

NEW ARRIVAL

(April - May 2025)



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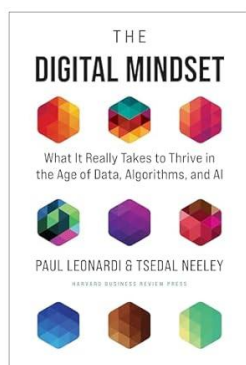


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LODHI ROAD, NEW DELHI

1. Digital Mindset/ Paul Leonardi. 2022. Massachusetts: Harvard Business Review Press. 9781647820107

Call No.: 658.5 LEO 2022

Acc. No.: 9732-9735



The digital revolution is here, changing how work gets done, how industries are structured, and how people from all walks of life work, behave, and relate to each other. To thrive in a world driven by data and powered by algorithms, we must learn to see, think, and act in new ways. We need to develop a digital mindset. But what does that mean? Some fear it means that we all need to become technologists who master the intricacies of coding, algorithms, AI, machine learning, robotics, and who-knows-what's-next. That's not the case. You can develop a digital mindset, and this book shows you how. It introduces three approaches—Collaboration, Computation, and Change—and the perspectives and actions

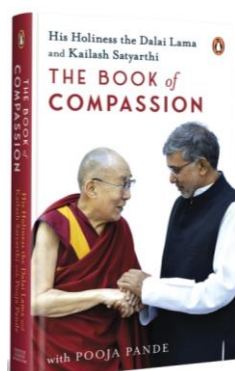
within each approach that will enable you to develop the digital skills you need. With a digital mindset, you'll ask the right questions, make smart decisions, and appreciate new possibilities for a digital future. Leaders who adopt these approaches will be able to develop their organization's talent and prepare their company for successful and continued digital transformation.

Award-winning researchers and professors Paul Leonardi and Tsedal Neeley will show you how to do it and let you in on the surprising and welcome secret: developing a digital mindset isn't as hard as you think. Most people can become digitally savvy if they follow the "30 percent rule"—the minimum threshold that gives us enough digital literacy to understand and take advantage of the digital threads woven into the fabric of our world. A digital mindset will future-proof you, your career, and your organization. Learn how to develop one here.

2. The Book of Compassion/His Holiness the Dalai Lama. 2024. Delhi: Penguin Random House. 9780670093311

Call No.: 294.334 LAM 2024

Acc. No.: 9736-9739



Nobel Peace Prize Laureates His Holiness the Dalai Lama and Kailash Satyarthi open a window to the concept 'Compassion', which according to is undoubtedly the most significant requirement of our existence. Compassion is no longer a luxury', says His Holiness the Dalai Lama. It is 'a necessity if our species is to survive'. Kailash Satyarthi urges us all to consider a flight of compassion as it inspires everyone to free ourselves from the shackles of limitations in order to explore the limitless possibilities of life. In the post-pandemic world, His Holiness the Dalai Lama and social reformer and global thought leader Kailash Satyarthi bring to light the idea to cultivate compassion and why honest concern for others is the key factor in improving our day-to-day lives. From inequalities to

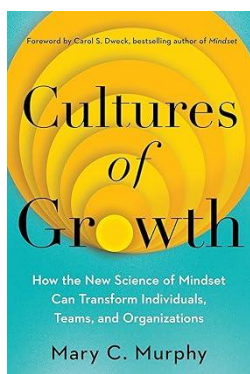
injustice to climate change, the influence of Gandhi to ancient Indian and Tibetan knowledge system, importance of education for children, and the idea of an interconnected world, among others, in The Book of Compassion two globally renowned spiritual and moral leaders reveal their vision for a globalized compassion that promotes freedom, joy and inner peace.

Candid, anecdotal and absolutely unputdownable, this book is your perennial source of courage, compassion and wisdom.

3. Cultures of Growth: How the New Science of Mindset Can Transform Individuals, Teams, and Organizations/Mary C. Murphy. 2024. Noida: Simon & Schuster. 9781398535954

Call No.: 302.34 MUR 2024

Acc. No.: 9740-9741



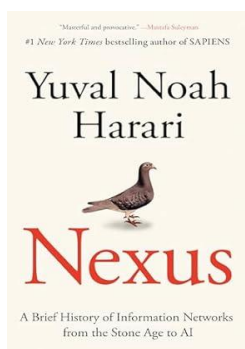
In *Cultures of Growth*, Dweck's protégé, Mary Murphy, a social psychologist at both Stanford and Indiana University, shows that mindset transcends individuals. A growth mindset culture can transform any group, team, or classroom to reach breakthroughs while also helping each person achieve their potential. Murphy's original decade-long research reveals that organizations and teams more geared toward growth inspire deeper learning, spark collaboration, spur innovation, and build trust necessary for risk-taking and inclusion. They are also less likely to cheat, cut corners, or steal each other's ideas. And they're more likely to achieve top results. In these cultures, great ideas come from people from all backgrounds and at all levels—not just those anointed as brilliant or talented. Discover how a culture of growth helped make outdoor retailer Patagonia a leader in its field; how Satya Nadella transformed Microsoft; how winemakers Robin McBride and Andréa McBride John are leading with a mindset to disrupt and diversify the entire wine industry; and how a New York school superintendent reversed massive inequities for children of color by reshaping the district's mindset culture. Drawing on compelling examples from her work with Fortune 500 companies, startups, and schools, Murphy demonstrates that an organization's mindset culture is the key to success for individuals, teams, and the entire organization, teaching you how to create and sustain a culture of growth no matter your role.

Create environments where people want to be, where everyone can thrive and achieve their potential, both individually and together. In a world where success seems reserved for a chosen few, *Cultures of Growth* unveils a radically different approach to creating organizations that inspire learning, growth, and success at all levels.

4. Nexus: A Brief History of Information Networks from the Stone Age to AI/Yuval Noah Harari. 2024 Fern Press 9781911717096

Call No.: 303.4834 HAR 2024

Acc. No.: 9742-9743



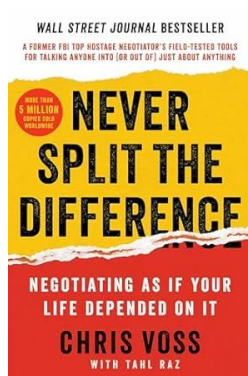
Taking us from the Stone Age, through the canonization of the Bible, early modern witch-hunts, Stalinism, Nazism, and the resurgence of populism today, NEXUS asks us to consider the complex relationship between information and truth, bureaucracy and mythology, wisdom, and power. Harari explores how different societies and political systems have wielded information to achieve their goals and impose order, for good and bad. And he addresses the urgent choices we face today, as non-human intelligence threatens our very existence. Looking through the long lens of human history, the author considers how the flow of information has

made and unmade our world, and provides an essential background to understanding the threats and promises of today's AI revolution.

5. **Never Split the Difference/Chris Voss. 2016. Delhi: Penguin Random House. 9781847941497**

Call No.: 331.7 VOS 2016

Acc. No.: 9744-9748



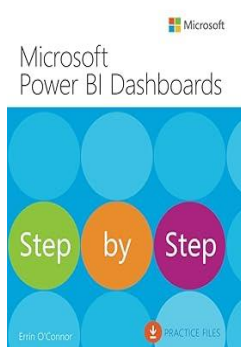
A former FBI hostage negotiator offers a field-tested approach to negotiating - effective in any situation. After a stint policing the rough streets of Kansas City, Missouri, Chris Voss joined the FBI, where his career as a kidnapping negotiator brought him face-to-face with bank robbers, gang leaders and terrorists. *Never Split the Difference* takes you inside his world of high-stakes negotiations, revealing the nine key principles that helped Voss and his colleagues succeed when it mattered the most - when people's lives were at stake.

Rooted in the real-life experiences of an intelligence professional at the top of his game, *Never Split the Difference* will give you the competitive edge in any discussion.

6. **Microsoft Power Bi Dashboards Step by Step/ Le Errin O'Connor. 2020. Noida: Pearson. 9789353944933**

Call No.: 005.369 CON 2020

Acc. No.: 9749-9753

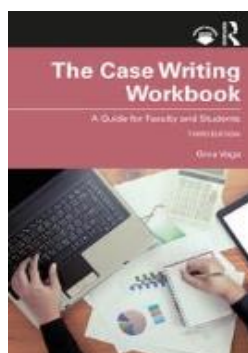


Expand your expertise-and teach yourself how to create world-class power BI business analysis dashboards that bring data to life for better decision-making. If you're an experienced business intelligence professional or manager, you'll get all the guidance, examples, and code you need to succeed-even if you've never used power BI before. Take full advantage of any Microsoft power BI platform; including power BI premium Make upfront decisions that position your power BI project for success Build rich, live dashboards to monitor crucial data from across your organization Aggregate data and data elements from numerous internal and external data sources.

7. **The Case Writing: A Guide for Faculty and Students/ Gina Vega. 2017. UK: Routledge. 9781032069869**

Call No.: 001.433 23 VEG 2017

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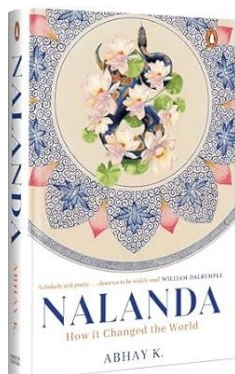
This case writing workbook offers something unique in the world of case writing manuals. The third edition of *The Case Writing Workbook: A Guide for Faculty and Students* provides 11 standalone chapters that focus specifically on challenges related to the case writing process. The book is meant for day-to-day use as a model of the case writing process, with exercises, worksheets, and training activities that will guide you through the entire course of writing both a traditional case and Instructor's Manual or a concise/short case and its associated Teaching Note. Brief explanatory notes will lead you step-by-step through all the developmental exercises, including readying the case for publication and

teaching it in the classroom or online.

8. Nalanda : How It Changed the World/Abhay K. 2025. Delhi: Penguin Random House. 9780670099627

Call No.: 909.2 ABH 2025

Acc. No.: 9755

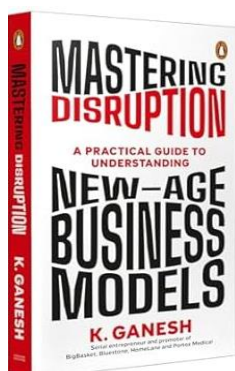


Much about Nalanda remains shrouded in mystery. When was it founded? Who founded it? Who studied and taught there? What subjects were offered? How many students and teachers were there? Was Nalanda a university in the modern sense? And what ultimately led to its downfall? *Nalanda* by Abhay K. unravels these questions, telling the story of the rise, fall, and re-rise of Nalanda Mahavihara. Through extensive research, the book explores Nalanda's contributions in fields such as science, mathematics, philosophy, art, architecture, and poetry. It also highlights the great luminaries who elevated its unparalleled reputation as the preeminent seat of knowledge, as well as the foreign scholars who visited the celebrated monastery. Broad in sweep and deep in history, Nalanda is a thrilling read that sheds new light on Nalanda and its journey over millennia.

9. Mastering Disruption: A Practical Guide to understanding new-age business models/ Ganesh Krishnan. 2025. Delhi: Penguin Random House. 9780143474500

Call No.: 658.11 KRI 2025

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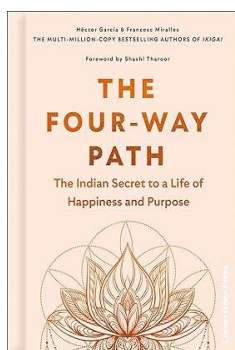


The need for this book is driven by the rapid pace of change and innovation in the business world. Traditional business models and strategies that may have worked in the past are no longer as effective, and new technologies and emerging trends are constantly disrupting the industry. To stay ahead of the curve and remain competitive in the modern business world, it is critical to gain a deep understanding of new business models and strategies that can help businesses succeed. Not only businesses but also working professionals need to stay up to date with the latest trends and best practices in management and business, and to adapt to the rapidly changing landscape of the industry. The book provides new insights, knowledge and a framework to help readers navigate the changes likely to come at a much faster pace thanks to disruptive technology. Read this book to position yourself for success in a rapidly changing world and stay ahead of the curve.

10. The Four-Way Path: The Indian Secret to a Life of Happiness and Purpose/ Héctor García. 2024. UK: Cornerstone Press. 9781529938593

Call No.: 158.2 GAR 2024

Acc. No.: 9761



This book honours some of the oldest and greatest spiritual practices to explain how the Four-Way Path can awaken your purpose, free you from stress and fear.

In our complex modern world, it can be easy to doubt we're living the life we're meant to be living. But the authors of the global bestseller *Ikigai*, about the Japanese concept that has helped millions of people discover their reason for being, are now on a mission to show how the ancient Hindu

concept of purushartha provides a powerful framework for charting a path toward a life of purpose and fulfillment. Having spent a great deal of time in India, the authors were inspired to write a book honoring the culture they came to appreciate. In *The Four-Way Path*, they draw on practices from India's numerous spiritual traditions to show how to foster happiness and achievement by cultivating the four components of purushartha:

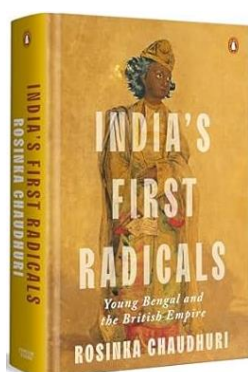
- your kama, or what you love doing
- your dharma, or what the world needs from you
- your artha, or what you need to sustain your life
- your moksha, or your truest, most actualized self

If you already know what your purpose in life is, then this book provides a blueprint for living in accordance with your purushartha. If you don't yet know, then it will give you the tools to start the adventure of understanding yourself better, and to bring inspiration, beauty, peace, and purpose to your daily life.

11. India's First Radicals: Young Bengal and the British Empire/ Rosinka Chaudhuri. 2025. USA: Viking. 9780143474302

Call No.: 954.02 CHA 2025

Acc. No.: 9762

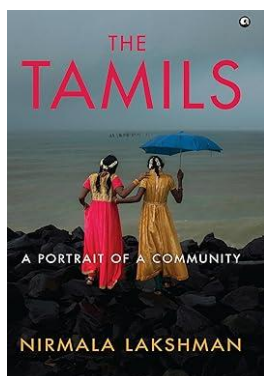


In 1831, the editor of the India Gazette wrote a report about a group he called the 'Radicals', 'Ultra-Reformers' or 'the Ultras', who were responsible for an unprecedented upheaval in social, religious and political thinking centred in Calcutta. Later named 'Young Bengal', these students of Henry Derozio at the Hindu College had embarked upon a collision course with orthodoxy and authority, generating scandal and sensation in equal measure. Focusing on their activities twelve years later in 1843, this book examines their achievements in a radical reassessment of their contribution. That year saw Young Bengal argue for the rights of the peasant, campaign against corruption in the police and judiciary, bring a legal case against a British magistrate for the mistreatment of labourers, and continue their fight against racial, gender and caste discrimination in society. It also marked their formation of the first Indian political party. *India's First Radicals* seeks to rethink the activities of Young Bengal, whose pioneering contributions to public discourse and the changes they wrought were among the earliest shifts to define modern India as we now know it.

12. The Tamils: A Portrait of a Community/Nirmala Lakshman. 2025. New Delhi: Aleph Book. 9788119635078

Call No.: 916.55 LAK 2025

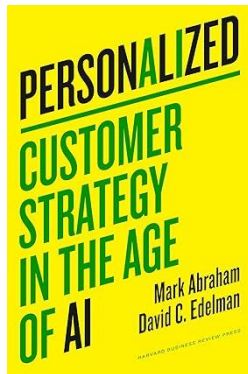
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In her engaging, multi-layered new book, the author underscores the separateness and interconnection inherent in the Tamil people. For a work that is subtitled *A Portrait of a Community*, Nirmala Lakshman begins *The Tamils* on an unusual but arresting note — a pinch of prehistory. Strictly, the passages on Attirampakkam, where relatively recent digs have unearthed stone tools from a Middle Palaeolithic age possibly going back some 350,000 years ago, have little to do with the Tamil community. Lakshman, of course, is fully aware of this. One suspects her decision to start her expansive journey in her extremely engaging new book lies at least partly in her desire to ground the history

and culture of a people within a 'sacred' geography. One of the finer sections of this book is devoted to exploring the concept of the tinais, the five distinct natural regions of ancient Tamilakam that, at once, determined idiosyncratic lifestyles while reflecting diverse cultural ecosystems. One way to read *The Tamils* is to see tinais as a framework for both separateness and interconnection, a running theme in *The Tamils*.

13. Personalized Customer Strategy in the Age of AI/ Mark Abraham and David C. Edelman. 2024. United States: Harvard Business Review Press. 9781647826277
Call No.: 658.812 ABR 2024 **Acc. No.: 9764**



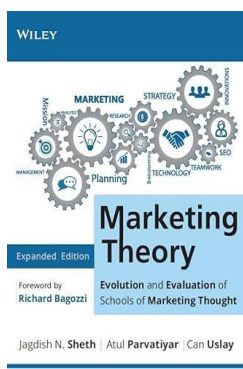
Consumers want personalized experiences, but few companies are rising to the challenge. Those that succeed in personalization build trusted relationships with millions of customers and engage with them at every step throughout their journey. Through the power of AI, they rethink their operations and unleash the creativity of their teams to fine-tune every interaction, delighting customers in the process. But most companies are not doing personalization well, leading to wasted money, squandered effort, and missed expectations. To be done effectively, personalization must be a critical element of an organization's strategy. *Personalized* is a playbook for delivering true personalization at scale. In

this book, Boston Consulting Group's Mark Abraham and Harvard Business School's David C. Edelman describe Five Promises of Personalization:

- Empower Me: Understand each customer's needs and how best to meet them.
- Know Me: Win customers' trust and permission to use their data to improve their experience.
- Reach Me: Reach out to the right customer, in the right channel, at the right time.
- Show Me: Tailor unique content to be relevant to each customer, enabled by generative AI.
- Delight Me: Design new ways of working and ensure continuous improvement, so a customer's experience feels magical.

With detailed examples across industries—including retail, health care, banking, technology, and travel—this book will help executives learn how to put personalization at the center of their strategy, accelerate growth, and capture their share of the \$2 trillion personalization prize.

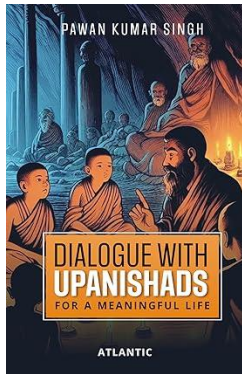
14. Marketing Theory: Evolution and Evaluation of Schools of Marketing Thought/ Jagdish N. Sheth; Atul Parvatiyar. 2022. Wiley. 9789354641206
Call No.: 658.8 SHE 2022 **Acc. No.: 9765**



This book is both a chronicle of the evolution of 16 schools of marketing thought that emerged and dominated the marketing discipline over its 100-year journey and its metatheory evaluation as a discipline. Among the schools of marketing thought, 12 schools were identified and evaluated in the previous edition of this book. In addition, four new schools of marketing thought (marketing strategy, services marketing, international marketing, and relationship marketing schools) that emerged in the past 30 years have been added in this new and expanded

edition. This is a must-read book for doctoral students in marketing, and young scholars and practitioners who would like to learn about the rationale and theoretical tenets of the various schools of marketing thought and how they contributed to the contemporary and current premise for developing marketing theory.

**15. Dialogue with Upanishads: For a Meaningful Life /Pawan Kumar Singh. 2025. New Delhi: Atlantic Publishers & Distributors (P) Ltd. 9788126941322
Call No.: 294.5921 SIN 2025 Acc. No.: 9766-9770**



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.
