

NEW ARRIVAL

(January – March 2025)



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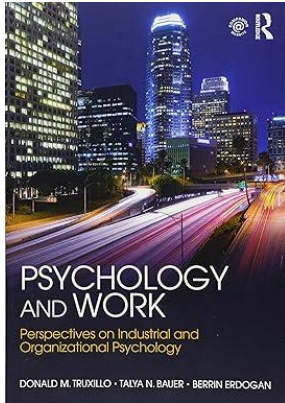
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LODHI ROAD, NEW DELHI

1. Psychology and work: An introduction to industrial and organizational Psychology / Truxillo, Donald M; Baur, Talya N.; & Erdogan, Berrin. 2021. New York: Routledge.

Call No.: 158.7 TRU

Acc. No.: 9699

Psychology and Work is a new textbook for introductory Industrial and Organizational (I/O) Psychology classes. Written by award-winning I/O professors with expertise in I/O Psychology and teaching this course, the book is organized into three main sections. It first includes an overview of the history of I/O Psychology and a chapter on research methods, subsequently covers the core principles of Industrial Psychology, and then discusses the key areas of Organizational Psychology.



The book contains numerous features that highlight key concepts and their relevance to students:

- Learning goals direct students to the main objectives of each chapter
- What Does This Mean for You? and Workplace Application boxes address the implications of the material for students
- Case studies with accompanying questions illustrate how concepts are relevant in real-world practice
- Reading lists and Your Turn questions provide further discussion
- Keywords defined in the margins help students grasp important concepts
- Sections discussing global and current issues give students a sense of what's happening in the I/O psychology field

The book also has extensive online resources such as interactive features, quizzes, PowerPoint slides, and an instructor's manual. Accompanied by a dynamic design and a strong set of pedagogical tools, Psychology and Work presents all-new content and relevant coverage for the I/O psychology course.

2. Luxury Strategy: Break the rules of marketing to build luxury brands / Kapferer, JN & Bastien, V. 2012. London: Kogan Page

Call No.: 658.8 KAP

Acc. No.: 9702



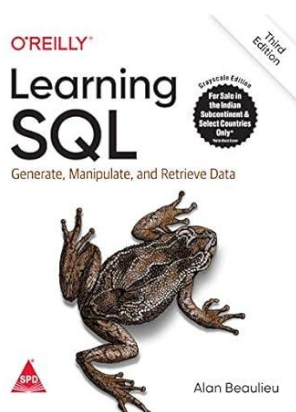
Discover the secrets to successful luxury brand management with this bestselling guide written by two of the world's leading experts on luxury branding, Jean-Noël Kapferer and Vincent Bastien, providing a unique blueprint for luxury brands and companies. Having established itself as the definitive work on the essence of a luxury brand strategy, this book defines the differences between premium and luxury brands and products, analyzing the nature of true luxury brands and turning established marketing 'rules' upside-down. Written by two world experts on luxury branding, The Luxury Strategy

provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. Now with a new section on marketing and selling luxury goods online and the impact of social networks and digital developments, this book has truly cemented its position as the authority on luxury strategy.

3. Learning SQL: Generate, manipulate, and retrieve data/ Beaulieu, Alan. 2020. Beijing:O'Reilly Media Inc

Call No.: oo5.7 BEA

Acc. No.: 9703



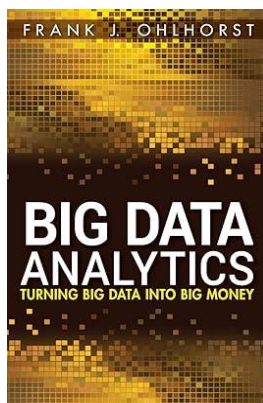
As data floods into your company, you need to put it to work right away—and SQL is the best tool for the job. With the latest edition of this introductory guide, author Alan Beaulieu helps developers get up to speed with SQL fundamentals for writing database applications, performing administrative tasks, and generating reports. You'll find new chapters on SQL and big data, analytic functions, and working with very large databases

Each chapter presents a self-contained lesson on a key SQL concept or technique using numerous illustrations and annotated examples. Exercises let you practice the skills you learn. Knowledge of SQL is a must for interacting with data. With Learning SQL, you'll quickly discover how to put the power and flexibility of this language to work.

4. Big Data Analytics: Turning big data into big Money/ Ohlhorst, Frank. 2013. New Jersey: John Wiley and Sons Ltd.

Call No.: oo5.74 OHL

Acc. No.: 9709



The promises offered by Big Data-driven decision making have been recognized broadly. Once the domain of only the heaviest of hitters--including Amazon, eBay, and Disney--Big Data analytics is now accessible to businesses of all sizes, across all industries. In Big Data Analytics, you'll learn how to extract intelligence and value out of your large data sets to grow your business, your bottom line, and your competitive edge.

Focusing on the business and financial value of Big Data analytics, technical guru Frank Ohlhorst shares his insights on this newly

emerging field to demonstrate the importance of analytics and define the processes. In Big Data Analytics, Ohlhorst highlights the tangible and intangible values and discusses how to turn a business liability--such as large scale data storage, backup, and archiving--into actionable material that can be used to redefine markets, improve profits, and identify new business opportunities.

Beginning with the evolution of the technology as well as some of the basic concepts behind deriving value, Big Data Analytics explores:

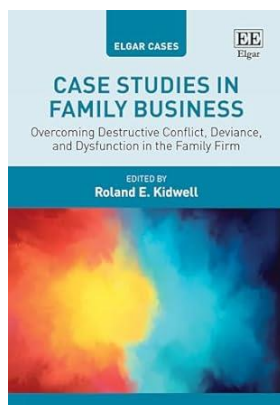
- The different types of data sources involved and why they are important to businesses seeking to find value in data sets
- Building a business case that spurs investment into technologies
- The skill sets needed to successfully leverage your data sets
- How to incorporate Big Data into a corporate culture
- Various public and private sources for data
- Storage, processing power, platforms, and the elements that make up a Big Data analytics system
- The tools and techniques that keep large data sources secure
- Potential pitfalls and how to avoid them
- How Big Data moves through the analysis process and is transformed into usable information that delivers value

To become bigger, you must think bigger. Discover the value in your data sets and maximize your bottom line with Big Data Analytics.

5. Case studies in Family Business: Overcoming destructive conflict, deviance, and dysfunction in the family firm/ Kidwell, Ronald E. 2024. Cheltenham, UK: Edward Elgar Publishing

Call No.: 658.022 KID

Acc. No.: 9708



In this illuminating casebook, Roland Kidwell brings together eminent scholars and researchers, showcasing real-world examples of family businesses and potential challenges they may face. Chapters encapsulate possible tensions that may manifest within family businesses, including sibling rivalry, intergenerational conflict, and clashing ideas about work ethic. Ultimately, the authors propose that it is essential for stakeholders and those in leadership to understand what techniques, policies and behaviors do, and indeed do not, work in family firms.

Key Features:

- Contains learning notes at the end of each case to summarize key ideas and structure scholarly learning
- Includes cases from several different countries, giving this fascinating book international scope

- Provides genuine testimonies from those involved in family businesses to illustrate potential threats to company harmony and firm survival.

This casebook is vital for those teaching and studying business and leadership, corporate governance, and family business. Family business advisors and those working in family business centers will additionally benefit from the practical scenarios illustrated throughout the book.

6. Supercommunicators: How to unlock the secret language of connection/ Duhigg, Charles. 2024. London: Cornerstone Press

Call No.: 153.6 DUH

Acc. No.: 9717

Charles Duhigg

Supercommunicators
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How to Unlock the Secret Language
of Connection



Who and what are supercommunicators? They're the people who can steer a conversation to a successful conclusion. They are able to talk about difficult topics without giving offence. They know how to make others feel at ease and share what they think. They're brilliant facilitators and decision-guiders. How do they do it?

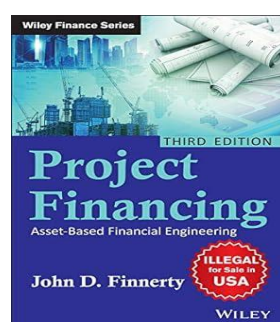
In this groundbreaking new book, Charles Duhigg unravels the secrets of the supercommunicators to reveal the art - and the science - of successful communication. He unpicks the different types of everyday conversation and pinpoints why some go smoothly while others swiftly fall apart. He reveals the conversational questions and gambits that bring people together. And he shows how even the most tricky of encounters can be turned around. In the process, he shows why a CIA operative was able to win over a reluctant spy, how a member of a jury got his fellow jurors to view an open-and-shut case differently, and what a doctor found they needed to do to engage with a vaccine sceptic.

Above all, he reveals the techniques we can all master to successfully connect with others, however tricky the circumstances. Packed with fascinating case studies and drawing on cutting-edge research, this book will change the way you think about what you say, and how you say it.

7. Project Financing: Asset-Based Financial Engineering/ Finnerty, John D. 2013. New Delhi: John Wiley & Sons Inc

Call No.: 658.152 FIN

Acc. No.: 9718



As an effective alternative to conventional direct financing, project financing has become one of the hottest topics in corporate finance. It's being used more and more frequently—and more

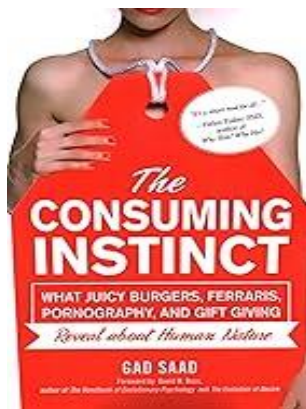
successfully—on a wide variety of high-profile corporate projects and has long been used to fund large-scale natural resource projects. But the challenges of successful project financing are immense, and the requirements of the process can easily be misunderstood. That's why John Finnerty has returned with the Third Edition of Project Financing.

8. The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature/ Saad, Gad. 2011. Lanham: Prometheus Books.

Call No.: 339.47 SAA

Acc. No.: 9719

In this highly informative and entertaining book, the founder of the vibrant new field of evolutionary consumption illuminates the relevance of our biological heritage to our daily



lives as consumers. While culture is important, the author shows that innate evolutionary forces deeply influence the foods we eat, the gifts we offer, the cosmetics and clothing styles we choose to make ourselves more attractive to potential mates, and even the cultural products that stimulate our imaginations (such as art, music, and religion). The book demonstrates that most acts of consumption can be mapped onto four key Darwinian drives—namely, survival (we prefer foods high in calories); reproduction (we use products as sexual signals); kin selection (we naturally exchange gifts with family members); and reciprocal altruism (we enjoy offering gifts to close friends). The author further highlights the analogous behaviors that exist between human consumers and a wide range of animals. For anyone interested in the biological basis of human behavior or simply in what makes consumers tick—marketing professionals, advertisers, psychology mavens, and consumers themselves—this is a fascinating read.

9. Marketing 5.0: Technology for humanity / Kartajaya, Hermawan & Setiawan, Iwan. 2021. Hoboken, New Jersey: Wiley

Call No.: 658.8 KOT

Acc. No.: 9720



In Marketing 5.0, the celebrated promoter of the “Four P’s of Marketing,” Philip Kotler, explains how marketers can use technology to address customers’ needs and make a difference in the world.

In a new age when marketers are struggling with the digital transformation of business and the changing behavior of customers, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade.

Following the pattern presented in his bestselling Marketing X.0 series, Philip Kotler covers the crucial topics necessary to understand modern marketing, including:

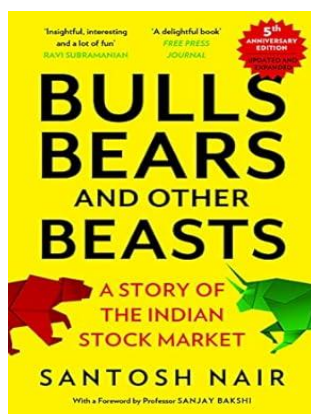
- Artificial Intelligence for marketing automation
- Agile marketing
- “Segments of one” marketing
- Contextual technology
- Facial recognition and voice tech for marketing
- The future of Customer Experience (CX)
- Transmedia storytelling
- The “Whatever-Whenever-Wherever” service delivery
- “Everything-As-A-Service” business model
- Internet of Things and blockchain for marketing
- Virtual and augmented reality marketing
- Corporate activism

Perfect for traditional and digital marketers, as well as students and teachers of marketing and business, Marketing 5.0 reinvigorates the field of marketing with actionable recommendations and unique insights.

**10. Bulls, Bears and Other Beasts: A Story of the Indian Stock Market / Nair, Santosh.
2021. UK: PAN MacMillan**

Call No.: 332.6 NAI

Acc. No.: 9721

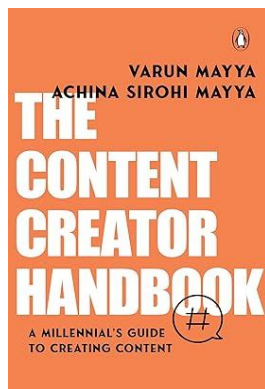


'Insightful, interesting and a lot of fun' Ravi Subramanian, An honest and extremely detailed recounting of the evolution of the market' Business Line.' A delightful book on the stock markets' Free Press Journal A rip-roaring history of the Indian stock market post liberalization. The wise and wily Lalchand Gupta takes you on an exciting journey through Dalal Street in this comprehensive history of the stock market since 1991. From tech booms and tax evasion to banks and money laundering; scams and crashes to fixers and investors, Lala has seen it all. Bringing the story up to the present, this special fifth anniversary edition also makes keen observations about the developments on the trading floor of the Bombay Stock Exchange in more recent times and doles out smart investing hacks in Lala's inimitable style. Bulls, Bears and Other Beasts is a must-read for anyone interested in the financial health of the country as well as those who want to know about the sensational events that led up to the far more sterile stock-market operations of the present day.

11. Content creator handbook: ultimate guide to creating content / Mayya, Varun and Mayya, Achina Sirohi . 2024. Gurugram: Penguin Randonhouse India

Call No.: 371.1 MAY

Acc. No.: 9722



Every day, millions of videos are uploaded, but only handfuls break through to the mainstream. What separates viral content from forgotten content? It's not luck. It's not talent--it's strategy.

In this no-nonsense guide, Varun and Achina Mayya--creators of multiple successful YouTube channels and online businesses--reveal the strategies, tactics and insider knowledge that have helped them master the art and science of content creation.

The content will help you learn:

- Why most content strategies fail, and how to craft one that works
- The real way algorithms operate (and how to use them to your advantage)
- The secret language of engagement that turns viewers into loyal fans
- Proven methods to monetize without alienating your audience
- How to avoid the most common pitfalls that trap content creators

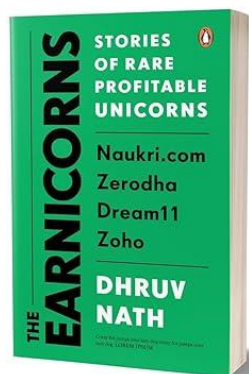
You can also go behind the scenes with guest experts Shirsh Bajpai and Martin Noronha as they dive deep into the technical aspects of video editing, production and more, and offer actionable insights that will immediately elevate your content.

Whether you're a budding YouTuber, an entrepreneur or a seasoned creator looking to scale, this book is your blueprint for building a sustainable, impactful career in content creation.

12. The Earnicorns: Stories of Rare Profitable Unicorns / Nath, Dhruv. 2024. Gurugram: Penguin Randonhouse India

Call No.: 658.1522 NAT

Acc. No.: 9723



It is an accepted fact that Internet-related businesses are largely loss making. Dhruv Nath uncovers the secrets of four highly respected Internet giants which defy this trend boldly. The book narrates the story of four market leaders: Naukri.com, Zerodha, Zoho and Dream11, and how these companies managed to become profitable and stay that way.

These are stories about phenomenal companies and their equally phenomenal founders. How Zoho transformed rural Tamil Nadu, by recruiting young boys and girls who could not afford to go to

a decent college. And nurturing them into becoming star programmers. Nithin Kamath, the outstandingly humble founder of Zerodha, who shocked the nation by charging absolutely no brokerage from investors. Sanjeev Bikhchandani, who started Naukri.com from the servant's quarters above his father's garage, using second-hand computers and furniture. And subsequently, grew the business to a point where they have an unbelievable 70 per cent share of the market for white-collar jobs. Harsh Jain of Dream11, who built a roaring fantasy sports platform when everyone advised him not to.

**13. Start-up code: taking your company from seed to scale / Bansal, Mukesh. 2024.
Gurugram: Penguin Randonhouse India**

Call No.: 658.11 BAN

Acc. No.: 9724

Building a company from scratch is a risky business, with a very high chance of failure. But



it is also one of the most rewarding life experiences, with an incredibly high learning curve. Mukesh Bansal draws on over two decades of first-hand experience to reveal the hard-won lessons that turn ambitious ideas into thriving enterprises. Through riveting stories and real-world case studies, he demystifies the entrepreneurial journey, guiding readers from the initial spark of inspiration to scaling a high-growth business.

In this book, discover your 'why', the importance of achieving product-market fit and how to foster a resilient company culture. Learn to navigate the complexities of funding, execution and growth strategies while gaining candid insights into why many start-ups fail.

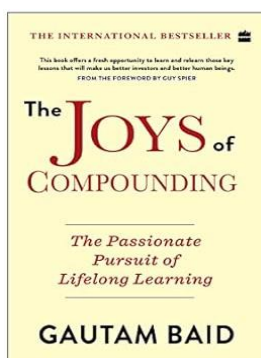
In the treacherous landscape of building a business, one has to survive the inevitable challenges, and Bansal confronts this harsh reality, while offering readers a method to the madness.

The Start-Up Code is more than just a guide--it's your road map to transforming bold ideas into enduring success. Whether you're a fledgling entrepreneur or a corporate leader aiming to ignite innovation within your organization, Bansal's practical frameworks and proven strategies will empower you to dramatically improve your odds of success.

**14. Joys of compounding: passionate pursuit of lifelong learning/ Baid, Gautam. 2020.
Gurugram: Harper Business**

Call No.: 332.6 BAI

Acc. No.: 9725



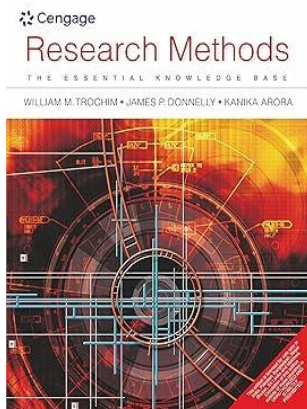
Value investing is not just a system for success in the market. It is also an intellectual toolkit for achieving a deeper understanding of the world. In The Joys of Compounding, the value investor Gautam Baid builds a holistic approach to value investing and philosophy from his wide-ranging reading, combining practical approaches, self-cultivation, and business wisdom. Distilling investment and life lessons into a comprehensive guide, Baid integrates the strategies and wisdom of

preeminent figures whose teachings have stood the test of time. Drawing on the work of investing greats like Warren Buffett, Charlie Munger, and Ben Graham, as well as philosophers and scholars, he artfully interweaves the lessons learned from his many teachers. Baid demonstrates their practical applications in the areas of business, investing, and decision making and also shows that these ideas can be applied to one's own life with just as much reward. A celebration of the value investing discipline, this book also recounts Baid's personal experiences, testifying to his belief that the best investment you can make is an investment in yourself. The Joys of Compounding offers curated reflections on life and learning for all investors, investment enthusiasts, and readers seeking a dose of practical wisdom.

15. Research Methods: essential knowledge base/ Trochim, William M, Donnelly, James P and Arora, Kanika. 2016. Delhi: Cengage learning

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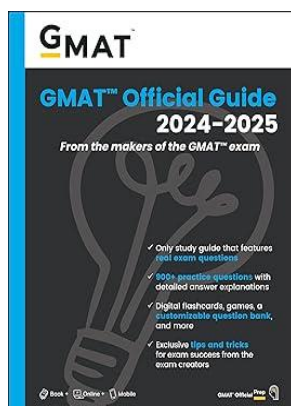


From an expert team in the research methods field, RESEARCH METHODS: THE ESSENTIAL KNOWLEDGE BASE, 2nd Edition, is written specifically for users who are new to research methods. The book streamlines and clarifies explanations of fundamental, yet difficult, concepts in a familiar, engaging style. Readers learn about the relationship between theory and practice, which helps them become better researchers and better consumers of research.

16. GMAT official guide 2024-25: from the makers of the GMAT exam/ GMAT. 2024. Hoboken: New Jersey, John Wiley & Sons

Call No.: 650.76 GMA

Acc. No.: 9727



The GMAT exam includes detailed performance insights in your Official Score Report. But that's not all! You can benefit from the same (and more!) detailed insights after taking any GMAT™ Official Practice Exam.

On both the Official Score Report and Practice Exam score report, in addition to your total and section scores and percentile rankings, you'll get insights by section, question type, and content domain (meaning, a specific area of knowledge, and details on your time management. Plus, you'll get the following insights only from GMAT™ Practice Exams:

- Overall score distribution

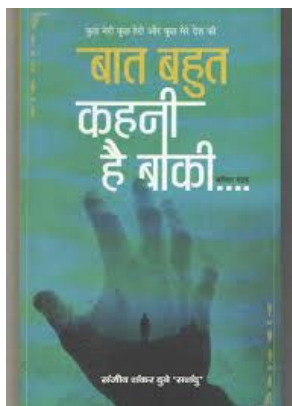
- Section score distribution
- Time pressure index and performance

And only on the real Official Score Report will you see your performance by program and school, which shows your Total Score percentile ranking compared to the percentile rankings of test takers who sent their GMAT scores to the same program within the past 5 years (this chart will only display if you send your Official Score Report to one or more programs).

17. Baat Bahut Kehni hai baki : Kuch meri kuch teri aur kuch mere desh ki/ Dubey, Sanjeev Shankar. 2018. Delhi: Bookline

Call No.: 891.431 DUB

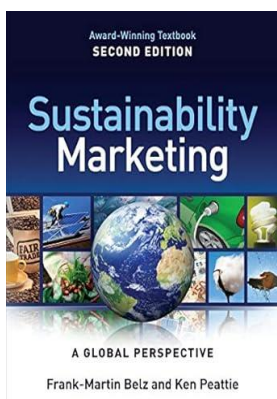
Acc. No.: 9728



18. Sustainability marketing: a global perspective/ Frank-Martin. 2012. New Jersey: John Wiley & Sons

Call No.: 658.802 BEL

Acc. No.: 9729



The new and extended Second Edition of the award-winning textbook *Sustainability Marketing: A Global Perspective* provides a sustainability-oriented vision of marketing for the twenty-first century. Adopting a consumer marketing focus, it emphasises integrating sustainability principles into both marketing theory and the practical decision making of marketing managers.

The book shows how the complexities of sustainability issues can be addressed by marketers through a systematic step-by-step approach. The steps involve an analysis of socio-environmental priorities to complement conventional consumer research; an integration of social, ethical and environmental values into marketing strategy development; a new consumer-oriented sustainability marketing mix to replace the outmoded and producer-oriented '4Ps'; and finally an analysis of how marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society. Without taking such steps, marketing will continue to drive global crises linked to climate change, poverty, food shortages, oil depletion and species extinction, instead of helping to tackle them.