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Management Technology**
Ghaziabad, Delhi NCR

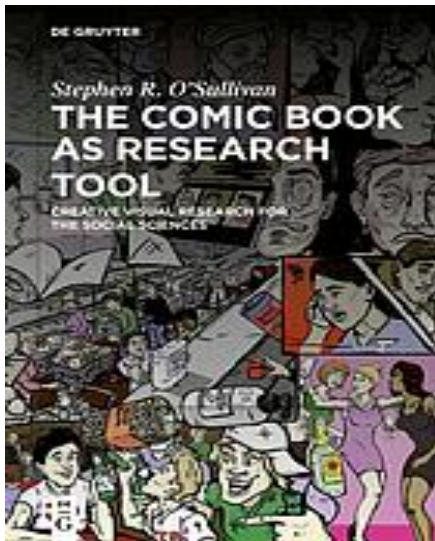


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NEW ARRIVALS

November 2024





The comic book as research tool: creative visual research for the social sciences by O'Sullivan, Stephen R

De Gruyter 2024

Acc. No.: 52014 Call No.: 001.4 ISBN: 9783110781052

Summary: This book contributes to a growing body of work celebrating the visual methods and tools that aid knowledge transfer and welcome new audiences to social science research. Visual research methodological milestones highlight a trajectory towards the adoption of more creative and artistic media. As such, the book is dedicated to exploring the creative potential of the comic book medium, and how it can assist the production and communication of scientific knowledge. The cultural blueprint of the comic book is examined, and the unique structure and grammar of the form deconstructed and adapted for research support. Along with two illustrated research comics, Toxic Play and 10 Business Days, the book offers readers numerous comic-based illustration activities and creative visual exercises to support data generation, foster conversational knowledge exchanges, facilitate inference, analysis, and interpretation, while nurturing the necessary skills to illustrate and create research comics. The book engages a diverse audience and is an illuminating read for visual novices, experts, and all in-betweeners.

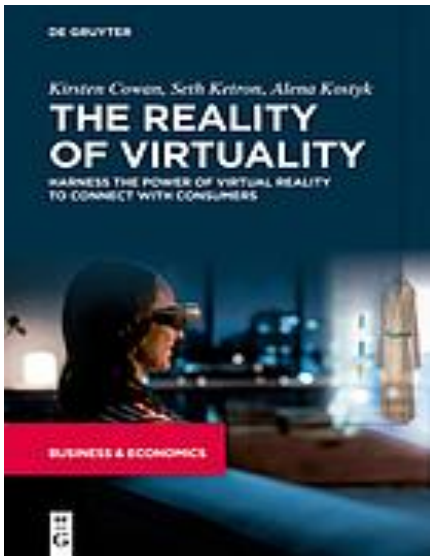


Research methods in human resource management: investigating a business issue by Anderson, Valerie

Kogan Page 2024

Acc. No.: 51987 Call No.: 001.42 ISBN: 9781398610163

Summary: Fully updated throughout, this fifth edition is essential reading for master's-level CIPD and non-CIPD students alike. Balancing theoretical frameworks and practical guidance, Research Methods in Human Resource Management explains everything from the first stages of a HR research project from defining a hypothesis and planning the research process through to reviewing literature and documents, collecting and analysing both qualitative and quantitative data. There is also guidance on how to write up the research project with best practice sample literature reviews and write-ups included. Fully updated throughout, this edition now includes expert discussion of how secondary data can be used in a research project as well as new material on data collection in a hybrid world, ethics and sustainability. International examples and discussion of collecting data from different geographies.

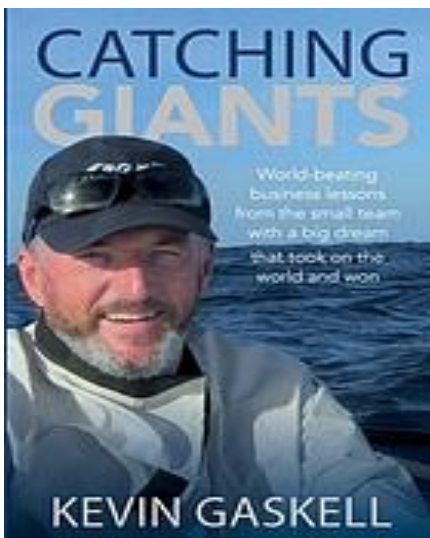


The reality of virtuality: harness the power of virtual reality to connect with consumers by Cowan, Kirsten

De Gruyter 2023

Acc. No.: 52011 Call No.: 004.61 ISBN: 9783110992700

Summary: Virtual Reality (VR) technology has become more sophisticated and widespread. Consumers embrace it for gaming and entertainment. New industries are using it to showcase their products and services, with VR experiences becoming more immersive and realistic than ever. Where does VR fit into your marketing strategy? How can your brand use it to leave a lasting impression on users or, at the very least, drum up excitement around the experience? And how can your brand utilize VR to interact with your target market to improve consumer engagement and loyalty? The Reality of Virtuality is both practitioner-oriented and evidence-based, showing marketing managers in the B2C and B2B sectors how to design a compelling VR marketing strategy and leverage it for their brand. This book discusses how to select the appropriate VR type dependent on resources, technology, and audience.



Catching giants: world-beating business lessons from the small team with a big dream that took on the world and won by Gaskell, Kevin

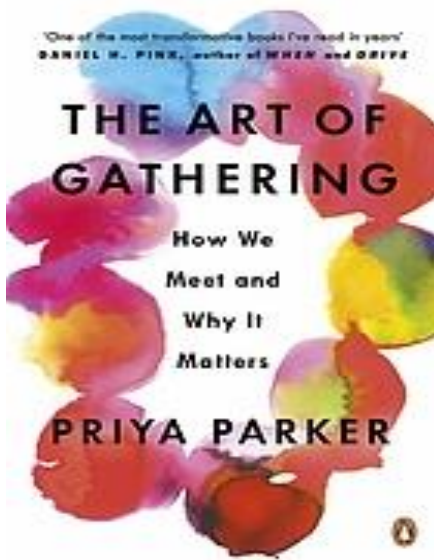
SRA Books 2022

Acc. No.: 51968 Call No.: 153.4 ISBN: 9781912300525

Summary: Can a small business really compete with the biggest business giants?

The typical argument is that they wouldn't have the budget, skills or experience. But Catching Giants demonstrates that this simply isn't true and shows how, even in the toughest of circumstances and competitive environments, it is possible for the small player to win big.

When Kevin Gaskell and his small, inexperienced crew took on the 'World's Toughest Row' and set out to cross the Atlantic Ocean in a tiny rowing boat, they knew it would take a single-minded determination, focus, some innovative approaches and smart thinking to beat their Olympic level competition and become world champions.

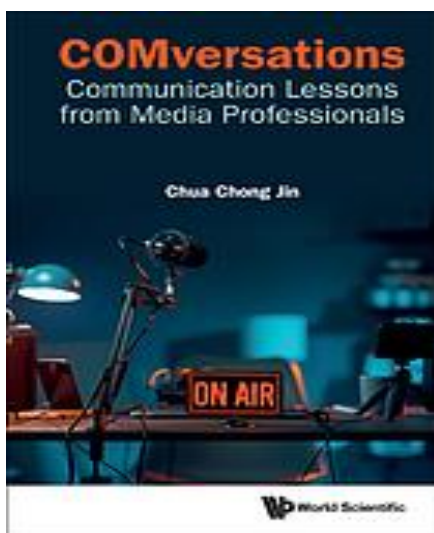


The art of gathering: how we meet and why it matters by Parker, Priya

Penguin Business 2019

Acc. No.: 52089 Call No.: 153.6 ISBN: 9780241973844

Summary: A bold approach to how we gather that transforms the ways we spend our time together at work, at home, in our communities, and beyond.

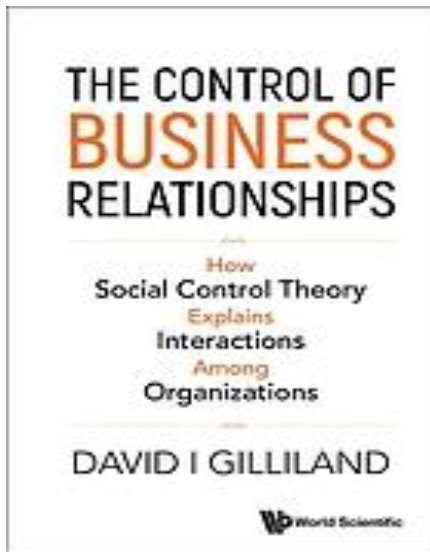


COMversations: communication lessons from media professionals by Jin, Chua Chong

World Scientific 2022

Acc. No.: 52026 Call No.: 302.23 ISBN: 9789811253706

Summary: Starting with the belief that learning goes way beyond the classroom, COMversations highlights some of Singapore's top media professionals from print, radio, TV, and social media as they share their communication journeys. Stories from practitioners: Each chapter goes deep in conversation with Chua Chin Hon, Colette Wong, Divian Nair, Nicholas Fang, Edwin Chan, Jill Neubronner, Arlina Arshad, and Alan Soon. Each brings with them years of industry experience from their time in places such as SPH, MediaCorp, Reuters, Bloomberg, CNN, CNBC and Fox Sports Asia, capturing for us lessons that are best gleaned from being 'out there' in the trenches. These lessons will bring to life the theories that are taught in communication classes. They offer practical tips on communication conveyed through stories. One, when tasked to serve as moderator for an in-conversation style interview with Barack Obama, took the effort to work on the little details that would help him break the ice with the former US President, including refurbishing a watch. Another, eyeing a job with CNN after years with Channel News Asia, was told by the international broadcaster, 'Fly to London for the interview and we will give you 5 minutes to impress us'.

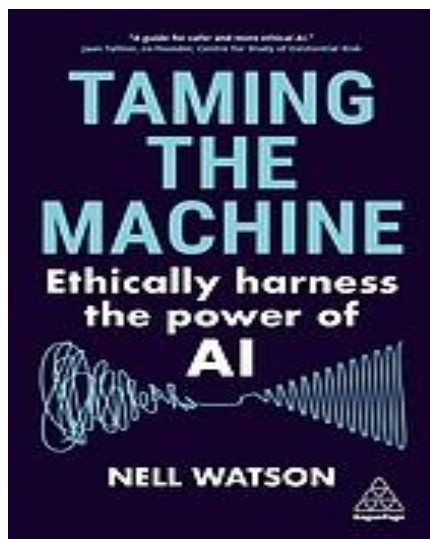


The control of business relationships: how social control theory explains interactions among organizations by Gilliland, David I

World Scientific 2024

Acc. No.: 52008 Call No.: 302.35 ISBN: 9789811284878

Summary: How does social control theory explain the relationships between business firms and organizations? This book aims to answer that question. Providing a comprehensive organizing framework of control (1st, 2nd, and 3rd party control), this book focuses on informal and formal applications of control mechanisms such as contracts, monitoring mechanisms, incentives, and punishments. In doing so, it reviews existing control/governance theories such as transaction cost analysis, agency theory, power/dependence theory, contract theory, incentives theory and others. Social control theory is introduced as a meta-theory of governance and control. The derivation of control, the outcomes of control and, particularly, when and how control might be successful are discussed in detail. The book hypothesizes that the control mode and mechanisms in use are a function of the cost of control to the controller based on its desire to manage the relationship and its outcomes, and the target of control's extent of agreement with the control processes in use.

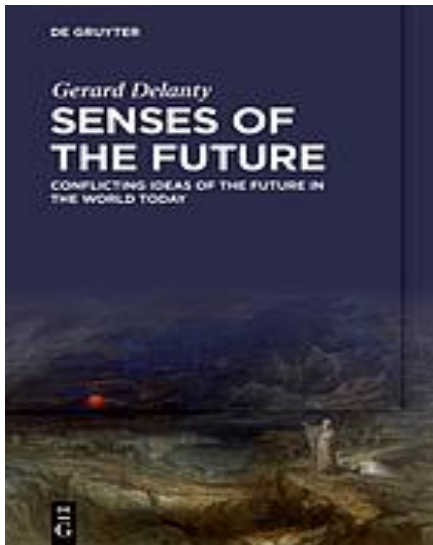


Taming the machine: ethically harness the power of AI by Watson, Nell

Kogan Page 2024

Acc. No.: 51984 Call No.: 303.4833 ISBN: 9781398614321

Summary: AI promises to transform our world, supercharging productivity and driving new innovations. Taming the Machine uncovers how you can responsibly harness the power of AI with confidence. AI has the potential to become a personal assistant, a creative partner, an editor and a research tool all at once. But it also represents a threat to your livelihood, data and privacy. Taming the Machine offers the practical insights and knowledge you need to work with AI with an ethical and responsible approach. In this book, celebrated AI expert and ethicist Nell Watson offers practical insights on how you can ethically innovate with AI. It delves into the ethical issues of unbridled AI, highlighting the challenges that it will bring to society and business unless we fortify cybersecurity, safeguard our data, and understand the dangerous potential of artificial intelligence. Step into the future and supercharge your performance safely by Taming the Machine.

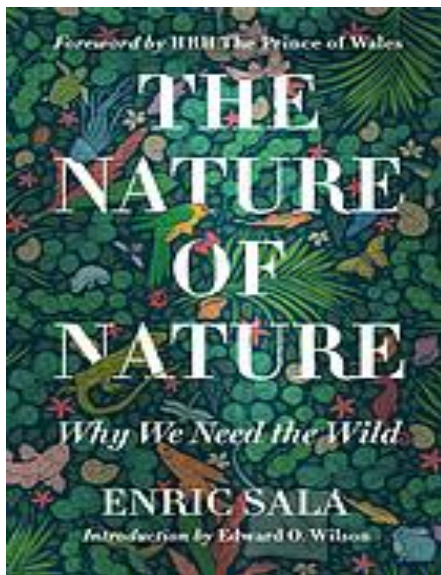


Senses of the future: conflicting ideas of the future in the world today
by Delanty, Gerard

De Gruyter 2024

Acc. No.: 51977 Call No.: 303.49 ISBN: 978311242217

Summary: The future has become a problem for the present. Almost every critical issue is now understood and experienced through the prism of the future since this is the primary focus for the playing out of crises. *Senses of the Future* offers a wide-ranging discussion of theories of the future. It covers the main ideas of the future in modern thought and explores how we should view the future today in light of a plurality of very different and conflicting visions. The key contribution of this book is to bring together the different approaches with an account that is grounded in sociological and philosophical analysis as opposed to visions of the future that are inspired by extreme visions of catastrophe or approaches that see the future as only the continuation of the present. Given a revival of apocalyptic visions of the end 'times' and dystopian views of the future of human societies, there is urgent need for a new approach on how we should imagine the future.

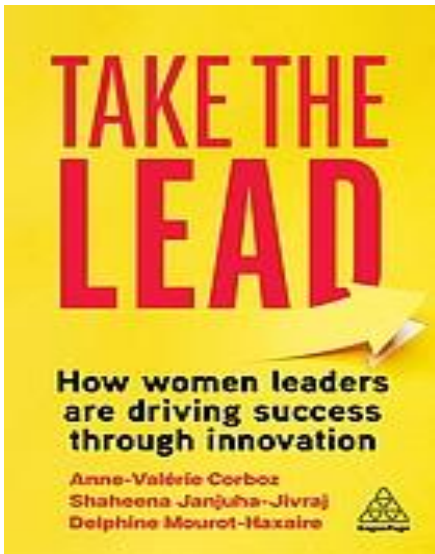


The nature of nature: why we need the wild by Sala, Enric

National Geographic 2020

Acc. No.: 52092 Call No.: 304.2 ISBN: 9781426221019

Summary: *The Nature of Nature* explores how the natural world works, outlines the consequences of its unravelling by our activities, and offers practical solutions--with a description of societal and economic benefits. The first ten chapters of this book are a step-by-step crash course in ecology--you might call it 'ecology for people in a hurry': what species do, how they co-exist, and how the natural world self-assembles and works, compared to our human-built environment--with ideas on how to run our society and economy more efficiently. Chapter 11 discusses the moral case for the conservation of life on Earth, because utility cannot be the only lens through which we see the world. In other words: Do other creatures have a right to exist, and why? And finally, Chapter 12 explains why it makes more economic sense to protect more of the natural world than to degrade it. By talking to the brain and the heart, and at the same time reaching into the pocket, this book illuminates an inner appreciation for all life on Earth, instills a greater sense of humility, and helps us understand why we need a world with wild places.

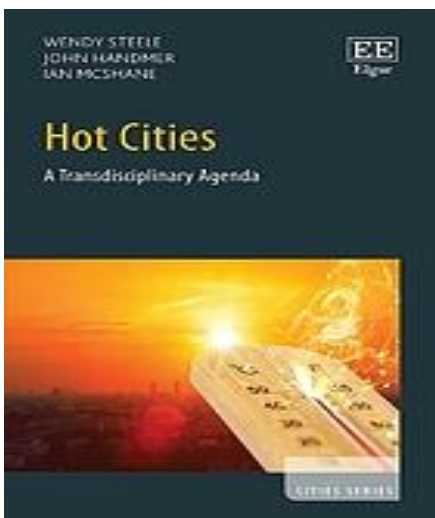


Take the lead: how women leaders are driving success through innovation by Corboz, Anne-Valerie

Kogan Page 2024

Acc. No.: 51980 Call No.: 306.3 ISBN: 9781398614123

Summary: Only 26% of leadership positions in business are occupied by women. This book explores how we can close this prevailing gender gap before offering practical strategies on how you can Take the Lead as a business leader. Combining academic rigour with corporate expertise, this book features first-hand research and interviews with female leaders within global organizations to offer the strategies and insights that will propel you to success. From managing conflict and building confidence to growing your network and shaping your career, Take the Lead offers the strategies and inspiration you need to boost your leadership skills and establish yourself as a successful and influential change maker.



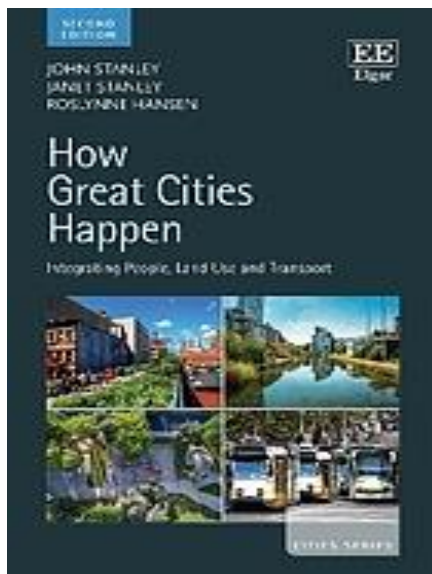
Hot cities: a transdisciplinary agenda by Steele, Wendy

Edward Elgar 2024

Acc. No.: 51973 Call No.: 307.76 ISBN: 9781035334230

Summary: Shedding light on the future of urban spaces, this path-breaking book is a significant contribution to contemporary climate change scholarship. It synthesizes interdisciplinary research with practical policy, putting an emphasis on positive environmental and socially just outcomes and urban regeneration.

Hot Cities offers insights from eminent academics and practitioners, providing both a practical and theoretical outlook on strategy, design and policy development in a climate crisis. Chapters call for urgent responses to the urban heat problem, providing future design projections to illustrate why this is important.



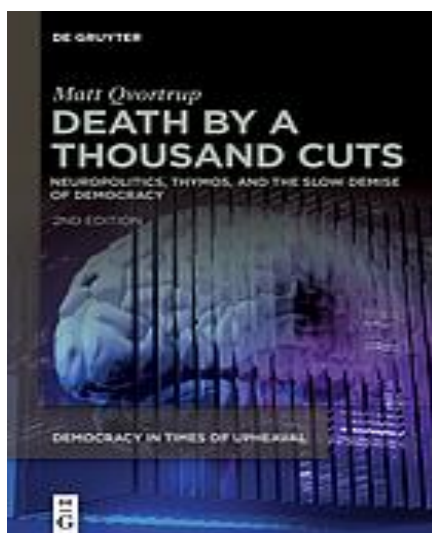
How great cities happen: integrating people, land use and transport by Stanley, John

Edward Elgar 2024

Acc. No.: 51974 Call No.: 307.76 ISBN: 9781035332113

Summary: Urban planners in developed countries are increasingly recognizing the need for closer integration of land use and transport. However, this updated second edition of How Great Cities Happen explains how crises like climate change and the lack of affordable housing demonstrate the urgent need for a broader approach in order to create and sustain great cities.

Offering innovative solutions to these contemporary challenges, this second edition of How Great Cities Happen examines new and emerging directions in strategic land use transport planning and analyses how cities function as a home for future generations and other species. Taking an integrated approach, and building on the first edition, chapters explore a broad range of issues concerning strategic urban planning. These include planning for productivity growth; social inclusion and wellbeing, with a particular focus on planning cities for children and youth; housing affordability; environmental sustainability; and integrated governance and funding arrangements.



Death by a thousand cuts: the slow demise of democracy by Qvortrup, Matt

De Gruyter 2024

Acc. No.: 51969 Call No.: 321.8 ISBN: 9783111327792

Summary: In this new edition of Matt Qvortrup's acclaimed book, the author shows how neuroscience can help us understand why people willingly give up their democratic rights or are unwillingly forced to do so. According to Plato, democracies die when people get angry. Resentment causes them to vote for demagogues. Recently, democratically elected politicians have used crises as a pretext for dismantling democracy, following a pattern we have seen since the dawn of civilization. Why do people fall for the lure of dictatorships? And what can we learn from the cause and effects of dictatorships to understand why democracies die?

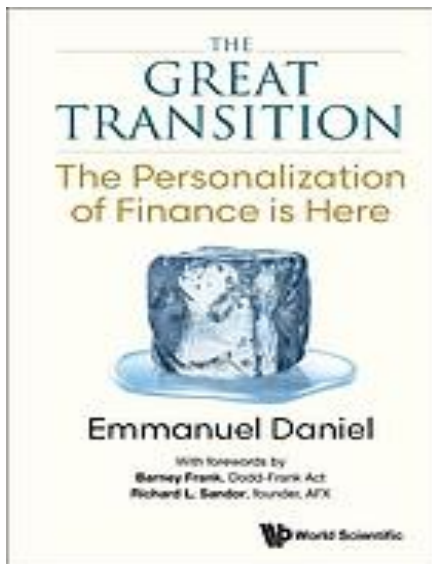


Disruptive change and the capital markets: on information, risk and uncertainty by Fischer, Marius

De Gruyter 2023

Acc. No.: 52030 Call No.: 330.122 ISBN: 9783111043005

Summary: The risk-based approach to capital markets regulation is in crisis. Climate change, shifting demographics, geopolitical conflicts and other environmental discontinuities threaten established business models and shorten the life spans of listed companies. The current rules for periodic disclosure in the EU fail to inform market participants adequately. Unlike risks, uncertainties are unquantifiable or may only be quantified at great cost, causing them to be insufficiently reflected in periodic reports. This is unfortunate, given the pivotal role capital markets must play in the economy's adaptation to environmental discontinuities. It is only with a reformed framework for periodic disclosure, that gradual and orderly adaptation to these discontinuities appears feasible. To ensure orderly market adaptation, a new reporting format is required: scenario analysis should be integrated into the European framework for periodic disclosure



The great transition: the personalization of finance is here by Daniel, Emmanuel

World Scientific 2023

Acc. No.: 52031 Call No.: 332 ISBN: 9789811265624

Summary: This book outlines the transition that the finance industry will go through from its platform stage today into the "Personalization of Finance". Emmanuel Daniel uses the story of the ice trade to describe a level of personalization never seen before. It will have a profound effect on how institutions, markets, and societies will function in the network age. He introduces the term "financialization of everything" to describe how entire economies will interact with cryptocurrencies, blockchain and new trends in gaming to shape the personalization of society. This book is especially useful for innovators, disruptors, and policy makers looking for original ideas on finance, economics, and society shaping the industry today.

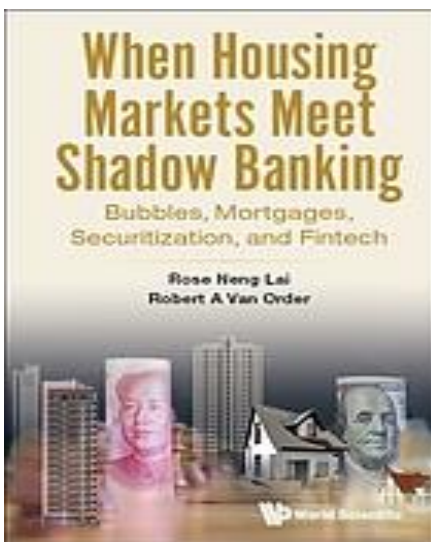


How to build a bank: a guide to key bank regulations, the license application process and bank risk management by Takhar, Ravi

De Gruyter 2024

Acc. No.: 52020 Call No.: 332.1 ISBN: 9783111100555

Summary: As has been proven time and again, banks are the single most important business institution in any economy. If they fail, the whole economy fails. How to Build a Bank sets out, in a manner that is completely unprecedented, all the requirements for the core documentation essential for the operation of a bank. The book takes the reader through the core requirements to operate a bank, and then provides actual examples of the relevant regulatory documentation required for the bank's operation, the rationale for the documentation and the details and information required to complete the documentation. Each chapter of the book includes a template of the key regulatory documents required to operate a bank. The book thus simplifies a very complex area of regulatory and banking laws and rules to enable a better understanding of the banking sector and a better understanding of the key requirements for a successful long-term banking business.

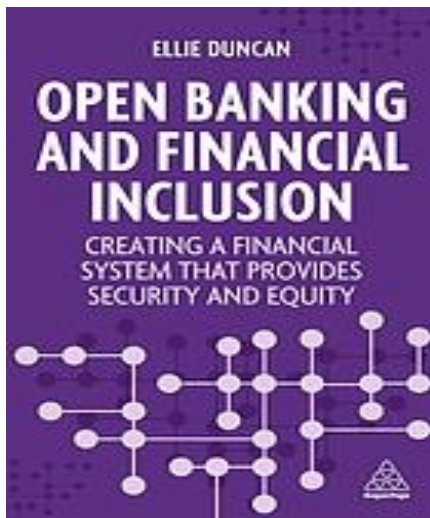


When housing markets meet shadow banking: bubbles, mortgages, securitization and fintech by Lai, Rose Neng

World Scientific 2024

Acc. No.: 52023 Call No.: 332.1 ISBN: 9789811283871

Summary: This book contends that the housing markets and shadow banking have been involved in a kind of "dance" over the last two decades. It traces this dance to be between the roles of mortgage markets since the 1980s in both the US and China and the developments of securitization and "shadow banks." It gives side-by-side comparisons between the two and suggests that house price dynamics have been similar, but also quite different. Both had booms. The US had a bubble that burst around 2007 - after prices became quite high relative to rents and then crashed. However, Chinese housing markets, which had a similar run-up, did not have a burst bubble. Rather, the rising property values appear to have been from space becoming more valuable as reflected in rent growth. In the US, prices chased prices; in China, prices chased rents. Mortgage markets were more complicated, beginning with the securitization in the US, and the rise of shadow banks that both led and followed.

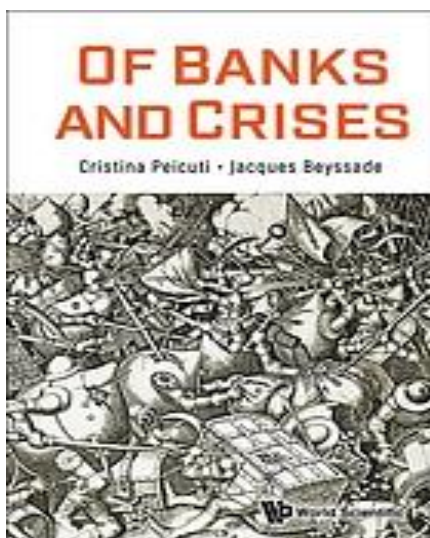


Open banking and financial inclusion: creating a financial system that provides security and equity by Duncan, Ellie

Kogan Page 2024

Acc. No.: 52022 Call No.: 332.1 ISBN: 9781398612402

Summary: Open Banking and Financial Inclusion enables readers to make informed decisions about open banking and how they can apply this to their own careers and ESG strategies. Open Banking creates opportunities to develop more innovative products, generate new revenue streams and increase customer satisfaction, and opens up access to financial services to those previously excluded and underbanked. Open Banking and Financial Inclusion reviews the opportunities, realities and limitations of open banking as it pertains to social inclusion, acknowledging the importance of impact and authenticity in ESG actions. It considers whether open banking is really working for the benefit of consumers by speaking to key people across the open banking, fintech and data sharing industry and also explores how banks and fintechs are measuring their social impact.

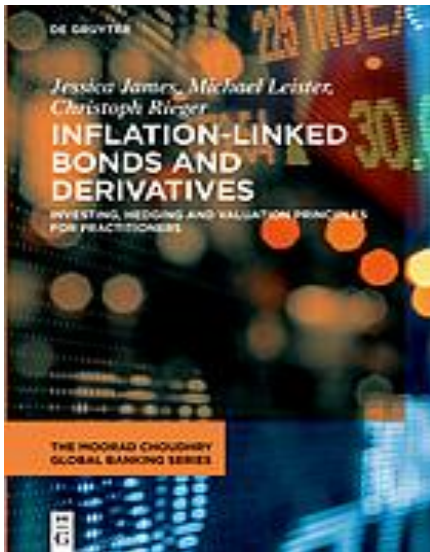


Of banks and crises by Peicuti, Cristina

World Scientific 2024

Acc. No.: 52021 Call No.: 332.1 ISBN: 9781800615748

Summary: Poor bankers! Poor economists! You won't see people at their windows and on their balconies clapping for members of these two professions. Economists are decried for never having anticipated crises. Blame is levelled at bankers, perceived as blind to the obvious and driven by greed. Given the constant trial by media to which the two professions are subjected, Cristina Peicuti's and Jacques Beyssade's book gives the floor to the defence. It is not because the authors are beholden to corporate interests, but because they are motivated by their desire to understand and take action. The relevance of these criticisms, occasional or recurrent, is not being challenged. The authors' purpose is to analyse the behaviours and mistakes that may have given rise to these reproaches, and identify changes that would enable both professions to contribute more effectively and in a timely manner to the common good.

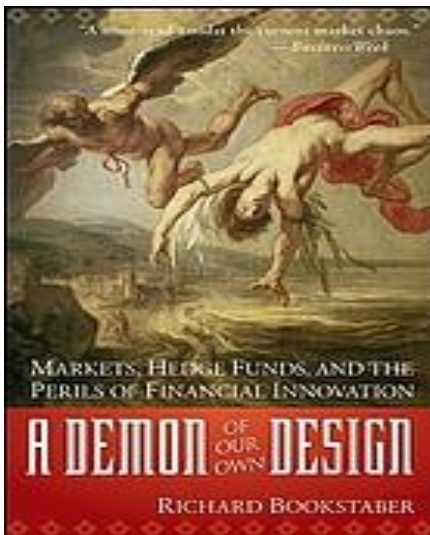


Inflation-linked bonds and derivatives: investing, hedging and valuation principles for practitioners by James, Jessic

De Gruyter 2023

Acc. No.: 52032 Call No.: 332.6323 ISBN: 9783110787375

Summary: Disruptions in supply chains and consumption patterns triggered by the pandemic together with stimulus packages and the energy crisis have catapulted inflation rates to levels last seen in the 1970s. For inflation markets, it's hard to understate this sudden and enormous change in fortunes. Understanding the future evolution of consumer prices has become crucial for investors across all asset classes as central banks tailor their policy responses with a view to anchoring inflation expectations. Inflation-Linked Bonds and Derivatives condenses more than 15 years of dedicated coverage of inflation markets. It provides investors, issuers and policy makers with all the relevant tools to navigate inflation markets, starting with the nuts and bolts of consumer price indices, forwards, carry and trading strategies, to advanced topics like seasonality adjustments and the use of inflation options. With its many illustrative graphs and tabulated data, this exceptional book will benefit traders, corporate treasury departments, fixed income investors, insurance companies and pension funds executives.



A demon of our own design: markets, hedge funds and the perils of financial innovation by Bookstaber, Richard M

John Wiley & Sons 2007

Acc. No.: 52090 Call No.: 332.645 ISBN: 9780470393758

Summary: In A Demon of Our Own Design, Richard Bookstaber paints a vivid picture of a financial world that is ever edging toward disaster. As a hedge fund 'rocket scientist,' Bookstaber provides an insider's perspective to the tumultuous management decisions made by some of the world's most powerful financial figures from Warren Buffett to Sandy Weill to John Meriwether, as well as recounting his own contribution to market calamities. He designed some of the complex options and derivatives that, combined with the globalization of the world's markets and the ever-increasing speed of transactions, allow markets to slide out of control. And he explains why the best efforts of institutions on the front lines to create safeguards, manage risk, and regulate the markets may end up contributing to instability. Bookstaber argues that many of the financial innovations and regulations that are supposed to level the playing field instead make the markets more dangerous for all the players, big and small.

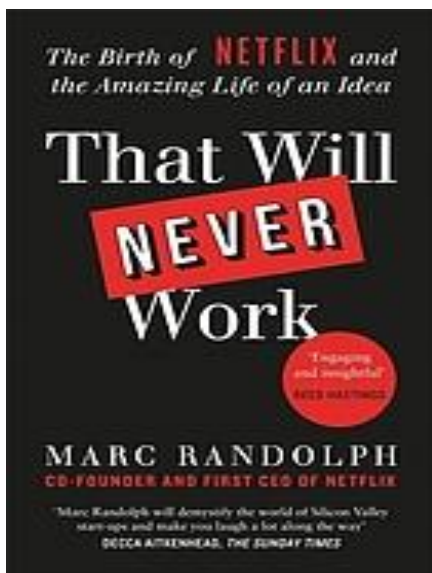


Cyber risk management: prioritize threats, identify vulnerabilities and apply controls by Hodson, Christopher J

Kogan Page 2024

Acc. No.: 51981 Call No.: 364.168 ISBN: 9781398613492

Summary: Learn how to prioritize threats, implement a cybersecurity programme and effectively communicate risks.

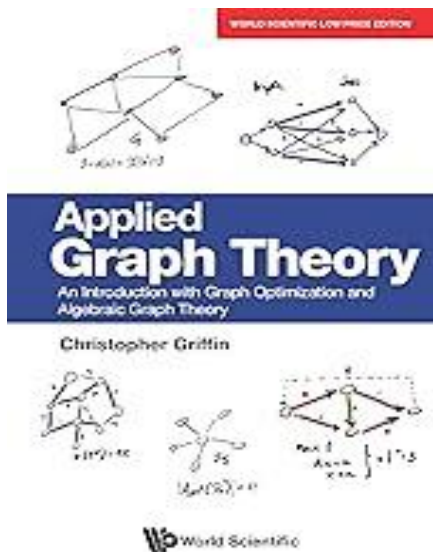


That will never work: the birth of Netflix and the amazing life of an idea by Randolph, Marc

Endeavour 2021

Acc. No.: 52091 Call No.: 384.55 ISBN: 9781913068219

Summary: Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. These were the widely accepted laws of the land in 1997 when Marc Randolph had an idea. It was a simple thought - leveraging the internet to rent movies - and was just one of many more proposals, like personalised baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair - with Hastings as the primary investor and Randolph as the CEO - founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable but the twenty-first century's most disruptive start-up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when they pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts and determination can change the world - even with an idea that many think will never work. What emerges, however, isn't just the inside story of one of the world's most iconic companies.

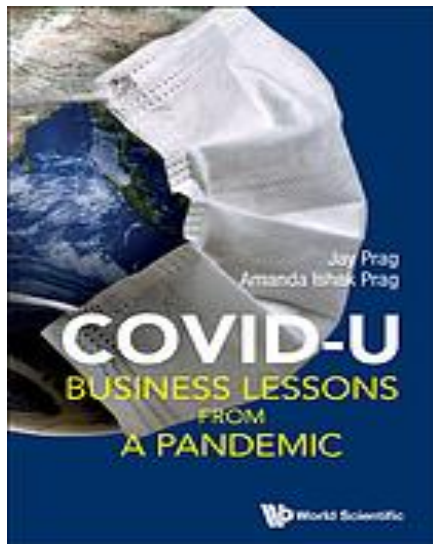


Applied graph theory: an introduction with graph optimization and algebraic graph theory by Griffin, Christopher

World Scientific 2024

Acc. No.: 52027 Call No.: 511.5 ISBN: 9798886130980

Summary: This book serves as an introduction to graph theory and its applications. It is intended for a senior undergraduate course in graph theory but is also appropriate for beginning graduate students in science or engineering. The book presents a rigorous (proof-based) introduction to graph theory while also discussing applications of the results for solving real-world problems of interest. The book is divided into four parts. Part 1 covers the combinatorial aspects of graph theory including a discussion of common vocabulary, a discussion of vertex and edge cuts, Eulerian tours, Hamiltonian paths and a characterization of trees. This leads to Part 2, which discusses common combinatorial optimization problems. Spanning trees, shortest path problems and matroids are all discussed, as are maximum flow problems. Part 2 ends with a discussion of graph coloring and a proof of the NP-completeness of the coloring problem. Part 3 introduces the reader to algebraic graph theory, and focuses on Markov chains, centrality computation (e.g., eigenvector centrality and page rank), as well as spectral graph clustering and the graph Laplacian.

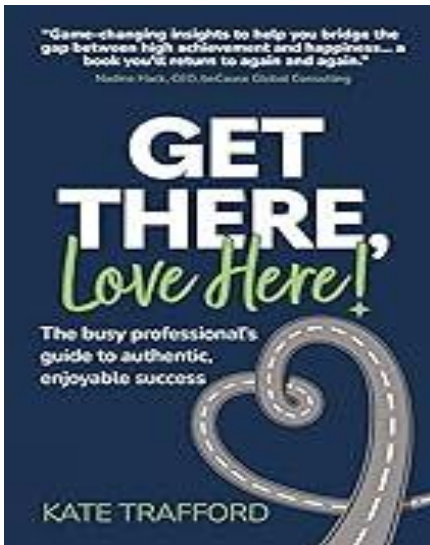


Covid U: business lessons from a pandemic by Prag, Jay

World Scientific 2023

Acc. No.: 51991 Call No.: 616.2414 ISBN: 9789811267727

Summary: From every angle, the world has faced unprecedented change over the past two years. Academics will be dissecting the nuance of the COVID-19 Crisis for decades to come. Yet, for all the promises of research and data, we must understand that the full impact of the pandemic from child development and college football seasons to healthcare breakthroughs and the future of the film industry will not be known for at least a generation. This book focuses on the business lessons we have learned since the pandemic began in early 2020. It takes an interdisciplinary approach to examining the effects of COVID-19 on multiple aspects of business, such as marketing and finance. At the same time, it stresses the need to consider the human element of business above all else, showing that people are the most important piece of what has become a devastating and unpredictable puzzle.



Get there, love here: the busy professional's guide to authentic, enjoyable success by Trafford, Kate

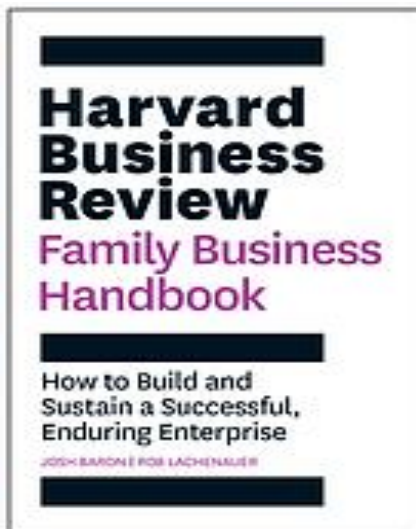
Right Book Press 2022

Acc. No.: 51972 Call No.: 650.1 ISBN: 9781912300860

Summary: Are you striving for career success, but struggling to find work-life balance? Are you driving hard towards each new deadline, but paying the price with your health, relationships and wellbeing? In short, are you enjoying - or merely enduring - the journey?

If work feels like a relentless race, you're following a route map to success that is fundamentally flawed. But there is another way - a kinder, more humane way one that can help you achieve and contribute as much, if not more.

Get There, Love Here! is your alternative route map to success. It reveals the key shifts in mindset and strategy needed to escape the "success through sacrifice" trap and set yourself up for a journey that is authentic, enjoyable and sustainable.



Harvard Business Review family business handbook: how to build and sustain a successful, enduring enterprise by Baron, Joshua

Harvard Business Review Press 2021

Acc. No.: 52088 Call No.: 658.044 ISBN: 9781633699045

Summary: The one book you need to navigate the complex decisions and critical relationships necessary to create and sustain a healthy family business--and business family. Though "family business" may sound like it refers only to mom-and-pop shops, businesses owned by families are among the most significant and numerous in the world. But surprisingly few resources exist to help navigate the unique challenges you face when you share the executive suite, tax returns, and holidays. How do you make the right decisions, critical to the long-term survival of any business, with the added challenge of having to do so within the context of a family? This comprehensive handbook brings you sophisticated guidance and practical advice from family business experts Josh Baron and Rob Lachenauer. Based on their decades-long experience working closely with a wide range of family businesses around the world, the authors present proven methods and approaches.

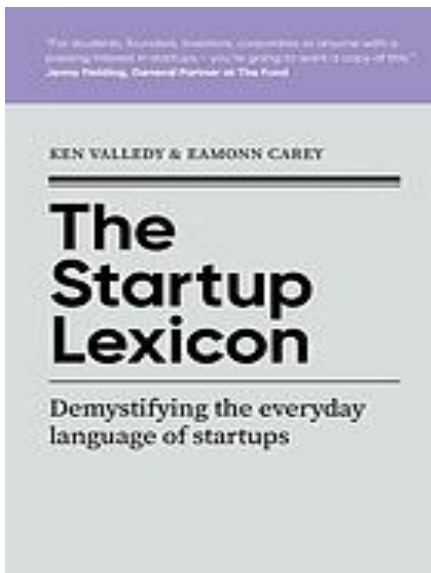


Digital business models: the new value creation and capture mechanisms of the 21st century by Ronteau, Sébastien

De Gruyter 2023

Acc. No.: 51994 Call No.: 658.05 ISBN: 9783110762419

Summary: A business model basically describes the way a company makes money. Yet, often we use digital services for free (e.g. Facebook, Google or WhatsApp) or for what seems to be a relatively minor price (e.g. Blablacar, Airbnb, and Amazon). Digital business models are different to traditional business models. Digital Business Models explains the key challenges and characteristics of the various business models that are used by digital businesses. These companies can be a source of inspiration for traditional bricks-and-mortar companies that aim to go digital and/or revamp their traditional business model. Most businesses rely on some form of digital technology for their marketing communication, customer relationship management, supply chain or distribution, yet digital transformation entails a complete reassessment of the way value is created and captured. Digital Business Models details the successful customer acquisition tactics and the development of business ecosystems by digital players.



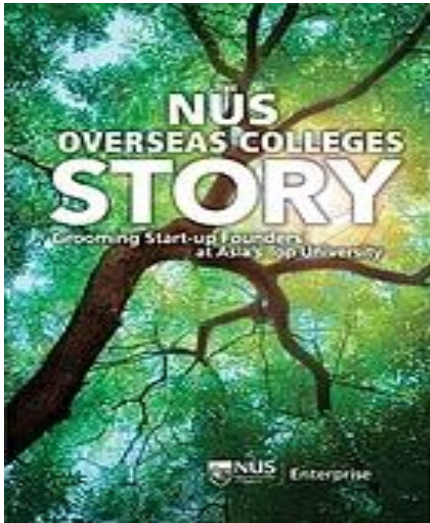
The startup lexicon: demystifying the everyday language of startups by Valledy, Ken

Right Book Press 2022

Acc. No.: 51997 Call No.: 658.11 ISBN: 9781912300761

Summary: From angels to unicorns, the startup world has its own unique, and occasionally impenetrable language. If you're learning about entrepreneurship, thinking of starting or joining a startup or dipping your toes in the world of investing – the sheer number of acronyms, buzzwords and technical phrases used can leave people confused, bemused, or worse yet, embarrassed at the things they think they should know.

That's where The Startup Lexicon comes in. With contributions from academics, founders, investors and people from the tech ecosystem, this book deciphers the hidden language of the startup world. With simple definitions of the most frequently used words, alongside stories that give more context and colour, the Startup Lexicon is an incredible primer for anyone interested in one of the biggest and fastest growing sectors in the business world.

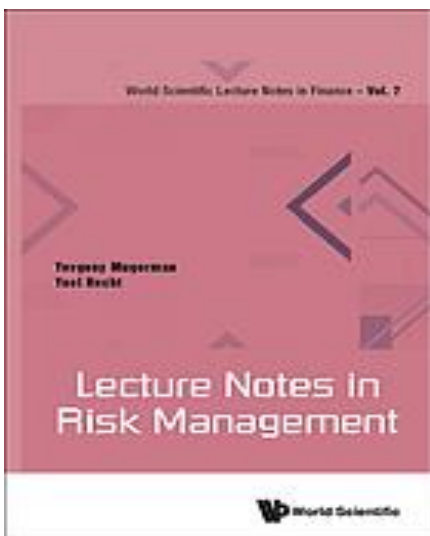


The NUS overseas colleges story: grooming start-up founders at Asia's top university by Meng Chee, Yeow

World Scientific 2023

Acc. No.: 51976 Call No.: 658.11 ISBN: 9789811267451

Summary: Told in a narrative, story-telling style, this book tells the story of how NUS Overseas Colleges (NOC) was founded, and the critical role played by the NOC in the development of Singapore's startup ecosystem. It chronicles how the founders overcame various challenges to launch the first NOC run in 2002. Featuring the experiences of many individuals whose lives have been touched by the programme, the book captures the early days of NOC startup entrepreneurs who are now household names in the Singapore startup scene. It is a must-read for readers interested in entrepreneurship and how it can be nurtured, and those who are keen to understand the history of Singapore's startup ecosystem.



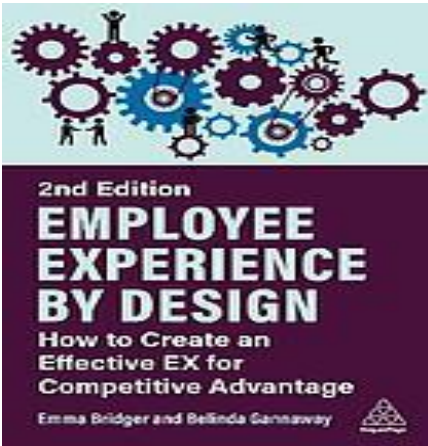
Lecture notes in risk management by Mugerman, Yevgeny

World Scientific 2024

Acc. No.: 52033 Call No.: 658.155 ISBN: 9789811271946

Summary: Risk management has become one of the key requirements for insightful decision-making. What are risks sources? How are they being managed? This book describes certainty, uncertainty, financial risks, methods of risk mitigation, and risk management. The first chapter of this book represents some milestones in risk management and introduces the main aspects of financial risk management. The following chapters discuss various types of financial risk such as market risk, credit risk, operational risk, liquidity risk, interest rate risk, and other financial risks. The last chapter describes enterprise risk management which binds together all the risks. This book, which is accompanied by PowerPoint presentations, is aimed at lecturers, students, and practitioners with an interest in risk management. The book is the fruit of the authors' long years of work in the field of risk management, serving as a risk management advisor and teaching an MBA-level academic course on the topic for economics and business administration students.

NEW ARRIVALS, NOVEMBER 2024

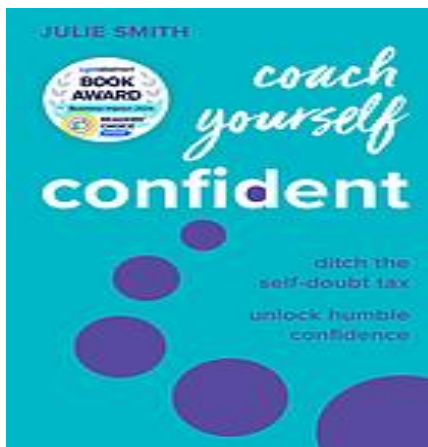


Employee experience by design: how to create an effective EX for competitive advantage by Bridger, Emma

Kogan Page 2024

Acc. No.: 51986 Call No.: 658.3045 ISBN: 9781398614369

Summary: Design exceptional employee experience (EX) in your organization to improve motivation, engagement and productivity and drive both employee and overall business performance.

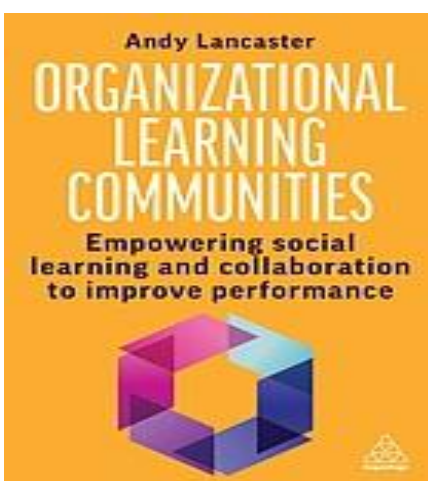


Coach yourself confident: ditch the self-doubt tax, unlock humble confidence by Smith, Julie

Practical Inspiration Publishing 2024

Acc. No.: 51985 Call No.: 658.3124 ISBN: 9781788605175

Summary: Packed with ideas, stories and practices to help close the confidence gap, Coach Yourself Confident is a guidebook for individuals who recognize that their confidence lags behind their capability.

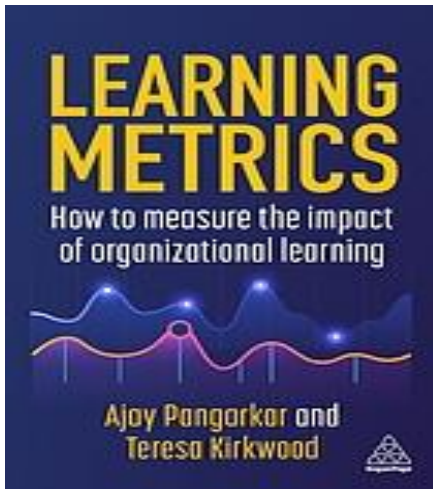


Organizational learning communities: empowering social learning and collaboration to improve performance by Lancaster, Andy

Kogan Page 2024

Acc. No.: 52004 Call No.: 658.3124 ISBN: 9781398615496

Summary: Understand how to build and foster learning communities in your organization to drive individual employee and overall business performance.

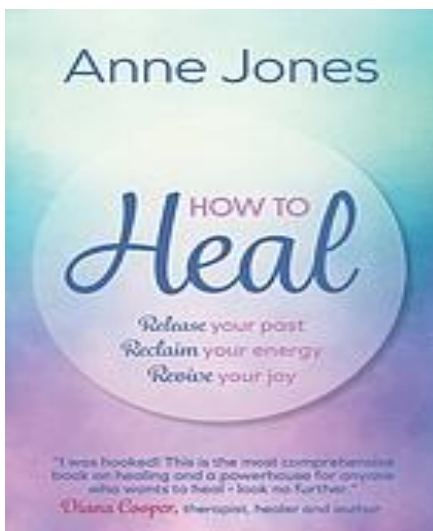


Learning metrics: how to measure the impact of organizational learning by Pangarkar, Ajay M

Kogan Page 2024

Acc. No.: 52002 Call No.: 658.312404 ISBN: 9781398615366

Summary: Use this practical guide to measure the impact of learning and development activity on employee and business performance.



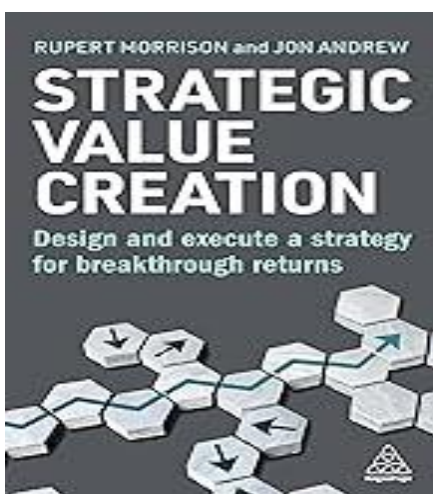
How to heal: release your past, reclaim your energy, revive your joy by Jones, Anne

SRA Books 2022

Acc. No.: 51975 Call No.: 658.314 ISBN: 9781912300563

Summary: With streaming reports of humanitarian disasters and global pandemics on news channels, the ongoing climate emergency, and a continuous bombardment of similar from social media, it's not surprising that living in the modern world can take its toll on our physical, mental and spiritual wellbeing.

In *How to Heal*, renowned spiritual leader Anne Jones shows that, amid all this confusion, negativity and noise, you can use the power of ancient symbols and rituals to reclaim control of your emotions, breakthrough your barriers, and lift your life to a happier, calmer and more fulfilling place.

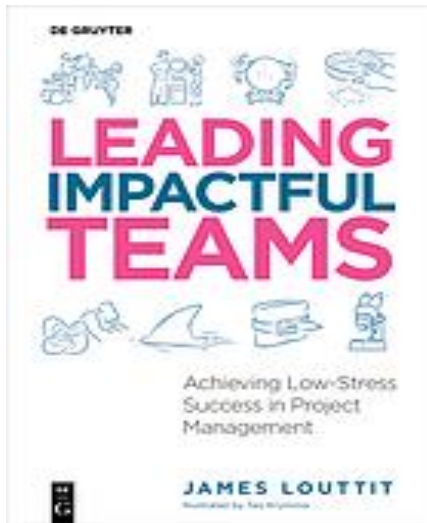


Strategic value creation: design and execute a strategy for breakthrough returns by Morrison, Rupert M

Kogan Page 2024

Acc. No.: 51978 Call No.: 658.4012 ISBN: 9781398615939

Summary: Design and execute a competitive strategy for your organization that ensures that value creation is focused on the customer segments most integral to business success.

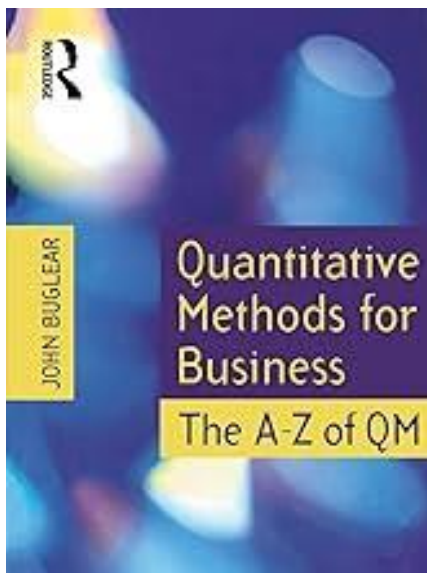


Leading impactful teams: achieving low-stress success in project management by Louttit, James

De Gruyter 2024

Acc. No.: 52016 Call No.: 658.4022 ISBN: 9783111269405

Summary: When was the last time you felt stressed and exhausted at work? Chances are your answer to that question is "not too long ago". As the author realized from first-hand experience, even well-prepared, hard-working, intelligent people can feel the strain of project management. This book presents a comprehensive set of approaches, tips and techniques that enable you to make projects more effective, successful and enjoyable. Leading Impactful Teams is a lively exploration of the "lenses" of project management - Scope, Prioritisation, Time, Cost, Quality, Risks, Team and Stakeholders - that will enable the reader to develop a "sixth sense" for potential issues that could derail their project. Replete with over 50 imaginative illustrations to explain the insights and practices that are packed into every page, the stories and ideas in this book go way past the theories and bring the reality of projects to life. It will help you understand how to make your project a success and avoid unnecessary complications.



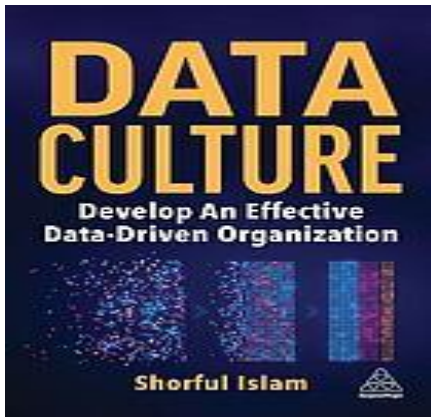
Quantitative methods for business: the a-z of QM by Buglear, John

Routledge 2016

Acc. No.: 52013 Call No.: 658.4033 ISBN: 9781138656444

Summary: Quantitative Methods for Business: The A-Z of QM will enable readers to:

- *Appreciate the significance of quantitative methods for businesses and the study of business
- *Understand and apply a wide range of quantitative techniques
- *Select appropriate quantitative techniques for data analysis, problem solving and decision making
- *Interpret and communicate the results of quantitative analysis.



Data culture: develop an effective data-driven organization by Islam, Shorful

Kogan Page 2024

Acc. No.: 52000 Call No.: 658.4038 ISBN: 9781398614208

Summary: Navigate the practicalities of building and nurturing a data culture that is right for your organization with this hands-on guide.



Digital transformation demystified by Granito, Frank

World Scientific 2023

Acc. No.: 51982 Call No.: 658.4038 ISBN: 9789811260452

Summary: The buzz and hype created over the last few years around Digital Transformation has resulted in confusion and ubiquity that has rendered the term nearly meaningless. Transformation extends far beyond the technology stack and must include the organization's culture, its operating processes, and virtually every facet of how it functions. This fact means that leaders must break through the hype and demystify this term once and for all. They must get past the breathless hyperbole and understand what it really means to lead their organization through a continuous digital transformation process. The demystification of digital transformation and understanding what it really means is critical for all leaders. And that's what this book is about.

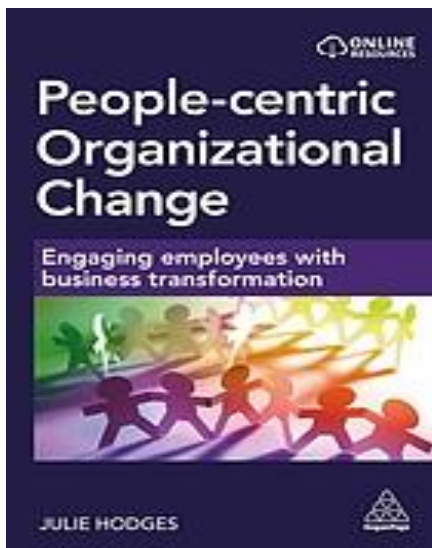


Making sense of change management: a complete guide to the models, tools and techniques of organizational change by Cameron, Esther

Kogan Page 2024

Acc. No.: 52003 Call No.: 658.406 ISBN: 9781398612853

Summary: Master the models, tools and techniques of successful change management with the sixth edition of this definitive text.

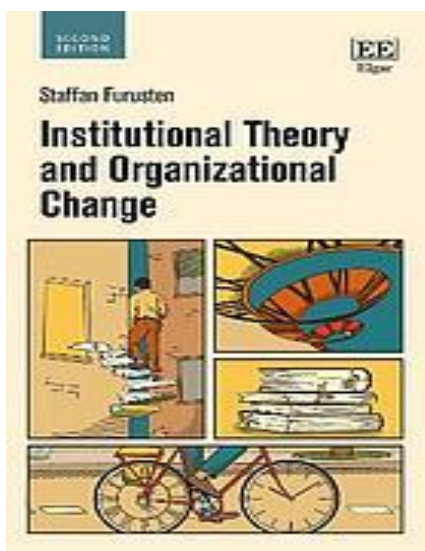


People-centric organizational change: engaging employees with business transformation by Hodges, Julie

Kogan Page 2024

Acc. No.: 52017 Call No.: 658.406 ISBN: 9781398612556

Summary: The only way to achieve successful business change is by engaging employees and making the transformation people-centric. This book explains how to achieve this. Written by a leading voice in the change management industry who has both academic and practitioner experience, People-Centric Organizational Change is a practical guide for change professionals and postgraduate students. It covers everything from what people-centric change is and why it's essential to engage people with the change through to the importance of the communication of change and how to do this effectively with a distributed workforce in a hybrid working environment. Using evidence-based research, this book fully explores the human dynamic of change, explains how to promote collaboration between colleagues and shows how to involve line managers in the change process. There is also advice on how to encourage staff to see change as an opportunity rather than a threat.

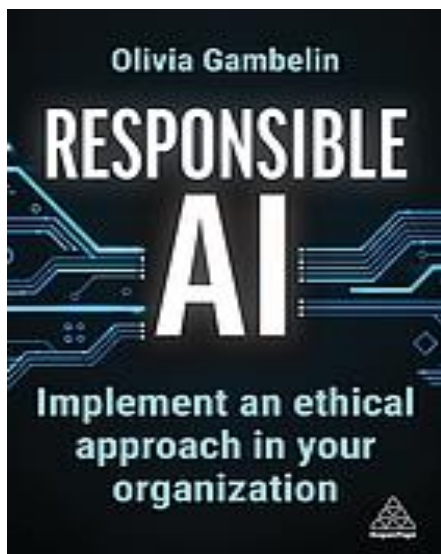


Institutional theory and organizational change by Furusten, Staffan

Edward Elgar Publishing 2023

Acc. No.: 52015 Call No.: 658.406 ISBN: 9781035320424

Summary: As Canada welcomes tens of thousands of Syrian refugees, as well as many others finding their way in Canada, communities across the country are dealing with the challenges of welcoming and integrating them. This is a book about how schools can play a powerful and positive role in the day-to-day lives of refugee families. David Starr has served as the principal at two schools in BC where a majority of the student population comes from refugee families. While the students at Edmonds Community and Byrne Creek Community schools in Burnaby, BC, come from all over the world, many are recent arrivals from Syria, Iraq, Afghanistan and Sudan. In this book, David Starr shares the deeply moving stories of his students, their parents and the staff at Edmonds. He describes the upheavals that many of these families have undergone. He writes about how teachers and other support workers have embraced their students and gone about making a difference in their lives. And he tells the stories of students and their views of their experiences in their countries of origin, as well as at their new schools and in their new communities.

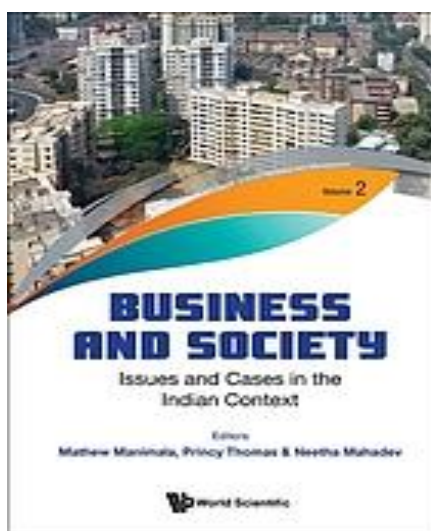


Responsible AI: implement an ethical approach in your organization
by Gambelin, Olivia

Kogan Page 2024

Acc. No.: 51983 Call No.: 658.4063 ISBN: 9781398615700

Summary: Responsible AI is a guide to how business leaders can develop and implement a robust and responsible AI strategy for their organizations. Responsible AI has rapidly transitioned to a strategic priority for leaders and organizations worldwide. Responsible AI guides readers step-by-step through the process of establishing robust yet manageable ethical AI initiatives for any size organization, outlining the three core pillars of building a responsible AI strategy: people, process and technology. It provides the insight and guidance needed to help leaders fully understand the technical and commercial potential of ethics in AI while also covering the operations and strategy needed to support implementation. Responsible AI breaks down what it means to use ethics and values as a modern-day decision-making tool in the design and development of AI.

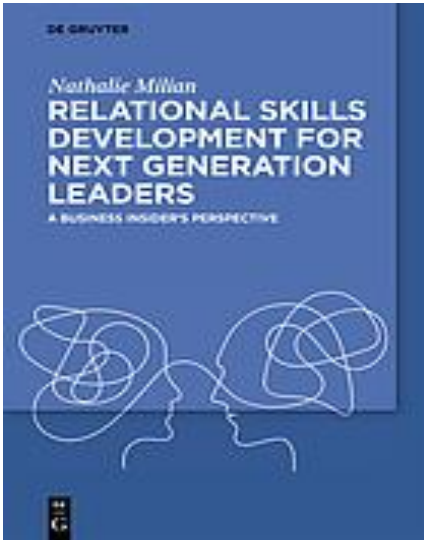


Business and society: issues and cases in the Indian context volume 2
by Manimala, Mathew J

World Scientific 2024

Acc. No.: 51990 Call No.: 658.408 ISBN: 9789811286667

Summary: There are many theories on why managers do not (as a behavior) or should not (as a value) supplement profit orientation with people-centrism and planet sensitivity. In practice, managers do not supplement profit orientation with considerations for people and the planet unless they have the tools and know how to make that possible. This book seeks to address that by focusing on the normative dimension of organizational development. There are two competing norms for developing an organization: first, as a profit-oriented business enterprise; and second, as a people-centric, planet-sensitive, profit-oriented business or social enterprise. The performance of a business is a concern for all stakeholders. With the growing realization of the importance of indirect stakeholders like the society and the planet, it is increasingly important to raise awareness about the social and environmental responsibilities of businesses and organizations.

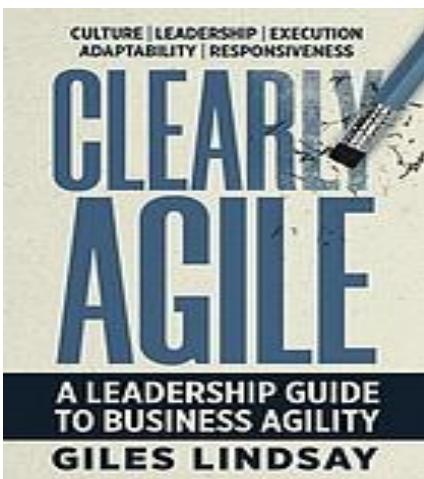


Relational skills development for next generation leaders: a business insider's perspective by Milian, Nathalie

De Gruyter 2024

Acc. No.: 52005 Call No.: 658.4092 ISBN: 9783111335148

Summary: The post-pandemic world has witnessed seismic shifts in the business environment. Businesses, large and small, are tackling digital transformation; we face irregular economic recovery, a rising cost of living, the energy transition impasse and uneven wealth distribution. Add to this an increased call for action on diversity and inclusion amidst a backdrop that is, in some countries, resentful of privilege, geopolitical power alignment, and democratic vs. autocratic leadership. The leaders of today and tomorrow must evolve. Notwithstanding the hard skills they need in a workforce transformed by technology, what soft skills must they acquire in a world of continuous uncertainty and change? Relational Skills Development for Next-Generation Leaders is a practical compilation of crucial relational skills for post-graduate students, future executives, and mentors in the corporate world. Packed with modern research, frameworks and scenarios, the author draws upon over twenty years of experience leading teams and projects with global transformational impact in the blue-chip luxury fashion industry to show executives how to observe, reflect, develop, practice and improve their leadership skills to succeed in the future.

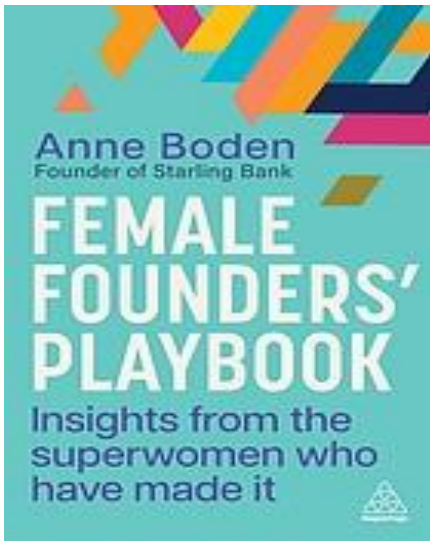


Clearly agile: a leadership guide to business agility by Lindsay, Giles

Practical Inspiration Publishing 2024

Acc. No.: 51999 Call No.: 658.4092 ISBN: 9781788605489

Summary: A comprehensive guide that empowers business leaders to embrace Agile principles, transform their organizations and drive long-term success in today's fast changing and competitive landscape.

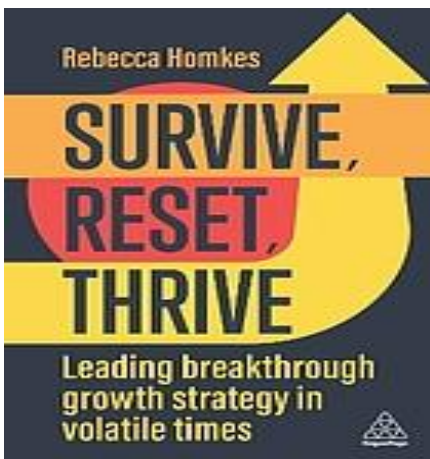


Female founders' playbook: insights from the superwomen who have made it by Boden, Anne

Kogan Page 2024

Acc. No.: 51970 Call No.: 658.4092 ISBN: 9781398616158

Summary: How do female entrepreneurs overcome hurdles, redress power imbalances and create a business with coveted unicorn status? High growth enterprises and tech unicorns are those companies with a value of more than £1 billion. But building a unicorn is not an easy task. And it's even more difficult for female-led enterprises than it is for male-led start-ups. Female Founders' Playbook brings together the experiences of the leading women entrepreneurs and VC investors. These successful businesswomen share their thoughts on every aspect of launching a high-growth business, from coming up with a unicorn-worthy idea, through to building a multi-talented team to winning investment. Their tales of success and failure are drawn together by commentary and insightful analysis by award-winning technology founder and architect of Starling Bank, Anne Boden, creating an easy-to-follow guide for any female leader. Rather than talking about who might be the next Bezos, Gates or Jobs, Female Founders' Playbook tells the true stories of those women who are guaranteed to inspire and help the next generation of female entrepreneurs.

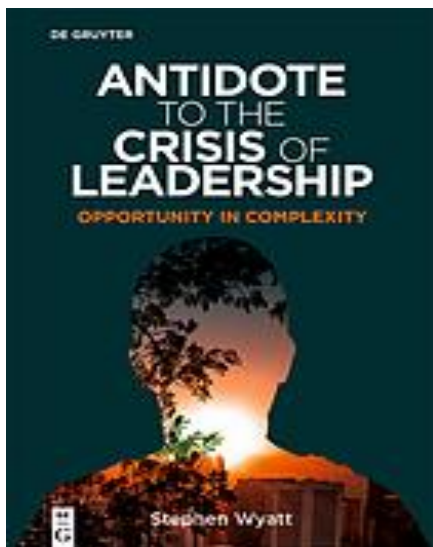


Survive, reset, thrive: leading breakthrough growth strategy in volatile times by Homkes, Rebecca

Kogan Page 2024

Acc. No.: 51979 Call No.: 658.4092 ISBN: 9781398607866

Summary: Move beyond traditional planning to build and maintain competitive advantage and deliver sustainable performance in the often bewildering business environment of today.



Antidote to the crisis of leadership: opportunity in complexity by Wyatt, Stephen

De Gruyter 2024

Acc. No.: 51998 Call No.: 658.4092 ISBN: 9783110795929

Summary: Leadership is in crisis. Scandals are commonplace, only 20% of employees claim they trust their leaders, two in three think politicians are only motivated by self-interest, three-quarters of firms say they don't have the leadership bench that they need today, and major societal problems are not being resolved. In the context of this scenario, this book answers two important questions: What skills do you need to be successful as a leader today that are different from those required previously? How can you develop these differentiating skills and mindsets? The antidote to the crisis of leadership lies in four attributes: **Aspire:** Make clear personal choices of what purpose to pursue, what values to resolutely promote and which stakeholder interests to represent. **Ally:** Form mutually respectful, supportive relationships with others within and beyond the organisation. **Adapt:** Navigate through turbulence, flexing the enterprise and flowing resources to the priority issues.



Toxic leaders and tough bosses: organizational guardrails to keep high performers on track by Daniel, Teresa A

De Gruyter 2024

Acc. No.: 52009 Call No.: 658.4092 ISBN: 9783111201108

Summary: Toxic work culture is driving away 1 in 5 employees at an annual cost of US \$44.6 billion to American organizations. Yet ironically, toxic leaders often achieve stellar financial profits, continue to get promoted and remain in their leadership roles. In *Toxic Leaders and Tough Bosses - Organizational Guardrails to Keep High Performers on Track*, employment law attorney Teresa A. Daniel JD, PhD, draws upon numerous studies and interviews to show the real, devastating impact of toxic workplace culture and why leaders must care. This book discusses what signs to look out for in a toxic workplace, factors that promote toxic behavior, types of leaders and how they impact their organization, the role of HR in managing employee wellbeing, and what to look out for in exceptional leaders. With evidence-based strategies for building stronger workplace culture, including tools to help organizations develop better leaders and managers, it makes a compelling case for eradicating toxic leaders as a priority.

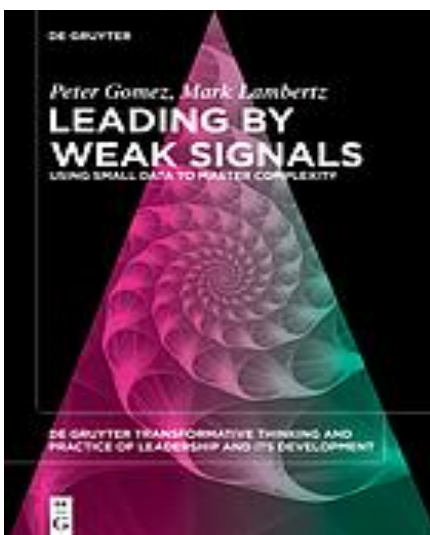


Unleadership: the remarkable power of unremarkable acts by Kars-Unluoglu, Selen

De Gruyter 2024

Acc. No.: 52010 Call No.: 658.4092 ISBN: 9783110767322

Summary: Leaderly acts and practices from unexpected places are often overlooked and yet have remarkable power. These spontaneous acts are in sharp contrast to those of formal leaders in governments and leading corporations. Global events like the Covid-19 pandemic and the climate crisis light up these differences. This book delves deeper, exploring these leaderly acts and practices more fully and beyond extraordinary events. The authors describe these as "unleadership", a term defined in this book as a set of acts and practices that are undertaken in a spirit of spontaneity and generosity for social good. Four dimensions of unleadership are identified in this book: paying it forward, living with the unknown, catching the wave, and confident connecting and collaborating. Unleadership exposes the potential that is unleashed when members of the community discover their own power to act and reclaim what they have delegated to their leaders.

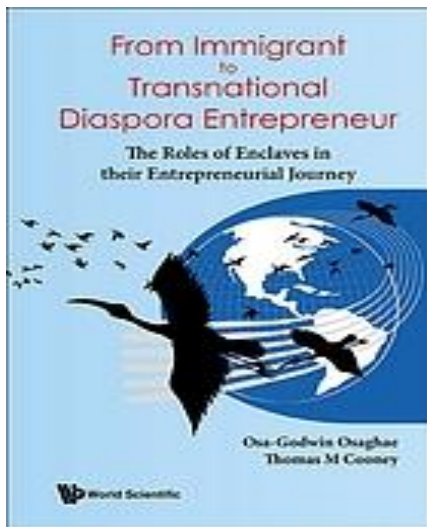


Leading by weak signals: using small data to master complexity by Gomez, Peter

De Gruyter 2023

Acc. No.: 52001 Call No.: 658.4092 ISBN: 9783110796988

Summary: Master complex problems and face radical uncertainty by unleashing the power of small data. Is your business using data to its optimum potential? In complicated well-structured problem situations, executives rely on Big Data. However, when faced with complexity and uncertainty they are challenged to skillfully handle Small Data. Leading by Weak Signals argues that impending dangers, new business opportunities or innovative ideas may be missed when data are classified as simply not "big enough." This insightful book with its new approach initiates a radical shift in perspective from running the business to changing the business. While Big Data are very well suited to run a business efficiently, Small Data lay open phenomena which are connected to transforming a company, like inflection points, scale changes, or critical transitions. The authors present practical business examples and an 8-step framework to implement their ideas in teams and on the individual level.

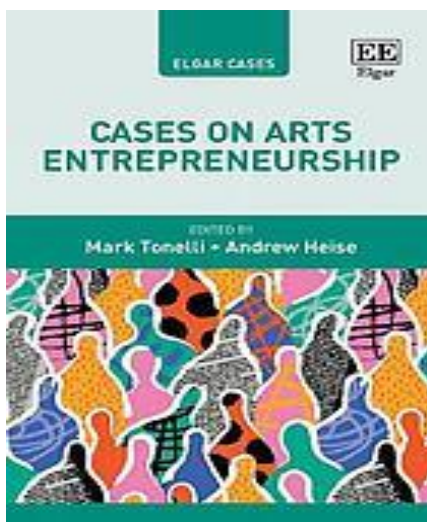


From immigrant to transnational diaspora entrepreneur: the roles of enclaves in their entrepreneurial journey by Osaghae, Osa-Godwin

World Scientific 2024

Acc. No.: 51971 Call No.: 658.421 ISBN: 9789811290527

Summary: This book focuses on the role of immigrants in building economic, social and political relationships between countries. In this era of growing global interconnectedness, international migration and immigrant issues have become a significant source of disunity between countries. In some receiving countries, immigrants are now workforce replacements for an ageing population, while in sending countries immigrants use the experience gained in their country of residence for investment and entrepreneurial activity in their country of origin. This has led to the suggestion that immigrant activities are no longer a process of bridging the economic imbalance between nations, but rather the bridging of economic, social and political relationships. Transnational diaspora entrepreneurial activity relies on the relationship between immigrants and their home country, their understanding of the economic, political, and social systems in both their home and host countries, and the demand for their home country's cultural goods.



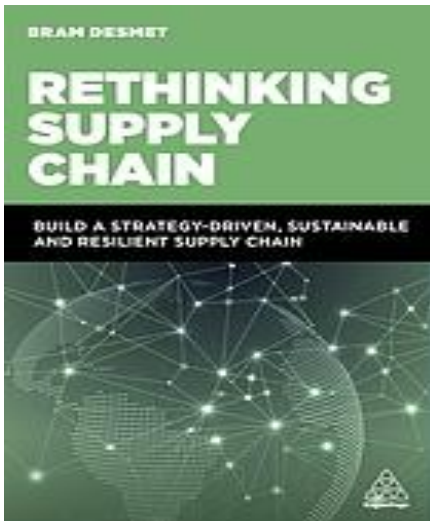
Cases on arts entrepreneurship by Tonelli, Mark

Edward Elgar 2024

Acc. No.: 51967 Call No.: 658.421 ISBN: 9781035332090

Summary: How can entrepreneurial thinking be applied to ventures in the arts? What strategies can artists employ to build viable professional careers? How can sustainable and thriving arts organizations be created? Merging the worlds of business and the arts, this engaging book of case studies of individuals and organizations, written by experts spanning a broad range of fields within the arts, offers insight into answering these key questions.

NEW ARRIVALS, NOVEMBER 2024

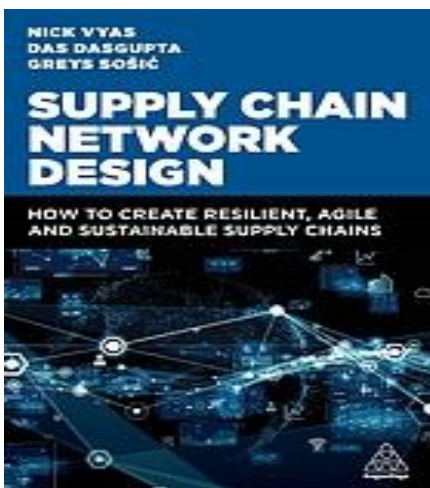


Rethinking supply chain: build a strategy-driven, sustainable and resilient supply chain by DeSmet, Bram

Kogan Page 2024

Acc. No.: 51988 Call No.: 658.7 ISBN: 9781398615984

Summary: Understand how to upgrade your supply chain to perform well in complex and volatile markets with this guide covering the strategic, design, operational and tactical bases of supply chain reconfiguration.

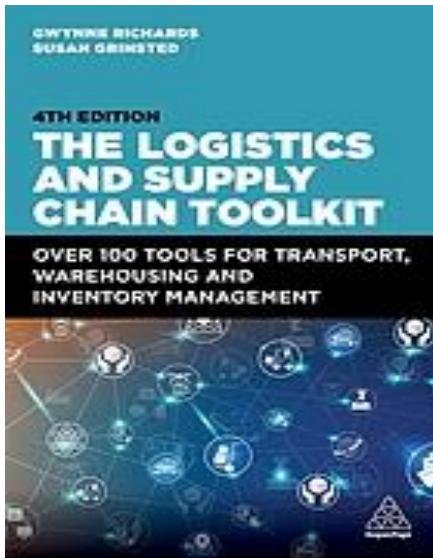


Supply chain network design: how to create resilient, agile and sustainable supply chains by Dasgupta, Das

Kogan Page 2024

Acc. No.: 52029 Call No.: 658.7 ISBN: 9781398614918

Summary: Explore how to deliver a supply chain network design that integrates agility, resilience and sustainability and optimizes technological advancements with this practical guide.

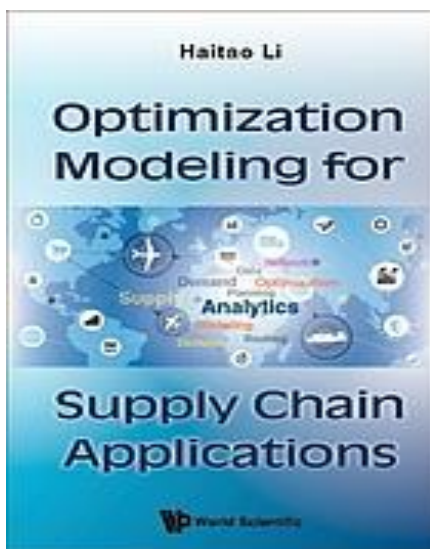


The logistics and supply chain toolkit: over 100 tools for transport, warehousing and inventory management by Richards, Gwynne

Kogan Page 2024

Acc. No.: 51989 Call No.: 658.7 ISBN: 9781398613379

Summary: This title provides logistics managers in the areas of transport, warehousing, and inventory with a comprehensive set of tools to tackle many of the day to day issues in order to drive efficiency and business success. In a busy, rapidly moving environment it offers quick, reliable advice and combines crucial logistics tools with key business techniques including SWOT analysis, Gantt Charts, Cause and Effect Analysis and Maister's Rule. Each tool is explained and put into context and examples are given of how it can be used within logistics.

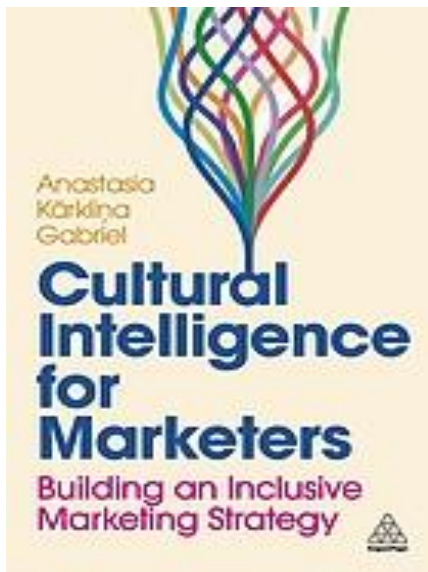


Optimization modeling for supply chain applications by Li, Haitao

World Scientific 2023

Acc. No.: 52028 Call No.: 658.70285 ISBN: 9789811259685

Summary: How to design an efficient and cost-effective logistics network? How to plan procurement, production, and transportation to meet customer demand with minimum operating costs? How to sequence jobs through machines for on-time order completion? And how to dispatch vehicles and schedule their routes to serve customers efficiently? Answers to these questions are key to effective and efficient supply chain operations. This book provides a systematic and comprehensive coverage of data-driven optimization modeling techniques and their applications in supply chain management. From the methodological perspective, it introduces various model building techniques including mathematical programming (linear and integer programming), network optimization, and constraint programming. From the application perspective, it covers the topics of supply chain network design, production planning, supply chain configuration, machine scheduling, and vehicle routing, among others. It also introduces the state-of-the-art optimization modeling software, the CPLEX OPL Studio, as a powerful and accessible tool for implementing the modeling techniques and solution methods in this book. Sample codes will be available upon purchase of the book.

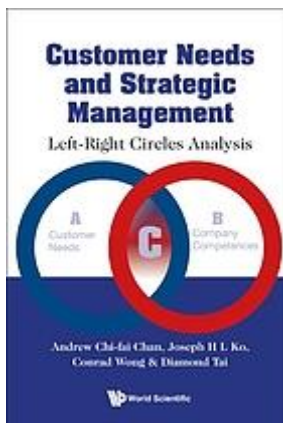


Cultural intelligence for marketers: building an inclusive marketing strategy by Gabriel, Anastasia Karklina

Kogan Page 2024

Acc. No.: 51992 Call No.: 658.8 ISBN: 9781398614031

Summary: Brands not only reflect culture but also shape cultural norms and values. Move beyond performative inclusive marketing and drive the cultural conversation. A brand today can build a marketing strategy that not only effectively resonates with audiences but also meaningfully impacts society at large. Learn how to produce inclusive marketing using an approach grounded in understanding cultural shifts and critical perspectives that uphold equity and inclusion. In this book, cultural theorist and brand strategist Dr. Anastasia Karklina Gabriel draws on semiotics, media theory, and cultural analysis to help marketers embed cultural fluency into every aspect of marketing. Cultural Intelligence for Marketers explains how to create a culturally incisive and inclusive marketing strategy using an evidence-based approach that draws on advanced insights into culture, representation, identity, power, and social change.

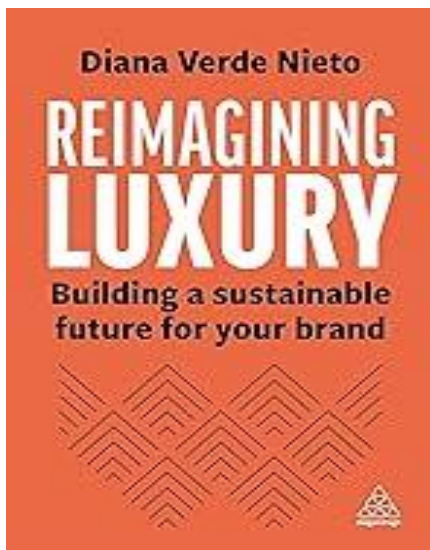


Customer needs and strategic management: left-right circles analysis by Chan, Andrew Chi-fai

World Scientific 2022

Acc. No.: 52025 Call No.: 658.812 ISBN: 9789811252884

Summary: Often, "Customer First", or even "Customer as the Sole Purpose", has been touted as the golden principle to conduct business in our commercial world. But to a lot of people, practising it is not as simple as it sounds. People interpret the principle in their own ways and adopt different approaches in practice. This book develops a "Left-Right Circles" theory where customer needs are depicted as the "Left Circle". The book also analyzes various levels of customer needs and the key approaches to satisfying those needs. The "Right Circle" in this theory depicts how a company develops its own strengths as competencies. The book describes how the Left and Right Circles interact, move in sync in a perfectly harmonious manner, offer products and services that customers will repeatedly purchase, and thereby build a strong base of loyal supporters for the company. The Left Circle driven approaches are applicable equally to serving customers and stakeholders.



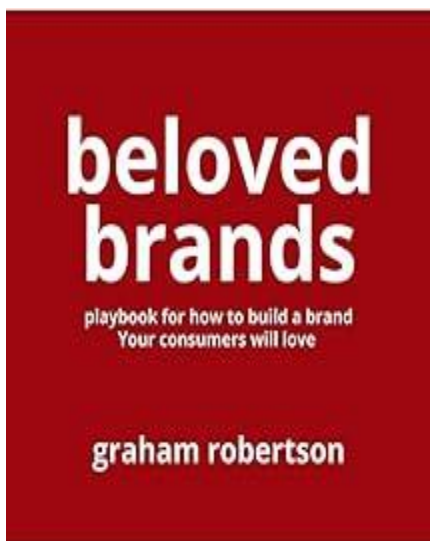
Reimagining luxury: building a sustainable future for your brand by Nieto, Diana Verde

Kogan Page 2024

Acc. No.: 52018 Call No.: 658.827 ISBN: 9781398613638

Summary: It has never been more important for the luxury industry to embrace sustainability and transform their businesses for a better future. However, in order to become authentically sustainable, companies need to shift their mindsets.

Reimagining Luxury offers invaluable guidance for businesses seeking to thrive in a sustainable future. Authored by Diana Verde Nieto, an expert in the field, and incorporating insights from industry leaders such as LVMH, L'Oreal, and Kering, as well as respected figures like Harvard Professor John Kotter and former Unilever CEO Paul Polman. This comprehensive guide provides practical advice on how to shift mindsets, heartsets and practices to achieve sustainable economic growth. Whether you're an established luxury organization or a new player in the field, this book is an essential resource for navigating the changing landscape of sustainability and innovation in the 21st century.

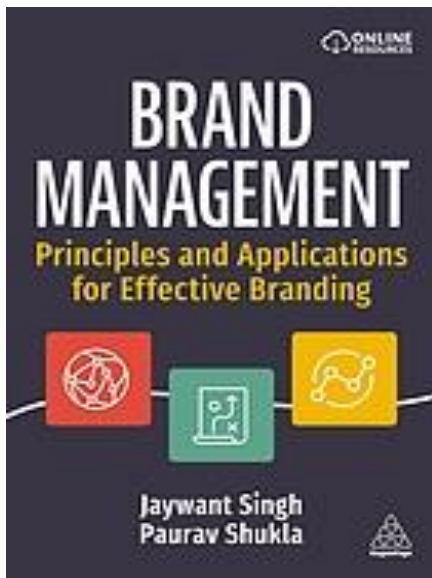


Beloved brands: playbook for how to build a brand your consumers will love by Graham, Robertson

Nation press NA

Acc. No.: 52087 Call No.: 658.827 ISBN: 9798893631395

Summary: With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspire smart and creative marketing execution, and be able to analyze the performance of your brand through a deep-dive business review. Marketing pros and entrepreneurs, this book is for you. Whether you are a VP, CMO, director, brand manager or just starting your marketing career, I promise you will learn how to realize your full potential. You could be in brand management working for an organization or an owner-operator managing a branded business. Beloved Brands provides a toolbox intended to help you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on the tools to your team, so they can learn how to deliver the fundamentals needed for your brands.

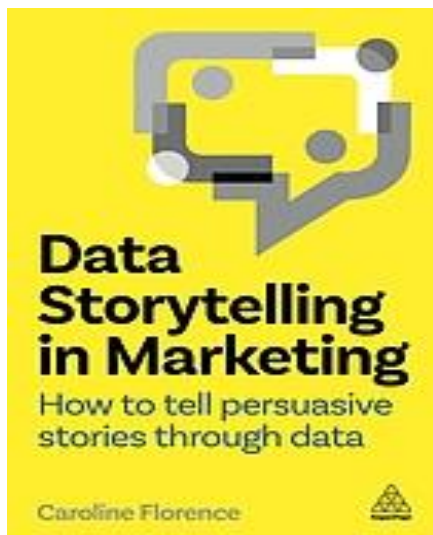


Brand management: principles and applications for effective branding by Singh, Jaywant

Kogan Page 2024

Acc. No.: 52019 Call No.: 658.827 ISBN: 9781398611580

Summary: Learn how to build, develop and manage brands with this applied textbook which also explores the latest developments in digital branding, brand crisis and brands' responsibility.

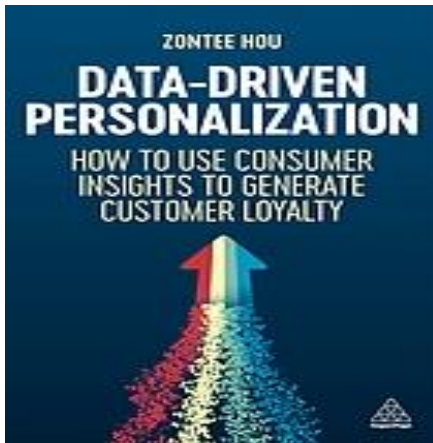


Data storytelling in marketing: how to tell persuasive stories through data by Florence, Caroline

Kogan Page 2024

Acc. No.: 51993 Call No.: 658.834 ISBN: 9781398615038

Summary: Marketers are storytellers, they write content, marketing strategies and devise internal communications, but unless these stories are evidence-based, they won't be believable or truly persuasive. Stories centred on robust evidence and credible data can withstand challenge, provide meaning, offer insight and persuade audiences. Understanding how to use data to build and tell stories is an increasingly important part of the modern-day marketers' toolkit. This book is designed to plug the data skills gap and enable you to cut through the data overload and pick the most pertinent data to tell your story. Regardless of whether you're a data expert, data anxious or a data sceptic, this book will give you the tools to understand what you have at your fingertips and how that data can help you to communicate more effectively with your customers and your stakeholders. Written by expert trainer Caroline Florence, this book outlines how to build robust insight narratives that stand up to scrutiny and create compelling data-led content that influences and persuades. Drawing on her client work with companies such as Toyota, Lactalis, News UK, Mars Petcare and AXA, plus contributions from experts across data, insights, marketing and customer experience, this book provides a practical roadmap to increase your influence with data storytelling.



Data-driven personalization: how to use consumer insights to generate customer loyalty by Hou, Zontee

Kogan Page 2024

Acc. No.: 52012 Call No.: 658.8343 ISBN: 9781398614604

Summary: Your customers expect highly personalized experiences. Discover exactly how to deliver by collecting the right data and crafting messages that tap into behavioral psychology.

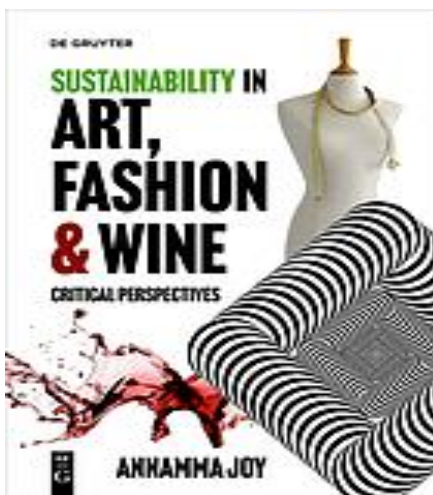


Sustainable advertising: how advertising can support a better future by Bourn, Matt

Kogan Page 2024

Acc. No.: 52024 Call No.: 659.1 ISBN: 9781398613836

Summary: Lead the way and make every aspect of your advertising sustainable with this practical guide filled with insights, tools and expert guidance.

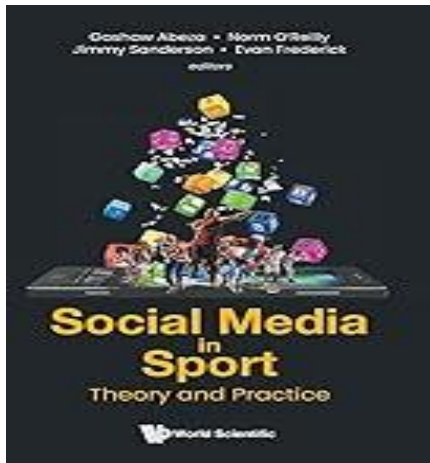


Sustainability in art, fashion and wine: critical perspectives by Joy, Annamma

De Gruyter 2024

Acc. No.: 51996 Call No.: 746.92 ISBN: 9783110783896

Summary: The art, fashion and wine industries are currently at various stages in their efforts to embrace and transition towards sustainability. While sustainability commitments are a necessary condition for progress, they are not sufficient. Instead, there is a need for sweeping transformative change that includes giving serious consideration to indigenous worldviews without recolonizing them. Sustainability in Art, Fashion and Wine includes findings from recent research and contributes to a new understanding of familiar concepts such as sustainability, (de)colonization and corporate responsibility in the art, fashion and wine industries by adopting critical lenses and incorporating them with innovative perspectives on circular business models and digitalization.

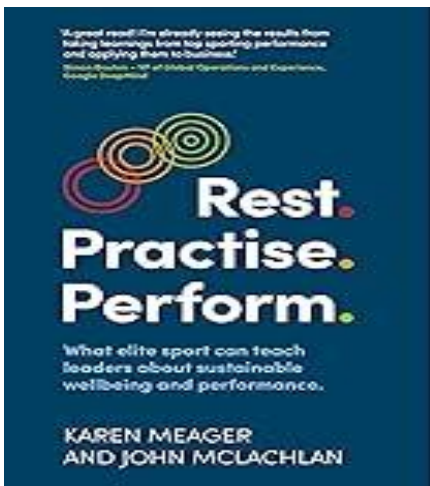


Social media in sport: theory and practice by Abeza, Gashaw

World Scientific 2021

Acc. No.: 52035 Call No.: 796.069 ISBN: 9789811237652

Summary: This book enables students to grasp the holistic enterprise of social media as it pertains to social, legal, marketing, and management issues. The book also helps students better understand the research process in social media scholarship and make connections with academic research and applied practice in sport studies.

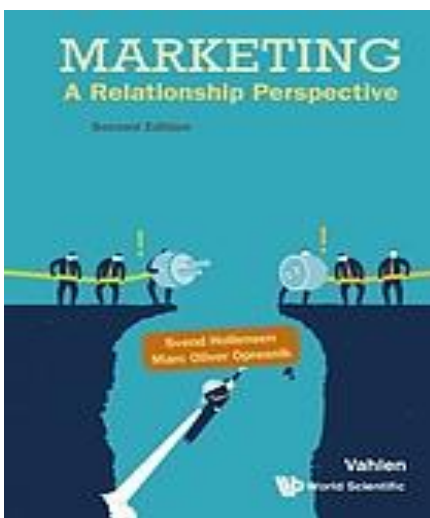


Rest, practise, perform: what elite sport can teach leaders about sustainable wellbeing and performance by Meager, Karen

Right Book Press 2024

Acc. No.: 52034 Call No.: 796.069 ISBN: 9781915483270

Summary: Karen Meager and John McLachlan draw from extensive research and their deep understanding of leadership behaviours to provide you with a playbook for adapting elite sports' winning techniques to your own team or organization. Discover how to apply the incredible rhythm of the rest, practice, perform cycle and explore how it can revolutionise your team's productivity, performance and wellbeing.



Marketing: a relationship perspective by Hollensen, Svend

World Scientific 2019

Acc. No.: 51995 Call No.: 658.8(M) ISBN: 9781944659622

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