

(August-December 2025)



IILM
LODHI ROAD, NEW DELHI

NEW ARRIVAL



**IILM LODHI ROAD
LIBRARY**

1. **Neuromarketing understanding the buy buttons in your customer's brain/ Patrick, Renvoise & Morin, Christophe.UK: Harper Collins Leadership, 2007. 244p. 9781595551351**

Call No.: 658.80019 REN

Acc No. 9831-32

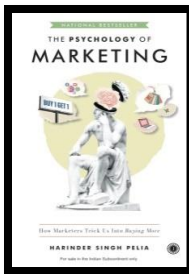


This book argues that successful persuasion targets the "Old Brain" (primal part of the customer's mind). It outlines a four-step framework—diagnose the pain, differentiate the claim, demonstrate the gain, and deliver to the Old Brain—to craft messages that bypass conscious thought and directly trigger buying decisions, offering practical techniques for captivating attention and using strong emotional cues.

2. **Psychology of Marketing: how marketers trick us into buying more/ Pelia, Harinder Singh Ahmedabad: Jaico Publishing House, 2025. 197p. 9789348098016**

Call No: 658.8342 PEL

Acc No. 9833-34

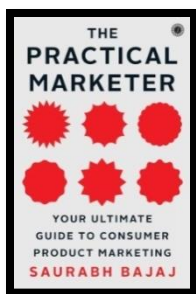


This title delves into the psychological tactics and cognitive biases that marketers exploit to influence consumer behavior and increase sales. It explores how principles like scarcity; social proof, anchoring, and framing are strategically used in advertising and product design, providing insight into the mental shortcuts people take when purchasing and helping consumers become more aware of these manipulations.

3. **Practical Marketing: Your ultimate guide to consumer product marketing/ Bajaj, Saurabh Mumbai: Jaico Publishers 2024. 265p. 9788119792160**

Call No: 658.8342 BAJ

Acc No. 9835-36

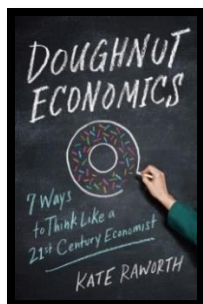


This book serves as a comprehensive, hands-on guide for professionals focusing on marketing consumer products. It covers essential frameworks, strategies, and real-world techniques necessary for successful product positioning, branding, and distribution. It offers actionable advice on understanding the consumer journey, utilizing market research, and managing modern campaigns, making it a reference for practical execution in consumer product marketing.

4. **Daughnut Economies: Seven ways to think like a 21st century Economist/ Raworth, Kate. UK: Penguin Random House, 2022. 375p. 9781847941398**

Call No: 330 RAW

Acc No. 9837-38

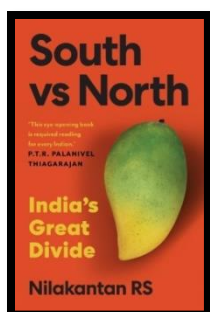


Raworth proposes the "Doughnut" model, which sets a social foundation (no one falls short on necessities), and an ecological ceiling (protecting the planet), challenging traditional economic models of endless GDP growth. The book outlines seven key shifts in economic thinking, advocating for an economy that is regenerative and distributive by design to meet the needs of all people within the means of the living planet.

5. **South Vs North: India's Great Divide/ Nilakantan, R.S New Delhi: Juggernaut Publication, 2022. 280p.978-9393986344**

Call No: 305.50954 NIL

Acc No. 9839

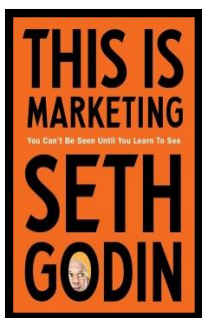


This book investigates the deep and complex socio-economic, political, and cultural divergences between the northern and southern regions of India. It explores the differing historical trajectories, development paths, demographic patterns, and political landscapes, highlighting issues like economic performance, representation, and language politics, presenting a critical examination of the factors contributing to regional inequality.

6. **This is marketing: People like us do things like this/ Godin, Seth. UK: Penguin Random House, 2018. 267p. 9780241370148**

Call No: 658.8 GOD

Acc No. 9840

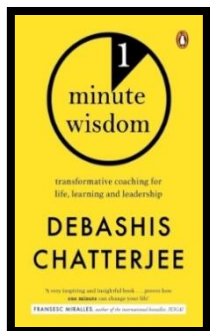


Seth Godin defines true marketing as a generous act of serving a specific, defined audience rather than shouting at the masses. The book teaches marketers to focus on making a difference for people by solving their problems and connecting them to their desired identity. It advocates for building trust, empathy, and remarkable products by identifying the smallest viable market and earning their attention through meaningful work.

7. **1 minute wisdom: transformative coaching for life, learning and leadership/ Chatterjee, Debashis Gurugram: Penguin Random House India, 2025. 236p. 9780143476245**

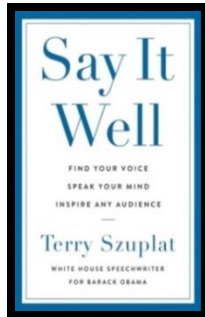
Call No: 158.3 CHA

Acc No. 9841



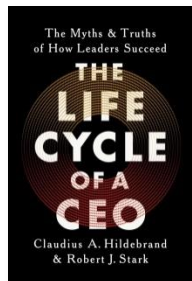
This title offers concise, impactful wisdom designed for quick application in daily life, learning, and leadership roles. Structured like a coaching manual, it delivers powerful insights and transformative lessons that can be absorbed in just one minute. The book focuses on essential principles of self-improvement, mindful decision-making, and effective leadership, serving as a practical guide for integrating positive strategies into personal and professional growth.

8. **Say it well find your voice, speak your mind, and inspire any audience / Szuplat, Terry** New York, NY: Harper Business, An imprint of HarperCollins Publishers, 2024. 329 p. 9781529146561
Call No: 808.51 SZU Acc No. 9842



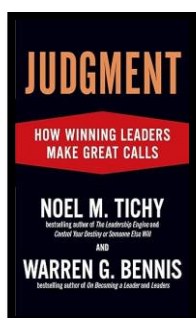
Say it well focuses on essential principles of self-improvement, mindful decision-making, and effective leadership, serving as a practical guide for integrating positive strategies into personal and professional growth. **Say it well: find your voice, speak your mind, inspire any audience** Terry Szuplat Written by a speechwriter, this book provides actionable guidance on mastering the art of public speaking and impactful communication. It breaks down the process of finding an authentic voice, structuring powerful arguments, and delivering messages that resonate deeply with any audience, offering strategies for conquering fear and utilizing storytelling to inspire action.

9. **Life Cycle of a CEO: the myths and truths of how leaders succeed/ Hildebrand, Claudius A. & Stark, Robert J.** UK: John Murphy Press, 2024. 310p. 9781399822244
Call No: 658.4092 HIL Acc No. 9843-44



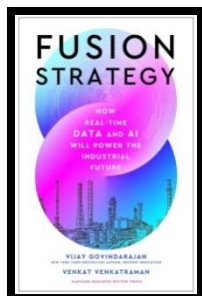
This book examines the journey of a CEO, debunking common myths about leadership and presenting the actual stages of a chief executive's career. It uses research and case studies to analyze the challenges and successful strategies associated with the different phases of a CEO's tenure: from appointment and initial strategy setting to performance peaks, management during crises, and eventual exit.

10. **Judgement: How winning leaders make great calls/ Noel M Tichy and Warren G. Bennis.** USA: Portfolio, 2007. 392p. 9781591842934
Call No: 658.4095 TIC Acc No. 9845



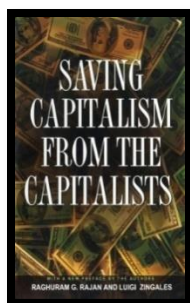
This book explores the critical role of judgment—the ability to make timely, high-quality decisions—in successful leadership. The authors argue that judgment is a skill that can be cultivated, based on a process involving preparation, sense-making, and execution. Through detailed case studies, it breaks down how top leaders navigate complex, high-stakes situations, emphasizing the importance of learning, seeking diverse perspectives, and integrating emotional intelligence.

- 11. Fusion Strategy: how real-time data and AI will power the industrial future/ Govindarajan, Vijay and Venkataraman, Venkat. Boston: Harvard Business Review Press, 2024. 214p. 9781647826253**
Call No: 658.4038 GOV **Acc No. 9846**



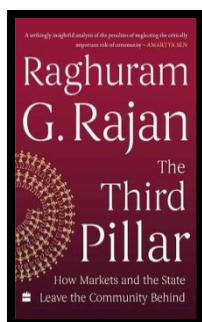
This title focuses on the integration of Artificial Intelligence (AI) and real-time data streams to fundamentally transform industries. The authors detail a strategic blueprint for businesses to leverage these technologies, linking operational data directly to strategic decision-making. It outlines how this fusion creates new value, optimizes complex industrial processes, and allows companies to achieve unprecedented levels of efficiency, innovation, and competitive advantage.

- 12. Saving capitalism from the capitalists unleashing the power of financial markets to create wealth and spread opportunity/ Rajan, Raghuram G: Gurugram: Harper Business, 2003. 337p. 9789351361756**
Call No: 332.6 RAJ **Acc No. 9847**



The authors argue that the greatest threat to healthy capitalism comes not from external enemies but from incumbent capitalists who seek to stifle competition. The book makes a case for robust, open, and well-regulated financial markets that fund new ideas and entrepreneurs, thereby promoting growth and opportunity. It emphasizes that a vibrant, dynamic capitalism requires continually "creative destruction."

- 13. Third pillar: how markets and the state leave the community behind/ Rajan, Raghuram G. Noida: Harper Collins, 2020. 430p. 9789353576653**
Call No: 306.3 RAJ **Acc No. 9848**

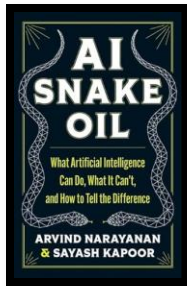


Rajan examines the imbalance among the three pillars of society: the state, the market, and the community. He argues that the dominance of the market and the state has eroded the strength of local communities, leading to social fragmentation, inequality, and political polarization. The book advocates for the revitalization of the community pillar as essential for providing a safety net, fostering human connection, and ensuring sustainable stability.

- 14. AI snake oil: what artificial intelligence can do, what it can't and how to tell the difference / Narayanan, Arvind & Kapoor, Sayash. New Jersey: Princeton University Press, 2024. 348p. 9780691269948**

Call No: 006.3 NAR.

Acc No. 9849

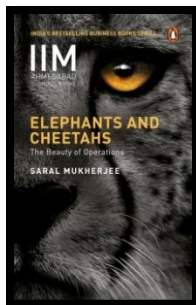


This critical assessment of Artificial Intelligence warns against the hype and overpromise surrounding the technology. The authors expose the limitations, biases, and flawed methodologies often concealed within AI systems, urging readers to develop a healthy skepticism. It provides a practical framework for distinguishing between genuine AI capabilities and misleading claims ("snake oil"), helping people make informed decisions about trusting and implementing AI tools.

- 15. Elephants and Cheetahs the beauty of operations/ Mukherjee, Saral. Gurugram: Penguin Random House, 2021 395p. 9780143451730**

Call No: 658.5 MUK

Acc No. 9850

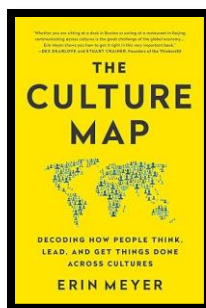


Using the metaphors of the steady "Elephant" and the fast "Cheetah," this book explores the duality necessary for achieving operational excellence in business. It provides strategies for leaders to manage and integrate both slow, core processes (Elephant) that ensure stability and rapid, disruptive agility (Cheetah) that responds to market changes, creating a beautiful, efficient, and resilient operational framework.

- 16. Culture map: decoding how people think, lead, and get things done across cultures/ Meyer, Erin. Newyork: Public affairs, 2014. 277p. 9781610392761**

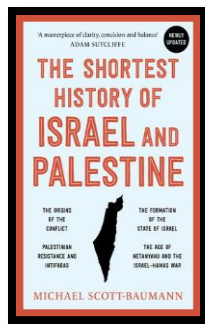
Call No: 658.4 MEY

Acc No. 9851



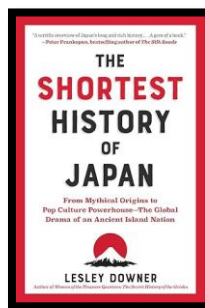
Erin Meyer provides a framework for navigating cultural differences in the global business world. She identifies eight dimensions—including communicating, evaluating, and leading—that help decode how national cultures impact international business interactions. The book offers practical tools and examples for leaders to successfully collaborate, negotiate, and manage multi-cultural teams by understanding and adapting to different cultural norms in professional settings worldwide.

- 17. Shortest history of Israel and Palestine/ Scott- Baumann, Michael. New Delhi: Pan Macmillan, 2023. 280p. 9788119300501**
Call No: 956.94 SCO **Acc No. 9852**



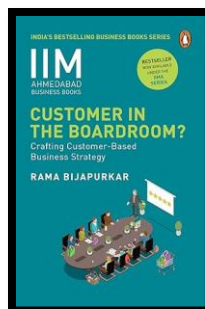
This book offers a concise, accessible historical overview of the complex and enduring conflict between Israel and Palestine. It traces the origins of the dispute, covering key events, major political figures, and the various wars and peace attempts that have defined the region. The goal is to provide a balanced, objective, and clear-cut narrative that summarizes the essential facts, claims, and counterclaims underpinning this conflict.

- 18. Shortest history of Japan: from mythical origins to pop culture powerhouse, the global drama of an ancient island nation/ Downer, Lesley. New Delhi: Picador, India. 2024. 257p. 9789361133237**
Call No: 952.02 DOW **Acc No. 9853**



This title delivers a brief yet comprehensive history of Japan, spanning its origins from ancient mythology and samurai rule to its modern status as a global economic and pop culture giant. It covers pivotal periods, including the feudal era, the Meiji Restoration, World War II, and its post-war rebuilding, linking key historical moments to contemporary Japanese culture and society.

- 19. Customer in the Boardroom: crafting customer-based business strategy / Bijapurkar, Rama. Gurgram: Penguin Random House India, 2012. 269p. 9780143461302**
Call No: 658.4012 BIJ **Acc No. 9854**

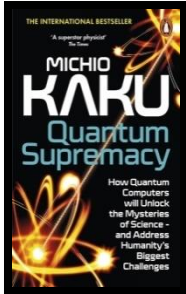


The book argues for fundamentally centering business strategy around the customer, insisting that the "voice" of the consumer must be present in high-level decision-making. It provides a strategic roadmap for organizations to move beyond mere customer service to truly customer-based strategy creation, covering how to gain deep customer insight, integrate that knowledge into the business model, and align organizational structure to drive superior customer value.

- 20. Quantum, Supremacy: how quantum computers will unlock the mysteries of Science- and address Humanity's biggest challenges/ Kaku, Michio. UK: Penguin books. 2023. 337p. 9780141999456**

Call No: 006.3 KAK

Acc No. 9855-56

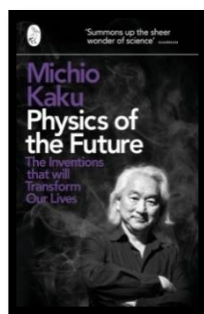


Michio Kaku explores the revolutionary potential of quantum computing, a technology poised to solve problems currently intractable for conventional supercomputers. The book details the basic principles of quantum mechanics and projects the impact of "quantum supremacy" across various fields, including medicine, finance, and fundamental physics, outlining how it will accelerate scientific discovery and offer solutions to humanity's most pressing challenges.

- 21. Physics of the future: the inventions that will transform our lives/ Kaku, Michio United States: Penguin books 2011 389p. 9780141044248**

Call No: 530 KAK

Acc No. 9856

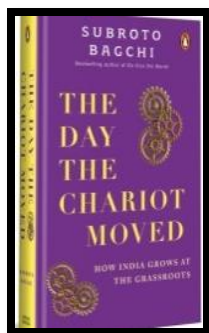


Dr. Kaku draws on interviews with leading scientists to forecast the scientific and technological breakthroughs expected over the next century. The book is organized by technology sectors—from computing and AI to medicine and space travel—painting a detailed picture of the world decades from now. It explains the scientific principles behind these emerging inventions and discusses how they will fundamentally alter human civilization, health, and lifestyle.

- 22. Day the chariot moved: how India grows at the grassroots/ Bagchi, Subroto. Gurugram: Penguin Random House India, 2025. 371p. 9780143471257**

Call No: 338.954 BAG

Acc No. 9857-58

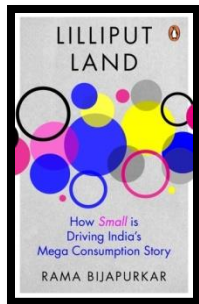


This book shifts the focus of India's development story away from top-down policies and corporate success to the vitality and innovation occurring at the grassroots level. It profiles individuals, small communities, and local initiatives that are driving real, incremental change across the country, celebrating the spirit of entrepreneurship and community-based problem-solving as essential for realizing India's broader development potential.

- 23. Lilput Land: how small is driving India's Mega consumption story/ Bijapurkar, Rama Gurugram: Penguin Random House India, 2024. 283p. 9780143465492**

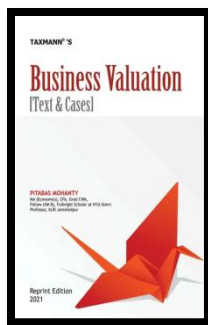
Call No: 339.470954 BIJ

Acc No. 9859



The author explores the dynamics of consumption in India, arguing that the true engine of the country's massive consumption boom lies not in the metropolitan elite but in the smaller towns, villages, and the growing, aspirational middle class residing there. The book provides marketers and strategists with an understanding of this vast, diverse consumer base, detailing their unique needs and habits that are collectively driving India's future economic growth.

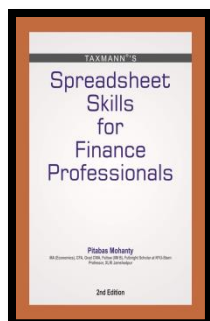
- 24. Business Valuation: Text and Cases/ Mohanty, Pitabas. Delhi: Taxmann publications, 2021. 456p. 9789390831487**
Call No: 658.15 MOH **Acc No. 9860**



The textbook "**Business Valuation: Text and Cases**" by Pitabas Mohanty is a comprehensive and authentic guide created to satisfy the needs of students in professional courses like MBA, CA, and CWA. It is structured to deliver a strong foundation by presenting a unique blend of **corporate finance theory and practical business valuation techniques**. The content is deliberately presented in a non-mathematical, non-technical style, making complex subjects accessible. Key topics include the principles of Corporate Finance, detailed valuation methodologies like the **Discounted Cash Flow (DCF) method**, and the importance of maintaining five types of consistency in valuation models. The book is reinforced with numerous **numerical**

illustrations, practical problems, and mini-cases to ensure a deep, hands-on understanding of valuation concepts for both academic and professional success.

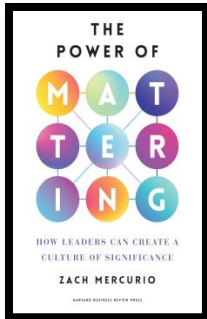
- 25. Spreadsheet skills for finance professionals/ Mohanty, Pitabas. 2nd. Delhi: Taxmann publications 2020 388p. 9789390128228**
Call No: 658.15 MOH **Acc No. 9861**



"**Spreadsheet Skills for Finance Professionals**" by Pitabas Mohanty is an indispensable guide designed to transform theoretical finance knowledge into practical, executable skills using Microsoft Excel. This book is specifically tailored for finance students, analysts, and seasoned professionals, focusing on applying spreadsheet techniques to solve complex financial problems. It covers essential topics such as **Time Value of Money (TVM), Capital Budgeting, Portfolio Management, and financial statement analysis**, all through a hands-on, problem-solving approach. The objective is to teach users how to build sophisticated financial models from scratch, utilize powerful Excel functions (like PV, IRR, NPV, and Goal Seek), and automate tasks to

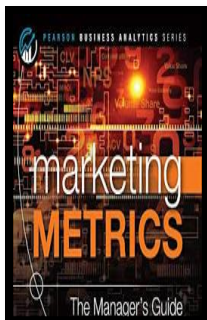
enhance efficiency and accuracy in financial decision-making. The book is structured with numerous examples and case studies, ensuring readers master the spreadsheet tools necessary for success in the dynamic financial world.

- 26. Power of Mattering: how leaders can create a culture of significance/ Mercurio, Zach**
Boston: Harvard Business Press Review, 2025. 246p.9798892790123
Call No.: 658.314 MER **Acc No. 9862**



In *The Power of Mattering*, researcher and speaker Zach Mercurio addresses the silent epidemic of insignificance at work, which fuels disengagement, turnover, and mental health crises, arguing that feeling valued and knowing one adds value is a primal human need. He presents an essential guide for leaders to transform their teams by building a "Culture of Significance." This is achieved through the simple yet powerful **Notice-Affirm-Need (NAN) framework**: **Noticing** (seeing and hearing others), **Affirming** (showing people how their unique gifts make a difference), and **Needing** (showing people they are relied upon and indispensable). Filled with practical, science-backed skills and real-world examples, the book equips leaders at all levels to make daily interactions more meaningful, thereby fostering a thriving, highly engaged, and high-performing organization.

- 27. Marketing Metrics: Manager's guide to measuring marketing performance/ Bendle, Neil T.; Farris, Paul W; Pfeifer, Phillip E. and Reibstein, David J. 4th ed. USA: Pearson Education Inc., 2021. 489p.9780136717133**
Call No: 658.801 BEN **Acc No. 9863**



Marketing Metrics, 4th Edition is the definitive, up-to-date guide for managers seeking to accurately quantify the performance and profitability of all their marketing investments, from traditional campaigns to digital channels. This edition helps marketers choose the right metrics, implement them, and apply them to increase ROI and drive growth, covering over 130 essential measures. The book provides best practices for assessing everything from brand equity and customer lifetime value (CLV) to social media and omnichannel activities. Crucially, it explores the vital link between marketing and financial metrics for C-suite decision-makers, offering guidance on building models for optimizing planning, and includes new content on measuring costly sponsorships, web/online metrics, and standardizing marketing accountability.

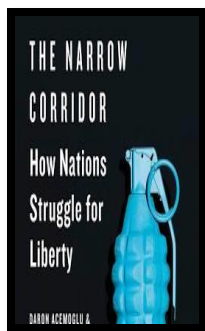
- 28. 1984: war is peace freedom is slavery ignorance is strength/ Orwell, George. Finger print! Classics, New Delhi, 2025. 303 p. 9789389053739**
Call No: 823.912 ORW **Acc No. 9864**



1984: A Novel, unleashes a unique plot as per which No One is safe or free. The basic plot of this historic novel revolves around the concept that no person has freedom to live life on his or her own terms. The present day is 1984.

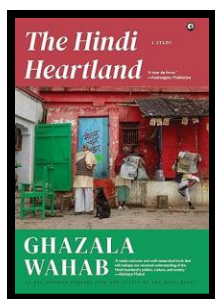
The whole world is gradually changing. The nations which enjoy freedom, have distorted into unpleasant and degraded places, in turn creating a powerful cartel known as Oceania. This is the world where the Big Brother controls everything. There is another character Winston Smith, who is leading a normal layman life under these harsh circumstances, through hating all of this. He works on writing the old newspaper articles in order to make history or past relevant to today's party line. He is efficient enough in spite of hating his bosses. Julia, a young girl who is morally very rigid comes into the fore. She too hates the system as much as Winston does. Gradually, they get into an affair but have to conceal their feelings for each other, as it will not be acceptable by Big Brother. In Big Brother's bad world, freedom is slavery and ignorance is strength. This historic print is available online at Amazon India.

29. Narrow Corridor: How nations struggle for liberty/ Acemoglu, Daron & Robinson, James A. UK: Penguin Random House, 2020. 563p. 9780241314333
Call No: 323.44 ACE Acc No. 9865



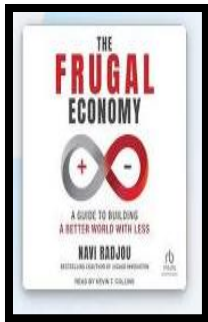
In *The Narrow Corridor*, Daron Acemoglu and James A. Robinson explore the central puzzle of why some nations achieve liberty and lasting prosperity while others fall into tyranny or anarchy. They argue that genuine liberty emerges only when the **State** (the apparatus of power) and **Society** (organized citizenry) are both strong and engaged, creating a delicate balance they term the "Narrow Corridor." If the State is too powerful, it becomes a "Despotic Leviathan," suppressing freedom. If Society is too dominant over a weak state, it leads to chaos or an "Absent Leviathan." The authors use thousands of years of history and diverse examples to show that the path to liberty is a constant, dynamic struggle requiring a vigilant society to keep the state accountable and within the corridor, preventing either the shackles of despotism or the perils of disorder.

30. Hindi Heartland: a study/ Wahab, Ghazal. New Delhi: Aleph Book Company. 2025
509p. 9789395853026
Call No: 491.43 WAH Acc No. 9866



Ghazala Wahab's *Hindi Heartland: A Study* provides a deeply researched and insightful analysis of the political, social, and cultural dynamics of the crucial Hindi-speaking belt of India, often referred to as the Hindi Heartland. The book moves beyond mere political reporting to dissect the intricate layers of caste, religion, and economic realities that shape this region, which holds significant sway over national governance and policy. Wahab investigates how shifts in demography, identity politics, and socio-economic changes have impacted the communal harmony and political landscape over the past few decades. Through on-the-ground reporting and meticulous data analysis, the study explores the narratives of people from various strata, offering a nuanced understanding of the historical roots and contemporary manifestations of polarization and identity formation in states like Uttar Pradesh and Bihar.

- 31. Frugal Economy: a guide to building a better world with less/ Radjou, Navi. Hoboken, New Jersey: Wiley, 2024. 246 p. 9781394273058**
Call No: 338.97307 RAD **Acc No. 9867-9868**



In *The Frugal Economy*, award-winning author Navi Radjou addresses the global challenge of achieving sustainable growth while respecting the planet's finite resources. The book delivers an insightful guide on how humanity can reconcile its drive to "do more" with the necessity of "doing better with less." Radjou champions the concept of creating greater economic and social value using minimal resources, arguing this is key to thriving within planetary boundaries. He presents practical strategies and over 100 inspiring success stories of businesses fueling transformative megatrends such as B2B sharing, distributed manufacturing, and triple regeneration. Ultimately, the book offers a roadmap for reshaping our economic systems to promote ecological harmony and achieve sustainable prosperity for future generations.

- 32. Consulting way: a comprehensive guide to consulting/ Chatterjee, Sandeep. Zebra Learn. 2024. 480p. 9788197665357**
Call No: 658.46 2024 CHA
Acc No. 9869



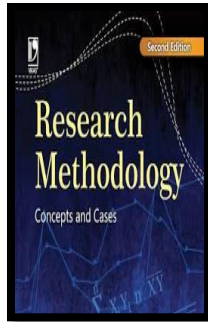
The Consulting Way by Sandeep Chatterjee, an industry veteran with over 20 years of experience at firms like IBM, Deloitte, and Oracle, serves as a comprehensive and practical guidebook for aspiring and seasoned consulting professionals. The book is designed to provide an **unbiased, clear roadmap** to mastering the complexities of the consulting field, focusing on both its advantages and its real-world challenges. It goes beyond mere theory, delivering a **step-by-step approach** to solving complex business problems, driving innovation, and delivering measurable value to clients.

The core of the book is structured around **essential consulting frameworks**—including the BCG Matrix and Porter's Five Forces—and how to apply them across various domains like HR, technology, strategy, and manufacturing. A significant emphasis is placed on **analytics and spreadsheet skills** (specifically Microsoft Excel) as indispensable tools for modern consulting work. Chatterjee guides readers through practical aspects such as drafting client contracts, navigating different pricing models, dealing with scope creep, and managing difficult clients. Furthermore, the book addresses the evolving landscape of the industry, incorporating the strategic use of **AI-driven solutions** and digital transformation. Complete with real-world case studies and practical checklists, *The Consulting Way* is a must-read for anyone aiming to transition into consulting, sharpen their professional skills, and ultimately build a successful, high-impact consulting practice.

33. Research Methodology: Concept and Cases/ Chawla, Deepak. Noida: Vikas Publishing House, 2016. 9789325982390. 789p.

Call No: 001.42 CHA

Acc No. 9870-9874



Research Methodology: Concepts and Cases by Deepak Chawla & Neena Sodhi provides a comprehensive, stepwise guide to the business research process, blending essential theory and practical techniques with relevant Indian case studies. Designed for both students and experienced managers, the book simplifies complex concepts, ensuring a clear understanding of everything from problem formulation to advanced data analysis. It covers the full spectrum of research, including different designs (exploratory, descriptive, and experimental), various data collection methods (qualitative and quantitative), sampling considerations, and questionnaire design. The text then delves into crucial analytical methods, such as Hypothesis Testing, ANOVA, Discriminant Analysis, and Cluster Analysis, demonstrating their application across all major business domains—marketing, finance, HR, and operations. The goal is to equip readers with the universal and adaptable skills needed to conduct rigorous research and make sound, data-driven business decisions.

34. Quantitative Aptitude: For competitive examinations (Fully solved and updated)/ Aggarwal, RS. Noida: Sultan Chand, 2024. 809p. 9789358705010

Call No: 153.94 AGG

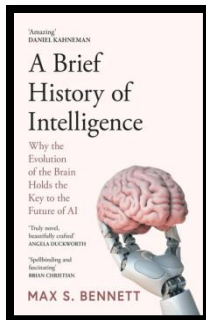
Acc No. 9875-9877

Quantitative Aptitude for Competitive Examinations by R. S. Aggarwal is widely recognized as an essential preparation tool for a vast array of entrance exams, including banking (IBPS, SBI),



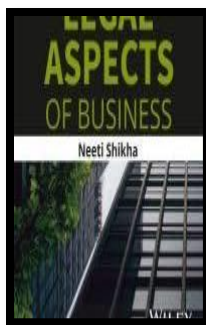
UPSC, railway recruitment, SSC, and various management tests. The book is meticulously structured to enhance the mathematical and problem-solving skills necessary for success in aptitude tests. It covers a comprehensive range of topics, starting from fundamental concepts like Number Systems, Averages, and Percentages, and progressing to more advanced areas such as Time and Work, Data Interpretation, and Geometry. A key feature is its student-centric design, which includes fully solved examples, detailed explanations of short-cut methods, and an exhaustive collection of practice questions—all updated to reflect the latest exam patterns. This book serves as a complete, self-study guide, ensuring candidates build both conceptual clarity and the speed required to tackle quantitative sections effectively under pressure.

- 35. Management Information Systems: Text and Cases/ jawadekar, Waman S and Dubey, Sanjiva Shankar 6th Ed. Chennai: McGraw Hill, 2020. 712p. 9789389949346**
Call No: 658.4038 JAW **Acc No. 9878-9882**



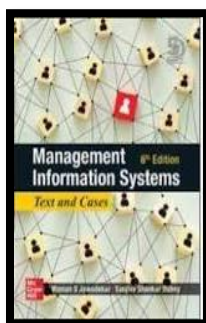
Management Information Systems (MIS): Text and Cases provides a comprehensive and contemporary exploration of how information technology systems are designed, implemented, and leveraged to support organizational management and decision-making. The sixth edition focuses on the synergy between technology and business strategy, addressing critical topics such as data analytics, cloud computing, cybersecurity, and the strategic role of MIS in the digital economy. It thoroughly explains the various types of information systems—from Transaction Processing Systems (TPS) to Executive Information Systems (EIS)—and their applications in different functional areas like marketing, finance, and human resources. Crucially, the book includes a rich collection of real-world cases, enabling students and professionals to apply theoretical concepts to practical, complex business scenarios. It aims to develop a managerial perspective on technology, teaching readers not just about MIS, but how to use it as a competitive tool to achieve organizational excellence and competitive advantage.

- 36. Legal Aspects of Business/ Sikha, Neeti. New Delhi: Wiley, 2024. 449p. 9789357467483**
Call No: 346.07 SHI **Acc No. 9883-9887**



Legal Aspects of Business by Neeti Shikha provides students and professionals with a critical understanding of the legal environment in which businesses operate, emphasizing the Indian legal system. The book aims to clarify **what** the law is, **why** it exists, and **where** to find it, empowering future business leaders to make informed decisions and navigate complex legal challenges. It meticulously covers foundational commercial legislation, including the Indian Contract Act, the Sale of Goods Act, and Negotiable Instruments. Furthermore, the text delves into key areas of corporate law, such as the formation and incorporation of companies and the application of modern legislation like the Insolvency and Bankruptcy Code (IBC). By focusing on core legal principles, legal systems, and the interplay between law and business management, the book ensures readers develop a solid legal foundation, thereby reducing risks and contributing meaningfully to their organizations.

- 37. Brief history of Intelligence: Why the evolution of the brain holds the key to the future of AI/ Bennett, Max S London: HarperCollins. 2023. 449p. 9780008560133**
Call No: 612.82 BEN **Acc No. 9888**



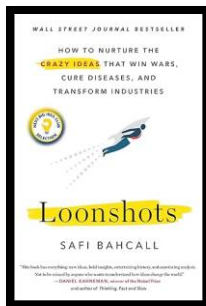
In *A Brief History of Intelligence*, neuroscientist Max S. Bennett argues that to truly understand and advance Artificial Intelligence, we must first look back at the **evolutionary journey of biological intelligence**. He provides a sweeping and accessible history of how the brain developed—from the simple nervous systems of early life forms to the complex cognitive architecture of

the modern human mind. Bennett posits that the future of AI does not lie solely in mathematical computation but in replicating the fundamental organizing principles and efficient design strategies that evolution discovered. By tracing the biological origins of phenomena like learning, memory, and consciousness, the book reveals why contemporary AI systems still struggle with basic human abilities. It offers a provocative perspective that the key to building truly intelligent machines—and achieving Artificial General Intelligence (AGI)—is unlocking the secrets embedded in our own four-billion-year-old biological code.

38. Loonshots: nurture the crazy ideas that win wars, cure diseases, and transform industries/ Bahcall, Safi. 2025. 349p. 9781250623096

Call No: 658.406 BAH

Acc No. 9889

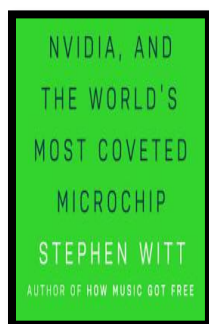


Safi Bahcall's **Loonshots** explores the science of organization and how to effectively nurture the "crazy ideas" (or *loonshots*) that lead to revolutionary breakthroughs in industries, wars, and medicine. Drawing on examples from radar development during World War II to the invention of the iPhone, Bahcall identifies a universal pattern: the phase transition where a cohesive team suddenly flips into a siloed, political organization, inevitably crushing new, radical ideas. The book provides a practical framework based on physics, known as the "Phase Transition Theory," which identifies the key parameters that govern group behavior. It instructs leaders not to manage the ideas themselves, but to manage the structure and culture—the system—in which these ideas thrive or die. The goal is to maximize the phase separation between the artists (those who create the loonshots) and the soldiers (those who scale the established products) to ensure both innovation and execution flourish.

39. Thinking machine: Jensen Huang, Nvidia, and the world's most coveted microchip/ Witt, Stephen. UK: Penguin Random House, 2025. 248p. 9781847928283


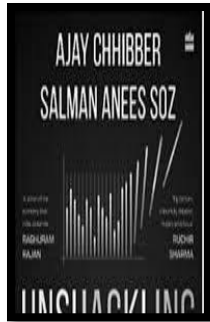
Call No: 006.309 WIT

Acc No. 9890




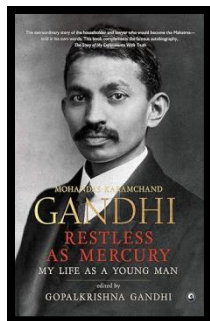
Stephen Witt's **Thinking Machine** is a deeply researched narrative that chronicles the rise of Nvidia, its visionary co-founder and CEO, Jensen Huang, and the revolutionary technology of the GPU. The book details how this specialized microchip, initially designed to render graphics for video games, became the foundational engine for the artificial intelligence boom, making it the "world's most coveted microchip." Witt delves into the geopolitical and economic stakes of semiconductor manufacturing, exploring the incredible complexity and cutthroat competition within the industry. It traces Nvidia's journey from a struggling startup to a global powerhouse that now sits at the center of the AI revolution, essential for everything from large language models like ChatGPT to autonomous vehicles. The book serves as both a compelling biography of Huang and a critical analysis of how one piece of hardware reshaped the future of technology and human intelligence.

- 40. Unshackling India: hard truths and clear choices for economic revival/ Chhibber, Ajay & Soz, Salman Anees Noida: Harper Collins, 2021. 480p.9789354893346**
Call No: 338.954 CHH Acc No. 9891-9892



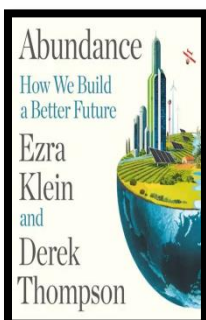
Unshackling India offers a critical examination of India's economic journey, identifying the structural and policy constraints that have hindered its potential for sustained, equitable growth. Authors Ajay Chhibber and Salman Anees Soz argue that despite periods of high growth, India remains 'shackled' by legacy issues, including an inefficient financial sector, weak governance, and poorly executed social policies. The book presents a non-partisan framework outlining the "hard truths" India must confront, particularly regarding job creation, agricultural reform, and human capital development. It advocates for clear, politically challenging choices across crucial sectors like education, health, energy, and infrastructure to ensure a robust economic revival. The authors draw on their deep experience in global finance and policy to provide actionable recommendations aimed at transforming India into a resilient and prosperous economy for all its citizens.

- 41. Mohandas Karamchand Gandhi: Restless as mercury: My Life as a young man/**
Gandhi, Gopalkrishna, ed. New Delhi: Aleph Book Company, 2021. 377p.
9788194874140
Call No: 923.254 GAN **Acc No. 9893**



Edited by Gopal Krishna Gandhi, **Restless as Mercury** compiles and curates writings that illuminate the formative period of Mohandas Karamchand Gandhi's life, specifically his years as a young man. The collection moves beyond the standard narrative of the Mahatma, focusing on the tumultuous decades between his childhood in Gujarat and his return from South Africa as a seasoned political and moral leader. It showcases the evolution of his persona, tracing his early struggles as a student in London and his burgeoning political and legal career in South Africa. The book draws from letters, articles, and personal accounts, revealing a Gandhi who was inquisitive, ambitious, and wrestling with the philosophical and ethical questions that would later underpin *Satyagraha*. It captures the youthful energy and intellectual ferment of a man in the making, painting a picture of restlessness and relentless self-scrutiny before he became the Father of the Nation.

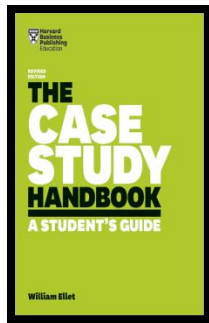
- 42. Abundance: how we build a better future/ Klein, Ezra & Thompson., Derek. London: Profile Books, 2025. 288p. 9781805226055**
Call No: 338.973 KLE **Acc No. 9894**



Abundance: How We Build a Better Future addresses the seemingly paradoxical situation in modern Western societies where unprecedented technological capability coexists with widespread pessimism and systemic constraints. The authors, Ezra Klein and Derek Thompson, examine the

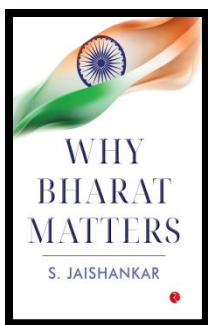
underlying causes of this stagnation, arguing that while the potential for abundance exists—in terms of energy, housing, and healthcare—it is often thwarted by outdated governance, entrenched interests, and a collective inability to scale solutions. The book goes beyond simply identifying problems; it offers a compelling framework for building a future defined by greater resource availability and optimism. It focuses on the necessity of institutional reform, emphasizing that technology alone is insufficient without the political will and efficient processes required to deploy it effectively. *Abundance* serves as a manifesto for pragmatic change, advocating for policies that can unlock our collective capacity for widespread prosperity and address core societal challenges.

- 43. Case study Handbook: a student's guide/ Ellet, William.USA: Harvard Business Review Press, 2018. 253p. 9781663696150**
Call No: 658 ELL **Acc No. 9895**



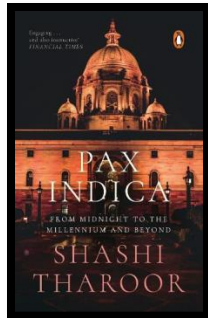
William Ellet's **Case Study Handbook** is a definitive guide designed to equip students with the necessary skills to effectively analyze, discuss, and write about business case studies. Recognizing the case method as a crucial pedagogical tool in graduate business education, the book provides a systematic approach to mastering this skill. It breaks down the process into actionable steps: from the initial reading and identifying the core problems, to applying relevant analytical frameworks, and finally, structuring a compelling argument or recommendation. The handbook emphasizes that case analysis is not about finding a single "right" answer, but about developing critical thinking and communication skills. It includes practical advice on how to participate effectively in class discussions and how to write clear, persuasive case memos. This resource is essential for any student looking to excel in courses that utilize the case study method in disciplines like business, public policy, and law.

- 44. Why Bharat Matters / Jaishankar, S. New Delhi: Rupa Publications. 2024. 226p. 9789357027601**
Call No: 337.0954 JAI **Acc No. 9896-9898**



Authored by India's External Affairs Minister S. Jaishankar, **Why Bharat Matters** offers a comprehensive and authoritative perspective on India's foreign policy and global positioning in the 21st century. The book articulates the nation's strategic vision, emphasizing the shift from a passive, post-colonial foreign policy approach to an assertive, interest-driven engagement on the world stage—one that leverages its growing economic and political weight. Jaishankar meticulously connects India's past historical experiences (referred to as *Bharat*) to its contemporary geopolitical strategies, explaining how domestic imperatives drive international actions. It analyzes key relationships, challenges, and opportunities, particularly India's role in the Indo-Pacific, its navigation of great power competition, and its multilateral commitments. Ultimately, the book makes the case for India's indispensable importance to global stability and prosperity, underscoring its unique civilizational perspective in world affairs.

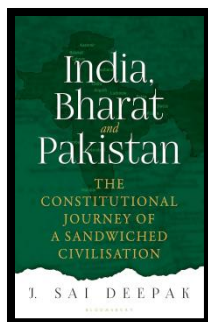
- 45. Pax Indica: India & the world of the 21st century/ Tharoor, Shashi. Gurugram: Penguin Random House, 2012 449p. 9780143420187**
Call No: 327.54 THA **Acc No. 9899-9901**



The book *Pax Indica: India and the World of the 21st Century*, written by an Indian author Shashi Tharoor, is an emphasis on the Indian diplomacy and its role in the global world. The book gives us an insightful and an interesting coverage of India's foreign policies and how the policies affect the common man. It also explains that in Indian politics why policies are important to an India focused on domestic transformation. Shashi Tharoor surveys and examines the major International relationships, offers suggestion about the country's need for the required platform, along with the country's responsibilities to maintain its position globally, making his book an informative text to the people of the world.

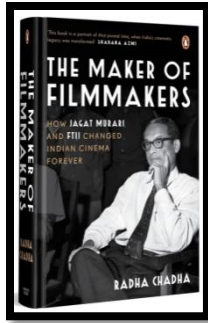
Shashi Tharoor in his book *Pax Indica: India and the World of the 21st Century* highlights the requirement and importance to move from the Nehru's era of "Non alignment" to the 21st century era of "Multi-alignment," which covers the working of the Ministry of External Affairs, the parliament and the public opinion, since the Independence. It is inspiring and gives a portrait of India being ready to take a global position in the new millennium. This book is another substantial achievement by one of the finest Indian authors. The book was published in 2013, available in paperback.

- 46. India, Bharat and Pakistan: the constitutional journey of a sandwiched civilization/ Sai Deepak, J. New Delhi: Bloomsbury, 2022. 616p. 9789354353017**
Call No: 954 SAI **Acc No. 9902**



J. Sai Deepak's *India, Bharat and Pakistan* is the second part of a trilogy that investigates the constitutional and civilizational conflict inherent in modern South Asia. The book examines the constitutional trajectories of India and Pakistan following the partition of 1947, arguing that both states have been fundamentally "sandwiched" between their indigenous roots (*Bharat*) and Western-derived constitutional frameworks (*India*). Sai Deepak critiques the secularism enshrined in the Indian Constitution, positing that it often results in differential treatment toward indigenous Dharma traditions compared to Abrahamic faiths, thereby creating internal tension. Conversely, he analyzes how Pakistan's constitutional journey, anchored in a specific religious identity, has led to its own set of challenges. The work advocates for a deeper and more authentic constitutional engagement with India's indigenous knowledge systems and civilizational identity.

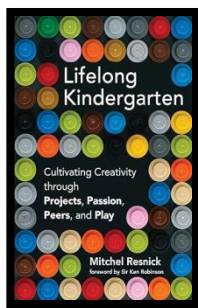
- 47. Maker of Filmmakers: how Jagat Murari and FTII changed Indian Cinema forever/ Chadha, Radha Gurugram: Penguin Random House, 2025. 534p. 9780143472094**
Call No: 791.430954 CHA **Acc No. 9903-9904**



Radha Chadha's **Maker of Filmmakers** is an intimate and meticulously researched portrait of her father, Jagat Murari, the celebrated documentary filmmaker and founding director of the Film and Television Institute of India (FTII). The biography traces Murari's journey from being influenced by Orson Welles in post-war America to building FTII from the ground up in newly independent India. Under his visionary leadership, FTII consistently produced top talent—including cinema legends like Jaya Bachchan, Shabana Azmi, Adoor Gopalakrishnan, and Subhash Ghai. These alumni went on to define Bollywood, spearhead the Indian New Wave, and kickstart regional cinema.

Drawing on Murari's personal diaries, letters, and over 100 interviews, Chadha reveals the ambition, artistic brilliance, and adversity that marked his quest to nurture unique creative voices, demonstrating how his determination helped turn Indian cinema into the global powerhouse it is today.

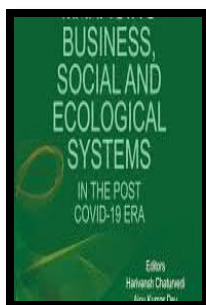
- 48. Lifelong Kindergarten: cultivating creativity through projects, passion, peers and Play/ Resnick, Mitchel. Cambridge: Mit Pr, 2017 191p. 978-0262037297**
Call No: 370.157 REN Acc No. 9905



In **Lifelong Kindergarten**, Mitchel Resnick, the director of the MIT Media Lab's Lifelong Kindergarten group and co-creator of the Scratch programming language, argues that the world needs to return to the core principles of kindergarten: imagining, creating, playing, sharing, and reflecting. He contends that these elements—which he encapsulates as the "Four P's" (Projects, Passion, Peers, and Play)—are essential for cultivating the creative and innovative thinking skills necessary to thrive in today's rapidly changing, complex society. Resnick observes that as formal education pushes academic achievement earlier, kindergarten is losing its playful, exploratory essence. The book draws

on three decades of research, sharing inspiring stories and new technologies that empower people of all ages to pursue their interests in a creative, collaborative environment. It is a powerful call to transform learning environments so that creativity is nurtured throughout life, not just in early childhood.

- 49. New normal challenges of managing Business, Social and Ecological Systems in the post Covid-19 era/ Chaturvedi, Harivansh & Dey, Ajoy Kumar. New Delhi: Bloomsbury, 2019. 415p. 9789354350795**
Call No: 658.4 CHA Acc No. 9906

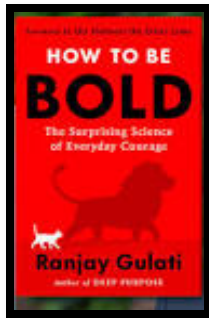


The New Normal is a collection of 27 research-based articles that examine the multidimensional and lasting impact of the COVID-19 pandemic on business, social, and ecological systems globally. The book moves beyond mere opinion, offering theoretical insights from scholars and industry leaders across several countries on how organizations adapted their structures, work cultures, and strategies during an unprecedented crisis.

The volume is organized into five main sections, exploring topics such as: the rebuilding of higher education, strategies for surviving the crisis, the evolution

of business models and organizational strategies, the way forward for the global economy, and the impact on the ecosystem and society. It serves as a comprehensive resource for researchers seeking to understand the resilience, transformation, and future challenges of the post-pandemic era

- 50. How to be bold: the surprising Science of everyday courage/ Gulhati, Ranjay. Newyork: Harper Collins, 2025. 285p. 9780063489141**
Call No: 179.6 GUL **Acc No. 9907-9908**



Ranjay Gulati's **How to Be Bold** challenges the notion that courage is an innate trait reserved for a heroic few, arguing instead that boldness is a systematic, learnable discipline applicable to everyday life and leadership. Drawing on vivid accounts from whistleblowers, frontline workers, and business leaders, the Harvard Business School professor reveals that courageous action is not the absence of fear, but the ability to *manage* fear in the face of uncertainty. The book provides a practical framework, the "9 C's," to help readers cultivate courage by shifting their mental framing and building internal resolve. Gulati demonstrates that by focusing on conviction, commitment, and connection, individuals can train themselves to overcome

the instinct to freeze, enabling them to speak truth to power, champion big ideas, and take smart risks that drive personal growth and organizational transformation. It is a playbook for developing sustained, everyday heroism.

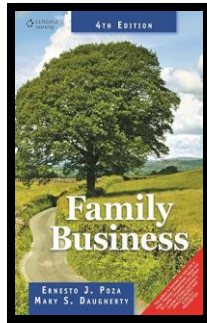
- 51. HBR guide to thinking strategically: See the big picture focus on what matters, make smarter decisions Boston: Massachusetts: Harvard Business Review Press 2019. 291p. 9781633696938**
Call No: 658.4012 HBR **Acc No. 9909-9910**



The *HBR Guide to Thinking Strategically* is a practical playbook for managers seeking to elevate their perspective beyond daily operational tasks. It defines strategic thinking as the skill of analyzing opportunities and problems from a broad perspective, understanding the long-term impact of immediate actions, and making decisions that align with organizational objectives. The guide provides essential advice on how to: understand and question your company's core strategy, align your team around key objectives, spot emerging trends both inside your company and across your industry, and effectively manage trade-offs between short-term demands and long-term success. The core message is that strategic thinking is a learnable competency—not an innate

trait—that requires constantly synthesizing information and developing a future-focused, competitive mindset to create real value for the organization.

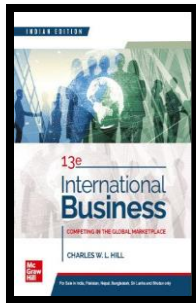
- 52. Family Business/ Poza, Ernesto J. & Daugherty. 4th ed. Delhi: Cengage learning, 2014. 461p. 9788131527245**
Call No: 658.045 POZ **Acc No. 9911-9912**



Family Business provides a comprehensive guide for the next generation of family business owners, equipping them with the knowledge and skills for successful management and leadership. Authors Ernesto J. Poza and Mary S. Daugherty use both text and case studies to explore the unique dynamics of family firms, focusing on the complex interrelationships between the owners, the family, and the management team. The book offers a practical examination of the inherent advantages—such as "patient capital" and long-term focus—as well as the substantial challenges, including succession, governance, and family conflict. Key areas covered include creating effective strategy, planning

the estate, managing financial considerations, and establishing strong governance structures like advisory boards and family councils to ensure sustained growth and continuity across generations.

53. International Business: competing in the global market place/ Hill, Charles W L. 13th ed. Newyork: McGraw Hill, 2023. 688p. 9789355324771
Call No: 658.049 HIL **Acc No. 9913-9914**

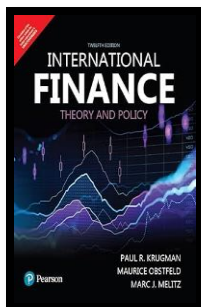


This popular textbook on International Business is comprehensive and descriptive in nature. It captures latest events, statistics, examples, and includes new insights from latest research and covers relevant topics.

The rich pedagogy used in the text contains opening and closing cases, and managerial boxes which specifically focus on managerial implications of the topics. It also provides 20 integrated cases as a learning vehicle across multiple chapters. The book is authored keeping focus on the topics, issues, and events relevant for management and business administration and allied

disciplines. The usage of detailed and explanatory approach will help every management enthusiast to comprehend complex topics of this subject.

54. International Finance: Theory and Policy/ Krugman, Paul; Obstfeld; and Melitz, Marc J. 12th ed. Noida: Pearson India, 2024. 474p. 9789357054423
Call No: 658.15 KRU **Acc No. 9915-9920**



International Finance: Theory and Policy offers a balanced and comprehensive approach to the study of the global financial system, authored by Nobel laureate Paul Krugman and renowned economists Maurice Obstfeld and Marc J. Melitz. The text provides the intellectual framework necessary to understand the complex economic implications of global interdependence. It systematically covers key concepts in international macroeconomics, including national income accounting, the balance of payments, and the determination of exchange rates using the asset approach. A major focus is on policy applications, detailing the role of money, interest rates, and price

levels in the short and long run, and analyzing international monetary systems, financial globalization, and the causes and effects of financial crises. The book is known for integrating enduring theoretical insights with current developments and real-time data analysis.

- 55. Investments/ Bodie, Zvi; Kane, Alex; Marcus, Alan J and Mohanty, Pitabas. 13th Ed.**
Chennai: McGraw Hill, 2026. 994p. 9789364441261
Call No: 332.6 BOD **Acc No. 9921**



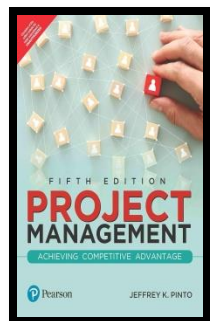
Investments by Bodie, Kane, Marcus, and Mohanty is a leading text that provides a comprehensive and practical introduction to investment analysis and portfolio management. The book effectively balances theoretical concepts with real-world applications, covering topics ranging from financial markets and instruments (stocks, bonds, derivatives) to modern portfolio theory and asset valuation. A core focus is on the crucial trade-off between risk and return, detailing how investors can construct optimal portfolios through diversification and asset allocation. The text is celebrated for its clear writing style and rigorous treatment of advanced concepts, including the Capital Asset Pricing Model (CAPM) and the Arbitrage Pricing Theory (APT), making it indispensable for understanding the dynamics of investing and how to make informed financial decisions.

- 56. Performance Management Systems & Strategies/ Bhattacharyya, Dipak kumar. 1st ed.**
Noida: Pearson, 2011. 354p. 9788131754221
Call No: 688.3125 BHA **Acc No. 9922-9926**



Performance Management Systems & Strategies by Dipak Kumar Bhattacharyya provides a comprehensive and practical guide to establishing and running effective performance management in an organization. The book aims to bridge the gap between theoretical knowledge and professional application, detailing the process of aligning individual and team performance with the overall strategic goals of the organization. Key areas covered include the detailed steps of performance planning, a critical analysis of various performance appraisal methods (from traditional ranking to modern techniques like 360-degree feedback and Management by Objectives (MBO)), and the development of competency-based systems. It also delves into essential related topics such as performance counseling, performance reviews, and the crucial linkage between performance data and reward systems, making it a valuable resource for students and HR professionals.

- 57. Project Management: Achieving Competitive Advantage/ Pinto, Jeffrey K. 5th Noida:**
Pearson India. 2020. 564p. 9789389552034.
Call No: 658.404 PIN **Acc No. 9927-9936**



Jeffrey K. Pinto's *Project Management: Achieving Competitive Advantage* takes a contemporary, decisive, and business-oriented approach, framing project management as a critical organizational capability for strategic success. The text promotes a comprehensive understanding by addressing project management theory within the context of various organizations, including public, private, and non-profit entities. The book covers the full project life cycle, from strategy, structure, and culture to project selection,

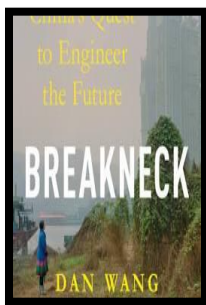
risk management, scheduling (including Agile and Critical Chain), and closeout. The 5th Edition includes updated content, leveraging modern project management technology like MS Project 2016, and features comprehensive case studies—including contemporary examples like London's Crossrail and NASA's Mars 2020 project—to give readers the tools to assess and manage projects in real time.

58. Sales and distribution management: Decisions, Strategies and cases/ Still, Richard R; Cundiff, Edward W; Govoni, Norman, A.P and Peri, Sandeep. 7th Ed. Noida: Pearson India, 2024. 620p. 9789361593994
Call No: 658.81 STI **Acc No. 9937**



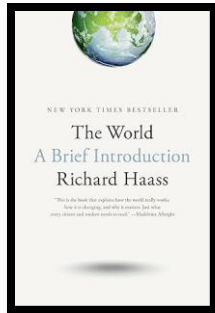
Sales and Distribution Management: Decisions, Strategies, and Cases provide a comprehensive framework for sales executives operating in a contemporary business landscape, with the 7th edition specifically addressing the post-pandemic environment. The core objectives are to delineate the decision-making domains for sales managers, analyze strategic alternatives, and offer real-world case studies as practical illustrations. The book views the sales executive as a key participant in the overall marketing management team, with primary responsibilities centered on managing the sales force (recruitment, training, motivation, compensation, control) and maintaining crucial relationships with channel partners and key accounts. It is organized into distinct sections covering personal selling, sales force management, and distribution management (including marketing channels and logistics), offering a detailed, decision-oriented, and Indian-market-adapted approach.

59. Breakneck: China's Quest to Engineer the Future/ Wang, Dan. UK: Penguin Random House 2025. 260p. 9780241729175
Call No: 330.951 WAN **Acc No. 9938-9939**



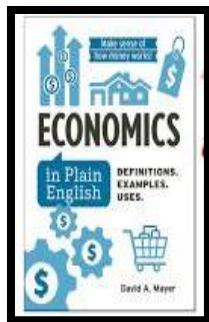
Breakneck offers a provocative new framework for understanding the rivalry between China and the United States, arguing that China is an "**engineering state**" focused on building and outcomes, while the U.S. has become a "**lawyerly society**" that is prone to stalling and process-oriented gridlock. Drawing on years of firsthand experience in China, technology analyst Dan Wang details the country's astonishing, rapid progress—such as its massive infrastructure, manufacturing prowess, and technological might—which he shows is a direct result of this engineering mindset. However, the book also exposes the human costs of this approach, detailing the traumas caused by the state's "social engineering," including the one-child policy and the zero-Covid mandate. Ultimately, Wang suggests that both countries are incomplete without the other: Americans need to rediscover the capacity to build, and Chinese citizens need their government to value individual liberties.

- 60. The World: A brief introduction/ Haass, Richard USA: Penguin Books, 2020.**
378p. 9780399562419
Call No: 327.09 HAA Acc No. 9940-9944



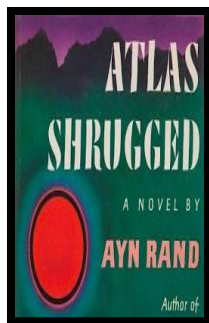
The World: A brief introduction by veteran diplomat and President of the Council on Foreign Relations, Richard Haass, serves as an invaluable primer designed to enhance "global literacy" for both experts and non-experts. The book is structured to provide the essential background needed to make sense of the complicated and interconnected 21st-century world, where events thousands of miles away can directly affect our lives. It is divided into four main parts: **Essential History** (covering international relations from the Treaty of Westphalia to the Cold War), **Regions of the World** (what makes each region "tick"), **The Global Era** (addressing shared challenges like globalization, climate change, terrorism, and cyber security), and **Order and Disorder** (examining challenges to the post-war global order). Haass's clear, balanced, and factually driven analysis aims to empower readers to form sound, independent judgments and be less susceptible to political manipulation.

- 61. Economics in plain English: Definitions, Examples, Uses/ Mayer, David A.**
Massachusetts: Adams Media, 2025. 207p. 9781507223901
Call No: 330 MAY Acc No. 9945



Economics in Plain English: Definitions, Examples, Uses is designed to demystify the often-jargon-heavy world of economics for the everyday reader. David A. Mayer breaks down complex economic concepts, providing clear, concise definitions, relatable examples, and practical uses that show how these principles impact daily life and global markets. The book covers fundamental ideas from both macroeconomics (such as GDP, inflation, fiscal policy, and monetary policy) and microeconomics (like supply and demand, opportunity cost, and market efficiency). It serves as an accessible guide to economic literacy, enabling readers to better understand financial news, evaluate policy debates, and make smarter personal and professional decisions. The focus is on clarity and real-world relevance, stripping away the academic complexity to make economics genuinely understandable.

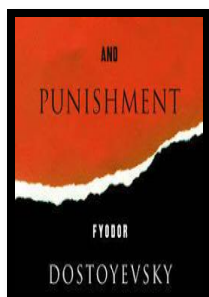
- 62. Atlas Shrugged/ Rand, Ayn. USA: Signet, 1957. 1078p. 9780451191144**
Call No: 813.52 RAN Acc No. 9946



Atlas Shrugged, published in 1957, is Ayn Rand's philosophical magnum opus and her most extensive statement on her philosophy of Objectivism. Set in a dystopian United States, the country is collapsing under a regime of stifling regulations and collectivist misrule, which punishes success and productivity. The plot follows Dagny Taggart, the Vice President of Operations for Taggart Transcontinental Railroad, as she desperately tries to keep her business and the failing economy afloat. She becomes entangled in a

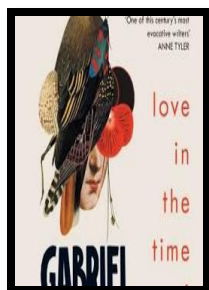
mystery surrounding the inexplicable disappearance of the nation's most brilliant and productive minds—industrialists, innovators, and artists—who are led by the enigmatic figure, John Galt. Galt orchestrates a "strike of the mind" to protest a society that demands the sacrifice of their talent for the "common good." The novel champions rational self-interest, laissez-faire capitalism, and individualism, arguing that human reason and productive achievement are the ultimate values.

- 63. Crime and Punishment/ Dostoevsky, Fyodor. New Delhi: Fingerprint Classics, 2025.**
583p. 9789386538055
Call No: 891.733 DOS **Acc No. 9947**



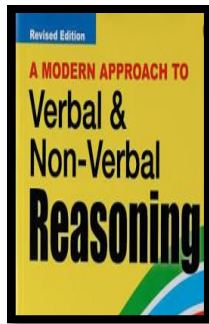
Crime and Punishment is a deeply psychological novel that chronicles the mental anguish and moral dilemmas of Rodion Raskolnikov, an impoverished former student in St. Petersburg. Driven by a utilitarian philosophy that he, as an "extraordinary man," is above the moral law and can commit an evil act (murdering a pawnbroker) for a greater good (using her money to help the poor), Raskolnikov executes his plan. However, the true punishment is not the external police investigation, but the internal turmoil and deep isolation he suffers immediately afterward. The novel explores profound themes of guilt, redemption, ethics, and the nature of suffering, contrasting Raskolnikov's intellectual theories with the genuine humanity and spiritual solace offered by Sonya Marmeladov, a pious prostitute. Dostoevsky uses this narrative to critically examine the radical ideologies emerging in 19th-century Russia, ultimately suggesting that true salvation lies in confession and embracing the human connection.

- 64. Love in the time of Cholera/ Garcia-Marquez, Gabriel. Gurugram: Penguin Random House, 1988. 348p. 9780140123890**
Call No: 823 MAR **Acc No. 9948**



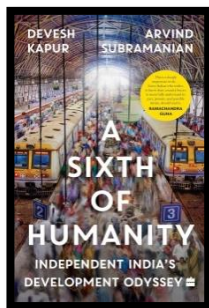
Love in the Time of Cholera is a monumental work of magical realism that explores the endurance of love across fifty years, fifty-three days, and eleven nights. Set in a port city on the Caribbean coast of Colombia, the novel centers on the relationship between Florentino Ariza and Fermina Daza. As young lovers, they are separated by Fermina's father, leading her to marry the wealthy, prestigious Dr. Juvenal Urbino, who dedicates his life to eradicating the cholera epidemic. Meanwhile, Florentino Ariza dedicates himself to accumulating a vast fortune and engaging in countless transient affairs, all while faithfully reserving his heart and waiting for Dr. Urbino's death. The novel beautifully intertwines the pain of unrequited love with the resilience of the human spirit, suggesting that love, like the disease, is a contagion of the heart. The book is a moving meditation on aging, mortality, memory, and the many forms that love can take, culminating in a surprising and tender final chapter.

- 65. Modern approach to verbal and non-verbal reasoning/ Aggarwal, RS. Delhi: S Chand. 1994. v.p 9789355011534**
Call No: 153.94 AGG **Acc No. 9949-9950**



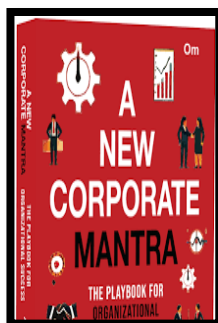
A Modern Approach to Verbal and Non-Verbal Reasoning by R. S. Aggarwal is a highly popular and widely used book designed to help candidates prepare for the reasoning aptitude tests commonly found in competitive examinations across India (such as UPSC, SSC, Banking, and MBA entrance exams). The book comprehensively covers both verbal reasoning, which includes topics like analogies, classifications, coding-decoding, and puzzles, and non-verbal reasoning, which deals with visual and diagrammatic questions like series, mirror images, and paper folding. The structure of the book is methodical, presenting basic concepts first, followed by solved examples and then an extensive set of practice questions for each topic. The primary goal is to sharpen analytical, logical, and critical thinking skills, providing the necessary techniques and shortcuts to approach these complex problems efficiently and accurately under exam conditions.

66. Sixth of Humanity: Independent India's Development Odyssey/ Kapur, Daves. Gurugram: Harper Collins India, 2025. 760p. 978-9369891092
Call No: 954.035 KAP **Acc No. 9951**



A Sixth of Humanity: Independent India's Development Odyssey is a comprehensive and ambitious analysis co-authored by political scientist Devesh Kapur and economist Arvind Subramanian. The book examines India's complex 75-year journey under the unique conditions of universal suffrage, focusing on four concurrent transformations: building a modern state, creating an economy, reshaping society, and forging a sense of nationhood. The authors characterize India's path as "precocious," noting its choice of democracy before development, the promotion of high-skilled services over low-skilled manufacturing, and a form of globalization that favored its talented diaspora. It critically explores the dualities of India's development—the success in sustaining a flawed democracy and building world-class digital systems, alongside failures like slow foundational investments and the undermining of federalism. The book provides a rigorously researched and definitive developmental history, acknowledging both the achievements and the strategic dilemmas facing the country's future.

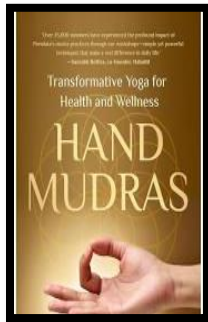
67. New corporate Mantra: playbook for organizational success/ Gandhi, Abhijy. Noida: Om Books International, 2025. 507p. 9789363953239
Call No: 658.001 GAN **Acc No. 9952-9953**



New Corporate Mantra: Playbook for Organizational Success offers a modern, practical guide for leaders and managers navigating the complexities of the contemporary business environment. The book posits that traditional corporate practices are insufficient for sustained success in a rapidly changing, digital-first world, and it introduces a "new corporate mantra" based on agility, employee-centricity, and purpose-driven strategies. Gandhi focuses on actionable insights across core organizational domains, including fostering innovative cultures, building high-performing teams, leveraging

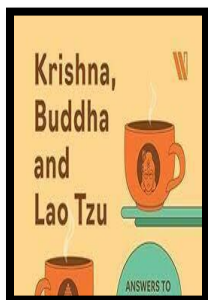
technology for competitive advantage, and establishing ethical governance. It functions as a hands-on playbook, providing frameworks and tools necessary to reimagine organizational structures and processes. The ultimate goal is to enable collective growth, ensuring both employees and the organization thrive by aligning individual well-being with strategic corporate objectives.

- 68. Hand Mudra: Transformative yoga for health and wellness/ Haralalka, Premalata**
Chennai: Westland Books, 2025. 183p. 97893719979054
Call No: 613.7046 HAR **Acc No. 9954-9955**



Hand Mudra: Transformative Yoga for Health and Wellness serves as a practical guide to the ancient yogic practice of *mudras*—symbolic or ritualistic hand gestures. The book is based on the principle that the human body is comprised of five elements (earth, water, fire, air, and ether) and that by manipulating the fingers into specific positions, one can balance these elements and influence the flow of *prana* (life force energy). Premalata Haralalka meticulously details various mudras, such as *Prana Mudra* for vitality and *Gyan Mudra* for concentration, explaining the physiological and psychological benefits of each. It offers clear instructions, diagrams, and suggested application times, empowering readers to use these simple yet potent techniques to address specific health issues, manage stress, enhance mental clarity, and promote overall physical and spiritual well-being without relying on complex yoga asanas.

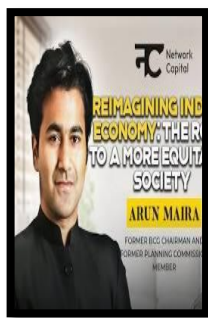
- 69. Krishna, Buddha and Lao Tzu: Hava a coffee with you: Answers to life's difficult questions/ Capri, Jana & Diaz, Charan. Chennai: Westland Books, 2025 . 149p. 9789371975650**
Call No: 294 CAP **Acc No. 9956-9957**



Krishna, Buddha and Lao Tzu Have a Coffee with You is an inspired work of spiritual guidance that brings together the timeless philosophies of three of history's greatest sages—from the Hindu, Buddhist, and Taoist traditions—to address the complexities of modern life. Authors Jana Capri and Charan Díaz Arquillo imagine these figures in a contemporary conversation, offering advice on issues like navigating stress, finding purpose, and achieving inner balance. The book faithfully draws from their original teachings—such as Krishna's concept of **Dharma** (duty), Buddha's **Four Noble Truths**, and Lao Tzu's **Tao** (the way)—and presents them in a clear, practical, and accessible manner.

Each chapter is designed for deep personal introspection, featuring questions for reflection and dedicated space for note-taking. The book encourages readers to engage with ancient wisdom actively, turning it into a companion for ongoing self-discovery and a path to a calmer, more grounded life.

- 70. Reimagining India's Economy: The road to a more equitable society/ Maira, Arun. New Delhi: Speaking tiger, 2025. 318p. 9789363360518**
Call No: 330.954 MAI **Acc No. 9958-9959**



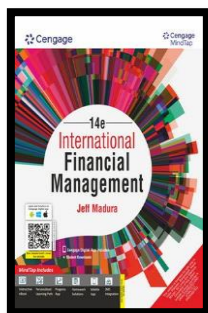
Reimagining India's Economy: The road to a more equitable society is a critical and forward-looking analysis by Arun Maira, a former member of the Planning Commission of India. The book argues that India's current economic path, focused primarily on maximizing GDP growth, has failed to deliver prosperity and equity to the majority of its citizens. Maira critiques the structural inequalities and systemic issues that persist and calls for a fundamental shift in approach. He champions a model based on "systems thinking" where economic policy is consciously aligned with social, environmental, and democratic goals. The core proposition is to move from a narrow focus on financial metrics to a holistic vision of well-being, suggesting

a new framework for governance and policy-making that prioritizes the creation of public goods, reduction of disparities, and fostering genuine collaboration between government, business, and civil society to build a truly inclusive India.

71. International Financial Management/ Madura, Jeff. 14ed . Delhi: Cengage, 2021. 558p. 9789355735539

Call No: 658.15 MAD

Acc No. 9960-9969



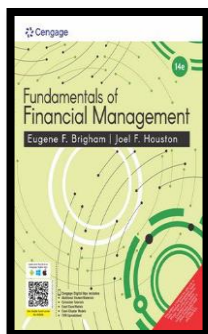
Jeff Madura's *International Financial Management* is a best-selling text that equips readers with the theoretical understanding and practical insights necessary to succeed in a global business environment. The book builds upon fundamental corporate finance principles, focusing specifically on the unique challenges and opportunities faced by Multinational Corporations (MNCs). Key topics include understanding the international financial environment, such as the flow of funds, global financial markets, and exchange rate determination. A major emphasis is placed on **exchange rate risk management**, detailing methods for measuring and hedging against transaction, economic, and translation exposure. Furthermore, the book covers

long-term financial decisions like direct foreign investment (DFI), multinational capital budgeting, country risk analysis, and international capital structure, offering clear explanations and real-world examples to demonstrate the important role of MNCs in global commerce.

72. Fundamentals of Financial Management/ Brigham, Eugene F. 14ed. Delhi: Cengage Learning 2016. 743p. 9789390555673

Call No: 658.15 BRI

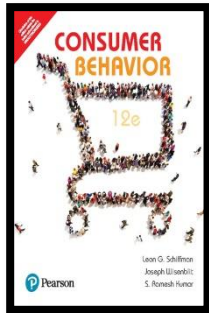
Acc No. 9970-9989



Fundamentals of Financial Management by Eugene F. Brigham and Joel F. Houston (in later editions) is a seminal text that provides a thorough, practical, and intuitive introduction to corporate finance. The book is structured around the core decisions faced by financial managers: **investment, financing, and dividend policy**. It begins with foundational concepts like the time value of money, financial statements, and valuation techniques. The bulk of the content is dedicated to detailed discussions on core topics, including risk and return, bond and stock valuation, capital budgeting (NPV, IRR, Payback), capital structure, and working capital management. The 14th edition emphasizes

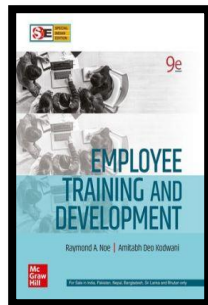
financial challenges in the post-recession world, integrating ethical considerations and global context. It uses a strong pedagogical approach with integrated cases and real-world examples to help students apply financial theory to practical business problems, making it an essential resource for finance students.

- 73. Consumer Behaviour/ Schiffman, Leon G., Wisenblit, Joseph and Kumar S. Ramesh. 12th Edition. Noida: Pearson, 2007. 561p. 9789353069834**
Call No: 658.8342 SCH **Acc No. 9990-9994**



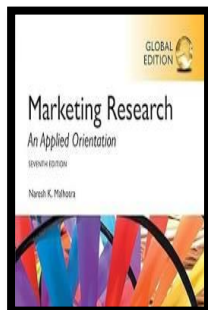
Consumer Behaviour provides a comprehensive and practical examination of why and how individuals make purchasing decisions, blending psychological, sociological, and anthropological concepts with marketing strategy. The book, particularly in its collaboration with S. Ramesh Kumar for the Indian subcontinent edition, offers a localized perspective on global consumer trends. Key sections cover the entire spectrum of consumer analysis, starting with the consumer decision-making process. It explores external influences like culture, social class, and family, and internal influences such as motivation, perception, learning, attitudes, and personality. A major focus is placed on the impact of digital media, social networks, and technology on consumer behavior, equipping marketing students and professionals with the knowledge to develop effective, target-specific strategies in the dynamic, modern marketplace.

- 74. Employee training and Development/ Noe, Raymond A & Kodwani, Amitabh Deo. 9e. Chennai: McGraw Hill 2024 574p. 9789355325648**
Call No: 658.3124 NOE **Acc No. 9995**



The 9th edition of *Employee Training and Development* by Raymond A. Noe, with adaptation by Amitabh Deo Kodwani for the regional context, serves as a comprehensive text on the critical role of training in modern organizational strategy. The book provides a systematic approach, starting with the **Training Process Model** (needs assessment, design, implementation, and evaluation). It delves into the diverse learning methods, emphasizing the importance of creating a conducive learning environment, and exploring traditional techniques alongside contemporary approaches like e-learning, mobile learning, and social collaboration tools. A significant focus is placed on strategic training, linking development initiatives to organizational goals, managing knowledge, and fostering a continuous learning culture. The text also covers development issues, including career management and onboarding, making it an essential resource for HR professionals, training specialists, and management students seeking to understand and implement effective employee development programs.

- 75. Marketing Research: An applied orientation. Noida: Pearson India education services/ Naresh Malhotra. 7e. 2025. 958p.**
Call No: 658.83 MAL **Acc No. 10017-18**



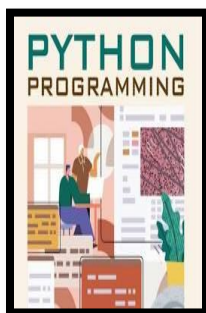
Marketing Research: An Applied Orientation by Naresh K. Malhotra (7th Edition) is a leading textbook that offers a managerial and practical approach to marketing research, blending theory with real-world application. The book emphasizes the six-step marketing research process: **defining the problem**, developing an approach, formulating a research design, fieldwork, data preparation and analysis, and finally, report generation and presentation. It meticulously covers both qualitative and quantitative research methodologies, including various forms of data collection (surveys, observation, experiments) and advanced analytical techniques (regression, factor analysis, cluster analysis). The text is distinguished by its strong focus

on practical decision-making, using numerous global and Indian case studies to demonstrate how research findings translate into actionable marketing strategies for organizations.

76. Python Programming/ Sridhar, S; Indumathi J and; Hariharan V.M. Pearson Education 2023. 679p.

Call No: 005.133SRI

Acc No. 10019-23



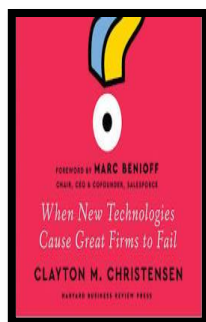
Python Programming by Sridhar, Indumathi, and Hariharan is an introductory textbook designed to teach the fundamentals of the Python language to beginners, with a focus on practical application in real-world computing. The book systematically covers core programming concepts, starting with the basics of setting up the environment, variables, data types, and control structures (like **if/else** and loops). It then progresses to more advanced topics crucial for professional development, including object-oriented programming (OOP) principles, file handling, and working with Python's rich standard libraries. The emphasis is on building a strong foundation in algorithmic thinking and coding best practices. The text uses a

blend of clear theoretical explanations and numerous solved examples, making complex topics like data structures (lists, dictionaries, tuples) and modular programming easy for students to grasp and apply.

77. Innovator's Dilemma: When new technologies cause great firms to fail/ Christensen, Clayton M. Boston, Massachusetts: Harvard Business School Publishing, 2024. 291p.

Call No: 658.4 CHR

Acc No. 10024-30



The Innovator's Dilemma is a groundbreaking business book that introduced the concept of **disruptive innovation**. Clayton M. Christensen argues that well-managed, successful companies often fail when confronted with new, disruptive technologies, not because of poor management, but *because* they follow sound, established management principles. These great firms listen to their best customers and focus on **sustaining technologies** that improve current products for existing markets. However, disruptive technologies often start with lower performance, serve a niche or entirely new market, and offer features that are simpler, cheaper, and more convenient. The dilemma is that managers, acting rationally, choose to ignore these initially unprofitable

disruptors. The book provides powerful lessons for leaders on how to recognize disruptive

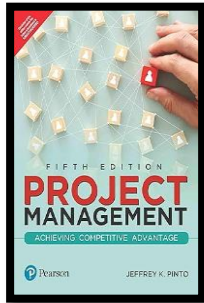
threats and establish autonomous organizations that can nurture and capitalize on them before they overthrow the mainstream market.

78. Project Management Achieving: Competitive Advantage/ Pinto, Jeffrey K. 5e.Noida:

Pearson, 2009. 490p. 9789389552034

Call No: 658.404 PIN

Acc No. 10031-40



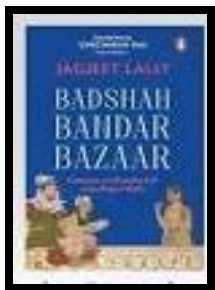
Project Management: Achieving Competitive Advantage by Jeffrey K. Pinto provides a practical and strategic approach to managing projects, emphasizing how effective project execution can be a core source of organizational competitive advantage. The book covers the full **project lifecycle** from initiation and planning to execution, control, and closure. It focuses heavily on the human and behavioral aspects, including team development, conflict resolution, leadership, and stakeholder management, recognizing that project success is as much about people as it is about technical processes. Key technical areas covered include scheduling (using techniques like **PERT/CPM**), risk management, cost estimation, and quality control. The text is designed for both students and practicing managers, blending traditional project management techniques with modern strategic thinking to ensure that projects deliver measurable value and align with the firm's overarching goals.

79. Badshah, Bandar, Bazaar: Commerce and everyday life in the mughal world/ Lally,

Jagjeet. Gurugram: Penguin Random House India, 2025. 200p. 9780143466284

Call No: 954.025 LAL

Acc No. 10041



Badshah, Bandar, Bazaar by Jagjeet Lally offers a vivid and ground-level examination of the Mughal Empire by focusing on the intertwined worlds of **trade, ports (Bandar), and markets (Bazaar)**, rather than just the imperial court (*Badshah*). The book moves beyond traditional political histories to explore the economic and social fabric of everyday life across the subcontinent during the 16th and 17th centuries. Lally analyzes the flow of goods, money, and people, demonstrating how the Mughal state's vast territory connected diverse local economies and integrated them into global trade networks. It explores the lives of merchants, artisans, bankers, and ordinary consumers, showing how commerce shaped culture, urban development, and state power. The work provides a nuanced understanding of the Mughal world as a dynamic, deeply commercialized society, revealing the structures that sustained its famed wealth and the challenges that eventually contributed to its decline.

80. Unmechanical: Ritwik Ghatak in 50 fragments/ DasGupta, Shamyra, ed. Chennai:

Westland Books. 2025. 465p. 9789371971645

Call No: 824 DAS

Acc No. 10042



Unmechanical: Ritwik Ghatak in 50 fragments, edited by Shamyra DasGupta, is an anthology that pays tribute to the legendary Bengali filmmaker Ritwik Ghatak (1925–1992), one of the pioneers of parallel cinema in India. This

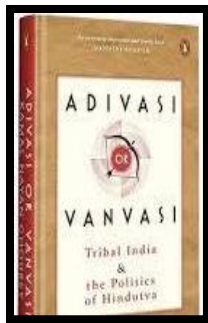
collection comprises 50 diverse "fragments"—essays, memoirs, reviews, and critical analyses—written by various critics, filmmakers, and contemporaries. The book explores Ghatak's unique, often politically charged, and deeply humanist cinematic vision, particularly his recurring themes of **refugeehood, partition, and the fracturing of the Bengali identity**. It examines his major works, such as *Meghe Dhaka Tara* (The Cloud-Capped Star) and *Komal Gandhar*, which used melodrama and mythological resonance to critique social and political realities. The title, "Unmechanical," reflects the raw, passionate, and non-formulaic approach Ghatak brought to filmmaking, cementing his reputation as a complex, uncompromising, and ultimately influential figure in world cinema.

81. Adivasi or Vanvasi: Tribal India and the Politics of Hindutva/ Chaubey, Kamal Nayan.

Vintage Books. 2025. 272p.

Call No: 305.895 CHA

Acc No. 10043



Adivasi or Vanvasi: Tribal India and the Politics of Hindutva by Kamal Nayan Chaubey is a socio-political analysis focused on the indigenous communities of India, commonly known as Adivasis, and their relationship with the ideology of Hindutva. The book explores the linguistic and cultural controversy surrounding the terms "**Adivasi**" (**original inhabitants**) and "**Vanvasi**" (**forest dweller**), arguing that the deliberate use of "Vanvasi" by certain political and cultural organizations is a strategic move to undermine the distinct indigenous identity and history of these groups, instead seeking to assimilate them into a broader Hindu identity. The analysis details the historical, religious, and political campaigns aimed at integrating tribal

populations, often by reinterpreting their traditions and deities. Chaubey critically examines the impact of these political maneuvers on tribal rights, autonomy, and cultural preservation, arguing that the process often exacerbates conflicts over land, resources, and self-determination.

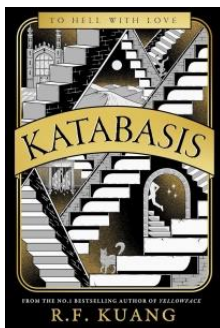
82. Katabasis: To hell with Love/ Kuang, R.F. London: HarperCollins. 2025. 541p.

9780008501877

Call No: 813.623

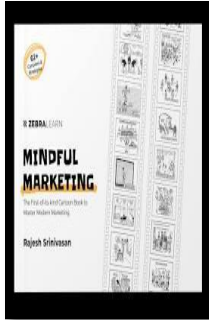
KUA

Acc No. 10044



Katabasis: To hell with Love is a novel by R.F. Kuang, known for her grimdark fantasy and sharp socio-political commentary. The title, *Katabasis*, refers to a descent, usually a trip to the underworld in mythology (like the journeys of Orpheus or Odysseus). This narrative follows a protagonist who undertakes a literal or metaphorical journey into a deeply adversarial or infernal realm, driven by themes of failed relationships, retribution, and the profound cost of emotional connection. The novel is expected to weave together Kuang's signature blend of high-stakes conflict, morally complex characters, and a nuanced exploration of power dynamics and systemic failures. It challenges traditional heroic narratives by focusing on anti-heroes who are forced to confront their own darkness to achieve a twisted form of salvation or vengeance, ultimately suggesting that sometimes, the only way forward is a descent into the inferno.

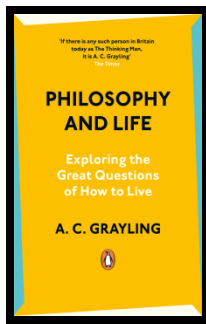
- 83. Mindful Marketing: the first of its kind cartoon book to master modern marketing/ Srinivasan, Rajesh. Delhi: Zebralearn 2003. 351p. 9788196373504**
Call No: 658.8 SRI **Acc No. 10045**



Mindful Marketing by Rajesh Srinivasan stands out as an innovative and highly engaging educational tool, using the medium of a cartoon book to simplify and illustrate the complexities of modern marketing. Designed for both students and professionals, the book avoids dense text by presenting core concepts, strategies, and techniques through visually appealing and easy-to-digest comics and illustrations. It covers a broad spectrum of marketing topics, including understanding consumer behavior, digital marketing fundamentals, branding, and strategic planning. The "mindful" approach emphasizes ethical, conscious, and customer-centric marketing practices that focus on building sustainable relationships rather than short-term gains. By

framing complex business theories in a fun, accessible format, the book aims to lower the barrier to entry for learning advanced marketing skills and ensures the concepts are memorable and easily applied.

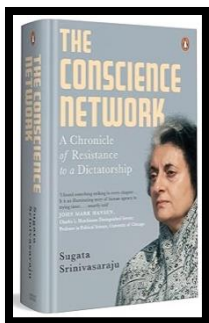
- 84. Philosophy and Life: exploring the great questions of how to live/ Grayling, A.C. UK: Penguin Random House, 2023. 426p. 9780241993200**
Call No: 170 GRA **Acc No. 10046**



Philosophy and Life is a compelling work by A.C. Grayling that distills centuries of philosophical thought into practical wisdom for modern living. Moving beyond abstract theory, the book focuses squarely on **applied ethics and existential questions**, exploring topics such as happiness, justice, love, friendship, death, and the meaning of a "good life." Grayling draws upon the insights of key thinkers from both Western and Eastern traditions, including Aristotle's Eudaimonia (flourishing) and Stoic principles of resilience. He argues that philosophy is not a detached academic pursuit but an essential tool for navigation, helping individuals critically examine their values and make informed decisions. The book serves as a guide for readers seeking to

construct a rational, purposeful, and fulfilling life in a complex world, emphasizing self-reflection and the cultivation of virtue.

- 85. Conscience network: A Chronicle of Resistance to a Dictatorship/ Srinivasan, Raju. Vintage Books. 2025. 592p. 978-0670096787**
Call No: 332.4 SRI **Acc No. 10047**



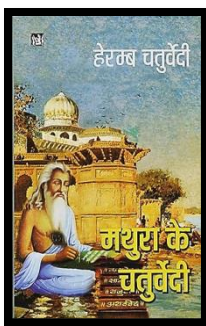
Conscience Network by Raju Srinivasan is a historical chronicle detailing the organized, often underground, resistance efforts against an authoritarian regime or dictatorship. The book focuses on the "Conscience Network," a diverse group of individuals—including journalists, intellectuals, activists, and ordinary citizens—who risked their safety to document abuses, disseminate banned information, and maintain a moral and informational opposition to the state's narrative. It explores the strategies used by the

resistance, such as creating clandestine publications, establishing communication channels that circumvented state surveillance, and mobilizing public opinion both domestically and internationally. The narrative emphasizes the ethical imperative that drove these individuals, examining the personal sacrifices they made and the psychological toll of operating under constant threat. Ultimately, the book serves as an inspiring study of civic courage, showing how decentralized networks of moral conviction can sustain hope and eventually challenge even the most powerful forms of state control.

86. Mathura ke Chaturvedi/ Chaturvedi, Heramb. Delhi: Rajkamal Prakashan, 2025. 200p. 9789349180437

Call No: 305.8914 CHA

Acc No. 10048-52



Mathura ke Chaturvedi (Chaturvedis of Mathura) is a socio-historical work by Heramb Chaturvedi that delves into the cultural, historical, and genealogical significance of the Chaturvedi community based in and around the sacred city of Mathura. The book likely explores the community's origins, their unique traditions, and their prominent role in the religious and social life of the Braj region, particularly in relation to the temples and rituals dedicated to Lord Krishna. The narrative examines how the Chaturvedis—a priestly Brahmin sub-caste—have preserved and adapted their heritage across generations, managing large temple complexes and serving as guardians of religious knowledge. It acts as a chronicle, detailing the family histories, economic structures, and socio-political influence of this community, providing a rich, localized study of Indian traditional society and its enduring connection to a major pilgrimage center.

87. Sachchidanand Sinha Rachnavali/ Mohan, Arvind, ed. Delhi: Rajkamal paperbacks. 2021. 9789390971527

Call No: 891.438 MOH

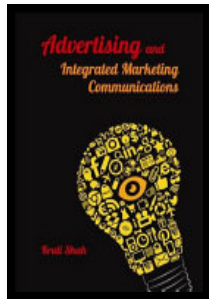
Acc No. 10053-60



Sachchidanand Sinha Rachnavali is a definitive collection of the complete works, speeches, and writings of Sachchidanand Sinha (1871-1950), a monumental figure in modern Indian public life. Sinha was a distinguished lawyer, parliamentarian, journalist, and a founding father of the state of Bihar. Edited by Arvind Mohan, this *Rachnavali* gathers his prolific output on a vast array of subjects, including law, politics, history, education, and literature. The writings offer invaluable first-hand accounts and critical insights into the pivotal moments of early 20th-century India, particularly the struggle for national independence and the movement for the separation of Bihar from Bengal. The collection is an essential resource for understanding the intellectual landscape of the era, showcasing Sinha's liberal thinking and his enduring contribution to Indian socio-political thought.

- 88. Sales and distribution management/ Panda, Tapan K. 3ed.Oxford University Press:
2019. 504p. 978-0199580330
Call No: 658.81 PAN 2019**

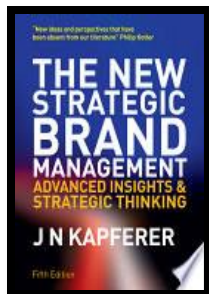
Acc No. 10061-62



Sales and Distribution Management by Tapan K. Panda (3rd Edition) is a comprehensive textbook that covers the strategic and operational aspects of managing a firm's selling effort and channel network. The book details the critical link between marketing strategy and sales force execution, exploring topics such as sales forecasting, territory management, and designing effective compensation and incentive structures. A major focus is placed on **distribution channel management**, covering the selection, motivation, and evaluation of intermediaries, including wholesalers, retailers, and agents. The text integrates modern concepts like digital sales, e-commerce impact on distribution, and the use of technology (CRM) in managing customer relationships. Through a blend of theoretical frameworks and practical case studies, the book aims to equip students and managers with the tools necessary to achieve competitive advantage by efficiently and effectively reaching their target markets.

- 89. New strategic brand management: Advanced insights & strategic thinking/ Kapferer, J N. 5ed. UK: Kogan Page, 2012. 492p. 9780199499045
Call No: 658.8343 KAP**

Acc No. 10063-67



New Strategic Brand Management by Jean-Noël Kapferer, in its 5th edition, is a seminal text in the field of branding, offering an in-depth, strategic perspective that moves beyond tactical marketing. Kapferer provides advanced insights into how brands function as strategic assets, emphasizing that effective brand management requires a deep understanding of sociology, semiotics, and consumer psychology. The book thoroughly covers key concepts such as **brand identity versus brand image**, the importance of brand platforms, managing brand portfolios, and navigating brand extension strategies. A significant portion is dedicated to the challenges posed by the digital age, globalization, and increased brand scrutiny. It provides a robust framework for managing brand meaning, communicating value, and ensuring brand longevity, positioning the brand not just as a name or logo, but as a crucial source of competitive differentiation and financial value.

- 90. Advertising and integrated marketing communications/ Shah, Kruti. Chennai: McGraw Hill. 2014. 889p. 9781259026058
Call No: 659.1 SHA**

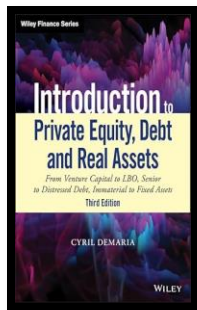
Acc No. 10068-87



Advertising and Integrated Marketing Communications (IMC) by Kruti Shah is a comprehensive textbook that explores the fundamental principles and modern practices of unifying all marketing and promotional tools to deliver a clear, consistent, and compelling message about an organization and its products. The book emphasizes the crucial shift from relying solely on traditional advertising to integrating various disciplines, including public

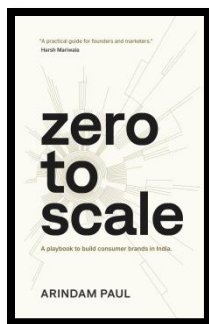
relations, digital marketing, sales promotion, direct marketing, and social media. It covers the strategic planning process for IMC, detailing topics such as setting objectives, analyzing target audiences, developing creative strategies, selecting appropriate media channels, and measuring effectiveness. The text is designed to equip students and practitioners with the necessary skills to manage communication efforts across diverse platforms, ensuring brand synergy and maximizing return on communication investment in the modern, fragmented media landscape.

91. Introduction to Private Equity, Debt and real Assets: From Venture capital to LBO, Senior to Distressed Debt, Immaterial to Fixed Assets/ Demaria, Cyril Hoboken, John Wilry & Sons. 2020. 452p. 9781119537380
Call No: 332.6 DEM Acc No. 10088



Introduction to Private Equity, Debt and Real Assets by Cyril Demaria provides a comprehensive overview of the key components that constitute the **Private Markets** investment landscape. The book systematically explores three major asset classes: **Private Equity** (covering everything from early-stage Venture Capital to large-scale Leveraged Buyouts or LBOs); **Private Debt** (ranging from secure Senior Debt to higher-risk Distressed Debt); and **Real Assets** (including both tangible fixed assets like infrastructure and real estate, and less tangible assets). Demaria explains the operational mechanics, risk-return profiles, and valuation methodologies unique to each area. The text is designed to offer clarity on complex investment structures, the roles of different fund managers (GPs), and the process of due diligence, serving as an essential guide for institutional investors, financial professionals, and business school students looking to master the intricacies of illiquid assets.

92. Zero to Scale: A Playbook to Build Consumer Brands in India/ Paul, Arindam. Bangalore: Wyzr content Pvt Ltd. 2025. 260p. 9788198484680
Call No: 658.827 PAU Acc No. 10096-10100

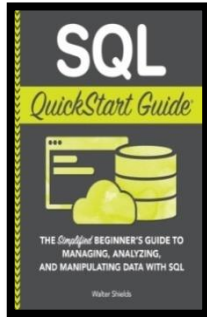


Zero to Scale by Arindam Paul is an actionable "playbook" specifically tailored for entrepreneurs and marketers aiming to launch and rapidly grow **Direct-to-Consumer (D2C) brands** within the unique and highly competitive Indian market. The book is structured as a step-by-step guide, beginning with the foundational stage of **product-market fit**, moving through initial customer acquisition, and eventually achieving sustainable, large-scale growth. Paul leverages his expertise to demystify key aspects of the D2C journey in India, including navigating complex logistics and supply chains, choosing the right digital channels for targeted outreach, managing working capital efficiently, and building a loyal community around the brand. The text emphasizes practical frameworks, real-world Indian case studies, and cost-effective strategies for converting initial momentum into market dominance, making it an essential manual for aspiring and established business builders in the consumer goods space.

93. SQL Quickstart guide: the simplified Beginner's Guide to Managing, Analysing, and Manipulating data with SQL/ Shields, Walter New York: ClydeBank Technology. 2019 224p. 9781945051753

Call No: 005.756 SHI

Acc No. 10101-10110

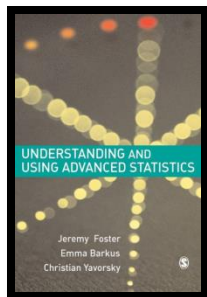


The *SQL QuickStart Guide* by Walter Shields is designed as an accessible and fast-paced introduction to Structured Query Language (SQL), the essential programming language for managing and querying relational databases. Targeted squarely at beginners, the 224-page guide simplifies complex database concepts, focusing on immediate, practical application. It covers fundamental SQL commands, including **SELECT**, **INSERT**, **UPDATE**, and **DELETE**, along with essential topics like database normalization, various types of joins (such as **INNER** and **OUTER**), and using aggregate functions to perform data analysis. The book emphasizes hands-on learning, providing clear examples and exercises to help readers quickly build competence in data manipulation, retrieval, and analysis. It serves as an ideal resource for anyone—from data analysts to developers—looking to rapidly acquire the core skills necessary to interact with modern database systems.

94. Understanding and using advanced statistics/ Foster, Jeremy; Barkus, Emma; and Yavorsky, Christian. London: Sage Publishers. 2006. 177p. 9781412900140

Call No: 519.5 FOS

Acc No. 10111-10115

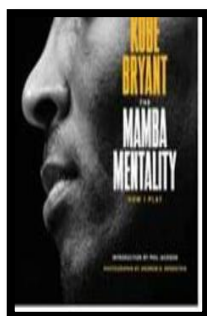


Understanding and Using Advanced Statistics serves as a practical, accessible guide for students and researchers looking to move beyond basic statistical methods into more sophisticated analysis techniques. The book, written by Jeremy Foster, Emma Barkus, and Christian Yavorsky, focuses on the application and interpretation of advanced statistics, rather than dwelling heavily on complex mathematical derivations. It covers key methods essential for fields like psychology, sociology, and business, including topics such as **Multiple Regression**, Factor Analysis, and **Multivariate Analysis of Variance (MANOVA)**. The text clearly explains when to use each technique, how to conduct the analysis using statistical software (often referencing SPSS), and critically, how to correctly interpret and report the results. The book is lauded for its concise, real-world examples that demystify analyses involving multiple variables and complex relationships.

95. Mamba mentality: How I play/ Bryant, Kobe. New York: Melcher Media. 2018. 207p. 9780374201234

Call No: 796.323 BRY

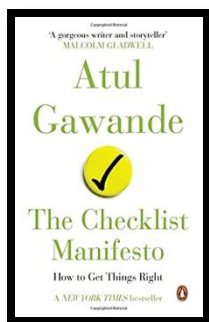
Acc No. 10116



The Mamba Mentality: How I Play is a visual and philosophical memoir by basketball legend Kobe Bryant, offering an unprecedented look into the obsessive focus and intense preparation that defined his legendary 20-year NBA career. The book is structured around the two core principles of the "Mamba Mentality"—**how to approach the game** (always trying to be better)

and **how to play the game** (attention to detail). Through his own words and stunning photography by Andrew D. Bernstein, Bryant breaks down his meticulous study of opponents, his approach to training, and the strategic thinking behind iconic plays and movements. It serves not merely as a sports book but as a guide to achieving peak performance in any field, emphasizing relentless curiosity, mental toughness, and a commitment to mastery, showcasing the mindset that led him to five NBA championships.

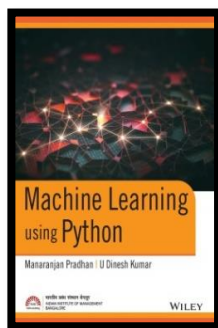
96. The Checklist Manifesto how to get things right/ Gawande, Atul. Gurugram: Penguin Random House, 2009. 209p. 9780143423225
Call No: 362.10685 GAW Acc No. 10117-10121



The Checklist Manifesto by surgeon and writer Atul Gawande argues for the power of the simple checklist in managing complexity and reducing failure in highly skilled fields, from medicine and aviation to construction and finance. Gawande posits that professionals face two types of problems: simple and complicated (which can be solved by an expert), and **complex** (which involve too many variables for any single person to manage flawlessly). The book chronicles the development and implementation of the **WHO Surgical Safety Checklist**, demonstrating how this seemingly basic tool drastically reduced surgical complications and mortality rates globally. The central argument is that checklists serve not just as reminders for basic tasks, but as a crucial tool

for communication, discipline, and standardization, enabling expert teams to coordinate effectively and avoid errors of omission and memory in high-pressure, information-rich environments.

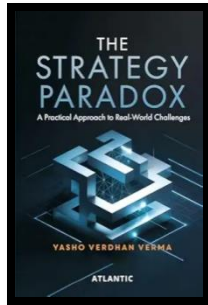
97. Machine learning using Python/ Pradhan, Manaranjan, U Dinesh Kumar. 2ed. New Delhi: Wiley India Pvt., 2025. 439p. 9789370609167
Call No: 005.133 PRA Acc No. 10122-26



Machine Learning using Python, in its 2nd edition by Manaranjan Pradhan and U Dinesh Kumar, is a comprehensive textbook focused on providing a practical, hands-on understanding of key machine learning algorithms implemented with the Python programming language. The 439-page book systematically covers essential concepts, including supervised, unsupervised, and reinforcement learning techniques. Specific topics explored include Regression, Classification, Clustering, and Deep Learning fundamentals. The core strength of the book lies in its practical approach, guiding readers through the entire Machine Learning workflow—from data preprocessing and feature engineering to model building, tuning, and evaluation—using

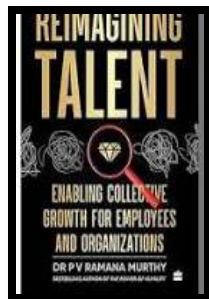
popular Python libraries like scikit-learn, Pandas, and NumPy. It aims to bridge the gap between theoretical knowledge and real-world application, making it a valuable resource for students, data scientists, and engineers entering the field.

- 98. Strategy Paradox: Practical approach to real world challenges/ Verma, Yashoverdhan.**
Delhi: Atlantic publishers & Distributors Pvt Ltd 2025 187p. 9788126941735
Call No: 658.4012 VER Acc No. 10127-28



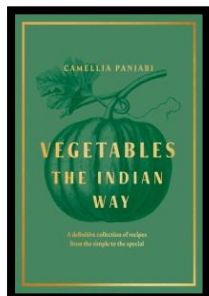
The Strategy Paradox by Yashoverdhan Verma addresses the fundamental disconnect between the idealized, rigid nature of strategic planning taught in theory and the fluid, ambiguous, and often contradictory realities faced by organizations in the contemporary business world. The book focuses on what Verma terms the "Strategy Paradox"—the challenge of setting a firm, long-term direction while remaining agile enough to adapt to rapid, unforeseen market changes. The 187-page guide offers a practical playbook for leaders, emphasizing a pragmatic approach to strategy formulation and execution. It delves into techniques for fostering organizational flexibility, making critical resource allocation decisions under uncertainty, and ensuring that strategic vision is consistently translated into effective operational outcomes, providing tools to navigate the dynamic tensions inherent in modern strategic management.

- 99. Reimagining Talent: Enabling collective growth for employees and organizations/ Murthy, PV Ramana. Gurugram: HaarperCollins Publishers, 2025. 268p.**
9789362132994
Call No: 658.3112 MUR Acc No. 10129-10131



Reimagining Talent by P.V. Ramana Murthy addresses the critical shift required in Human Resources and Talent Management to meet the demands of the modern, dynamic workplace. The book challenges traditional, hierarchical approaches to talent, advocating for a model where organizational success and employee development are viewed as **collectively interdependent goals**. Murthy emphasizes practical strategies for building an adaptive talent ecosystem, focusing on continuous skill development, fostering a culture of psychological safety, and implementing equitable performance management systems. It explores how organizations can move beyond transactional HR practices to create a genuine value proposition that ensures employees feel engaged and empowered, ultimately driving sustainable, shared growth for both the individual and the enterprise in the competitive 21st-century economy.

- 100. Vegetables: the Indian Way/ Panjabi, Camellia. Michael Joseph Ltd. 2025. 368p.**
978-0241552131
Call No: 641.5954 PUN Acc No. 10132



Vegetables: The Indian Way by Camellia Panjabi is an authoritative cookbook that delves deep into the vibrant and versatile world of Indian vegetarian cuisine. Panjabi, a renowned expert on Indian food, moves beyond the typical curry-based recipes to showcase the regional diversity, techniques, and philosophical depth behind Indian cooking with vegetables. The 368-page book is meticulously organized, often grouping recipes by ingredient or regional style, revealing methods to maximize flavor through precise spice

tempering, layering, and preparation. It serves as both a comprehensive reference and a practical guide, providing home cooks with accessible yet authentic recipes for both everyday meals and festive occasions, highlighting the fact that for a significant portion of the Indian population, cooking vegetables is not an afterthought but a central, sophisticated culinary art form.