

NEW ARRIVAL

(July-August 2025)



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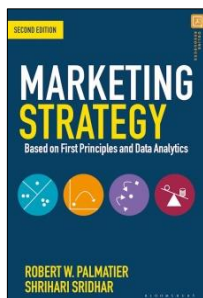


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LODHI ROAD, NEW DELHI

1. **Marketing strategy based on first principles and data analytics/ Robert, W Palnmatier & Sridhar, Shrihari. London: Bloomsbury, 2021. 373p. 9781352011463**

Call No.: 658.802 PAL

Acc. No.: 9830

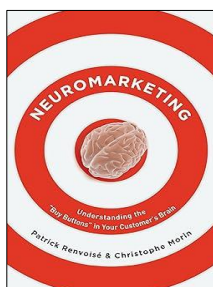


Marketing Strategy offers a unique and dynamic approach based on four underlying principles that underpin marketing today: All customers differ; All customers change; All competitors react; and All resources are limited. The structured framework of this acclaimed textbook allows marketers to develop effective and flexible strategies to deal with diverse marketing problems under varying circumstances. Uniquely integrating marketing analytics and data driven techniques with fundamental strategic pillars the book exemplifies a contemporary, evidence-based approach. This base toolkit will support students' decision-making processes and equip them for a world driven by big data. The second edition builds on the first's successful core foundation, with additional pedagogy and key updates. Research-based, action-oriented, and authored by world-leading experts, Marketing Strategy is the ideal resource for advanced undergraduate, MBA, and EMBA students of marketing, and executives looking to bring a more systematic approach to corporate marketing strategies.

2. **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.: 9831-9832

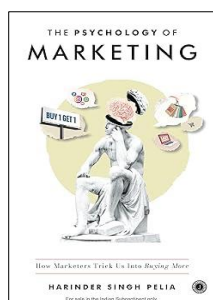


Unveiling a remarkable combination of the latest brain research and revolutionary marketing practices, authors Patrick Renvoise and Christophe Morin teach highly effective techniques to build and deliver powerful, unique, and memorable messages that will have major, lasting impact on any audience.

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

Call No.: 658.8342 PEL

Acc. No.: 9833-9834



Behind all the shiny models, buzzwords, and theories - there are raw truths of human behaviour at work.

Why does ₹990 feel like a bargain, compared to ₹1,000? Why does swiping a card hurt less than handing over the same amount in hard cash?

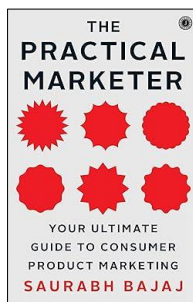
How does one innocent scroll on Instagram Reels turn into an hour-long binge?
And how do marketers trick us into thinking we're in control, even when they're often the ones pulling the strings?

In this book, we'll unwrap the unfiltered truths behind persuasion, choice, motivation, habits, loyalty, and cognitive biases - all the stuff an MBA conveniently glosses over.

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

Call No.: 658.8342 BAJ 2024

Acc. No.: 9835-9836



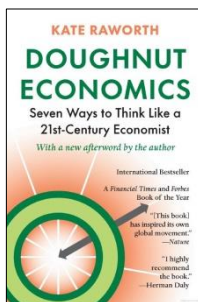
While we all enjoy catchy ads, only a few are aware of how iconic ads are made. With over two decades of experience in sales and marketing, and having been a part of all aspects of brand building—from advertising and promotions to innovations and packaging—, Saurabh Bajaj provides great insights into how marketing shapes brands and businesses.

The Practical Marketer serves as an excellent guide to consumer product marketing for those who want to understand what works and what doesn't in a highly competitive market.

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

Call No.:330 RAW 2022

Acc. No.: 9837-9838



Economics is broken. It has failed to predict, let alone prevent, financial crises that have shaken the foundations of our societies. Its out-dated theories have permitted a world in which extreme poverty persists while the wealth of the super-rich grows year on year. And its blind spots have led to policies that are degrading the living world on a scale that threatens all of our futures.

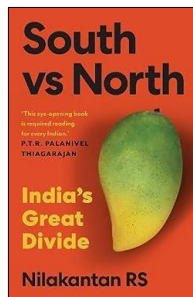
Can it be fixed? In Doughnut Economics, Oxford academic Kate Raworth identifies seven critical ways in which mainstream economics has led us astray and sets out a roadmap for bringing humanity into a sweet spot that meets the needs of all within the means of the planet. En route, she deconstructs the character of 'rational economic man' and explains what really makes us tick. She reveals how an obsession with equilibrium has left economists helpless when facing the boom and bust of the real-world economy. She highlights the dangers of ignoring the role of energy and nature's resources – and the far-reaching implications for economic growth when we take them into account. And in the process, she creates a new, cutting-edge economic model that is fit for the 21st century – one in which a doughnut-shaped compass points the way to human progress.

Ambitious, radical and rigorously argued, Doughnut Economics promises to reframe and redraw the future of economics for a new generation.

6. **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



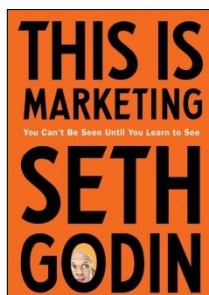
Compare two children – one born in north India, the other in the south. The child from south India is far less likely to die in the first year of her life or lose her mother during childbirth. She will also receive better nutrition, go to school and stay in school longer; she is more likely to attend college and secure employment that pays her more. This child will also go on to have fewer children, who in turn will be healthier and more educated than her. In a nutshell, the average child born in south India will live a healthier, wealthier, more secure life than one born in north India.

Why is south India doing so much better than the north? And what does that mean? In this superbly argued book, data scientist Nilakantan RS shows us how and why the southern states are outperforming the rest of the country and its consequences in an increasingly centralized India. He reveals how south India deals with a particularly tough set of issues – its triumphs in areas of health, education and economic growth are met with a policy regime that penalizes it; its success in population control will be met with a possible loss of political representation. How will the region manage such an assault? Hard-hitting, troubling and full of fascinating data points, South vs North is an essential book about one of the biggest challenges that India faces today.

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

Call No.: 658.8 GOD 2018

Acc. No.: 9840

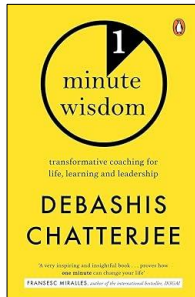


Make products and services for the customers you want to serve rather than finding customers for the products and services you want to make. Marketing is about making change happen. To do that, create a culture by telling stories that match the built-in narratives and dreams of the smallest viable market you choose to serve. Then, show up consistently to earn permission—by building confidence and trust—to follow up and share your work.

8. **1 minute wisdom: transformative coaching for life, learning and leadership/ Debashish.**
Gurugram: Penguin Random House India, 2025. 236p. 9780143476245

Call No.: 158.3 CHA

Acc. No.: 9841



One-Minute Wisdom offers core insights and transformative coaching techniques that Prof. Debashis Chatterjee, one of the longest-serving directors of an IIM, has developed over three decades in leadership, education and personal development. Prof. Chatterjee's impressive credentials include formal coaching training at INSEAD and Harvard, which have significantly shaped the methodologies shared in this work. The book is divided into three parts—Life, Learning and Leadership—illustrated with hand-drawn sketches and slice-of-life

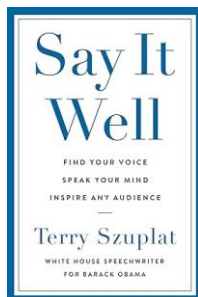
examples.

Designed for the reader who is pressed for time, with easily digestible insights and charming essays, this is a book that will help you find purpose and also empower you to become wiser, one page at a time.

9. **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.: 808.51SZU

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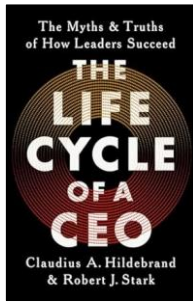
In Say It Well, Szuplat shares the life-changing lessons he learned from Barack Obama—one of the most admired speakers of our time—and how he applied these techniques to become a better speaker himself. In every chapter, he shares never-before-heard advice from Obama on speaking well, along with riveting behind-the-scenes stories of writing for a president—so you can master every step of public speaking. Along the way, Szuplat introduces you to remarkable people from all walks of life—students, advocates, business executives, veterans—who have used these techniques to give speeches that have gone viral and inspired millions of people around the world. At a time of division and distrust, Say It Well also shows how we can all speak with the empathy, civility, and honesty that we need now more than ever.

In sharing his journey to find his own voice, Szuplat will help you find yours. Written with humor and warmth, this is your new guide to the art of public speaking. And the next time you speak—whether you're giving a toast or a eulogy for a loved one, a presentation at work, or an impassioned appeal for a cause you care about—not only will you know what to say, you'll know how to say it well.

10. **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



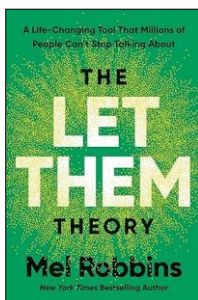
Being appointed CEO is seen by many as the pinnacle of success in business, but it is actually the first step in a journey of evolving stages requiring ongoing personal reinvention. In an unprecedented study of the individual performance of every twenty-first-century CEO of the S&P 500, combined with over 100 in-depth interviews of CEOs and board directors, Claudius A. Hildebrand and Robert J. Stark discovered the CEO Life Cycle, a series of five stages: launch, calibration, reinvention, complacency trap, and legacy. Each presents distinctive headwinds and tailwinds that require leaders to develop the fresh skills and strategies needed to thrive.

Successful CEOs are often portrayed as fully formed heroes endowed with exceptional leadership traits. Hildebrand and Stark break through the mythology to provide unique understanding, explaining how outstanding leaders surmount predictable challenges and develop the mental fortitude, emotional resilience, and self-awareness required to keep adapting. Invaluable not only for CEOs to take their game to the next level of high performance but also for executives who envision themselves in the role, *The Life Cycle of a CEO* provides the unvarnished truth about what it takes to be a successful CEO.

11. Let them theory: a life-changing tool that millions of people can't stop talking about/ Robbins, Mel. New Delhi: Hay House India, 2024. 323p. 9789366117867

Call No.: 158.1 ROB

Acc. No.: 9844



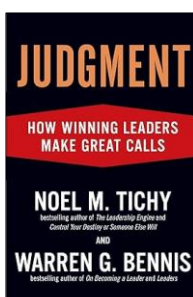
In her latest ground-breaking book, *The Let Them Theory*, Mel Robbins—New York Times Bestselling Author and one of the world's most respected experts on motivation, confidence, and mindset—teaches you how to stop wasting energy on what you can't control and start focusing on what truly matters: YOU. Your happiness. Your goals. Your life.

Using the same no-nonsense, science-backed approach that's made *The Mel Robbins Podcast* a global sensation, Robbins explains why *The Let Them Theory* is already loved by millions and how you can apply it in eight key areas of your life to make the biggest impact. Within a few pages, you'll realize how much energy and time you've been wasting trying to control the wrong things—at work, in relationships, and in pursuing your goals—and how this is keeping you from the happiness and success you deserve. Written as an easy-to-understand guide, Robbins shares relatable stories from her own life, highlights key takeaways, relevant research and introduces you to world-renowned experts in psychology, neuroscience, relationships, happiness, and ancient wisdom who champion *The Let Them Theory* every step of the way.

12. Judgement: How winning leaders make great calls/ Noel M Tichy and Warren G. Bennis: USA: Portfolio, 2007. 392p. 9781591842934

Call No.:658.4095 TIC 2007

Acc. No.: 9845



Noel Tichy and Warren Bennis have each spent decades studying and teaching leadership and advising top CEOs such as Jack Welch and Howard Schultz. Now, in their first collaboration, they offer a powerful framework for making tough calls when the stakes are high and the right path is far from obvious. They show how to recognize the critical moment before a

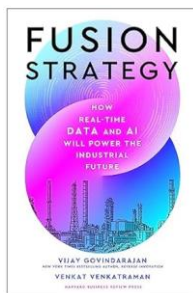
judgment call, when swift and decisive action is essential, and also how to execute a decision after the call.

Tichy and Bennis bring their three-dimensional model to life with interviews with world-class leaders who have thrived or suffered because of their judgment calls. These stories include: Jeff Immelt, CEO of General Electric, whose judgment to grow through research and development transformed GE into the world's premier technology growth company. Joel Klein, chancellor of the New York City Department of Education, who made tough calls about teachers, students, and parents while turning around a troubled school system. Jim McNerney, CEO of Boeing, whose strategic judgment helped him reinvent his company and restore a culture of trust and respect.

13. 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 2024

Acc. No.: 9846



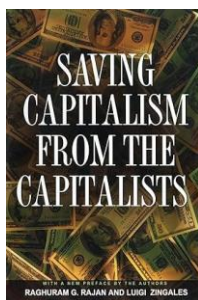
Tech giants like Facebook, Amazon, and Google can collect real-time data from billions of users. For companies that design and manufacture physical products, that type of fluid, data-rich information used to be a pipe dream. Now, with the rise of cheap and powerful sensors, supercomputing, and artificial intelligence, things are changing—fast.

In *Fusion Strategy*, world-renowned innovation guru Vijay Govindarajan and digital strategy expert Venkat Venkataraman offer a first-of-its-kind playbook that will help industrial companies combine what they do best—create physical products—with what digitals do best—use algorithms and AI to parse expansive, interconnected datasets—to make strategic connections that would otherwise be impossible. The laws of competitive advantage are changing, rewarding those who have the most robust, data-driven insights rather than the most valuable assets. To compete in the new digital age, companies need to use real-time data to turbocharge their products, strategies, and customer relationships. Those that don't risk falling on the wrong side of the next great digital divide.

14. 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 2003

Acc. No.: 9847



Saving Capitalism from the Capitalists is a groundbreaking book that will radically change our understanding of the capitalist system, particularly the role of financial markets. They are the catalyst for inspiring human ingenuity and spreading prosperity. The perception of many, especially in the wake of never-ending corporate scandals, is that financial markets are parasitic institutions that feed off the blood, sweat, and tears of the rest of us. The reality is far different.

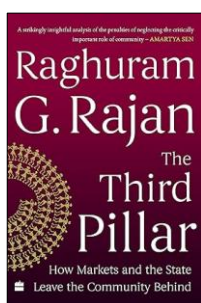
This book breaks free of traditional ideological arguments of the Right and

Left and points to a new way of understanding and spreading the extraordinary wealth-generating capabilities of capitalism.

- 15. 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 2020

Acc. No.: 9848

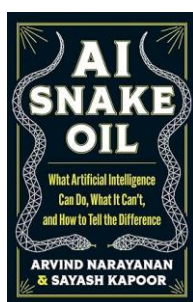


Raghuram G. Rajan has an unparalleled vantage point on the socio-economic consequences of globalization and their ultimate effect on politics. In *The Third Pillar*, he offers a big-picture framework for understanding how these three forces - the state, markets and communities - interact, why things begin to break down, and how we can find our way back to a more secure and stable plane. The 'third pillar' is the community we live in. Economists all too often understand their field as the relationship between markets and the state, and they leave squishy social issues for other people. That's not just myopic, Rajan argues; it's dangerous. All economics is actually socioeconomics - all markets are embedded in a web of human relations, values and norms. Rajan presents a way to rethink the relationship between the market and civil society and argues for a return to strengthening and empowering local communities as an antidote to growing despair and unrest. *The Third Pillar* is a masterpiece of explication, a book that will be a classic for its offering of a wise, authoritative and humane explanation of the forces that have wrought such a sea change in our lives.

- 16. 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 2024

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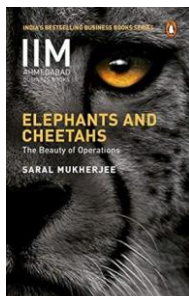
Confused about AI and worried about what it means for your future and the future of the world? You're not alone. AI is everywhere—and few things are surrounded by so much hype, misinformation, and misunderstanding. In *AI Snake Oil*, computer scientists Arvind Narayanan and Sayash Kapoor cut through the confusion to give you an essential understanding of how AI works and why it often doesn't, where it might be useful or harmful, and when you should suspect that companies are using AI hype to sell AI snake oil—products that don't work, and probably never will.

While acknowledging the potential of some AI, such as ChatGPT, *AI Snake Oil* uncovers rampant misleading claims about the capabilities of AI and describes the serious harms AI is already causing in how it's being built, marketed, and used in areas such as education, medicine, hiring, banking, insurance, and criminal justice. The book explains the crucial differences between types of AI, why organizations are falling for AI snake oil, why AI can't fix social media, why AI isn't an existential risk, and why we should be far more worried about what people will do with AI than about anything AI will do on its own. The book also warns of the dangers of a world where AI continues to be controlled by largely unaccountable big tech companies. By revealing AI's limits and real risks, *AI Snake Oil* will help you make better decisions about whether and how to use AI at work and home.

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

Call No.: 658.5 MUK 2021

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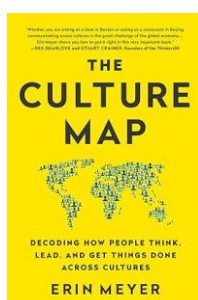


Do systems have souls? This book, based on a popular elective at IIM Ahmedabad, looks for answers in the hard trade-offs inherent in the design of operating systems and business models. It encourages business leaders to ask two different sets of existential questions: Does the organization that I am managing have a soul, and if so, what are the strategic choices that enable its synthesis (external orientation)? And, do I have a soul, and if so, who am I (internal orientation)? In the process, it uncovers a beauty inherent in patterns of strategic choices that enables an organizational soul to emerge, and an appreciation of the diversity of such souls.

- 18. 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

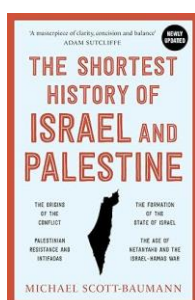


An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In The Culture Map, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

- 19. Shortest history of Israel and Palestine/ Scott- Baumann, Michael. New Delhi: Pan Macmillan, 2023. 280p. 9788119300501**

Call No.: 956.94 SCO

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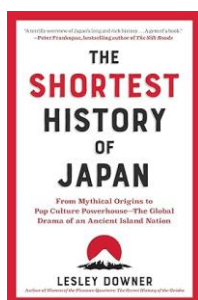
The ongoing struggle between Israel and Palestine is one of the bitterest conflicts in history, with profound global consequences. In this book, Middle East expert Michael Scott-Baumann succinctly describes its origins and charts its evolution from civil war to the present day. Each chapter offers a lucid explanation of the politics and ends with personal testimony from Palestinians and Israelis whose lives have been overshadowed by violence. While presenting competing interpretations, Scott-Baumann examines key flash points including the early role of the British, the establishment of the

state of Israel in 1948, the Six-Day War of 1967, the Trump administration's 2020 peace plan, and the war ignited by Hamas's surprise attacks on Israel in 2023. He delineates both the nature of Israeli control over the Palestinian territories and Palestinian resistance—going to the heart of recent clashes. The result is an indispensable history, including a time line, glossary, and analysis of why efforts to restore peace have continually failed—at immense human cost on both sides of the conflict—and what it will take to succeed.

- 20. 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

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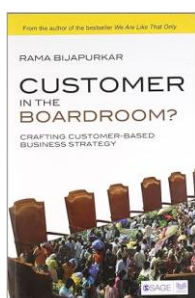


Zen, haiku, martial arts, sushi, anime, manga, film, video games . . . Japanese culture has long enriched our Western way of life. Yet from a Western perspective, Japan remains a remote island country that has long had a complicated relationship with the outside world. Japan—an archipelago strung like a necklace around the Asian mainland—is considerably farther from Asia than Britain is from Europe. The sea has provided an effective barrier against invasion and enabled the culture to develop in unique ways. During the Edo period, the Tokugawa shoguns successfully closed the country to the West. Then, Japan swung in the opposite direction, adopting Western culture wholesale. Both strategies enabled it to avoid colonization—and to retain its traditions and way of life. A skilled storyteller and accurate historian, Lesley Downer presents the dramatic sweep of Japanese history and the larger-than-life individuals—from emperors descended from the Sun Goddess to warlords, samurai, merchants, court ladies, women warriors, geisha, and businessmen—who shaped this extraordinary modern society.

- 21. Customer in the Boardroom: crafting customer-based business strategy/ Bijapurkar, Rama. Gurugram: Penguin Random House India, 2012. 269p. 9780143461302**

Call No.: 658.4012 BIJ 2012

Acc. No.: 9854



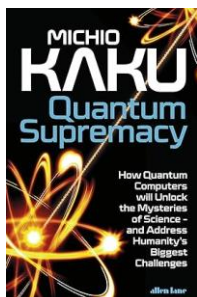
Customer in the Boardroom? Highlights the need for companies to embed customer centricity into the heart of their business strategy development process, if they are to continue to grow profitably and secure their future. Rama Bijapurkar presents a compelling treatise on how to develop business strategy around the world of customers rather than the world of competitors. She draws a sharp distinction between the 'market = industry size' and the 'market = customers with needs' bases for developing business strategy.

The book proposes Customer-Based Business Strategy (CBBS), a lucid and simple framework for the successful assimilation of customer-centricity in business strategy.

- 22. 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 2023

Acc. No.: 9855



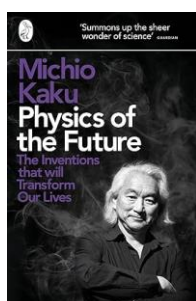
The runaway success of the microchip processor may be nearing its end, with profound implications for our economy, society and way of life, even leaving Silicon Valley as a new Rust Belt, its technology obsolete. Step forward the quantum computer, which harnesses the power and complexity of the atomic realm, and may be useful in solving humanity's greatest challenges from climate change, to global starvation, to incurable diseases. Humanity's next great technological achievement already promises to be every bit as revolutionary as the transistor and microchip once were. Its unprecedented gains in computing power and unique ability to simulate the physical universe herald advances that could change every aspect of our lives.

Corporations and whole nations are betting on quantum computing, hoping to exploit its power to design more efficient vehicles, create life-saving new drugs and streamline industries to revolutionize the economy. But this is only the beginning. Quantum computers could allow us to finally create nuclear fusion reactors that produce clean, renewable energy without radioactive waste or threats of meltdown. They could help us crack the biological processes that generate natural, cheap fertilizer and enable us to feed the world's growing populations. And they could unravel the fiendishly difficult protein folding that lies at the heart of previously incurable diseases such as Alzheimer's, motor neurone disease and Parkinson's, helping us to live longer, healthier lives. Told with Kaku's signature clarity and enthusiasm, Quantum Supremacy is the story of this exciting frontier and the race to claim humanity's future.

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

Call No.:530 KAK 2011

Acc. No.: 9856



Michio Kaku's Physics of the Future: The Inventions that will transform our Lives is a hypothetical journey through the next 100 years of scientific innovation, as told by the scientists who are making it happen.

We all wish we could predict the future, but most of us don't know enough about the science that makes it possible. That's why Michio Kaku decided to talk to the people who really know - the visionaries who are already inventing the future in their labs. Based on interviews with over three hundred of the world's top scientists, Kaku gives us an insider's perspective on the revolutionary advances that mean we'll soon be able to take an elevator into space, access the internet via our contact lenses, scan our DNA for signs of disease and even change the shape of objects - and all still within the laws of known physics. This isn't just the shape of things to come - as Kaku shows, it's already happening.

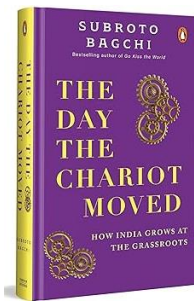
'Summons up the sheer wonder of science' Daily Telegraph

'A whirlwind tour of technological possibilities' New Scientist
'One of the gurus of modern physics' Financial Times
'An entertaining account of envelope-pushing research' Economist

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

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have perhaps never seen before.

Subroto Bagchi uses his crossover experience from being an acknowledged leader of the Indian information technology (IT) industry to working full-time with the Government of Odisha in the rank of a cabinet minister, on a mission mode, to set up one of the stellar success stories of skill development in India. A bestselling author of several books, Bagchi uses his keen observation and experience to present stories of how the government works, of leadership at the bottom of the pyramid and the nature of transformational change in established systems. Along the way, he shows you the many facets of India that you

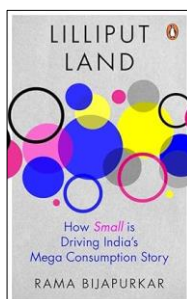
The Day the Chariot Moved is a tribute to people who make permanent change happen in one lifetime. A unique book on the imperatives for institutional leadership that is relevant across sectors, it humanizes the development agenda for policymakers in the government. It makes change agents from the social sector rethink their conventional approach and makes corporate leaders understand the complexities of making large-scale change. The stories in this book, told in a language that grips you, will help you understand the many notions of development.

The Day the Chariot Moved will move you and help you understand the how lives can be transformed at the grassroots.

25. 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 2024

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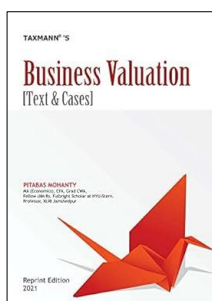
paradoxes and challenges that dot India's market opportunity, and discusses the drivers and shapers of its future. A comprehensive three-part framework of structure-behaviour-supply discusses the present and future of India's mega consumption story, the most exciting in the world, with over half of its GDP accounted for by domestic consumption.

India is already the world's fifth-largest economy. Unlike most markets of its size, India is, and for a long time will be, driven by lots and lots of small consumers earning and spending just a little bit each, which adds up to an enormous amount. On the supply side, these consumers are served by numerous small, agile suppliers who challenge large companies by innovating to satisfy their price-performance demands. India's vibrant digital revolution now offers the keys to cracking open this infamously tricky market. Digital business models will be the future of competition as they harness the power of the small and create large-scale businesses in the years to come. Lilliput Land provides a 'people lens' to understand the

26. Business Valuation: Text and Cases/ Mohanty, Pitabas. Delhi: Taxmann publications, 2021 456p. 9789390831487

Call No.: 658.15 MOH 2021

Acc. No.: 9860



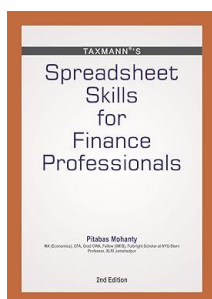
This book is a comprehensive & authentic book on 'Business Valuation'. The objective of this book is to include a judicious mixture of corporate finance theory and business valuation practice.

This book aims to fulfill the requirement of students PGDM/MBA/CA/CWA & other professional courses. The subject-matter is presented in a simple, systematic method along with comprehensive explanation of the concept and theories underlying business valuation. The book tries to present the subject-matter in a non-mathematical and non-technical. It emphasizes on the Five Types of Consistencies that one should maintain while valuing any business. It also discusses what mistakes are made, when the valuation model suffers from not adhering to these consistencies. It includes a list of 150 questions that one often faces while valuing companies. One will find these questions handy while preparing for some valuation interview.

27. Spreadsheet skills for finance professionals/ Mohanty, Pitabas . Delhi: Taxmann publications, 2020. 2nd edition. 388p. 9789390128228

Call No.: 658.15 MOH

Acc. No.: 9861



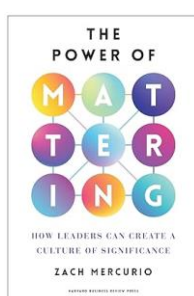
This book is a comprehensive & authentic book on 'Spreadsheet skills for finance professionals'. The Present Publication is the 2nd Edition with noteworthy features such as Specific focus on application of MS Excel in corporate finance; Enhances the readers skills to build powerful financial models; Discusses techniques of good/bad practices to be followed/avoided & VBA macros to build financial models; Usage of multiple examples to under the use of functions in excel to build financial models using formulas.

It discusses newer applications such as Google Sheets and Office 365 and covers Functions used in Financial Models; Keyboard Shortcuts in Spreadsheets; Writing Correct Formulas in Excel; Using Controls in Excel; Creating Useful Charts in Finance; Understanding Macros; Formatting Numbers; and Sensitivity Analysis in Excel. Newer features such as dynamic array (that applies to many existing features in Excel) & XLOOKUP have also been discussed

28. 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



Increasingly, people report feeling overlooked, ignored, and underappreciated at work. Simply put, they don't feel like they matter to their leaders or organizations—and it's taking a toll. This hidden epidemic of insignificance is fueling a mental health crisis, intensifying loneliness,

and, for organizations, driving disengagement, turnover, and low performance.

The good news is that leaders can learn the skills to ensure that everyone around them feels valued and knows how they add value at work. Through a captivating exploration of the emerging science of mattering and drawing from hands-on work in hundreds of diverse industries and organizations, researcher and speaker Zach Mercurio reveals how mattering to others a fundamental is—yet often overlooked—requirement for thriving.

He introduces a simple yet effective framework for making daily interactions with your people more meaningful:

Noticing: the practice of seeing and hearing others

Affirming: the practice of showing people how their unique gifts make a difference

Needing: the practice of showing people they're relied on and indispensable

Filled with practical advice, helpful exercises, and inspiring real-world examples, *The Power of Mattering* equips leaders at all levels with the tools they need to revitalize their teams—and entire organizations—by showing people that they matter.
