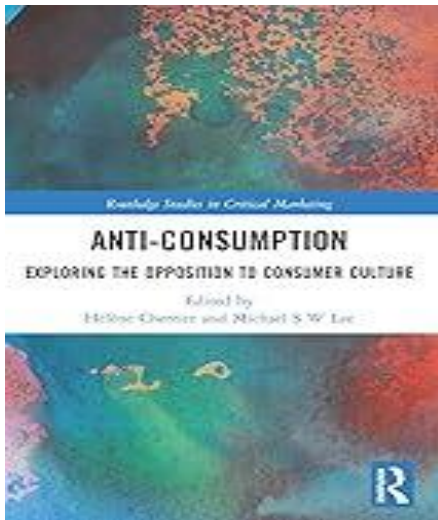


Marketing research: an applied orientation/ by Malhotra, Naresh K

Pearson education 2026

Acc. No.: 53921 Call No.: 658.83 ISBN: 9789361594489

Summary: Marketing Research is a comprehensive and up-to-date guide that equips students and professionals with the essential tools and techniques for conducting effective marketing research. With a blend of theoretical insights and practical applications, this edition delves deeper into advanced research methodologies, data analysis techniques, and the use of modern technologies in market research. Clear, accessible, and packed with real-world examples, it provides readers with the skills to understand consumer behavior, assess market conditions, and make data-driven decisions. Whether you're a student or a professional, this book is an invaluable resource for mastering the ever-evolving field of marketing research.



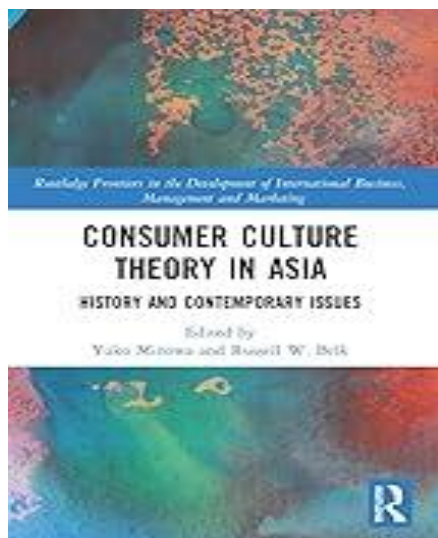
Anti-consumption: exploring the opposition to consumer culture by Cherrier, Helene

Routledge 2023

Acc. No.: 54016 Call No.: 658.8342 ISBN: 9781032331904

Summary: In this edited volume, the leading scholars in the field engage with consumers, marketers, corporations and policymakers as well as space dynamics and network formation to provide an in-depth examination of anti-consumption: a voluntary behavioural inclination to minimise rather than grow, to decelerate and simplify and to reduce the unnecessary exploitation of resources fuelled by consumer culture. This book does not place anti-consumption on the high moral ground but rather demonstrates its complexity to spur innovative and critical thinking on how people, organisations, businesses and governments can treat consumption more as a necessity for survival than as a tool for self-expression, pleasure and economic growth.

The first part of this book looks at anti-consumption from a diversity of perspectives. It analyses voluntary simplicity, a self-motivated engagement in consumption reduction, and boycotting, a politically-motivated reaction against unacceptable corporate practices, as distinct manifestations of anti-consumption that nonetheless remain rooted in the logic of the market.



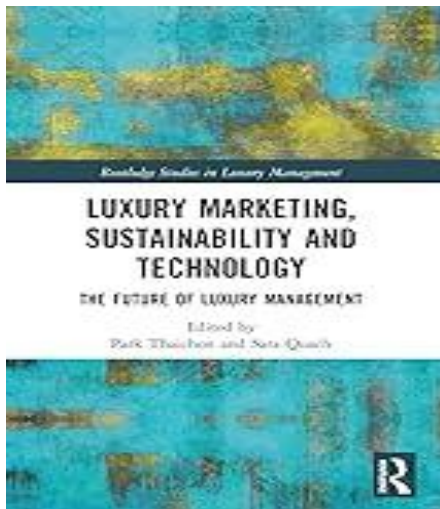
Consumer culture theory in Asia: history and contemporary issues/ by Minowa, Yuko

Routledge 2022

Acc. No.: 54017 Call No.: 658.8342 ISBN: 9780367629502

Summary: We live in times of increasing world uncertainty. Consumer culture in Asia has embodied such precariousness, with their unprecedented states of both prosperity and vulnerability.

Works in this volume examine the consumer cultures that exist in today's precarious Asia. They do this through culturally oriented, critical consumer research. How deeply has the consumer precariousness in Asia been intertwined with the sociohistorical patterning of consumption including class, gender, and other social categories? How do these problematics affect consumers' identity projects, consumer rituals, and marketplace cultures? How is consumer precariousness aggravated by the governmentality of the superpower? How does the changing landscape of inter-Asian and global popular culture impact consumer culture in these nations? Together, the authors in this volume attempt to answer these questions through consumer research within the paradigm known as consumer culture theory (CCT).



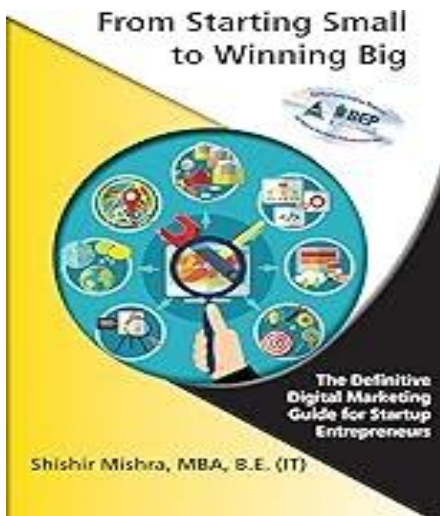
Luxury marketing, sustainability and technology: the future of luxury management/ by Thaichon, Park

Routledge 2023

Acc. No.: 54020 Call No.: 658.87 ISBN: 9781032342924

Summary: Luxury Marketing, Sustainability and Technology explores how new technologies, sustainability, and relationship marketing impact and change the future of luxury brand management. Whilst the luxury industry is experiencing exponential growth, further research is vital to improve knowledge and understand how luxury management operates in the new age of marketing.

Through a range of empirical and theoretical contributions, this book offers clear insights into relationship marketing and luxury management. It examines the growth of luxury, marketing strategies for luxury brands, advertising and communication of luxury brands, AI and disruptive technology in luxury marketing, and sustainability and pro-environmental luxury. All the chapters close with practical summaries and recommendations for businesses practice.



From starting small to winning big: the definitive digital marketing guide for startup entrepreneurs by Mishra, Shishir

Business Expert Press 2025

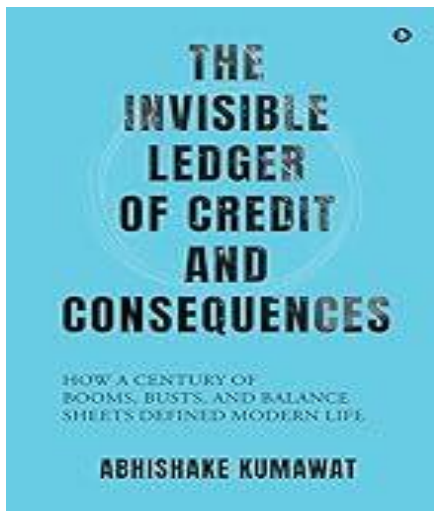
Acc. No.: 53955 Call No.: 658.872 ISBN: 9789368089643

Summary: Digital Marketing Guide for Start-up Entrepreneurs is a practical, step-by-step guide that will help budding entrepreneurs in setting up and executing their digital marketing strategy from scratch to achieve the goals they have set for their start-ups.

Topics covered in this book include search engine optimization, content marketing, social media marketing, search engine marketing, and online reputation management are essential for entrepreneurs to learn and master for the success of their start-up.

The author guides entrepreneurs in establishing a digital presence of their start-ups to jet fuel their business growth. He brings in real-life examples and insights gained from executing digital marketing strategies for start-ups and small businesses.

This book is perfect for start-up entrepreneurs, founders, marketers, and small business owners who are unaware of digital marketing concepts and how to use digital marketing for their advantage. It will give them practical tips on applying digital marketing to increase their brand awareness and sales a concise book that can be completed quickly.



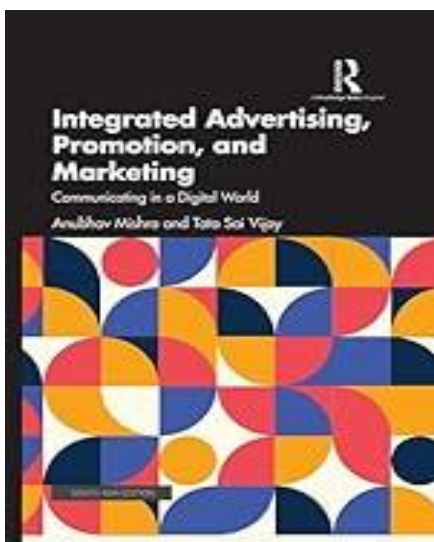
The invisible ledger of credit and consequences: how a century of booms, busts and balance sheets defined modern life by Kumawat, Abhishake

Notion Press 2025

Acc. No.: 54038 Call No.: 658.88 ISBN: 9798902079309

Summary: What if every economic crisis we call “unprecedented” is really a sequel we’ve seen before? The Invisible Ledger traces the last hundred years of money, markets, and mistakes, from gold standards to crypto, recessions to recoveries, showing how economies were actually lived, not just recorded. Through pay cuts, job queues, bubbles, and quiet booms, it tells the human story behind the numbers.

Each chapter captures a decade as it was felt, revealing how ambition-built industries, ideology fuelled conflict, and confidence, more than capital, moved the world. You’ll encounter the thinkers who debated, the investors who gambled, and the ordinary people who bore the cost. This isn’t nostalgia; it’s perspective. The next “new” idea in finance or technology is often an old pattern in disguise. By the final page, economics becomes history in motion, messy, human, and endlessly repeating. Because every boom and bust begins in the same place, the human mind.

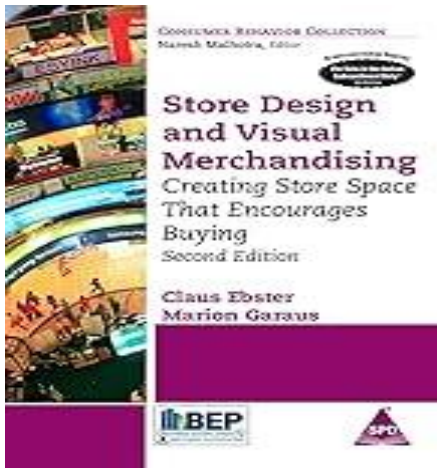


Integrated advertising, promotion and marketing: communicating in a digital world by Mishra, Anubhav

Routledge 2024

Acc. No.: 53849 Call No.: 659.1 ISBN: 9781032780962

Summary: This book introduces the concepts, perspectives, and importance of integrated marketing communication (IMC). It presents the history of Indian advertising, the strategic importance of IMC, and a discussion on social and cultural factors that enhance the effectiveness of marketing communication. Attuned to an evolving, Internet-driven, social media–connected world, the book covers all the important forms of communications used by business organizations, touching upon key areas, from marketing plans, branding, positioning, and creative briefs to copywriting, design. It takes the readers through the varied strands of IMC, including advertising, public relations, direct marketing, and sales promotion. The volume also presents considerations for each major media format with an aim of sending their messages to the end consumer.



Store design and visual merchandising: creating store space that encourages buying/ by Ebster, Claus

Business Expert Press 2024

Acc. No.: 53956 Call No.: 659.15 ISBN: 9789355426093

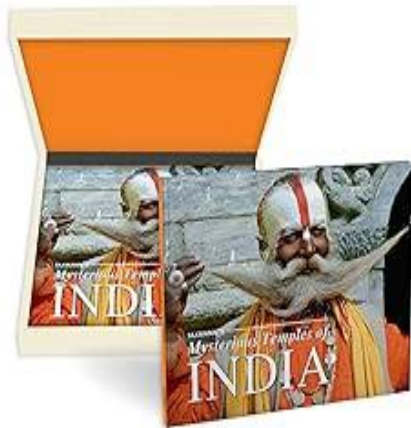
Summary: The creative and science-driven design of the point of sale has become a crucial success factor for both retailers and service businesses. In the newly revised and expanded edition of this book, you will learn some of the shopper marketing secrets from the authors about how you can design your store to increase sales and delight shoppers at the same time. By the time you are through reading this book, you will have learned how shoppers navigate the store, how they search for products, and how you can make them find the products you want them to see.

In an age of self-service stores, saturated markets and ever more demanding customers, the careful and science driven design of the point of sale has become a crucial success factor for both retailers and service businesses.

TAXMANN
THE ART OF STORE

TAXMANN'S
Store

Taxmann's mysterious temples of India by Taxmann

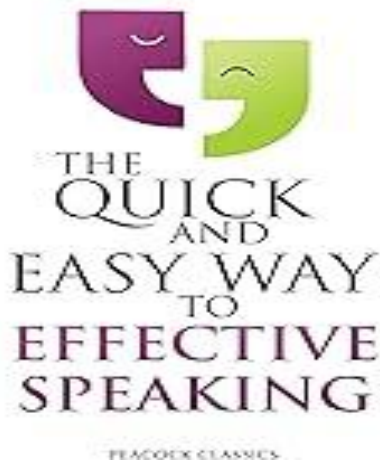


Taxmann 2026

Acc. No.: 53354 Call No.: 726.145 ISBN: 9789371268417

Summary: Mysterious Temples of India is a lavish, 96-page coffee-table compendium that journeys across 17 Indian states to showcase 46 living shrines where faith, craft, and the inexplicable meet. Pairing full-bleed, high-resolution four-colour photography with concise, researched essays, the book situates each 'mystery' in its architectural, geographic, and devotional context (for instance, pillars that seem to float at Lepakshi, ever-burning flames at Jwala Devi, sea-washed lingams at Nishkalank Mahadev, a tide-vanishing shrine that reappears twice daily, a vault at Padmanabhaswamy said never to be opened, musical pillars and steps, bricks that float, a 10-ton kalash crowning Somnath, and even an idol reputed to 'grow hungry' if offerings are delayed). Designed for browsing and deep reading alike, every spread captures the temple's aura, the legend behind it, and the observable clues that make it singular and an elegant balance of faith, folklore, geology, ritual, and engineering. Opening with a clear contents section and closing with unforgettable images, this deluxe volume is both a pan-India visual atlas of sacred enigmas and a collector-worthy artefact—ideal for display, gifting, and inspiration.

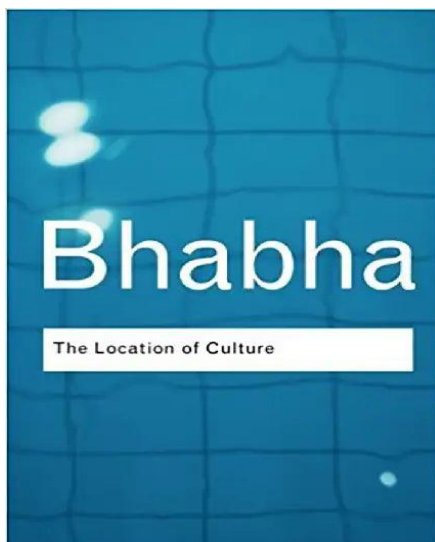
DALE CARNEGIE The quick and easy way to effective speaking: by Carnegie, Dale



Peacock Books 2025

Acc. No.: 53891 Call No.: 808.51 ISBN: 9788124806999

Summary: The Quick and Easy Way to Effective Speaking by Dale Carnegie is a timeless guide that equips readers with the essential skills to communicate persuasively and with greater impact. Drawing on decades of expertise, Carnegie offers practical techniques to help individuals overcome the fear of public speaking and master the art of speaking confidently. For anyone looking to enhance their speaking abilities and make a lasting impression, whether for work, social interactions or personal development, this book provides a clear and actionable set of advice. Carnegie teaches that effective speaking is not just about words but about conveying ideas with clarity and conviction.

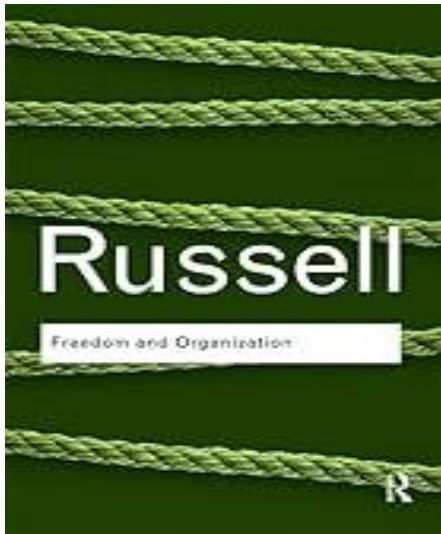


The location of culture by Bhabha, Homi K

Routledge 2024

Acc. No.: 53873 Call No.: 809.93358 ISBN: 97871138301474

Summary: The Location of Culture is one of the founding texts of the branch of literary theory called postcolonialism. While postcolonialism has many strands, at its heart lies the question of interpreting and understanding encounters between the western colonial powers and the nations across the globe that they colonized. Colonization was not just an economic, military or political process, but one that radically affected culture and identity across the world. It is a field in which interpretation comes to the fore, and much of its force depends on addressing the complex legacy of colonial encounters by careful, sustained attention to the meaning of the traces that they left on colonized cultures. What Bhabha's writing, like so much postcolonial thought, shows is that the arts of clarification and definition that underpin good interpretation are rarely the same as simplification. Indeed, good interpretative clarification is often about pointing out and dividing the different kinds of complexity at play in a single process or term. For Bhabha, the object is identity itself, as expressed in the ideas colonial powers had about themselves. In his interpretation, what at first seems to be the coherent set of ideas behind colonialism soon breaks down into a complex mass of shifting stances – yielding something much closer to postcolonial thought than a first glance at his sometimes dauntingly complex suggests.

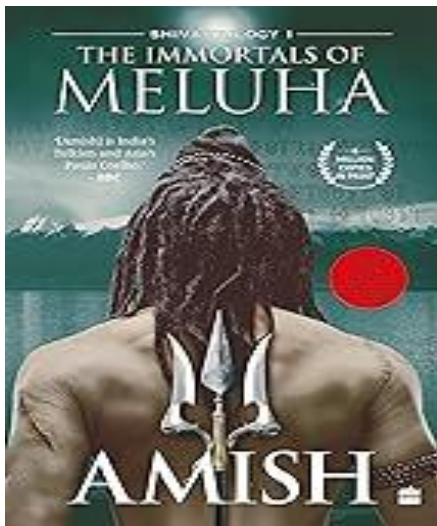


Freedom and organization: 1814-1914 by Russell, Bertrand

Routledge 2013

Acc. No.: 53856 Call No.: 823 ISBN: 9780415487399

Summary: Written by one of the twentieth century's most significant thinkers, *Freedom and Organization*, is considered to be Bertrand Russell's major work on political history. It traces the main causes of political change during a period of one hundred years, which he argues were predominantly influenced by three major elements – economic technique, political theory and certain significant individuals. In the witty, approachable style that has made Bertrand Russell's works so revered, he explores in detail the major forces and events that shaped the nineteenth century.



The immortals of Meluha: book 1 of the Shiva Trilogy by Tripathi, Amish

Harper Collins Publishers 2024

Acc. No.: 53806 Call No.: 823 ISBN: 9789356290525

Summary: 1900 BC. In what modern Indians mistakenly call the Indus Valley Civilization.

The inhabitants of that period called it the land of Meluha? a near perfect empire created many centuries earlier by Lord Ram, one of the greatest monarchs that ever lived.

This once proud empire and its Suryavanshi rulers face severe perils as its primary river, the revered Saraswati, is slowly drying to extinction. They also face devastating terrorist attacks from the east, the land of the Chandravanshis. To make matters worse, the Chandravanshis appear to

have allied with the Nagas, an ostracized and sinister race of deformed humans with astonishing martial skills.

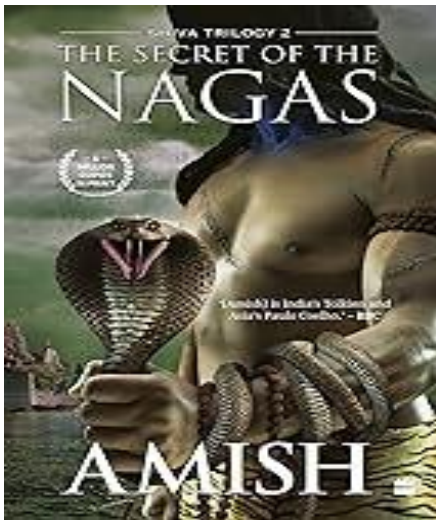
The only hope for the Suryavanshis is an ancient legend: When evil reaches epic proportions, when all seems lost, when it appears that your enemies have triumphed, a hero will emerge.?

Is the rough-hewn Tibetan immigrant Shiva, really that hero?

And does he want to be that hero at all?

Drawn suddenly to his destiny, by duty as well as by love, will Shiva lead the Suryavanshi vengeance and destroy evil?

This is the first book in a trilogy on Shiva, the simple man whose karma re-cast him as our Mahadev, the God of Gods.



The secret of the Nagas: book 2 of the Shiva Trilogy by Tripathi, Amish

Harper Collins Publishers 2024

Acc. No.: 53807 Call No.: 823 ISBN: 9789356290600

Summary: The hunt is on. The sinister Naga warrior has killed his friend Brahaspati and now stalks his wife Sati. Shiva, the Tibetan immigrant who is the prophesied destroyer of evil, will not rest till he finds his demonic adversary. His vengeance and the path to evil will lead him to the door of the Nagas, the serpent people. Of that he is certain.

The evidence of the malevolent rise of evil is everywhere. A kingdom is dying as it is held to ransom for a miracle drug. A crown prince is murdered. The Vasudevs - Shiva's philosopher guides - betray his unquestioning faith as they take the aid of the dark side. Even the perfect empire Meluha is riddled with a terrible secret in Maika, the city of births. Unknown to Shiva, a master puppeteer is playing a grand game.

In a journey that will take him across the length and breadth of ancient India, Shiva searches for the truth in a land of deadly mysteries - only to find that nothing is what it seems.



Oath of the Vayuputras: Book 3 of the Shiva Trilogy by Tripathi, Amish

Harper Collins Publishers 2024

Acc. No.: 53808 Call No.: 823 ISBN: 9789356290686

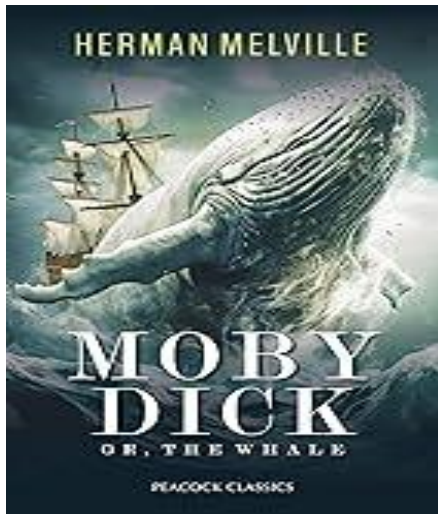
Summary: Shiva is gathering his forces. He reaches the Naga capital, Panchavati, and Evil is finally revealed. The Neelkanth prepares for a holy war against his true enemy, a man whose name instils dread in the fiercest of warriors.

India convulses under the onslaught of a series of brutal battles. It's a war for the very soul of the nation. Many will die. But Shiva must not fail, no matter what the cost. In his desperation, he reaches out to the ones who have never offered any help to him: the Vayuputras.

Will he succeed? And what will be the real cost of battling Evil? To India? And to Shiva's soul?

Discover the answer to these mysteries in this concluding part of the bestselling Shiva Trilogy.

NEW ARRIVALS, MAY 2026

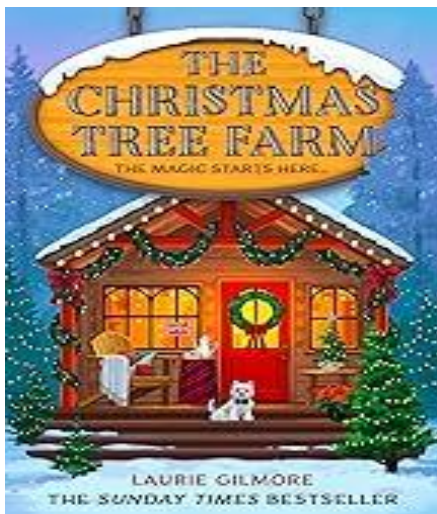


Moby-dick: or the whale by Melville, Herman

Peacock Books 2026

Acc. No.: 53893 Call No.: 823 ISBN: 9788124807224

Summary: Moby Dick or, The Whale (1851) by Herman Melville is a tale of obsession and adventure. The novel follows Captain Ahab, the vengeful leader of the whaling ship Pequod, as he relentlessly pursues the white whale, Moby Dick. Narrated by Ishmael, a sailor who joins the crew, the story explores themes of revenge, madness and the conflict between man and nature. Through vivid descriptions and rich symbolism, Melville reflects on fate, identity and the natural world. More than an adventure, Moby Dick is a deep exploration of humanity's desires and fears. A masterwork of American literature, it challenges readers with its complexity while offering timeless insights into the human condition.



The Christmas tree farm: the magic starts here by Gilmore, Laurie

Harper Collins Publishers 2024

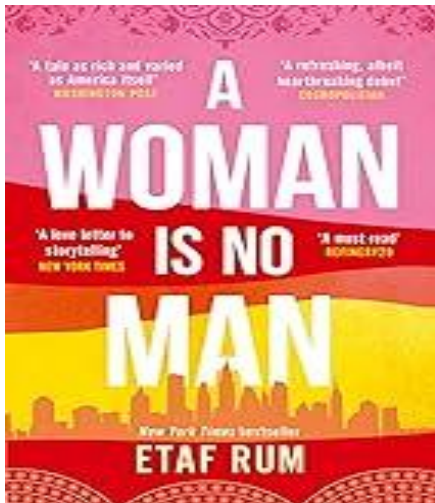
Acc. No.: 53888 Call No.: 823 ISBN: 9780008610746

Summary: Kira North hates Christmas. Which is unfortunate since she just bought a Christmas tree farm in a town that's too cute for its own good.

Bennett Ellis is on vacation in Dream Harbor taking a break from his life in California. And most importantly, taking a break from his latest run of disastrous dates.

After a run in with Kira in her fields, Ben has no intention of offering to help the grumpy owner set up her tree farm, despite the fact she's clearly got no idea what she's doing.

Kira knows she should stop being so stubborn, but her farm is not all cute and cozy like people always show on social media, it's borderline dangerous with no heating, and she'd rather no one saw it.



A Woman is No Man by Rum, Etaf

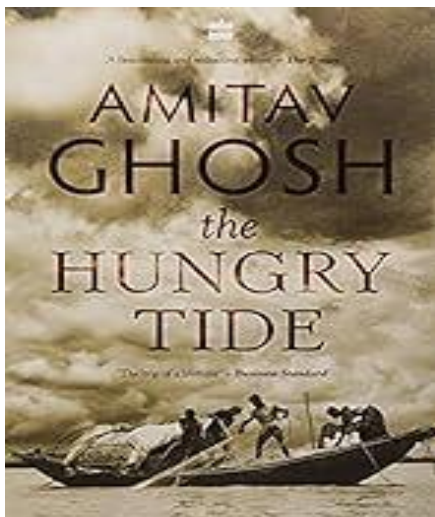
Harper Collins Publishers 2019

Acc. No.: 53805 Call No.: 823 ISBN: 9780008341060

Summary: Palestine, 1990. Seventeen-year-old Isra prefers reading books to entertaining the suitors her father has chosen for her. Over the course of a week, the naïve and dreamy girl finds herself quickly betrothed and married and is soon living in Brooklyn. There Isra struggles to adapt to the expectations of her oppressive mother-in-law Fareeda and strange new husband Adam, a pressure that intensifies as she begins to have children – four daughters instead of the sons Fareeda tells Isra she must bear.

Brooklyn, 2008. Eighteen-year-old Deya, Isra's oldest daughter, must meet with potential husbands at her grandmother Fareeda's insistence, though her only desire is to go to college. Deya can't help but wonder if her options would have been different had her parents survived the car crash that killed them when Deya was only eight. But her grandmother is firm on the matter: The only way to secure a worthy future for Deya is through marriage to the right man.

But fate has a will of its own and soon Deya will find herself on an unexpected path that leads her to shocking truths about her family – knowledge that will force her to question everything she thought she knew about her parents, the past and her own future.



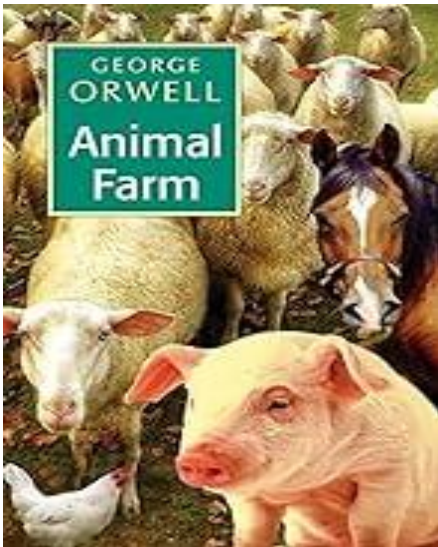
The hungry tide by Ghosh, Amitav

Harper Collins Publishers 2025

Acc. No.: 53846 Call No.: 823 ISBN: 9788172236137

Summary: An Indian myth says that when the river Ganges first descended from the heavens, the force of the cascade was so great that the earth would have been destroyed if it had not been for the god Shiva, who tamed the torrent by catching it in his dreadlocks. It is only when the Ganges approaches the Bay of Bengal that it frees itself and separates into thousands of wandering strands. The result is the Sundarbans, an immense stretch of mangrove forest, a half-drowned land where the waters of the Himalayas merge with the incoming tides of the sea.

It is this vast archipelago of islands that provides the setting for Amitav Ghosh's new novel. In the Sundarbans the tides reach more than 100 miles inland and every day thousands of hectares of forest disappear only to re-emerge hours later. Dense as the mangrove forests are, from a human point of view it is only a little less barren than a desert. There is a terrible, vengeful beauty here, a place teeming with crocodiles, snakes, sharks and man-eating tigers. This is the only place on earth where man is more often prey than predator.

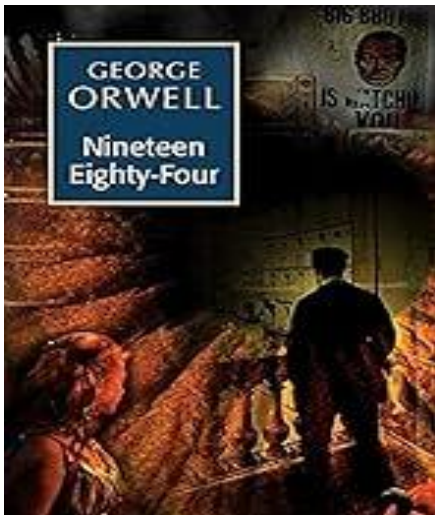


Animal farm by Orwell, George

Peacock Books 2024

Acc. No.: 53857 Call No.: 823 ISBN: 9788124802380

Summary: Animal farm is a dystopian allegorical novella. It reflects events leading up to and during the Stalin era before World War II. Orwell, being a democratic socialist, was a critic of Joseph Stalin and was against Moscow-directed Stalinism. The novel addresses not only the corruption of the revolution by its leaders but also how wickedness, indifference, ignorance, greed and myopia destroy any possibility of a utopia. While the novel portrays corrupt leadership as the flaw in revolution, though not the Act of revolution itself, it also shows how potential ignorance and indifference to problems within a revolution could allow horrors to happen if smooth transition to a people's government is not affected.

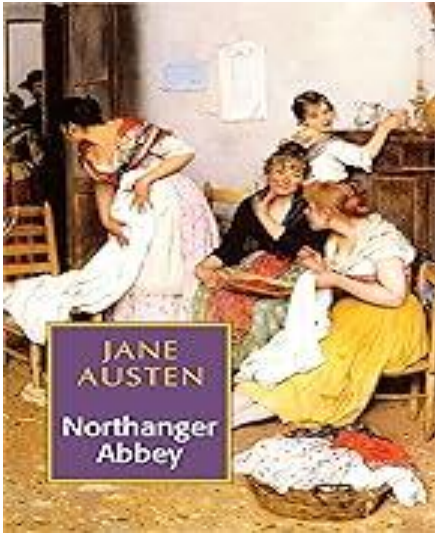


Nineteen eighty-four by Orwell, George

Peacock Books 2024

Acc. No.: 53858 Call No.: 823 ISBN: 9788124802601

Summary: Nineteen Eighty-Four is a dystopian fiction portraying a society ruled by an oligarchical dictatorship. The Oceanian province of Airstrip One is a world of perpetual war, through government surveillance and continuous public mind control. Oceania is ruled by a political party, simply called the Party. The individual is always subordinated to the state and this philosophy allows the Party to manipulate and control humanity. In the Ministry of Truth, protagonist Winston Smith is a civil servant responsible for perpetuating the Party's propaganda by revising historical records to render the Party omniscient and always correct. Notwithstanding, his meager existence disillusioned him to the point of seeking rebellion against Big Brother. It can be regarded as a literary political fiction. The novel has been translated into more than 70 languages. In 1998, the Modern Library ranked Nineteen Eighty-Four 13th on its List of Best 20th Century Novels in English.

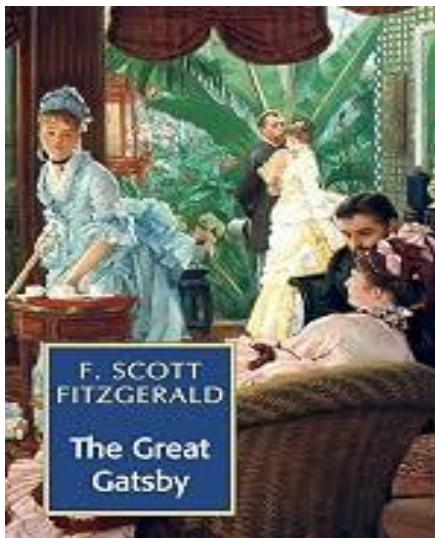


Northanger abbey by Austen, Jane

Peacock Books 2014

Acc. No.: 53859 Call No.: 823 ISBN: 9788124800249

Summary: Northanger Abbey, written during the same period as Pride and Prejudice and Sense and Sensibility, represents Jane Austen's genius at its freshest and most enchanting. It grew out of her distaste for the absurdities of the novels of her time and in particular, for the conventions of the 'Gothic novels' with their impossibly perfect heroines and unnatural events. Young Catherine Morland, the heroine of the novel, is the mistakenly invited guest at an isolated, and quite mysterious, country manor. There the charming, young husband-seeker falls in love with Henry Tilney, son of the eccentric General Tilney, and is fortunate to gain his father's approval, which is founded upon the exaggerated report of her parents' wealth. Catherine is invited to Northanger Abbey, the medieval seat of the Tilneys. Somewhat unbalanced by a too assiduous reading of Mrs Radcliffe's novels, she imagines numerous gruesome secrets surrounding the General and his house. Before Catherine's difficulties are resolved, the reader witnesses the romantic chase in all its prescribed ritual, and its prime motivations-ambition, pleasure, greed, power, self-interest.... love. Jane Austen's wonderful comedy of errors has become one of the best loved of all novels.

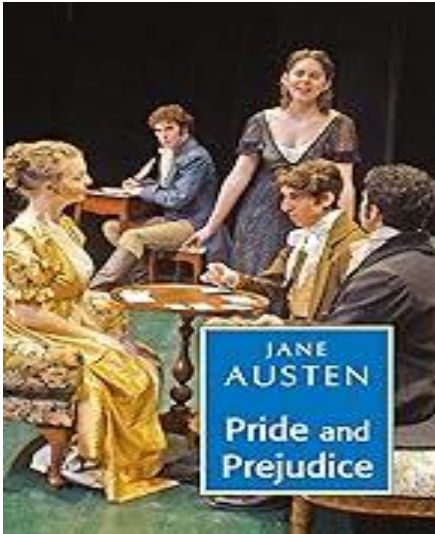


The great gatsby by Fitzgerald, F Scott

Peacock Books 2023

Acc. No.: 53860 Call No.: 823 ISBN: 9788124800706

Summary: The Great Gatsby is generally considered to be the finest novel written by F. Scott Fitzgerald. Written in an easy style, without complex literary experiment, at the height of the author's maturity, it is now an undisputed classic of American literature and is one of the greatest novels of the twentieth century. The novel brilliantly brings out Fitzgerald's central theme of the dark surrounding the brightest light, the shallowness of many human friendships, and the eerie silence as the syncopated rhythm of the jazz fades. It brilliantly captures both the disillusion of post-war America and the moral failure of a society obsessed with wealth and status. The novel tells the story of the mysterious Jay Gatsby, an army lieutenant, who lives in a luxurious mansion on the affluent Long Island shore. His lavish parties for the 'glitterati' of the day had become legendary on the island. Yet amid the throng of guests, starlets and champagne waiters, their host appeared oddly aloof. The parties were to impress only one person, that is, Daisy Buchanan. Gatsby had a brief affair with Daisy before the war and her marriage to Tom.



Pride and prejudice by Austen, Jane

Peacock Books 2026

Acc. No.: 53861 Call No.: 823 ISBN: 9788124800195

Summary: In the delightful social comedy of *Pride and Prejudice* (1813) Jane Austen delicately handles the problem of love and money in marriage where, in spite of many hurdles, eventually love triumphs over 'pride' and 'prejudice'. With a mild satiric tone Austen unfolds the growing romance between the Bennet daughters and the eligible young bachelors, but keeps the reader guessing, as much as the girls' mother and the neighborhood, about the prospects of the tentative relationships. Elizabeth and Jane are the most delightful and the sweetest of the five Bennet sisters, but Jane's lover Mr Bingley has snobbish sisters and friends while Elizabeth's suitor Mr Darcy himself is proud of his lineage. How are the problems to be solved? Or, how does pride get humbled and prejudice dissolved? Every page is enjoyable for the mellowed humour, and fine narrative touches.

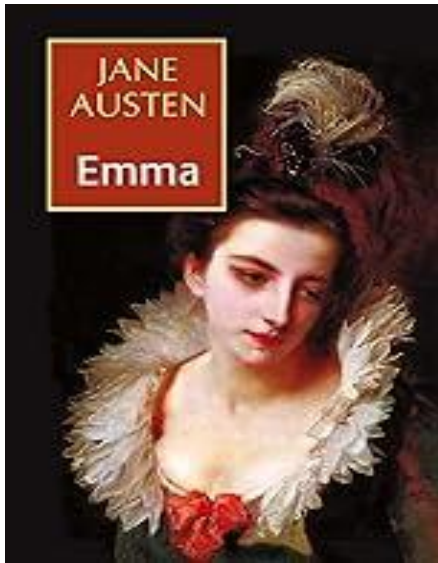


The hobbit by Tolkien, J R R

Harper Collins Publishers 2014

Acc. No.: 53877 Call No.: 823 ISBN: 9780008118044

Summary: Bilbo Baggins is a hobbit who enjoys a comfortable, unambitious life, rarely travelling further than the pantry of his hobbit-hole in Bag End. But his contentment is disturbed when the wizard, Gandalf and a company of thirteen dwarves arrive on his doorstep one day to whisk him away on an unexpected journey 'there and back again'. They have a plot to raid the treasure hoard of Smaug the Magnificent, a large and very dangerous dragon. The prelude to *The Lord of the Rings*, *The Hobbit* has sold many millions of copies since its publication in 1937, establishing itself as one of the most beloved and influential books of the twentieth century.

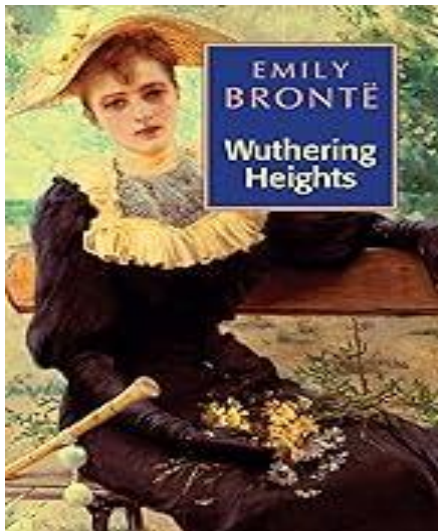


Emma by Austen, Jane

Peacock Books 2026

Acc. No.: 53880 Call No.: 823 ISBN: 9788124800263

Summary: Emma was the last novel which Jane Austen lived to see through the press and is perhaps her most accomplished and representative work, happily combining the qualities for which she has been most praised—irony, wit, realism, vivid characterization, moral seriousness, and faultless control of tone and narrative method. Emma Woodhouse, clever and rich, with a comfortable home and happy disposition, thinks a little too highly of herself, and entertains herself by meddling in the affairs of others. She is blind to her own feelings and dangerously insensitive to the feeling of others. The results are not always to her liking. Though, outwardly the story line of Emma appears to be dealing with the subject of young ladies finding suitable husbands, a close reading of the novel would show that it is much more than that. Within the chosen limits of upper-middle-class society and within even more limited strict feminine point of view for telling the story, Jane Austen is fervently preoccupied with the way the people behave and this is the broad area of the moralist.

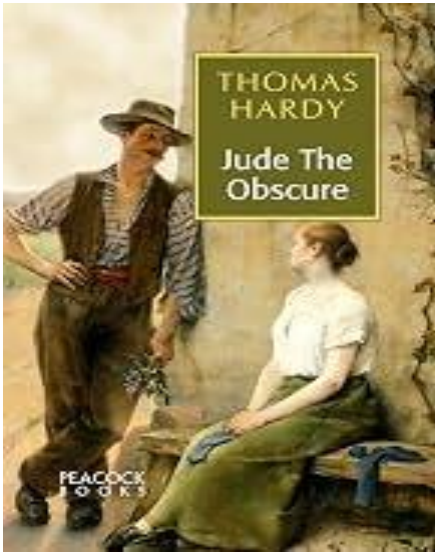


Wuthering heights by Bronte, Emily

Peacock Books 2023

Acc. No.: 53881 Call No.: 823 ISBN: 9788124800096

Summary: Wuthering Heights is a classic tale of possessive and thwarted passion, one of the forerunners of today's soap operas and romance novels. The tempestuous and mythic story of Catherine Earnshaw, the precocious daughter of the house, and the ruggedly handsome, uncultured foundling her father brings home and names Heathcliff, is played out against the backdrop of English moors no less wild and raw than the love they develop for one another. The novel brings out Emily Brontë's mastery of an extremely complex structure, acute evocation of place, poetic grandeur of vision, and a highly original handling of Gothic and Romantic elements inherited from lesser works.



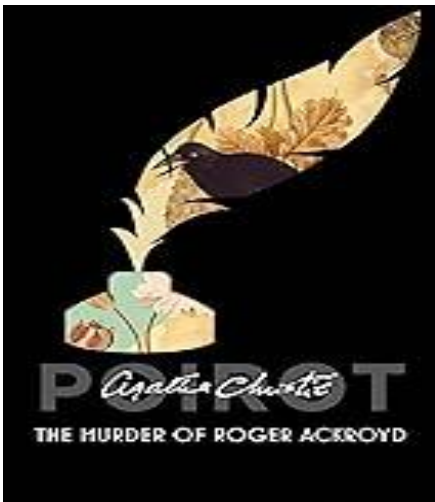
Jude the obscure by Hardy, Thomas

Peacock Books 2026

Acc. No.: 53882 Call No.: 823 ISBN: 9788124800300

Summary: Jude the Obscure is a haunting love story and a raging indictment of Victorian society. In addition to its literary qualities, the novel is a rich source of social history, accurately reflecting the encroachment of the modern, developing world on the rural traditions of England. Of all the creations of Thomas Hardy, Jude is the most outspoken, the most powerful and the most despairing. The novel caused an uproar, and the Pall Mall Gazette castigated it as 'dirt, drivel and damnation'. Even Hardy's friend Gosse found it 'grimy' and 'indecent'.

Jude Fewley, a young Wessex villager of exceptional intellectual promise, conceives the ambition of studying at Christminster. But he is trapped into marriage by the coarse, beautiful barmaid Arabella Donn, who makes him think he has got her pregnant, and shortly afterwards deserts him. His academic ambitions being thwarted by poverty and indifference of the authorities at Christminster, he finds fulfillment in his relations with his cousin Sue Bridehead. Sue has also deserted her husband and now lives with Jude.



The murder of Roger Ackroyd by Christie, Agatha

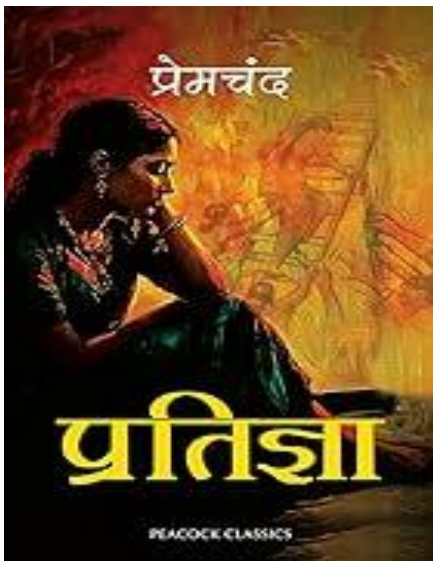
Harper Collins Publishers 2013

Acc. No.: 53883 Call No.: 823 ISBN: 9780007527526

Summary: Agatha Christie's most daring crime mystery - an early and particularly brilliant outing of Hercule Poirot, 'The Murder of Roger Ackroyd', with its legendary twist, changed the detective fiction genre forever.

Roger Ackroyd knew too much. He knew that the woman he loved had poisoned her brutal first husband. He suspected also that someone had been blackmailing her. Now, tragically, came the news that she had taken her own life with a drug overdose.

But the evening post brought Roger one last fatal scrap of information. Unfortunately, before he could finish the letter, he was stabbed to death.

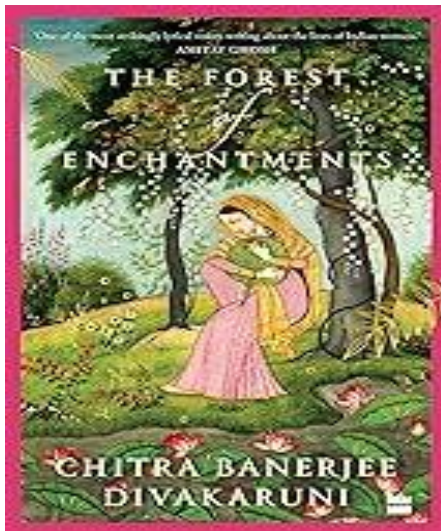


Pratigya by Premacanda

Peacock Books 2025

Acc. No.: 53884 Call No.: 823 ISBN: 9788124806104

Summary: प्रेमचंद का उपन्यास प्रतिज्ञा भारतीय समाज की गहराई में छिपे नैतिकता, सुधारवाद और स्त्री-उत्थान जैसे विषयों पर आधारित है। इस कहानी के मुख्य पात्र अमृतराय और पूर्णा हैं। अमृतराय एक आदर्शवादी युवक है जो समाज में व्याप्त रूढ़िवादी धारणाओं और परंपराओं के खिलाफ हैं। वे विधवा पुनर्विवाह जैसे सुधारवादी विचारों के पक्षधर हैं और समाज में इन विचारों को फैलाकर सामाजिक बदलाव लाना चाहता है। पूर्णा एक विधवा महिला है जो समाज की कठोर और अमानवीय परंपराओं के खिलाफ अपने स्वाभिमान और गरिमा को बनाए रखते हुए संघर्ष करती है। उपन्यास के अन्य पात्र जैसे सुशीला और माँ अन्नपूर्णा समाज के विभिन्न दृष्टिकोणों का प्रतिनिधित्व करते हैं। प्रेमचंद ने इस उपन्यास के माध्यम से भारतीय समाज में व्याप्त रूढ़ियों और सामाजिक अन्याय को चुनौती दी है। यह कहानी न केवल एक भावनात्मक यात्रा है बल्कि समाज को बदलने के लिए व्यक्तिगत प्रयासों और साहस की प्रेरणा भी देती है।

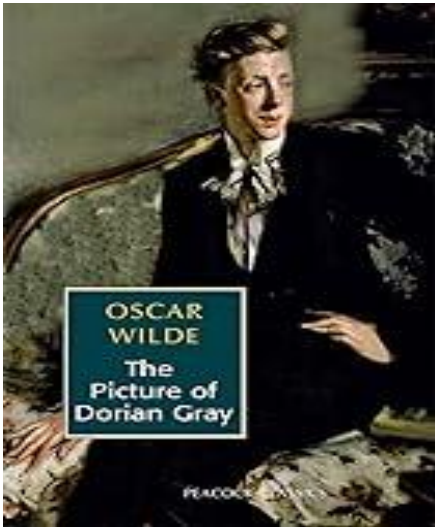


The forest of enchantments by Divakaruni, Chitra Banerjee

Harper Collins Publishers 2019

Acc. No.: 53889 Call No.: 823 ISBN: 9789353573577

Summary: The Ramayana, one of the world's greatest epics, is also a tragic love story. In this brilliant retelling, Chitra Banerjee Divakaruni places Sita at the centre of the novel: this is Sita's version. The Forest of Enchantments is also a very human story of some of the other women in the epic, often misunderstood and relegated to the margins: Kaikeyi, Surpanakha, Mandodari. A powerful comment on duty, betrayal, infidelity and honour, it is also about women's struggle to retain autonomy in a world that privileges men, as Chitra transforms an ancient story into a gripping, contemporary battle of wills. While the Ramayana resonates even today, she makes it more relevant than ever, in the underlying questions in the novel: How should women be treated by their loved ones? What are their rights in a relationship? When does a woman need to stand up and say, 'Enough!'



The picture of Dorian Gray by Williams, Kip

Peacock Books 2024

Acc. No.: 53892 Call No.: 823 ISBN: 9788124805213

Summary: The Picture of Dorian Gray is a gothic and moral fantasy novel by Oscar Wilde. This is the only novel he wrote and published in 1891 after heavy editing because critics and editors deemed it immoral and indecent. However, it flourished to be a masterpiece despite the controversies. The work is an archetypal tale of a young man, Dorian Gray, who barter his soul to buy eternal youth. Dorian is a subject of a portrait by Basil, an artist impressed by Dorian's flamboyance. Dorian acknowledges that his beauty will fade, but he yearns for his youth to last and his portrait to age instead while it records every sin. The work comes with subthemes of romantic aestheticism, hedonism, and sexuality. The major three characters of the novel are a reflection of Wilde's alter egos: who he is, who he yearns to be, and who he is perceived as. The book has been translated into many languages, including Persian and Spanish. The Guardian listed it among the 100 best novels ever written in English, calling it "an arresting, and slightly camp, exercise in late-Victorian gothic".



The pumpkin spice café by Gilmore, Laurie

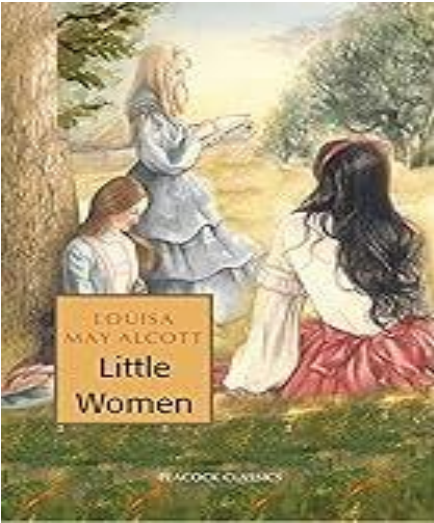
Harper Collins Publishers 2023

Acc. No.: 53894 Call No.: 823 ISBN: 9780008610678

Summary: When Jeanie's aunt gifts her the beloved Pumpkin Spice Café in the small town of Dream Harbor, Jeanie jumps at the chance for a fresh start away from her very dull desk job.

Logan is a local farmer who avoids Dream Harbor's gossip at all costs. But Jeanie's arrival disrupts Logan's routine and he wants nothing to do with the irritatingly upbeat new girl, except that he finds himself inexplicably drawn to her.

Will Jeanie's happy-go-lucky attitude win over the grumpy-but-gorgeous Logan, or has this city girl found the one person in town who won't fall for her charm, or her pumpkin spice lattes.



Little women by Alcott, Louisa May

Peacock Books 2024

Acc. No.: 53895 Call No.: 823 ISBN: 9788124805176

Summary: A staple story of womanhood united against social and economic despondencies, Little Women is the tale of four March sisters, Jo, Meg, Amy, and Beth living with their mother, Marmee. They cherish living in harmony beyond anything else. The backdrop of the novel follows the American Civil War as the March sisters' father serves in the army as a chaplain. The novel centres around Jo, a tomboy character who struggles between duty, desire, and dreams. Alcott has captured the essence of the female collective in its truest sense. Major themes of duty and growth, gender stereotyping, the danger of limiting one's potential, and love surface in the novel. It was published in two volumes in 1868 and 1869. It has numerous translations and been adapted into films with the same title. Little Women is one of the most-read novels of classic literature, promising a warm yet stimulating tale.



Expressions by Raheja, Sakshi

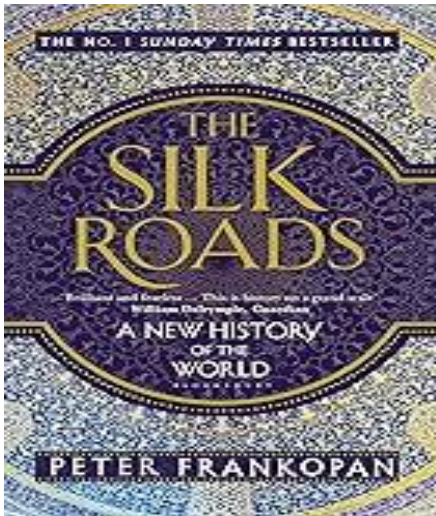
Kabdwal Book International 2025

Acc. No.: 53917 Call No.: 823 ISBN: 9788198625113

Summary: Daily detailed interactions between the author and the association with different people that makes a reason for interesting stories that revolved around what was said and felt. This book holds experiences that has been felt by the author and brought a churn of words that will definitely become a good read for all.

The author is a small-town woman by heart living in the biggest metropolitan city, Mumbai. Sakshi (the true meaning of her name Witness) has been a keen observer of life and people that make each story woven with emotions and feelings of truth that exists as a living example.

Her journey with each story hopes to make the reader observe life and feel the daily conversations that occurs between each interaction. The characters come to life as each human can somewhere resonate with these stories.

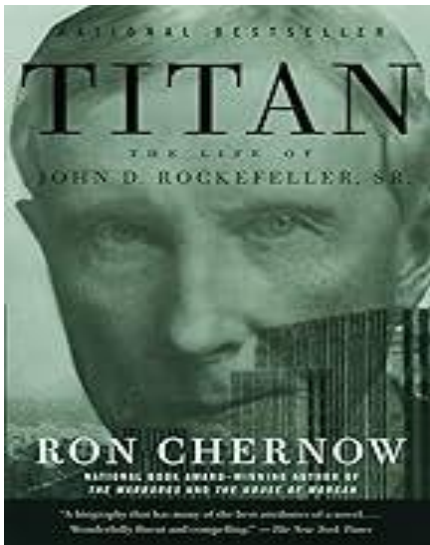


The silk roads: a new history of the World by Frankopan, Peter

Bloomsbury Publishing 2016

Acc. No.: 53815 Call No.: 909 ISBN: 9781408883136

Summary: A major reassessment of world history in light of the economic and political renaissance in the re-emerging east.? Magnificent? Sunday Times? Immensely entertaining ... so ambitious, so detailed, so fascinating! The Times For centuries, fame and fortune were to be found in the west? in the New World of the Americas. Today, it is the east which calls out to those in search of riches and adventure. Sweeping right across Central Asia and deep into China and India, a region that once took centre stage is again rising to dominate global politics, commerce and culture. A major reassessment of world history, The Silk Roads is a dazzling exploration of the forces that have driven the rise and fall of empires, determined the flow of ideas and goods and are now heralding a new dawn in international affairs.

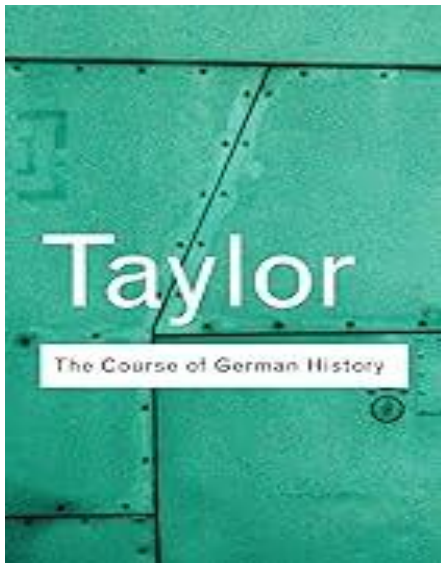


Titan: the life of John D Rockefeller by Chernow, Ron

Vintage Books 2004

Acc. No.: 54040 Call No.: 920 ISBN: 9781400077304

Summary: National Book Critics Circle Award Finalist From the acclaimed, award-winning author of Alexander Hamilton: here is the essential, endlessly engrossing biography of John D. Rockefeller, Sr.—the Jekyll-and-Hyde of American capitalism. In the course of his nearly 98 years, Rockefeller was known as both a rapacious robber baron, whose Standard Oil Company rode roughshod over an industry, and a philanthropist who donated money lavishly to universities and medical centers. He was the terror of his competitors, the bogeyman of reformers, the delight of caricaturists—and an utter enigma. Drawing on unprecedented access to Rockefeller's private papers, Chernow reconstructs his subjects' troubled origins (his father was a swindler and a bigamist) and his single-minded pursuit of wealth. But he also uncovers the profound religiosity that drove him "to give all I could"; his devotion to his father; and the wry sense of humor that made him the country's most colorful codger. Titan is a magnificent biography—balanced, revelatory, elegantly written.

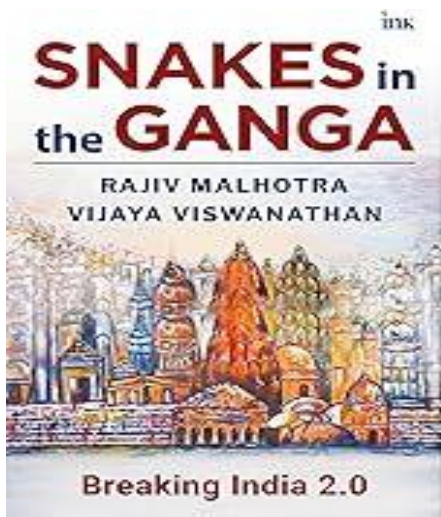


The course of German history: a survey of the development of German history since 1815 by Taylor, A J P

Routledge 2012

Acc. No.: 53876 Call No.: 943.07 ISBN: 9780415254052

Summary: One of A.J.P. Taylor's best-known books, The Course of German History is a notoriously idiosyncratic work. Composed in his famously witty style, yet succinct to the point of sharpness, this is one of the great historian's finest, if more controversial, accomplishments. As Taylor himself noted, 'the history of the Germans is a history of extremes. It contains everything except moderation.' He could, of course, simply be referring to his own book.



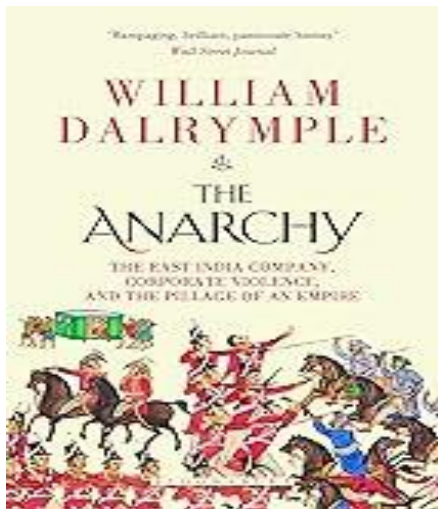
Snakes in the Ganga: breaking India 2.0 by Malhotra, Rajiv

BluOne Ink 2024

Acc. No.: 53899 Call No.: 954 ISBN: 9788196737504

Summary: Snakes in the Ganga unveils uncomfortable truths concerning India's vulnerabilities:

- Intense warfare against India's integrity is the work of a well-orchestrated global machinery driven by a new ideology.
- Marxism has been reincarnated as critical race theory in US academia and serves as the framework to address America's racism. This has been recklessly mapped on to India: Caste is equated with Race. Marginalized communities of India are considered as Blacks and Brahmins as the Whites of India. Groups claiming grievances (like Muslims and LGBTQ+) are artificially clubbed together.
- Popularly called the woke movement, the mission is to dismantle Indian civilization and heritage by waging an uncompromising war against India's government, educational institutions, culture, industry, and society.
- Harvard University is ground zero of these social theories developed in collaboration with Indian scholars, activists, journalists, and artists. This represents a clear and present danger to India's sovereignty and national security.



The anarchy: the east India company, corporate violence and the pillage of an empire by Dalrymple, William

Bloomsbury Publishing 2022

Acc. No.: 53905 Call No.: 954 ISBN: 9781526656520

Summary: A book of beauty' - Gerard DeGroot, The Times In August 1765 the East India Company defeated the young Mughal emperor and forced him to establish a new administration in his richest provinces. Run by English merchants who collected taxes using a ruthless private army, this new regime saw the East India Company transform itself from an international trading corporation into something much more unusual: an aggressive colonial power in the guise of a multinational business. William Dalrymple tells the remarkable story of the East India Company as it has never been told before, unfolding a timely cautionary tale of the first global corporate power.

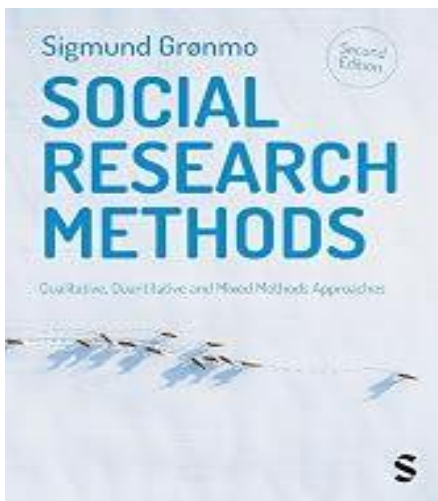


Social research methodology: qualitative and quantitative designs by Jha, Avdesh

Routledge 2024

Acc. No.: 53855 Call No.: 001.42(SR) ISBN: 9781032843315

Summary: This book provides unrivalled coverage of both quantitative and qualitative research methods, making it invaluable for anyone embarking on social research. Divided into five parts/sections, it introduces tools, techniques, critical aspects and knowledge of conducting social research, which include a detailed discussion about the basics of social research, social research problem, review of literature, hypothesis, sampling, research design, tools of research, statistics and report writing. The volume helps acquire knowledge, develop an understanding, apply the concepts in social research and curate checklists and rating scales designed to evaluate the statement of a problem, research proposal, hypothesis, different methods of research and writing research reports. It also includes a brief discussion about statistics, the style of reporting and the criteria for evaluating social research. This book will be a helpful reference/text for graduates, postgraduates, doctoral scholars and all those interested in societal development. It would also be useful to students, researchers and teachers of the various social sciences disciplines like psychology, sociology, education, social work and other allied subjects. It would be an invaluable companion to professionals and data scientists working in the field of analytics.



Social research methods: qualitative, quantitative and mixed methods approaches by Grønmo, Sigmund

Sage Publications 2024

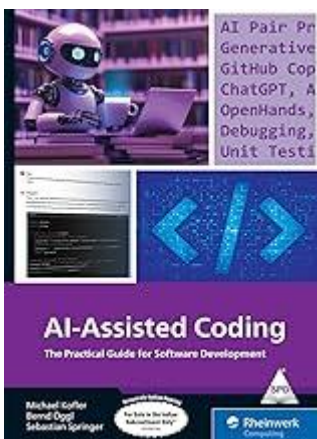
Acc. No.: 53963 Call No.: 001.42(SR) ISBN: 9781529616811

Summary: Framing research as the process of asking and answering questions, this book demonstrates how to identify good research questions and how to structure and explore them successfully.

Through real-life examples demonstrating different types of research, the book introduces qualitative, quantitative, and mixed methods approaches so you can compare different methods at every stage of the research process, from initial idea and design to data collection and analysis.

This new edition includes new chapters on collecting and analysing mixed methods data, and additional content on qualitative data analysis. New examples reflect the cultural and global diversity of social research, and extra visual aids and summaries support understanding of key research concepts and stages.

The book is accompanied by an online teaching guide, including videos, additional case studies, annotated articles, and critical thinking exercises.



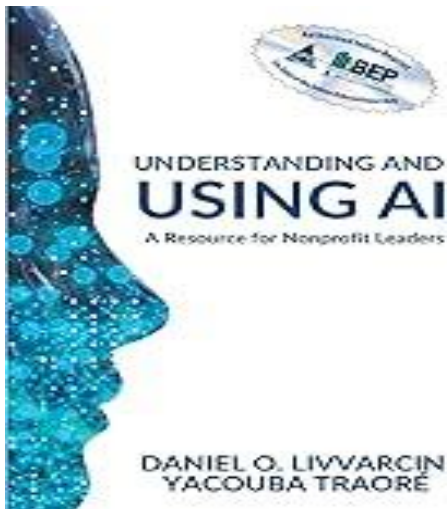
AI-assisted coding: a practical guide for software development/ by Kofler, Michael

Shroff Publishers & Distributors 2025

Acc. No.: 53974 Call No.: 006.3(AI) ISBN: 9789355427038

Summary: Generative AI is transforming software development. Learn how to make the most of modern tools like ChatGPT and GitHub Copilot to improve your coding. Automate refactoring, debugging, and other tedious tasks, and use techniques such as prompt engineering and retrieval-augmented generation to get the code you need. Follow practical examples that show how you can program faster, more efficiently, and with fewer errors with the help of AI.

- Optimize your daily development tasks with AI
- Work with tools like GitHub Copilot, ChatGPT, and OpenHands to generate code, refactor programs, and debug scripts
- Explore AI options for database design, unit testing, documentation, administration, and more



Understanding and using AI: a resource for nonprofit leaders by Livvarcin, Omer D

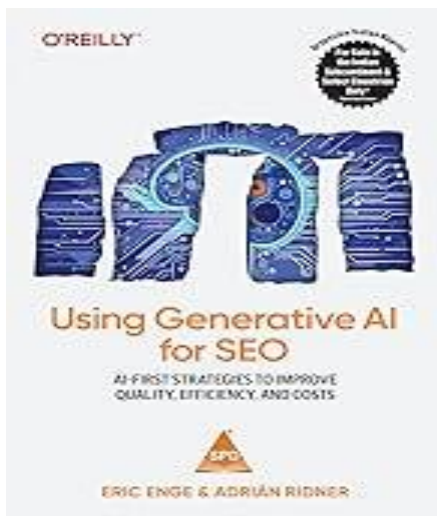
Business Expert Press 2025

Acc. No.: 53962 Call No.: 006.3(AI) ISBN: 9789355427175

Summary: Embrace the future with confidence and harness the transformative power of artificial intelligence to supercharge your nonprofit's efficiency and impact.

Guided by our motto "Don't be afraid, be prepared," this book demystifies AI, making it accessible and practical for everyday use in your organization. It provides straightforward strategies and real-world examples to show how AI can streamline operations, enhance your mission's impact, and revolutionize problem-solving.

This guide is your key to navigating the evolving landscape of nonprofit management, arming you with the tools and knowledge needed to thrive in an era of innovation. Prepare to lead your organization toward a successful, impactful future.



Using generative AI for SEO: AI-first strategies to improve quality, efficiency and costs by Enge, Eric

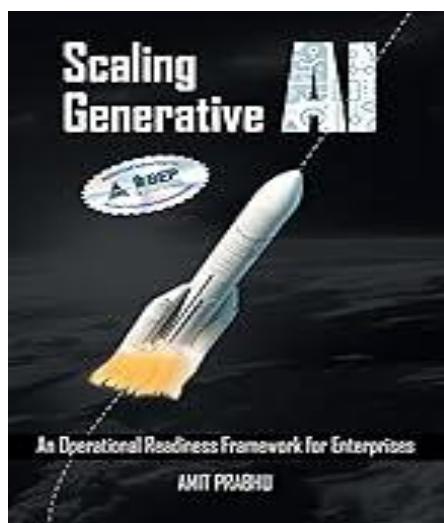
Shroff Publishers & Distributors 2025

Acc. No.: 53950 Call No.: 006.3(AI) ISBN: 9789368084013

Summary: Generative AI has brought artificial intelligence into the mainstream. The natural language capabilities of this technology provide digital marketers with exciting new ways to use AI in their day-to-day operations. Yet few SEO practitioners understand how to integrate this capability into their business.

Using Generative AI for SEO is the first authoritative book dedicated to helping SEO practitioners effectively incorporate generative AI into their work. No matter where you are in your SEO journey, it's critical to get started so that your organization can gain a competitive advantage. This book provides the necessary background, knowledge, skills, and practical examples to get you working quickly and confidently with this essential new tool.

- Understand how generative AI can help you impact SEO
- Explore practical applications you can use right now
- Learn the competencies you'll need to ensure your toolkit remains relevant
- Improve content creation throughput while improving quality
- Consider risks and limitations of AI applications in SEO
- Build a generative AI capability within your organization



Scaling generative AI: an operational readiness framework for enterprises by Prabhu, Amit

Shroff Publishers & Distributors 2025

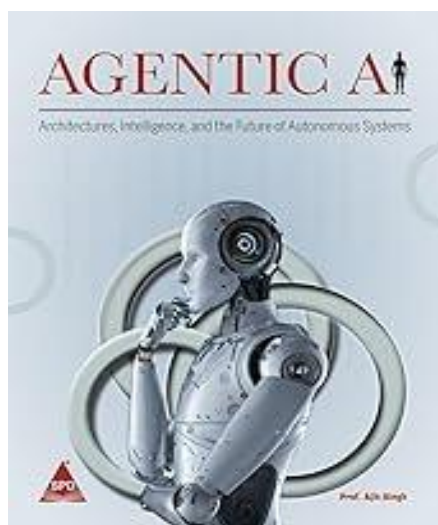
Acc. No.: 53935 Call No.: 006.3(AI) ISBN: 9789368081159

Summary: This book contains the operational readiness framework, providing step-by-step guidance to enterprises to prepare themselves for the scaled adoption of generative AI.

Different enterprises have reacted differently to the generative AI hype. The real value of generative AI lies in the scaled adoption. Only 10 percent of the enterprises have been able to scale. A staggering 90 percent of them are lagging. This has caused a “huge gap” between the scaling and lagging firms. Closing this huge gap is a daunting task.

To bridge this gap, enterprises must be operationally ready in the following four areas:

- Customer
- Technology
- Data
- People



Agentic AI: architectures, intelligence and the future of autonomous systems by Singh, Ajit

Shroff Publishers & Distributors 2025

Acc. No.: 53973 Call No.: 006.3(AI) ISBN: 9789368084921

Summary: This book offers a comprehensive introduction to the interdisciplinary world of nanoscience and nanotechnology. Bridging Physics, Chemistry, Biology, and Engineering, it provides readers with a clear understanding of nanoscale phenomena, "cutting-edge" fabrication techniques, and real-world applications in medicine, electronics, energy, and environmental science.

This book is designed for students, researchers, and curious minds to demystify the fascinating world of nanoscience and nanotechnology. From fundamental concepts to emerging applications, it serves as a gateway into a field that is reshaping our future at the atomic scale. It is rich with illustrations, key definitions, it makes complex concepts accessible and engaging for undergraduate and graduate study.



Ace the Interview Q&A Artificial Intelligence

Covers Machine Learning, Deep Learning & NLP



Ace the interview Q and A: artificial intelligence covers machine learning, deep learning and NLP by Soni, Manish

Shroff Publishers & Distributors 2025

Acc. No.: 53938 Call No.: 006.3(AI) ISBN: 9789355428684

Summary: Ace the Interviews Q&A Artificial Intelligence is your ultimate companion for mastering. Artificial Intelligence and acing interviews in this dynamic field. Covering Machine Learning (ML), Deep Learning, and Natural Language Processing (NLP), this book simplifies complex concepts with a structured Q&A format. From the basics of Supervised and Unsupervised Learning to advanced topics like Neural Networks, Transformers, and Sentiment Analysis, it equips you with the knowledge and confidence to excel.

This book goes beyond theory, offering real-world examples, industry case studies, and practical applications across domains such as healthcare, finance, autonomous systems, and customer service. It explores emerging trends like AI ethics, Explainable AI, and the integration of AI with IoT and 5G, ensuring you're prepared for the future of AI innovation.

Packed with mock interview questions, hands-on exercises, and insights into popular tools like TensorFlow and PyTorch, this book is perfect for aspiring data scientists, Machine Learning Engineers, and AI Specialists.

O'REILLY

AI Value Creators

Beyond the Generative AI User Mindset



Rob Thomas,
Paul Zikopoulos
& Kate Soule

AI value creators: beyond the generative AI user Mindset by Thomas, Rob

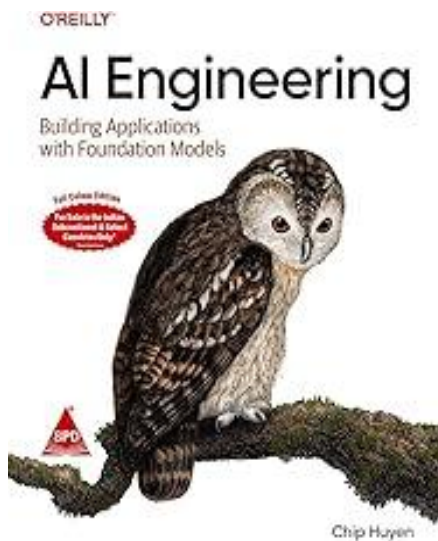
Shroff Publishers & Distributors 2025

Acc. No.: 53959 Call No.: 006.3(AI) ISBN: 9789368080411

Summary: We've arrived in a new era—GenAI is reshaping industries and decision-making processes across the board. As a result, understanding their potential and pitfalls has become crucial.

But in order to stay ahead of the curve, you'll need to develop fresh perspectives on leveraging AI beyond mere technical know-how. Geared toward business leaders and tech professionals alike, this book demystifies the strategic integration of AI into business practices, ensuring you're equipped not just to participate but to lead in this new landscape.

This insightful guide by industry leaders Rob Thomas, Paul Zikopoulos, and Kate Soule goes beyond the basics, offering real-life success stories and learned lessons to provide a blueprint for meaningful AI engagement. Whether you're a novice or a seasoned expert, you'll come away with an enhanced understanding of GenAI.



AI engineering: building applications with foundation models by Huyen, Chip

Shroff Publishers & Distributors 2025

Acc. No.: 53975 Call No.: 006.3(AI) ISBN: 9789355426666

Summary: Recent breakthroughs in AI have not only increased demand for AI products, they've also lowered the barriers to entry for those who want to build AI products. The model-as-a-service approach has transformed AI from an esoteric discipline into a powerful development tool that anyone can use. Everyone, including those with minimal or no prior AI experience, can now leverage AI models to build applications. In this book, author Chip Huyen discusses AI engineering: the process of building applications with readily available foundation models.

The book starts with an overview of AI engineering, explaining how it differs from traditional ML engineering and discussing the new AI stack. The more AI is used, the more opportunities there are for catastrophic failures, and therefore, the more important evaluation becomes. This book discusses different approaches to evaluating open-ended models, including the rapidly growing AI-as-a-judge approach.



QuickStart coding with AI: examples in Python by Soni, Manish

Shroff Publishers & Distributors 2025

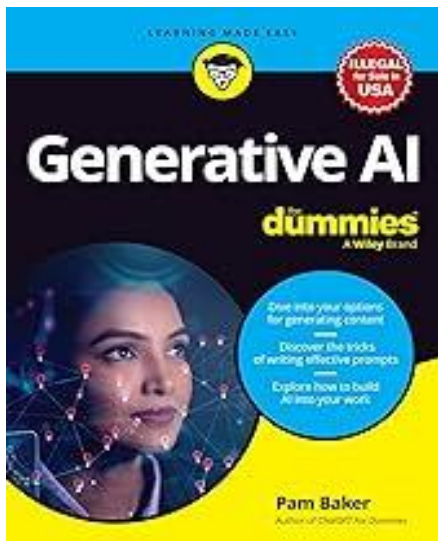
Acc. No.: 53966 Call No.: 006.3(AI) ISBN: 9789368080794

Summary: "QuickStart Coding with AI (Examples in Python)" is a beginner- friendly guide to learning Artificial Intelligence through hands-on coding. Designed for students, educators, and AI enthusiasts, this book provides clear explanations, practical examples, and real-world projects using Python.

Key Highlights:

- Covers AI fundamentals, Machine Learning, Deep Learning, NLP, and Reinforcement Learning.
- Hands-on projects like chatbots, image classification, and game-playing bots.
- Python-focused examples using libraries like TensorFlow, Scikit-learn, and Pandas.
- Perfect for beginners, with step-by-step tutorials and real-world applications.



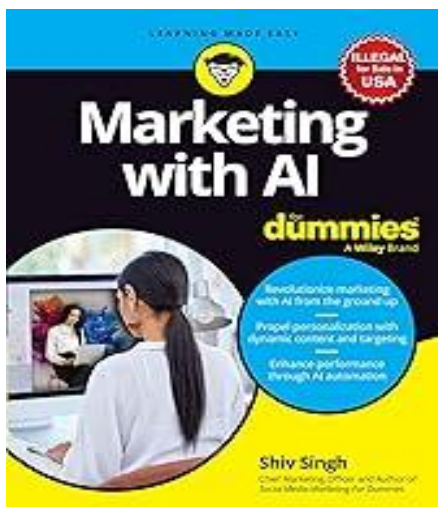


Generative AI: for dummies by Baker, Pam

Wiley India 2025

Acc. No.: 53896 Call No.: 006.3(AI) ISBN: 9789363864733

Summary: Generate a personal assistant with generative AI. Generative AI tools capable of creating text, images, and even ideas seemingly out of thin air have exploded in popularity and sophistication. This valuable technology can assist in authoring short and long-form content, producing audio and video, serving as a research assistant, and tons of other professional and personal tasks. *Generative AI For Dummies* is your roadmap to using the world of artificial intelligence to enhance your personal and professional lives. You'll learn how to identify the best platforms for your needs and write the prompts that coax out the content you want. Written by the best-selling author of *ChatGPT for Dummies*, this book is the ideal place to start when you're ready to fully dive into the world of generative AI.

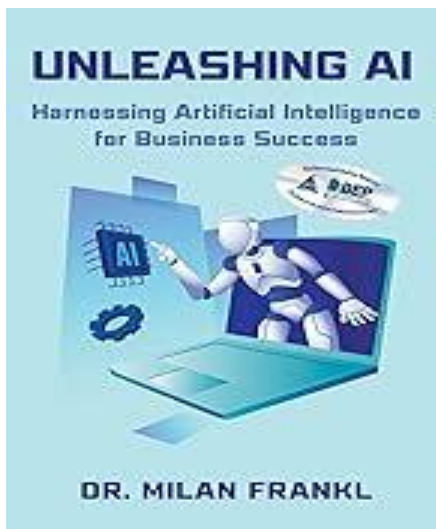


Marketing with AI: for dummies by Singh, Shiv

Wiley India 2025

Acc. No.: 53898 Call No.: 006.3(AI) ISBN: 9789363864061

Summary: Stay ahead in the marketing game by harnessing the power of artificial intelligence. *Marketing with AI For Dummies* is your introduction to the revolution that's occurring in the marketing industry, thanks to artificial intelligence tools that can create text, images, audio, video, websites, and beyond. This book captures the insight of leading marketing executive Shiv Singh on how AI will change marketing, helping new and experienced marketers tackle AI marketing plans, content, creative assets, and localized campaigns. You'll also learn to manage SEO and customer personalization with powerful new technologies.



Unleashing AI: harnessing artificial intelligence for business success
by Frankl, Milan

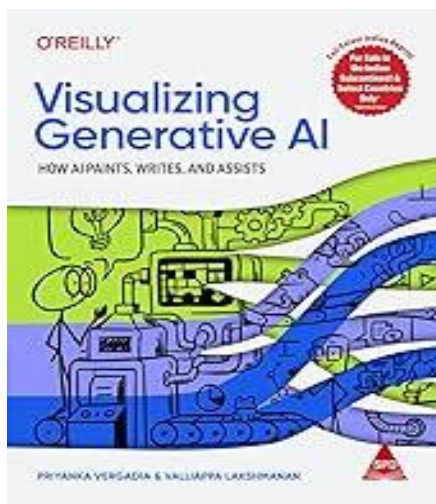
Business Expert Press 2025

Acc. No.: 53964 Call No.: 006.3(AI) ISBN: 9789368084952

Summary: Unleashing AI: Harnessing Artificial Intelligence for Business Success is a comprehensive guide for business leaders, professionals, and entrepreneurs looking to understand and leverage the transformative potential of AI technologies.

Unleashing AI is an actionable resource that equips the readers with the knowledge and strategies to harness the power of AI for competitive advantage. This book goes beyond the hype and technical jargon, offering a clear and accessible exploration of AI's applications, implementation challenges, and ethical considerations.

It reviews the fundamental concepts of AI, its applications across various business functions, and the ethical considerations associated with its deployment. Through detailed chapters and practical insights, readers will gain a deep understanding of how to integrate AI into their business strategies to drive innovation, efficiency, and competitive advantage.



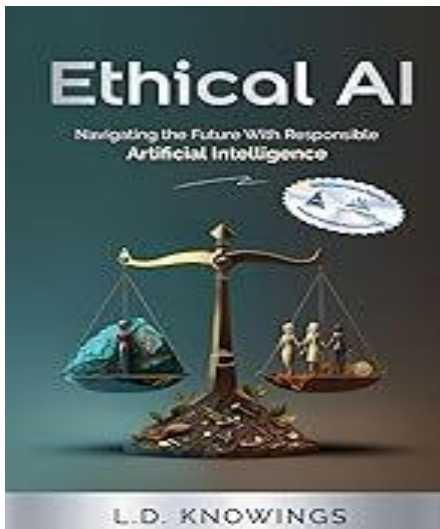
Visualizing generative AI: how AI paints, writes and assists
by Vergadia, Priyanka

Shroff Publishers & Distributors 2026

Acc. No.: 53967 Call No.: 006.3(AI) ISBN: 9789368085294

Summary: Generative AI has the potential to innovate and evolve business processes, but workers are still figuring out how to build with, optimize, and prompt GenAI tools to fit their needs. And of course, there are pitfalls to avoid, like security risks and hallucinations. Getting it right requires an intuitive understanding of the technology's capabilities and limitations. This approachable guidebook helps learners of all levels navigate GenAI and have fun while doing it.

Loaded with insightful diagrams and illustrations, Visualizing Generative AI is the perfect entry point for curious IT professionals, business leaders who want to stay on top of the latest technologies, students exploring careers in cloud computing and AI, and anyone else interested in getting started with GenAI. You'll traverse the generative AI landscape, exploring everything from how this technology works to the ways organizations are already leveraging it to great success.



Ethical AI: navigating the future with responsible artificial intelligence
by Knowings, L D

Shroff Publishers & Distributors 2025

Acc. No.: 53946 Call No.: 006.3(AI) ISBN: 9789355426338

Summary: This book opens the door to not only understanding AI but also harnessing its capabilities and applying them in your work, irrespective of your industry.

Inside, you will discover:

- The key to deciphering the world of AI, making complex concepts accessible and fascinating get to know the amazing capabilities of thinking machines!
- The inner workings of Machine Learning and Deep Learning be fascinated by how they serve as AI's foundational pillars!
- Practical, transformative applications of AI across multiple industries including yours you will be surprised at how AI is basically everywhere!
- Step-by-step guidelines to design and implement effective AI solutions in your workplace adapt the technology that can lead your organization to success!



Generative AI with Python: the developer's guide to pretrained LLMs, vector databases, retrieval augmented generation, and agentic systems by Gollnick, Bert

Shroff Publishers & Distributors 2025

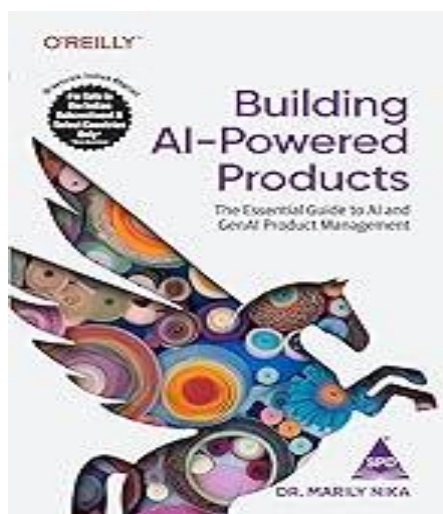
Acc. No.: 53939 Call No.: 006.3(AI) ISBN: 9789355428592

Summary: Your guide to generative AI with Python is here! Work with LLMs using Python with the help of tools like OpenAI and LangChain. This guide gives you all you need to become an AI master!

Work with pretrained LLM and NLP models on Hugging Face and LangChain

Create vector databases and implement retrieval-augmented generation

Add an agentic system using frameworks such as crewAI and AutoGen
Large Language Models: Set up LLMs and then learn how to apply your models using Python. Walk through the available tools: OpenAI, Meta's Llama model family, Mistral models via Groq, and open-source LLMs. Work with prompt templates, chains, and more.

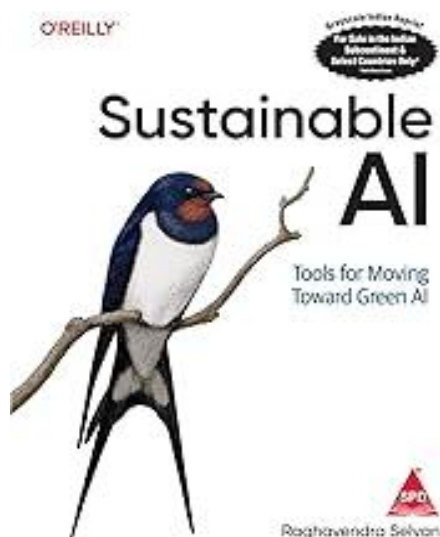


Building AI-powered products: the essential guide to AI and gen AI product management by Nika, Marily

Shroff Publishers & Distributors 2025

Acc. No.: 53969 Call No.: 006.3(AI) ISBN: 9789355429353

Summary: Drawing from her experience at Google and Meta, Dr. Marily Nika delivers the definitive guide for product managers building AI and GenAI powered products. Packed with smart strategies, actionable tools, and real-world examples, this book breaks down the complex world of AI agents and generative AI products into a playbook for driving innovation to help product leaders bridge the gap between niche AI and GenAI technologies and user pain points. Whether you're already leading product teams or are an aspiring product manager, and regardless of your prior knowledge with AI, this guide will empower you to confidently navigate every stage of the AI product lifecycle.



Sustainable AI: Tools for moving toward green AI by Selvan, Raghavendra

Shroff Publishers & Distributors Pvt. Ltd. 2025

Acc. No.: 53942 Call No.: 006.3(AI) ISBN: 9789368085492

Summary: In the era of big data and even bigger machine learning models powering the current generative AI revolution, the environmental footprint of these developments can no longer be ignored. This much-needed guide confronts the challenge head-on, offering a groundbreaking exploration into making deep learning (DL) both efficient and accessible. Author Raghavendra Selvan exposes the high costs both environmental and economic of traditional DL methods and presents practical solutions that pave the way for a more sustainable AI.

This essential read is for anyone in the machine learning field, from the academic researcher to the industry practitioner, who wants to make a meaningful impact on both their work and the world. This book enables readers to be agents of change toward a more sustainable and inclusive technological future.



Generative AI by Geetha, T V

Pearson Education 2026

Acc. No.: 53922 Call No.: 006.3(AI) ISBN: 9789367130520

Summary: A comprehensive guide to understanding and exploring the dynamic world of generative artificial intelligence.

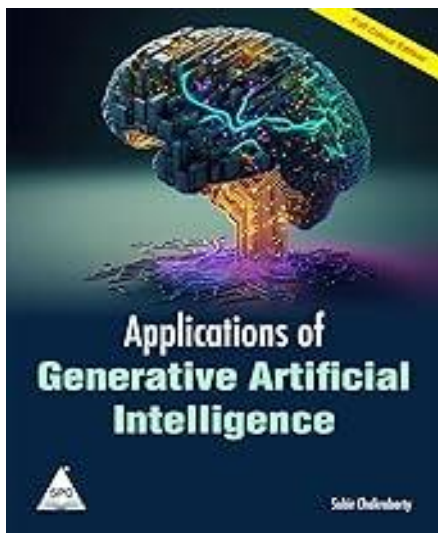
Bridges the gap between theoretical concepts and real-world applications of generative AI.

Explains how generative AI integrates with core technologies like machine learning and deep learning.

Offers in-depth insights into the foundational principles and most recent advancements in the field.

Suitable for students, researchers, and industry professionals

Equips readers with the knowledge and tools to harness the transformative power of generative AI in various domains.



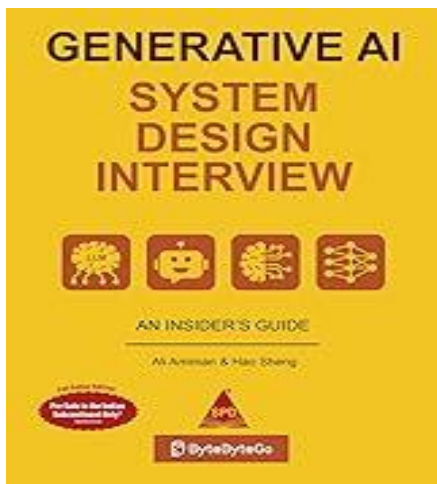
Applications of generative artificial intelligence by Chakrabarty, Subir

Shroff Publishers & Distributors 2025

Acc. No.: 53936 Call No.: 006.3(AI) ISBN: 9789368085621

Summary: Generative AI transforms the way we intermingle with machines and tries to transfigure the way we live. The potential of generative AI is more exciting than we earlier thought possible. Since our earliest days, we have sought opportunities to generate original creations. In modern times, we have found ourselves rushing to bookshops at midnight to buy stories about a fictional wizard, because the combination of letters creates a narrative that motivates us to turn the page and find out what happens to our main actors.

It is therefore not surprising that humanity has started to ask the question - can we create something that is in itself creative? This is the question that generative artificial intelligence aims to answer.



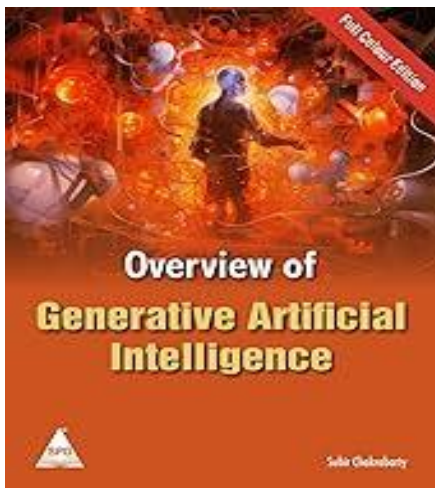
Generative AI system design interview by Aminian, Ali

Shroff Publishers & Distributors 2024

Acc. No.: 53937 Call No.: 006.3(AI) ISBN: 9789355424969

Summary: Designing generative AI (GenAI) systems for interviews can be complex and challenging. This book offers a clear and structured approach to help you tackle a wide range of GenAI system design questions. It provides a practical framework and real-world examples to make learning these concepts easier.

This book complements our ML System Design Interview book. While the first book focuses on topics such as search and recommendation systems, this one centers on generative systems, with detailed examples and explanations to help you understand how GenAI systems are built in practice.



Overview of generative artificial intelligence by Chakrabarty, Subir

Shroff Publishers & Distributors 2025

Acc. No.: 53941 Call No.: 006.3(AI) ISBN: 9789368089919

Summary: Generative AI transforms the way we intermingle with machines and tries to transfigure the way we live. The potential of Generative AI is more exciting than we earlier thought. Since our earliest days, we have sought opportunities to generate original creations.

In modern times, we have found ourselves rushing to bookshops at midnight to buy stories about a fictional wizard, because the combination of letters creates a narrative that motivates us to turn the page and find out what happens to our main actors.

It is therefore not surprising that humanity has started asking question - Can we create something that is in itself creative? This is the question that: Overview of Generative Artificial Intelligence aims to answer.



QuickStart Generative AI



Quick start generative AI by Soni, Manish

Shroff Publishers & Distributors 2025

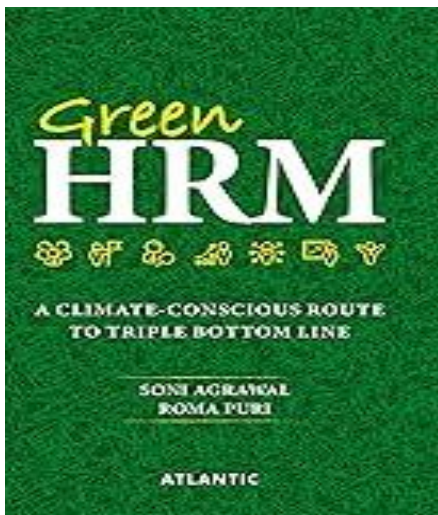
Acc. No.: 53945 Call No.: 006.3(AI) ISBN: 9789368084181

Summary: Unlock the power of Generative AI with this all-in-one resource designed for students, professionals, and enthusiasts alike. This book is more than just theory; it's a practical learning hub packed with interactive features to ensure a hands-on understanding of Generative AI concepts and techniques.

Key Features Include:

- Online Test Papers: Assess your knowledge with curated online tests designed to evaluate and enhance your learning.
- Video Tutorials: Learn at your own pace with in-depth video tutorials that bring complex AI concepts to life.
- Practice Questions Videos: Master essential topics with problem-solving videos that explain step-by-step solutions.
- Comprehensive Exercises: Strengthen your skills with numerous exercises tailored to real-world applications.

Whether you are a beginner looking to start your AI journey or an experienced learner aiming to deepen your expertise, this book provides everything you need for success in the evolving world of Generative AI.



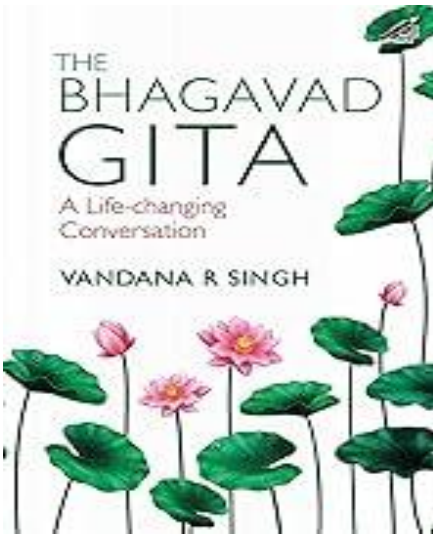
Green HRM: a climate-conscious route to triple bottom line by Agrawal, Soni

Atlantic Publishers & Distributors 2024 Acc. No.: 53906 Call No.: 658.3(HR) ISBN: 9788126938872

Summary: HR's strategic role in an organization can help save the planet while driving profits for the company!

Do organizations see sustainability as a solo initiative of a department to fulfil statutory requirements or is it an investment towards the well-being of people, planet and profitability? If so, then how important is the contribution of HR towards the greening of an organization?

The book is an industrious guide on Green HRM and sustainability practices towards fulfilling the three-pronged goals of triple bottom line. Through the success stories of employees as change agents, it showcases how Green HRM can mesh sustainability with strategy by linking organizational factors such as vision and mission, leadership, organizational culture and employees' pro-environmental attitude with the organization's profit goals.

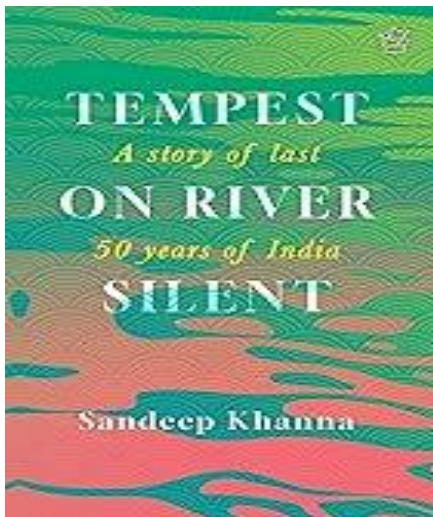


The Bhagavad Gita: a life-changing conversation by Singh, Vandana R

Niyogi Books 2022

Acc. No.: 53572 Call No.: 658.314 (NY) ISBN: 9789391125080

Summary: This book, decodes life lessons from each section of the Gita, looking at this ancient text through a twenty-first century prism. For most of us the Gita evokes an image of Krishna addressing Arjuna who is dutifully kneeling before him with folded hands, with a chariot and the battlefield as a backdrop. We have seen versions of this image on wall calendars, diaries, amateur paintings, and on walls of religious spaces. Year after year, our; exposure to the Gita remains limited to these fleeting visual engagements as they become part of our muscle memory as we go about our chores.



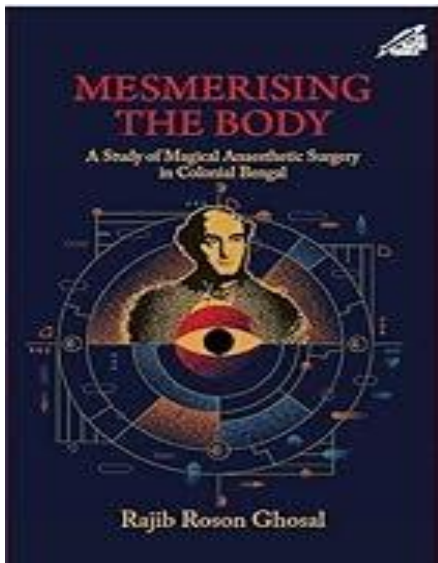
Tempest on river silent: a story of last 50 years of India by Khanna, Sandeep

Niyogi Books 2025

Acc. No.: 53569 Call No.: 658.314 (NY) ISBN: 9788119626236

Summary: Devavratt and his friends navigate the rapidly changing landscape of their homeland, moving from the bustling school and college corridors of the 70s and 80s to the dynamic corporate offices of the 21st century. Their dreams and challenges unfold against the backdrop of a modernizing India. Through heartfelt conversations and spirited debates, playful pranks and nostalgic reunions, the characters delve into nationalism, cultural pride, social-economic changes in India, love, friendship and spirituality.

Will Dev's life remain a silent river or will the tempest of change cause turbulence; will he find harmony amidst the turmoil or fail to cope?



Mesmerising the body: a study of magical anaesthetic surgery in colonial Bengal by Ghosal, Rajib Roson

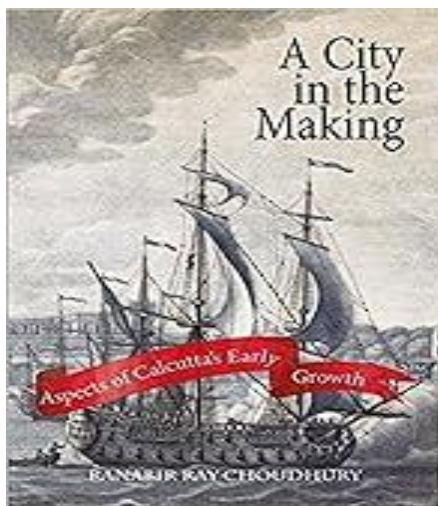
Niyogi Books 2026

Acc. No.: 53544 Call No.: 658.314 (NY) ISBN: 9788199249417

Summary: Can surgery be painless without modern anesthetics such as ether, chloroform, or chemical sedation? The surprising answer is yes. Before the development of chemical anesthesia, mesmerism was used to numb patients' bodies, enabling painless surgeries. Mesmerism, which originated in Vienna, found remarkable success in colonial Bengal thanks to the groundbreaking work of Dr James Esdaile. Ghosal's book, *Mesmerising the Body*, explores this unique chapter in Indian medical history, drawing on rich archival records, medical reports, and contemporary accounts.

The book also explores how mesmerism transitioned from a medical practice to a topic of folklore in Bengali literature during the twentieth century.

With its thorough research and engaging narrative, the book offers valuable insights into a fascinating aspect of medical history. This work is essential reading for historians, medical scholars, and curious readers interested in the intersection of medicine and history.

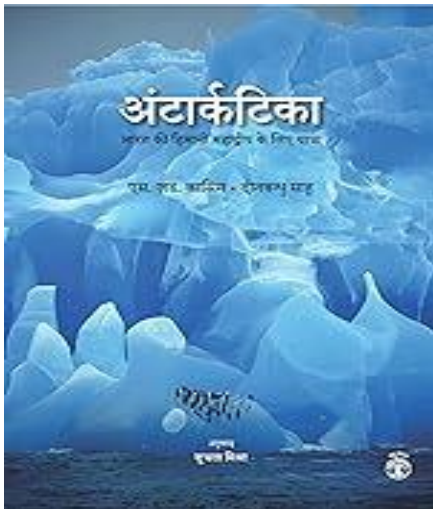


A city in the making: aspects of Calcutta's early growth by Choudhury, Ranabir. Ray

Niyogi Books 2016

Acc. No.: 53573 Call No.: 658.314 (NY) ISBN: 9789385285288

Summary: When Job Charnock landed at Sutanati in 1690 the place was no more than an ordinary Bengal village on the banks of the Hooghly. Yet, by the middle of the nineteenth century, it was being described as the second city of the British Empire. With the help of archival records, this volume plots the various stages of the journey on the part of the three villages of Sutanati, Kalikata and Gobindapur which collectively came to be called Calcutta (renamed Kolkata). The story is broken up into three sections the first of which deals with the unplanned growth of the place till the town fell to the forces led by the nawab, Shiraj-ud-Daula, in 1756. During this time the main effort on the part of the authorities was directed at cleaning up the place and setting up essential facilities such as a hospital, a jail, a mayor's court, strengthening the banks of the river, etc.

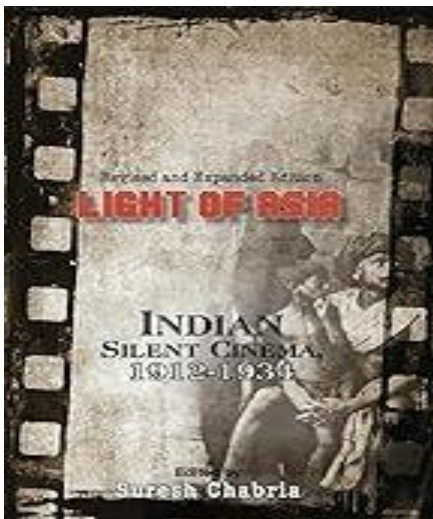


Antarctica: Bharat ki Himani Mahadwip ke liye yatra by Qasim, S Z

Niyogi Books 2019

Acc. No.: 53548 Call No.: 658.314 (NY) ISBN: 9789386906571

Summary: अंटार्कटिका, रहस्य और चमत्कार की भूमि, पृथ्वी का आखिरी महान जंगल है। पचास लाख साल पहले, यह कई प्रकार के जानवरों और पौधों के साथ सदाबहार जंगल था। आज, महाद्वीप एक सफेद रेगिस्तान है और दुनिया में सबसे ठंडा, सबसे शुष्क, तूफानी, हवादार और सबसे अधिक पहुंचने योग्य स्थान माना जाता है। यह चरम सीमा का एक महाद्वीप है। निरंतर दिन के लगभग छह महीने, निरंतर रात के छह महीने, सबसे कम तापमान -89.60 डिग्री सेल्सियस, और हवाएं जो बर्फबारी के दौरान प्रति घंटे 190 किमी प्रति घंटा तक पहुंचती हैं, इस महाद्वीप को एक अद्वितीय स्थान बनाती हैं। इस नो-मैन के महाद्वीप में बर्फ के रूप में दुनिया के ताजे पानी के जमा का लगभग 90 प्रतिशत हिस्सा है। यदि बर्फ पिघलने की अनुमति है, तो पृथ्वी का समुद्र-स्तर कई मीटर तक बढ़ जाएगा जिससे पृथ्वी का एक बड़ा हिस्सा जलमग्न हो जाएगा। इस दूरस्थ, पृथक और चरम महाद्वीप की भारत की यात्रा ज्ञान की खोज में और इसके रहस्य को सुलझान की इच्छा के साथ शुरू हुई। अंटार्कटिका: जमे हुए महाद्वीप की भारत की यात्रा एक यात्रा, एक मिशन, एक पहल, एक चुनौती, एक रोमांच, एक सपना, और अंत में, दुनिया में भारत की वैज्ञानिक क्षमता स्थापित करने के बारे में है।

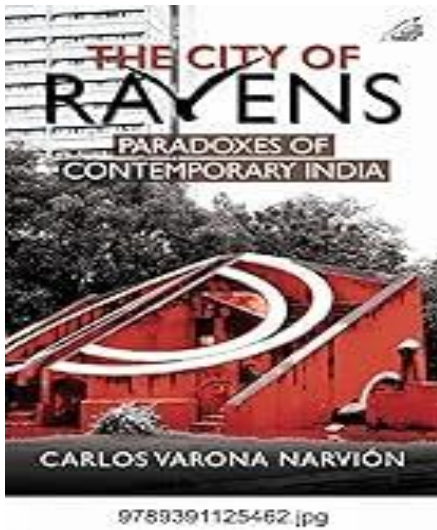


Light of Asia: Indian silent cinema 1912-1934 by Chabria, Suresh

Niyogi Books 2013

Acc. No.: 53543 Call No.: 658.314 (NY) ISBN: 9789383098026

Summary: Light of Asia: Indian Silent Cinema, 1912- 1934 in its new avatar celebrates the centenary of Indian cinema and the release of Dadasaheb Phalke and 's Raja Harishchandra in 1913 . It provides a close-up view of the nascent days of Indian filmmaking and the first steps that led to the crest where the Indian movie industry rests today. Extensively researched and updated data, archival records, new essays by celebrated film historians and commentators, crisp reproductions of silent film still, photos of emerging movie moghuls, journal covers, colour posters of films and quaint publicity material of the times and ndash; unearthed and restored by the National Film Archive of India and ndash; lend that unique, extra edge to this story of intellectual pursuit coupled with romantic vision. Along this journey of discovery, invention, technological wizardry and imagination, Indian silent cinema transformed myth and illusion into reality with magical ease for its viewers, involving the subtle interplay of light and shade, black and white, romance and betrayal, fact and fantasy. This book is a tribute to the Indian silent film era and ndash; cradle to the century-old exciting, pulsating and burgeoning Indian silver screen world of the 21st century.



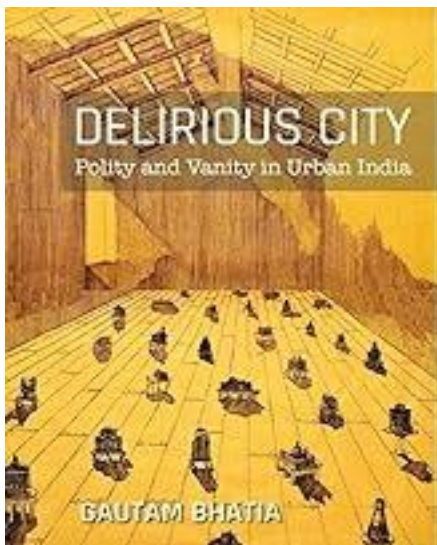
The city of ravens: paradoxes of contemporary India by Narvi3n, Carlos Varona

Niyogi Books 2022

Acc. No.: 53538 Call No.: 658.314 (NY) ISBN: 9789391125462

Summary: The narrator at the beginning of this account wonders about one of the most fabulous countries on earth, a country often torn by extremes, by the most beautiful and the most atrocious experiences, the most spiritual and the most sordid.

The plot of *The City of Ravens: Paradoxes of Contemporary India* begins with a Spanish architect's trip to Delhi to build the mansion of a wealthy businessman there. During his four-year long stay in the capital, he will have the opportunity to travel throughout the country and reflect on its music, its mythology, its architecture, history, mysticism, that is, all the aspects that make this country unique. The difficult balance between ancestral traditions and modernity; between the excessive and the minuscule; between elegance and kitsch; this is the great challenge of India that the gaze of this observer, devoted to what he sees, discerns.

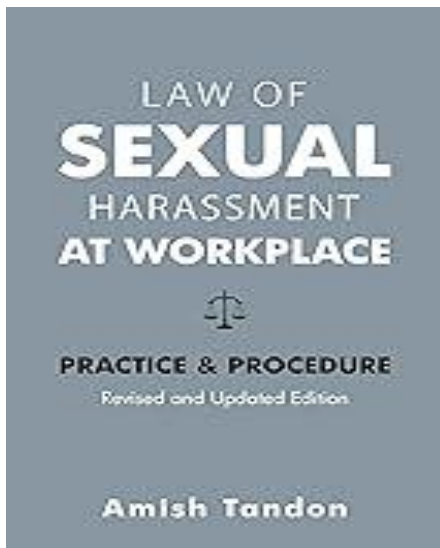


Delirious city: polity and vanity in urban India by Bhatia, Gautam

Niyogi Books 2019

Acc. No.: 53575 Call No.: 658.314 (NY) ISBN: 9789389136104

Summary: This book grew out of a grainy combination of despair and delight that afflicts the residents of every Indian city. *Delirious City* is as much a collision of various mediums as it is of mixed messages, concocted out of a desperate urge to make sense of the city, its residents, their aspirations, and their perennial expectations. Its aim is to rile and provoke the reader with a disparate arc of writing, drawing, painting, sculpture, and architecture, and relieve the mood in satire. Daily life, events, places, and personalities—houses, builders, parks, malls, bureaucrats, politicians, the rich, the poor, the labourer and the liquor baron—all are condensed as a virulent strain of muddled voices that describe our civic reality. Bitter tragedy, urban despair, and personal desire emerge in daily urban encounters and manifest a euphoric edge, often yielding to subversive comedy. The discourse begins then by describing urban life as it exists, proceeds down the path of memory to state something of how it used to be, and finally addresses the hope of a different future—of how we may begin to view the places we make with optimism and hope. Sometimes architectural, sometimes cultural—but frequently facetious and farcical—*Delirious City* imitates life in the Indian city.

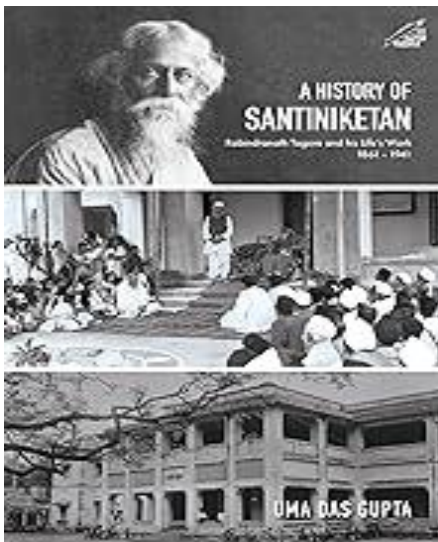


Law of sexual harassment at workplace: practice & procedure by Tandon, Amish

Niyogi Books 2025

Acc. No.: 53542 Call No.: 658.314 (NY) ISBN: 9789385285837

Summary: Sexual harassment is one of the synonyms of 'gender discrimination' or 'gender inequality. It is one of the anti-thesis to gender equality. There is no country with perfect equality. All countries suffer some loss in achievements when gender inequality is taken into account. Focusing primarily on the commercial angle to the issue, this book attempts to holistically analyse the Indian law on sexual harassment at workplace by resorting to a point-by-point examination of all components thereof. As regards judicial precedents, this work attempts to cover all relevant judgements passed by Indian courts from 1997 (when this subject entered the Indian legal domain) until June 2017. For ease of understanding, the authorship offers a section-by-section analysis of the Act; Along a reflection of the general scheme of law on sexual harassment. This work hopes to serve the needs of lawyers, law students, organizations, NGOs as also of all persons interested in gaining insight into this law.



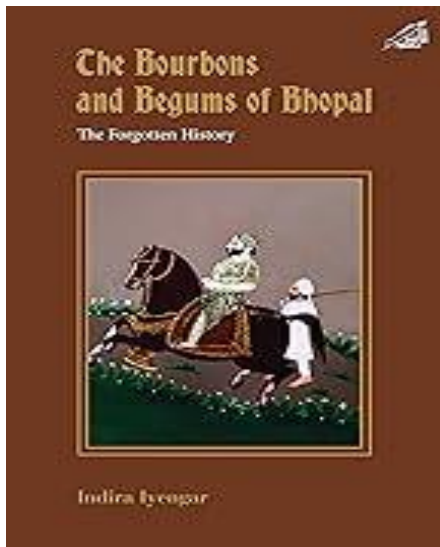
A history of Santiniketan: Rabindranath Tagore and his life's work by Gupta, Uma Das

Niyogi Books 2025

Acc. No.: 53539 Call No.: 658.314 (NY) ISBN: 9788199024311

Summary: Rabindranath Tagore considered himself, above all else, a poet. Yet, beyond his vast literary legacy, there was another passion that shaped the very core of his life — his commitment to education. He saw this not as a secondary pursuit, but as his true mission, one that ultimately found expression in the creation of Visva-Bharati University. Set within the twin campuses of Santiniketan and Sriniketan in the gentle landscape of southern Bengal, roughly a hundred miles from Calcutta, this institution became the living heart of his philosophy.

Building on the author's earlier work, A History of Sriniketan: Rabindranath Tagore's Pioneering Work in Rural Reconstruction (Niyogi Books, 2022), this companion volume explores Tagore's transformative vision of education. From the founding of his experimental school in 1901 to the establishment of an international university and a centre for rural reconstruction in 1921–1922, Tagore's ideas redefined what learning could mean. His educational philosophy transcended political boundaries, seeking to nurture a shared sense of global humanity rather than uphold the divisions of nation-states.

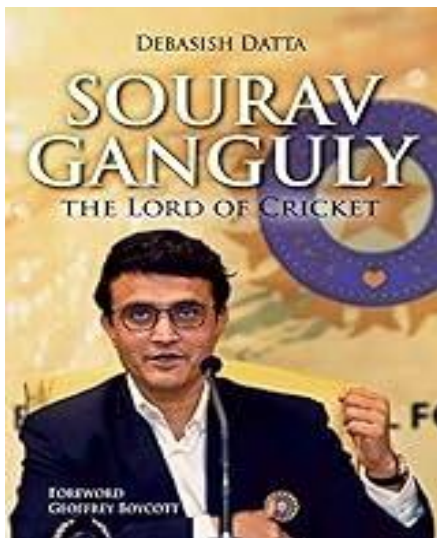


The bourbons and begums of Bhopal: the forgotten history by Iyengar, Indira

Niyogi Books 2018

Acc. No.: 53570 Call No.: 658.314 (NY) ISBN: 9789386906380

Summary: Magdaline Bourbon was a descendant of Jean Philippe de Bourbon, who arrived in India in the 1560s and was appointed a senior official by the Mughal Emperor Akbar, at his court in Delhi. Regarded as a son of the Bourbon royal family of France, Jean Philippe de Bourbon was known as the Raja of Shergarh and established a dynasty in India. In the late 1700s the family moved to Bhopal and played a crucial role in supporting the ruling Begums of the state. The Bourbons' bravery, administrative acumen and sound advice helped in the development of Bhopal, where their deeds are still remembered. The harmonious coexistence of different communities in Bhopal during the rule of the Begums, is also a valuable historical memory worth remembering. In this historical account with a personal flavour, Indira Iyengar, the daughter of Magdaline Bourbon, records her mother's memories, traces the fascinating history of the Bourbons of Bhopal and reminds us of life in a romantic and swashbuckling time.

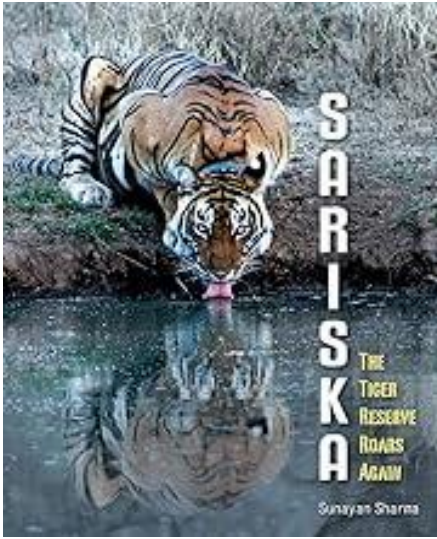


Sourav Ganguly: the Lord of cricket by Datta, Debasish

Niyogi Books 2020

Acc. No.: 53577 Call No.: 658.314 (NY) ISBN: 9789389136357

Summary: Some love Sourav Ganguly, others love to hate him, but no one can ignore him. Sourav Ganguly: the Lord of cricket is about the man, The leader, the motivator and the icon whom youngsters admire. This book is a tribute to the grit, courage and dedication of the man who taught Indian cricketers to dream. He is the man who can be credited with building team India, brick by brick. The story of source Ganguly is essentially that of a bright young lad's metamorphosis into a leader in a battlefield called cricket. It is the kind of stuff that fairy tales are made of. This new edition features chapters on saurav's life after his years of playing cricket for India, as he became President of the cricket association of Bengal, host of the popular show dadagiri and a supporter of football. A new Phase has begun in saurav's career with his taking on the role of President of the BCCI. Including an updated Chapter on sources Cricketing statistics, this book is a must-have for all cricket fans.

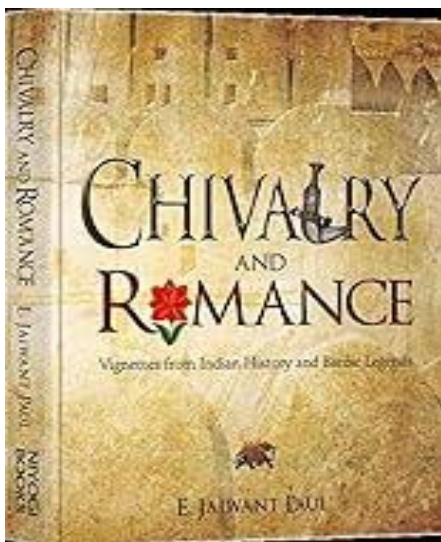


Sariska: the tiger reserve roars again by Sharma, Sunayan

Niyogi Books 2015

Acc. No.: 53536 Call No.: 658.314 (NY) ISBN: 9789383098712

Summary: Sariska, in Rajasthan, has been one of the most famous national parks in India, especially for its tigers. However, it had lost every single one of its tiger populations to poachers a decade ago. The revelation was devastating. It sent shock waves not only throughout India but also abroad. After much discussions, apprehensions, arguments, legal battles and interference of the Prime Minister, a few tigers were shifted from Ranthambhore to Sariska. This was the first such experiment anywhere in the world which turned out to be a grand success. Sariska has now more than a dozen tigers. This and several other such interesting and revealing experiments are discussed in this book by the one who was directly involved in these developments. The author, then field director of Sariska, describes his first-hand experiences in a most thrilling and revealing manner. The challenges faced by the author on creating waterholes for the wild animals, strengthening check posts to stop poaching, confrontations with villagers and local politicians and so on are described in detail. The book will doubtlessly be a valuable addition to the existing thin wildlife literature. This will be a valuable possession for not only wildlife lovers and administrators, especially of national parks but also for environmental and social organisations as well as students.

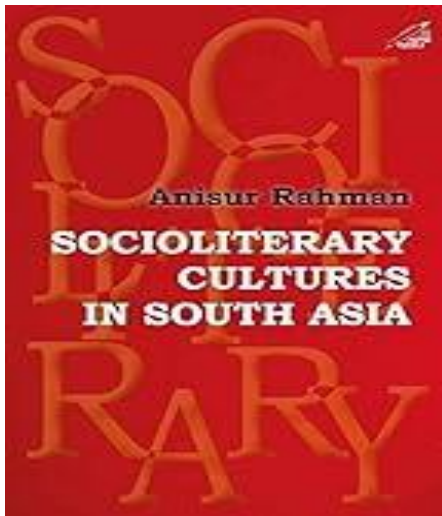


Chivalry and romance: Vignettes from Indian history and bardic legends by Paul, E Jaiwant

Niyogi Books 2013

Acc. No.: 53574 Call No.: 658.314 (NY) ISBN: 9789381523896

Summary: These stories of chivalry and romance that cover several centuries are based both on history and the epic poetry of the great bards. Great literature enhances the appeal of history and the bards gave complete freedom to their fervid, imaginative verse about war, bravery, love, great deeds, glory, sacrifice and death. The historical events and bardic legends in these vignettes relate generally to Rajasthan, central and western India, but some cover a larger geographical canvas of the country.



Socioliterary cultures in South Asia by Rahman, Anisur

Niyogi Books 2019

Acc. No.: 53537 Call No.: 658.314 (NY) ISBN: 9789386906953

Summary: Socioliterary cultures in South Asia presents seventeen studies on authors, texts and issues under three sections that represent different secular traditions, imaginative landscapes and realistic configurations. It examines social, political, secular and cultural texts from five South Asian sites—India, Pakistan, Afghanistan, Bangladesh and Sri Lanka represent a larger kaleidoscope of ancient and modern heritages. It appraises personal and collective histories in terms of time, memory and myth, spells out stages in the formation of canons and identities and considers the problematic of survival in the maze of ideological formulations in different South Asian locations. Drawing upon a rich variety of verbal and performance texts, the book examines the vitality of authorial imagination, hybrid thought patterns and indigenous expression. The merit of the book lies in how it develops a larger view of South Asia as a veritable cultural space marked for the richness of its diversity rather than the illusion of its unity.



Basics of architectural design by Maan, Pradeep Singh

Niyogi Books 2025

Acc. No.: 53540 Call No.: 658.314 (NY) ISBN: 9788119626984

Summary: As its title suggests, Basics of Architectural Design equips designers with fundamental techniques and principles—the building blocks of their craft. It digs into the foundational elements of design while sprinkling in a healthy dose of wit and insight. Yet, beyond technical prowess, there lies a loftier purpose. For, as the author explains, architecture isn't just about aesthetics; it's also about societal responsibility, cultural resonance, environmental stewardship and personal aspirations. It's about weaving narratives into the very fabric of our cities.

While this book covers the basics, it leaves room for individual expression. The true magic lies in what each architect chooses to do with this knowledge. Pradeep Singh Maan concedes that no manual can ever prescribe the soul of a design—the whispered conversations between creator and context. This handy book, complete with illustrations and useful tips, will, however, go a long way in helping an aspiring architect pave his or her path.

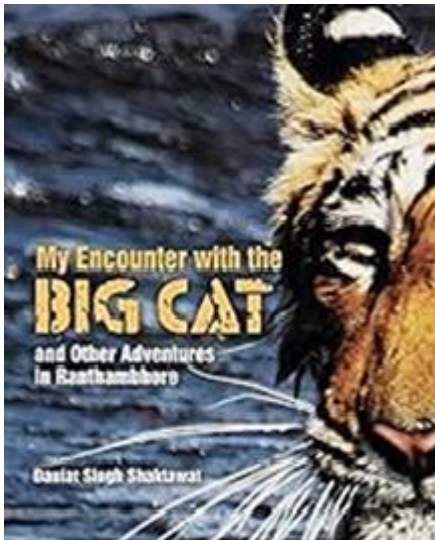


Lata Mangeshkar in her own voice by Kabir, Nasreen Munni

Niyogi Books 2019

Acc. No.: 53541 Call No.: 658.314 (NY) ISBN: 9789389136319

Summary: Since 1949, when Lata Mangeshkar was first noticed for her extraordinary singing talent in the Mahal song 'Aayega aanewala, her magical voice has taken a firm hold of the Indian imagination. The tuneful purity and timeless quality of her voice have had a profound impact. For over six decades, as the much-loved singer, she has reigned supreme in Indian film music and has been conferred in 2001, the Bharat Ratna, India's highest civilian honour. Lata Mangeshkar has recorded more songs than anyone else in the world and yet, despite her extraordinary fame, she is a deeply private person who has mostly shied away from glitz and glamour. Lata Mangeshkar...in her own voice— this revised edition is a series of fascinating conversations between Lata Mangeshkar and Nasreen Munni Kabir that takes us into the world of India's most gifted singer and reveals the person behind the voice that has provided the soundtrack for the lives of billions.

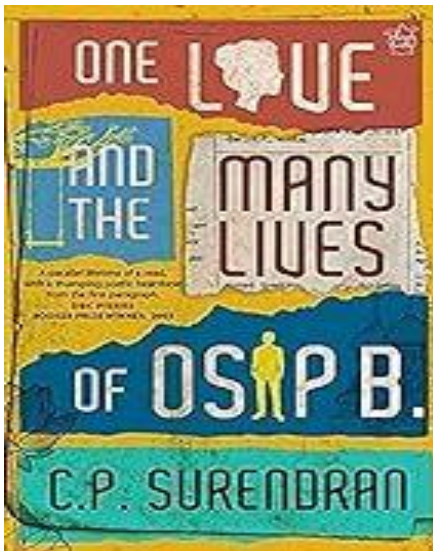


My encounter with the big cat and other adventures in Ranthambhore by Shaktawat, Daulat Singh

Niyogi Books 2024

Acc. No.: 53545 Call No.: 658.314 (NY) ISBN: 9789386906144

Summary: A dramatic encounter with a belligerent tiger a near-death experience, hunting for missing tigers, a mystifying leopard who attacks humans at will with no fear, tracking and monitoring tigers and the fascinating story of an aggressive male tiger. These and other true-life tales form part of my encounter with the big cat and other adventures in Ranthambhore. The author also pays tribute to the unsung heroes of Ranthambhore who gave up their lives and livelihood for the protection of others. Accompanied by rare photographs that enhance the appeal of the book, this is a must read for all, especially for those interested in the life of the tiger, the national animal of India.

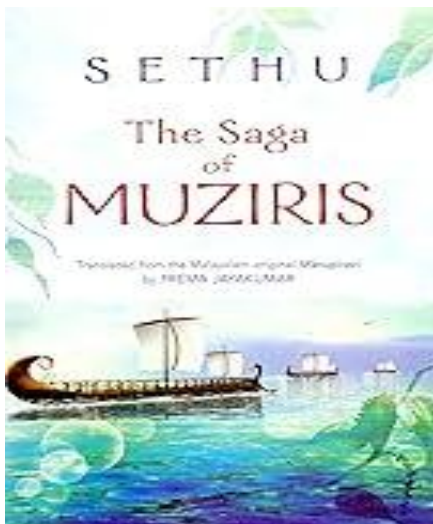


One love and the many lives of Osip B by Surendran, C P

Niyogi Books 2021

Acc. No.: 53546 Call No.: 658.314 (NY) ISBN: 9789391125127

Summary: Osip Bala Krishna is a student at a boarding school in ka SA ul I, who falls in love with his English teacher, Elizabeth. Named after the Russian poet osip mandelstam by his Stalinist grandfather—with whom osip shares a unique mental condition that often causes him to hallucinate incidents of Russia in the mid-20th century is determined to find Elizabeth, after she disappears. In the process, osip unravels the secrets of why his grandfather pretends he cannot remember his past. Osips journey is aided by his friend, Anand, a god-man on the make; Arjun bed, an iconoclastic writer disintegrating under harassment allegations; and the corpse of the school priest, which osip and Anand kidnap to extort seed money for their adventures. Through a clutch of dramatic characters, the plot traces and connects contemporary themes of transgressive relationships, gender politics, nationalism, individual freedom and Group rights, fake news, and power. Sad, funny, and insightful, the novel asks: can a dysfunctional young man survive in a deranged world, our world?



The Saga of Muziris by Sethu, A Sethumadhavan

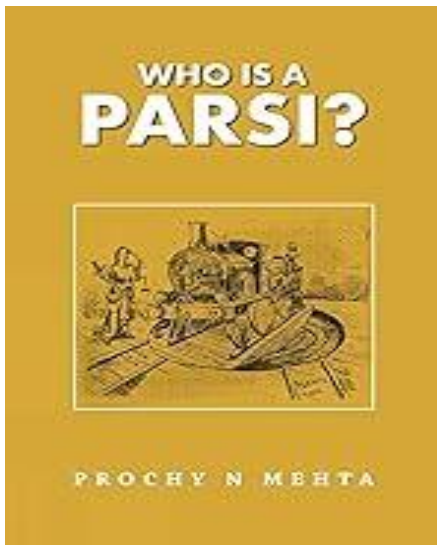
Niyogi Books 2025

Acc. No.: 53547 Call No.: 658.314 (NY) ISBN: 9789385285578

Summary: The Saga of Muziris is a fascinating tale of the glory and decline of a major port, a hub of maritime trade in Kerala, in South India, which had mysteriously disappeared from the face of earth during the fourteenth century. Historians, archaeologists and academics, from the world over, had been looking for the lost Muziris, ever since. Some interesting leads, at the excavations at Pattanam, prompts Aravindan, the narrator, to pay a visit to his homeland. What follows is a magical journey, enticing Aravindan to sail into the dark annals of history.

In an effort to document his findings, Aravindan unravels the evolution of the area over several thousands of years—through political turmoils, social struggles, emigrations and more—unfolding an alluring history through powerfully and indelibly etched characters.

The result is a gripping mix of history, myth, legend, fiction and magic reality. It takes the reader on a journey through antiquity, moving back and forth to reflect on the socio-economic ferment of varying periods, also, interestingly, establishing an organic link to the most recent times.



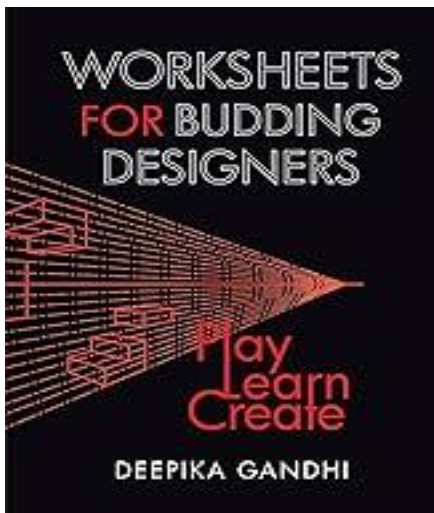
Who is a Parsi? by Mehta, Prochy N

Niyogi Books 2022

Acc. No.: 53564 Call No.: 658.314 (NY) ISBN: 9789391125776

Summary: The author takes the reader through a detailed analysis of the court cases and seeks to reveal through transcripts, the true picture of the community. She unveils the history of an ancient Persian trading community, the 'Persees' or 'Persians', familiar with the sea route to India from before 500 BCE, living as a tribe among the Hindus, and narrates how they rediscovered their religion and their ancient connect with Persia — how, in the 19th Century, they read their recently translated holy book, Gathas, and understood that they were the followers of Ahura Mazda, the one God, who preached a religion for all mankind. The epiphanic realization dawned upon them that the greatest 'meritorious act' performed by a follower of Ahura Mazda was to bring an alien into the faith.

The author depicts the dichotomy of the community in the 20th Century, between the orthodox and the reformist groups and explains the anomaly of how the reformists who followed the original Mazdayasna or Parsi religion, constituted the real Orthodoxy. It was a reform movement led by the high priests of the community and the most influential members of society, for a return to the pristine purity of the original Zoroastrian Religion.



Worksheets for budding designers by Gandhi, Deepika

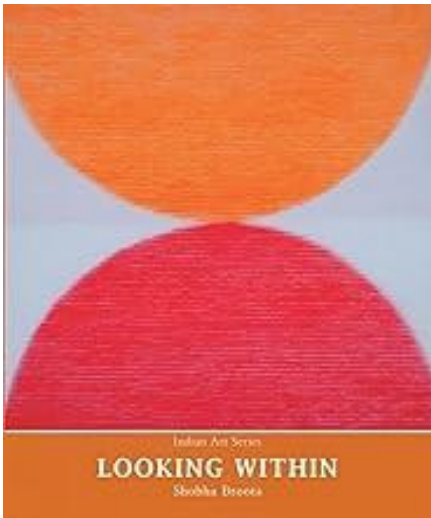
Niyogi Books 2025

Acc. No.: 53565 Call No.: 658.314 (NY) ISBN: 9788119626625

Summary: A huge lacuna exists between the teaching and learning of theory and skills that architecture and design students learn in class, studio and other subject books. Worksheets for Budding Designers attempts to rectify that.

It is a unique activity book that takes one through basic design skills and essentials in a more direct, fun and action-oriented way. It provides a new approach to lettering, sketching and drawing, anthropometrics, colours, dimensioning, compositions, furniture layout, as well as practical aspects like cost and vernacular names of elements and techniques.

About the Author: Deepika Gandhi has over twenty years of experience in architectural pedagogy. She held the charge of Director, Le Corbusier Centre (2015–22) and was formerly Associate Professor at Chandigarh College of Architecture. She was also part of the team that prepared the dossier for the transnational serial nomination for World Heritage for the Capitol Complex, Chandigarh.

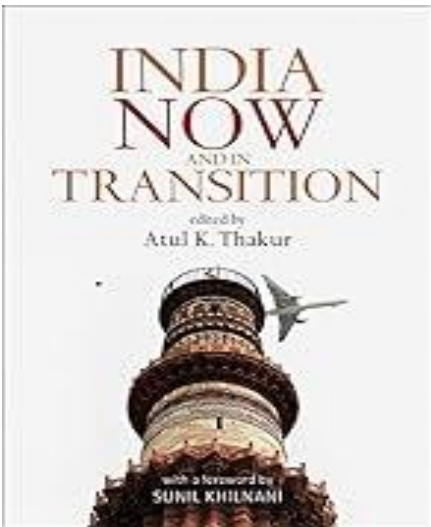


Looking within by Broota, Shobha

Niyogi Books 2015

Acc. No.: 53566 Call No.: 658.314 (NY) ISBN: 9789383098460

Summary: Shobha Broota's paintings adorn an engagingly tranquil oeuvre in an ethereal and geometric style. Brought up in a family of artists with an ingrained devotional tradition, she is multi-talented - a musician, painter and art teacher based in Delhi. The cosmic world and natural elements pulsating with organic energy - water, air and space, appear in her compositions entailing repetitive patterns in molecular formations. Simple lines and shapes, concentric circles and spirals, triangles and squares; painted layer by layer, evoke an optical illusion in tantric and Zen spirit. Working on canvas, board and paper, sometimes in large size and at others in small format, Shobha paints in acrylic and with pastels, draws with pen and ink and works with thread, wool, cloth, and wire mesh amongst others.

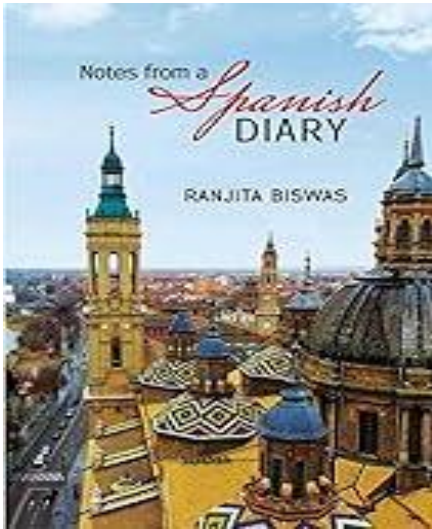


India now and in transition by Thakur, Atul k

Niyogi Books 2025

Acc. No.: 53567 Call No.: 658.314 (NY) ISBN: 9789385285639

Summary: India is the world's largest democracy with nearly 70 years of independent existence. Its unique and ever-changing nature has sparked a great degree of academic debate, both before and since Independence. The beauty of India is that there are many kinds of Indias. Understanding the fundamentals that have given birth to such multiplicity across various segments is especially imperative in the present day, when the 'Idea of India' is keenly contested. Our nation has the world's largest youth population and is undergoing tectonic social and political changes at present; therefore, understanding what directions India may take in the future is essential for every thinking individual. India Now and in Transition is an enquiry into possible futures, based on current happenings. Featuring contributions from leading thinkers and scholars in diverse fields, each essay in this volume critically analyses a major theme of India's present, to propose the likely way ahead for our emergent nation. Covering the fields of politics and governance, economics and development, security and foreign policy, society and culture and language and literature, the book shows that—while beset with both internal and external challenges on many fronts—India isn't waiting for its moment, it's making its moment happen.

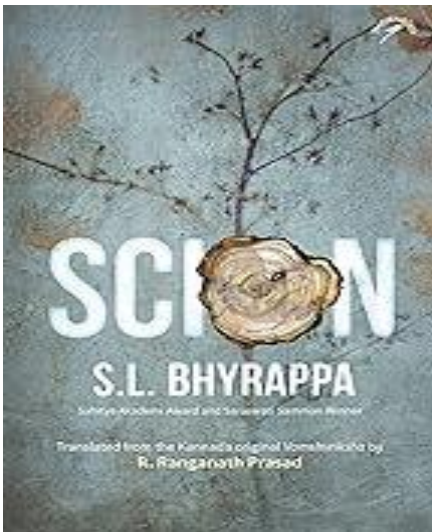


Notes from a Spanish diary by Biswas, Ranjita

Niyogi Books 2017

Acc. No.: 53568 Call No.: 658.314 (NY) ISBN: 9789386906014

Summary: A journey of thousand miles must begin with a single step. Drawing on the riveting anecdotes of a solo Indian woman traveller, notes from a Spanish diary is a personal account of discovering the aura and flavour of Spain. Munching on the local cuisine and rambling along the lanes of Spanish history and culture, Ranjita Biswas has unfolded her indomitable experiences of travelling beyond her comfort zone, making this book an excellent choice for a tourist as well as an armchair traveller. The author, in her very own journalistic style, has set forth her chronicles of Spain her stories are poignant and tender, familiar and bizarre. The book may even send you off on your own adventure as you turn the pages and find her ambling on the trail of Flamenco and Mudéjar art in Andalusia, discovering the stark resemblances of the Moorish architecture at Granada with that of Egyptian, Persian, Roman, Greek and even Japanese art forms and savouring a paella of flavours at the fascinating cities of Barcelona and Madrid.

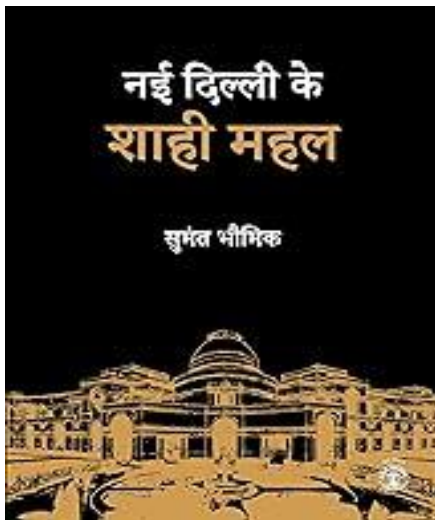


Scion by Bhryappa, S L

Niyogi Books 2023

Acc. No.: 53571 Call No.: 658.314 (NY) ISBN: 9789391125028

Summary: Set in early 20th-century rural Karnataka, Scion is a work of great sociocultural importance, chronicling the intersecting lives of a handful of highly intelligent, sensitive, and emotive characters—all torn apart, brought together, and then torn apart again under extraordinary circumstances. A complex and stunningly woven tale of diverse human characters, their innermost desires, struggles, grief, and joys, the novel explores the concept of polygamy, re-marriage (in a time when it was a social taboo), death, grief, devotion, celibacy, reverse narratives of motherhood, Oedipus complex, self-sacrifice or lack thereof, betrayal, forgiveness, and transcendence and resurrection. The novel, while creating knotty human characters, explores larger philosophical and existential questions about being human, right and wrong, and community versus individual freedoms and choices. Scion is a major literary feat, and Bhryappa is a master raconteur, displaying all his talents at their best.



Nayi Dilli ke shahi mahal by Bhowmick, Sumanta

Niyogi Books 2022

Acc. No.: 53576 Call No.: 658.314 (NY) ISBN: 9789391125516

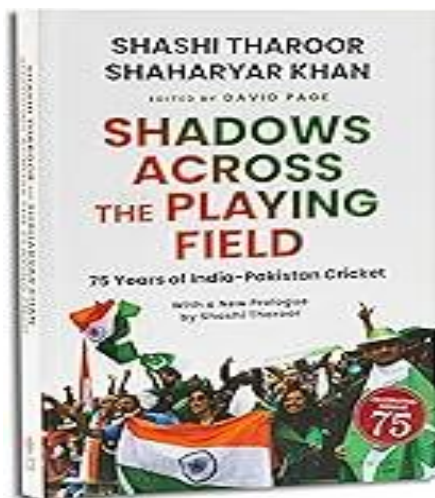
Summary: ब्रिटिश भारतीय साम्राज्य के दौरान पूरे देश से राजा और महाराजा 1911 के दिल्ली दरबार में हिस्सा लेने के लिए दिल्ली में इकट्ठे हुए थे, और तब एक नई राजधानी का जन्म हुआ था, जिसका नाम बाद में 'नई दिल्ली' पड़ा। कुछ ही दिनों में रजवाड़ों ने इस नई औपनिवेशिक राजधानी में शानदार महल बनवा डाले, जैसे कि हैदराबाद हाउस, बड़ौदा हाउस, जयपुर हाउस, बीकानेर हाउस और पटियाला हाउस आदि।

ब्रिटिश सरकार ने रजवाड़ों को राजधानी की इतनी महँगी और मुख्य जमीन क्यों और कैसे आवंटित की? यहाँ निर्माण की शुरूआत कैसे हुई और किन वास्तुकारों ने इनमें वास्तुशिल्पीय डिज़ाइन बनाए? इनमें कौन रहा, और यहाँ कौन-कौन से समारोह आयोजित हुए? आज़ाद भारत में इन रियासतों के विलय के बाद दिल्ली के इन शाही महलों का क्या हुआ?

यह किताब इन सवालों के जवाब तलाशने के लिए हर कहानी की गहराई में जाती है। यह दुर्लभ शोध, राजसी परिवारों से लिए गए साक्षात्कारों, और रजवाड़ों के निजी संग्रहों में मौजूद, आज से पहले कभी न छपने वाली तस्वीरों के ज़रिए इतिहास का विवरण देती है।

नई दिल्ली के ये शाही महल शहरी विन्यास का एक महत्वपूर्ण हिस्सा हैं। इन्हें एक सदी पहले जिस मक़सद से बनाया गया था, शायद उनके आज कोई मायने नहीं रह गए हैं। लेकिन वे एक विशिष्ट समय के वाचक हैं, जो किसी के भाग्य निर्माण की निरंतर प्रक्रिया का एक भाग थे।

शाही अंदाज़ में शानदार जुलूस, विशेष वरदी पहने, महलों की रक्षा करते गार्ड, रंग-बिरंगे, लहलहाते शाही ध्वज, मेहमानों का मन-बहलाती सैक्सोफोन की धुनें, और वाइन गिलासों के आपस में टकराने की आवाज़ें आपको अतीत में ले जाएँगी, हालाँकि आधुनिक नई दिल्ली का स्वरूप अब काफी बदल चुका है।

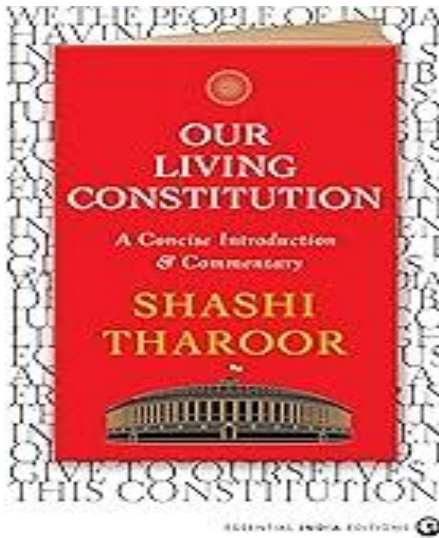


Shadows across the playing field: 75 years of India-Pakistan cricket by Tharoor, Shashi

Roli Books Pvt. Ltd. 2022

Acc. No.: 54048 Call No.: 658.314 SHA ISBN: 9788194969198

Summary: Shadows Across the Playing Field tells the story of the turbulent cricketing relations between India and Pakistan through the eyes of Shashi Tharoor and Shaharyar Khan, who bring to the task not only great love of the game but also deep knowledge of subcontinental politics and diplomacy.



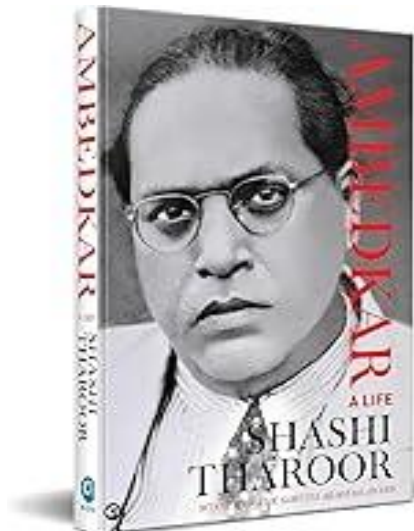
Our living constitution: a concise introduction and commentary by Tharoor, Shashi

Aleph Book Company 2025

Acc. No.: 54001 Call No.: 658.314 SHA ISBN: 9789365233728

Summary: The Constitution of India is of paramount importance to every Indian. It bestows fundamental rights on all citizens, speaks in their name, charges those it empowers to protect these rights, and seeks to shield the people from abusers of power and privilege. It creates the basic framework of our democracy, including the three main organs of the state—the legislature, the executive, and the judiciary. The Constitution defines their powers, delimits their jurisdictions, demarcates their responsibilities, and regulates their relationships with one another, and with the people. It privileges an idea of India that transcends religious, ethnic, linguistic, and other sub-national identities. In the words of its principal architect, Dr Babasaheb Ambedkar: ‘Our Constitution provides us a magnificent structure beneath which all Indians, of all castes, creeds and languages, can equally seek shelter.’

Yet, despite its significance and value, and the fact that it seems to be in vogue at the moment, not many have a proper understanding of the various aspects of the Constitution that are currently being debated and challenged.

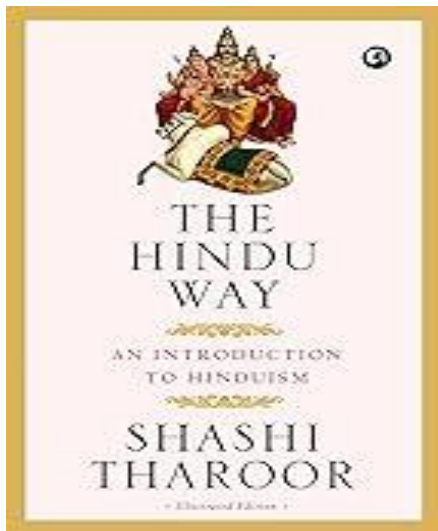


Ambedkar: a life by Tharoor, Shashi

Aleph Book Company 2022

Acc. No.: 53999 Call No.: 658.314 SHA ISBN: 9789391047504

Summary: Babasaheb Bhimrao Ramji Ambedkar, MA, MSc, PhD, DSc, DLitt, Bar-at-Law, is today among the most revered of Indians, his statues across the country second only in number to those of Mahatma Gandhi. He even overtook Gandhi in a recent poll to determine the ‘greatest Indian’ of modern times, in which over 20 million votes were cast. All the major political parties vie with one another to claim him as their own. To the Dalits, he is a revered figure who was chiefly responsible for outlawing untouchability and fighting to give dignity to the community. And, most of all, he is hailed as the father of India’s Constitution, the principal reason why India continues to remain a democracy with liberal, secular, plural values (although all these are under siege at the present time) that seeks to uphold the rights of the individual and uplift the downtrodden. Writes Shashi Tharoor: ‘Dr Ambedkar’s greatness cannot be reduced to any one of [his] accomplishments, because all were equally extraordinary.’

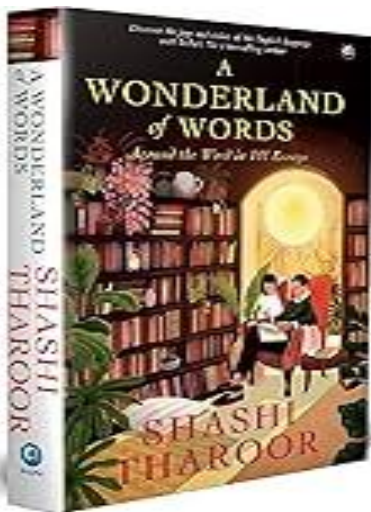


The Hindu way: an introduction to Hinduism by Tharoor, Shashi

Aleph Book Company 2019

Acc. No.: 54004 Call No.: 658.314 SHA ISBN: 9789388292856

Summary: The Hindu Way: An Introduction to Hinduism, the new book by bestselling author Shashi Tharoor, who's last three books have sold over a quarter of a million copies in hardback, is the perfect introduction to one of the world's oldest, largest and most complex religions. Although there are hundreds of books on Hinduism, there are only a few which provide a lucid, accessible, yet deeply layered account of the religion's numerous belief systems, schools of thought, sects, tenets, scriptures, deities, rituals, customs, festivals and philosophies. This book is one of them. In the tradition of classics of the genre like K. M. Sen's Hinduism and Sarvepalli Radhakrishnan's the Hindu View of Life, this book captures the essence of Hinduism with brevity, insight and an enviable grasp of the myriad layers and intricacies of one of the world's greatest religions. It is a book that is especially timely given the rather controversial role that religion has played in countries around the world.



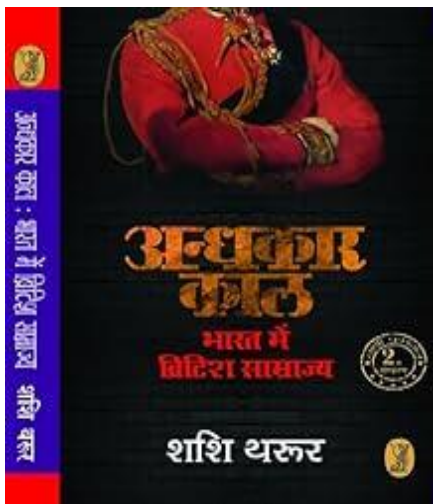
A wonderland of words: around the word in 101 essays by Tharoor, Shashi

Aleph Book Company 2024

Acc. No.: 53998 Call No.: 658.314 SHA ISBN: 9788119635535

Summary: Words are power. Words are magic. Words are fun. Words are sexy. Words can move you to tears. Words can make you laugh. And words can show you the world and everything in it with clarity and depth as few other things can. In this gloriously entertaining book, one of our greatest wordsmiths (and self-proclaimed bibliophile) Shashi Tharoor takes us on a tour of the words, concepts, and particularities that constitute the sublime (and sometimes mystifying) wonderland of the English language.

He demystifies punctuation, guides us through the arcane rules of spelling and grammar, and explains a wide array of essential components of the language including acronyms, bacronyms, contronyms, oxymorons, kennings, metaphors, similes, idioms, euphemisms, palindromes, and much much more. He delves into the history and evolution of English, delights in its quirks, embraces its geographical variants, provides hilarious examples of its misuse around the world, is awed by the way in which the masters of literature use it, and revels in its beauty and grandeur. Passionate, learned, funny, and brilliantly readable, A Wonderland of Words is a book that will enchant and educate all those who delight in the English language.

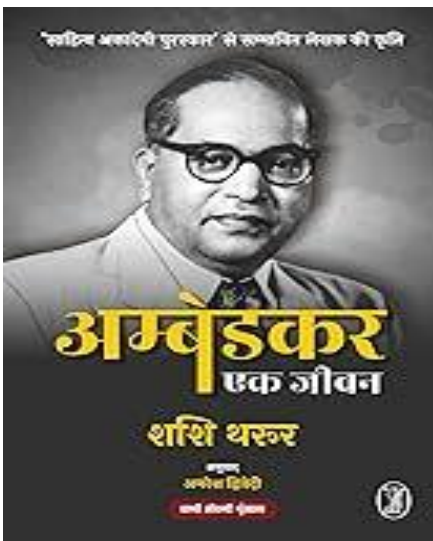


Andhkaar kaal: Bharat mein British samrajya by Tharoor, Shashi

Vani Prakashan 2026

Acc. No.: 54012 Call No.: 658.314 SHA ISBN: 9789387648043

Summary: इस धमाकेदार पुस्तक में लोकप्रिय लेखक शशि थरूर ने प्रामाणिक शोध एवं अपनी चिरपटुता से यह उजागर किया है कि भारत के लिए ब्रिटिश शासन कितना विनाशकारी था। उपनिवेशकों द्वारा भारत के अनेक प्रकार से किये गये शोषण जिनमें भारतीय संसाधनों के ब्रिटेन पहुँचने से लेकर भारतीय कपड़ा उद्योग, इस्पात निर्माण, नौवहन उद्योग और कृषि का नकारात्मक रूपान्तरण शामिल है। इन्हीं सब घटनाओं पर प्रकाश डालने के अतिरिक्त वे ब्रिटिश शासन के प्रजातन्त्र एवं राजनीतिक स्वतन्त्रता, कानून व्यवस्था, साम्राज्य के पश्चिमी व भारतीय समर्थक और रेलवे के तथाकथित लाभों के तर्कों को भी निरस्त करते हैं। यह पुस्तक भारतीय इतिहास के एक सर्वाधिक विवादास्पद काल के सम्बन्ध में अनेक मिथ्या धारणाओं को सही करने में सहायता करेगी।



Ambedkar: ek jeevan by Tharoor, Shashi

Vani Prakashan 2024

Acc. No.: 54009 Call No.: 658.314 SHA ISBN: 9789362878618

Summary: बाबासाहेब भीमराव रामजी अम्बेडकर, एम.ए., एम.एससी., पीएच.डी., डी.एस.सी., डी.लिट्., बार-एट-लॉ, आज सबसे ज्यादा सम्मानित भारतीयों में शामिल हैं। भारत भर में लगी उनकी प्रतिमाओं की संख्या महात्मा गांधी के बाद दूसरे स्थान पर है। आधुनिक काल के 'सबसे महान 'भारतीय' के चुनाव के लिए किये गये एक हालिया पोल जिसमें दो करोड़ से भी ज्यादा वोट डाले गये थे, उन्होंने गांधी को भी पीछे छोड़ दिया। सभी बड़े राजनीतिक दल उन्हें अपना बताने के लिए एक-दूसरे से होड़ करते हैं। दलितों के लिए वो एक सम्मानित शख्सियत हैं, जिन्होंने अस्पृश्यता को गैर-कानूनी बनाने और समुदाय को प्रतिष्ठा दिलाने में मुख्य भूमिका निभायी। उन्हें संविधान का जनक कहा जाता है। और यही वो प्रधान कारण है कि भारत में उदारवादी, धर्मनिरपेक्ष और बहुलतावादी मूल्यों (हालाँकि ये सब वर्तमान में संकट में हैं) के साथ लोकतन्त्र बना हुआ है और जिसके तहत व्यक्ति के अधिकारों की रक्षा और वंचितों के उत्थान का प्रयास किया जाता है। शशि थरूर लिखते हैं: 'डॉ. अम्बेडकर की महानता उनकी किसी एक उपलब्धि की वजह से नहीं है, बल्कि उनकी सभी उपलब्धियाँ असाधारण थीं। इस नयी जीवनी में थरूर बेहद सरलता, अन्तर्दृष्टि और प्रशंसा के भाव के साथ अम्बेडकर की कहानी बताते हैं। वे महान अम्बेडकर के जीवनवृत्त की 14 अप्रैल 1891 को बम्बई प्रेसीडेंसी में महारों के परिवार में जन्म से लेकर 6 दिसम्बर 1956 को दिल्ली में उनके निधन तक पड़ताल करते हैं। वो उन तमाम अपमान और बाधाओं के बारे में बताते हैं जिससे अम्बेडकर को उबरना पड़ा, एक ऐसे समाज में जिसमें वो पैदा हुए थे और जहाँ उनका समुदाय कलंकित माना जाता था। अपने एकचित्त दृढ़ संकल्प से अम्बेडकर ने उन सभी अवरोधों को पार किया जो उनके रास्ते में आये।

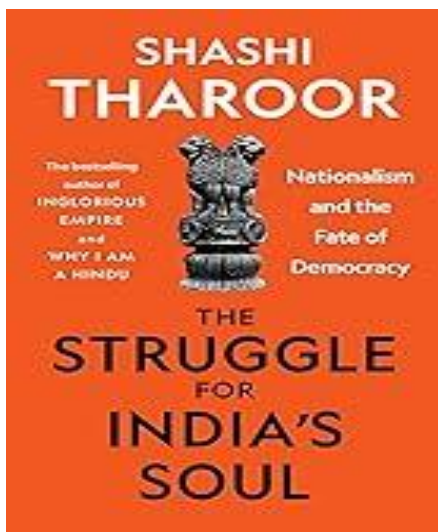


The paradoxical Prime Minister: Narendra Modi and his India by Tharoor, Shashi

Aleph Book Company 2018

Acc. No.: 54006 Call No.: 658.314 SHA ISBN: 9789388292177

Summary: Narendra Modi is a paradoxical man. He says one thing and does another. He gives voice to a number of liberal ideas (such as the constitution being his holy book and sab ka saath, sab ka vikas), while at the same time pandering to some of the most illiberal elements in Indian society, on whom he depends for political support. Another paradox is how a Prime Minister who prides himself on effective governance has, through his silence, appeared to condone the worst aspects of misgovernance? communal riots, lynching's, the violence of gau-rakshaks and so on. A third paradox is his talk of soaring ambitions for the country when his government's performance is underwhelming. So, who is the real Narendra Modi? A noble, selfless leader who acts effectively in the interests of all his countrymen or an autocratic, right-wing bigot who is interested only in power and converting plural India into a Hindu Rashtra? Or something in between?



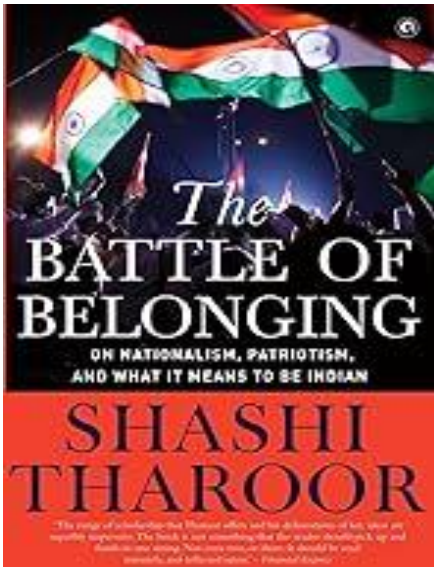
The struggle for India's soul: Nationalism and the fate of democracy by Tharoor, Shashi

C Hurst & Co Publishers Ltd 2024

Acc. No.: 54047 Call No.: 658.314 SHA ISBN: 9781787385887

Summary: Over a billion Indians are alive today. But are some more Indian than others? To answer this question, central to the identity of all who belong to modern India, Shashi Tharoor explores hotly contested notions of nationalism, patriotism, citizenship and belonging.

Two opposing ideas of India have emerged: ethno-religious nationalism, versus civic nationalism. This struggle for India's soul now threatens to hollow out and destroy the remarkable concepts bestowed upon the nation at Independence: pluralism, secularism, inclusive nationhood. The Constitution is under siege; institutions are being undermined; mythical pasts propagated; universities assailed; minorities demonized, and worse. Tharoor shows how these new attacks threaten the ideals India has long been admired for, as authoritarian leaders and their supporters push the country towards illiberalism and intolerance. If they succeed, millions will be stripped of their identity, and bogus theories of Indianness will take root in the soil of the subcontinent.



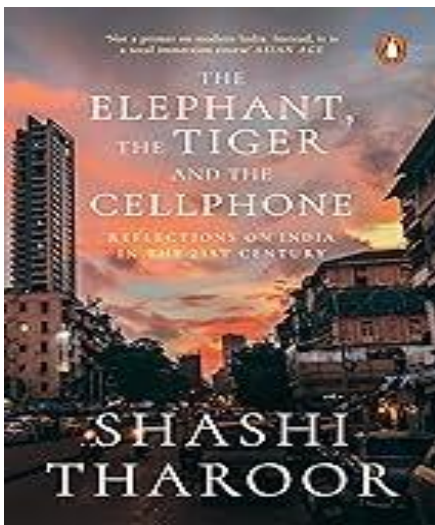
The battle of belonging: on nationalism, patriotism, and what It means to be Indian by Tharoor, Shashi

Aleph Book Company 2022

Acc. No.: 54003 Call No.: 658.314 SHA ISBN: 9789393852588

Summary: There are over a billion Indians alive today. But are some Indians more Indian than others? To answer this question, one that is central to the identity of every man, woman, and child who belongs to the modern Republic of India, eminent thinker and bestselling writer Shashi Tharoor explores hotly contested ideas of nationalism, patriotism, citizenship, and belonging. In the course of his study, he explains what nationalism is, and can be, reveals who is anti-national, what patriotism actually means, and explores the nature and future of Indian nationhood. He gives us a clear-sighted view of the forces working to undermine the 'idea of India' (a phrase coined by Rabindranath Tagore) that has evolved through history and which, in its modern form, was enshrined in India's Constitution by its founding fathers.

Divided into six sections, the book starts off by exploring historical and contemporary ideas of nationalism, patriotism, liberalism, democracy, and humanism, many of which emerged in the West in the eighteenth and nineteenth centuries, and quickly spread throughout the world. The author then summarizes India's liberal constitutionalism, exploring the enlightened values that towering leaders and thinkers like Gandhi, Nehru, Tagore, Ambedkar, Patel, Azad, and others invested the nation with. These are contrasted with the narrow-minded, divisive, sectarian, 'us vs them' alternatives formulated by Hindutva ideologues, and propagated by their followers who are now in office.

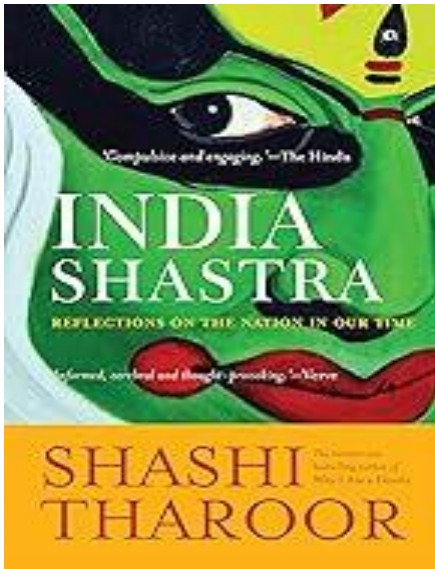


The elephant, the tiger and the cellphone: reflections on India in the 21st century by Tharoor, Shashi

Penguin Random House India 2012

Acc. No.: 54008 Call No.: 658.314 SHA ISBN: 9780143418948

Summary: For more than four decades after Independence, India was associated with the plodding, somnolent elephant, comfortably resting on its achievements of the centuries gone by. Then, in the early 1990s, the elephant seemed to wake up from its slumber and slowly began to change-until today. Now, some even see it morphing into a tiger. So what does the twenty-first century hold for India? Will it bring the strength of the tiger and the size of an elephant to bear upon the world? Or will it remain just an elephant at heart? In this companion volume to the bestselling *India: From Midnight to the Millennium and Beyond*, Shashi Tharoor analyses the forces that have made twenty-first-century India-and could yet unmake it.



India shastra: reflections on the Nation in our time by Tharoor, Shashi

Aleph Book Company 2018

Acc. No.: 54000 Call No.: 658.314 SHA ISBN: 9789387561090

Summary: This has been a time of unprecedented change in the country. The transformation of India's politics, economy, foreign policy, media, Civil rights, governance and a myriad other aspect of our society and government has been Swift and disruptive, sometimes brutally so. Narendra Modi, the nation's new prime Minister, and his Bharatiya Janata Party, dominate the political scene, as the Congress once did, and are attempting to change the way we work, think, pray and conduct ourselves as citizens of the planet's most populous democracy. There are signs that the nation is moving in directions that will benefit its people—the economy has begun to revive, its foreign policy appears to be purposefully pursuing a visible place in the world, polls show that a significant Percentage of the nation's youth are optimistic about the future; at the same time, there are serious concerns about the rise of majoritarianism and religious fundamentalism (often, this is one and the same thing).

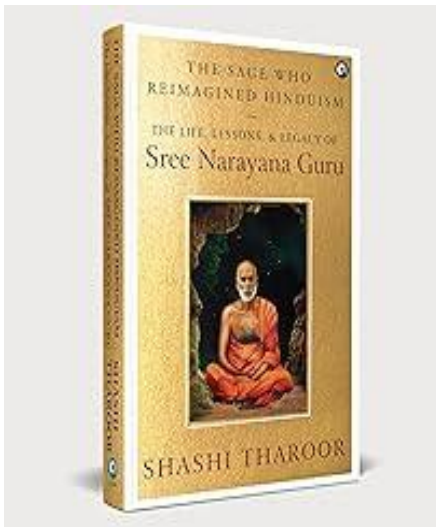


Pride prejudice and punditry: the essential by Tharoor, Shashi

Aleph Book Company 2025

Acc. No.: 54002 Call No.: 658.314 SHA ISBN: 9789393852595

Summary: Shashi Tharoor is one of India's greatest living authors. In the course of a writing career that has lasted more than half a century (his first short story made it into print when he was ten), he has published over five million words—in books, newspapers, magazines, journals, and online media—on a variety of subjects. Pride, Prejudice, and Punditry brings together the very best fiction, non-fiction, and poetry from his published books (his first book, Reasons of State, was published exactly forty years ago) and journalism—as well as many pieces that have been written specially for this volume. There are ten sections in the book, each devoted to a particular topic. 'In the Company of Giants' looks at some of the most important figures of modern Indian history; 'Into the Maelstrom of Indian Politics' contains work on the Indian political scene; 'Our Unruly World' covers international relations and diplomacy; 'The Hindu Way' examines various aspects of the faith; 'Musings of a Cricket Tragic' includes some of his finest writing on the sport; 'You Cannot Be Serious!' is a light-hearted take on sundry matters; 'Fragments of an Autobiography' has poignant essays about his parents and an evocative look at his Kerala heritage; 'The Spoken Word' is a selection of his most famous speeches.



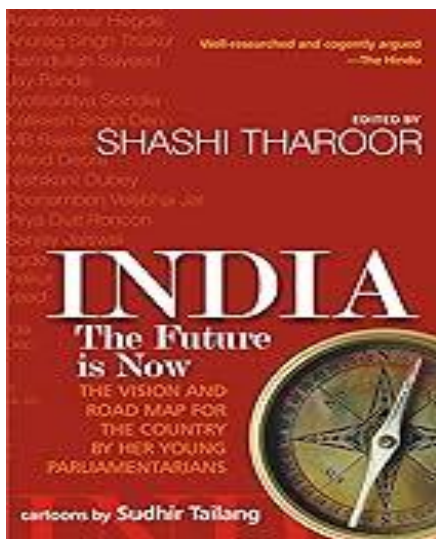
The sage who reimagined Hinduism: The life, lessons, and legacy of Sree Narayana Guru by Tharoor, Shashi

Aleph Book Company 2026

Acc. No.: 54007 Call No.: 658.314 SHA ISBN: 9789365238501

Summary: The Sage Who Reimagined Hinduism is an inspirational account of one of the most important spiritual leaders and social reformers of modern India, Sree Narayana Guru. In terms of his contribution to the betterment of Indian society and Hinduism, he ranks with Swami Vivekananda, B. R. Ambedkar, and Mahatma Gandhi. However, he is not as well-known as he deserves to be, and this book is, among other things, an attempt to remedy that neglect.

Born in 1855 into a modest, middle-class family in Travancore (now Kerala) the Guru belonged to the Ezhava caste, which was considered untouchable at the time. The story of how a boy from a socially disadvantaged caste rose to become a charismatic sage with millions of followers is a remarkable one. Yet, the Guru was not just an inspiring spiritual leader. He was also a social reformer who was determined to reshape the oppressive caste system that held millions in its grip. He fought to make the society he was part of more equal, establishing and consecrating temples that were open to all castes, founding schools and other educational institutions, and doing everything he could to empower the lower castes and break the malign influence of the upper castes.



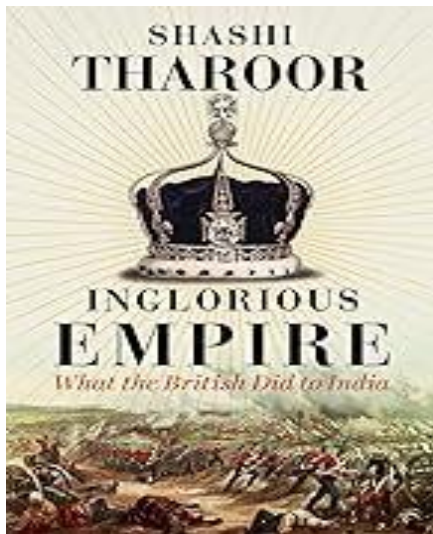
India: the future is now: the vision and road map for the country by Her Young Parliamentarians by Tharoor, Shashi

Wisdom Tree 2016

Acc. No.: 54032 Call No.: 658.314 SHA ISBN: 9788183284813

Summary: India—a land of diverse cultures; a young country of a billion people who speak in more than twenty-two languages; an ancient civilization with five thousand years of history; the world's largest parliamentary democracy with one of the world's highest growth rates—stepping into the future with aspirations and promise.

This one-of-a-kind book brings together India's young parliamentarians, cutting across ideologies, geographies and political affiliations. These nation-builders provide perspectives on a wide range of issues—from cutting-edge technology to rural development; from world-class healthcare to affordable bio fuels; from infrastructure-building to cyber security; from sweeping political reforms to education for all. Despite the seemingly contrasting paths, they all stand united in their desire for the upliftment of each and every Indian.

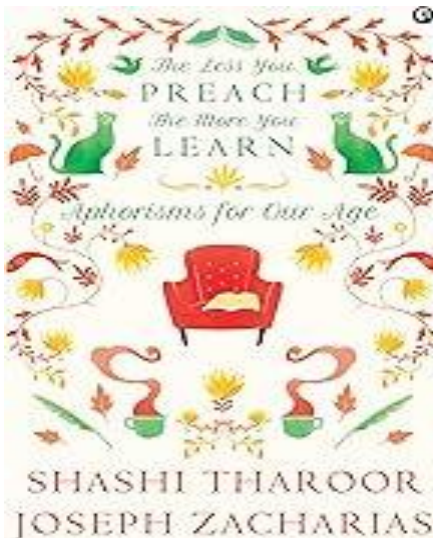


Inglorious empire: what the British did to India by Tharoor, Shashi

Aleph Book Company 2017

Acc. No.: 54046 Call No.: 658.314 SHA ISBN: 9781849048088

Summary: In the eighteenth century, India's share of the world economy was as large as Europe's. By 1947, it had decreased six-fold. In *Inglorious Empire*, Shashi Tharoor tells the real story of the British in India, from the arrival of the East India Company in 1757 to the end of the Raj, and reveals how Britain's rise was built upon its depredations in India. India was Britain's biggest cash cow, and Indians literally paid for their own oppression. Britain's Industrial Revolution was founded on India's deindustrialization, and the destruction of its textile industry. Under the British, millions died from starvation—including 4 million in 1943 alone, after national hero Churchill diverted Bengal's food stocks to the war effort. Beyond conquest and deception, the Empire blew rebels from cannons, massacred unarmed protesters and entrenched institutionalized racism. British imperialism justified itself as enlightened despotism for the benefit of the governed. Tharoor takes on and demolishes the arguments for the Empire, demonstrating how every supposed imperial 'gift', from the railways to the rule of law, was designed in Britain's interests alone. This incisive reassessment of colonialism exposes to devastating effect the inglorious reality of Britain's-stained Indian legacy.



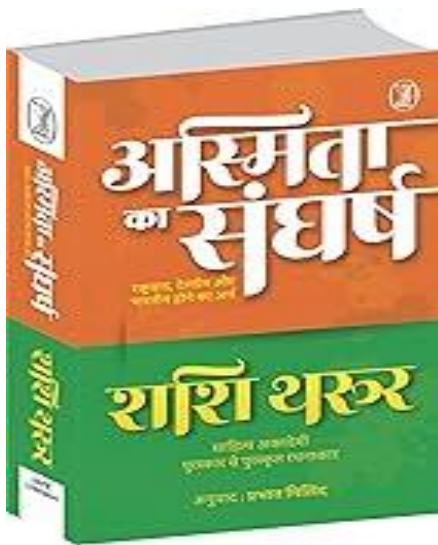
The less you preach, the more you learn aphorisms for our age by Tharoor, Shashi

Aleph Book Company 2023

Acc. No.: 54005 Call No.: 658.314 SHA ISBN: 9789395853903

Summary: All of us need help and good advice on how to make our lives better. In the latest book by No.1 bestselling author Shashi Tharoor along with co-author Joseph Zacharias you will learn how to achieve success at work, dispel feelings of frustration and insecurity, make your relationship with friends and family better, overcome self-doubt and depression and much more.

The authors present their formula for success in the form of aphorisms – concise, wise and witty sayings full of deep wisdom and insights. These aphorisms will help people unlock their potential, find success in life, love and work, and live their lives to the fullest. The aphorism is one of the oldest forms of literary expressions and has been around for thousands of years. Wise and insightful, the aphorisms in *The Less You Preach, the More You Learn: Aphorisms for Our Age* will help you make your life better.

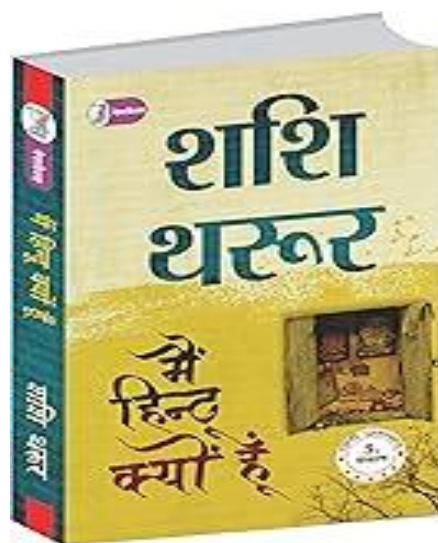


Asmita ka sangharsh rashtravaad, deshprem aur Bharatiya hone ka arth by Tharoor, Shashi

Vani Prakashan 2022

Acc. No.: 54010 Call No.: 658.314 SHA ISBN: 9789355182043

Summary: छह भागों में लिखी गयी यह पुस्तक राष्ट्रवाद, देशप्रेम, उदारवाद, लोकतन्त्र और मानवतावाद जैसे ऐतिहासिक और समकालीन विषयों के विस्तृत विश्लेषण के साथ आरम्भ होती है। इनमें से अधिकांश विचारों की उत्पत्ति अठारहवीं और उन्नीसवीं शताब्दी की अवधि में पश्चिम में हुई थी लेकिन बहुत जल्दी ही इन विचारों का विस्तार दुनिया के कोने-कोने में हो गया। इसी परिप्रेक्ष्य में गाँधी, नेहरू, टैगोर, अम्बेडकर, पटेल, आज़ाद आदि जैसे भारत के अग्रणी नेताओं के सजग वैचारिक मूल्यों का अन्वेषण करते हुए लेखक ने उपर्युक्त विचारों की व्याख्या करने का सफल प्रयास किया है। किन्तु दुर्भाग्यवश आज इन महान विचारों की मुठभेड़ हिन्दुत्व के सिद्धान्त का प्रतिपादन करने वाले सिद्धान्तकारों और सत्ता के शीर्ष पर आसीन, और 'हम बनाम वे' की बाँटने वाली राजनीति में आस्था रखने वाले उनके संकीर्णतावादी, विभाजनकारी और साम्प्रदायिक अनुगामियों के साथ हो रही है।

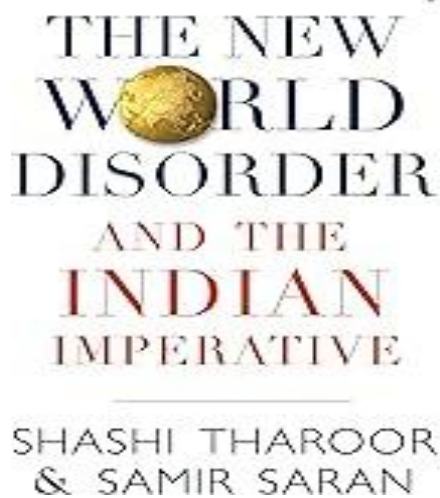


Main Hindu kyon hoon by Tharoor, Shashi

Vani Prakashan 2018

Acc. No.: 54011 Call No.: 658.314 SHA ISBN: 9789388434652

Summary: “इक्कीसवीं सदी में, हिन्दूवाद में एक सार्वभौमिक धर्म के बहुत-से गुण दिखाई देते हैं। एक ऐसा धर्म, जो एक निजी और व्यक्तिवादी धर्म है; जो व्यक्ति को समूह से ऊपर रखता है, उसे समूह के अंग के रूप में नहीं देखता। एक ऐसा धर्म, जो अपने अनुयायियों को जीवन का सच्चा अर्थ स्वयं खोजने की पूरी स्वतन्त्रता देता है और इसका सम्मान करता है। एक ऐसा धर्म, जो धर्म के पालन के किसी भी तौर-तरीके के चुनाव की ही नहीं, बल्कि निराकार ईश्वर की किसी भी छवि के चुनाव की भी पूरी छूट देता है। एक ऐसा धर्म, जो प्रत्येक व्यक्ति को स्वयं सोच-विचार करने, चिन्तन-मनन और आत्म-अध्ययन की स्वतन्त्रता देता है।” “हिन्दूवाद एक अन्तर-निर्देशित या अन्तर-उन्मुख धर्म है जो आत्म-बोध पर और आत्मा और ब्रह्म (परमात्मा) के मिलन या एकात्मता पर ज़ोर देता है। दूसरी तरफ़, हिन्दुत्व एक बाह्य-उन्मुख धारणा है, जो एक राजनीतिक उद्देश्य के लिए सामाजिक-सांस्कृतिक पहचान पर केन्द्रित है। इसलिए ‘हिन्दुत्व’ हिन्दूवाद के केन्द्रीय सिद्धान्तों और मान्यताओं से पूरी तरह कटी हुई धारणा है। फिर भी यह हिन्दूवाद की पीठ पर सवार होकर और इसका प्रतिनिधित्व करने का दावा करके अपने लक्ष्य को प्राप्त करना चाहती है। यह हिन्दू धर्म को ईश्वर के साथ जुड़ने के माध्यम की बजाय एक सांसारिक-राजनीतिक पहचान के बिल्ले के रूप में देखती है। इसका स्वामी विवेकानन्द या आदि शंकराचार्य के हिन्दूवाद से कुछ भी सम्बन्ध नहीं है।”

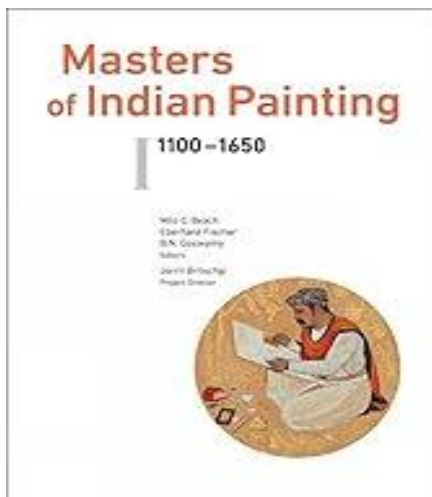


④ **The New World disorder and the Indian imperative by Tharoor, Shashi**

Aleph Book Company 2020

Acc. No.: 54031 Call No.: 658.314 SHA ISBN: 9788194233732

Summary: The world is in a state of disorder. As we approach the end of the Second decade of the twenty-first century, all about us is chaos. The rise of the East is viewed with skepticism and fear by the West. The international liberal order is facing a moment of crisis. With Darwinism (or the survival of the strongest and fittest) having guided the construction and management of international systems of governance for seven decades, it is no surprise that as sweeping change overtakes the world, there are no longer many takers for these arrangements. Globalization is confronted by economic nationalism. Strong leaders are exploiting the grievances of citizens (whether imagined or real) to discard global ideals and champion local interests. And the prospects of a 'global village', of the world coming ever closer together, seem to be in reversal. A zero-sum approach to development and the Securitization of growth are creating new potential for conflict at a time when the institutions of global governance are weaker than ever before. The new World disorder and the Indian imperative is a major study of this new world order.

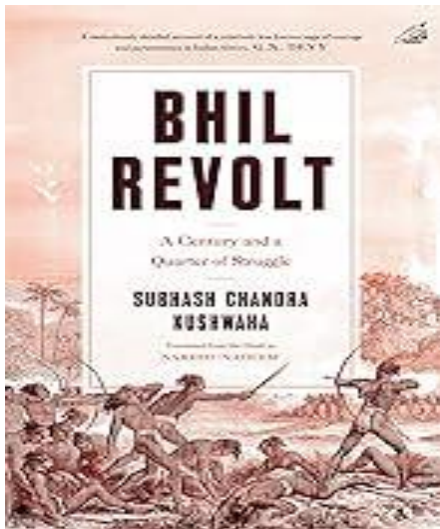


Master of Indian Paintings: 1100-1650 and LL 1650-1900 2 volume by Goswamy, B N

Niyogi Books 2015

Acc. No.: 53723-53724 Call No.: 658.314(NY) ISBN: 9789383098682

Summary: This beautifully illustrated two-volume set is the most comprehensive survey of Indian painting that the West has ever seen. Spanning 800 years and including some 600 artworks by more than 40 artists, it dispels the notion of anonymity in Indian art. The high points of artistic innovation in the history of Indian painting are demonstrated through works of the greatest Indian masters, some of whom are identified for the first time. The two-part volume is structured chronologically, which is unusual since Indian paintings have traditionally been classified according to regional styles or dynastic periods, with an emphasis on subject matter and narrative content.



Bhil revolt: a century and a quarter of struggle by Kushwaha, Subhash Chandra

Niyogi Books 2025

Acc. No.: 53549 Call No.: 658.314(NY) ISBN: 9788199249448

Summary: Bhil Revolt: A Century and a Quarter of Struggle chronicles the enduring resistance of the Bhil tribes against the Rajputs, Marathas and British colonial forces from 1800 to 1925. It highlights the Bhils' transformation from autonomous rulers of a vast territory in Central India to a marginalized and oppressed community due to deceit, exploitation and deprivation of their lands and resources. The narrative delves into their guerrilla warfare tactics, resistance movements and the leadership of prominent figures like Tantya Bhil.

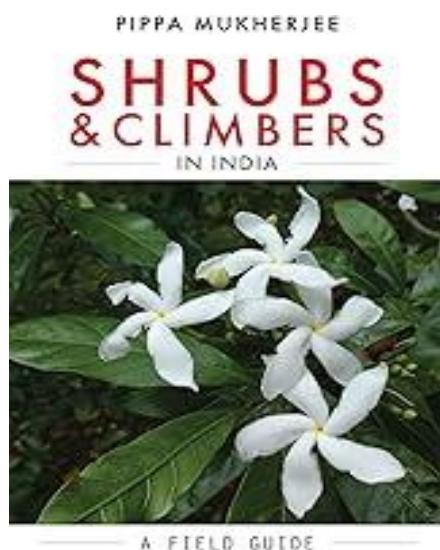


The light within: a different vision of life by Das, Sipra

Niyogi Books 2013

Acc. No.: 53583 Call No.: 658.314(NY) ISBN: 9789381523629

Summary: Sipra Das fulfilled her dream in this book capturing lives of the visually impaired, evoking awe and empathy instead of sympathy and pity among readers.



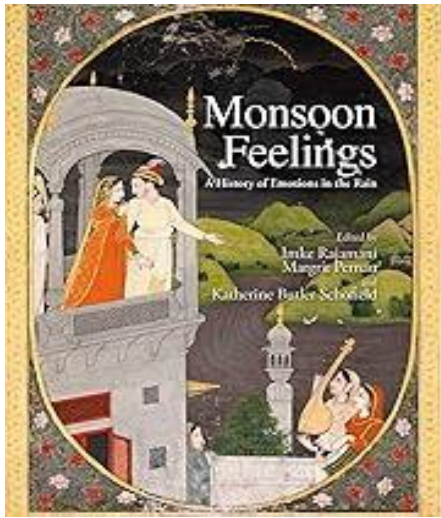
Shrubs and climbers in India: a field guide by Mukherjee, Pippa

Niyogi Books 2025

Acc. No.: 53648 Call No.: 658.314(NY) ISBN: 9788119626304

Summary: This field guide offers readers a thorough understanding of over 200 species of shrubs and climbers found in India. With meticulous detail, it lists each plant's botanical name, common English name, and local names in various regional languages, along with the short name of the botanist who classified the plant and the family name of the plant, thereby making it an invaluable resource for those interested in Indian flora.

Each species is carefully documented, including its physical characteristics, distribution, and medicinal properties. The book provides insights into shrubs and climbers that can be grown in parks and gardens across the country, highlighting their potential uses while emphasizing the importance of seeking medical advice before utilizing them for medicinal purposes.

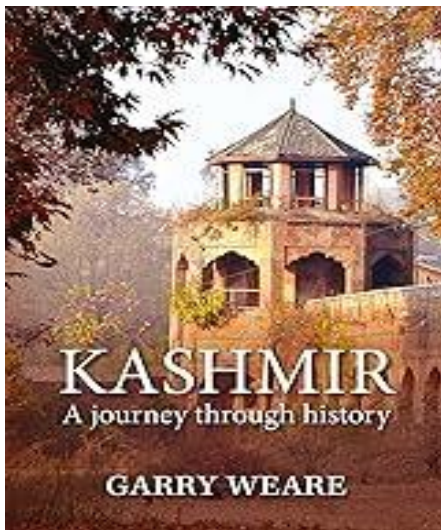


Monsoon feelings: a history of emotions in the rain by Rajamani, Imke

Niyogi Books 2018

Acc. No.: 53663 Call No.: 658.314(NY) ISBN: 9789386906472

Summary: The monsoon is the season of pouring rain and intense emotions: love and longing, hope and fear, pleasure and pain, devotion and joyous excess. Through a series of evocative essays exploring rain-drenched worlds of poetry, songs, paintings, architecture, films, gardens, festivals, music and medicine, this lavishly illustrated collection examines the history of monsoon feelings in South Asia from the twelfth century to the present. Each essay is written by a specialist in the field of South Asian arts and culture and investigates emotions as reflections and agents of social, cultural and political change across borders of language and religion and between different arts and cultural practices. This history of emotions in the rain is as rich, surprising, beautiful and devastating as the thundering monsoon clouds and will delight general and scholarly audiences alike.

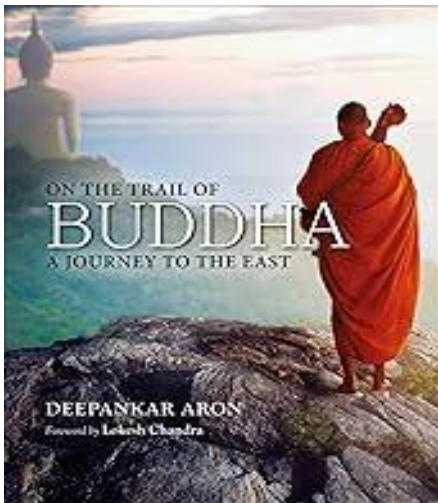


Kashmir: a journey through history by Weare, Garry

Niyogi Books 2020

Acc. No.: 53655 Call No.: 658.314(NY) ISBN: 9789389136449

Summary: Kashmir: a journey through history will appeal to the armchair traveler and history buff. Neither an academic tome nor a guidebook, it describes how Kashmir—ringed by snow-capped peaks—has attracted pilgrims and Sufis, armies and traders, traveler and adventurers, over the centuries, who embraced the crisp mountain air, a world away from the soaring heat of the Indian plains. We are creating engaging story lines that capture the passage of Buddhist, Hindu and Islamic influences which have shaped Kashmir's rich cultural history. The book traces the journey of the region from its ancient times to the present, with chapters highlighting periods in history, such as the role of the Mughal emperors who created over 700 resplendent gardens and patronized the fine pashmina shawls that were to grace the palaces of India and Europe. The treaty of Amritsar signed by the British East India Company and Maharaja Gulab Singh of Jammu, in 1846, created the princely state of Jammu and Kashmir state forged more through political ambition than cultural design. It was a time when Kashmir became part of the great game, where intrepid British explorers kept a watchful eye on the state's borders.

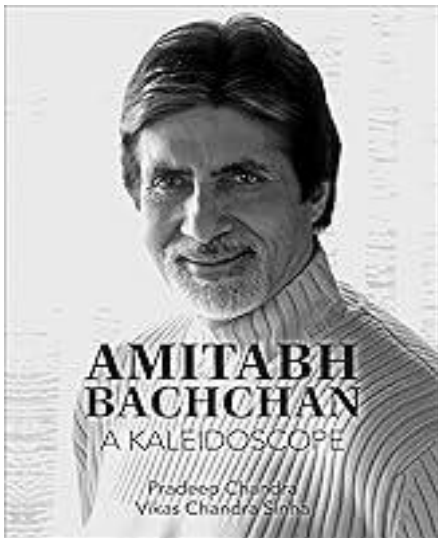


On the trail of Buddha: a journey to the east by Aron, Deepankar

Niyogi Books 2020

Acc. No.: 53669 Call No.: 658.314(NY) ISBN: 9789389136494

Summary: On the Trail of Buddha—A Journey to the East is a unique sojourn in search of the spiritual, philosophical, and cultural linkages that bind India to the East Asian civilizations. From the wandering monks of Asia to the temples and monasteries they visited; from the statues and frescoes in grottoes to those in the museums; from the diverse ethnicities of the people to their common gods and goddesses—the book explores the ‘ancient India’, beautifully preserved in the traditions, art, and architecture of China, as also in Mongolia, Korea and Japan, to where it spread from China. It discovers the unity in diversity of cultures connected by two thousand miles of the Silk Road and separated by two thousand years of history. It has taken the author nine years to come out with this work.

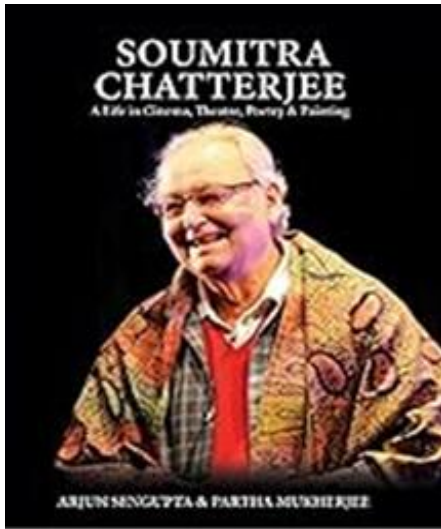


Amitabh Bachchan: a kaleidoscope by Chandra, Pradeep

Niyogi Books 2019

Acc. No.: 53650 Call No.: 658.314(NY) ISBN: 9789386906946

Summary: Amitabh Bachchan. The name itself is enough to make anyone sit up and take notice. A name that has become synonymous with Indian cinema. One of the finest actors of our times and a demigod to many, Amitabh Bachchan, or big B as he is fondly called by his fans, has had an indelible impact on the big screen as well as the small. As an actor, Bachchan’s career spans over an astounding five decades, having essayed myriad characters and having worked with some of the biggest names in the film industry. No words, no Adjectives, no Superlatives would ever be enough to sum Up the complete oeuvre of Amitabh Bachchan the actor. In Amitabh Bachchan: a kaleidoscope, Pradeep Chandra and Vikas Chandra Sinha have embarked on the near-impossible task of chronicling the course of Amitabh Bachchan’s life, from his early days till date. Filled with personal anecdotes from the man himself; quotes from his immediate family, closest friends and colleagues who have been witness to his rise to mega stardom as well as his plummet; a collection of rare and never-seen-before photographs, paintings, sketches and movie stills, the book is a must-read for every Bachchan fan as well as every art and cinema aficionado.



Soumitra Chatterjee: a life in cinema, theatre, poetry and painting/
by Sengupta, Arjun

Niyogi Books 2020

Acc. No.: 53620 Call No.: 658.314(NY) ISBN: 9789389136760

Summary: Soumitra Chatterjee is one of the most celebrated actors in world cinema. A man of many pursuits, he is a thespian, poet and performer. Above all, Soumitra is the foremost representative of what is best in Bengali culture and perhaps its greatest ambassador. This book explores the making of Soumitra Chatterjee through his early years and his relationships with Sisir Kumar Bhaduri and Satyajit Ray. His 14 films with Ray are a testament to his versatility and virtuosity. As an actor he refused to settle in a comfortable Groove and constantly looked out for fresh challenges. Throughout his theatrical career, he not only adapted and directed several acclaimed plays but kept returning to the stage for sustenance and inspiration. His poetry and art are more personal and offer an insight into his idealistic and cultured soul. Analyzing the most important roles of his career, and charting the single-minded dedication and passion that he brought to each one of them, this work reflects on Soumitra Chatterjee stardom and longevity in an industry that saw great changes during his lifetime. Featuring 70 unique photographs, the book illuminates the versatile facets of a towering artist—a Renaissance man—who along with Ray, brought Bengal to the cinematic world.

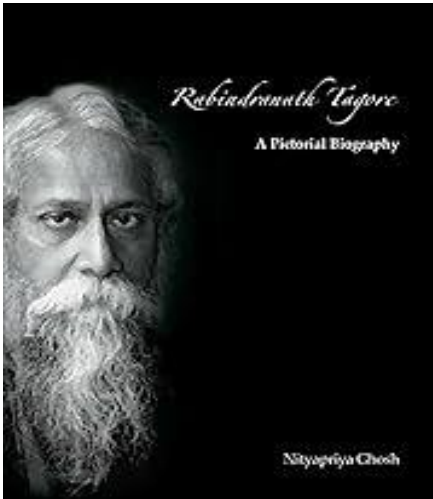


Ladakh: a photo travelogue by Sen, Sohini

Niyogi Books 2015

Acc. No.: 53550 Call No.: 658.314(NY) ISBN: 9789385285028

Summary: Two lady travelers arrive in Leh one local summer morning. In the course of their journey through Ladakh, they get to know about the war between 'Nanak Lama' and a demon and watch masked lamas offer a comic interlude amid serious rituals at the Phyang Monastery festival. On their way to Nubra Valley via Khardung Pass (altitude: 18,380 ft), the travelers meet animals with an identity crisis, and a donkey who will never lend its owner an ear again. In the valley, a 32-metre-tall statue of Maitreya Buddha shares the limelight with double-humped camels. The ladies are bowled over by their names. The journeys to Pangong Lake (13,900 ft) and Tso Moriri (15,075 ft) have quite a few highpoints including an adventurous stay in a tent and a peek into the lives of Changpa nomads who do not let the grass grow under their feet. With its fascinating subject, 414 crisp photos, one map, and the easy, humorous writing style, this book will appeal immensely to casual tourists, serious travelers, even those keen on armchair travelling.

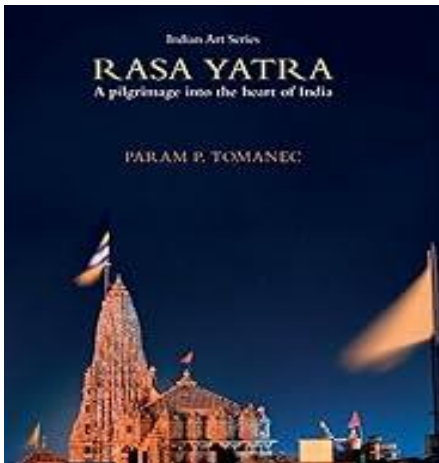


Rabindranath Tagore: a pictorial biography by Ghosha, Nityapriya

Niyogi Books 2012

Acc. No.: 53656 Call No.: 658.314(NY) ISBN: 9788189738754

Summary: A tribute to one of India's greatest personalities on the occasion of his hundred and fiftieth birth anniversary. The book highlights those incidents, anecdotes and issues that have often been overlooked but which, nonetheless, are significant.

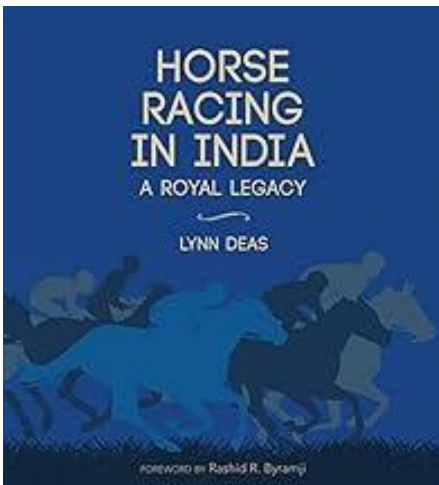


Rasa yatra: a pilgrimage into the heart of India by Tomanec, Param P

Niyogi Books 2015

Acc. No.: 53582 Call No.: 658.314(NY) ISBN: 9789383098743

Summary: Rasa Yatra has about fifty carefully framed photographs in the collection featuring some amazing portraits of people, pilgrims and priests beside pristine sites, in engaging situations or behind the scenes. The collection discovers the vibrant spiritual culture of India through the eyes of a young, talented photographer and filmmaker whose empathy for the natural environment resonate through his photo montage.



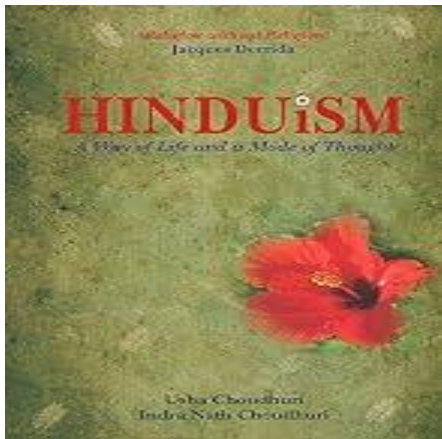
Horse racing in India: a royal legacy by Deas, Lynn

Niyogi Books 2016

Acc. No.: 53719 Call No.: 658.314(NY) ISBN: 9789385285233

Summary: Few things are as exhilarating and can be compared to the finishing dash of a horse race.

Charting the hitherto untold story of Indian horse racing, Horse Racing in India: A Royal Legacy is a monumental effort to illustrate the glorious history of Indian racing. It recalls, with its exquisitely detailed content and breath-taking photographs, the lustre and old charm of the sport as it used to be and testifies the passion that is still held for horse racing in India.

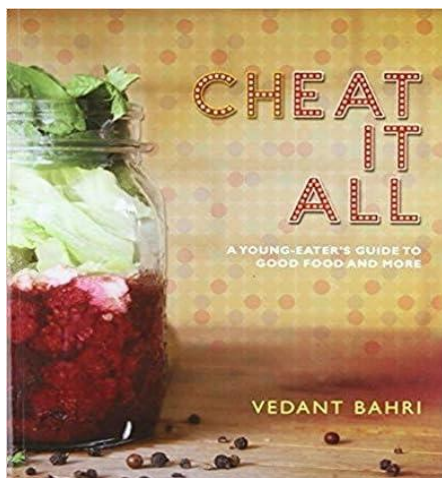


Hinduism: a way of life and a mode of thought by Choudhuri, Usha

Niyogi Books 2012

Acc. No.: 53642 Call No.: 658.314(NY) ISBN: 9789381523476

Summary: This book lays down the basic tenets of Hinduism which have evolved through centuries of belief and practice. It attempts to unravel the mystery that the word poses for many and reflects upon the freedom of choice and action that the Hindu religion provides.

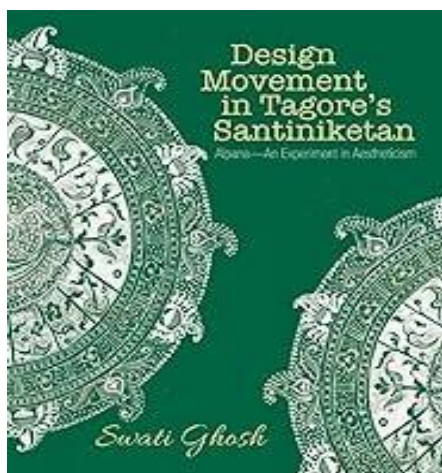


Cheat it all: a young-eater's guide to good food and more by Bahri, Vedant

Niyogi Books 2016

Acc. No.: 53554 Call No.: 658.314(NY) ISBN: 9789385285424

Summary: Eat. Sleep. Work. Repeat. A teenager's life, in short. Health. Who cares? Junk Food. Oh, yes! One of the many problems faced by today's teenagers is choosing between junk food, what they call "comfort food" and a healthier lifestyle. Interestingly, youngsters today are more health conscious than ever before. However, health comes at a hefty price compromise on taste buds! What if you can enjoy the best of both worlds? Awesome! Isn't it? Think no more.

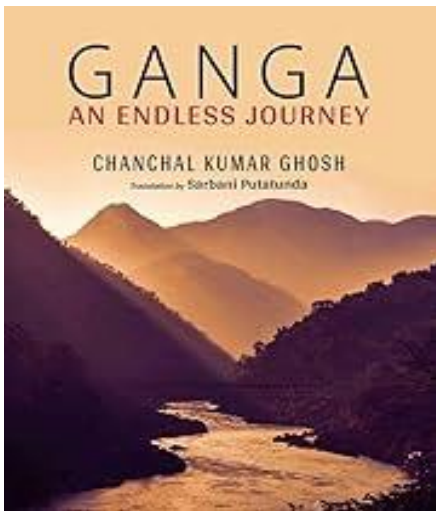


Design movement in Tagore's Santi Niketan: alpana an experiment in aestheticism by Ghosh, Swati

Niyogi Books 2019

Acc. No.: 53640 Call No.: 658.314(NY) ISBN: 9789386906762

Summary: Design movement in Tagore's Santi Niketan by Swati Ghosh chronicles the evolution of hand-drawn designs across nations, cultures and time. It narrates the journey of Bengali traditional alpanas—from a folk art to a symbol of cultural identity, from a medium of aesthetic expression to a medium of learning, in Santini Ketan, under the great masters. Set in a rich cultural landscape and a colorful art and craft Panorama, this book also documents Rabindranath Tagore constructive effort in successfully bringing about a cultural regeneration through education in art and craft in India after independence. The photographs and the hand-drawn sketches by the author attest to an aesthetic heritage which is as old as human civilization itself.

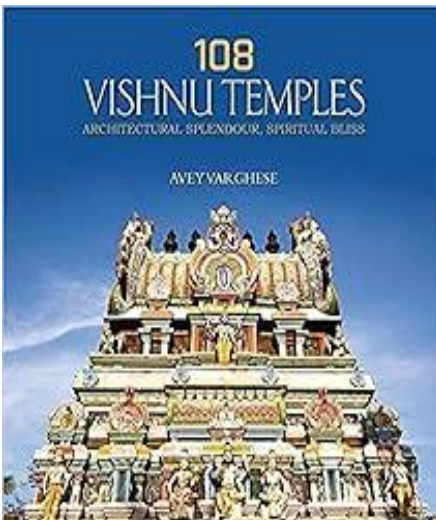


Ganga: an endless journey by Ghosh, Chanchal Kumar

Niyogi Books 2019

Acc. No.: 53637 Call No.: 658.314(NY) ISBN: 9789389136227

Summary: Ganga is the soul of India. The 2, 525-km long river originating from Gaumukh in the Himalayas and merging with the ocean at the confluence of Gangasagar is the cradle of Indian civilization. Innumerable cities, villages and temples have sprouted on its Banks, converting the entire stretch into a pilgrimage. The author Chanchal Kumar Ghosh has covered the length of this riverbank during his epic journey across India. His insight has enabled him to perceive the pulsating spiritual existence of Indian culture, thriving gloriously down the ages on the banks of the Ganga. The people he has interacted with and the stories he has heard have further enriched the narrative. His photographs have vividly captured the very essence of India's culture and heritage. This visually resplendent book is a testimony to the intrinsic spirit of the Ganga – The spirit of continuity, the spirit of love and reverence.



108 Vishnu temples: architectural splendour, spiritual bliss by Varghese, Avey

Niyogi Books 2025

Acc. No.: 53671 Call No.: 658.314(NY) ISBN: 9789385285370

Summary: 108 Vishnu Temples: Architectural Splendor, Spiritual Bliss is a pictorial journey into ancient architecture and the art of temple construction and sculpture with interesting trivia about 106 Vishnu temples across the length and breadth of India; a devout Vaishnavite is expected to complete a pilgrimage of these sites to gain access to the two temples in the mystical realm. These temples are collectively known as the 108 Divya Desams amongst Vaishnavites, more particularly Vaishnavites from South India and are distributed across India – eighty-four in Tamil Nadu; eleven in Kerala; two in Andhra Pradesh; eight in North India and one in Nepal. Laden with historic, religious and architectural eminence, these temples often remained concealed in the folds of history. With detailed images and wholesome information on the temples' history, architectural brilliance, art forms, rituals, beliefs and landscapes, the book is aimed at connoisseurs of art, architecture and literature. The temple legend (the Sthala Purana), deity positions and other significant mythical specifications are also built into the text. Miniscule details ranging from directions to reach the temple, proximal towns, festivals celebrated at the temple, the sacred ponds and trees associated with it, to details of the associated Azhwar(s) are also incorporated in the text.



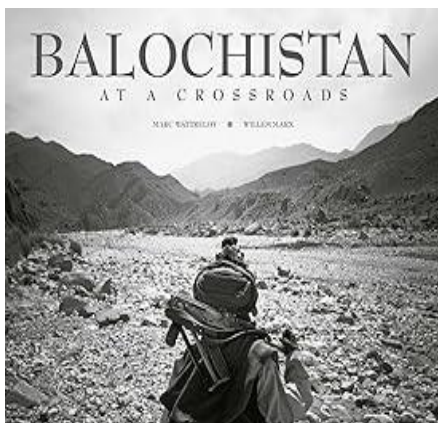
Muralage: architecture spatial narratives by Agarwal, Savita

Niyogi Books 2025

Acc. No.: 53717 Call No.: 658.314(NY) ISBN: 9788119626168

Summary: Beholding the changing paradigms in Indian architecture in the past decades, Muralage's approach has undergone a significant transformation over the past five decades, mirroring the broader trends in Indian architecture. From its early days of ornate, decorative buildings to its embracing of modern, minimalist principles, the firm has consistently adapted to the changing needs of society.

Its growth is not only a witness to its architectural achievements but also to its commitment to sustainability, functionality, and the evolving demands of urban living. Today, Muralage stands as a leading figure in Indian architecture, seamlessly blending tradition with innovation while continuing to shape the country's architectural landscape.

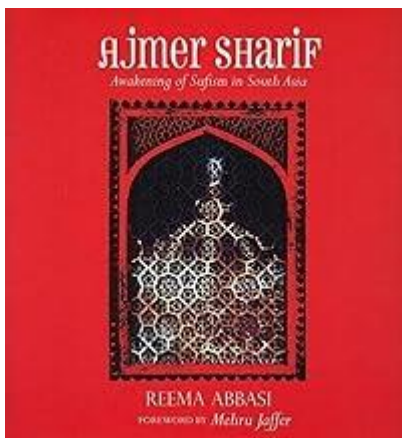


Balochistan: at a crossroads by Marx, Willem

Niyogi Books 2014

Acc. No.: 53672 Call No.: 658.314(NY) ISBN: 9789381523858

Summary: A fascinating account of British reporter Willem Marx's travels in Balochistan, a largely forgotten province of Pakistan, along with some spectacular images captured by French photojournalist Marc Wattlelot.



Ajmer Sharif: awakening of Sufism in South Asia by Abbasi, Reema

Niyogi Books 2017

Acc. No.: 53586 Call No.: 658.314(NY) ISBN: 9789385285646

Summary: Ajmer Sharif, the heart of homage for thousands of all faiths, welcomes a tidal wave of humanity for the saint known as Gharib Nawaz (Benefactor of the Poor), whose spiritual order is the most lyrical and inclusive. This book showcases the absolute necessity of Khwaja Muinuddin Chishti in our conflicted times. Today, he is a signpost of unity; a reminder of the relevance of Sufism as a conduit of harmony and justice. These pages narrate the story of the founder of the Chishti Sufi Order in South Asia—one who knew that hunger supersedes doctrines—and of his movement, which began in a mud hut over eight centuries ago. Muinuddin Chishti brought Qawwali, the genre of Sufi devotional recitals and the ideal of acceptance to the world.

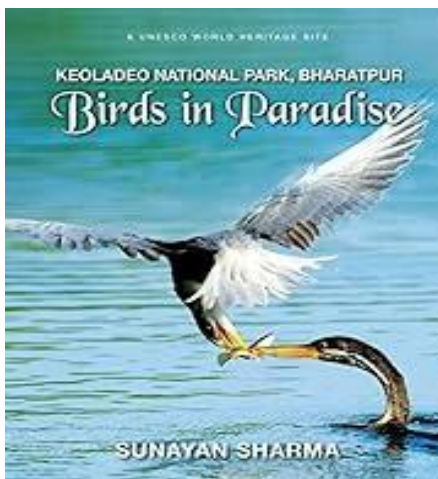


Things Indian: being discursive notes on various subjects connected with India by Crooke, William

Niyogi Books 2012

Acc. No.: 53563 Call No.: 658.314(NY) ISBN: 9789381523469

Summary: About the Book: Things Indian India forms a continent rather than a country. Hence when a writer attempts to deal with the subjects which concern the Empire as a whole, the difficulty of the task becomes apparent. Things Indian is intended to form one of the series which already includes Things Chinese by Dr J.D. Ball and Things Japanese by Professor B.H. Chamberlain. The selection of subjects for treatment and the forms of the present book naturally differs from those of its predecessors. India is much better known to the English reader than wither Japan and China". By searching the by-ways of Anglo-Indian literature, the author discusses some of the quaint and curious matters connected with the country.

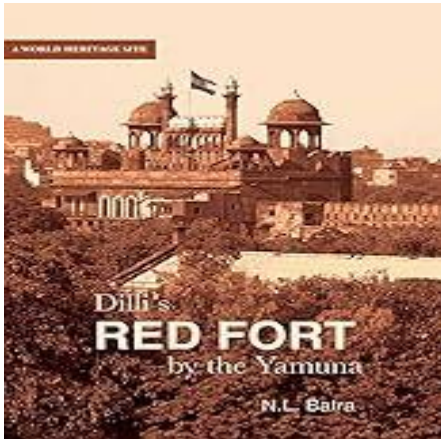


Keoladeo national park, Bharatpur: birds in paradise by Sharma, Sunayan

Niyogi Books 2020

Acc. No.: 53651 Call No.: 658.314(NY) ISBN: 9789389136364

Summary: Bharatpur's Keoladeo National Park, a world heritage site, is a birds' paradise, with all kinds of birds, resident and migratory, in different colours and sizes. And though Keoladeo is basically a birds' Park, every single plant and animal found here, small or big, adds to its beauty. Here, you will see fish, pythons, butterflies and turtles along with cranes, jacanas and egrets. The author, a veteran wildlife manager, takes the reader through an amazing tour of this Sanctuary, through its days of glory, debacle and revival. Birds in paradise will inspire you to visit this Park or, perhaps, plan yet another visit. Or else, you can simply lose yourself in the pages of this delightful book and let your imagination take flight.

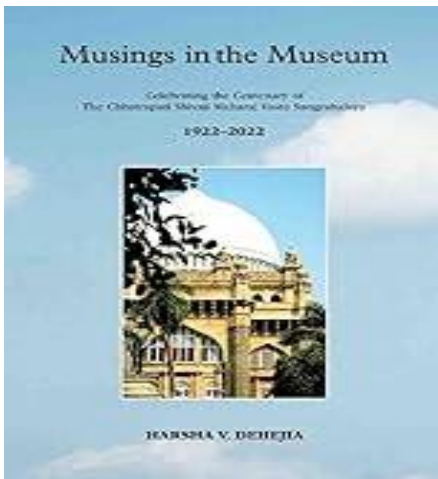


Dilli's red fort: by the Yamuna by Batra, N L

Niyogi Books 2007

Acc. No.: 53653 Call No.: 658.314(NY) ISBN: 9788189738273

Summary: An architectural marvel and a national monument, the Jama Masjid is much more than the edifice itself. Its arches and domes, minars and minarets, gates and cloisters, all narrate stories of days gone by.



Musings in the museum: celebrating the centenary of the Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, formerly the prince of wales museum of Western India 1922-2022 by Dehejia, Harsha V

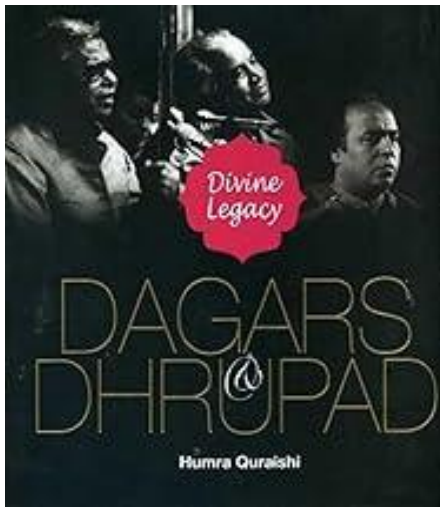
Niyogi Books 2022

Acc. No.: 53590 Call No.: 658.314(NY) ISBN: 9789391125523

Summary: The Chhatrapati Shivaji Maharaj Vastu Sangrahalaya opened its doors to the public on 10 January 1922, as the Prince of Wales Museum. This commemorative volume showcases some of the unique artistic and heritage treasures in its vast collection, as the Museum celebrates its centenary.

Beginning with the history and establishment of the Museum, the author describes the architectural features of this landmark heritage building in Mumbai. A journey through its galleries, with beautiful images and descriptions of the paintings, sculptures, artworks, textiles, bronzes, everyday objects and modern art in India from the JJ School of Art provide a detailed exposition of the various collections in this repository of the nation's cultural heritage.

Written in a flowing narrative style, this work lovingly describes the exquisite artefacts and artworks in the Museum as well as the philosophical ideas that inspired their creation. Musings in the Museum is sure to be of interest to collectors or visitors to this grand edifice, as well as armchair travelers, eager to garner knowledge about the Museum and its priceless heritage collection.

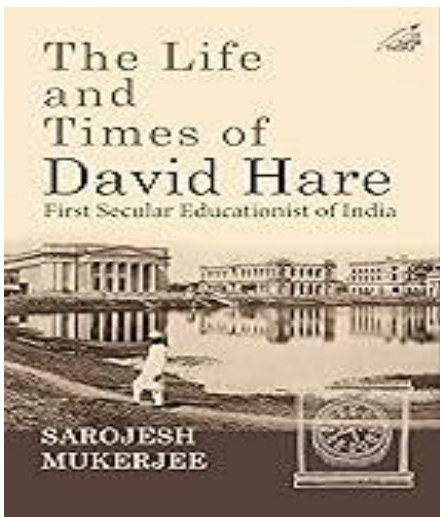


Divine legacy: Dagars and dhrupad by Quraishi, Humra

Niyogi Books 2015

Acc. No.: 53652 Call No.: 658.314(NY) ISBN: 9789383098750

Summary: Dhrupad is one of the earliest and most dominant streams that has contributed to Hindustani classical music. According to Faiyazuddin Dagar (1934-1989), "in the two parts of the Dhrupad, the Alap [the improvised section of a Raga, forming a prologue to the formal expression] is sung in free rhythm over drone, and the pada [word or phrase that signifies the concept of a Raga] is more a rhythmic poem accompanied by drumming over the two-headed Pakhawaj [the standard percussion instrument used in dhrupad]. it is a devotional and spiritual type of music - and though the basic style has not changed right from the earlier times 15 centuries ago individuality does come in and find its place." The book traces the history of the illustrious Dagar family through 20 generations of dhrupad singers and highlights their distinctive approach to this unique form of music. Rare photographs make the book all the more special. Contents: what is dhrupad?; generations of performers; conversing with the Dagar brothers; death of a legend; passage of time; carrying on the legacy; Wasifuddin Dagar writes...; the Dagar disciples.



The life and times of David Hare: first secular educationist of India by Mukerjee, Sarojesh

Niyogi Books 2024

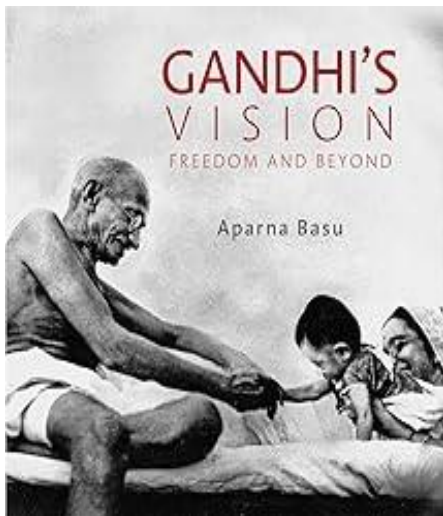
Acc. No.: 53562 Call No.: 658.314(NY) ISBN: 9788196405380

Summary: This is the remarkable story of a Scotsman who arrived in Calcutta in 1801 to make a living as a watchmaker but remained in the city, having dedicated his life to the cause of upliftment of Indians through modern education. Several leading institutions of the city, founded and nurtured by him, contributed significantly to the Bengal Renaissance and continue to prosper today.

He successfully kept religion out of the classroom, no mean feat in an era when traditional learning was deeply religious and efforts were being made to spread the Christian evangelical influence in schools and colleges through missionaries.

Almost more Bengali than Bengalis themselves, he was hailed as a Mahatma for his selfless, untiring efforts as well as thoughtful and boundless care for his students, many of whom became his lifelong friends.

David Hare is that rarest of the rare personages of the colonial era who worked for the sole benefit of his adopted country without any expectation of reward or even, recognition.

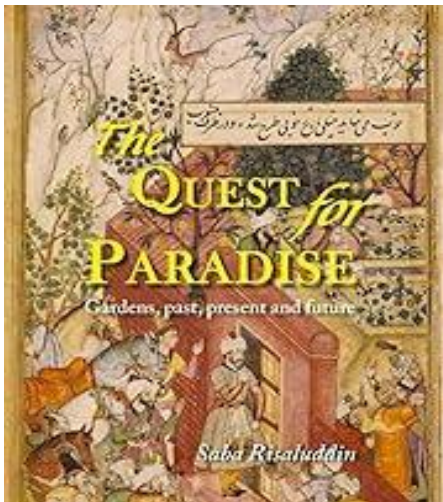


Gandhi's vision: freedom and beyond by Basu, Aparna

Niyogi Books 2018

Acc. No.: 53654 Call No.: 658.314(NY) ISBN: 9789385285936

Summary: Gandhi's Vision: Freedom and Beyond chronicles the principal events leading to India's independence under Gandhi's leadership and his vision of a free India. The book commemorates 71 years of Indian independence and is replete with portraits of the Mahatma in action—invoking the spirit of patriotism, uniting people from all religions, regions and social groups across the country: Hindus, Muslims and Parsis, peasants and landlords, workers and capitalists, the intelligentsia and the illiterates, men and women, the young and the old. Among those stalwarts who led the freedom movement, Mohandas Karamchand Gandhi shines not only for the novel means of non-violence, but also for simultaneously wanting to root out social evils like communal hatred, untouchability and gender disparity. With several such issues espoused by him continuing to dominate the social space, his teachings remain relevant even today.

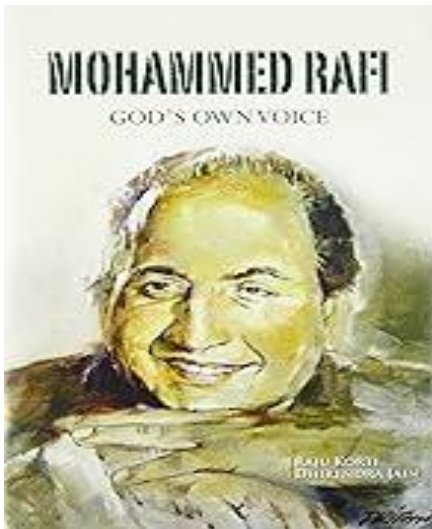


The quest for paradise: gardens, past, present and future by Risaluddin, Saba

Niyogi Books 2013

Acc. No.: 53624 Call No.: 658.314(NY) ISBN: 9789381523780

Summary: One of the fundamental myths is that of the lost paradise; the past as a Golden Age. In certain spiritual traditions, the lost paradise is imagined as a garden. In others it is an ideal landscape where all is in order, beautiful and fruitful. With the passage of time, in some traditions it also came to stand for the life to come. The Quest for Paradise is well-illustrated with reproductions of paintings, mosaics and textiles on the theme of gardens and the paradise legends.

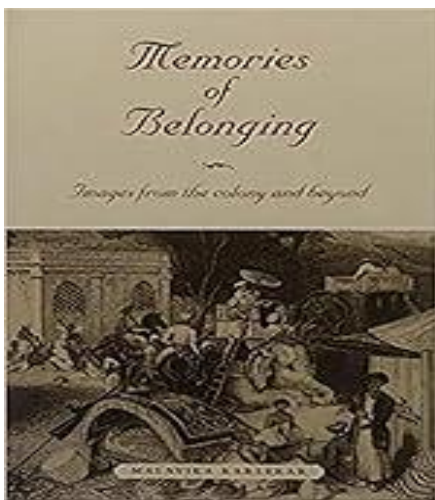


Mohammed Rafi: god's own voice by Korti, Raju

Niyogi Books 2022

Acc. No.: 53560 Call No.: 658.314(NY) ISBN: 9789385285165

Summary: Before Mohammed Rafi there can only be a Zero and after him there can be only Two. That should succinctly describe the legendary singer of four decades whose rise to stardom was phenomenal. Indeed, Rafi was bigger than many of the stars who lip-synched to his golden voice. For a man who came from a very humble and conservative background, it was his hard work, naturally blessed talent and godly nature that made him stride like Colossus in an industry known for its crassly commercial values. Before the writers embarked upon this historic sojourn of encapsulating this simple man's life history and career—stuff folklores are made of—they were well aware of the magnitude of the task. Thirty-five years after his death, Rafi's popularity keeps multiplying and each day one gets to hear and rediscover some new anecdote about his prowess as a singer and nobility as a human being. Years of painstaking research and experience went into the compilation of this book apart from the 7000 plus songs he sang and hundreds of shows he performed at home and abroad.

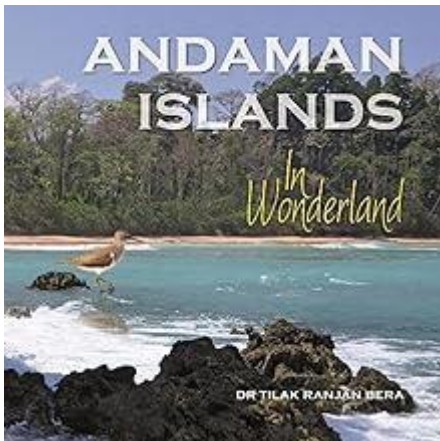


Memories of belonging: images from the colony and beyond by Karlekar, Malavika

Niyogi Books 2015

Acc. No.: 53559 Call No.: 658.314(NY) ISBN: 9789383098590

Summary: Memories of belonging can be read as a collection of slightly offbeat musings on certain aspects of over a century and a half of India's history. Whether the photograph, lithograph, painting or cartoon is the focus or illustrates a point or an argument, the visual is integral to each piece. A rough historical sense divides the volume into three sections: the first sets the stage for the appearance of the colonial state – not through the usual tropes of political and economic domination but more with vignettes about institutions, people and unusual choices. The second section is a whimsical journey through the country while the final section is all about modes of travel used by a century and a half of people on the move, beginning with the Palki and ending with experiences of the railways. Through its easy style, well-chosen visuals and details peppered with anecdotes, the reader will quickly journey through colonial India into its more recent past, garnering interesting and often little-known facts and snippets along the way.

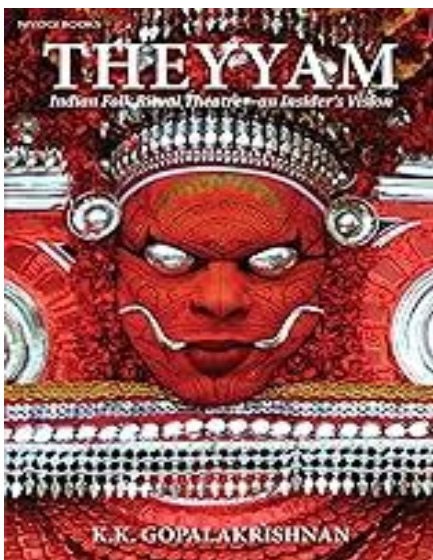


Andaman Islands: in wonderland by Bera, Tilak Ranjan

Niyogi Books 2015

Acc. No.: 53661 Call No.: 658.314(NY) ISBN: 9789383098651

Summary: This fascinating book takes the reader on a journey to the Andaman Islands, a captivating archipelago that has been shrouded in mystery because of its geographical distance from the mainland of India. The author, in his unique style and lucid manner, reveals the natural, cultural and human wealth of these islands through his personal experiences, extensive studies and explorations of the region for over 25 years. The Andaman Islands In Wonderland captures the various moods of the terrain and its rich heritage in different seasons. It contains detailed descriptions of the disastrous effects of the tsunami that took place on 26 December 2004. Its exclusive photographs and meticulous presentation make the book a collector's choice.

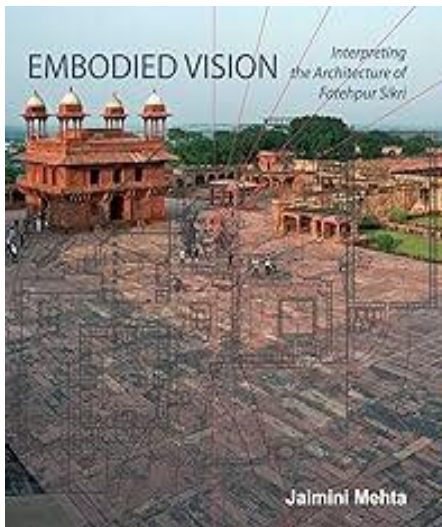


Theyyam: Indian folk ritual theatre by Gopalakrishnan, K K

Niyogi Books 2024

Acc. No.: 53720 Call No.: 658.314(NY) ISBN: 9789389136982

Summary: • Mother, Nature, Spirit, Ancestors, Warriors and Animals are among concepts worshiped in the Theyyam tradition • Originating in north Kerala, it is performed by people from the most humble and disadvantaged backgrounds as a series of opulent rituals • While men from a few particular communities hereditarily perform, most Theyyams are women worshipped as Mother Goddesses Theyyam is a colorful ritualistic folk-art tradition of India, originating in the northern districts of Kerala. The performers are daily-wage laborers struggling to eke out an existence; and yet, when they perform at the estate of their masters, the latter bow before them with folded hands. The alluring facial-body drawings with intricate and subtle nuances and the colorful paraphernalia, including various headgears in different shapes, are endlessly fascinating. The unpolished rhythm of Theyyam enhances its appeal. Concepts such as Mother, Nature, Fertility and Agriculture, Spirit and Ghost, Animal, Reptile and Warrior, among others, are worshiped as Theyyam which refers to both the form and the performance. Most Theyyams are women worshiped as Mother Goddesses and any devotee, irrespective of religion or caste, can interact with this goddess without the help of intermediaries such as priests. Art scholar and photographer K.K. Gopalakrishnan has captured Theyyam in its myriad facets, with a variety of stunning photographs, from the insightful perspective of an insider.

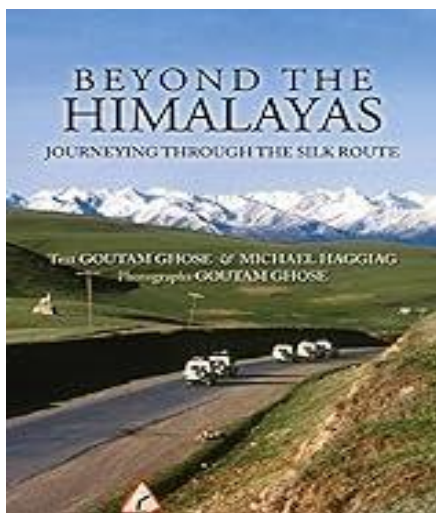


Embodied vision: interpreting the architecture of Fatehpur Sikri by Mehta, Jaimini

Niyogi Books 2014

Acc. No.: 53667 Call No.: 658.314(NY) ISBN: 9789383098484

Summary: Departing from the conventional path of describing and explaining the architecture of Fatehpur Sikri, Professor Jaimini Mehta delves into a series of representations the Mughal city has been subjected to and concludes that there is an inexorable tension at its core embodied in the constantly shifting axes, complex rhythms, raising or lowering of the ground planes, juxtapositions of mythical symbols and the conflicting pulls of traditions and human will. The space of Fatehpur Sikri is revealed to us through perception more than through geometry. Professor Mehta's unconventional interpretation of the architecture of Fatehpur Sikri emanates from his exploration of the history of architectural representation and leads him to conclude that the tools of designing, representation and analysis, i.e. various kinds of drawings, which we normally use today, did not exist in sixteenth-century India when Fatehpur Sikri was built. These drawings, which assume our "mind's eye" hovering above the city and taking in the whole of reality at once, have failed to represent the existential lived experience of inhabitation of architecture.

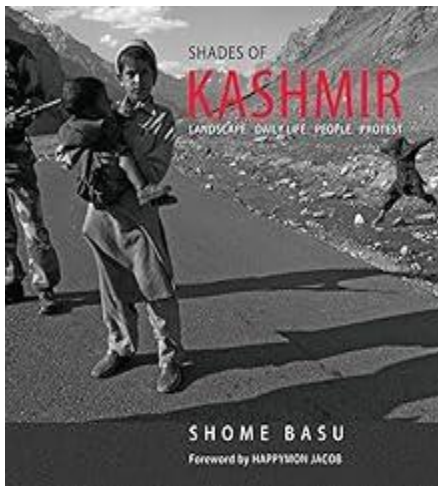


Beyond the Himalayas: journeying through the silk route by Ghose, Goutam

Niyogi Books 2019

Acc. No.: 53587 Call No.: 658.314(NY) ISBN: 9789386906892

Summary: Filmmaker Goutam Ghose was part of the central Asian expedition organised by major H.Br.S Ahluwalia in 1994, The first of its kind. They undertook an arduous 14, 000 km journey through central Asia, China and Tibet tracing the ancient trade route. Ghose captured this once-in-a-lifetime adventure as a five-part series in his film beyond the Himalayas (1996). This film book is a pictorial chronicle of Ghose's incredible experience on the silk route. Much of the text is the narration of the original soundtrack of the series which has been adapted for the benefit of book readers. His lens captures breathtaking visuals of a less travelled road. The tapestry of history, travel anecdotes, local legends and Titanic characters lend a cinematic quality to the whole narrative. The fabled past and the present are intercut by cinematic jumps in this fascinating record of an enduring memory in the collective consciousness of the history of mankind.

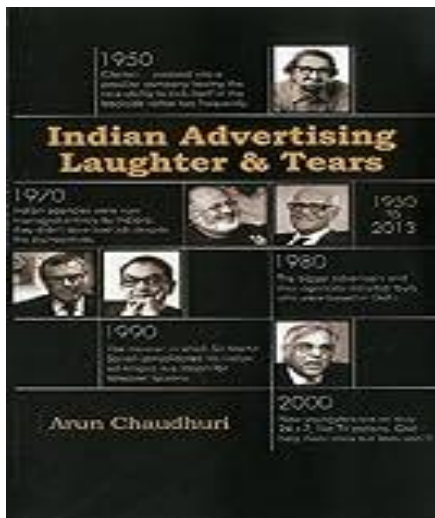


Shades of Kashmir: landscape, daily life, people protest by Basu, Shome

Niyogi Books 2015

Acc. No.: 53647 Call No.: 658.314(NY) ISBN: 9789383098866

Summary: Shades of Kashmir captures the poignant mood of the Valley when a modicum of normalcy returned to it after two decades of proxy war. Shome's journey in this troubled and bleeding part of the country started at this juncture when he was assigned to cover events in Kashmir. The image that emerged slowly, however, was of a transient generation, wedged between the militants and the government and a glint of its inner unrest. Shome's resilient lens was quick to capture this tectonic shift in the Valley, simmering under an apparent calm, followed intermittently by death, gun battles and roaring protests. The many hues of this epic battle and its untold tales, unfolded itself in black and white, making this book a rich repository of contemporary history.

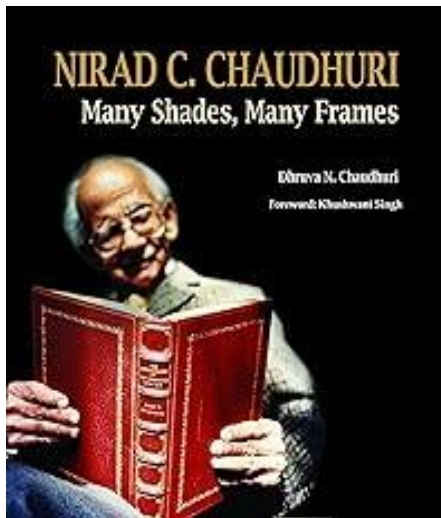


Indian advertising: laughter and tears 1950 to 2013 by Chaudhuri, Arun

Niyogi Books 2014

Acc. No.: 53556 Call No.: 658.314(NY) ISBN: 9789383098477

Summary: Indian Advertising: Laughter and Tears captures the evolution of the profession from 1950 till the present times. This book draws pen portraits of people who have given shape to the profession. Advertising has at times seemed suspect in the eyes of leaders of governments that have ruled in Delhi after Independence. Indian Advertising covers the socio-economic aspects that influence the profession since governments in India wield enormous clout upon all business activity. The book also showcases advertising—the good and not-so-good—through each decade covered. It begins at a time when companies looked for full-service ad agencies that presented creative, media and PR services. It ends when companies are no longer interested in full-service agencies. The business has disintegrated into Creative, Media and PR; each area now offers companies with their respective specializations.



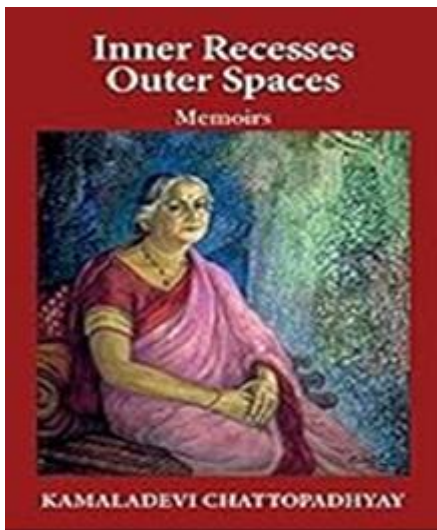
Nirad C Chaudhuri: many shades, many frames by Chaudhuri, Dhruva N

Niyogi Books 2011

Acc. No.: 53591 Call No.: 658.314(NY) ISBN: 9788189738907

Summary: Nirad C. Chaudhuri: Many Shades, Many Frames is the story of this famous writer, narrated by his eldest son Dhruva N. Chaudhuri. Words and photographs come together to create a charming picture of the prolific author whose *The Autobiography of an Unknown Indian*, published in 1951, put him on the shortlist of great Indian English writers. This book covers Nirad Chaudhuri's early years, his struggle to find work, his stint at All India Radio, going on to highlight his years in Oxford, where he died at the age of one hundred and one.

This is the story of an author who was certainly not destined to remain an Unknown Indian. The dramatic photographs and rare documents bring this illustrated biography alive.

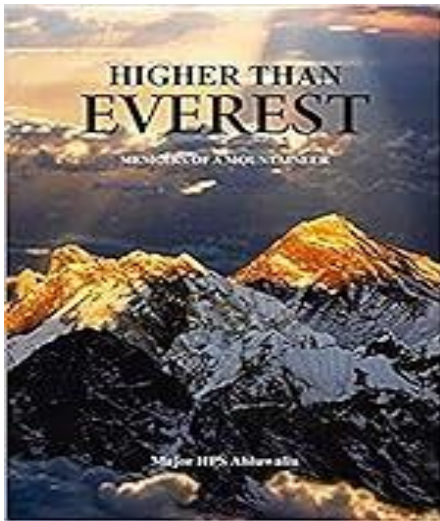


Inner recesses outer spaces: memoirs by Chattopadhyaya, Kamaladevi

Niyogi Books 2018

Acc. No.: 53558 Call No.: 658.314(NY) ISBN: 9789383098392

Summary: 1903-47 marks a period of fundamental change in India. A strong force swept the country, which compelled the world to recognize the power of spiritual energy. Mahatma Gandhi evolved the spiritual methods, and a rare band of individuals adopted them. Kamaladevi Chattopadhyay is such a person who changed the course of her comfortable existence to join the national struggle first as a Sevika-volunteer, later designated as an organiser of women workers in the Indian National Congress and finally as a member of the National Working Committee of the Congress. In this book Kamaladevi describes the events of the turbulent years as she lived and experienced them. She writes about her close association with fascinating leaders of the nationalist movement including Gandhi, Jawaharlal Nehru, Rabindranath Tagore, Sarojini Naidu, Motilal Nehru, Acharya Kripalani, Jayaprakash Narayan. She spent a total of 5 years in jail, and here recalls some of her experiences.

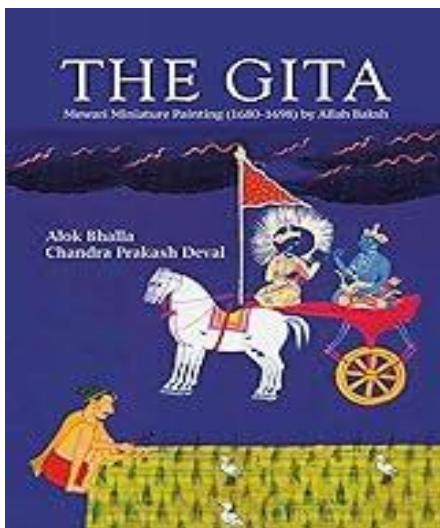


Higher than Everest: memoirs of a mountaineer by Ahluwalia, H P S

Niyogi Books 2016

Acc. No.: 53588 Call No.: 658.314(NY) ISBN: 9789385285264

Summary: This is the inspiring true story of one of India's most iconic mountaineers - Major HPS Ahluwalia, who was the member of India's first successful expedition to Everest. But the story does not end with this spectacular achievement. In fact, this is where the real story begins - for the struggle to climb Everest was but a preparation for an even bigger challenge that lay ahead. Just four months after his success, Major Ahluwalia suffered a grievous spinal injury in the Indo-Pak war of 1965. In a man of lesser courage, this could have destroyed his spirit but in Major Ahluwalia's case, it ignited a deep passion. This is the story of how he fought 'the impossible fight' towards rehabilitation and how he achieved the 'seemingly unattainable dream' of building India's first world class Spinal Injuries Centre. This is ultimately the story of how Major Ahluwalia conquered a Summit even higher than the Everest, the Summit of the Mind.

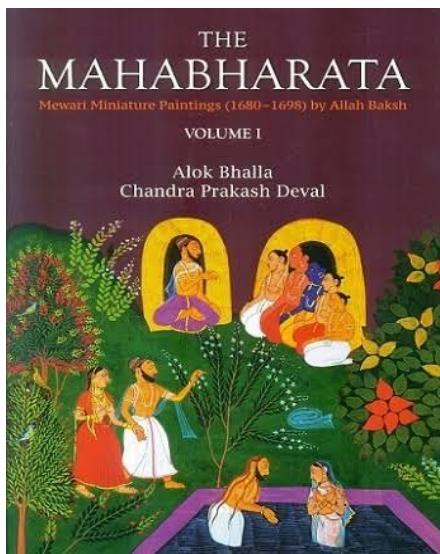


The Gita: Mewari miniature painting (1680-1698) by Allah Baksh by Bhalla, Alok

Niyogi Books 2019

Acc. No.: 53649 Call No.: 658.314(NY) ISBN: 9789386906939

Summary: The miniature paintings of the Gita by Allah baksh, published in this volume for the first time, are from the late seventeenth century Mewar. Commissioned by udaipur's Maharana Jai Singh, these paintings of the Gita are part of an illustrated Mahabharata Folio of more than 4000 works. Allah baksh's luminous work on the Gita has no precedent in India's art tradition. He has illustrated Krishna's ecstatic song, verse by abstract verse. His images, meditative and unostentatious, are free from both heroic posturing and spiritual pride. Their colours are clear and luminous; their lines are restrained and precise. The Folio reveals an artist for whom the Gita is a magnificent conversation between man and God about the pity and the sorrow of war. Allah baksh's art of visionary thoughtfulness deserves an honoured place in the great library of Indian scriptures and their interpretations. Alok Bhalla's commentary on the relationship between the paintings and the verses of the Gita is richly nuanced and imaginative. He challenges us to think about how artists have interpreted India's sacred texts in radically new ways.



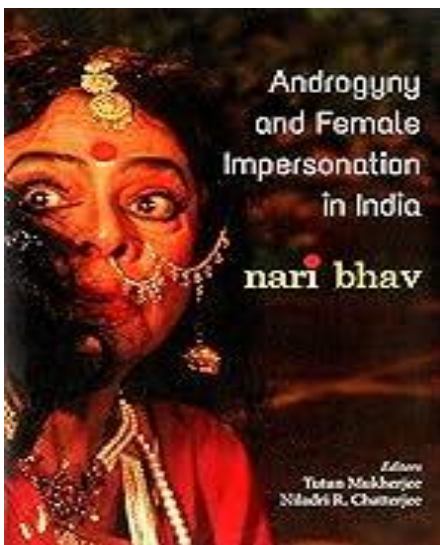
The Mahabharata: Mewari miniature painting (1680-1698) by Allah Baksh 4 volume by Bhalla, Alok

Niyogi Books 2023

Acc. No.: 53725-53728 Call No.: 658.314(NY) ISBN: 9789391125660

Summary: Allah Baksh's magnificent miniature paintings of Vyasa's great epic, the Mahabharata, were commissioned by Udaipur's Maharana, Jai Singh and painted between 1680 and 1698. The selection of nearly 2000 paintings, published in four volumes, are from a folio of more than 4000 extant works illuminating the Mahabharata.

These radiant miniatures, which follow almost every story in every chapter of the Mahabharata, have no precedent in India's art tradition. The emphasis in these paintings is not on heroic posturing and spiritual pride, but on the pain that the earth and its creatures endure when human beings tragically fail to fulfil their dharma. The images in the paintings are symbolically charged, their colours are clear and luminous, their lines are restrained and precise. Allah Baksh's art of visionary thoughtfulness deserves an honoured place in the great library of Indian scriptures and their visual interpretations.

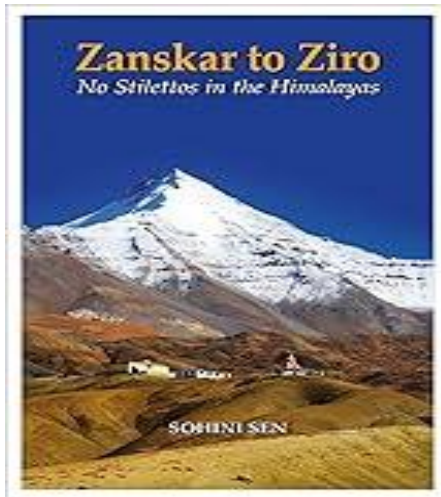


Androgyny and female impersonation in India: nari bhav by Mukherjee, Tutun

Niyogi Books 2023

Acc. No.: 53552 Call No.: 658.314(NY) ISBN: 9789385285462

Summary: Androgyny is an engaging subject of discussion and research in the present times. This volume makes an effort to understand concepts of androgyny and 'nari bhav' or sensibility of the feminine beyond the anatomy-directed definitions circumscribed within the dubious realm of the 'third sex', or 'third gender'. As expressed through various literary and performative traditions in India that emphasize interrelatedness of art and society, the concept of 'nari bhav' is a deeply rooted cultural belief in the fluid interplay of the female and the male symbolized, for example, as Ardhanarishwara. The belief that the constant interplay of duality engenders balance and harmony in both personal and social aspects of human life and the acknowledgment of the existence of male and female tendencies—physiological and/or emotional-psychological—within each individual has aesthetic validity, may be seen to form the basis of female impersonation in India. Such perception urges more inclusiveness in social attitudes, easier acceptance of different sexualities and ways of expressing gender. The volume discusses concepts of androgyny that permeate Indian cultural ethos and as expressed through female impersonators not only in religion, theatre and dance but also in contemporary performative mediums like films, television and the internet.

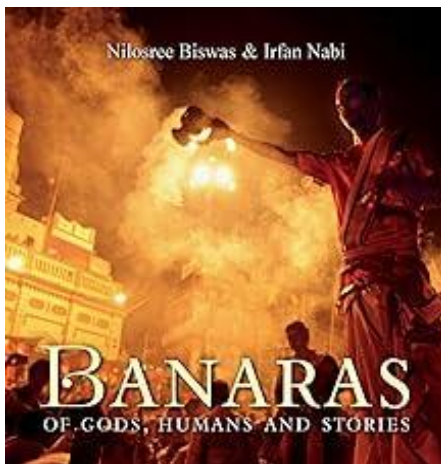


Zanskar to ziro: no stilettoes in the Himalayas by Sen, Sohini

Niyogi Books 2017

Acc. No.: 53580 Call No.: 658.314(NY) ISBN: 9789385285868

Summary: Zanskar to Ziro: No Stilettoes in the Himalayas emerges as an infusion of luxuriant landscapes and rich history, a successful evocation of a sense of place. The book is further enriched by echoes and allusions from all that the author and her co-traveller have read, as well as high-quality visuals. The acceptance that comes from having lived half of one's life has allowed the travellers to wade across difficulties with a sense of humour—often self-deprecating—that twinkle through the book.

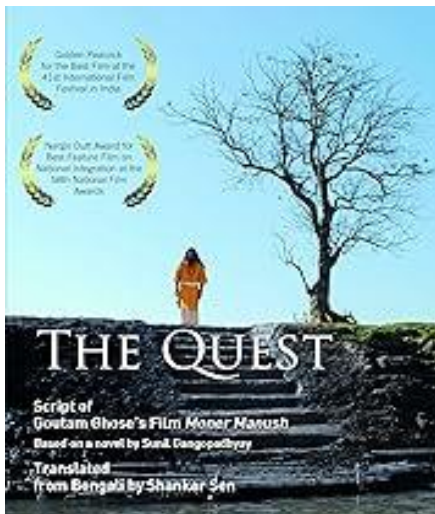


Banaras: of gods, humans and stories by Biswas, Nilosree

Niyogi Books 2021

Acc. No.: 53662 Call No.: 658.314(NY) ISBN: 9789389136777

Summary: A cascading effect of events unravels in Banaras: on its ghats and in its lanes. Myriad lanes emerge like an umbilical cord out of the ghats to the womb of the sacred geography, to the infinite spots where the believers pause to experience the divine. Its waterfront, a grid of staircase leads one's vision up and the eye meets a world that is frantic of the mundane and magnum opus, a scene that appears chaotic yet in sync.

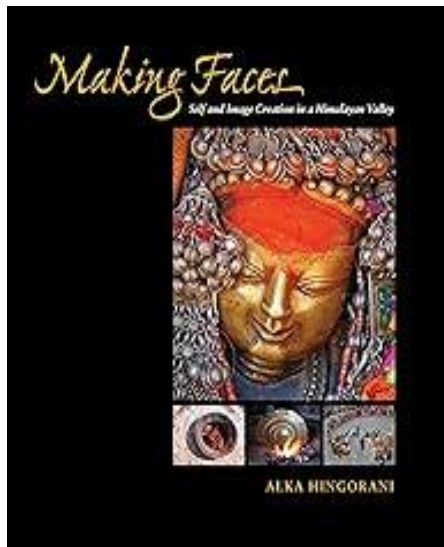


The quest: script of Goutam Ghose's film Moner Manush by Gangopadhyay, Sunil

Niyogi Books 2012

Acc. No.: 53623 Call No.: 658.314(NY) ISBN: 9789381523131

Summary: The film-script of The Quest (Moner Manush) is much more than a biography of Lalon Fakir. It reveals the stages of a simple young man's emergence as Lalon Fakir, the prevailing social scenario, a disciple's faith in his Guru and a man's endless journey in quest of the single entity that his heart craved for. Lalon's songs were devotional lyrics-poetic and passionate, carrying deep philosophical annotations-in tune with the music of the Baul community of rural Bengal. The baul community renounced all recognized institutional religions and revolted against long-established rites, customs and faiths. Breaking down the barriers of the narrow confines of communal faith they had found a large expanse under the sky, which had served as bountiful meeting place for many religions. In Lalon's words, they were like 'a rudderless raft in a shore-less river', a 'hidden current' where 'those who wanted to get lost can get lost.'



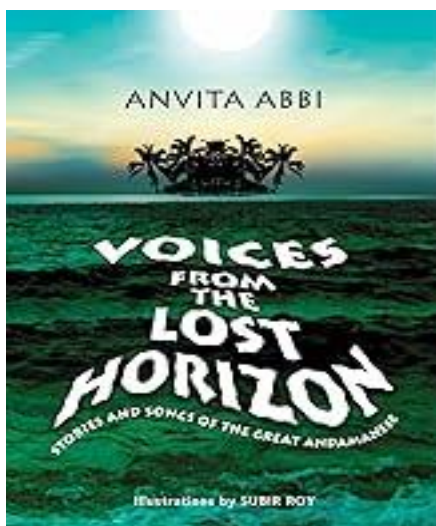
Making faces: self and image creation in a Himalayan valley by Hingorani, Alka

Niyogi Books 2013

Acc. No.: 53589 Call No.: 658.314(NY) ISBN: 9789383098019

Summary: Taberam Soni, Labh Singh, Amar Singh, and other artists live and work in the hill-villages of the lower Himalayas in Himachal Pradesh, India. There they fashion face-images of deities (mohras) out of thin sheets of precious metal. Commissioned by upper-caste patrons, the objects are cultural embodiments of divine and earthly kinship. As the artists make the images, they also cross caste boundaries in a part of India where such differences still determine rules of contact and correspondence, proximity and association. Once a mohra has been completed and consecrated, its maker is not permitted to touch it or enter the temple in which it is housed; yet during its creation the artist is sovereign, treated deferentially as he shares living quarters with the high-caste patrons.

Making Faces tells the story of these god-makers, the gods they make, and the communities that participate in the creative process and its accompanying rituals. For the author, the process of learning about Himachal, its art and artists, the people who make their home there, involved pursuing itinerant artists across difficult mountainous terrain with few, if any, means of communication between the thinly populated, high-altitude villages.

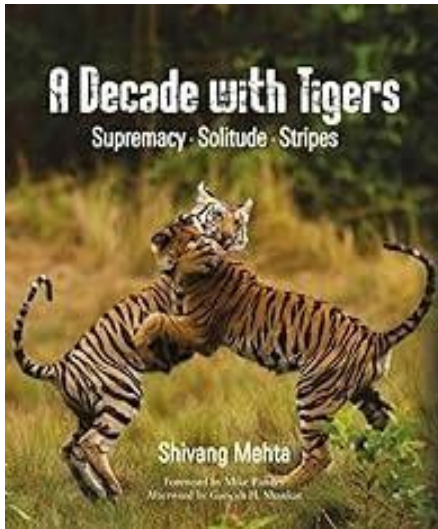


Voices from the lost horizon: stories and songs of the Great Andamanese by Abbi, Anvita

Niyogi Books 2021

Acc. No.: 53578 Call No.: 658.314(NY) ISBN: 9789391125066

Summary: The Andaman Islands—great Andaman, little Andaman, and North Sentinel Islands have been home for millennium to four tribes: the Great Andamanese, Onge, Jarawa, and Sentinelese. Their languages are known by the same name as that of the tribes. 'Great Andamanese' is a generic term representing ten languages among a family of languages that were once spoken by ten different tribes living in the North, South, and middle of the Great Andaman Islands. These languages were mutually intelligible like a link in a chain. However, today, Great Andamanese is a moribund language of the only-surviving pre-neolithic tribe, breathing its last breath. When a language is on the verge of extinction, its history, culture, ecological base, knowledge of the diversity, ethno-linguistic practices, and the identity of its community—everything is endangered. This is what prompted Prof.

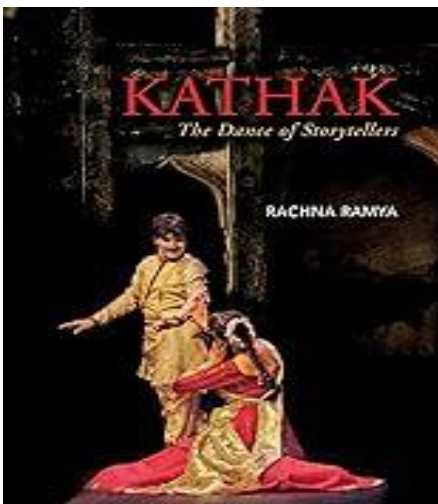


A decade with tigers: supremacy. solitude. stripes by Mehta, Shivang

Niyogi Books 2017

Acc. No.: 53660 Call No.: 658.314(NY) ISBN: 9789386906038

Summary: Tigers are symbolic of the Indian wilderness and the mesmerizing stripes have long captured popular imagination. *A Decade with Tigers* is a photographer's take on the dramatic rise in the popularity of tigers in the past decade. Powered by social media and an increasing number of photographers interested in documenting the various moods and behaviours of tigers in forests across the country, tigers have been anthropomorphised, with some of them becoming the 'tiger icons' of India. *A Decade with Tigers* is a unique tribute to the tigers who have played a vital role as 'brand ambassadors' of Indian wildlife. The volume chronicles legendary tiger mothers and male tigers of the past decade, as well as their tales of survival, complemented by exquisite images by wildlife photographer Shivang Mehta, who has spent thousands of hours on the field. Also showcased is the singular diversity of Indian wildlife through spectacular images of the myriad species that share their home with tigers, photographed in terrains ranging from montane forests to the plains of Central India. The book also delves into the changing landscape of tiger photography in India and contains expert opinions by leading nature photographers on the need for creativity and innovation in the photography and portrayal of India's magnificent national animal.

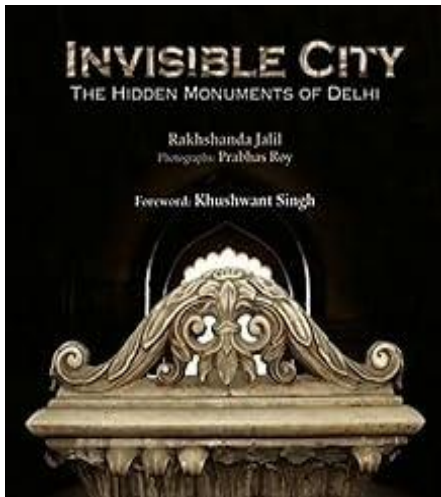


Kathak: the dance of storytellers by Ramya, Rachna

Niyogi Books 2025

Acc. No.: 53644 Call No.: 658.314(NY) ISBN: 9789386906885

Summary: *Kathak: the dance of storytellers* explores the philosophical and practical aspects of Kathak dance—its origin, development and techniques. Investigating this compelling dance style from cultural and historical perspectives, the book delves into the essential principles of Kathak, its schools and major artists, the format of Kathak performance, repertoire, Kathak music, predominant trends in training and the system of practice through the lens of theory and application. A rare resource, the text is a comprehensive read for dancers, teachers and Kathak lovers.

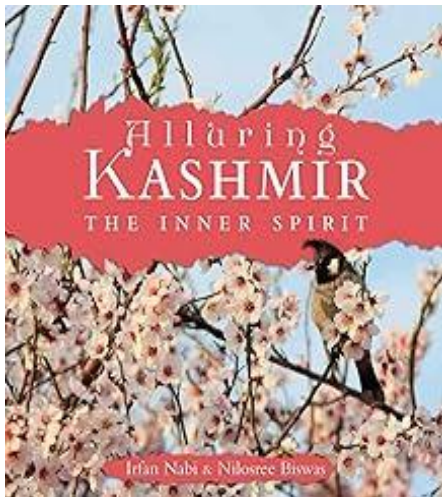


Invisible city: the hidden monuments of Delhi by Jalil, Rakhshanda

Niyogi Books 2023

Acc. No.: 53643 Call No.: 658.314(NY) ISBN: 9788189738778

Summary: There is no denying that Delhi is unique. What sets it apart is the multitude of historic ruins that are a part of the city's landscape. Neophyte New Delhi has been quick to discard most of them on the rubbish heap of history, choosing to validate a bare minimum with a name, an identity and a place of visibility. Where it was possible to make the law look the other way, many of these monuments were razed to the ground to make way for development. Regarded as no more than inconvenient piles of rock, many have been pulled down, built upon, built around.



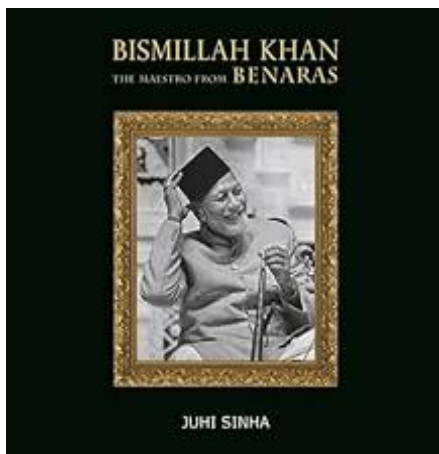
Alluring Kashmir: the inner spirit by Nabi, Irfan

Niyogi Books 2017

Acc. No.: 53666 Call No.: 658.314(NY) ISBN: 9789385285387

Summary: Kashmir is a distinct region yet to be explored fully. The authors 'tell' human stories against an awe-inspiring, natural backdrop. Their compelling and magical pictorial journey with the reader through the Valley – celebrating the ethereal beauty and the cultural diversity of this land as well as marking the shades of change and transition – has been painted with the lesser known colours, layers and textures which lie beyond the known dimensions of Kashmir.

Breathtaking photographs in varying shades and angles supported by well-researched, relevant text in this unique travel book are the tools to communicate to the reader a classical Kashmir—with its inherent rich culture and exotic landscapes set against unfamiliar facts, fables and space and the intimate aspects of daily life and its treasured moments.



Bismillah Khan: the maestro from Benaras by Sinha, Juhi

Niyogi Books 2011

Acc. No.: 53553 Call No.: 658.314(NY) ISBN: 9788189738914

Summary: Bismillah Khan: Maestro from Benaras is an insightful look into the home and heart, and at the musical journey of one of the greatest artists that India has produced. The book follows the music legend Bismillah Khan as he grows from child to man, from pupil to legend. The book also lovingly portrays the whims and foibles of Bismillah Khan giving readers a glimpse of the wit, humour and charisma behind the artist.



PC Sorcar: the maharaja of magic by Sorcar, P C

Niyogi Books 2018

Acc. No.: 53670 Call No.: 658.314(NY) ISBN: 9789386906090

Summary: P.C. Sorcar is one of the greatest magicians of the twentieth century. He single-handedly revived a languishing Indian art and brought it to the world stage. This book is a pictorial account of his metamorphosis into the Maharaja of Magic from very humble beginnings. Written by his son, who was once his apprentice and now carrying on the proud tradition, this is a deeply personal view of the life and times of a towering figure. Photographs culled from various sources throw light on the magician as well as the man behind the scenes. Rare posters, newspaper articles, cartoons, family photos, private papers, facsimiles of honours and awards add to the richness of the work, thereby providing the reader a closer look at Sorcar whom the greats in his fraternity rated as the 'Greatest Ever'.

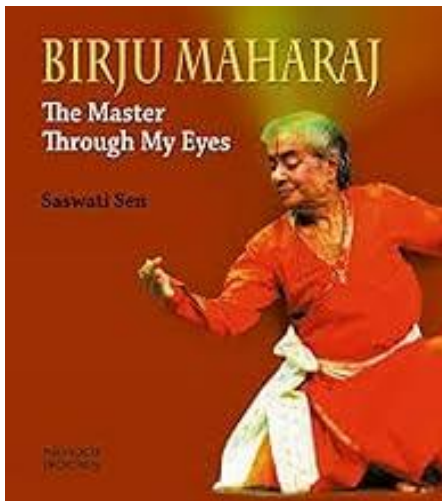


Shiv Kumar Sharma: the man and his music by Puri, Ina

Niyogi Books 2014

Acc. No.: 53619 Call No.: 658.314(NY) ISBN: 9789383098149

Summary: "Himalayan Cities: Settlement Patterns, Public Places and Architecture marks the culmination of extensive documentation and research on the cities and architecture of the Himalayas. It explores the idea of settlements in different areas of the Himalayan region, cutting across national boundaries, from Kashmir via Nepal to the north-eastern parts of the Indian subcontinent, and their relationship with the landscape. By comparing these, the book makes the case for peculiarities of the Himalayan city and succeeds in deducing key principles and general models, typical of the settlement patterns, nature of public places and architecture shaped by this unique mountainous environment. The relationship between natural systems and human ingenuity as projected through its built traditions forms the underlying theme of the book. Lavishly illustrated with stunning photographs and detailed hand drawings by the author and his students, Himalayan Cities not only engages the academia but also the general reader and helps provoke a discourse on this intriguing landscape and its architectural nuances."

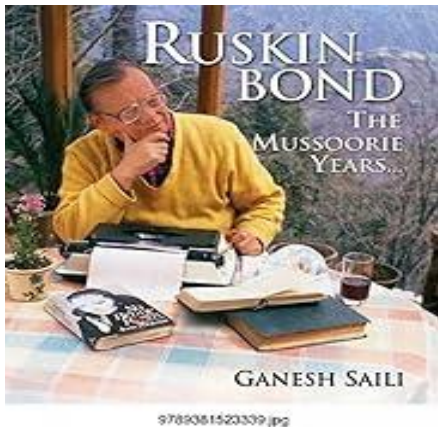


Birju Maharaj: the master through my eyes by Sen, Saswati

Niyogi Books 2013

Acc. No.: 53638 Call No.: 658.314(NY) ISBN: 9789381523827

Summary: Saraswati Sen has known Pandit birju Maharaj for over forty-five years. Gradually, she began to see the divinity in her talented master and decided to write a book on his life and work. This title presents layers of the Kathak maestro's personality as witnessed by one of his foremost disciples. It reveals how this icon of Indian dance, who is a mentor for thousands and an inspiration for countless people across the globe, is actually an unassuming, simple person outside his artistic world.

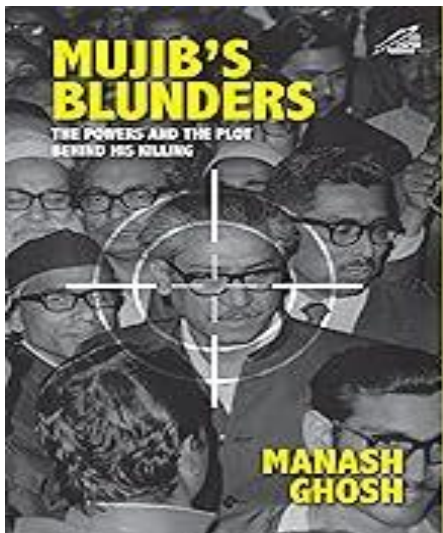


Ruskin Bond: the Mussoorie years by Sali, Ganesh

Niyogi Books 2012

Acc. No.: 53646 Call No.: 658.314(NY) ISBN: 9789381523339

Summary: Ruskin Bond: The Mussoorie Years... is a delightful tribute to a friend of forty years. Ganesh Sali captures memorable moments in the life of Ruskin Bond, right from infancy to the present day. Presented in this book, interspersed with photographs and writing, is a unique offering that provides an insight into the life and times of Ruskin Bond. It makes interesting reading for all ages.



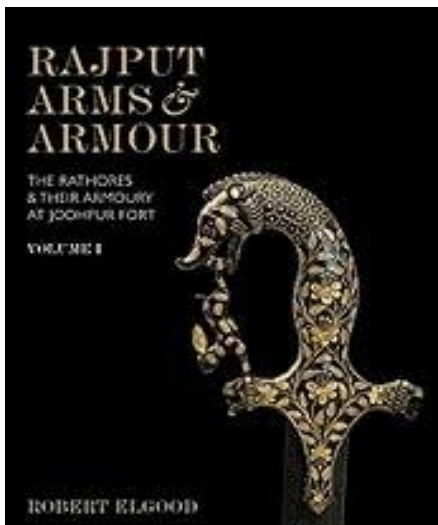
Mujib's blunders: the powers and the plot behind his killing by Ghosh, Manash

Niyogi Books 2025

Acc. No.: 53561 Call No.: 658.314(NY) ISBN: 9788119626250

Summary: The book critically examines several successive blunders committed by Sheikh Mujibur Rahman after becoming the chief helmsman of Bangladesh. Disregarding warnings of his well-wishers, he appointed pro-Pakistani quislings to key positions in his government and the military, who were later utilised by Bhutto and the Pakistani establishment to exact revenge for the dismemberment of their country and the humiliating surrender in Dhaka.

Mujib also sidelined figures like Tajuddin Ahmed and other tested comrades who had carried out his instruction to steer the liberation war through difficult days. Despite his secular ideals, he founded an Islamic foundation, which was hijacked by Islamists to promote fundamentalist tenets.

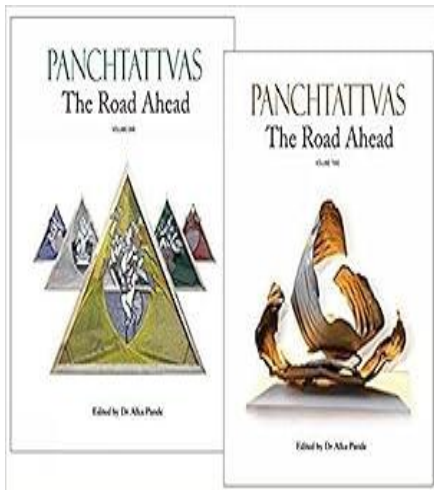


Rajput arms and Armour: The Rathores and their Armoury at Jodhpur fort 2 volume by Elgood, Robert

Niyogi Books 2017

Acc. No.: 53729-53730 Call No.: 658.314(NY) ISBN: 9789385285707

Summary: Some years ago, the study of arms and armour of the subcontinent reached a plateau where enough was known to allow curators and collectors a veneer of authority when writing and speaking about the topic. This book shows how very thin that veneer was. For political and more recently commercial reasons the cultural history of the subcontinent has been largely expressed through the Mughal experience of India. Whilst it is true that the Muslim Mughals dominated India the empire, they ruled was predominantly Hindu. This book reclaims the Hindu contribution to the military culture of the Mughal period. The Rajputs were very closely aligned to the Mughals from the reign of Akbar in the sixteenth century but they retained their own distinctive values: in the military sphere their preferences were extremely conservative. A Rajput warrior's sword was his most valued possession, guardian of his honour and his women, the means to fame and spiritual release. The armoury at Mehrangarh helps us to enter an unfamiliar world with a tradition of courage and self-sacrifice conserved in music and poetry that was so extreme that scholars have struggled to concede its existence.

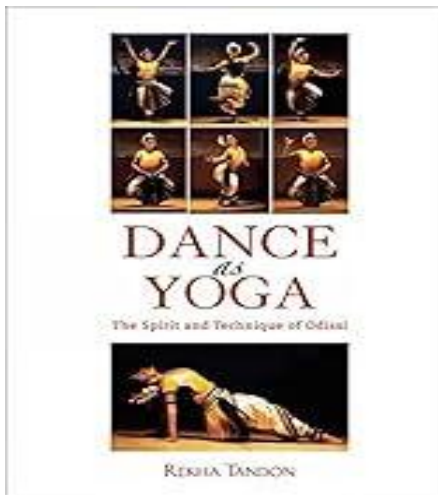


Panchtattvas: the road ahead 2 volumes by Pande, Alka

Niyogi Books 2017

Acc. No.: 53713-53714 Call No.: 658.314(NY) ISBN: 9789386906069

Summary: This book, a two-volume set, contains thought-provoking essays on sustainable development as well as award-winning photographs from Photosphere 2016, which culminated in an outdoor exhibition titled 'Panchtattvas: The Road Ahead'. The exhibition, held at New Delhi's India Habitat Centre, aimed to create not only a new language of photography but to sensitise the public on significant stories about sustainability through photo-installations that were freed from the white cube of the gallery space. The four awardees, Harikrishna Katragadda, KR Sunil, Monica Tiwari and Shraddha Borawake, were mentored by Aditya Arya, Bandeep Singh, Parthiv Shah and Prabir Purkayastha. Five distinct and distinguished experts—Dr Ajay Mathur, Amba Jamir, Madhav Gadgil, Mike Pandey, Sunita Narain—from across the sphere of sustainable development give voice to the concerns that are gripping the field. These are fresh narratives preserved as a document for future generations. The intent of these two volumes is clear: to learn from these stories and to see the world as it once was; to create modern narratives keeping the essence of the ancient panchtattvas alive in the minds of the people.

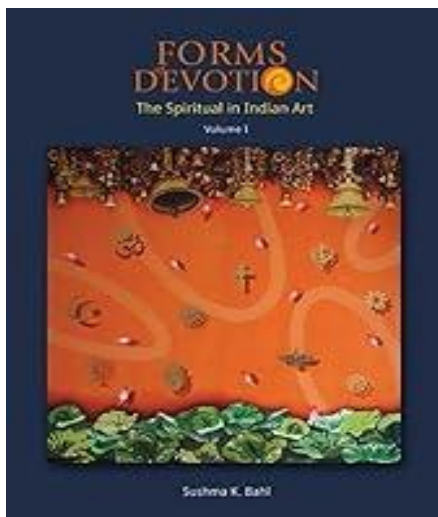


Dance as yoga: the spirit and technique of Odissi by Tandon, Rekha

Niyogi Books 2017

Acc. No.: 53639 Call No.: 658.314(NY) ISBN: 9789385285844

Summary: Dance as Yoga addresses the background, technique and embodiment of the Odissi dance form. It describes Odissi's mechanism for creating, dispersing and expressing energy, as well as some early experiments in choreography that extended its accepted parameters with reference to Chronological Studies. It is meant for both performers and audiences to better appreciate the reasons for the restraints inherent in such dance forms and, by doing so, have an informed appreciation of innovation that builds on traditional strengths.

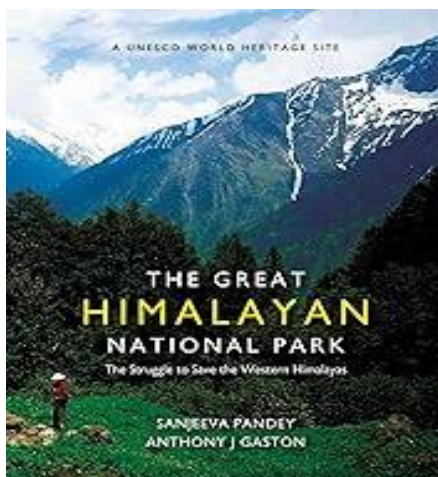


Forms of devotion: the spiritual in Indian art 2 volume by Bahl, Sushma

Niyogi Books 20150

Acc. No.: 53721-53722 Call No.: 658.314(NY) ISBN: 9789383098828

Summary: Forms of Devotion documents a substantive collection of Indian art in the spiritual genre and held in the Museum of Sacred Art. The publication explores an inclusive spectrum of contemporary Indian creativity - classical inspired, tribal, folk and popular arts, reflective of the rootedness and innovation within traditions, as well as new media work in varied manifestations and genres. It features several especially commissioned works and seminal essays by Indian and international experts framed within the context of the history, philosophy and ideology of the culture, the art stems from. The double volume book reflects the diversity and depth of Indian art from varied perspectives and aesthetics.

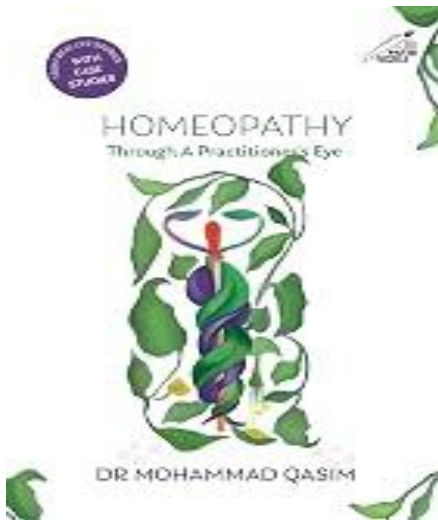


The great Himalayan national park: the struggle to save the western Himalayas by Pandey, Sanjeeva

Niyogi Books 2019

Acc. No.: 53658 Call No.: 658.314(NY) ISBN: 9789386906717

Summary: The great Himalayan National Park conservation area (ghnpca), a UNESCO world heritage site, is one of the most important protected areas in the Himalayas, one of the world's great biological realms. The book is intended both as a history and an ecological overview of the park as well as a plea for continuing conservation of the rich legacy of Himalayan plants and animals. In addition to descriptions of the ecology, the book includes local history and Culture and a review of current development in the region.

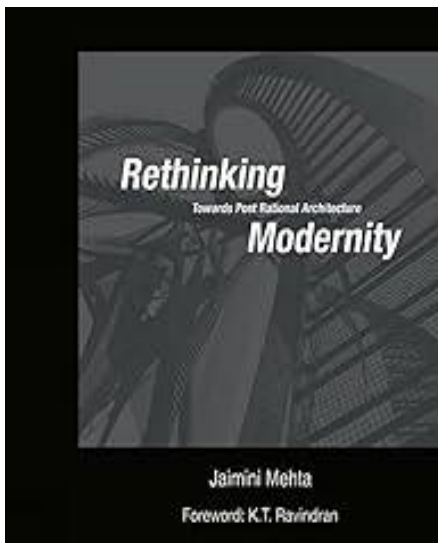


Homeopathy: through a practitioner's eye by Qasim, Mohammad

Niyogi Books 2025

Acc. No.: 53555 Call No.: 658.314(NY) ISBN: 9788119626427

Summary: Homeopathy as a system of healing was developed by Samuel Hahnemann, a German physician in 1796. Now widely practiced worldwide, Homeopathy follows the principle of 'like cures like' or similia similibus curentur. In this informative work, the author, an experienced Homeopathic practitioner, explains concepts such as 'vital force' and 'vital principle', the basic tenets of Homeopathy. With illustrative case studies from his practice, he highlights how treatment does not focus on evident symptoms alone, but also the past experiences and present state of mind of a patient. The remedy is customized to suit the requirements of patients, such that they are restored to a state of physical and emotional wellness. With detailed case studies and explanations of what a Homeopathic practitioner should keep in mind, as well as references to major works in the field, this book is sure to be of interest to the general reader, as well as students of Homeopathy and alternative medicine.

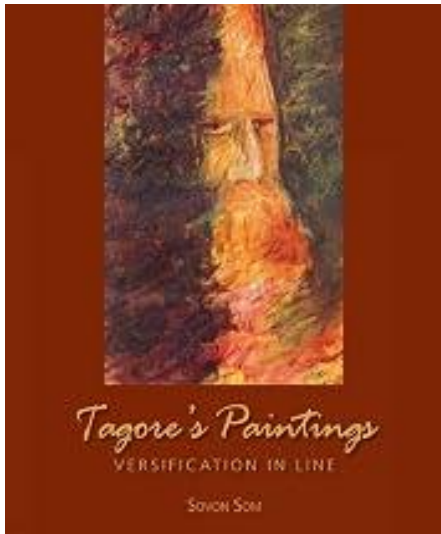


Rethinking modernity: towards post rational architecture by Mehta, Jaimini

Niyogi Books 2011

Acc. No.: 53618 Call No.: 658.314(NY) ISBN: 9788189738723

Summary: Has the project to usher in Modernity run its full course and is now ready to be replaced by something called Post-Modern? Re-examining the very idea of Modernity in architecture, and drawing from a number of diverse sources such as philosophy, social science, art and technology, Prof. Mehta argues that the normal historical progression of architectural thought and production suffered an epistemological break in mid-18th century, caused by the separation between architecture and engineering and resulted in increasing rationalization of architecture. Critical writings of several post-Renaissance scholars and academicians aided this process. Prof. Mehta refers to this as "Academic Architecture". While the pre-Renaissance scholars were content to codify the practice of architecture, the new writings actively sought to construct an identity of architecture to align it with modern science and industry. The overwhelming need to validate architecture from the logico-mathematical perspective favored the cerebral over the existential qualities of architecture. Prof. Mehta asserts that alternatives to the rationalist and positivist narratives always existed in the West and also in several non-Western cultures but the very strong "foregrounding" of Rationalism confined them to the academia.

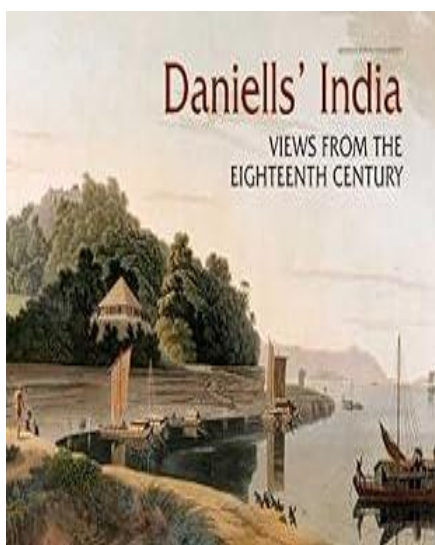


Tagore's paintings: versification in line by Som, Sovon

Niyogi Books 2011

Acc. No.: 53621 Call No.: 658.314(NY) ISBN: 9788189738945

Summary: Rabindranath Tagore, in the prefatory note in his Birmingham exhibition had commented: 'My pictures are my versification in lines. If by any chance, they are entitled to claim recognition, it must be primarily for some rhythmic significance of form, which is ultimate and not for any interpretation of an idea or representation of fact.' Breaking away from his image as the philosopher-poet of Gitanjali, that permeated an aura of mysticism, an ambience of peace and sublime harmony, Tagore set forth on this adventurous journey in the wonderful domain of art at a time when both health and words were failing him. Painting was seen by him as the epilogue to his life, a means to recollect memories and refurbish certain images that haunted him. Tagore's Paintings: Versification in Lines outlines the creative process behind Tagore's experiments with ink and colour. What began as emendations and rhythmic linear tracteries gradually took diagrammatic abstract forms, creating curves and loops or flowing in a jagged manner, and moving in search of recognizable bodies or towards figuration. Tagore's unrestrained expression in lines played havoc in the complacent and stagnant world of Indian art and paved the way towards modernism. The images presented in this book have been selected to support the author's fastidious research of Tagore's paintings, and the captions added to them, complement his analyses.

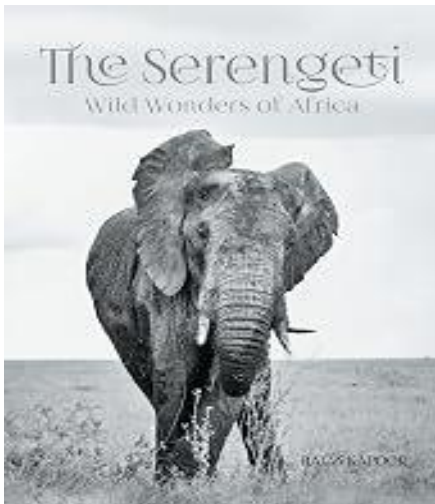


Daniells' India: views from the eighteenth century by Goswamy, B N

Niyogi Books 2013

Acc. No.: 53718 Call No.: 658.314(NY) ISBN: 9789381523636

Summary: Thomas Daniell was thirty-six years old when he and his nephew William, barely sixteen, sailed out from Gravesend in April 1785, headed for the East. They arrived in Calcutta via China the next year. They travelled across India, painting Oriental Scenery wherever they went. Their views were widely appreciated and are representative of that fascinating period. In this volume. The Daniells returned to England in September 1794. This special book presents a selection of their work in India, bringing alive the scenery and architecture of that age.

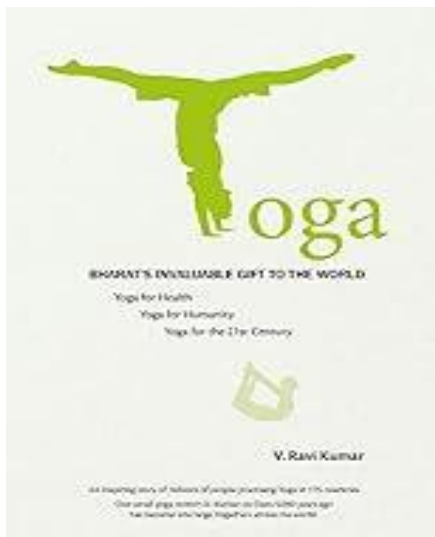


The Serengeti: wild wonders of Africa by Kapoor, Rajan

Niyogi Books 2024

Acc. No.: 53716 Call No.: 658.314(NY) ISBN: 9788119626991

Summary: The Serengeti: Wild Wonders of Africa is a pictorial journey into some of the earth's most iconic and untamed landscapes. Here we witness the great dance of survival between predator and prey play out across vast, undulating plains. Danger and beauty coexist: in the rosettes among the bushes lies the quiet prow of big cats that do not hesitate to pounce. Yet, the ability of varied species to live alongside each other is never lost on one who steps into the almost timeless rhythm in which life unfolds in the African plains. This is an experience of a world of wonder in which every link is essential in the circle of life.

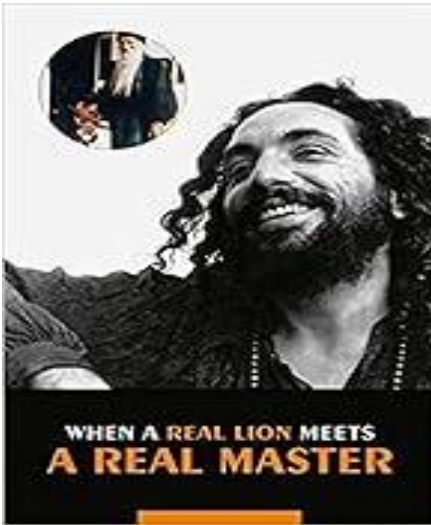


Yoga Bharat's invaluable gift to the world: yoga for health, yoga for humanity, yoga for the 21st century by Kumar, V Ravi

Niyogi Books 2015

Acc. No.: 53579 Call No.: 658.314(NY) ISBN: 9789385285059

Summary: The book highlights the amazing popularity of Yoga amongst all cross-sections of human society - corporates, celebrities, sportspersons, world leaders and the common populace. It has vividly captured the transformation the practice of Yoga has achieved, among individuals and societies alike, with the help of powerful images and quotations. The book subtly signifies that Yoga leads one to spiritual development by facilitating the control of the mind and senses, which gradually leads human society to Universal oneness, Peace and Harmony; an invaluable gift to mankind indeed. Going beyond G-3, G-5 and G-20, Yoga is G-All - a win-win situation for all lovers of humanity, ecology, environment, women empowerment and a healthy lifestyle. Contents: Author's Note; Preface by Swami Chidanand Saraswati; The Universal Appeal of Yoga; Introduction to Yoga; Yoga in Modern Context; Yoga in Asian Countries; Yoga in Bharat; Yoga and Indian Influence in China, Korea and Japan; Yoga in the Americas; Yoga in Africa; Yoga in Europe, Australia and New Zealand; Yoga in Prisons; Yoga in Business and Business in Yoga; World Leaders and International Icons on Yoga; Yoga by Bollywood, Hollywood and Music Celebrities; Inspiring Yoga Stories; Conclusion; Appendix: I: Magic of Yoga APPENDIX II: India's Additional Contribution in Health Science.

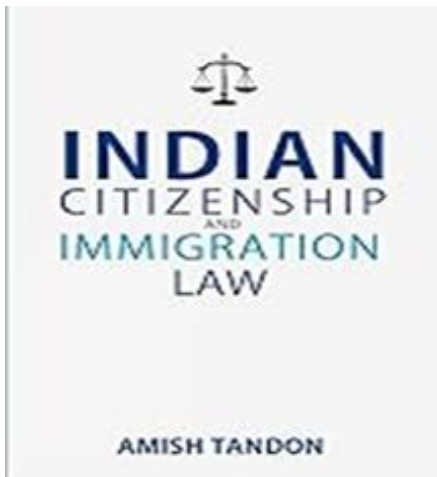


When a real lion meets a real master by Sarjano, Swatantra

Niyogi Books 2016

Acc. No.: 53551 Call No.: 658.314(NY) ISBN: 9789385285363

Summary: The word 'unique' is pale from overuse yet for describing this book there is no better adjective. As a record of the enlightened master Osho's work with his disciples during the 70s and 80s it is certainly a 'one-off'. Osho conducted an intense experiment, attracting seekers in their thousands from every corner of the globe, at a time when the Internet was embryonic and the only 'search engines' word of mouth, books and magazines. In working with the complex minds, polished egos, emotional and psychic armouring of 20th century seekers, Osho created powerful meditation techniques which he used alongside structures and processes from the thriving contemporary Western growth movement. Osho's sannyasins were adventurers – on the move, seeking depth, insight, connection, and meaning while shaking off cultural and societal conditioning. Into the vibrant and dynamic community known as the Pune 1 ashram, swept a flamboyant Italian, Carlo Silvestro, who was swiftly renamed by Osho Swatantra Sarjano – Divine Creativity. Sarjano received more attention, commentary, feedback, grooming, stroking and Zen-whacking than any sannyasin ever documented in Osho's work. Why did this 'crazy Italian' get so much attention from the Master? Was Sarjano 'special'?

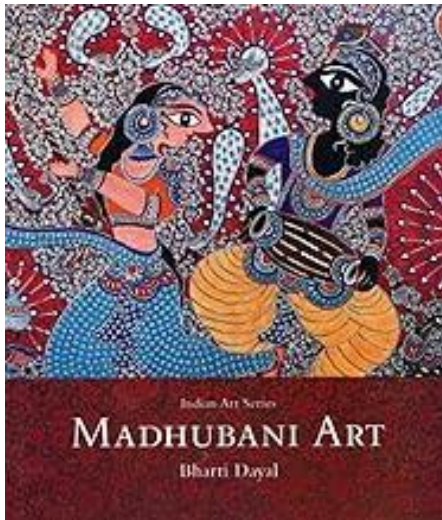


Indian citizenship and immigration law by Tandon, Amish

Niyogi Books 2022

Acc. No.: 53557 Call No.: 658.314(NY) ISBN: 9789391125684

Summary: The law relating to citizenship in India has been a matter of public debate in recent times. The CAA (Citizenship Amendment Act) and NRC (National Register of Citizens) are topics that have led to public protests and debates, as well as petitions in various courts of the country. Written in simple language and citing the relevant sections of the law, the author clarifies what it means to be a citizen of India, the various ways of becoming a citizen, who the CAA is meant to help, and why border states such as Assam are a special case in this matter. He also explains the laws concerning immigration, clarifying who is an 'illegal immigrant' and how legal citizenship can be obtained. Concepts such as Overseas Citizen of India (OCI), foreigners' registration and the Passport Act of India, among others, are lucidly explained for the reader. The author has provided a clear background and understanding of Indian Citizenship and Immigration Law in this handy book, which will be of use to lawyers, students, policy makers, NGOs and the general reader interested in these topics of current debate.

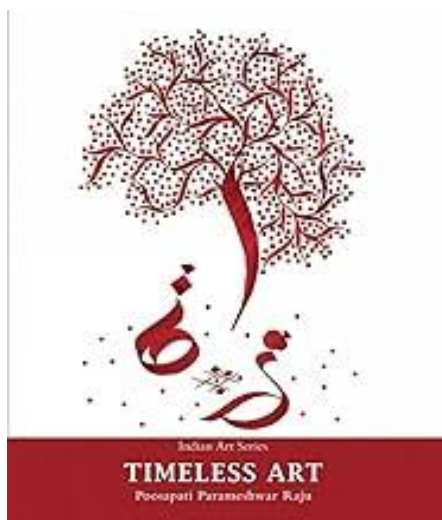


Madhubani art by Dayal, Bharti

Niyogi Books 2024

Acc. No.: 53581 Call No.: 658.314(NY) ISBN: 9789385285080

Summary: Madhubani art's origin is believed to go back to the ancient era of the Ramayana, when the town was decorated by inhabitants of the region for the wedding of Lord Rama and Sita with elaborate wall paintings and murals. The philosophy of Madhubani art is essentially based on the principle of dualism. The Artscape appears inundated with divine deities, the sun and moon, and flora and fauna along with features found in Buddhism, Islamic Sufism, tantric symbols and classical Hinduism. Primarily a significant socio-cultural engagement for the womenfolk of Bihar, this art was a welcome break from their daily drudgery. Immersed in the folklore of Mithila, fresh forms and figures are painted and repainted on walls and floors of their homes to mark special occasions. Well-established procedures are followed and techniques are passed on from one generation to the next, keeping the ephemeral art form and ancestral tradition and its lore alive. Madhubani artists today are seen to work more with brushes and acrylic paint rather than natural dyes and pigments. They now also work on paper, cloth, canvas and wood to create art and artifacts, besides painting on walls and floors.

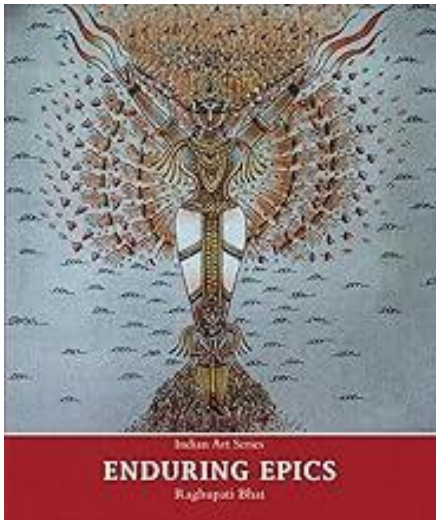


Timeless art by Raju, Poosapati Parameshwar

Niyogi Books 2014

Acc. No.: 53584 Call No.: 658.314(NY) ISBN: 9789383098453

Summary: Poosapati Parameshwar Raju from Hyderabad in South India is a calligrapher, artist, designer and researcher. Essentially based on the tradition of writing with a kalam (reed pen dipped in ink for inscribing) or pen-nib his work is a celebration of the art of hand-written words. In finely inscribed text, letters, alphabets, and markings; his aesthetics revolve around the spiritual and religious. In an abstract oeuvre with just a few minimalist strokes, Parameshwar is able to portray a wide spectrum of icons, epics, mythology and characters. Coloured by his study of the Vedas (ancient Indian texts), a passion for history and documentation, and knowledge of rituals and folklore; the work reflects the artist's fine hand and his technical expertise. Countless deities, rituals, narratives of Ramayanam and Bhagavatam as well as symbols of various faiths, in many distinct scripts and languages with their attributes and emblems are re-presented in his art.

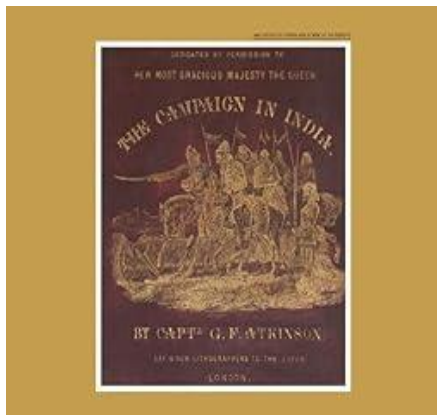


Enduring epics by Bhat, Raghupati

Niyogi Books 2014

Acc. No.: 53585 Call No.: 658.314(NY) ISBN: 9789383098446

Summary: Raghupathi Bhat's drawings and paintings appear in a meditative streak and petite renderings. They bring alive the pantheons, characters and episodes from Ramayana, Bhagavad Gita, Upanishads and other works of classical and folk literature. The artist's fascination with nature comes through in compositions featuring layered imagery- flora and fauna, the sun and the moon, and other cosmic symbols alongside mythological characters. Large crowds are featured within a small space of paper in austere but effective sketches some in pen, others in a subtle palette made out of organic material. An expanse of Ganjifa work, (intricate paintings on small playing cards), have earned him the honorary title Ganjifa Raghupathi Bhat. He has mastered the art of painting metaphysical themes in stick figures with sharp pointed features as against the traditional highly ornate voluptuous forms. The artist is based in Mysore and is currently working on the restoration of old paintings in the Palace there.

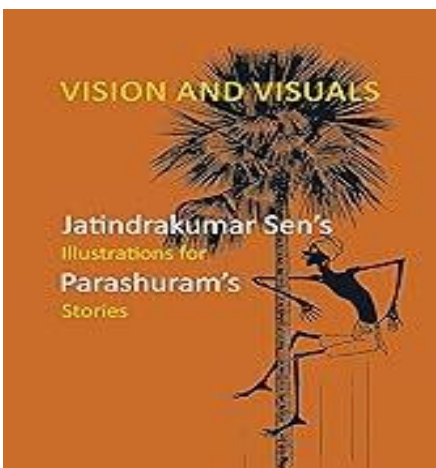


The campaign in India by Atkinson, George Francklin

Niyogi Books 2012

Acc. No.: 53622 Call No.: 658.314(NY) ISBN: 9789381523377

Summary: A reprint from the library collection of the National Archives of India, this book illustrates the progress, rather than the process, leading to the siege of Delhi and its recapture. The principal events of the 1857 revolt are represented but only as pointers to the imminent victory of the British army.

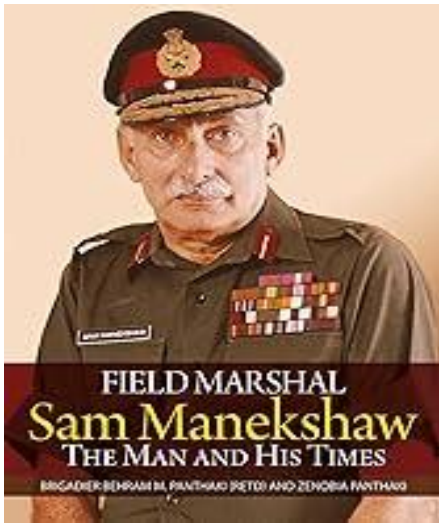


Vision and visuals by Sen's, Jatindrakumar

Niyogi Books 2023

Acc. No.: 53636 Call No.: 658.314(NY) ISBN: 9789389136920

Summary: The multifaceted Rajshekhar Basu (1880-1960), who wrote under the pseudonym 'Parashuram', was one of Bengal's great humourists, apart from being an accomplished essayist and lexicographer, and a distinguished chemist. His stories were always illustrated by his friend, the artist Jatindrakumar Sen (1882-1966). Together, the stories and sketches were an intrinsic part of the lives of generations of Bengalis.

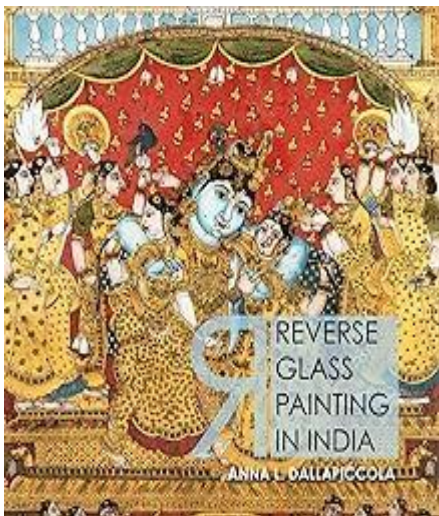


Field Marshal Sam Maekshaw the man and his times by Panthaki, Behram M

Niyogi Books 2024

Acc. No.: 53641 Call No.: 658.314(NY) ISBN: 9789383098309

Summary: Field Marshal Sam Manekshaw was the Chief of the Indian Army from 1969 to 1973. This book is a reflection on Sam, his character traits, sense of humor, moral and professional courage and the enigma that made up his personality. It presents a unique insight to his thinking and his style of dealing with a spectrum of situations from the sublime to the mundane. Above all, it portrays his humility, his honesty and his respect for men in uniform, regardless of rank. The book is anecdotal and an easy read as it walks you through his life from childhood to the pinnacle of glory. The political canvas, woven lightly into this very personal story, highlights how a brilliant military strategist shaped the destiny of the Indian subcontinent. Family photographs, copies of citations, handwritten notes and personal correspondence make this book a treasure to read and acquire.

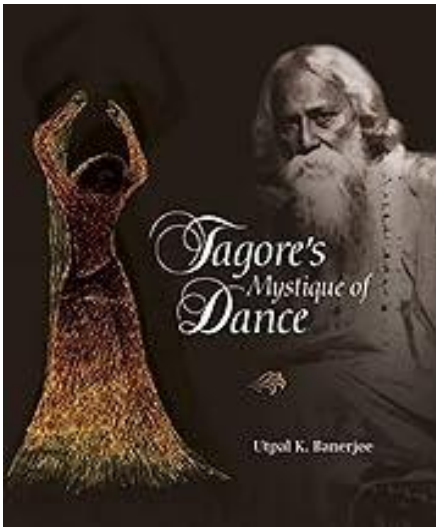


Reverse glass painting in India by Dallapiccola, Anna L.

Niyogi Books 2017

Acc. No.: 53645 Call No.: 658.314(NY) ISBN: 9789385285349

Summary: Reverse glass painting is a fascinating yet comparatively unknown facet of Indian art that flourished in the mid-19th century. Created by Chinese and Indian artists, these 'exotic' paintings in luminous colours were much favoured by royal patrons and also by prosperous landowners and city merchants in colonial India. The themes ranged from portraits of rulers, their families, nobles, dancers and courtesans, to landscapes and a wide variety of religious subjects drawn from the Puranas and the Epics. Many of the portraits depict western style settings and offer a charming insight into the tastes and lifestyle of the western-educated urban elite in mid-19th and early 20th century India. Over a 100 colour images highlight the rare gems of reverse glass painting from numerous private collections in India.

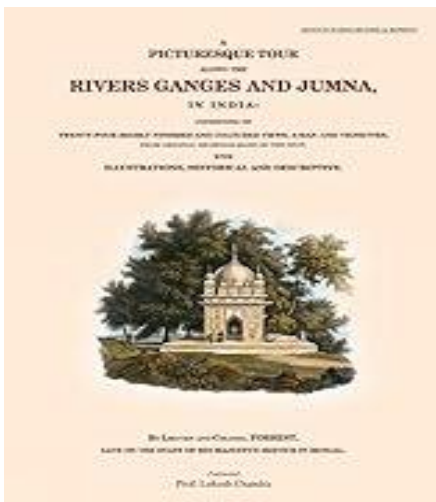


Tagore's mystique of dance by Banerjee, Utpal K

Niyogi Books 2011

Acc. No.: 53657 Call No.: 658.314(NY) ISBN: 9788189738969

Summary: Rabindranath Tagore derived inspiration from diverse sources while articulating his unparalleled ingenuity in the realm of visual, literary and performing arts. However, in this process, there always emerged an unmistakable fount of creativity of his own, uniquely expressed through Rabindra Nritya (Tagore's Dance). This book examines, with archival images, three key hypotheses: What were the evolutionary features of Tagore's dance-persona? What seminal cross-cultural liaisons did he undertake—within and outside India—to arrive at a coherent choreographic mindset, leading to the genre of Rabindra Nritya? And, what dance-vocabulary and supportive literary content could now be its imprimatur? Beginning with an overview of Tagore's multi-faceted persona and the role played by the natural surroundings of Santiniketan, as well as the crags and crevices of British, German and Polish culture in nurturing his virtuoso genius, this book explores how Tagore initiated a genre of 'mood dance', incorporating the most suitable dance elements from the classical dances of the Indian sub-continent and the regional dances of the Asia-Pacific; and how he brought forth an efflorescence of wonderful seasonal odes, exquisite music dramas and dance-dramas that remain unparalleled in Indian cultural milieu.

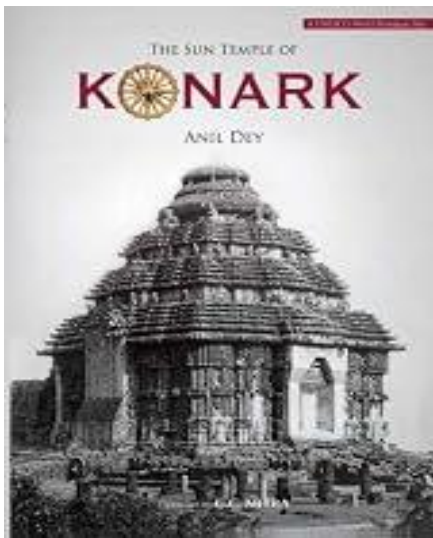


A picturesque tour along the rivers Ganges and Jumna in India by Chandra, Lokesh

Niyogi Books 2015

Acc. No.: 53659 Call No.: 658.314(NY) ISBN: 9789383098729

Summary: This memoir chronicles a sparse population, structures shattered by time and roving officials of the British Crown trying to comprehend the mysteries of the vast land of India with its divine dignity conversing with ruins of imposing architectural buildings. The author Lt Col. Forrest made coloured drawings of ancient monuments on the spot to see the beauty of their inner form beyond what is seen by the bodily eye. Some facts given by Forrest have become obsolete but the work as a whole summons the readers to a journey into creativity and to selfhood. A Picturesque Tour is an engrossing account of the mediaeval period of Indian history and the storm of attacks, plunders, dreadful massacres, internecine conflicts of the princes to grab power and the daring and active spirit of the English that inspired its merchants to establish direct trade with India leading to the British Raj.

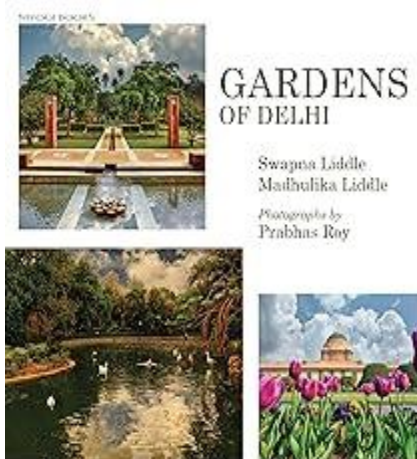


The sun temple of Konark by Dey, Anil

Niyogi Books 2022

Acc. No.: 53664 Call No.: 658.314(NY) ISBN: 9789385285431

Summary: Historical evidences are scant and scattered. Historians have tried to fill the voids with legends. Though legends are not evidence per se, they do carry a seed of truth somewhere. The lost engineering techniques of several great temples have not received the importance they deserve. This is true for Konark too. In The Sun Temple of Konark, the author attempts to separate chaff from grain utilizing scientific tools and methodologies. The Sun Temple has been recognized as a UNESCO World Heritage Site and is considered one of the seven wonders of India. This seminal volume is the result of extensive research by the author into not only the history and legends related to the temple, but also the legends on the temple. An engineer and architect by profession, the author examines the architecture and engineering of the temple in great detail. He questions several of the established theories regarding construction in its various stages and forwards his own theories with reasonable conviction. He takes great pains to go into as much detail as possible with regard to each and every portion, monument and sculpture of the temple. With 415 images and 21 detailed architectural drawings, the book is a treasure trove for any admirer or student of Konark or a researcher of its art, history and architecture.



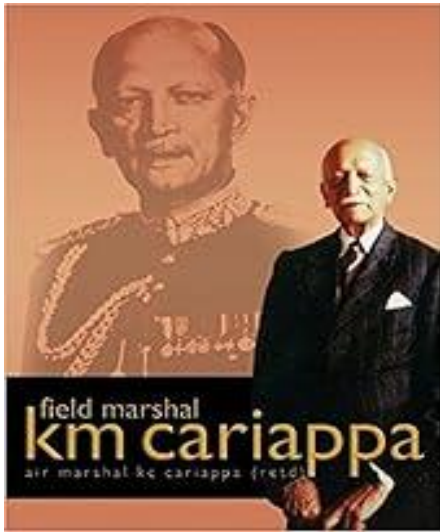
Gardens of Delhi by Liddle, Swapna

Niyogi Books 2024

Acc. No.: 53665 Call No.: 658.314(NY) ISBN: 9788119626335

Summary: Delhi is often called a 'garden city', a reference both to its relatively high green cover and to its many public gardens. Some of these gardens have a long and interesting history, going back several centuries. Others are relatively new but still significant, be it for their design and variety of plants, or for the events behind their establishment. All contribute to the character of Delhi, and serve as important public spaces—as a refuge from the strain of urban living for citizens, and must-see attractions for visitors.

This book is about some of Delhi's many gardens, introducing the readers to their histories, flora, and fauna. In the process it also takes a long view of how the city, and particularly its green cover, has developed; and some of the problems and challenges of maintaining that green cover in the face of growing urban density.

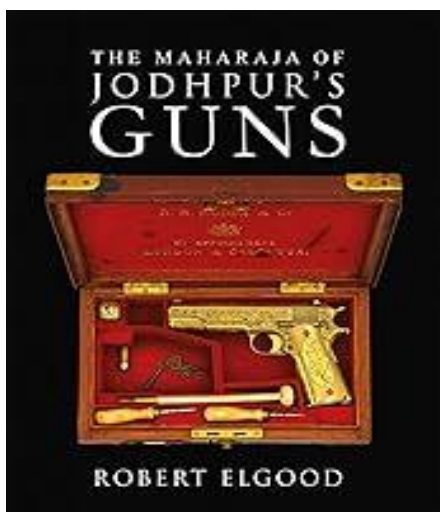


Field marshal K M Cariappa by Cariappa, K C

Niyogi Books 2024

Acc. No.: 53668 Call No.: 658.314(NY) ISBN: 9788189738266

Summary: In Field Marshal KM Cariappa, Air Marshal KC Cariappa (retd), the airman-son presents the lesser-known face of a disciplinarian, yet loving father who tried to ensure that his son and daughter grew up well despite the absence of a mother; who wished his son to follow in his footsteps, before conceding that 'The Air Force needs a few good chaps too!' To help him meet the demands made of him by his profession, he counted on his siblings and nieces. Fond of reading, sports and music, he was a great success with children and had deep admiration for the apostle of non-violence—Mahatma Gandhi. During Field Marshal KM Cariappa's illustrious career in the Army spanning over three decades (1918-1953), he had a series of firsts to his credit: the first Kodava to join the first batch of Indian cadets at the Daly College, Indore, from where he was commissioned; the first Indian Officer to enter Staff College, Quetta; the first Indian Brigadier; among the first Indians to enter the Imperial Defence College, UK; the first Indian Major General in 1947; the first Indian Commander-in-Chief. After retiring from the Indian Army in 1953, he served as High Commissioner to Australia and New Zealand till 1956. In 1986, the Government of India conferred the rank of Field Marshal on this outstanding son of the soil. With a strong visual narrative comprising archival matter sourced from private and state-owned archives, Field Marshal KM Cariappa is a moving tribute by a son who regrets he was unable to spend more time with his father—the Father of the Indian Army.

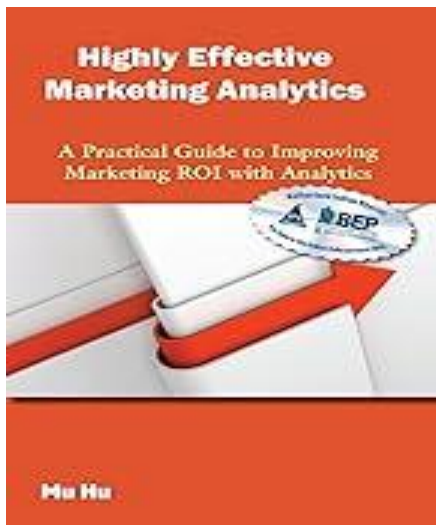


The Maharaja of Jodhpur's guns by Elgood, Robert

Niyogi Books 2020

Acc. No.: 53715 Call No.: 658.314(NY) ISBN: 9789389136593

Summary: Maharaja of Jodhpurs Guns In 1972 H.H. Maharaja Gaj Singh ji, of Jodhpur-marwar transformed the Rathores magnificent Mehrangarh fort into a highly successful Rajput Museum and cultural centre. As part of this work, The Mehrangarh museum trust commissioned this book. The author discusses the worldwide medieval diffusion of firearms technology and Arab, Ottoman, European and Chinese influences on the development of Indian firearms. Jodhpur was one of the most important military states in Rajasthan, playing a major role in the history of the subcontinent, never more so than during the reign of Maharaja Ajit Singh ji (1678-1724) who purchased large Numbers of guns when his daughter.



Highly effective marketing analytics: a practical guide to improving marketing ROI with analytics by Hu, Mu

Shroff Publishers & Distributors 2024

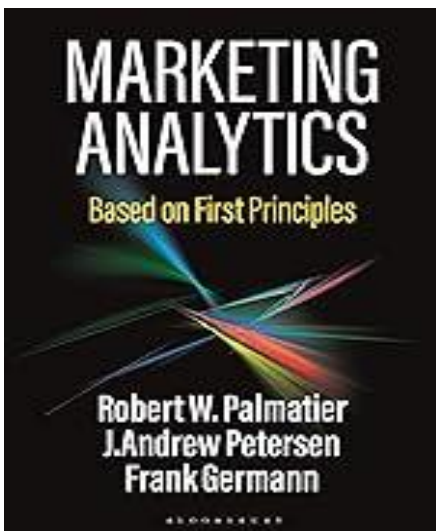
Acc. No.: 53933 Call No.: 658.47 (A) ISBN: 9789355425270

Summary: Highly Effective Marketing Analytics, a highly practical and pragmatic how-to book, infuses analytics into marketing to help improve marketing performance and raise analytics IQ for companies that have not yet had much success with analytics. The author illustrates, step by step, many innovative, practical, and cost-effective methodologies to solve the most challenging problems facing marketers in today's highly competitive omnichannel environment. Readers will learn the following from this book

Why has marketing analytics not yet kept the promise? How can organizations take advantage of marketing analytics to overcome budget constraints and become analytically competitive?

What is strategic level, managerial level, and tactical level segmentation strategies and how to develop them?

How to create customer profiles, customer personas, customer journeys, and a 360-degree customer view to gain deeper insights into customers.



Marketing analytics: based on first principles by Palmatier, Robert W

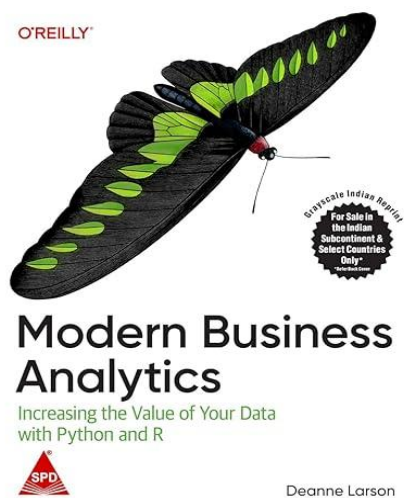
Bloomsbury 2022

Acc. No.: 54041 Call No.: 658.47(A) ISBN: 9789356400634

Summary: Robert W. Palmatier's dynamic First Principles of Marketing framework provides the structure for this research-based, action-orientated guide to organizing analytics tools, marketing models and methodologies.

When should you use a specific technique in data analytics? How does each new analytics technique improve performance? Which techniques are worth time and investment to implement?

As organizations prioritize digital growth to better connect with customers, it is vital that you are able to respond confidently to these questions, enabling you to utilize marketing analytics to better understand your business and increase revenue.



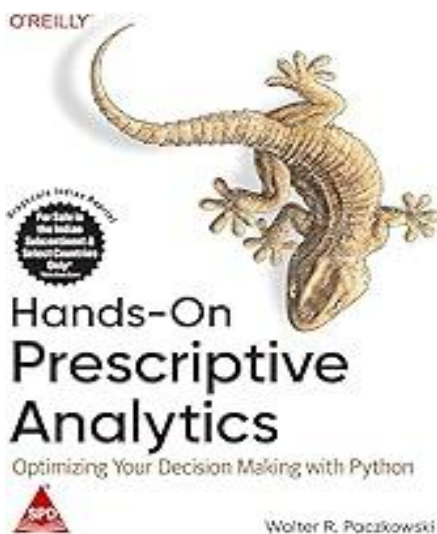
Modern business analytics: increasing the value of your data with Python and R by Larson, Deanne

Shroff Publishers & Distributors 2025

Acc. No.: 53968 Call No.: 658.47(A) ISBN: 9789355426604

Summary: Deriving business value from analytics is a challenging process. Turning data into information requires a business analyst who is adept at multiple technologies including databases, programming tools, and commercial analytics tools. This practical guide shows programmers who understand analysis concepts how to build the skills necessary to achieve business value.

Author Deanne Larson, data science practitioner and academic, helps you bridge the technical and business worlds to meet these requirements. You'll focus on developing these skills with R and Python using real-world examples. You'll also learn how to leverage methodologies for successful delivery. Learning methodology combined with open-source tools is key to delivering successful business analytics and value.



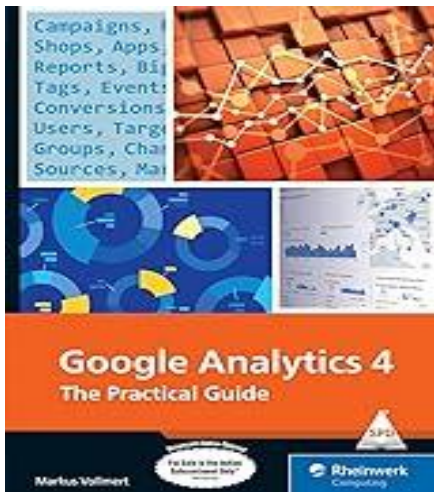
Hands-on prescriptive analytics: optimizing your decision making with Python by Paczkowski, Walter R

Shroff Publishers & Distributors 2024

Acc. No.: 53952 Call No.: 658.47(A) ISBN: 9789355429018

Summary: Business decisions in any context—operational, tactical, or strategic—can have considerable consequences. Whether the outcome is positive and rewarding or negative and damaging to the business, its employees, and stakeholders is unknown when action is approved. These decisions are usually made under the proverbial cloud of uncertainty.

With this practical guide, data analysts, data scientists, and business analysts will learn why and how maximizing positive consequences and minimizing negative ones requires three forms of rich information: Descriptive analytics explores the results from an action—what has already happened. Predictive analytics focuses on what could happen. The third, prescriptive analytics, informs us what should happen in the future.

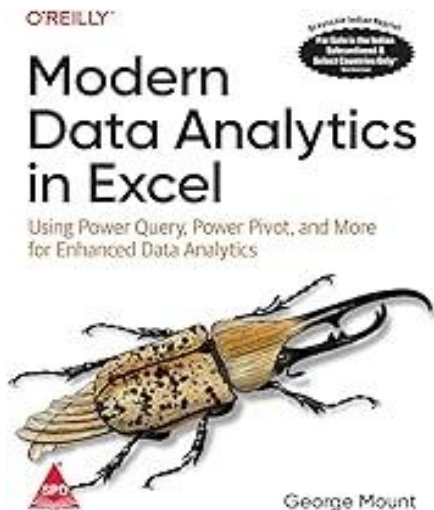


Google analytics 4: the practical guide by Markus Vollmert

Shroff Publishers & Distributors 2025

Acc. No.: 53949 Call No.: 658.47(A) ISBN: 9789368083238

Summary: Frustrated by the complexities of Google Analytics 4? Let us show you the way! Whether this is your first foray into GA4 or you need a detailed guide to supplement your existing training, you'll get step-by-step instructions for your essential tasks. Learn to set up GA4, from creating an account to using custom definitions and defining conversions. See how to evaluate website users, manage campaigns, capture and evaluate online shopping information, and work with app data. With details on customizing reports, using BigQuery, troubleshooting errors, and administration, this really is your one-stop shop for GA4!



Modern data analytics in excel: using power query, power pivot and more for enhanced data analytics by Mount, George

Shroff Publishers & Distributors 2024

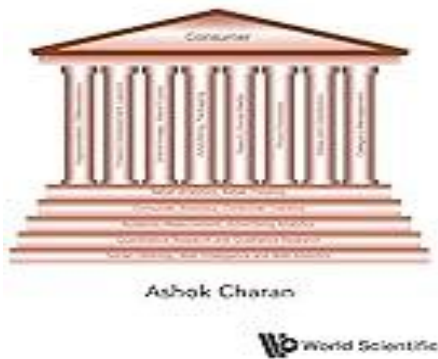
Acc. No.: 53961 Call No.: 658.47(A) ISBN: 9789355425423

Summary: If you haven't modernized your data cleaning and reporting processes in Microsoft Excel, you're missing out on big productivity gains. And if you're looking to conduct rigorous data analysis, more can be done in Excel than you think. This practical book serves as an introduction to the modern Excel suite of features along with other powerful tools for analytics.

George Mount of String fest Analytics shows business analysts, data analysts, and business intelligence specialists how to make bigger gains right from your spreadsheets by using Excel's latest features. You'll learn how to build repeatable data cleaning workflows with Power Query, and design relational data models straight from your workbook with Power Pivot. You'll also explore other exciting new features for analytics, such as dynamic array functions, AI-powered insights, and Python integration.

The Marketing Analytics Practitioner's Guide

VOLUME 1
Brand and Consumer



The marketing analytics practitioner's guide: volume 1 brand and consumer by Charan, Ashok

World Scientific 2024

Acc. No.: 54034 Call No.: 658.47(A) ISBN: 9789811274466

Summary: As the use of analytics becomes increasingly important in today's business landscape, The Marketing Analytics Practitioner's Guide (MAPG) provides a thorough understanding of marketing management concepts and their practical applications, making it a valuable resource for professionals and students alike. The four-volume compendium of MAPG provides an in-depth look at marketing management concepts and their practical applications, equipping readers with the knowledge and skills needed to effectively inform daily marketing decisions and strategy development and implementation. It seamlessly blends the art and science of marketing, reflecting the discipline's evolution in the era of data analytics. Whether you're a seasoned marketer or new to the field, the MAPG is an essential guide for mastering the use of analytics in modern marketing practices. Volume I is focused on Brand and Consumer. Part I of this volume is dedicated to understanding the concepts and methods of brand sensing and brand equity.

The Marketing Analytics Practitioner's Guide

VOLUME 2
Product, Advertising, Packaging,
Biometrics, Price and Promotion



The marketing analytics practitioner's guide: volume 2, Product, advertising, packaging, biometrics, price and promotion by Charan, Ashok

World Scientific 2024

Acc. No.: 54035 Call No.: 658.47(A) ISBN: 9789811274480

Summary: As the use of analytics becomes increasingly important in today's business landscape, The Marketing Analytics Practitioner's Guide (MAPG) provides a thorough understanding of marketing management concepts and their practical applications, making it a valuable resource for professionals and students alike. The four-volume compendium of MAPG provides an in-depth look at marketing management concepts and their practical applications, equipping readers with the knowledge and skills needed to effectively inform daily marketing decisions and strategy development and implementation. It seamlessly blends the art and science of marketing, reflecting the discipline's evolution in the era of data analytics. Whether you're a seasoned marketer or new to the field, the MAPG is an essential guide for mastering the use of analytics in modern marketing practices. Volume II, Parts III to V, is dedicated to Product, Advertising, Packaging, Biometrics, Price and Promotion. Part III focuses on the product development process, covering the analytic methods and procedures used to screen ideas, concepts, and products during development, launch, and post-launch.

The Marketing Analytics Practitioner's Guide

VOLUME 3
Digital Marketing



The marketing analytics practitioner's guide: volume 3, digital marketing by Charan, Ashok

World Scientific 2024

Acc. No.: 54036 Call No.: 658.47(A) ISBN: 9789811274503

Summary: As the use of analytics becomes increasingly important in today's business landscape, The Marketing Analytics Practitioner's Guide (MAPG) provides a thorough understanding of marketing management concepts and their practical applications, making it a valuable resource for professionals and students alike. The four-volume compendium of MAPG provides an in-depth look at marketing management concepts and their practical applications, equipping readers with the knowledge and skills needed to effectively inform daily marketing decisions and strategy development and implementation. It seamlessly blends the art and science of marketing, reflecting the discipline's evolution in the era of data analytics. Whether you're a seasoned marketer or new to the field, the MAPG is an essential guide for mastering the use of analytics in modern marketing practices. Volume III is entirely dedicated to digital marketing. The first chapter, New Media, covers the impact of new media on the social, political and marketing landscape. It outlines the new rules and perspectives, leaving readers with a clear understanding of how they must adapt to succeed in the digital age.

The Marketing Analytics Practitioner's Guide

VOLUME 4
Retail and Statistics

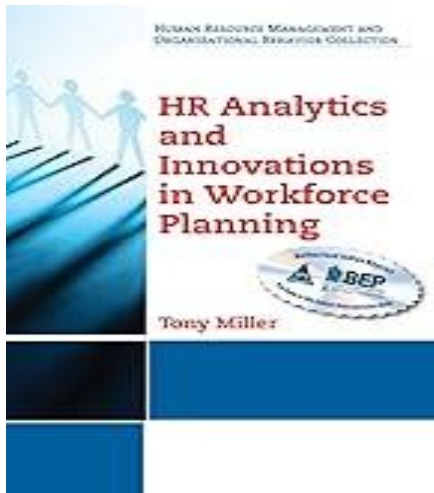


The marketing analytics practitioner's guide: volume 4, retail and statistics by Charan, Ashok

World Scientific 2024

Acc. No.: 54037 Call No.: 658.47(A) ISBN: 9789811274527

Summary: As the use of analytics becomes increasingly important in today's business landscape, The Marketing Analytics Practitioner's Guide (MAPG) provides a thorough understanding of marketing management concepts and their practical applications, making it a valuable resource for professionals and students alike. The four-volume compendium of MAPG provides an in-depth look at marketing management concepts and their practical applications, equipping readers with the knowledge and skills needed to effectively inform daily marketing decisions and strategy development and implementation. It seamlessly blends the art and science of marketing, reflecting the discipline's evolution in the era of data analytics. Whether you're a seasoned marketer or new to the field, the MAPG is an essential guide for mastering the use of analytics in modern marketing practices. Volume IV is divided into two parts — Retail and Statistics for Marketing Analytics. Retail delves into the various aspects of retail tracking, sales and distribution, retail analytics, and category management.



HR analytics and innovations in workforce planning by Miller, Tony

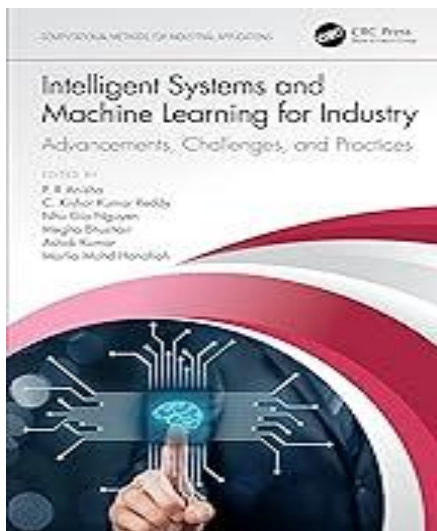
Shroff Publishers & Distributors 2017

Acc. No.: 53940 Call No.: 658.47(A) ISBN: 9789355428417

Summary: This book sets out new approaches, formulas, and software needed to enable HR function or organization to forecast trends and to use existing retrospective data to their organization's advantage, which, in short, is to maximize efficiency and productivity.

The reader will encounter new formulas to use and new approaches that will add value. Readers will also learn that most of the existing 52 formulas available don't work in today's environment. There is new software that will enable you to do forecasts with certainty and you can use a new mathematical model to right size any organization.

Are you using an outdated organizational model? Do you have processes that don't work anymore? These are areas that are major inhibitors to productivity and can be significantly improved. Most important of all, this book will help you to create immense added value in any organization.

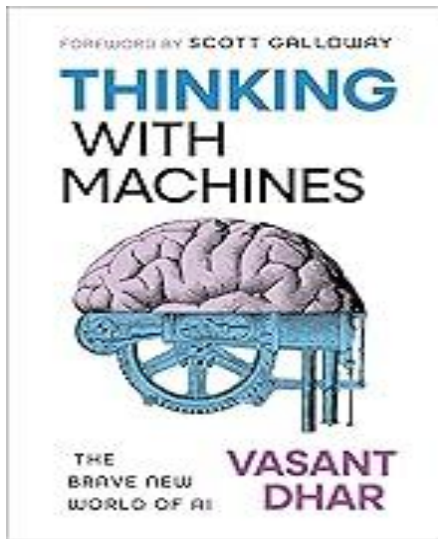


Intelligent systems and machine learning for industry: advancements, challenges and practices by Anisha, P R

CRC Press 2023

Acc. No.: 54051 Call No.: 658.47(ML) ISBN: 9781032261447

Summary: The book explores the concepts and challenges in developing novel approaches using the Internet of Things, intelligent systems, machine intelligence systems, and data analytics in various industrial sectors such as manufacturing, smart agriculture, smart cities, food processing, environment, defense, stock market and healthcare. Further, it discusses the latest improvements in the industrial sectors using machine intelligence learning and intelligent systems techniques, especially robotics.



Thinking with machines: the brave new world of AI by Dhar, Vasant

John Wiley & Sons 2026

Acc. No.: 53931 Call No.: 658.47(ML) ISBN: 9781394359059

Summary: The Brave New World of AI tells the story of AI from its very beginnings through the eyes of Vasant Dhar, currently Robert A Miller Professor at the Stern School of Business, and Professor of Data Science at New York University. Professor Dhar lived through the invention of AI algorithms and their various permutations until today. He brought AI to Wall Street in the 90s and was the first to teach AI at NYU Stern. Through his story and the lessons that it reveals, we learn about AI's progress and reversals, its promises and dangers, and what we need to address before the machine gets away from us. Thinking with Machines is essential reading for AI enthusiasts and learners at all levels seeking knowledge on the greatest technological advancement of our time.



Marketing: an introduction by Masterson, Rosalind

Sage Publications 2024

Acc. No.: 53910 Call No.: 658.8(M) ISBN: 9789354794629

Summary: A comprehensive and foundational text introducing the essential concepts of Marketing. Marketing: An Introduction is an easy-to-read and engaging textbook that would help students not only to understand the theoretical principles but also to learn how to apply them in practice. Recognizing the importance of ongoing technological and social developments and the increasing connectedness of consumers, the book demystifies key technologies and terminologies, demonstrating where and how emerging digital marketing techniques and tools fit into contemporary marketing planning and practice. This textbook will be a useful resource for the students beginning to explore the world of marketing as well as those seeking to gain a deeper understanding of the basic concepts. Key Features: Explores digital innovations, social media marketing and online campaigns Illustrates the importance of sustainability and ethical practices to contemporary marketing Highlights key examples from a major area of employment in marketing, business-to-business (B2B) Well-researched, relevant case studies, and activities throughout the book.